

Value-Added Marketing

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Value-Added Marketing

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

| KA Code | Knowledge Area | %1862 Extension | %1890 Extension | %1862 Research | %1890 Research |
|---------|--|-----------------|-----------------|----------------|----------------|
| 901 | Program and Project Design, and Statistics | 100% | | | |
| | Total | 100% | | | |

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

| Year: 2007 | Extension | | Research | |
|---------------|-----------|------|----------|------|
| | 1862 | 1890 | 1862 | 1890 |
| Plan | 2.0 | 0.0 | 0.0 | 0.0 |
| Actual | 2.0 | 0.0 | 0.0 | 0.0 |

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

| Extension | | Research | |
|------------------------------|----------------|----------------|----------------|
| Smith-Lever 3b & 3c 55265 | 1890 Extension | Hatch | Evans-Allen |
| | 0 | 0 | 0 |
| 1862 Matching 55265 | 1890 Matching | 1862 Matching | 1890 Matching |
| | 0 | 0 | 0 |
| 1862 All Other | 1890 All Other | 1862 All Other | 1890 All Other |
| 0 | 0 | 0 | 0 |

V(D). Planned Program (Activity)

1. Brief description of the Activity

1. Conduct a consumer-driven marketing educational program that includes classroom training, field trips, and mentoring. The goal will be to add \$1 million in value to West Virginia crops in 5 years. 2. Develop and maintain Consumer Driven and Marketing Web site. This will involve researching the rules and regulations that must be met to allow a family farm to add value and then market each of West Virginia's farm product groups.

2. Brief description of the target audience

Most of those participating will be small farms that don't possess the volume of production to make a financial impact for their family. The majority will be vegetable and fruit growers, but later the beef, dairy, and small-ruminant producing families will join in.

V(E). Planned Program (Outputs)**1. Standard output measures****Target for the number of persons (contacts) reached through direct and indirect contact methods**

| | Direct Contacts Adults | Indirect Contacts Adults | Direct Contacts Youth | Indirect Contacts Youth |
|-------------|-----------------------------------|-------------------------------------|----------------------------------|------------------------------------|
| Year | Target | Target | Target | Target |
| Plan | 175 | 4500 | 0 | 0 |
| 2007 | 747 | 3862 | 125 | 125 |

2. Number of Patent Applications Submitted (Standard Research Output)**Patent Applications Submitted**

| | |
|-------------|---------------|
| Year | Target |
|-------------|---------------|

| | |
|--------------|---|
| Plan: | 0 |
|--------------|---|

| | |
|-------|---|
| 2007: | 0 |
|-------|---|

Patents listed**3. Publications (Standard General Output Measure)****Number of Peer Reviewed Publications**

| | Extension | Research | Total |
|-------------|------------------|-----------------|--------------|
| Plan | | | |
| 2007 | 0 | 0 | 0 |

V(F). State Defined Outputs**Output Target****Output #1****Output Measure**

Individuals attending a consumer-driven marketing educational program that includes A) classroom training, B) field trips, C) mentoring, and D) newsletter.

| Year | Target | Actual |
|-------------|---------------|---------------|
| 2007 | 175 | 218 |

Output #2**Output Measure**

Develop and maintain consumer-driven and marketing Web site. This will involve researching the rules and regulations that must be met to allow a family farm to add value and then market each of West Virginia's farm product groups.

| Year | Target | Actual |
|-------------|---------------|---------------|
| 2007 | 1 | 0 |

V(G). State Defined Outcomes

| O No. | Outcome Name |
|--------------|--|
| 1 | Participants at a consumer-driven marketing educational program that includes A) classroom training, B) field trips, C) mentoring, and D) newsletter. The participants will gain knowledge about how to to add value to farm production. |
| 2 | Farmers will become aware of ways to add value to their farm production by accessing the consumer-driven marketing Web site. |

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

| Year | Quantitative Target | Actual |
|------|---------------------|--------|
|------|---------------------|--------|

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|---------|----------------|
|---------|----------------|

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Populations changes (immigration,new cultural groupings,etc.)

Brief Explanation

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Before-After (before and after program)
- During (during program)
- Case Study
- Comparisons between program participants (individuals,group,organizations) and non-participants

Evaluation Results

Key Items of Evaluation