

**V(A). Planned Program (Summary)**

**Program # 4**

**1. Name of the Planned Program**

MARKETING TRADE AND ECONOMICS

**V(B). Program Knowledge Area(s)**

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
605	Natural Resource and Environmental Economics	15%		20%	
610	Domestic Policy Analysis	85%		80%	
	<b>Total</b>	100%		100%	

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	1.0	0.0	4.0	0.0
Actual	2.0	0.0	3.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
149378	0	35282	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
448167	0	136292	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

**Issue**

The financial crisis that hit the United States in 2009 and continued through 2010 has affected numerous sectors of the American economy, including agricultural enterprises. In general, the agricultural industry has always faced price fluctuations, but the rate of change for factors affecting the agricultural economy has accelerated. The market has become more volatile, requiring more skill on the part of agricultural producers in managing for risk. To present critical information to agricultural producers quickly, without requiring speakers or the audience to travel, a webinar was designed and presented through the Western Extension Committee, an organization of extension economists from the 13 western states, Guam and other Pacific Islands, supported by Cooperative Extension directors in the western region.

### **What has been done**

In 2009, the pioneering webinar series "Ag in Uncertain Times" was launched as a multi-state effort, covering the following topics: operating in the face of uncertain credit; operating in the face of uncertain markets; families facing uncertainty in agriculture; operating in risky environments; and managing agricultural enterprises in uncertain times. Its sequel in 2010, the four-part webinar "Managing Volatility in Agriculture," featured four live, interactive 90-minute seminars on December 8, 9, 15 and 16, 2010. The sessions included Volatility in American Agriculture; Volatility and the Livestock Industry; Volatility and Grains; and Volatility and Fresh Fruits and Vegetables. Designed for agricultural lenders, producers, producer organizations, not-for-profit organizations, extension specialists and educators, agency personnel, crop insurance industry personnel, policy makers, and agricultural college leaders, the series emphasized management principles and tools that all producers can apply to their farm and ranch businesses to help manage the variety of risks associated with farm product and input price volatility.

The 2009 and 2010 webinar series featured live, interactive 60 to 90-minute seminars that included live audio, PowerPoint presentations, videos and slides, with questions taken using a chat feature during each presentation. Software and hardware were provided through Montana State University. These web seminar series were organized by the Western Extension Committee's "Ag in Uncertain Times Team," with members from land grant institutions in Montana, Wyoming, Arizona, California, Colorado and Washington and the Western Center for Risk Management Education at Washington State University Extension. The entire series of webinars remains available online as a resource for the agricultural industry and for extension educators to download and use as needed.

### **Impact**

The "Managing Volatility in Agriculture" webinars offered in 2010 averaged about 75 to 80 people per session. According to post-session surveys, 98.6 percent of the respondents agreed that this webinar was worth their time and 72.7 percent agreed that they would likely participate in the next webinar. Eighty-two percent agreed their greatest take home message from the webinar was "a better understanding of the current underlying factors causing the new and/or increased market volatility."

A pioneering effort, the "Ag in Uncertain Times" webinar drew widespread interest for each session offered during 2009. Praised as a unique, timely way to reach a wide audience simultaneously with a wealth of practical, expert information, the webinar series was recognized with two awards from the Western Agricultural Economics Association in 2010: the Outstanding Extension Project Group Award, and also the Award of Excellence for Multi-State Programs.

### **Issue**

The number of Spanish speaking farm operators in the Western United States is on the rise. Extension economists of the Western Extension Committee identified a need to target education

programs towards this segment of their clientele. Ag in Uncertain Times in Español©, an interactive Spanish language educational webinar series, was developed by a subset of members of the committee to assist agricultural producers and professionals to better understand the important and changing conditions in today's economy. Collaborating institutions included Washington State University, Montana State University, University of Wyoming, University of California, Oregon State University and the University of Arizona. The 2010 series was targeted towards providing farm and risk management information that would help producers and managers, especially those with small operations, make informed business decisions, and improve agricultural professionals' ability to work with their farm and ranch customers and clients.

### **What has been done**

This educational program was modeled on a similar English language webinar series, using the web conferencing software Adobe® Connect™. Themes for each of three webinars (March 10, 17, 24, 2010) were selected based on identified needs at the farm level and included: 1. Financial Management and Access to Credit, 2. Business Planning and Market Strategies, and 3. Strategies, Tools, and Resources for Crop or Enterprise Selection and Diversification. For each theme, several speakers presented information on relevant subject matter topics. Speakers were selected based on their academic expertise, professional experience, and work with the Hispanic farming community, as well as their fluency in the Spanish language. The programs were promoted using various media outlets, direct mailings, and personal contacts. Each session was scheduled for 60 to 90 minutes and had opportunities for the participants to interact with the presenters. Polling questions were also used during the programs to determine application and value of the information presented, as well as to identify future webinar topics. All presentations were recorded and made available 'on demand' at <http://www.farmmanagement.org/aginuncertaintimesespanol/>.

### **Impact**

Attendance for this first-ever Spanish language Extension webinar series was 31, 40, 29, for each of the three webinars, respectively. All participants reported that the webinars were valuable for their operations, and indicated that they would integrate the information gained in a variety of ways. This includes planting and marketing a greater diversity of crops than in the past, and using "social media" to promote their products and communicate with customers.

### **Issue**

A diverse mix of horticultural crops is grown in Cochise County and a portion of Graham County in southeastern Arizona. Crop acreages include apples-1,200; wine grapes-650; pecans-5,800; pistachios-2,900; stone fruit-160; chiles-3,000; greenhouse crops-280; and mixed vegetables-630 (2009 Arizona Agricultural Statistics Bulletin, Sept. 2010). There are also more than 100 smaller producers who gross less than \$10,000 per year. Many use direct farm marketing techniques to sell their products, according to the 2007 USDA Agricultural Census. Outreach programs educate producers about best production practices so they can make informed decisions and remain economically viable. Recommendations from the Cochise County Cooperative Extension (CE) Advisory Board, requests for information from clientele and suggestions from Arizona Cooperative Extension agents and specialists are implemented. Areas of focus include pest management education and recommendations from locally generated research.

### **What has been done**

Programs offered for local and regional growers during 2010 included presentations at two Arizona Pistachio Growers Association meetings with attendance of 62 and 68 respectively, including growers from New Mexico and Texas; a four-hour program for 77 growers at the 31<sup>st</sup> Southeastern Arizona Ag Day; and

an afternoon program on wine-grape production attended by 43 people. Six growers attended a field demonstration on budding peach and pistachio trees. Three direct farm marketing meetings with afternoon tours held across the state in Willcox, Prescott and Tuba City were attended by 68 growers/marketers. Workshops addressing vegetable gardening issues for growers and marketers were presented at a community garden with 27 attendees, and at a local farmers market (after closing), with 35 attendees.

### Impact

The Cochise County Cooperative Extension workshops and demonstrations held for local growers during 2010 met clientele's needs with the following results and impacts:

- Pistachio producers learned how to properly employ wind machines to avoid spring frosts and also updated their knowledge of current pesticide recommendations, the market outlook and the proposed USDA marketing order. The 32 attendees rated the overall value of the workshop an average of 4.6 (1=not valuable; 5= very valuable).

- A total of 146 Arizona Department of Agriculture CEUs was awarded to 44 Pesticide Applicator License (PAL) holders at Southeastern Arizona Ag Day. PAL holders know how to apply pesticides correctly.

- The 28 grower evaluations returned for the Ag Day Wine Grape Production Workshop averaged 4.25 (1=low and 5=high) on a weighted scale of usefulness to their operations.

- At the budding demonstration, the six growers learned the proper techniques and timing for T-budding peach and pistachio trees and supervised the budding of nearly 10,000 pistachio trees.

- Producers surveyed at the direct farm marketing workshops responded that 86 percent will increase their organic production in the next five years; 83 percent said they increased their knowledge of organic production by attending the workshop; 76 percent said they would implement at least two ideas from the workshop; and 63 percent stated that after the workshop they would create a presence on one of the direct marketing websites presented.

- Thirty-eight evaluations for the community garden and farmers market workshops indicated usefulness of information was 4.9 on a scale of 5. All but one respondent indicated they would use at least two new ideas from the presentations. Comments included: "VERY HELPFUL! Rob answered many of my questions!"; "Very informative!"; "Easy to understand!" and "Appreciate this class! Please bring more!"

## 2. Brief description of the target audience

Commodity groups, state agencies, financial institutions, producers, marketing organizations.

### V(E). Planned Program (Outputs)

#### 1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	200	300	50	100
<b>Actual</b>	250	400	50	125

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

**Patent Applications Submitted**

Year: 2010  
Plan: 1  
Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
Plan	2	12	
Actual	2	12	14

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- Develop improved marketing and economic models.  
Not reporting on this Output for this Annual Report

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Increased financial stability of Arizona's producers
2	Number of individuals gaining knowledge by participating in educational programs
3	Adoption of management practices that assure a safe food supply

### **Outcome #1**

#### **1. Outcome Measures**

Increased financial stability of Arizona's producers

Not Reporting on this Outcome Measure

### **Outcome #2**

#### **1. Outcome Measures**

Number of individuals gaining knowledge by participating in educational programs

Not Reporting on this Outcome Measure

### **Outcome #3**

#### **1. Outcome Measures**

Adoption of management practices that assure a safe food supply

Not Reporting on this Outcome Measure

### **V(H). Planned Program (External Factors)**

#### **External factors which affected outcomes**

- Economy
- Appropriations changes
- Public Policy changes

#### **Brief Explanation**

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

#### **1. Evaluation Studies Planned**

- After Only (post program)

### **Evaluation Results**

**Key Items of Evaluation**