

V(A). Planned Program (Summary)

Program # 7

1. Name of the Planned Program

1.1 Agricultural and Horticultural Business Vitality

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
511	New and Improved Non-Food Products and Processes				
601	Economics of Agricultural Production and Farm Management				
602	Business Management, Finance, and Taxation				
603	Market Economics				
604	Marketing and Distribution Practices				
605	Natural Resource and Environmental Economics				
606	International Trade and Development				
609	Economic Theory and Methods				
610	Domestic Policy Analysis				
611	Foreign Policy and Programs				
	Total				

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	75.0	0.0	10.0	0.0
Actual	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}

2. Institution Name: Cornell University

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
1862 Matching	1890 Matching	1862 Matching	1890 Matching
{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
1862 All Other	1890 All Other	1862 All Other	1890 All Other
{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}

2. Institution Name: NY State Agricultural Experiment Station

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
1862 Matching	1890 Matching	1862 Matching	1890 Matching
{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
1862 All Other	1890 All Other	1862 All Other	1890 All Other
{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}

V(D). Planned Program (Activity)

1. Brief description of the Activity

NO LONGER REPORTING ON THIS PLANNED PROGRAM

This is a comprehensive, statewide educational program entailing a wide variety of applied research and multiple education methods depending on local context and need. Campus-based faculty and extension associates, regional specialists and county-based educators all are involved in designing, implementing, and evaluating tailored educational efforts depending on the focus and scope of their role.

2. Brief description of the target audience

Key audiences served, directly and indirectly, in enhancing agricultural and horticultural business viability include: Established producers; new and young producers, consultants and service providers, input suppliers, cooperative directors and managers, marketing firms, governmental agencies, lenders, and local/state/federal governmental leaders.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	20000	75000	0	0
Actual	0	0	0	0

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

Patent Applications Submitted

Year: 2010
 Plan: 3
 Actual: {No Data}

Patents listed

{No Data Entered}

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Plan	0	0	
Actual	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- # persons completing education programs on the labor needs of agriculture/horticulture businesses and and/or the needs of potential employees. (1.1.3a)
 Not reporting on this Output for this Annual Report

Output #2

Output Measure

- # producers/horticulture business persons completing education programs on business management, finance, business planning and marketing, human resource management, risk management, production economics, and business transitions. (1.1.1a)
 Not reporting on this Output for this Annual Report

Output #3

Output Measure

- # producers/horticulture business persons completing programs to expand profitability, develop marketing options, diversify or substitute alternative products or enterprises, and/or increase

operational efficiencies. (1.1.2a)

Not reporting on this Output for this Annual Report

Output #4

Output Measure

- # of non-credit instructional activity contact hours directed to this plan.

Not reporting on this Output for this Annual Report

Output #5

Output Measure

- # of non-credit instructional activities directed to this plan.

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	# participants demonstrating knowledge or skill gains re business management, finance, business planning and marketing, human resource management, risk management, production economics, inter-generational transfer and other business transitions. (1.1.1b)
2	# participants demonstrating knowledge or skill gains related to expanding profitability, develop marketing options, diversify or substitute alternative products or enterprises, and/or increase operational efficiencies to solve immediate concerns. (1.1.2b)
3	# participants who demonstrate knowledge gains related to needs of potential employees and/or availability of qualified employees. (1.1.3b)
4	# participants documented to have applied knowledge or skills gained to strengthen existing business operations. (1.1.1c)
5	# participants documented to have initiated one or more alternative or expanded ventures. (1.1.2c)
6	# participants or producer groups who adopt practices of value-added production through retaining control of their product further in the processing chain, starting their own value added business, or forming alliances. (1.1.2d)
7	# participants documented to have made one or more changes in human resources practices to enhance labor availability or retention. (1.1.3c)
8	# participating family-owned agricultural/horticultural businesses that plan for succession, transfer, or sale of their business. (1.1.1d)
9	# participants reporting improved agricultural/ horticultural business profitability attributed at least in part to program participation. (1.1.1e)
10	# of new food, horticultural, and agricultural businesses and/or new enterprises within existing businesses reported by program participants and attributed at least in part to program participation. (1.1.2e)
11	# producers/horticultural businesses reporting improved labor availability, performance, and/or retention of higher skilled and more valuable human resource team members attributed at least in part to program participation. (1.1.3d)
12	# business owners successfully completing an intergenerational transfer or other desired dispensation of their business attributed at least in part to program participation. (1.1.1d)

Outcome #1

1. Outcome Measures

participants demonstrating knowledge or skill gains re business management, finance, business planning and marketing, human resource management, risk management, production economics, inter-generational transfer and other business transitions. (1.1.1b)

Not Reporting on this Outcome Measure

Outcome #2

1. Outcome Measures

participants demonstrating knowledge or skill gains related to expanding profitability, develop marketing options, diversify or substitute alternative products or enterprises, and/or increase operational efficiencies to solve immediate concerns. (1.1.2b)

Not Reporting on this Outcome Measure

Outcome #3

1. Outcome Measures

participants who demonstrate knowledge gains related to needs of potential employees and/or availability of qualified employees. (1.1.3b)

Not Reporting on this Outcome Measure

Outcome #4

1. Outcome Measures

participants documented to have applied knowledge or skills gained to strengthen existing business operations. (1.1.1c)

Not Reporting on this Outcome Measure

Outcome #5

1. Outcome Measures

participants documented to have initiated one or more alternative or expanded ventures. (1.1.2c)

Not Reporting on this Outcome Measure

Outcome #6

1. Outcome Measures

participants or producer groups who adopt practices of value-added production through retaining control of their product further in the processing chain, starting their own value added business, or forming alliances. (1.1.2d)

Not Reporting on this Outcome Measure

Outcome #7

1. Outcome Measures

participants documented to have made one or more changes in human resources practices to enhance labor availability or retention. (1.1.3c)

Not Reporting on this Outcome Measure

Outcome #8

1. Outcome Measures

participating family-owned agricultural/horticultural businesses that plan for succession, transfer, or sale of their business. (1.1.1d)

Not Reporting on this Outcome Measure

Outcome #9

1. Outcome Measures

participants reporting improved agricultural/ horticultural business profitability attributed at least in part to program participation. (1.1.1e)

Not Reporting on this Outcome Measure

Outcome #10

1. Outcome Measures

of new food, horticultural, and agricultural businesses and/or new enterprises within existing businesses reported by program participants and attributed at least in part to program participation. (1.1.2e)

Not Reporting on this Outcome Measure

Outcome #11

1. Outcome Measures

producers/horticultural businesses reporting improved labor availability, performance, and/or retention of higher skilled and more valuable human resource team members attributed at least in part to program participation. (1.1.3d)

Not Reporting on this Outcome Measure

Outcome #12

1. Outcome Measures

business owners successfully completing an intergenerational transfer or other desired dispensation of their business attributed at least in part to program participation. (1.1.1d)

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Public Policy changes
- Government Regulations
- Competing Public priorities

Brief Explanation

{No Data Entered}

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

1. Evaluation Studies Planned

- After Only (post program)
- Retrospective (post program)
- During (during program)
- Case Study
- Comparisons between program participants (individuals, group, organizations) and non-participants

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}