

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

**Program # 14**

**1. Name of the Planned Program**

Global Food Security and Hunger: Fish Marketing (Aquaculture)

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

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Management		100%		100%
	<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	0.0	0.0	0.0	0.0
Actual	0.0	0.3	0.0	0.2

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	15686	0	9233
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	12844	0	12844
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	31859	0	30089

**V(D). Planned Program (Activity)**

1. Brief description of the Activity

Methods of marketing alternative fish species will be explored to increase fish producers' profits.

2. Brief description of the target audience

All aquaculture producers in Oklahoma.

**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>	0	0	0	0
<b>Actual</b>	350	380	0	0

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

**Patent Applications Submitted**

Year: 2010  
 Plan: 0  
 Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Plan</b>	0	0	
<b>Actual</b>	0	0	0

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

**Output Target**

**Output #1**

**Output Measure**

- Number of Research Projects completed on Fish Marketing.

Year	Target	Actual
2010	0	1

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

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

O. No.	OUTCOME NAME
1	Number of farmers learning new fish marketing techniques.
2	Number of farmers using new fish marketing techniques.
3	Farmers who use new fish marketing techniques to increase their profits.

## **Outcome #1**

### **1. Outcome Measures**

Number of farmers learning new fish marketing techniques.

### **2. Associated Institution Types**

- 1890 Extension
- 1890 Research

### **3a. Outcome Type:**

Change in Condition Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	0	300

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Aquaculture producers need additional sale venues to withstand economic uncertainties. Competition from a state agency is an ongoing obstacle to sales. Aquaculture production of buffalo fishes and grass carp can meet consumer desires and provide additional income opportunities for channel catfish producers, but more buyers must be found for buffalo and grass carp.

#### **What has been done**

We used monthly campus sales to determine the sizes of channel catfish, grass carp and bigmouth buffalo preferred by local consumers. The information was primarily transferred to producers at the Langston University Aquaculture Field Day and at meetings of the Oklahoma and Kansas Aquaculture Associations.

#### **Results**

This program identified locations for fish farmers where direct sales of food fish could be made to the public. Producers were taught effective methods for conducting direct fish sales to the public. Even during a time of economic downturns, some producers realized profits from the direct sale of their fish. We assisted a small scale processor of smoked fish in starting a business.

## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
601	Economics of Agricultural Production and Farm Management

## **Outcome #2**

### **1. Outcome Measures**

Number of farmers using new fish marketing techniques.

### **2. Associated Institution Types**

- 1890 Extension
- 1890 Research

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	0	15

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

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## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
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601 Economics of Agricultural Production and Farm Management

### **Outcome #3**

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

Farmers who use new fish marketing techniques to increase their profits.

#### **2. Associated Institution Types**

- 1890 Extension
- 1890 Research

#### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

#### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	0	6

#### **3c. Qualitative Outcome or Impact Statement**

##### **Issue (Who cares and Why)**

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601 Economics of Agricultural Production and Farm Management

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

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

- Natural Disasters (drought, weather extremes, etc.)

#### **Brief Explanation**

External factors did not affect outcomes.

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

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

- Time series (multiple points before and after program)

#### **Evaluation Results**

Development of new market or marketing methods for fish producers.

#### **Key Items of Evaluation**

- Fish producers improving their income via direct marketing of fish.