

V(A). Planned Program (Summary)

Program # 13

1. Name of the Planned Program

Natural and Environmental Resource Economics, Markets and Policy

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	25%		25%	
606	International Trade and Development	25%		25%	
609	Economic Theory and Methods	25%		25%	
610	Domestic Policy Analysis	25%		25%	
	Total	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	2.0	0.0
Actual	0.1	0.0	2.6	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
57770	0	85712	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	153035	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

- Evaluate the impacts of ecolabeling on consumer demand for frozen seafood.
- Determine the impacts of consumer concerns of PCB contamination of farmed salmon on US import demand for farmed salmon.
- Evaluate the impact of farmed shrimp on the US market and how shrimp aquaculture is changing prices.
- Investigate the impact of homogeneous resource modeling in a heterogeneous fishery by synthesizing a stochastic production frontier model with the estimation classification algorithm.
- Model spatial decisions of fishermen in the Northeast Atlantic herring fleet.
- Run experiments using the game theoretic model.

2. Brief description of the target audience

The target audience includes fishers, environmental economists, and policy makers.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	25	500	0	0
Actual	350	600	3	10

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
Plan	0	4	
Actual	0	4	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Peer reviewed publications

Year	Target	Actual
2010	4	3

Output #2

Output Measure

- Books and monographs

Year	Target	Actual
2010	1	0

Output #3

Output Measure

- Abstracts

Year	Target	Actual
2010	5	2

Output #4

Output Measure

- Conference proceedings

Year	Target	Actual
2010	2	1

Output #5

Output Measure

- M.S. theses and Ph.D. dissertations

Year	Target	Actual
2010	2	3

Output #6

Output Measure

- Professional/scientific presentations

Year	Target	Actual
2010	5	7

Output #7

Output Measure

- Student training

Year	Target	Actual
2010	3	3

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	M.S. and Ph. D. degree conferrals (#)
2	Expand seafood markets by development of new marketing ideas.
3	Identification of market niches for seafood
4	Increase understanding of scientists and decision makers through publications and presentations of the the outcomes of game theoretical models to identify fisheries where political intervention is likely based on the degree of heterogeneity among harvesters.
5	Increase understanding of private and public sector and scientists of economic and market factors in fisheries and aquaculture management through publications and presentations.

Outcome #1

1. Outcome Measures

M.S. and Ph. D. degree conferrals (#)

Not Reporting on this Outcome Measure

Outcome #2

1. Outcome Measures

Expand seafood markets by development of new marketing ideas.

Not Reporting on this Outcome Measure

Outcome #3

1. Outcome Measures

Identification of market niches for seafood

Not Reporting on this Outcome Measure

Outcome #4

1. Outcome Measures

Increase understanding of scientists and decision makers through publications and presentations of the the outcomes of game theoretical models to identify fisheries where political intervention is likely based on the degree of heterogeneity among harvesters.

Not Reporting on this Outcome Measure

Outcome #5

1. Outcome Measures

Increase understanding of private and public sector and scientists of economic and market factors in fisheries and aquaculture management through publications and presentations.

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	1	1

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Marketing, Trade, and Management of Fisheries and Aquaculture Resources. Effective management of our fisheries resources is critical to maintaining the health of our oceans and sustaining our recreational and commercial fishing communities. Insights from the work will generate new understanding of how to incorporate economic and market factors into fisheries and aquaculture management for the public and private sectors.

What has been done

1) A study of the global interaction of effective governance with sustainable seafood production and its interaction with international trade; 2) a study of U.S. import demand for swordfish and the effects of international trade restrictions to protect the ocean environment on swordfish trade; 3) use of scanner data to evaluate the market benefits of ecolabeling of seafood products; and 4) the relevance of corporate social responsibility as a rationale for promotion of the market for sustainable seafood.

Results

Output from this project is actively being used by environmental NGOs, policy makers, and industry, in their evaluations of market-based approaches and policy approaches toward achieving sustainable seafood production through improved fisheries management and best practices in aquaculture. Outputs from the analyses highlight the economic benefits and costs of achieving sustainability, balanced with social and environmental considerations.

4. Associated Knowledge Areas

KA Code	Knowledge Area
605	Natural Resource and Environmental Economics
606	International Trade and Development
609	Economic Theory and Methods
610	Domestic Policy Analysis

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

{No Data Entered}

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

1. Evaluation Studies Planned

- Before-After (before and after program)
- During (during program)
- Case Study

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}