

V(A). Planned Program (Summary)

Program # 11

1. Name of the Planned Program

Global Food Security: Food Accessibility

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	5%			
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants	5%			
205	Plant Management Systems	10%			
601	Economics of Agricultural Production and Farm Management	5%			
602	Business Management, Finance, and Taxation	5%			
607	Consumer Economics	20%			
608	Community Resource Planning and Development	30%			
703	Nutrition Education and Behavior	10%			
704	Nutrition and Hunger in the Population	10%			
	Total	100%			

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Actual	11.5	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	1890 Extension	Hatch	Evans-Allen
438312	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
657468	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

In 2010 Wisconsin Cooperative Extension, including the interdisciplinary Emerging Agricultural Markets Team, the Fresh Market and Commercial Vegetable Crops Team, the Horticulture Team, plus Family Living Programs state specialists, provided timely research-based education to help citizens improve food accessibility by strengthening local food markets and systems, and by increasing the food supply for vulnerable populations.

The success of small-scale agriculture requires an effective stream of micro-enterprises from the farm gate to small-scale processors, marketers, restaurants and local food system networks. Forty farmers' markets are a critical micro-enterprise, serving as an outlet for many agricultural producers in Southeast Wisconsin. Although the number of farmers' markets continues to grow, not all markets are successful. In order to create economic opportunities for farmers, markets must provide a consistent customer base and reliable income. Many market managers do not have the skills or knowledge base to build a strong and sustainable market. To determine the role Wisconsin Cooperative Extension could play in developing these markets and in educating managers, vendors and customers, a coalition of Southeast Wisconsin educators assessed the needs of these markets, and set out to meet those needs.

In addition to strengthening local farmers' markets, Cooperative Extension also partnered in efforts to increase the food supply for vulnerable populations. Family Living Programs and the Department of Public Instruction partnered to help schools with breakfast programs increase low-income student participation, have supported other schools in starting breakfast programs through Nutrition Enhancement Breakfast grants, and have shared research-based resources on the Web at <http://fyi.uwex.edu/wischoolbreakfast>.

2. Brief description of the target audience

Audiences for Cooperative Extension's food accessibility initiatives include: farmers' market managers, vendors and customers, small-scale producers, food processors and entrepreneurs, gardeners and Master Gardener volunteers, local and tribal governments, school boards, school food service directors, teachers and parents of school-age children, low-income women with infants and young children, and others. Of 72,291 adults reached through direct teaching methods in 2010, 95.6 percent were white, 1 percent were African American, 0.4 percent were Asian American, 0.4 percent were American Indian, and 2.6 percent were of other identity; 51.7 percent were female and 48.3 percent male; 2.3 percent were identified as Latino.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	{NO DATA}	{NO DATA}	{NO DATA}	{NO DATA}
Actual	82694	10534	0	0

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

Patent Applications Submitted

Year: 2010

Plan:

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Actual	5	10	15

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- {No Data Entered}

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Strengthen local food markets and systems
2	Increase household access to food for vulnerable populations

Outcome #1

1. Outcome Measures

Strengthen local food markets and systems

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

More than 200 farmers' market managers in Wisconsin organize, manage, resolve conflicts, track finances and often do all this for little or no compensation. Cooperative Extension educators surveyed more than 30 farmers' market managers in Southeast Wisconsin, and many of these managers indicated they lacked the marketing and promotion skills needed to realize their markets' full potential. Vendors need managers who can bring more people to the market and keep them coming back.

What has been done

Cooperative Extension educators developed a three-part program to help market managers improve their marketing and promotion skills - a study tour, a self-study guide and a short course. The five-day study tour gave 16 market managers from throughout Wisconsin the chance to observe successful marketing and promotion strategies at a wide range of farmers' markets in Northern California. The self-study guide, "New Direction in Marketing for Farmers' Markets," presented the findings of the study tour and was used by 100 more managers (<http://learningstore.uwex.edu/New-Directions-in-Marketing-for-Farmers-Markets-P1369.aspx>). The two-day marketing and promotion short course on how to apply marketing methods successfully was based on the "New Direction in Marketing for Farmers' Markets" and was attended by 34 farmers' market managers.

Results

After the study tour each manager set three marketing and promotion goals, such as improving displays, market bags, print materials, kiosks or websites. Managers met 61 percent of their goals, made progress on 30 percent and intend to address the rest. The "New Direction in Marketing for Farmers' Markets" study guide sold 773 copies and had 120 online pageviews. It was reviewed and evaluated by market managers throughout the state. Ninety-six percent of managers surveyed said the guide helped improve their marketing and

promotion skills and 92 percent said it was easy to use and the strategies it contained were easy to apply. Eighty-eight percent of short course graduates reported they would be writing or updating their marketing plan for the 2010 farmers' market season, while 61 percent improved their ability to manage traffic flow and group vendors and products to encourage sales, 42 percent improved in collecting market data, and 34 percent learned to create a focused and meaningful mission statement.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Increase household access to food for vulnerable populations

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Research shows that children who eat breakfast perform better academically, are better able to maintain a healthy weight and body mass index, have improved behavior and mood, have less risk of being overweight, and have a better diet. Yet many children skip breakfast for lack of time or appetite, or because of limited income, or for various other reasons. School breakfast programs are one way to ensure that children have a nutritionally healthy start to their day. In 2004, Wisconsin ranked last in the nation in school breakfast programs, with only 29 percent of low-income students participating in such programs. Only 58 percent of Wisconsin schools that offered lunch also offered breakfast.

What has been done

Cooperative Extension and the Department of Public Instruction help schools increase breakfast program participation, support schools in starting breakfast programs through

Nutrition Enhancement Breakfast grants, and share research-based resources with school board members, teachers, parents, community groups and others. Eight school breakfast program conferences have been offered, four sponsored by collaborative efforts with other organizations. To help schools apply for school breakfast funding, nine grant-writing workshops were offered across the state in 2009 and 2010. The Wisconsin School Breakfast listserv reaches more than 400 members. And "The Breakfast Scoop" newsletter provides resources for school food service directors three times a year.

Results

Since its inception in 2001, the Nutrition Enhancement Breakfast Grants program has resulted in 472 Wisconsin Schools starting new breakfast programs and 469 schools improving their programs. As of the 2009-2010 school year, 65.8 percent of schools offering school lunch also offer school breakfast and provide a healthy start to the day for 40.3 percent of Wisconsin's low-income students. This puts Wisconsin in the top five states for showing the greatest percent change in the number of low-income students participating, and in the top six states for showing the greatest percent change in the number of schools participating.

4. Associated Knowledge Areas

KA Code	Knowledge Area
704	Nutrition and Hunger in the Population

V(H). Planned Program (External Factors)

External factors which affected outcomes

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

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

