

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

**Program # 5**

**1. Name of the Planned Program**

MARKETING, TRADE & ECONOMICS

Reporting on this Program

**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 FTE/SYs expended this Program

Year: 2012	Extension		Research	
	1862	1890	1862	1890
Plan	2.0	0.0	0.0	0.0
Actual Paid Professional	1.4	0.0	3.1	0.0
Actual Volunteer	0.0	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
39089	0	334467	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
39089	0	334467	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

## **Improving Desert Agricultural Production and Produce Safety**

### **Issue**

Commercial agricultural production within Western Arizona (Yuma County) represents over 1/3 of Arizona's output with revenues from approximately 250,000 producing acres exceeding \$3.9 billion in 2010 (Arizona Department of Agriculture, 2011). Since 2005, the specific needs of agricultural producers in the region have been assessed on an annual basis. In 2011, this countywide appraisal, in collaboration with the Arizona Department of Agriculture, was extended statewide resulting in a statewide Extension and outreach effort whose focus covers all field production and handling aspects of fresh produce safety. In 2012, less comprehensive program assessments were evaluated at the conclusion of field day events, meetings, workshops and interaction with grower groups.

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

The "Enhancing Desert Crop Production and Produce Safety" program identifies current problems and issues facing agricultural producers in the region, and develops new and appropriate technologies, tools and cropping schemes for greater crop uniformity, quality and production. It coordinates Extension efforts with departmental collaboration in the UA College of Agriculture and Life Sciences, state regulatory agencies and industry representatives to deliver information through various avenues to benefit Arizona producers. The 2012 proposed short term outcome goals were to disseminate university-, extension- and agent-developed curricula, publications and other information to more than 1,200 clients within the state via meetings/workshops and one-on-one contacts. By adopting innovative agricultural schemes and technologies into current management practices, growers will be better prepared for a future of changing agricultural landscapes with improved farm profitability and minimized adverse effects to the environment.

### **Impacted reported in Report Overview**

## **Risk Management Education for Agricultural Producers**

### **Issue**

The Risk Management Education (RME) program provides U.S. agricultural producers with the knowledge, skills and tools needed to make informed risk management decisions for their operations, with the goal of enhancing farm profitability.

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

During 2012, Risk Management Education (RME) was delivered through Arizona Cooperative Extension to an estimated 1,050 producers and govt. agency personnel through 37 oral conference presentations and hands-on computer workshop trainings across Arizona and outside the state. Topics ranged from Beginning Farmer curricula, including "Direct Farm Marketing for Specialty Crops: Implementing a Plan" and "Recordkeeping and Cash Flow" to presentations for ranchers on "Outlook for Livestock and Feed Markets and Tools to Mitigate Risks," for cotton growers on "Economic History and Outlook for Cotton Production," and to producers in Hawaii on "Marketing, Adding Value, and Agritourism."

### **Impacts reported in Report Overview**

## **2. Brief description of the target audience**

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

## **3. How was eXtension used?**

eXtension was not used in this program

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

**1. Standard output measures**

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	47508	75000	35371	50000

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

**Patent Applications Submitted**

Year: 2012  
 Actual: 1

**Patents listed**

Aquaculture Raceway Integrated Design

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

**Number of Peer Reviewed Publications**

2012	Extension	Research	Total
<b>Actual</b>	7	11	18

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

**Output Target**

**Output #1**

**Output Measure**

- School districts, youth, and adults will address obesity issues  
 Not reporting on this Output for this Annual Report

**Output #2**

**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	Reduce childhood obesity
2	Increased financial stability of Arizona's producers
3	Number of individuals gaining knowledge by participating in educational programs.
4	Adoption of management practices that assure a safe food supply.

### **Outcome #1**

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

Reduce childhood obesity

Not Reporting on this Outcome Measure

### **Outcome #2**

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

Increased financial stability of Arizona's producers

Not Reporting on this Outcome Measure

### **Outcome #3**

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

Number of individuals gaining knowledge by participating in educational programs.

Not Reporting on this Outcome Measure

### **Outcome #4**

#### **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)**

#### **Evaluation Results**

All programs are currently still in the process of being evaluated internally for existing areas to preserve, protect, or enhance, as well as areas to discontinue or modify. We are planning to seek further input from stakeholders, advisory committees, and focus groups utilizing needs assessments with the assistance and expertise of an Evaluation Specialist [to be hired]. See State DefinedOutcomes.

**Key Items of Evaluation**