

V(A). Planned Program (Summary)

Program # 2

1. Name of the Planned Program

Small Family Farm Enterprise Financial Analysis & Marketing

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
601	Economics of Agricultural Production and Farm Management		30%		0%
602	Business Management, Finance, and Taxation		40%		0%
604	Marketing and Distribution Practices		30%		0%
	Total		100%		0%

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2012	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	4.0	0.0	0.0
Actual Paid Professional	0.0	4.0	0.0	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
0	239488	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	239488	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

The development of enterprise budgets; development of models of effective strategies; distribution of results will be emphasized in our programs, one small farmers conference presentation per year; one non-refereed publication per year; two presentations annually at meetings and workshops for farmers. Extension Programs will consist of the development (or identification) of relevant content materials to address knowledge gaps needed by farmers. Focus groups survey instruments will be developed. Various workshops, demonstrations, meetings, development of curricula, and other learning resources will be utilized for effective program implementation. Evaluation assessment methods will be implemented to document the impacts of our programs.

2. Brief description of the target audience

Small farmers, limited-resource farmers, family farmers, and disadvantaged farmers, low-income rural families.

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
Actual	2768	3002	1336	624

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

Patent Applications Submitted

Year: 2012
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2012	Extension	Research	Total
Actual	3	0	3

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Conduct educational sessions on farm and financial management of farming operations.

Year	Actual
2012	12

Output #2

Output Measure

- Conduct educational programs, events and activities on farm legal risk.

Year	Actual
2012	10

Output #3

Output Measure

- Conduct educational programs events, activities and provide technical assistance on the farm loans and other governmental agencies requirements and application processes.

Year	Actual
2012	14

Output #4

Output Measure

- Conduct demonstrations on record keeping of sales and expenses on farming operations and outreach centers.

Year	Actual
2012	10

Output #5

Output Measure

- Conduct educational tours of marketing and direct marketing of goods and services.

Year	Actual
2012	2

Output #6

Output Measure

- Conduct educational programs, events, and activities on the utilization of direct marketing techniques of agricultural goods and services.

Year	Actual
2012	2

Output #7

Output Measure

- Development of fact sheets on marketing and direct marketing of agriculture and value-added goods and services.

Year	Actual
2012	3

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Increase percentage of farmers and producers to utilize knowledge gained on farm and financial management to minimize cost on their farm operations to increase production and revenues.
2	Increase percentage of limited-resource farmers and land owners to minimize land and farm loss.
3	Increase percentage of farmers to gain access to capital on their farming operations.
4	Increase percentage of limited-resource farmers to develop and utilize marketing plans.
5	Increase the number of farmers and cooperatives to demonstrate the use of marketing and direct marketing of agriculture goods and services.
6	Increase percentage of farm families to demonstrate the use of farm and financial management.
7	Increase percentage of small-scale and limited-resource farmers keeping records of sales and expenses.

Outcome #1

1. Outcome Measures

Increase percentage of farmers and producers to utilize knowledge gained on farm and financial management to minimize cost on their farm operations to increase production and revenues.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Small Farm Outreach Training and Technical Assistance Project works closely with all United States Department of Agriculture (USDA) agencies, federal and state agencies and community-based organizations to ensure small limited-resource-and-socially disadvantaged farmers/ranchers in Mississippi receive the necessary trainings needed to improve their present operations, increase profitability to sustain small farms and improve their quality of life.

What has been done

The ASUEP Small Farm Outreach and Technical Assistance Project staff conducted six (6) Vendor Borrowers Training Workshops to 14 small limited-resource- and- socially disadvantaged farmers. The basic course outlined topics in Business Planning and Financial Management, Crop and Livestock production. Goal Setting, Risk Management, Recordkeeping, Budgets and Decision Making, Financial Statement, and Production were topics used to address real world problems farmers face during their daily farm operation. Through classroom participation and practical exercises farmers gained the ability to understand and implement the concepts taught

Results

Fourteen (14) limited-resource- and- socially disadvantaged farmers received loans totaling \$949,400 from the USDA Farm Service Agency (FSA). The farmers used the loan proceeds to improve their farming operation by purchasing equipment, land, livestock, feed, seed, fuel, far chemicals and diversifying their operation.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

Outcome #2

1. Outcome Measures

Increase percentage of limited-resource farmers and land owners to minimize land and farm loss.

Not Reporting on this Outcome Measure

Outcome #3

1. Outcome Measures

Increase percentage of farmers to gain access to capital on their farming operations.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Small Farm Outreach Training and Technical Assistance Project works closely with all USDA federal and state agencies and community-based organizations to provide technical assistance to limited-resource- and-socially-disadvantaged farmers/ranchers. Limited-resource and socially disadvantaged farmers/ranchers need to improve the effectiveness and efficiency of their farming operation and increase profitability to sustain small farms.

What has been done

The Small Farm Outreach and Technical Assistance Project staff conducted eight (8) Mississippi Small Farm Development Center (MSSFDC) Loan Application workshops to 593 farmers. The staff explained the loan application process and helped farmers complete the loan application.

Results

Farmers received \$58,300 in loan proceeds from the MSFDC at zero percent interest. Farmers used the loan proceeds to purchase equipment, livestock, feed, seed, fuel chemicals and additional land and diversify their farming operation.

4. Associated Knowledge Areas

KA Code **Knowledge Area**
601 Economics of Agricultural Production and Farm Management

Outcome #4

1. Outcome Measures

Increase percentage of limited-resource farmers to develop and utilize marketing plans.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	2

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

A feasible marketing plan is essential to achieving the process of moving crops, livestock, and value-added product to the market successfully. The lack of knowledge of planning is in the areas of market research, income and expense budgets, and promotion are essential factors that must be addressed by limited-resource farmers in order to demonstrate profit. Many limited-resource farmers lack the knowledge of how this is done and how it will benefit their operations.

What has been done

The ASUEP Marketing Coordinator and Marketing Specialist conducted educational workshops with over 150 farmers and cooperative member to guide them in developing a marketing plan. These workshops were held in collaboration with the Small Farmer Outreach Project, one-on-one scheduled training with the farmers and vendors to stress the important of developing and utilizing marketing plan. These farmers and vendors receive knowledge on a. Market Research 2. Overall Market Analysis Strategy, c. Potential Target Audience, d. Competitor Analysis e. Marketing Objectives and Goals f. Marketing Mix, and g. Marketing Campaign

Results

An evaluation at the end of the workshops showed that 85% indicated that they gained adequate knowledge of the components of a marketing plan and how to complete one on their own. This knowledge can be utilized by the farmers to assist them in identifying and qualifying costs, setting price goals, determining potential price outlook and developing a strategy for marketing their crops, livestock and value-added products through farmers markets or directly to local supermarkets. In addition this marketing plan will let them make the necessary changes to their farming operation, if any, at the end of the year.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices

Outcome #5

1. Outcome Measures

Increase the number of farmers and cooperatives to demonstrate the use of marketing and direct marketing of agriculture goods and services.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	7

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Limited-resource- and-socially-disadvantaged farmers/ranchers in Mississippi need financial management assistance. The key to a successful business is to have a business plan in place. Farmers/ranchers lack the knowledge and understanding of how to develop a farm business plan, or how to market their goods and service for the maximum return on their sales. Proper business planning decreases risk and increase the opportunity for farmers to improve their socioeconomic status and quality of life.

What has been done

The ASUEP Marketing Coordinator use multiples types of educational programs, events and activities, such as, the annual Farmer?s Certification, Annual Small Farmers Conference, Sweet Potato Jamboree, Extension Awareness Days, One-on-One, Display and Exhibits to inform limited- resource farmers on the importance of marketing and direct marketing of their agriculture goods and services. Through theses combinations of programs events, and activities, 272 farmers and vendors were served.

Results

As a result of the information mention-above, farmers and vendors are now in a position to increase their profit margin, as well, Thus, the audience that purchases their goods and services will improve their socioeconomic status, as well as, increase their quality of life for farmers and their families.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices

Outcome #6

1. Outcome Measures

Increase percentage of farm families to demonstrate the use of farm and financial management.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Limited-resource- and-socially disadvantaged farmers/ranchers in Mississippi need financial management assistance. The key to a successful business is to have a business plan in place. Farmers/ranchers lack the knowledge and understanding of how to develop a farm business plan. Proper business planning decreases risk and increase the opportunity for farmers to improve their socioeconomic status and quality of life.

What has been done

The ASUEP conducted an educational session on business planning with the Natural Resource Conservation Service (NRCS), Mississippi Small Farm Development Center (MSFDC), Mississippi Association of Cooperatives (MAC), and Audubon Arkansas NATIVE Project. Nineteen (19) limited-resource farmers participated in the training.

Results

An end-of-session questionnaire was used to evaluate the educational session. Fifteen (15) farmers strongly agreed that they increased their knowledge regarding business planning. Four (4) farmers agreed that they increased their knowledge regarding business planning. The ASUEP Small Farm Outreach and Technical Assistance Project staff will follow-up in 3 month intervals to determine if farmers are developing and utilizing business plans. Also, additional educational sessions are plan with cooperatives throughout Mississippi.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management

Outcome #7

1. Outcome Measures

Increase percentage of small-scale and limited-resource farmers keeping records of sales and expenses.

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

Two Business Management Training officers resigned in the months of January 2012 and June 2012. Also, cooperatives and community-based organizations are providing similar services to limited-resource-and- socially-disadvantaged farmers in Mississippi.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Traditional mailed surveys were used to evaluate the Small Family Farm Enterprise Financial Analysis & Marketing planned program. The surveys determined that the farmers were using manual and computer record keeping to track expenses and income. Also, farmers reported they were able to secure loans from the Farm Service Agency, Rural Development, and the Mississippi Small Farm Development Center. The majority of farmers participating in this planned program area increased their farm income from \$1,000 to \$10,000.

Key Items of Evaluation

Limited-resource-and-socially-disadvantaged farmers/ranchers receive \$949,400 in loans from the Farm Service Agency. Also, farmers/ranchers who participated in the planned program area incomes increased by \$1,000-\$10,000.