

V(A). Planned Program (Summary)

Program # 3

1. Name of the Planned Program

Agricultural Markets, Trade, and Economic/Business Development

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
511	New and Improved Non-Food Products and Processes	5%		5%	
601	Economics of Agricultural Production and Farm Management	25%		25%	
602	Business Management, Finance, and Taxation	20%		20%	
603	Market Economics	10%		10%	
604	Marketing and Distribution Practices	10%		10%	
606	International Trade and Development	5%		5%	
608	Community Resource Planning and Development	15%		15%	
610	Domestic Policy Analysis	5%		5%	
611	Foreign Policy and Programs	5%		5%	
	Total	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	4.9	0.0	7.0	0.0
Actual Paid Professional	3.0	0.0	7.0	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
220501	0	454857	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
22051	0	454857	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

New Mexico Agricultural Experiment Station researchers are exploring and identifying possible value-added products made from New Mexico agricultural commodities, to examine current production and marketing tools available for value-added agriculture operations, and identifying and evaluating existing marketing channels that can be used to market New Mexico agricultural products. Consumer preferences for regional certification, including willingness to pay estimated using data from a national on-line panel. Stakeholder input including willingness to participate obtained via multiple focus groups. If certification program found to be feasible and industry stakeholders agree to participate, certification program could increase market for New Mexico grown and/or processed chile. It is possible that growers and processors could receive a price premium with the successful implementation of a certification program. Researchers are also examining consumer nutritional knowledge of popular nut varieties, with an emphasis on pecans using nationwide panel survey. Findings can be used by stakeholders to analyze the effectiveness of industry marketing efforts. Survey will allow researchers to identify how increased knowledge influences consumer pecan purchase intentions, including willingness to pay for nuts that have higher nutritional content. Additionally the economic effectiveness or profitability of improved pecan production practices associated with higher pecan nut nutritional content is schedule to be examined. Pecan industry stakeholders will better understand pecan consumers including basic nutritional knowledge, nutritional information and knowledge's impact on consumption patterns, and consumer's willingness to pay for additional nutrition value that may be created via alternative production practices, e.g., tree canopy thinning.

Hedonic ranch models developed for New Mexico provide ranch buyers, sellers and lending personnel data about trends in land value and an exploration of those factors that have influenced ranch prices. NMSU research report 779 updated earlier models and documented the improvements and progression on hedonic ranch value models developed since 1986. Trends in New Mexico grazing land values have been tracked for 26 years through Agricultural Experiment Station research funding.

Ranch Horse clinic and competition help ranch horse owners and trainers with refining skills of training horses used on a working cattle operation. It also provides the opportunity for those participants to exhibit and compete and join the newly formed Ranch Horse Association. Participants rated the clinic highly with 98% showing measurable improvement and knowledge gained. Last year's clinic concluded with a ranch cutting competition.

Equine training plays a very important role in 4-H Horse Project and Equine Management enthusiast.

Since Navajo philosophy of Horse education plays a major role, the agent provided and assistance to clientele, and conducted equine safety, philosophy of traditional/cultural teaching, dental work, hoof care, nutrition, and horsemanship to promote safe and proper handling of horses. The workshops are conducted to help 4-H youths/adults/parents and leaders learn more about horses so they may assist their children/community members with their projects. Last year agents, with other horsemen, conducted trainings to promote Equine management, and traditional teaching values of the horse. Forty five clinics are conducted through-out the state and the tribal reservations.

Traditionally the Jicarilla Apache are horse people. The horse holds a special place in the culture of the Jicarilla. Many of the Jicarilla Apache are horse owners. There are approximately 1000 head of wild horses on the reservation. In recent years there has been a drifting away of utilizing the horse by the younger generations on the reservation. While this is true the horse remains one of the best teaching tools to not only reach the youth but also to reach the adults in the area served. The "Hands on" form of instruction remains the most effective for Jicarilla clientele.

The goal of the Jicarilla Extension Program is to utilize the horse as an instruction tool. It is also the goal of this program to develop horse educational programs that can be replicated or utilized on other reservations as well as off reservation programs.

In keeping with the goals and objectives set forth in the 2011 Federally Recognized Tribes Extension Program Grant, last year we addressed profitable ranching techniques, youth development, and management practices that mitigate the effects of drought by conducting a horse castration clinic in October covering safety, tools, process, follow up, traditional and cultural horse considerations, the effects of wild horses and controlling the horse population on the reservation. As a result of this clinic 20 horses have been castrated, saving an average of 3600 lbs. of forage, 4000 lbs. of hay per offspring and a cost of \$480. Assuming each would have bred just once; that is 80,000 lbs. of forage and \$9600 in savings for hay.

Colt starting clinics, a program covering basic communication with the horse, is presented by Agents. With 10 individuals implementing techniques learned on 10 animals; that is a savings of \$500 per animal for a total of \$5,000 to ranch programs, plus this number will multiply as additional horses are purchased and trained by tribal horse owners.

A horse camp is held, with instruction being provided in 5 areas: riding, horse health, communication, cultural horse, and bullying and suicide prevention. There were 107 youth participants, a 100% increase from previous years. This effort is a collaborative effort with volunteers and monetary sponsorships from tribal programs and departments including Healthy Native Community Coalition, Jicarilla Health and Fitness Department, Jicarilla Behavioral Health, Jicarilla Apache Legislative Council, Jicarilla Wild Horse Casino, Jicarilla Community Center, and Jicarilla Youth Department.

Open Arena/4-H horsemanship practices are conducted from June through September. Youth are divided into three groups depending on their individual skill level. The groups are beginner, intermediate, and advanced. These group divisions are made regardless of age and are based solely on ability. Instruction is provided in parts of the horse, tack, basic horse riding, horse training, horse communication, leadership, community service, volunteerism, and the various horse related events in rodeo. Healthy snacks are provided for participants and they are given instruction on the importance of eating healthy and feeding our horses a healthy diet.

Last year Jicarilla Country Family Fair and Rodeo took place as a result of the success of the open arena practices. A fair/rodeo to show what the youth and adults learn over the summer was held. Awards are given to winning participants. Due to the success of this program, we have been asked to continue this Country Family Fair and Rodeo as an annual event and also to hold other rodeos. This has been an excellent way to reach the community, as well as promote family activities and extension education.

Programming and partnership development with the New Mexico Beef Cattle Performance Association reached beyond the annual Eastern New Mexico Tucumcari Bull Performance Test this past year. Items that increase cooperators' knowledge include Bovine gene markers for tenderness, rib-eye ultrasound, bovine trichomoniasis and feed and nutrition science. Participants agree that these extra management practices create positive results on the marketing of their respective bull breeds. After last year's program, sponsored by NMSU Extension, participants stated they would use gene marker technology for their next selection criteria of herd sires.

Across the nation, beef producers face the challenge of making a living from the land, while producing safe, wholesome beef. The industry's Beef Quality Assurance (BQA) Program was created in 1987 to assist beef producers in raising, feeding and harvesting high quality beef. Extension Service conducts BQA trainings and certifications to the tribes of Southern Ute, Jicarilla, Hopis, Jemez, Laguna, Acoma, and Navajo. As a consequence of participating in the BQA program, The Navajo Nation Department of Agriculture now requires all tribal ranch program participants to be certified and adopt BQA production practices. The entire focus of BQA programs centers around good business management practices and incorporates current Federal Department of Agriculture, Environmental Protection Agency, and U.S. Department of Agriculture regulations. There are approximately 125 certified participants with The Navajo Nation and approximately 100 in the other tribes.

The Annual Four Corners Beef Symposium agenda covered areas such as "What's Driving the Cattle Market?", "Leaving a Lasting Legacy", Vaccination Programs and Protocol, Native and Non-Native Poisonous Plants, and Calving Difficulties. Agents are responsible for developing the agenda (in conjunction with the Colorado State University Extension Agents involved), contact the speakers, and serve as moderators.

2. Brief description of the target audience

The target audiences include agricultural producers, business owners, and policy makers.

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	0	0	0	0

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

Patent Applications Submitted

Year: 2012

Actual: {No Data Entered}

Patents listed

{No Data Entered}

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2012	Extension	Research	Total
Actual	2	2	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- The specific output measures will vary according to the specific project being monitored. The development of research procedures and technology, training of students, publishing research papers, and disseminating research results via educational workshops, conferences, and Extension media are important outputs for the various projects falling under this planned program.

Year	Actual
2012	0

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	# of research publications
2	# of Extension publications

Outcome #1

1. Outcome Measures

of research publications

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	8

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
511	New and Improved Non-Food Products and Processes
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
603	Market Economics
604	Marketing and Distribution Practices
606	International Trade and Development
608	Community Resource Planning and Development
610	Domestic Policy Analysis
611	Foreign Policy and Programs

Outcome #2

1. Outcome Measures

of Extension publications

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	2

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
511	New and Improved Non-Food Products and Processes
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
608	Community Resource Planning and Development

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

New Mexico continues in serve drought and economic downturn.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

The majority of adult program evaluations carried out by New Mexico Extension agents and specialists are pre-post and post-program knowledge gain instruments. The majority of youth (primarily 4-H club) program evaluations are demonstrations of knowledge gained and applied in teaching others, competitive events, and climbing 'youth career ladders'. Rarely, if at any time, does an agent or specialist report that participant knowledge attained/gained was less than satisfactory. One can only assume that knowledge gain survey questions are fairly worded, and that audience participation was not mandatory. The only exception to this is with Master Gardener and Integrated Pest Management qualification exams. But again, participation is initially by application and the desire to learn and apply what is learned.

Key Items of Evaluation

What is interesting to note is that most Extension faculty now use goal setting, program objectives, and evaluation instruments in their program plans (as opposed to 10 years ago, when there was a great degree of resistance). The next step in program evaluation is to assist Extension agents and specialists to develop precision evaluation instruments. On-going training, such as the Western Extension Cohort (Evaluation) Training (WECT), needs to be organizationally supported and participation needs to be encouraged by all Extension faculty.

Also, the American Evaluation Association has an Extension group section and should become a legitimate and heavily encouraged professional Extension association. The Association does more than any other organization to encourage evaluation 'best practices.'