

V(A). Planned Program (Summary)

Program # 4

1. Name of the Planned Program

Global Food Security and Hunger - Enterprise 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
501	New and Improved Food Processing Technologies	0%		3%	
502	New and Improved Food Products	0%		7%	
503	Quality Maintenance in Storing and Marketing Food Products	0%		7%	
511	New and Improved Non-Food Products and Processes	0%		32%	
601	Economics of Agricultural Production and Farm Management	30%		15%	
602	Business Management, Finance, and Taxation	10%		6%	
603	Market Economics	0%		8%	
604	Marketing and Distribution Practices	40%		1%	
605	Natural Resource and Environmental Economics	0%		14%	
606	International Trade and Development	0%		1%	
608	Community Resource Planning and Development	0%		1%	
609	Economic Theory and Methods	0%		1%	
610	Domestic Policy Analysis	20%		4%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	5.2	0.0	4.0	0.0
Actual Paid Professional	2.2	0.0	6.5	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
56149	0	374997	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
56149	0	605356	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	3454741	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

This program includes three areas designed to assist farmers in making their enterprises more profitable: 1) Farm Management Information and Training, 2) Extension Agricultural Marketing Information and Education, and 3) Agricultural Policy Analysis and Education.

The Farm Management Information and Training area provides farmers and agribusiness professionals with timely and relevant information on a variety of topics potentially impacting management decisions on their operations. It offers a number of practical decision aids along with training on the use of these aids as well as providing a resource for managers who need help with business planning.

The Extension Agricultural Marketing Information and Education area provides producers of major row crops, cattle, milk and dairy products, catfish, fruits and vegetables, and horticultural crops with regular, timely updates on conditions in these commodity markets. In addition, training will be made available on the use of commonly used marketing tools and strategies.

The Agricultural Policy Analysis and Education area provides producers, lenders and other input providers, and rural community leaders with timely and relevant information on existing farm, conservation, and international trade programs as well as analysis of the potential impact of proposed policy changes.

2. Brief description of the target audience

The target audience for this program consists primarily of agricultural producers and related agribusiness personnel.

3. How was eXtension used?

The resources provided through eXtension were used to supplement and enhance our public learning experiences provided by MSU Extension agents and specialists. eXtension was also used as a resource in state-based planning processes. Overall, 233 MSU employees are eXtension users, with 12 new registrations during this reporting period. Further, MSU Extension has 77 employees that serve on one or more of the 78 Communities of Practice (COPs); MSU Extension employees are members of 45 COPs. 13 MSU Extension employees serve as a leader for a COP, leading 9 COPs. 3 MSU Extension personnel are members of the Extension Disaster Education Network COP. 1 MSU Extension employee is a member of the Volunteerism COP.

V(E). Planned Program (Outputs)

1. Standard output measures

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	3815	4051	0	0

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

Patent Applications Submitted

Year: 2013

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2013	Extension	Research	Total
Actual	0	28	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of producers attending workshops, seminars, and short courses.

Year	Actual
2013	1311

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of producers adopting recommended strategies in management, marketing, and government program use.
2	Number of producers indicating increased profitability due to implementation of recommended strategies.

Outcome #1

1. Outcome Measures

Number of producers adopting recommended strategies in management, marketing, and government program use.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	262

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In 1995, the US Food and Drug Administration enacted a law mandating HACCP for seafood businesses. The regulation became effective on December 18, 1997. This law applies to both domestic processors and those exporting their products to the United States. HACCP is a science-based program that helps seafood processors identify and evaluate critical points during production, processing, handling, and distributing to set up control measures that help ensure safe seafood.

What has been done

The Seafood HACCP course was developed by the Association of Food and Drug Officials (AFDO) and the National Seafood HACCP Alliance. Completion of this course fulfills training requirements for the FDA Final Rule as outlined in 21 CFR, Part 123. Three workshops were conducted to help the food industry to comply with the FDA and/or state requirements.

Results

About 75 participants attended these workshops. All the participants became Seafood HACCP certified by AFDO. This program is very important for the seafood industry not only in Mississippi but also nationwide as many of the participants were from other states.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
604	Marketing and Distribution Practices
610	Domestic Policy Analysis

Outcome #2

1. Outcome Measures

Number of producers indicating increased profitability due to implementation of recommended strategies.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	210

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The closures of significant portions of the Gulf of Mexico federal and MS state waters to commercial and recreational fishing due to Deepwater Horizon in April 2010 altered the production and consumption decisions of residents and tourists in affected areas. The changes in the market perceptions and flow of goods and services generated by the damaged natural resources affected households and the seafood producers and service providers dependent on these resources. The annual shares of MS to total domestic commercial landings fell in 2010 and 2011.

What has been done

Provision of an electronic database of seafood establishments, farmers' markets, for-hire charter boats, restaurants, processors, retail stores and other seafood establishments was continued. MarketMaker social media networks were developed and maintained. MarketMaker training materials for establishments, regulators, marketing, and research/extension faculty and staff were developed, updated, and disseminated. MarketMaker training workshops for fisheries and marine-related establishments, regulators, marketing, and research/Extension were conducted.

Results

As a result of this food marketing program, the following impacts were observed: increased listings and registrations and encouraged updates of online profiles of fisheries and marine-related establishments at the MS MarketMaker website during the past year; increased number of web users, web hits, and number of hits per user during the last 12 months; and increased annual shares of MS to total domestic commercial landings in 2012.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
604	Marketing and Distribution Practices

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

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

MSU Extension agents and specialists, as well as MAFES faculty, used a variety of recommended methods to gather needed information. Specific strategies were initiated and utilized for collecting evaluation information to determine program outputs and outcomes (see impact statements for examples). In FY 2013, MSU Extension agents and specialists were required to submit four quarterly reports (January, April, July, and September). This quarterly report collects information about the number of contacts, types of contacts, and number of programs conducted in each Priority Planning Area. In addition, two narrative Accomplishment Reports are required from each MSU Extension employee each year. Finally, a specific request for impact statements is also made. The evaluation results are a combination of this quantitative and qualitative data.

Our Planned Program Areas (PPAs) changed in 2013 - a reduction from over 20 PPAs in 2012 to 10 for this current reporting cycle. The Previous PPA of Risk and Farm Management was renamed Enterprise Economics. Given the time it takes to adapt an electronic reporting system and ensure all end-users are trained and understand how to report in new ways and new PPAs, our outcome data matching process required modification for 2013. As a result, some of our numbers may appear skewed from previous ones. This reduction of PPAs and thus combination of outcomes led to some outcomes within each PPA being very similar for 2013. Our reporting system would not allow us to make detailed distinctions at this point in time, so numbers were evenly distributed across those similar outcomes when appropriate. As our data collection system evolves over the next year or two, we will be able to more clearly align the various data elements within the system to resolve this issue.

Key Items of Evaluation

