

V(A). Planned Program (Summary)

Program # 2

1. Name of the Planned Program

Small Family Farm and 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: 2013	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

The targeted audience for the Small Farm Management and Marketing planned program are limited-resource and socially disadvantaged farmers.

3. How was eXtension used?

eXtension was not used in this program

V(E). Planned Program (Outputs)

1. Standard output measures

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	1093	958	60	30

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	1	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Conduct educational programs on farm and financial management.

Year	Actual
2013	24

Output #2

Output Measure

- Conduct educational programs on farm legal risk.

Year	Actual
2013	12

Output #3

Output Measure

- Conduct educational programs (e.g., Vendors Borrowers Training) and provide technical assistance on the MSFDC, FSA, and Rural Development (RD) loan application process.

Year	Actual
2013	6

Output #4

Output Measure

- Conduct hands-on farm record keeping demonstrations.

Year	Actual
2013	10

Output #5

Output Measure

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

Year	Actual
2013	2

Output #6

Output Measure

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

Year	Actual
2013	3

Output #7

Output Measure

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

Year	Actual
2013	3

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

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

Outcome #1

1. Outcome Measures

Increase number of farmers/ranchers to utilize knowledge gained on farm and financial management to minimize cost and increase production and revenues.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	263

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Farmers and ranchers lacked the knowledge and understanding of how to keep proper records. Keeping accurate records will advance productions, which increase income; the farmers can afford the opportunity to meet obligations, which in turn increase your profitability and improve the quality of life.

What has been done

Alcorn State University Small Farm Outreach and Training and Technical Assistance Project works closely with all United States Department of Agriculture (USDA) federal and state agencies, and local CBO's in providing educational training and technical assistance in accurate record keeping. There were educational sessions and hands on demonstrations on how to keep proper and accurate records using the Mississippi Farm Record Book. A total of 263 (two hundred sixty-three) limited-resource and socially disadvantaged farmers and ranchers participated in the trainings. There were a total of 10 trainings conducted.

Results

Limited resource and socially disadvantaged farmers and ranchers throughout the state of Mississippi can become familiar to new innovations that will allow them to keep accurate records for their farm operations. After the completion of the Record Book Training a test and an evaluation were given to each participant. All thirty-three (33) participants passed the test. The result of the evaluation was 100% of the participant gained knowledge. The farmers are now able to record more accurate records, after taking this training. Participants learned to always keep personal and farm records separate.

4. Associated Knowledge Areas

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

Outcome #2

1. Outcome Measures

Increase number of farmers/ranchers and to minimize land and farm loss.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	75

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Farmers and ranchers in Mississippi lack of knowledge and understanding of legal issues that may affect their farm operation. A better management of a farm operation is contributed to the minimization of legal risk that affects the operation of the farm.

What has been done

Twelve planned training sessions were provided to acquaint farmers and ranchers with the legal issues affected with the family farms. The training provided farmers and ranchers with risk management strategies that will help them to deal with legal issues. Issues involved were personal and property ownership and related damage liabilities, contractual arrangements, personal and business liabilities and legal obligations.

Results

As a result 25% of the legal risk workshop trainings, participants were able to identify various types of legal risks associated with different aspects of a family farm operation. Participants can utilize risk management strategies to deal with property ownership, damage liabilities, and explore risk management strategies. The participants gained knowledge of legal risk management methods that address the personal and business liabilities that are most often come across on a family farm. Participants were also able to identify risk management tools to handle the legal issues. Participants can explore ways to address the risks associated with the contractual arrangements and other agreements of a family farm.

4. Associated Knowledge Areas

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

Outcome #3

1. Outcome Measures

Increase number 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
2013	30

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Farmers continue to face difficulties in their farming operation because of the lack of capital. In order for farmers to plan an efficient operation and to make good sound management decisions, they must have accurate resources. Borrowers had difficulties in understanding the basic for the completion of a FSA loan application when applying for these funds. The borrowers were uncomfortable about the length of the pages and the content of the application in which they felt would enable them not to complete the application correctly.

What has been done

Alcorn State University Extension Program offered structural courses in conjunction with the Agricultural Economics Departments and other departments at ASU to help meet the requirement for borrower training as outlined by farm Service Agency (FSA). The FSA Borrower Training course was designed to educate FSA borrowers on Farm and Financial Management: Business Planning and Financial Management which consisted of goal setting, Risk Management, Record Keeping, budgets and Decision-Making and Financial Statement and Efficiency Measures (Balance sheets, Income Statements).

Results

Borrowers gained skills on how to complete the loan application and understanding the concept of the application process through the completion of a balance sheet, Financial Statement and Income Statement. The structural class enabled the borrowers to apply for an additional loan through the completion of the course with a passing score of seventy. Participants were introduced to current tools and methods that will assist in their current farming practices and minimize farm risks. Approximately 30 borrowers participated. FSA issued over \$1,133,606 to borrowers to increase their farm operation by the purchase of equipment, purchase of additional land, as well as, their profit to increase their quality of life.

4. Associated Knowledge Areas

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

Outcome #4

1. Outcome Measures

Increase number of farmers and cooperatives 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
2013	400

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 400 farmers and cooperative member to guide them through the process of 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 b. 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 86% indicated that they gained adequate knowledge of the components of a marketing plan and how to complete one on their own based on the crops that they would be growing. 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, after each growing season or annually.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices

Outcome #5

1. Outcome Measures

Increase number 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
2013	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)
refer to outcome 1 report

What has been done
refer to outcome 1 report

Results
refer to outcome 1 report

4. Associated Knowledge Areas

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

Outcome #6

1. Outcome Measures

Increase number 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

The program experienced changes in personnel during the 2013 reporting year and made adjustments to complete priorities and attempts to satisfy program goals.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Individual interviews were conducted with farmers that participated in FSA Borrowers Training. We also collected testimonials from participants supported by the Small Family Farm Enterprise Financial Analysis & Marketing staff to learn about program participation and measure changes in knowledge.

Limited-resource-and-socially-disadvantaged farmers/ranchers receive \$1,153,606 in loans from the Farm Service Agency. Also, farmers/ranchers who participated in the planned program area incomes increased by \$1,000-\$10,000.

Key Items of Evaluation