

V(A). Planned Program (Summary)

Program # 2

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
601	Economics of Agricultural Production and Farm Management	16%		16%	
603	Market Economics	14%		14%	
604	Marketing and Distribution Practices	30%		30%	
605	Natural Resource and Environmental Economics	4%		4%	
608	Community Resource Planning and Development	20%		20%	
610	Domestic Policy Analysis	16%		16%	
	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	4.9	0.0	7.0	0.0
Actual Paid Professional	4.9	0.0	3.5	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
485208	0	343483	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
485208	0	343483	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 chile producers face difficult production conditions (e.g., limited hand labor, disease concerns, and increased costs of production) and market environments (e.g., increased, lower-priced foreign product). In order to remain viable, industry participants must find ways to increase market demand (and price) and reduce production costs. NMSU researchers examined opportunities to geographically brand New Mexico chile and chile products as one means of meeting the goal of increasing market demand and remaining economically viable. Using secondary and primary research methods, researchers explored: (a) consumer preferences for chile in general, (b) consumer preferences for chile grown and/or processed in New Mexico, and (c) potential to influence consumer preferences for chile with the use of point-of-selection information/education. Researchers identified consumers who were more likely to prefer (i.e., stated their preference for New Mexico chile, have some ties to the region [e.g., have friends of families living in the Southwest or have traveled to the Southwest]). Researchers also found that when consumers are educated via point-of-selection information about the importance of chile to the state's agricultural sector and its culture, consumers were willing to pay more for chile associated with the state.

Through focus group presentations and discussions results described above, results were shared with industry participants. In conjunction with this research, industry leaders have applied for (and received) additional funding through the New Mexico Department of Agriculture to explore and develop a regional certification program that will assist producers and processors in geographically identifying and marketing New Mexico chile to U.S. consumers.

New Mexico pecan producers have enjoyed significant price increases associated with foreign exports (primarily exports to Asian countries). While the industry has benefited from increased exports, per capita domestic pecan consumption has remained relatively flat at the same time that consumption of other tree nuts (e.g., almonds) has increased significantly. While pecan exports are providing a significant economic benefit to producers, they must continue to develop domestic markets, in part as a risk diversification/management strategy against potential disruptions in foreign markets. New Mexico researchers, in conjunction with researchers in Georgia and Texas, are examining the potential to add value to U.S.-grown pecans with changes in production methods (e.g., increasing pecan antioxidant levels

through pruning methods that allow more sunlight into the tree canopy). Initial research has included interviews with pecan producers to better understand current production and marketing practices. An online panel survey exploring consumer tree nut nutrition knowledge and preferences for increased antioxidant levels in pecans has been developed and administered. Analysis of the results is currently underway.

The structure of irrigated agriculture in New Mexico is affecting water use efficiency, irrigation outcomes (i.e., crop yields), and regional hydrologic balances. An NMSU project has assessed these changes and published analytical papers that examine the effects of changing agricultural structure on irrigation and water resources in New Mexico. Impacts of changing agricultural structure on current water rights adjudication in New Mexico have been presented in publications. The research is relevant to other irrigated areas experiencing structural changes similar to those occurring in New Mexico. The failure of the U.S. National Animal Identification System was studied under this project, with publications produced outlining reasons for the NAIS failure in the U.S. cow-calf sector (primarily related to the structure of the sector). Rangeland livestock sector research under this project has examined the effects of impermanence syndrome and uncertainty on attitudes and practices of southern New Mexico ranchers. Research on vegetable sectors of importance to the U.S. and Mexico has been conducted and published (e.g., for potatoes, maize, tomatoes, cantaloupes). Results of this research are being used in sector-wide planning and policy formulation.

The majority of respondents who attended the 40th Renaissance ArtsFaire were female, married, repeat customers, residents of Doña Ana county, and earned \$49,999 or less annually. Most respondents were very satisfied or satisfied with their overall event experience, and the festival enjoys very strong customer loyalty. On average, attendees spent \$61.30 at the festival.

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

2013	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: 2013
 Actual: {No Data Entered}

Patents listed

{No Data Entered}

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2013	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
2013	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
3	# of trained professionals

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
2013	9

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
603	Market Economics
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
610	Domestic Policy Analysis

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
2013	12

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
604	Marketing and Distribution Practices
608	Community Resource Planning and Development

Outcome #3

1. Outcome Measures

of trained professionals

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	3

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
603	Market Economics
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
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

{No Data Entered}

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.'