

V(A). Planned Program (Summary)

Program # 5

1. Name of the Planned Program

Global Food Security and Hunger - Agricultural Economics, Marketing, and Community 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			25%	
602	Business Management, Finance, and Taxation			5%	
604	Marketing and Distribution Practices			25%	
605	Natural Resource and Environmental Economics			10%	
606	International Trade and Development			5%	
607	Consumer Economics			5%	
608	Community Resource Planning and Development			10%	
610	Domestic Policy Analysis			15%	
	Total			100%	

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	0.0	2.7	0.0
Actual Paid Professional	0.0	0.0	0.2	0.0
Actual Volunteer	0.0	0.0	0.3	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	0	19013	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	21071	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

Research was undertaken to identify new market niches and promising new products, as well as to determine farmers' costs of production, consumer preferences, marketing margins, and farmers' and other participants' shares in the marketing channels of selected agricultural commodities. Studies were undertaken to identify the diverse strategies that local food system stakeholders are currently using or might use to create and manage ongoing or potential change, and information needs of these stakeholders. Research was undertaken to improve natural resource and environmental use by farmers and to support policy-making process by government officials in order to achieve greater economic and material sustainability. In collaboration with Extension faculty and agents, promising results were translated into recommendations for farmers and community organizers. Publications were prepared and presentations to producers' associations and agricultural professionals also took place.

2. Brief description of the target audience

Farmers, extension professionals, community leaders and organizers, producer associations, academic community, local and state government officials, and other professionals.

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: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2013	Extension	Research	Total
Actual	0	3	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of refereed publications

Year	Actual
2013	3

Output #2

Output Measure

- Number of scientific presentations in scientific meetings

Year	Actual
2013	9

Output #3

Output Measure

- Number of non-refereed publications (posters, newspaper articles, etc.)

Year	Actual
2013	14

Output #4

Output Measure

- Number of participants attending workshops coordinated with Extension on program's results

Year	Actual
2013	200

Output #5

Output Measure

- Number of new or improved innovations (models, software, processes, etc.) made

Year	Actual
2013	2

Output #6

Output Measure

- Number of activities/events organized (e.g., workshops, seminars, training events, educational events)

Year	Actual
2013	1

Output #7

Output Measure

- Number of research-based extension presentations

Year	Actual
2013	9

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of stakeholders gaining knowledge about public policy issues relevant to local agriculture and natural resources.
2	Number of stakeholders gaining knowledge about new information/tools (medium term measure) aimed at improving: Consumption decisions, Production management, Marketing decisions, Institutional arrangements and organizational capacities, Public policy decisions, or Natural resources and environmental management
3	Number of adopters of new or improved practices/tools in: Consumption decisions, Production management, Marketing decisions, Institutional arrangements and organizational capacities, Public policy decisions, or Natural resources and environmental management
4	Total number of participants (this year) in new market-niches generated as a result of program research

Outcome #1

1. Outcome Measures

Number of stakeholders gaining knowledge about public policy issues relevant to local agriculture and natural resources.

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	50

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis

Outcome #2

1. Outcome Measures

Number of stakeholders gaining knowledge about new information/tools (medium term measure) aimed at improving: Consumption decisions, Production management, Marketing decisions, Institutional arrangements and organizational capacities, Public policy decisions, or Natural resources and environmental management

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	500

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
605	Natural Resource and Environmental Economics
607	Consumer Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis

Outcome #3

1. Outcome Measures

Number of adopters of new or improved practices/tools in: Consumption decisions, Production management, Marketing decisions, Institutional arrangements and organizational capacities, Public policy decisions, or Natural resources and environmental management

Not Reporting on this Outcome Measure

Outcome #4

1. Outcome Measures

Total number of participants (this year) in new market-niches generated as a result of program research

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	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
601	Economics of Agricultural Production and Farm Management
604	Marketing and Distribution Practices

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Competing Programmatic Challenges
- Other (logistics of harvesting process)

Brief Explanation

Due to logistics problems, seed was not sown on time for expanding the new market niche that the program is trying to foster based on a particular exotic crop. This hindered our ability to reach new participants in this "new market-niche." Improvements in this outcome metric will be reflected in next year's report.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

The program evaluation was centered in the goal of expanding niche market alternatives for the farmers of Puerto Rico. It was performed in a meeting specially convened to discuss the progress achieved in the program's implementation. Participants included only faculty associated to the program and one of the farmers interested in partaking in the new niche market alternative being developed. A summary of the input received and of the status of this initiative is presented below.

Researchers in this program identified a highly profitable new market niche for Puerto Rico's farmers. The program has taken the leadership in this initiative and has been successful in both recruiting researchers from other program areas to study this new crop, and in convincing a group of farmers to try producing the crop. However, several problems have been faced when executing the proposed research and outreach agenda. At the research level, it has been difficult to justify the use of federal funds for this project as the new crop only grows in the tropics (federal grants favor projects that benefit as many states as possible). At the outreach level, logistics problems have prevented all but one interested farmer to begin producing this new fruit. This logistic problem is expected to be solved in the next two years, as new seedlings reach transplanting stage. A survey-based evaluation will be implemented as soon as a critical mass of adopters initiates production of the new crop.

The program's other traditional areas of research have continued to be addressed without major modifications. Given the limited SY/FTEs working in this program (3.3), and the fact that its expertise is requested by most of PRAEXS other programs, its outputs seem reasonable, although there was agreement with remarks suggesting that other outcome measures more adequate to the actual work performed should be devised.

Key Items of Evaluation

- The program evaluation was centered in the goal of expanding niche market alternatives for the farmers of Puerto Rico.
- Researchers in this program identified a highly profitable new market niche for Puerto Rico's farmers.
- The program has been successful in both recruiting researchers from other program areas to study this new crop, and in convincing a group of farmers to try producing the crop.
- Progress has been affected by difficulties in accessing continued research funds to advance this initiative and by logistics problems encountered with producing the seedlings needed to start or expand production by interested farmers.