

V(A). Planned Program (Summary)

Program # 6

1. Name of the Planned Program

MARKETING, TRADE & 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
605	Natural Resource and Environmental Economics	40%		60%	
608	Community Resource Planning and Development	20%		10%	
610	Domestic Policy Analysis	40%		30%	
	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
Actual Paid Professional	0.8	0.0	2.1	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
128959	0	395102	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
128959	0	395102	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

Improving Desert Agricultural Production and Produce Safety

Issue

Commercial agricultural production within Western Arizona (Yuma County) represents over 1/3 of Arizona's output with revenues from approximately 250,000 multi-cropped acres exceeding \$3.2 billion in 2012 (Arizona Department of Agriculture, 2012). Since 2005, the specific needs of agricultural producers in the region have been assessed on an annual basis. In 2012, this countywide appraisal, in collaboration with the Arizona Department of Agriculture, was extended statewide resulting in a statewide Extension and outreach effort whose focus covers all field production and handling aspects of fresh produce safety. In 2013, less comprehensive program assessments were evaluated at the conclusion of field day events, meetings, workshops and interaction with grower groups.

What has been done?

The "Enhancing Desert Crop Production and Produce Safety" program identifies current problems and issues facing agricultural producers in the region, and develops new and appropriate technologies, tools and cropping schemes for greater crop uniformity, quality and production. It coordinates Extension efforts with departmental collaboration in the UA College of Agriculture and Life Sciences, state regulatory agencies and industry representatives to deliver information through various avenues to benefit Arizona producers. The 2012 proposed short term outcome goals were to disseminate university-, extension- and agent-developed curricula, publications and other information to more than 1,200 clients within the state via meetings/workshops and one-on-one contacts. By adopting innovative agricultural schemes and technologies into current management practices, growers will be better prepared for a future of changing agricultural landscapes with improved farm profitability and minimized adverse effects to the environment.

Impacts reported in Report Overview

Sustainable Economic Development: Solar Energy

Issue

Residential construction and development are not driving Arizona's in the way it did in 2008. There is a glut of vacant housing, due to foreclosures, because of over entitlements granted in the mid-2000s. The future of economic development and community resiliency in Arizona will depend on a diverse economy that isn't reliant on just one sector such as housing or resource extraction--both vulnerable to boom-bust cycles. Enhancing local food systems and renewable energy are two areas that this program is assisting with to build more resilient communities that will be better prepared to weather future economic downturns.

What has been done?

Started in 2011, Renewable Energy Opportunity Analysis (REOA) was completed in 2013 to include all counties, cities and lands throughout the state. This analysis was conducted to provide decision-makers, solar developers and communities with maps and GIS shapefiles that identify the areas within their communities that are best suited for the siting of utility-scale solar facilities. The analysis used fundamental land use criteria such as the location of roads, transmission lines, substations, slope and aspect as weighted determinants of suitability. An agent with the UA College of Agriculture and Life Sciences Cooperative Extension and a professor from the UA College of Social and Behavioral Sciences (formerly of CAPLA), supervised the GIS modeling process as well as the creation of the maps for each

region of the state. The maps are accessible online. While the aim of this effort has been to publicize the availability of these maps and data as widely as possible, the maps have also been provided to cities, counties and individuals upon request, tailored to their specific area.

Impacts reported in Report Overview

2. Brief description of the target audience

Commodity groups, state agencies, financial institutions, producers, marketing organizations.

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	4700	7500	16	2500

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	6	61	67

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Develop improved marketing and economic models
 Not reporting on this Output for this Annual Report

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Increased financial stability of Arizona's producers
2	Number of individuals gaining knowledge by participating in educational programs

Outcome #1

1. Outcome Measures

Increased financial stability of Arizona's producers

Not Reporting on this Outcome Measure

Outcome #2

1. Outcome Measures

Number of individuals gaining knowledge by participating in educational programs

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	4716

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

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
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

All programs are currently in the process of being evaluated for existing areas to preserve, protect, or enhance, as well as areas to discontinue or modify. We are beginning the process to seek further input from stakeholders, advisory committees, and focus groups utilizing needs assessments with the assistance and expertise of an Evaluation Specialist [to be hired]. Plans are also underway to seek input from non-traditional audiences. See State DefinedOutcomes.

Key Items of Evaluation