

V(A). Planned Program (Summary)

Program # 1

1. Name of the Planned Program

Animal Enterprises (Global Food Security & Hunger)

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
135	Aquatic and Terrestrial Wildlife	10%		15%	
216	Integrated Pest Management Systems	0%		2%	
301	Reproductive Performance of Animals	0%		9%	
302	Nutrient Utilization in Animals	10%		10%	
303	Genetic Improvement of Animals	0%		4%	
304	Animal Genome	0%		2%	
305	Animal Physiological Processes	0%		4%	
307	Animal Management Systems	60%		31%	
308	Improved Animal Products (Before Harvest)	0%		5%	
311	Animal Diseases	10%		7%	
313	Internal Parasites in Animals	0%		4%	
314	Toxic Chemicals, Poisonous Plants, Naturally Occurring Toxins, and Other Hazards Affecting Animals	0%		2%	
601	Economics of Agricultural Production and Farm Management	10%		5%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	20.0	0.0	25.0	0.0
Actual Paid	8.3	0.0	22.4	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
476706	0	582720	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
476706	0	582720	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
869053	0	4527792	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

The LSU AgCenter Animal Enterprises program includes livestock and aquaculture production systems. The state's livestock industry includes approximately 800,000 head of livestock on 40,000 farms and 375 broiler producers that produce 900 million pounds of broiler meat. Overall, the total livestock industry yielded a gross farm value of \$1.94 billion in 2012. Considering value added indexes the total value exceeded \$3 billion. Additionally, the Louisiana aquaculture industry had 184,000 acres in production on 2,300 farms with a total value of \$530 million in 2012. Much of the work in this area targets outcomes that support NIFA-identified outcomes in the Global Food Security and Hunger program area.

Activities include research and extension programs directed towards animal agriculture and aquaculture. Extension outreach uses group and individual methods; mass media; applied research studies; result demonstrations; and field days, that incorporate the latest technological advances and use of social media. Research outputs are measured through scientific presentations at field days, local and national meetings and publications. During this reporting period, 815 classes, workshops and other group events were conducted. Additionally, 42 result demonstrations and 48 grower meetings were conducted.

This year, the **beef program** was the animal enterprise area evaluated in our four-year base program evaluation cycle. The results of the evaluation are included in Outcome Report section of this report

2. Brief description of the target audience

Livestock and poultry producers, horse owners, crawfish farmers and consumer groups with an interest in enhancing the value of animal commodities.

3. How was eXtension used?

The resources provided through eXtension were used to supplement and enhance learning experiences provided by LSU AgCenter faculty. Animal science state specialists have been involved in the development, implementation, and management of livestock and poultry Community of Practice (CoP). The state poultry specialist is part of a team that developed the small and backyard poultry flock CoP. The resources on recreational pond management were used substantially and the state aquaculture specialist serves on the Fresh Water Aquaculture CoP and as the coordinator for the recreational pond section.

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	3986	19702	731	0

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

Patent Applications Submitted

Year: 2014
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2014	Extension	Research	Total
Actual	7	38	45

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of Web page visits
 Not reporting on this Output for this Annual Report

Output #2

Output Measure

- Number of Web page views

Year	Actual
2014	1041639

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Percentage of livestock owners/producers that adopt or plan to adopt recommended practices to improve quality and profitability.
2	Percentage of aquaculture producers that adopt or plan to adopt recommended practices to improve quality and profitability.
3	Adoption of recommended practices by Louisiana livestock producers

Outcome #1

1. Outcome Measures

Percentage of livestock owners/producers that adopt or plan to adopt recommended practices to improve quality and profitability.

Not Reporting on this Outcome Measure

Outcome #2

1. Outcome Measures

Percentage of aquaculture producers that adopt or plan to adopt recommended practices to improve quality and profitability.

Not Reporting on this Outcome Measure

Outcome #3

1. Outcome Measures

Adoption of recommended practices by Louisiana livestock producers

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Gross farm income from beef cattle increased 18%, from \$498.9 million in 2012 to \$589.6 million in 2013, significantly more than the average for animal enterprises. Louisiana cow numbers in 2013 totaled 622,040 and producers were reported at 10,910. Those were up from 610,818 cows and 10,875 producers reported in 2012. In 2013, 75,548 yearling cattle (600-800 pounds each) sold for \$76.2 million, an increase of 10,000 head and nearly \$12 million from 2012 levels.

Feedback provided by beef cattle producers from around the state allowed dedicating significant resources to address issues that would improve the reproductive efficiency, pasture management, supplementation for the stocker enterprise, and Beef Quality Assurance.

What has been done

Annually, the LSU AgCenter organizes field days at 3 beef cattle research stations and 2 others at strategic locations. On average, 120 producers attended them. Pasture walks and on-farm demonstrations were also held. Radio interviews, articles in producers' magazines, and newsletters are methods also used to reach a larger audience. The Louisiana Master Cattleman Program and the Calf to Carcass Program provided producers the opportunity to increase their knowledge about the fundamentals of beef cattle production. State and Parish Cattlemen Associations, Louisiana Forage and Grassland Council, veterinarians and 75 private companies made financial contributions and/or provided support for these programs.

Results

A survey was conducted to evaluate the LSU AgCenter's role in improving the beef cattle industry in Louisiana and 125 surveys were completed. Fifty percent (50%) have participated in the Master Cattle Producer Program and 12% in the Calf-to-Carcass program. In the last four years, 44% of the producers have had an increase of at least 11% in total pounds of cattle marketed. With the exception of risk management strategies and value added marketing strategies, the LSU AgCenter programs influenced at least 60% of the respondents and as much as 80+% on other practices (body condition scoring, mineral program, grazing management, parasite management, and BQA). Fifty-five percent have participated in at least one LSU AgCenter field day, while 23% participated in at least 5 field days. The LSU AgCenter was indicated as the most popular source of information (78%), followed by other websites (76%) and email (51%). These results show that the LSU AgCenter programs have fulfilled their responsibilities of transferring and adapting technologies for Louisiana's beef cattle producers.

4. Associated Knowledge Areas

KA Code	Knowledge Area
301	Reproductive Performance of Animals
307	Animal Management Systems
311	Animal Diseases
601	Economics of Agricultural Production and Farm Management

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

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

A survey was conducted to clearly identify and evaluate the LSU AgCenter's role in improving the beef cattle industry in Louisiana. A total of 125 surveys were completed. Respondents included 89% of males, 98% were white, 55% were older than 55 years old, 69% of respondents have been in the beef cattle business for more than 15 years and 50% had participated in the Master Cattle Producer Program. Only 12% of those surveyed had participated in the Calf-to-Carcass program. In the last four years, 44% of the producers have increased at least an 11% the total pounds of cattle marketed; however, 53% of the answers indicated that the cost per animal increased per unit of input. When questioned about the extent to which LSU AgCenter educational programs influenced the adoption of different pasture and beef cattle management practices, respondents indicated they were most influenced to adopt Beef Quality Assurance, controlled breeding seasons, and vitamin and mineral supplementation practices.

Key Items of Evaluation