

**V(A). Planned Program (Summary)**

**Program # 2**

**1. Name of the Planned Program**

Small Family Farm Management 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%
	<b>Total</b>		100%		0%

**V(C). Planned Program (Inputs)**

**1. Actual amount of FTE/SYs expended this Program**

Year: 2014	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	4.0	0.0	0.0
<b>Actual Paid</b>	0.0	3.5	0.0	0.0
<b>Actual Volunteer</b>	0.0	7.0	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; and the distribution of results were emphasized in our programs, including: one Small Farmers Conference presentation per year; one non-refereed publication per year; two annual presentations at meetings, and various workshops for farmers.

Extension programs consisted of the development (or identification) of relevant content and materials needed to address the knowledge gaps possessed by farmers. Focus group survey instruments were developed, as well as various workshops, demonstrations, meetings, curricula, and other learning resources which were utilized for effective program implementation.

Evaluation assessment methods were implemented to document the impact of our programs.

In addition, marketing plans were developed; agriculture tours of farms were conducted; and demonstrations of marketing tips and techniques were given.

**2. Brief description of the target audience**

The targeted audience for the Small Farm Management and Marketing program include limited-resource and socially-disadvantaged farmers/ranchers.

**3. How was eXtension used?**

To identify resources for workshops, seminars, demonstrations and group meetings. In addition for educational resource materials for training.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	2331	2026	175	150

**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
<b>Actual</b>	2	0	2

## V(F). State Defined Outputs

### Output Target

#### Output #1

##### Output Measure

- Conduct educational sessions on farm and financial management.

Year	Actual
2014	47

#### Output #2

##### Output Measure

- Conduct educational sessions on farm legal risk.

Year	Actual
2014	11

#### Output #3

##### Output Measure

- Conduct educational sessions to provide technical assistance on farm loans, other governments agencies requirements, and application processes

Year	Actual
2014	32

#### Output #4

##### Output Measure

- Conduct educational sessions/demonstrations on farm record keeping.

Year	Actual
2014	17

#### Output #5

##### Output Measure

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

Year	Actual
2014	4

**Output #6**

**Output Measure**

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

<b>Year</b>	<b>Actual</b>
2014	6

**Output #7**

**Output Measure**

- Development of fact sheets on direct marketing of agriculture produce/product and value-added goods and services.

<b>Year</b>	<b>Actual</b>
2014	6

**Output #8**

**Output Measure**

- Conduct special events at the Farmers Market to bring awareness to eating healthier to youth.

<b>Year</b>	<b>Actual</b>
2014	6

**Output #9**

**Output Measure**

- Conduct educational sessions on Farm Risk Management.

<b>Year</b>	<b>Actual</b>
2014	6

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Increase percentage of farmers and producers to gain knowledge on Farm and Financial Management.
2	Increase percentage of farmers and producers to minimize land and farm loss.
3	Increase percentage of farmers and producers to apply for farm loans.
4	Increase number of farmers and cooperatives to develop and utilize marketing plans.
5	Increase percentage of farmers and producers to keep accurate records.
6	Increase percentage of farmers and producers to minimize risk on the farm.
7	Increase number of farmers and vendors to gain knowledge in Direct Marketing to Farmers Markets.
8	Increase the number of farmers that participate in Agriculture tours to help them identify new production practices.
9	Increase the number of farmers, vendors that receive educational facts sheets.

## **Outcome #1**

### **1. Outcome Measures**

Increase percentage of farmers and producers to gain knowledge on Farm and Financial Management.

### **2. Associated Institution Types**

- 1890 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2014	47

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Farmers and producers continue to face significant issues due to the lack of knowledge, understanding, and the necessary skills to make sound management decisions in their day-to-day operation of the farm. The key to a successful farm business is utilizing the proper planning tools. Proper planning decrease risk and increase the opportunity to gain profitability in order to improve socioeconomic status and the quality of life.

#### **What has been done**

The ASUEP conducted various educational farm and financial management sessions for farmers and ranchers through lectures, hands-on demonstrations and PowerPoint presentations to enhance their knowledge and skills to improve the day to day farm operation. Approximately 46 workshops were conducted on financial management which included: business planning, credit, farm record keeping, farm inventory, and farm business plans.

#### **Results**

As a result of the trainings, Alcorn State University Extension Program detected participants share their experiences with each other during training sessions of having good credit and monitoring their credit for fraud protection purposes. Some participants had no record system in place and not being able to keep accurate records. There were others who had no business plan in place, with farming being a hobby. There were 690 participants in these training session.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation

**Outcome #2**

**1. Outcome Measures**

Increase percentage of farmers and producers to minimize land and farm loss.

Not Reporting on this Outcome Measure

**Outcome #3**

**1. Outcome Measures**

Increase percentage of farmers and producers to apply for farm loans.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2014	32

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Farmers and ranchers continue to face hardship in their farming operation because they lack resources. In order for farmers to plan a proficient operation and to make sound management decisions, they must have adequate resources. Borrowers had difficulties understanding the basic for the completion of a Farm Service Agency (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 make possible not to complete the application correctly.

**What has been done**

Alcorn State University Extension Program offered structural courses in conjunction with the Agricultural Economics Department and other departments at Alcorn to help meet the requirement for borrower training as outlined by Farm Service Agency (FSA). The FSA Borrower Training course was intended 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 and income statements).

### Results

Borrowers learned to complete the loan application and gained understanding of the conception 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 33 borrowers participated. FSA issued over \$2,177,900 to borrowers to enhance their farm operation by the purchase of farm equipment, additional land, feed, seed, etc.

### 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
2014	4

#### 3c. Qualitative Outcome or Impact Statement

##### Issue (Who cares and Why)

A feasible marketing plan is essential to achieving the process of moving farmers, crops, livestock, and value-added products to the market successfully. The lack of knowledge in planning, market research, income expense budgets, and promotions are essential factors that must be addressed by limited-resource farmers in order to demonstrate profit.

##### What has been done

ASUEP marketing coordinator conducted four workshops, with approximately 151 farmers and vendors to guide them in developing a marketing plan. These workshops were held in collaboration with the Small Farm Outreach Training and Technical Assistance Project and Small Farmers Conference. Also held were one-on-one and annual training with farmers and vendors.

These farmers and vendors received knowledge: an overview of a marketing plan, marketing plan description, production and marketing strategy, product objectives and strategies, pricing, sales and profit trends evaluation and reviews.

**Results**

The farmers and vendors will now have knowledge that can be utilized to assist them in identifying and quantifying cost, setting price goals, deterring potential price outlook and price risks, and developing a strategy for marketing their crops, livestock and value-added product through farmers markets or directly through local grocery stores and supermarkets.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
604	Marketing and Distribution Practices

**Outcome #5**

**1. Outcome Measures**

Increase percentage of farmers and producers to keep accurate records.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2014	17

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

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

**What has been done**

Alcorn State University Small Farm Outreach Training and Technical Assistance Project works closely with all United States Department of Agriculture (USDA) federal and state agencies, and local Community Based Organizations (CBO) in providing educational training and technical assistance in accurate record keeping. There were educational sessions and hands-on

demonstrations on how to keep accurate records using the Mississippi Farm Record Book and the Mississippi Farm Record CD.

### **Results**

Limited-resource and socially disadvantaged farmers and ranchers throughout the state of Mississippi can become familiar with new improvements that will allow them to keep accurate records for their farm operations. After the completion of the Record Book Training an evaluation was given to each participant. The result of the evaluation showed that 100% of the participant gained knowledge. The farmers are now able to keep accurate records, after taking this training. Participants learned to always keep personal and farm records separate. A total of 307 limited-resource and socially disadvantaged farmers and ranchers participated in the trainings. There were a total of 17 trainings conducted.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
601	Economics of Agricultural Production and Farm Management

### **Outcome #6**

#### **1. Outcome Measures**

Increase percentage of farmers and producers to minimize risk on the farm.

#### **2. Associated Institution Types**

- 1890 Extension

#### **3a. Outcome Type:**

Change in Action Outcome Measure

#### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2014	20

#### **3c. Qualitative Outcome or Impact Statement**

##### **Issue (Who cares and Why)**

Farmers and ranchers in Mississippi lack important knowledge and understanding of legal issues which may affect their farm operations. In order to reduce legal risk on the farm, better management practices should be put in place to minimize the legal risk that may affect the operation of the farm.

##### **What has been done**

Twenty planned training sessions were provided to inform farmers and ranchers about legal

issues which may affect the family farm. These trainings provided farmers and ranchers with risk management strategies that will aid them dealing with legal issues. Issues discussed included personal and property ownership as well as liabilities, contractual arrangements, personal and business liabilities, eminent domain, adverse possession and legal obligations.

### **Results**

As a result of the legal risk workshop trainings, participants were able to identify various types of legal risks associated with different aspects of family farm operations. Participants are now better equipped to utilize risk management strategies to deal with property ownership, liabilities, and explore risk management strategies. The participants gained knowledge of legal risk management methods that addressed the personal and business liabilities most often found on small family farms. Participants can now identify risk management tools to handle the legal issues, and are also better equipped to address the risks associated with contractual arrangements and other agreements of a family farm. There were 20 legal risk workshops conducted with a total of 624 participants.

## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation

### **Outcome #7**

#### **1. Outcome Measures**

Increase number of farmers and vendors to gain knowledge in Direct Marketing to Farmers Markets.

#### **2. Associated Institution Types**

- 1890 Extension

#### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

#### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2014	5

#### **3c. Qualitative Outcome or Impact Statement**

##### **Issue (Who cares and Why)**

The increased competition at local farmers markets has forced farmers to display produce and products that exceed the competition. Many farmers and vendors lack the knowledge of new and improved marketing techniques to attract customers. To remain competitive in today's ever changing environment, farmers and vendors must be creative in displaying, pricing, and signage

of their produce and products.

**What has been done**

Several new marketing techniques were demonstrated during the year. These demonstrations were conducted at agricultural field days, certification workshops and planned educational trainings. Through these various sessions, more than 249 farmers and vendors received hands-on training and printed materials that will aid them in marketing their goods and services more efficiently.

**Results**

Follow-up visits to various farmers markets provided evidence that the farmers and vendors are applying the techniques they learned to improve their marketing stands and increase their income potential. In addition to visits, some displayed their gained knowledge via social media.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
604	Marketing and Distribution Practices

**Outcome #8**

**1. Outcome Measures**

Increase the number of farmers that participate in Agriculture tours to help them identify new production practices.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2014	5

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Chemical pesticides have negative impacts on crop yields as well as the income of growers who sell at local farmer's markets. This is because customers are now eating healthier and questioning how their produce is grown. An alternative method to chemical pesticides are Integrated Pest Management (IPM) practices.

**What has been done**

The ASUEP marketing coordinator collaborates with the Extension Horticulture Specialist and research scientists, using their findings to help growers practice different approaches to pest control on alternative crops. Workshops were conducted under the leadership of specialists and research scientists to educate farmers on effective and environmentally friendly approaches to pest management that rely on a combination of biological, chemical, cultural, physical and mechanical strategies. These workshops were held at locations other than ASUEP facilities, which required collaborating with other agencies to conduct educational tours.

**Results**

As a result of the collaborative workshops and educational tours, farmers are better equipped to utilize different approaches to pest control on alternative crops.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
604	Marketing and Distribution Practices

**Outcome #9**

**1. Outcome Measures**

Increase the number of farmers, vendors that receive educational facts sheets.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2014	5

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

On average, when conducting educational programs, events and activities, large amounts of information is provided to farmers and vendors to retain and implement. Too often, educators and specialists are receiving calls that could have been eliminated if the farmers and vendors were provided reference materials that could be later referred to as a resource.

**What has been done**

The ASUEP Marketing Coordinator has developed a series of factsheets to address specific subject matter and concerns. The information made available to participants covers fresh food safety, the impact of farmers markets in immediate communities and supermarkets versus farmers markets.

**Results**

At the end of each workshop and group training, participants received fact sheets to be utilized post session as a resource material.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
604	Marketing and Distribution Practices

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges

**Brief Explanation**

**V(I). Planned Program (Evaluation Studies)**

**Evaluation Results**

Individual interviews were conducted with farmers that participate in the FSA Borrowers Training. There were testimonials from participants supported by the Small Family Farm Management and Marketing staff to learn about programs participation and measure changes in knowledge.

**Key Items of Evaluation**

Pre and post-test were administered to the participant as well and evaluation of the presenter and or educator.