

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

**Program # 14**

**1. Name of the Planned Program**

Fish Marketing (Aquaculture) (Langston University)

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		100%		100%
	<b>Total</b>		100%		100%

**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	0.4	0.0	0.2
<b>Actual Paid</b>	0.0	0.0	0.0	0.0
<b>Actual Volunteer</b>	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
0	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	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**

Methods of marketing alternative fish species will be explored to increase fish producers' profits.

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

All aquaculture producers in Oklahoma.

**3. How was eXtension used?**

eXtension was not used in this program

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

**1. Standard output measures**

2014	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: 2014

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2014	Extension	Research	Total
Actual	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- Number of Research Projects completed on Fish Marketing.

Year	Actual
2014	0

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

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

O. No.	OUTCOME NAME
1	Number of farmers learning new fish marketing techniques.
2	Number of farmers using new fish marketing techniques.
3	Farmers who use new fish marketing techniques to increase their profits.

**Outcome #1**

**1. Outcome Measures**

Number of farmers learning new fish marketing techniques.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2014	0

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

**Issue (Who cares and Why)**

Aquaculture producers need additional sale venues to withstand economic uncertainties. Competition from a state agency is an ongoing obstacle to sales. Aquaculture production of buffalo fishes and grass carp can meet consumer desires and provide additional income opportunities for channel catfish producers, but more buyers must be found for buffalo and grass carp.

**What has been done**

Due to severe drought, no activity occurred in 2014.

**Results**

Due to severe drought, no activity occurred in 2014.

**4. Associated Knowledge Areas**

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

## **Outcome #2**

### **1. Outcome Measures**

Number of farmers using new fish marketing techniques.

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

- 1890 Extension
- 1890 Research

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

Change in Action Outcome Measure

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

<b>Year</b>	<b>Actual</b>
2014	0

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

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

Aquaculture producers need additional sale venues to withstand economic uncertainties. Competition from a state agency is an ongoing obstacle to sales. Aquaculture production of buffalo fishes and grass carp can meet consumer desires and provide additional income opportunities for channel catfish producers, but more buyers must be found for buffalo and grass carp.

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

Due to severe drought, no activity occurred in 2014.

#### **Results**

Due to severe drought, no activity occurred in 2014.

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

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

**Outcome #3**

**1. Outcome Measures**

Farmers who use new fish marketing techniques to increase their profits.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Actual
2014	0

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

**Issue (Who cares and Why)**

Aquaculture producers need additional sale venues to withstand economic uncertainties. Competition from a state agency is an ongoing obstacle to sales. Aquaculture production of buffalo fishes and grass carp can meet consumer desires and provide additional income opportunities for channel catfish producers, but more buyers must be found for buffalo and grass carp.

**What has been done**

Due to the severe drought, no activity occurred in 2014.

**Results**

Due to the severe drought, no activity occurred in 2014.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
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.)

#### **Brief Explanation**

External factors affected outcomes.

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

#### **Evaluation Results**

Development of new markets or marketing methods for fish producers.

#### **Key Items of Evaluation**

Fish producers improving their income via direct marketing of fish.