

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 Economics			5%	
607	Consumer Economics			5%	
608	Community Resource Planning and Development			10%	
610	Domestic Policy Analysis			13%	
902	Administration of Projects and Programs			2%	
	Total			100%	

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	0.0	0.7	0.0
Actual Paid	0.0	0.0	0.6	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
0	0	18727	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	20681	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 diverse strategies that local food system stakeholders are currently using or might use to create and manage ongoing or potential change, and their information needs.

Research was undertaken to improve natural resources and environmental use by farmers and to support policy-making processes by government officials in order to achieve greater economic and material sustainability.

In collaboration with Extension faculty and agents, results were translated into recommendations for farmers and community organizers.

Publications were prepared and presentations made to producer associations and agricultural professionals.

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

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	7	7

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of refereed publications

Year	Actual
2014	7

Output #2

Output Measure

- Number of scientific presentations in scientific meetings

Year	Actual
2014	9

Output #3

Output Measure

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

Year	Actual
2014	6

Output #4

Output Measure

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

Year	Actual
2014	290

Output #5

Output Measure

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

Year	Actual
2014	1

Output #6

Output Measure

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

Year	Actual
2014	4

Output #7

Output Measure

- Number of research-based extension or outreach presentations

Year	Actual
2014	8

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 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
2014	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
601	Economics of Agricultural Production and Farm Management
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
2014	1290

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
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
607	Consumer Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis
902	Administration of Projects and Programs

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

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	5

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
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
607	Consumer Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis
902	Administration of Projects and Programs

Outcome #4

1. Outcome Measures

Total number of participants 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
2014	4

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
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
607	Consumer Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis
902	Administration of Projects and Programs

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Government Regulations

Brief Explanation

This year, seed for a new market niche product was available in limited amount. No external funding was sought for this new market niche because it involves a tropical fruit crop; hence it has limited geographic impact. We hope this issue will not continue to be a problem as SCRI program officials, to whom we plan to submit a research proposal, have

accepted considering some projects that are of local impact, following a request by a U.S. Senator from Hawaii.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Identifying and developing new market niches was deemed of strategic importance for the program, and was thus given priority in the evaluation process. Other research areas were not considered given the limited time and human resources to carry out this exercise. The program coordinator used a focus group composed of producers adopting the new fruit crop to get insights into the nature of the audience and their needs. Emphasis was on identifying possible barriers to the adoption of this new production alternative. The information from this focus group was supplemented with input obtained in conversations with several senior researchers outside the projects in this program.

Although the program was originally conceived to give priority to major producers, a couple of highly respected senior researchers at UPR argued very strongly in favor of starting the project with small producers in mind. On the other hand, the focus group emphasized the need to make young entrepreneurs the priority, preferably those with a college degree, since they would be among the few farmers inclined to try new products and would respond favorably to a research-backed program. Both of these recommendations were incorporated in the program design for future years.

Given that young entrepreneurs and small farmers are deemed of central importance to the initial stages of the program, their probability of adopting the new fruit crop would depend on key issues being addressed, according to the focus group. These include: (1) providing technological guides and information on the nature of the economic returns of this new fruit crop, (2) providing propagation material, (3) guaranteeing sufficient genetic variability to help choose best genetic material for local conditions and consumer needs, (4) identifying financing alternatives for the initial investment needed, particularly those coming from the PR Department of Agriculture, (5) identifying incentives, such as labor subsidies by the PR Department of Agriculture, that will help pay attractive wages and thus reduce the labor shortage during the harvesting period, (6) guaranteeing the product can reach the consumer in good condition and will be accepted by consumers, and (7) developing a viable organization that channels the interests of producers of this new product. The focus group considered that the main strength of the program was introducing a new alternative to local producers. These suggestions and concerns will help shape the program in the future.

Key Items of Evaluation