

V(A). Planned Program (Summary)

Program # 5

1. Name of the Planned Program

Economic Infrastructure and Commerce

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
315	Animal Welfare/Well-Being and Protection	0%	0%	12%	
601	Economics of Agricultural Production and Farm Management	30%	30%	19%	
602	Business Management, Finance, and Taxation	5%	5%	0%	
603	Market Economics	5%	5%	6%	
604	Marketing and Distribution Practices	30%	30%	5%	
605	Natural Resource and Environmental Economics	0%	0%	16%	
606	International Trade and Development Economics	5%	5%	5%	
607	Consumer Economics	10%	10%	0%	
608	Community Resource Planning and Development	15%	15%	15%	
610	Domestic Policy Analysis	0%	0%	10%	
901	Program and Project Design, and Statistics	0%	0%	12%	
	Total	100%	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	58.0	7.0	28.0	0.0
Actual Paid	18.0	4.0	31.9	0.0
Actual Volunteer	5.0	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
356875	116161	983263	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
1522899	156161	3051510	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
77000	0	624174	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

The Extension MANAGE program helps families analyze their total farming business so they can make informed decisions regarding their future. Extension staff trained in farm and financial management help families to:

- review their current financial situation
- capitalize on strengths and reduce weaknesses in the farm business
- develop individualized farm and financial plans
- explore alternatives both on and off the farm
- evaluate capital investment opportunities including land and/or machinery purchases
- analyze likely consequences of changing the scope of enterprises
- determine appropriate production practices

In addition to individualized farm and financial planning assistance, Extension is will offer hundreds of workshops to help farmers improve their financial situation. For example, workshops will be offered in improved marketing, goal-setting, and strategic planning.

Although the MANAGE program will not remove uncertainty of the future, it will provide farm families with a clear understanding of their current financial situation and help them evaluate their alternatives for the future. Making informed decisions today may be the best way to prepare for tomorrow's opportunities. The educational program is offered at no cost to participating farm families in all 95 Tennessee counties.

Land is a great source of wealth in the African-American community. In addition to providing economic stability, land ownership is highly correlated to one's social and economic well-being. Many urban residents who desire to return to the land of their origin find themselves confronted by various obstacles in terms of retaining rightful land ownership. In addition to problems they face of landownership retention are efforts to engage in profitable land use development, and operate viable farming enterprises.

Production inputs have changed over the past two decades. As a result of this, there was a reduction in the number of crops produced. In-service training on "Small Farm Outlook" will continue to be conducted to make landowners aware of resources that are available to them for land retention and crop production. The training will provide information on ways to keep land through estate planning, lessening their property, and legal issues for seniors (the aging population).

UT AgResearch analysis includes assessment of market potential, market feasibility studies for new agri-industry ventures, buyer and consumer preferences studies, market segmentation analysis and buyer profiling, analysis of new product acceptance, analysis of marketing alternatives, and analysis of valuation of product attributes. To evaluate the impacts of various policies, management strategies, or economic conditions on a farm's bottom line and financial strength, we are developing a set of representative farms

that encompass major segments of agriculture in Tennessee. Methods for evaluating risk include risk-based econometric models, risk-based mathematical programming models, generalized stochastic dominance criteria, dynamic optimization, and subjective probability assessment criteria.

2. Brief description of the target audience

- Limited-resource and small farmers
- Farmers transitioning from tobacco to other crops
- Policy-makers at the state, federal, and municipal level
- Businesses looking to expand or relocate to Tennessee

3. How was eXtension used?

This Economic Infrastructure and Commerce Planned Program was enhanced through the service of:

- 10 Tennessee Extension personnel on the "Entrepreneurs and Thier Communities" CoP, and
- four Tennessee Extension personnel on the "Network Literacy" CoP.

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	880937	8392470	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	5	32	37

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of exhibits displayed to promote program awareness and participation.

Year	Actual
2014	15265

Output #2

Output Measure

- Number of research-based publications distributed as part of this program.

Year	Actual
2014	1572

Output #3

Output Measure

- Connecting young people in Senegal with traditional methods of building and helping them to make a very positive impact on their community by repairing compound walls, renovating existing buildings to provide a community center, and redeveloping the Genetic Resource Center (Schaffer).

Year	Actual
2014	0

Output #4

Output Measure

- Completed Knoxville foodshed assessment, and recommended changes to city of Knoxville (Hellwinckel)

Year	Actual
2014	0

Output #5

Output Measure

- Correlated several firm characteristics, including size, years in business, business type, and location factors with plans for expansion (Jensen).

Year	Actual
2014	0

Output #6

Output Measure

- Estimated direct economic impact for the region from the International Paper mill closure in Courtland, AL (Jensen).

Year	Actual
2014	0

Output #7

Output Measure

- Quantified beef consumers willingness to purchase Tennessee steak and ground beef (Jensen).

Year	Actual
2014	0

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Land Ownership Information Program: Number of African-American landowners who increased their knowledge of property rights and responsibilities.
2	Land Ownership Information Program: Number of African-American landowners who developed farm management plans.
3	Land Ownership Information Program: Number of African-American landowners who developed estate plans to reduce the financial and legal risks farm family businesses face as they transition between generations.
4	Farm Financial Analysis and Planning: Number of farm families and rural business operators who implemented partial budgeting decisions (examples include sell calves now or later and evaluating equitable leasing arrangements)
5	Farm Financial Analysis and Planning: Number of farm families and rural business operators implementing improved record systems.
6	Farm Financial Analysis and Planning: Number of farm families who developed whole farm plans to improve their farm financial performance.
7	Tennessee Extension Leadership Development: Small businesses or non-profits developed by limited resource leaders.
8	Eliminating confusion between marketing programs (Velandia)

Outcome #1

1. Outcome Measures

Land Ownership Information Program: Number of African-American landowners who increased their knowledge of property rights and responsibilities.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	32

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

While displacement from the land poses a threat to small farmers, land loss has occurred most severe among African-American farmers. The decline of African-American owned rural land continues to be a major concern. Economic, social and technological changes over the past 100 years have contributed to a decrease in total farm numbers. Factors such as age, marital status, location, racial differences, employment, and migration to the North, education, and young African-American are not entering the field to replace the increasingly elderly population of existing black farmers.

WHAT HAS BEEN DONE: An educational program has been established to develop and disseminate information to landowners about estate planning, the importance of having a will, heir property, financial and technical assistance available, and risk management. Workshops, county meetings, on-farm demonstrations, news articles, publications, fact sheets, TSU on Capitol Hill, and the Small Farm Expo were used to promote the landownership program.

What has been done

An educational program has been established to develop and disseminate information to landowners about estate planning, the importance of having a will, heir property, financial and technical assistance available, and risk management. Workshops, county meetings, on-farm demonstrations, news articles, publications, fact sheets, TSU on Capitol Hill, and the Small Farm Expo were used to promote the landownership program.

Results

Participants increased their knowledge of how a will provides directions to heirs about your

property and how planning in advance can save your family time and money. Fifty-one community leaders and landowners attended the training on estate planning. Ten landowners increased knowledge and awareness of cost-share programs that could make their farm operation run more efficiently, and more profitable. The issue of alternative sources of energy has come to the forefront in recent years as a result of rising energy costs. Forty-seven farmers in five Tennessee counties increased their knowledge on Bioenergy ?Federal Assistance Programs for Biodiesel Production. Sixteen youth from the TSU Summer Apprenticeship Program in Agriculture visited a minority land owner?s farm in Montgomery County. They participated in collecting three DNA sample from calves. At the end of the summer program they reported on how much they increased their knowledge on DNA sampling.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management

Outcome #2

1. Outcome Measures

Land Ownership Information Program: Number of African-American landowners who developed farm management plans.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	8

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
608	Community Resource Planning and Development

Outcome #3

1. Outcome Measures

Land Ownership Information Program: Number of African-American landowners who developed estate plans to reduce the financial and legal risks farm family businesses face as they transition between generations.

Not Reporting on this Outcome Measure

Outcome #4

1. Outcome Measures

Farm Financial Analysis and Planning: Number of farm families and rural business operators who implemented partial budgeting decisions (examples include sell calves now or later and evaluating equitable leasing arrangements)

2. Associated Institution Types

- 1862 Extension
- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	191

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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601 Economics of Agricultural Production and Farm Management

Outcome #5

1. Outcome Measures

Farm Financial Analysis and Planning: Number of farm families and rural business operators implementing improved record systems.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	236

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

Outcome #6

1. Outcome Measures

Farm Financial Analysis and Planning: Number of farm families who developed whole farm plans to improve their farm financial performance.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	81

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

Outcome #7

1. Outcome Measures

Tennessee Extension Leadership Development: Small businesses or non-profits developed by limited resource leaders.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	120

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #8

1. Outcome Measures

Eliminating confusion between marketing programs (Velandia)

2. Associated Institution Types

- 1890 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)

Tennessee has two state sponsored marketing programs promoting local products (Pick Tennessee Products and Tennessee Farm Fresh).

What has been done

Our study suggested an overlap between these two programs.

Results

Farm Bureau announced that Tennessee Farm Fresh was going to be folded into the Pick Tennessee Products program. They suggested that the move was to eliminate confusion between the two programs while continuing to serve producers.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices
607	Consumer Economics
901	Program and Project Design, and Statistics

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
- Competing Public priorities
- Competing Programmatic Challenges

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Extension professionals and its volunteers in the State of Tennessee made a significant impact by making 153,152 direct contacts in the area of community leadership development. Tennessee agritourism operators look to Extension for education regarding budgeting, safety, customer service, technical assistance, and more. A recent survey of 200 agritourism operators showed that as a result of Extension programs, sales increased by a combined \$7.5 million. Other Extension community economic development programs produced an estimated \$1.3 million in increased revenue and capital purchases; examples included assisting local charities to obtain grant funds and providing assistance to small businesses.

- 2,394 of 2,498 participants surveyed increased personal involvement in community activities.
- 2,746 of 2,945 participants surveyed increased their awareness of economic, social and environmental issues impacting their communities.
- 2,742 of 2,914 participants surveyed increased their knowledge of community assets, development opportunities and/or programs available to their community.

Agents in 14 counties and TSU extension specialists reported 4,389 direct contacts for the purpose of leadership development with minority youth and limited resource communities. 571 contacts were made through direct mail, telephone and email. Agents also made 3,856 contacts through group meetings or demonstrations, client office visits and on-site visits. TSU Extension made 2,194 contacts with minorities across the state. A new leadership

development workshop series was developed for extension agents in each of the three regions of Tennessee that focused on strengths-based leadership for individuals and teams. The economic impact of Extension leadership programs was \$25,000 in increased revenue, one-time capital improvements and secured resources across the state of Tennessee in the two counties reporting outcomes. 158 of 250 of surveyed participants reported increased involvement in community activities. 173 of 265 participants increased their awareness of economic, social, and environmental issues that impact their local communities. 173 out of 265 participants surveyed said that their knowledge of community assets, development opportunities and/or programs in their community increased. 4 counties reported the following outcomes with youth:

- 303 youth reported that they know how to set goals and they use that ability when leading a group.
- 422 youth reported that they can now cooperate and work in a group.
- 323 youth reported that they make sure everyone gets an opportunity to say what they think.
- 311 youth report they take their jobs seriously as members of a committee.

Key Items of Evaluation

Tennessee agritourism operators look to Extension for education regarding budgeting, safety, customer service, technical assistance, and more. A recent survey of 200 agritourism operators showed that as a result of Extension programs, sales increased by a combined \$7.5 million. Other Extension community economic development programs produced an estimated \$1.3 million in increased revenue and capital purchases; examples included assisting local charities to obtain grant funds and providing assistance to small businesses.