

V(A). Planned Program (Summary)

Program # 1

1. Name of the Planned Program

Economic Development and Quality of Life in Rural Communities

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
131	Alternative Uses of Land			10%	
134	Outdoor Recreation			15%	
511	New and Improved Non-Food Products and Processes			15%	
604	Marketing and Distribution Practices			15%	
605	Natural Resource and Environmental Economics			15%	
608	Community Resource Planning and Development			15%	
724	Healthy Lifestyle			5%	
804	Human Environmental Issues Concerning Apparel, Textiles, and Residential and Commercial Structures			5%	
903	Communication, Education, and Information Delivery			5%	
	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	6.5	0.0
Actual Paid	0.0	0.0	7.4	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
0	0	456125	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	799690	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	241914	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

West Virginia is considered to be a lagging region in terms of economic development and growth, a characteristic shared by many states in the Appalachian Region. While the region has abundant natural resources, particularly coal, natural gas, forests, water and recreational opportunities, unemployment is typically higher than in the rest of the Nation. Accordingly, the West Virginia Agricultural and Forestry Experiment Station has designated economic development and the quality of life in rural communities as one of our primary program areas. Work in this program area is divided into two categories: economic development and quality of life.

A significant part of rural employment growth nationwide has occurred in non-traditional economic activities including those capitalizing on natural resources and climate. A number of possible economic opportunities are currently being investigated in West Virginia, including pasture finished beef, cool water aquaculture, local food production and marketing, wood utilization, organic production of vegetables and animal products, and ecotourism. In the last three years cutbacks in Agricultural Research Service (ARS) budgets and the closing of the ARS facility in Beaver, WV, have led to a reduction in the research resources devoted to the pasture finished beef projects. The elimination of congressionally directed spending has also led to reduced activity in the aquaculture and wood utilization areas. These cutbacks increase the relative importance of federal capacity funding and AFRI competitive funding to the success of our research programs.

Improving the competitive position of small and mid-size enterprises (SMEs) that have declined over time as a result of reduced profitability and marketability of conventional products requires more efficient production processes, alternative products and marketing strategies.

One area that is experiencing growth involves local food supply chains (LFSC). The United States has seen considerable growth in farmer's markets, community supported agriculture, and the use of roadside markets. Fueling the growth in these contemporary supply chains are consumer demand for high quality, fresh food products, reduction in food miles, and the use of environmentally friendly production practices. The development of LFSC is increasingly being viewed as an "alternative" to the "traditional" agribusiness supply chains. One project is designed to analyze the characteristics and performance of LFSC in the Appalachian region. The study examines the vertical and horizontal coordination, technology innovation, and competitive strategies utilized by LFSC to respond to changing consumer preferences and gain sustained competitive advantage and market share. A second project is engaged in outreach to low income households to promote their Community Food Hub that sells local foods. A third project has been educating urban farmers about how to grow and market their produce locally. And the fourth project conducted a pilot project with food pantry clients where they were provided with education and half of a CSA (Community Supported Agriculture) share for the season with plans for fundraising among the

families and community partners to expand the CSA partnership with low income households next year.

2. Brief description of the target audience

The primary audience for our community and economic development activities is community managers, planners, policy makers, consultants and local development committees or groups. For aquaculture and agricultural product development and marketing, the audience includes producers, processors and distributors. Our work on the quality of life is used by local and State planners and policy makers, State citizens and community groups and educators.

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	9	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Presentations on research at professional meetings

Year	Actual
2014	33

Output #2

Output Measure

- Team consultations with, and reports to assist, community action groups focused on improving local economic development and quality of life.

Year	Actual
2014	2

Output #3

Output Measure

- Completed graduate degree programs

Year	Actual
2014	12

Output #4

Output Measure

- Popular press reports.

Year	Actual
2014	10

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of community specific plans developed and adopted in whole or in part to help enhance economic development and quality of life.
2	Number of business plans and successful start-ups in the State developed and implemented with assistance from the WVU Agricultural and Forestry Experiment Station.
3	Projects designed to stimulate local food production and markets

Outcome #1

1. Outcome Measures

Number of community specific plans developed and adopted in whole or in part to help enhance economic development and quality of life.

Not Reporting on this Outcome Measure

Outcome #2

1. Outcome Measures

Number of business plans and successful start-ups in the State developed and implemented with assistance from the WVU Agricultural and Forestry Experiment Station.

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	2

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

WV is a lagging state in terms of economic performance. The labor pool, especially skilled labor, is shrinking as people leave the state in search of better jobs.

What has been done

The fastest growing sector of the U.S. is the small business sector. We have strengthened our entrepreneurship programs and assistance in processing patents and licensing agreements to help new small businesses start up.

Results

We are negotiating a licensing agreement with a major food company to use a process for recovering fish protein and producing healthy fish sticks. This should lead to the creation of jobs as well as revenues for the State. Second, we are working with a major hog producer to move one of their hog producing and processing operations to WV to develop a production plan that not only produces processed pork but utilizes a WVU patented process for converting swine manure to biodiesel.

4. Associated Knowledge Areas

KA Code	Knowledge Area
131	Alternative Uses of Land
511	New and Improved Non-Food Products and Processes
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
724	Healthy Lifestyle
903	Communication, Education, and Information Delivery

Outcome #3

1. Outcome Measures

Projects designed to stimulate local food production and markets

2. Associated Institution Types

- 1862 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)

One area that is experiencing growth nationwide involves local food supply chains (LFSC). The United States has seen considerable growth in farmer's markets, community supported agriculture, and the use of roadside markets. Fueling the growth in these contemporary supply chains are consumer demand for high quality, fresh food products, reduction in food miles, and the use of environmentally friendly production practices. The development of LFSC is increasingly being viewed as an "alternative" to "traditional" agribusiness supply chains. We have four projects designed to increase production and consumption of locally produced food in WV.

What has been done

One project is designed to analyze the characteristics and performance of LFSC in the Appalachian region. The study examines the vertical and horizontal coordination, technology innovation, and competitive strategies utilized by LFSC to respond to changing consumer preferences and gain sustained competitive advantage and market share. A second project is

engaged in outreach to low income households to promote their Community Food Hub that sells local foods. A third project has been educating urban farmers about how to grow and market their produce locally. And the fourth project conducted a pilot project with food pantry clients where they were provided with education and half of a CSA (Community Supported Agriculture) share for the season with plans for fundraising among the families and community partners to expand the CSA partnership with low income households next year.

Results

Results so far have been modest, as our efforts are relatively new. We have received a lot of interest from local communities to help link local food producers with food hubs and local K-12 schools. We expect to see concrete results in the upcoming year.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
724	Healthy Lifestyle
903	Communication, Education, and Information Delivery

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Experiment Station research program evaluation will take place at two levels and on two different time cycles. All programs will use these general criteria plus additional criteria tailored to each program as detailed in the Plan of Work under Outputs and State Defined Outputs and Outcomes.

Annual evaluation will continue as before, looking at productivity in terms of immediate impact:

- Referee journal articles and books
- Professional presentations
- General audience papers and news reports
- M.S. and PhD graduates
- Trends in terms of competitive funding

And in terms of longer-term impact:

- Citations in scientific journals
- Patents
- Successful technology transfer or start-ups based on research programs
- Awards based on continuing impact and research excellence

In addition, every five years we will have a full portfolio review of our research programs in terms of:

- Long term productivity
- Relevance to our constituent groups and the State and Region
- The allocation of research inputs among the programs
- Consideration of eliminating some research programs that are not productive or have diminished relevance given NIFA and State priorities
- Consideration of adding additional program areas given NIFA and State priorities

Our standard annual evaluation results are detailed in the state defined outputs and state defined outcomes sections of this report. We have heard from our stakeholders (citizens of the state and State Legislators, in particular) that we need to train our students so that they are job ready when they graduate and to prepare them for jobs that exist within the State. Too many of our "best and brightest" have to leave the State to find employment, which reduces the human capital of WV.

In response, we have developed two new academic programs that are designed to produce students at the undergraduate level that are job ready. The first is called E-Quad, which stands for Energy, Economics, Entrepreneurship and Environment. It is a multidisciplinary program that draws on what we call the traditional STEM disciplines--Science, Technology, Engineering and Math, plus coursework in economics, business, and law. Upon graduation these students will be prepared for jobs in the energy sector that can range from energy companies to state and federal regulatory agencies.

The second program is called Energy Land Management. The focus of this program is on giving students skills in land management and energy development. There is a growing need for professionals in the energy land management area due to the rapid growth in shale gas and petroleum industries. Our program is one of only a few programs to be accredited by the American Association of Professional Landmen.

Key Items of Evaluation

We have heard from our stakeholders (citizens of the state and State Legislators, in particular) that we need to train our students so that they are job ready when they graduate and to prepare them for jobs that exist within the State. Too many of our "best and brightest" have to leave the State to find employment, which reduces the human capital of WV.

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