

# 2008 Alcorn State University Combined Research and Extension Annual Report of Accomplishments and Results

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## I. Report Overview

### 1. Executive Summary

The Joint Extension and Research Plan of Work (POW) for the Alcorn State University (ASU) School of Agriculture, Research, Extension, and Applied Sciences (AREAS) draws upon the organization's unique strengths and its comprehensive delivery system in conducting original research and delivering educational programs targeted to limited-resource clientele. The joint planned programs reflected in the Plan of Work are implemented by research and extension professionals to facilitate positive change in the Capital River, Delta, and Coastal regions of Mississippi.

The Alcorn State University state-level extension and research staff consists of two groups: (1) researchers who conduct studies to address relevant issues and situations facing the state's limited-resource citizens and (2) extension specialists who draw upon research-based information to design, develop, and implement educational programs to deliver new knowledge to limited-resource clientele, enabling those clientele to develop skills that will improve their quality of life.

At the county level, members of the Alcorn State University Extension Program area staff conduct educational programs, events, and activities that enable clientele to acquire and apply new research-based information and to develop new or expanded skills. Research and education programs are enriched and enhanced by the Model Farm on the Alcorn State University campus, three off-campus demonstration centers located in Mount Bayou and at Preston/Kemper, and a farmers market in Natchez, MS. These programs are designed to address issues relevant to specific geographic areas of the state. The Natchez Marketplace was developed in the southwestern part of the state through a partnership between the Alcorn State University Extension Program and the City of Natchez. It provides an accessible marketing opportunity to limited-resource farmers and businesswomen, who are able to sell vegetables and other produce as well as value-added products such as jam and jellies to consumers. In the North Delta region, the Marks Processing Center provides limited-resource farmers an opportunity to observe research and extension demonstrations on the processing of various crops to produce valued-added products that can increase income.

The Experiment Station, through its own research programs as well as collaborative partnerships with state universities and other related state agencies, conducts research and information interchange on key issues of importance to limited-resource citizens. Located on the ASU campus, the Experiment Station emphasizes research on vegetable and fruit production and collaborates in the research efforts of the Departments of Human Sciences and Industrial Technology. Ongoing research at the Experiment Station focuses on the technical feasibility of new crops and on techniques of cultivation, weed control, and pest management to optimize crop yield.

The Small Farm Development Center (SFDC), a unique entity within the School of AREAS, provides farm loans to limited-resource farmers who otherwise would not have access to the capital needed to pursue innovative alternative enterprises. The Extension Program's 2501 project, conducted in collaboration with the Farm Service Agency (FSA), provides vendor borrowing training to educate farmers in the requirements for accessing capital available from that agency. The project staff collaborates with other USDA agencies to better connect limited-resource farmers with the services they need to improve the profitability of their farming operations. The Mississippi River Research Center focuses on major concerns in the Southern Mississippi River Valley of the United States, such as nonpoint-source pollution of ground and surface waters from agricultural activities. The mission of the Mississippi River Research Center is to conduct research that will protect and enhance the region's water resources while sustaining agricultural production and income for farmers. The center emphasizes collaborative linkages and external funding to achieve its goal.

At Church Hill in the southwestern region of the state, research is conducted on swine production and management. The Swine Development Center is supported by state funds supplemented by federal funds in the form of a Center of Excellence in Swine Research Grant (USDA-ARS) and a USDA-CSREES Capacity Building Grant. The Center has the following objectives: (1) to develop production systems that will enhance swine productivity across the state while conserving air, soil, and water resources; (2) to improve the quality, safety, and composition of pork products; (3) to provide knowledge to enhance the international competitiveness of U.S. animal agriculture; (4) to generate information to enhance the socioeconomic well-being of rural communities; (5) to evaluate new and sustainable swine production systems for small producers; and (6) to conduct research that provides training for graduate and undergraduate students. Current research is focused on nutritional manipulation of gestation sows to increase their productivity. Trials are conducted to increase baby pig survival and litter size in sows through lysine and/or chromium picolinate supplementation of the maternal diet. Other research projects are exploring the use of underutilized plants to enhance the quality of pork products. Purslane and waterleaf plants, known to be rich in omega-3 fatty acids and pectin, are being tested for efficacy in reducing cholesterol in swine as well as in humans. The Center conducts

outreach programs collaboratively with the Extension Program, including field days, workshops and demonstrations, and 4-H animal judging contests for junior and senior high school teams.

Research and extension efforts are coordinated and focused through nine planned programs described in the following sections.

The Agronomy Planned Program is designed to continually educate small farmers on the importance of diversifying their farm operations. Landowners and farmers are provided information through workshops and farm visits on topics including enterprise budgets, nutrient management, appropriate cultivars for syrup, and best management practices for sugarcane and sorghum. The educational outreach activities enabled farmers to make informed decisions that improved the production of sugarcane and sorghum and the quality of processed syrup. The "Mill on Wheels" demonstration unit at the Mississippi State Fair, local festivals, and farmers markets educated farmers and other interested persons on new techniques for processing and marketing. The demonstration was a collaborative effort with the members of the Mississippi Syrup Producers and Processors Association and other producers at various locations across the state. This partnership increased the overall profitability of syrup sales and marketing opportunities among the producers.

The Community Resource Planning & Economic Development Planned Program is designed to empower citizens and improve the quality life by promoting sustainable social and economic planning and development in communities. Information is disseminated through workshops, seminars, tours, demonstrations, and town hall meetings in the area of leadership development, workforce development, cooperative development, and community and economic development within communities. Other activities include job fairs, agritourism demonstrations, and tours. Program staff collaborated with community leaders, faith-based organizations, governmental officials, and local school districts to plan and implement sustainable social, community, and economic development strategies that will create jobs, improve employment opportunities, and enhance human capital development. Over 2,150 adults were provided the opportunity to enhance their knowledge of community resource planning and economic development.

The Human Nutrition, Health, Wellness, and Obesity Planned Program fosters healthy lifestyles by translating current research findings on nutrition, physical fitness, and chronic diseases into educational programs addressing issues associated with obesity and chronic diseases. The program is designed to improve the health status of individuals, families, and youth in Mississippi. The educational programs are geared toward intervention to prevention nutrition-related conditions among limited resource audiences in rural communities and to maintain a more healthful lifestyle. The programs are delivered through multiple methods. Programming efforts are directed toward achieving measurable impacts on controlling weight gain and delaying the onset of chronic diseases. Extension Educators conduct workshops, seminars, and training sessions within local communities to promote sound nutrition and healthy lifestyles. The workshops and seminars employ various teaching methods such as videos, learning activities, and role playing to focus attention on the behavior changes needed for proper weight management. Other activities include providing information on recipe modification, portion control, food safety, calorie reduction, menu planning, and time-saving tips.

The Human Development and Family Well-Being Planned Program employs multiple educational methods chosen according to the local context and learning needs of limited-resource clientele. The Department of Human Science staff work with state Extension Specialists to design and develop programs in consultation with area Extension Educators, who implement and evaluate educational efforts to address high priority issues in the area of human development and family well-being. Programs are focused on parenting, quality child care, and financial management. As a result of data collected through town hall meetings, advisory committee meetings, focus groups, and Individual Client Service Plans, educational sessions have been focused on educating limited-resource individuals and families on the importance of parenting and financial management skills. Educational workshops, events, tours, and group meetings are conducted in numerous communities.

The Forestry Natural Resources and Preservation Planned Program focuses on the planting of native trees on demonstration plots as a means of introducing adults and youth to the benefits of native trees. Collaboration with other agencies such as the USDA Forest Service and Mississippi State University is used to determine the survival index of native trees' soil types and natural stands. Test plots were set up to study erosion control using native trees as treatments and nontree areas as controls. Alternative methods for using forestation byproducts are formulated using materials that limited-resource farmers can readily obtain and methods they can easily apply. Research guides have been established to implement techniques needed to provide limited-resource farmers with alternatives for generating additional income on their property, such as multi use endeavors. Educational workshops were used to teach small farmers and nonagricultural landowners about the research findings. Educational tours were implemented for children as recruitment tools to make them aware of the careers agriculture offers for their future. Program staff members participated in the annual Small Farmers Conferences as a setting in which to disseminate research findings to the scientific community and the university. Program members presented research findings at national

meetings to the global community in agriculture and disseminated research findings to stakeholders via newsletters, the Internet, town hall meetings, flyers, open forums, workshops, farm visits, and demonstration tours.

The Small Family Farm Enterprise Financial Analysis, Management, and Marketing Planned Program promotes the adoption of new techniques and methods for rapid agricultural development in order to increase agricultural production and eventually minimize the high level of risk commonly experienced by small and limited-resource family farmers. It also focuses on farm and financial management to meet record-keeping requirements and thereby to increase farmers' access to capital. The Planned Program team uses methods that encompass workshops, educational classes (both traditional and nontraditional), group meetings, one-on-one technical assistance sessions with farmers, field days, tours, small farmers' conferences, displays of program services, and farm visits. Traditional methods of indirect delivery include the use of public media outlets to distribute public service announcements, news bulletins, and media programs, and the use of web sites. Research efforts required the development of a survey instrument to collect primary data from small and limited-resource farmers. The survey was designed to gather data on current socioeconomic and demographic characteristics of farmers in the region, their marketing activities, their sources of market information, and the current perceived training needs related to agricultural marketing and distribution.

The Sustainable Animal Production Systems Planned Program conducts research and offers educational programs on the genetic improvement of animals, selection of breeding stock, best management practices, and livestock production practices. A number of workshops, tours, demonstrations, and seminars have been conducted. Research articles in the field of animal and meat production were published, and research-based pamphlets and leaflets were developed by researchers and extension educators for limited-resource producers and farm families. In addition, educational field days and small farm conferences along with other educational activities for limited-resource farm families and youth were conducted, such as (1) the Ag Discovery Program, (2) the Ag Academy Program, and (3) the Summer Apprenticeship Program. The number of meat animal producers targeted in FY 2008 by the sustainable animal production programs was 400 by direct contact and 300 by indirect contact. Our baseline number of producers for direct contact was 50% (200) producers. However, we exceeded the baseline target by 35% (150) for limited-resource farm families with whom we had direct contact and 25 (8%) with whom we had indirect contact. Seventy percent of participants gained knowledge on genetic improvement of animals, which exceeded the target outcome of 50%. Fifteen percent of the target participants improved their production efficiency through adoption of best management practices, while 20% gained knowledge on breeding stock selection and reproductive performance. Finally, 20% of producers documented have modified their existing practices or technologies, and more than 20% of producers had adopted new production management practices and technologies.

The Sustainable Horticulture Production Systems Planned Program seeks to enhance the income potential and quality of life of limited-resource farmers in Mississippi. To that end, a series of applied research studies on selected small fruits and vegetables were conducted at appropriate research centers of the School of Agriculture, Research, Extension and Applied Sciences (AREAS) at Alcorn State University. Production was carried out either under chemical-intensive (conventional) or nonchemical (organic) cropping systems. These studies specifically determined the impact of these cropping systems on the growth, yield potential, and quality of muscadines, blueberry, peppers, cucumber, sweet corn, peanut, greens, watermelon, and hairy vetch. Other studies focused on the screening processes that could lead to the identification of new cultivars with insect and disease resistance traits and high yield potential. Pest management studies in research plots in farmers' fields and at AREAS research centers were part of this research initiative. Economic impacts of these studies were also determined, and value-added products were developed. Through collaborative efforts with the Alcorn State University Extension Program, findings from these series of scientific investigations were made available to limited-resource farmers, individual producers, consumers, and other stakeholders in Mississippi. Extension-led field days, seminars, workshops, and tours were used to inform stakeholders about scientific findings on the principles of sustainable crop production practices, produce preservation, and utilization techniques. Feedback from these joint activities indicated that about 80% of the 1,200 workshop participants enhanced their knowledge in profitable production agriculture. Personal contacts, phone calls, and questionnaires were used to determine the percentage of the participants who benefited from the programs or switched to alternative sustainable crop production and utilization. A number of publications (fact sheets, research reports, brochures, and bulletins) provided by the scientists were very helpful in encouraging stakeholders to adopt suggested production practices that minimized income fluctuations, enhanced income opportunities, and improved quality of life.

The Youth at Risk Program Planned developed and implemented educational programs, events, and activities in the following areas: (1) pregnancy prevention (2) tobacco education (3) career/workforce preparation (4) leadership development and (5) volunteer development/club management. These programs provided children and youth with age-appropriate and developmentally appropriate hands-on learning experiences that enabled them to improve their communication and decision-making skills, to secure leadership opportunities in their schools and communities, and to resist involvement in risky behavior. These programs also provided essential skills and knowledge that will enable them to become successful, productive,

and healthy adults. The various programs were delivered via a variety of modes such as educational sessions (workshops and group meetings), regional and state conferences, regional and state youth summits, career forums, age-appropriate tobacco teams, and organized school and community clubs in local school districts and communities.

**Total Actual Amount of professional FTEs/SYs for this State**

Year:2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	51.5	0.0	42.4
<b>Actual</b>	0.0	46.5	0.0	43.4

**II. Merit Review Process**

**1. The Merit Review Process that was Employed for this year**

- Combined External and Internal University Panel
- Combined External and Internal University External Non-University Panel
- Expert Peer Review

**2. Brief Explanation**

The external non-university panel consisted of Extension administrators that have served the 1890 system for a number of years. They had an enormous amount of knowledge as views of how a University Extension system faces on a daily basis. This review consisted of review of programs, staffing, and appropriate funding and policies. The findings indicated that Alcorn State University Extension Program (ASUEP) has a great deal of strength that necessary to move program. There is a great deal of diversity in staffing skill levels and education. The reviewers expressed that with our current staff size. The recommendation for ASU Extension Program was to review the number of planned program of the Plan Of Work and revised to make it more feasible to avoid an unbalance in work load among our state and area staff.

The program development team established a merit review program to review the nine planned programs of the Plan of Work. The internal review process determined the effectiveness in planning, implementation and evaluation of programs to address high priority needs of limited resource clientele according to the POW. A six member team conducted the program reviews in selected counties. The team reviewed the programs using the following evaluation criteria: relevance of the program to address critical issues facing Mississippi; capacity of extension profession to plan, implement programs this year. An internal county program review was conducted this year in two (2) selected counties. As a results of the county program reviews conducted in the fall of 2008, the finding were as follows: The Extension Educators stated additional information and training want needed to recruit, organize, and train members for county advisory councils and county executive boards. It was also reported additional training was needed for the implementation of the environmental scanning process to seek stakeholder input to identify critical issues and needs. The Educators also indicated that they needed current or updated curriculums or educational materials to effectively address needs in their counties. Also training was indicated to be needed in evaluation and documenting impacts of planned program areas. The regional coordinator and state program specialists will develop a plan to address the issues heighten in the counties and develop appropriate programs, events and activities for educators that will move ASU Extension programs forward to address issues of limited resource audience in counties

### III. Stakeholder Input

#### 1. Actions taken to seek stakeholder input that encouraged their participation

- Use of media to announce public meetings and listening sessions
- Targeted invitation to non-traditional stakeholder groups
- Targeted invitation to non-traditional stakeholder individuals
- Survey of traditional stakeholder groups
- Survey specifically with non-traditional groups
- Survey specifically with non-traditional individuals

#### Brief Explanation

This gathering of information from our grassroots clientele has always been the corner stone of the success of Alcorn State University Extension Program. It's set the road map in the direction that must be traveled in order to make a positive impact by responding to the critical areas of concern for our targeted population, and in the long run helping to improve the lives of the citizens of Mississippi. The aim was to set aside preconceptions about what limited resources people are seeking and to gain a more precise and dynamic picture of them and their existing conditions. This provided a more accurate basis for identifying those factors that impede livelihood development and poverty reduction. This plan allowed for the prioritizing and the addressing of community issues as seen by those living with the conditions on a daily basis versus how they are perceived by observers.

#### 2(A). A brief statement of the process that was used by the recipient institution to identify individuals and groups stakeholders and to collect input from them

##### 1. Method to identify individuals and groups

- Use Advisory Committees
- Use External Focus Groups
- Open Listening Sessions
- Needs Assessments
- Use Surveys

#### Brief Explanation

The First tier of the Environmental Scanning process started with a series of Town Hall open forums and subsequent Focus Group/Action Planning Meetings. The County Advisory Committee was utilized and identified the most needed geographical areas and limited resources clientele to which the delivery program efforts targeted. This Planning team consisted of Alcorn State University Extension staff, two (2) representatives from city and county government, community Leaders, finance or economic members, advisory groups, and other stakeholders to total no more than seven outside of Extension staff. They assisted the Extension staff in planning the initial Town Hall meetings.

**2(B). A brief statement of the process that was used by the recipient institution to identify individuals and groups who are stakeholders and to collect input from them**

**1. Methods for collecting Stakeholder Input**

- Meeting with the general public (open meeting advertised to all)
- Meeting specifically with non-traditional groups
- Survey specifically with non-traditional groups
- Meeting specifically with non-traditional individuals
- Survey specifically with non-traditional individuals
- Meeting with invited selected individuals from the general public

**Brief Explanation**

The Town hall meetings were conducted where a platform was created for the residents in limited resource and disadvantage communities to give voice to their needs and concerns. The setup and format were designed in a manner that made them feel comfortable expressing their thoughts. In each meeting, Residents of communities were invited to attend, voice their opinions, and heard possible solutions to their individual or community concern. The meetings were planned in detail and executed to facilitate the desired end—a gathering of pertinent information that assisted the Alcorn State University Extension Program in identifying critical needs/issues of limited resource clientele as the populace of the communities viewed them. Alcorn State University Extension Program developed and implemented the Individual Client Service Plan (ICSP) as a proactive approach to assess and determine the most effective method in allocating limited personnel and resources, (technical and practical) to address the increasing critical needs of citizens in Mississippi. The major objective was the development and implementation of a comprehensive assessment instrument at the individual limited resource clientele level. The analysis of data collected directed the appropriate technical assistance utilized for the implementation of recommended educational activities. The approach of the ASU-EP ICSP had a four fold process 1).comprehensive assessment of resources and clientele issues and concerns 2).analysis of data collected on individual families.3) rapid response to the urgency of the individual families and/or clientele and 4) utilize resource persons required to implement recommendations.

**3. A statement of how the input was considered**

- In the Budget Process
- To Identify Emerging Issues
- Redirect Extension Programs
- Redirect Research Programs
- In the Staff Hiring Process
- In the Action Plans
- To Set Priorities

**Brief Explanation**

The gathering of information from grassroots citizens helps determine how the ASU Extension organization directs or redirects its efforts, and promotes an action based team response to the critical areas of concern for our targeted population. The prioritizing and the addressing of community issues as seen by those living with the conditions on a daily basis versus how they are perceived by observers creates a more effective map for addressing community based issues. The aim is to set aside preconceptions about what limited resources people are seeking and to gain a more precise and dynamic picture of them and their existing conditions. This provides a more accurate basis for identifying those factors that impede livelihood development and poverty reduction. The data collected is used to formulate focus groups and then issues teams that will develop an action plan at the county level with the county staff and other local entities and organizations. The information is analyzed and presented to the entire staff to be a part of the update process when developing the annual Plan of Work Update.

**Brief Explanation of what you learned from your Stakeholders**

Community infrastructure and services—inferior roads and bridges through rural communities pose potentially dangerous conditions to human life. In part, this is a consequence of a lack of parity in funding for rural and outlying communities. Access to good healthcare and hospital services remains an issue for rural and limited resource communities. Rural areas are experiencing difficulty in attracting and retaining healthcare professionals, particularly those practicing in specialty areas due to malpractice insurance prices. Rural healthcare systems are inadequate. There is a shortage of hospitals and limited health related service providers. The high cost of medical insurance and prescription medicines contributes to the health care crisis facing these communities. Additionally, there is an increased need for prevention and intervention programs including nutritional education and stress management. Water and sewer services are antiquated and/or not functioning at an adequate capacity to properly serve the populace in many rural areas. Limited resource communities are almost synonymous with landscape desecration. Abandoned structures, litter, failure to enforce animal control and waste disposal laws are, in part, responsible for the prevailing conditions in many of these communities. Fire and police protection are underprovided in many of these areas. Paid and professionally trained firefighters and law enforcement officers are significantly deficient and in some instances non-existent. Housing—housing cost of limited resource residents represents a significant portion of an already overly taxed household budget. Finding ways to provide quality living accommodations at affordable prices remain a major housing challenge. Availability of quality housing remains a problem. These areas are not attractive to homebuilders primarily because of the existing socio-economic conditions. This places residents in a no-win situation of needing better residential structures but is not the desirable demographic residential area developers wish to pursue. Housing in these communities is in an acute state of disrepair and needs restoration. By any measure, a great deal of the residential structures would be deemed substandard and not suitable for habitation. Environment—Waste disposal and recycling programs are outmoded and in many cases, are not present. Water and air quality ranges from questionable to poor. Residents are contending with poor media response to boil water alerts and hazardous plant emissions. Only a few of these communities are served by local television and radio stations and feel it is vital for media outlets to respond to their isolated areas with clarity. Education—The schools are staffed with inadequately prepared and insufficiently compensated personnel, outdated curriculums that do not meet the challenges of the twenty-first century, and are faced with disparity in funding. Insufficient adult and continuing educational programs in the areas of technology and workforce training are lacking and inaccessible. Communities are looking to school systems to broaden their customary roles and educate residents in the areas of social issues that embrace teen pregnancy instruction, drug counseling and education, and AIDS awareness. Human Relations—Crime is no longer an urban dilemma. Rural crime and rural justice are important issues with particular emphasis on interpersonal offenses. • Power struggles among political, social, civic and faith-based organizations continue to be an obstruction to the "meeting of the minds" necessary to finding solutions to collective community issues. While not unique to the South, racial relations continue to plague many communities. Tradition, history, cultural differences, and ethnic intolerance are some of the barriers yet to be overcome before communities can meet on common ground to find ways to triumph over shared issues. Jobs—A majority of the jobs are menial, low-paying positions which contribute to other community ills. (i.e., housing affordability, young adult college graduate attrition, lack of employment opportunities for youth). Although automobile manufacturers have and are moving to our state and creating various jobs and alternative jobs at companies supplied by those factories, we are still seeing a base line number of individuals needing jobs in rural communities. A number of thriving industrial and manufacturing companies have downsized or opted out of business, leaving communities in an economic dilemma. With plants and business's closing, communities faced with even fewer jobs in an environment already faced with declining employment opportunities. Rural areas are rich in land. All too often much of the land remains idle. Agricultural education and development may well be crucial in converting natural resource into an income earning mechanism. Many limited resource individuals are landholders who lack the "know how" of making their land work for them simply by exploring opportunities for their land. Also, knowledge is needed to determine how to tap into resources, they can provide for themselves and create opportunities for others.

**IV. Expenditure Summary**

<b>1. Total Actual Formula dollars Allocated (prepopulated from C-REEMS)</b>			
<b>Extension</b>		<b>Research</b>	
<b>Smith-Lever 3b &amp; 3c</b>	<b>1890 Extension</b>	<b>Hatch</b>	<b>Evans-Allen</b>
0	1681640	0	2063924

<b>2. Totaled Actual dollars from Planned Programs Inputs</b>				
	<b>Extension</b>		<b>Research</b>	
	<b>Smith-Lever 3b &amp; 3c</b>	<b>1890 Extension</b>	<b>Hatch</b>	<b>Evans-Allen</b>
<b>Actual Formula</b>	0	1681640	0	2063924
<b>Actual Matching</b>	0	1681640	0	2063924
<b>Actual All Other</b>	0	0	0	0
<b>Total Actual Expended</b>	0	3363280	0	4127848

<b>3. Amount of Above Actual Formula Dollars Expended which comes from Carryover funds from previous years</b>				
<b>Carryover</b>	0	0	0	0



**V. Planned Program Table of Content**

<b>S. NO.</b>	<b>PROGRAM NAME</b>
1	Youth - At - Risk
2	Sustainable Animal Production Systems
3	Sustainable Horticulture Production Systems
4	Community Resource Planning & Economic Development
5	Small Family Farm Enterprise Financial Analysis, Management, and Marketing
6	Agronomy Production Systems
7	Human Nutrition, Health, Wellness and Obesity
8	Forestry Natural Resources and Preservation
9	Human Development and Family Well-Being

**Program #1**

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

**1. Name of the Planned Program**

Youth - At - Risk

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
802	Human Development and Family Well-Being		35%		0%
806	Youth Development		65%		0%
	<b>Total</b>		100%		0%

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

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

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	5.5	0.0	0.0
<b>Actual</b>	0.0	4.5	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	162739	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	162739	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**

In 2008, the Alcorn State University Extension Program (ASUEP) 4 H Youth Development Staff conducted fifty nine (59) educational sessions in five (5) schools and communities using Let s Talk about IT: Keeping Teens Safe curriculum. This program provided 1,664 youth with the skills and knowledge needed to make effective decisions and resist risky behaviors. They also conducted six (6) educational activities entitled "Baby Think it Over" to provide information to two hundred (200) youth by exploring the emotional, financial and social consequences of teen parenting. The issues of sexually transmitted diseases was addressed by the ASUEP staff conducting two (2) two day STD Awareness Days with four hundred thirteen (413) youth participated in events that highlighted the eight most common STD's and other health issues along with developed youth skills to resist peer pressure associated with being sexually active. 4 H youth educators organized thirty (30) age appropriate tobacco teams and conducted forty eight (48) monthly educational sessions for three hundred –fifty (350) youth participating in age appropriate tobacco teams using the Project STAR Tobacco Curriculum. Also they planned and implemented two (2) regional youth tobacco summits that provided five hundred seventy two (572) youth with the opportunity to network and share resources and experiences regarding tobacco education. Information was provided and skills developed of volunteer leaders by the 4 H educators using the Developing Volunteer Leaders to Organize School and Community Clubs. 4 H Youth Educators and youth specialist conducted two (2) Career Day forums at two (2) local schools, one hundred ten (110) youth participated The ASUEP Staff conducted thirty (30) educational sessions utilizing the Working Class curriculum in five (5) local schools. Three hundred (300) youth participated in thirty four educational session that focused on /workforce preparedness to develop job readiness skills to assist youth in the job search process. A two day Career Forum was conducted for one hundred twenty youth (120) to provide job readiness skills and provide an understanding and awareness of career options and the steps necessary to accomplish adequate preparation for the world of work. There were one regional and one state volunteer leader conference conducted for one hundred(100) volunteer leaders that provide skills and knowledge to help volunteers organize and manage community and school based clubs to increase limited resource participation in leadership opportunities. The Extension staff conducted a week long Summer Youth Leadership Academy for thirty five (35) middle school limited resource youth that focused on the developing communication decision making and problem solving skills.

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

The target audiences are at risk resource children and youth age 5-18 and adult volunteers .

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

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	300	400	2200	1200
2008	600	400	2400	2760

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

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

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	2	0	
2008	2	0	2

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

**Output Target**

**Output #1**

**Output Measure**

- Conduct monthly educational sessions for age appropriate tobacco teams in school and communities using the Project STAR Tobacco Curriculum

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	24	48

**Output #2**

**Output Measure**

- Conduct educational sessions in local schools and communities using Let s Talk about IT.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	60	59

**Output #3**

**Output Measure**

- Conduct educational activities entitled "Baby Think it Over will help youth explore the emotional, financial and social consequences of teen parenting (Pregnancy Prevention)

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	15	10

**Output #4**

**Output Measure**

- Plan and implement Youth tobacco summits to provide youth an opportunity to network and share resources and life experiences about Tobacco Education

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	9	4

**Output #5**

**Output Measure**

- Conduct Workforce Development educational sessions utilizing the Working Class Curriculum local schools and in Communities

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	40	40

**Output #6**

**Output Measure**

- Conduct Career Day/Fair and tours on workforce development

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	5	2

**Output #7**

**Output Measure**

- Conduct volunteer leaders training to organize school and community based clubs

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	5	1

**Output #8**

**Output Measure**

- Youth to Participate in projects at 4-H : Achievement Days , State club congress, and State fair exhibits National Youth Development education activity

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	4	16

**Output #9**

**Output Measure**

- Attend and participate in National 4-H Congress participate in national education activities

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	1	1

**Output #10**

**Output Measure**

- Organize tobacco education clubs

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	24	30

**Output #11**

**Output Measure**

- Conduct Career Development career days/fairs and tours

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	2	2

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

O No.	OUTCOME NAME
1	Increase percent of youth participating in teen pregnancy and sexually transmitted diseases program
2	Percent Increase in knowledge gained regarding tobacco use, secondhand smoke and health consequences
3	Percent increase in youth knowledge of workforce opportunities and skill needed to pursue careers and jobs
4	Increase percent of youth knowledge gained participating in educational activities at the Youth Leadership Academy
5	Increase percent of knowledge gained of job readiness techniques and career search skills
6	Percent of youth benefiting from Teen pregnancy /STD Program
7	The number of youth benefiting from the teen pregnancy /STD Program. Decrease in the number of teen pregnancies and youth contracting STD's. Decrease the number of youth who use tobacco and tobacco products.
8	Number of youth with improved communication and interviewing skills. Number of youth learning effective job readiness skills. The number of Youth who have increased their job readiness skills.
9	Number of youth able to demonstrate the proper skills to develop a cover letter resume and Job application.
10	Increase the number of minority youth participating in competitive youth activities 4-H Project Achievement, State Club Congress.
11	Reduce the number of teens becoming sexually active as teens and contracting STD 's.
12	Reduce the incidence of youth tobacco use .
13	Increase the number train adult volunteer to organize and manage youth in school and community based clubs.

**Outcome #1**

**1. Outcome Measures**

Increase percent of youth participating in teen pregnancy and sexually transmitted diseases program

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	30	10

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

**Issue (Who cares and Why)**

Mississippi has the highest teen pregnancy rate in the nation, highlighting a need to address critical issues facing young people to avoid unwanted pregnancies. Children having children is a major issues as denote by the statistics in the state of Mississippi that is associated with dire consequences for both teens and for state and nation as a whole. More than one million teenage girls become pregnant each year in the U.S. Over three fourths of teen pregnancies are unplanned, accounting for about one fourth of all accidental pregnancies each year. About 55 percent of teen pregnancies end in live birth, 31 percent in abortion, and 14 percent in miscarriages. Of those teenage who choose to become mothers, one out of four will have a second child within two years of their first.

**What has been done**

The ASUEP staff conducted six (6) Baby Think it Over activities in various southwest and central Mississippi counties to address issues associated with demands of becoming a parent as a result of teen pregnancy as well its consequences. Two hundred (200) youth participated in this activity at various youth organizations. The Baby Think It Over activity utilizes infant simulators which allows teenagers to explore the physical, emotional and social, demand and consequences of teen parenthood. This innovative activity aids teens in understand three important realities associated with the responsibility of a child such as:

- \* Demands on parents are unpredictable and must be met promptly.
- \* Requires a great deal of time and attention.
- \* Changes a parent's life profoundly.

**Results**

A pre and post evaluation was provided to all youth participating in the activity. A total of 200 youth completed the pre and post tests, both surveys consisted of 15 questions. Data for only nine questions were appropriate for analysis. Among the questions analyzed, six showed statistically significant change between the pre and post tests using a t test\*. Furthermore, when evaluating Baby Think It Over, nearly all youth students involved in the activity highly recommend that other students participate in the activity. These findings indicated that the Baby Think It Over activity did have significant impact on the attitudes of teens participating in the activity. 66% reported that caring for a child was very difficult; (21%) reported that they would expect to share responsibility of the baby care with their parents. 90% indicated that it would be very expensive to care for a child.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
802	Human Development and Family Well-Being

**Outcome #2**

**1. Outcome Measures**

Percent Increase in knowledge gained regarding tobacco us, secondhand smoke and health consequences

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	15	52

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

**Issue (Who cares and Why)**

Despite the abundance of information available to youth regarding the harmful affects of tobacco and tobacco products, its' use continues to be appealing to young people. Tobacco use produces health problems in teens such as: respiratory illnesses, asthma and bronchitis. It also increases the risk of cancer, heart disease, stroke and emphysema and other health related issues later in life.

**What has been done**

In response to this problem the Alcorn State University Extension Program organized thirty (30) tobacco teams in five Southwest Mississippi counties (Adams, Amite, Franklin, Jefferson and Wilkinson) 650 youth participated in age appropriate tobacco teams :\* RAT (Reject All Tobacco) for youth in grades K 3;\* SWAT (Student Working Against Tobacco) for youth in grades 4 6; Free for youth in grades 7 8; Frontline for youth in grades 9 12. Six hundred and fifty (650) youth participated in the monthly educational sessions that reinforced the harmful effects of tobacco use. The Smoking Tobacco Ain't Right for You 'Project STAR' curriculum was utilized to conduct educational sessions. Two (2) youth tobacco summits were also planned and implemented. The summits focused on the dangers of tobacco use by youth, developing refusal skills and starting a conversation about why it's important not to use tobacco and tobacco products in which 500 youth attended the summits.

**Results**

Of the 1150 youth benefiting for the monthly educational sessions and the youth summit 77% indicated that they increased their knowledge about the harmful affects tobacco use; During the summit 15% of the participants admitted they had tried smoking a cigarette and due to the know gained at the summit about tobacco use they agreed to not use tobacco and tobacco products in order to protect their health.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**Outcome #3**

**1. Outcome Measures**

Percent increase in youth knowledge of workforce opportunities and skill needed to pursue careers and jobs

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	15	3

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

**Issue (Who cares and Why)**



Youth face many challenges as they move from secondary education to postsecondary education and to obtain adequate information and training for successful careers and to prepare themselves for competitive employment. Research shows that early career exploration, proactive career planning and a wealth of information about educational requirements and job opportunities in the labor market dramatically increase young people chances of obtaining and retaining a successful career pathway that can lead to a successful career and employment.

**What has been done**

The Alcorn State University Extension Program (ASUEP) in conjunction with the Operation Shoestring Inc. planned and implement a two day Career Forum for fifty five (55) youth ages 12 to 16. Topics addressed during the forum were: establishing career goals; preparing job search tools; selling yourself to an potential employer.

**Results**

Of the fifty five (55) youth participating in the forum 40% stated that they have a better understanding of the job search process. Ten (10) percent of the participants indicated that they know what career they would chose. After completing the session on preparing job search tools forty nine (49) percent stated they would be able to complete the following job search skills: (1) develop a cover letter (2) complete a job application and (3) develop a resume.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**Outcome #4**

**1. Outcome Measures**

Increase percent of youth knowledge gained participating in educational activities at the Youth Leadership Academy

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	2

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

**Issue (Who cares and Why)**

Many minority limited resource youth in middle and high school desire and have the potential to become leaders in their peer groups. Also they aspire to become leaders in their schools and communities. In addition, youth desire to participate in other leadership activities such as 4 H, student council or sports teams. Yet youth do not possess the confidence, or skills needed to obtain leadership roles in the various program, event and activities in their schools and communities.

**What has been done**

The ASUEP staff conducted a Summer Youth Leadership Development Academy that assisted youth become forces for change in their communities. Thirty five (35) youth attended this program that used techniques that developed youth communication skills, decision making/problem solving skill, goal setting, team building, and conflict resolution and an understanding of their styles of leadership and the impact of their style in exploring leadership positions.

**Results**

The evaluation of the Youth Leadership Academy indicates that youth acquired skills that aid them in setting goals, building their self concept and confidence, using problem solving and decision making skills and improved communication with others. Of the thirty five youth participating in the program, twenty five (25) percent stated that the program provided techniques for resolving and dealing with conflict, on taking personal responsibility for their action; getting along with other people. In addition, they indicated that the program increasing leadership as well as their, team building skills. All participants who completed the evaluation rated the overall assessment of the academy as excellent.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**Outcome #5**

**1. Outcome Measures**

Increase percent of knowledge gained of job readiness techniques and career search skills

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	15	5

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

**Issue (Who cares and Why)**

Many African American males in rural communities in Mississippi lack necessary information and job preparation skills to seek and obtain employment which can lead to other social ills and consequences that are being experienced in our state. For instance in state, young African American males nearly seven times more likely to be incarcerated, Young African American males ages 13 19 die from homicide at 46 times the rate of white males their age. Additionally black male achievement begins to decline as early as the fourth grade and by high school black males are more likely to drop out of school. In 2006, only 42.8 percent graduated from high school, compared to 70.8 percent for their white counterparts. In 2001, 16 percent of black men in their teens who did not go to college were in jail; a decade later, has grown to 21 percent.

**What has been done**

Alcorn State University Extension Program in collaboration with Louisville City Council, Saving our Youth Coalition, 4 H Coop Club and Saint Mariah Baptist Church conducted a two day African American male Summit 'Saving Our African American Males' to explore avenues for addressing issues facing African American male youth. Ninety (90) African American males age 13 19 participated in the summit that included topics on: (1) goal setting (2) job readiness skills an (3) preparing for the job search process.

**Results**

Of the ninety (90) African American males completing the evaluation forty eight (48) percent indicated that they could define long and short term goals and they understood why it was important to set goals. 39% stated that they can identify and correctly complete job searching materials (cover letter, resumes and job application) to search for employment. 49% of these males indicated that they understand the job search process. The participants also make the following recommendations to develop and implement a career development programs and leadership development programs that will positively impact African American males.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**Outcome #6**

**1. Outcome Measures**

Percent of youth benefiting from Teen pregnancy /STD Program

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	41

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

**Issue (Who cares and Why)**

In the United States it is estimated that there are more than 68 million current STDs. Each year, 15.3 million new STD infections occur, including over 3 million infections in teens. In Mississippi there is no exception, it is estimated that 20 percent of all youth age 12 and older are infected with genital herpes. Teen girls ages 15-19 have the highest gonorrhea and Chlamydia, a disease that is a common cause of pelvic inflammatory disease (PID), which can lead to infertility. The risk of pelvic inflammatory disease (PID) is as much as 10 times greater for 15 year old females than for 24 year old females. PID can cause sterility (inability to get pregnant). At least 10 percent of all sexually active teens are infected with this PID. Jefferson County High School has experienced an increase in the STD infection rate of some of their students this school year.

**What has been done**

In response to this problem the Alcorn State University Extension Program Staff conducted two (2) Sexually Transmitted Disease (STD) Awareness days at Jefferson County high school and Lincoln County School District for all ninth grade students. This awareness session was implemented for youth to gain knowledge about sexually transmitted diseases. Also, to develop life skills to deal with peer pressures and health issues associated with being sexually active. Various sessions of the Pregnancy Prevention Programs Let's Talk about It: Keeping Teens Safe curriculum were conducted by ASUEP Staff the program during this Awareness day. The sessions focused on the following areas: Common myths and facts about teen pregnancy and contracting sexually transmitted diseases; Consequences and risks of becoming sexually active; How sexually transmitted diseases (STDs) affect your life; 411 on sexually transmitted diseases (STDs); Developing an awareness of HIV and how it can be transmitted; Skills to cope with influences of becoming sexually active and Using refusal skills to avoid sexual pressure. Nine hundred (900) ninth graders participated in the Awareness days.

**Results**

According to the Alcorn State University Pregnancy Prevention Evaluation collected at the conclusion of the STD Awareness Day, forty five (45) percent of the nine hundred (900) participants reported they gained knowledge about the eight most common STD's that affect teens. Twenty five percent stated they could identify the signs, symptoms and treatment of eight of the most common STD's. Forty percent said they gained knowledge and skills that would aid them in making wise decisions on resisting risky behaviors and about postponing sexual activity.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
802	Human Development and Family Well-Being

**Outcome #7**

**1. Outcome Measures**

- The number of youth benefiting from the teen pregnancy /STD Program.
- Decrease in the number of teen pregnancies and youth contracting STD's.
- Decrease the number of youth who use tobacco and tobacco products.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	9

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

**Issue (Who cares and Why)**

Mississippi is ranked third with the highest percentages of births to teens in the nation. The high rate of teen pregnancy has been cited to be associated with other issues experienced by teens, such as increased infection rate of STD's, and low birth weight babies along with low self esteem and increased high school drop out rates. These alarming statistics have both short and long term consequences to the state both socially and economically and to the present and future health costs.

**What has been done**

In an effort to address this problem, Alcorn State University Extension Program (ASUEP), and the Mississippi Department of Human Services (MDHS) collaborated to implement a teen pregnancy and STD's Prevention Program in the Capital River Region of the state. The Alcorn State University Extension Program Area Youth Educators conducted workshops and utilized the educated sessions of the Pregnancy Prevention Curriculum entitled Let's Talk About It ,two hundred five (205) youth participated.. The program was conducted in the Claiborne County Public School District. The topics addressed: (1) Fact about the eight most common STD's; and (2) developing effective decision making, communication and negotiation/refusal skills to resist peer pressures of being involved in risky behavior and becoming sexually active.

**Results**

Of the two hundred five (205) youth participating in the program, fifty five (55) percent reported that they could identify the most common STD's that affect teens. Forty four (44) percent stated could identity the signs, symptoms and treatment of the eight most common STD's. Twenty nine (29) percent said they gained knowledge and skills that would enable them to make better decisions about becoming sexually active as a teen. Fifty two (52) percent indicated that are better equipped to make decisions about resist risky behaviors.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
802	Human Development and Family Well-Being

**Outcome #8**

**1. Outcome Measures**

Number of youth with improved communication and interviewing skills.  
 Number of youth learning effective job readiness skills. The number of Youth who have increased their job readiness skills.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	5

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

**Issue (Who cares and Why)**

Mississippi is ranked third with the highest percentages of births to teens in the nation. The high rate of teen pregnancy has been cited to be associated with other issues experienced by teens, such as increased infection rate of STD's, and low birth weight babies along with low self esteem and increased high school drop out rates, These alarming statistics have both short and long term consequences to the state both socially and economically and to the present and future health costs.

**What has been done**

The Alcorn State University Extension Program (ASUEP) in conjunction with the Lanier High School planned and implement a two day Career Forum for one hundred Twenty (120) African American youth ages 15 to 18. The topics of the forum focused on establishing career goals; preparing job search tools and selling yourself to a potential employer.

**Results**

Forty(40%)percent of the one hundred twenty (120) youth participating in the forum stated that they had a better understanding of the job search process. After completing the session on preparing job search materials, 49% of the participants stated they obtained the skills to be able to properly complete materials for a job search, in addition the youth stated they could develop a cover letter, complete a job application and develop a resume. Thirty (30) percent indicated that they understand the do's and don'ts of interviewing and would be able to successfully sell themselves at an interview.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
802	Human Development and Family Well-Being

**Outcome #9**

**1. Outcome Measures**

Number of youth able to demonstrate the proper skills to develop a cover letter resume and Job application.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	5

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

**Issue (Who cares and Why)**

Limited resource African American adolescent females need extensive support for developing and implementing career plans. Many of these youth reside in economically depressed communities and have limited access to quality education and opportunities for employment. They lack academic skills and career related experiences, to obtaining future jobs or careers (De Leon, 2004). In fact, unemployment rates for young African American females are higher than for white females or males of all ethnic/racial backgrounds. Often limited resource youth tend to drop out of school prematurely more often than other youth. The gap in earnings between high school dropouts and high school graduates continues to increase dramatically (U.S. Bureau of the Census, 2000; U.S. Bureau of the Census, 2000). Therefore, the data emphasizes an urgent need to provide female adolescents of color with a career education that will enable them to pursue rewarding careers both economically and through personal fulfillment.

**What has been done**

The Alcorn State University Extension Program (ASUEP) in conjunction with the Regional Family Development Inc. planned and implement a two day Career Forum for ninety (90) African American girls ages 12 to 18. Topics addressed during the forum were: establishing career goals; preparing job search materials and selling yourself to a potential employer.

**Results**

Of the ninety (90) youth participating in the forum 30% stated that they had a better understanding of the job search process. One participated said that he now knows what his career choice will be. After completing the session on preparing job search tools 45% of the participants stated they was able to used the following job search skills: develop a cover letter; completion of a job application and how to develop a resume. 42% of the participants reported that they understood the importance of dressing properly for an interview and knew what they should not wear to an interview.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**Outcome #10**

**1. Outcome Measures**

Increase the number of minority youth participating in competitive youth activities 4-H Project Achievement, State Club Congress.

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	1

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

**Issue (Who cares and Why)**

Of the ninety (90) youth participating in the forum 30% stated that they had a better understanding of the job search process. One participated said that he now knows what his career choice will be. After completing the session on preparing job search tools 45% of the participants stated they was able to used the following job search skills: develop a cover letter; completion of a job application and how to develop a resume. 42% of the participants reported that they understood the importance of dressing properly for an interview and knew what they should not wear to an interview.

**What has been done**

The Alcorn State University Extension Program 4 H Youth Development Staff conducted a series of youth leadership trainings. These trainings were designed to prepare the youth to compete in leadership activities and events at the local, district and state levels. Sixteen (16) youth participated in the training. The educational sessions consisted of the following topic: Building Self Confidence; Leadership 101; The Art of Public Speaking and Building a Winning Visual Presentation.

**Results**

As a results of youth participated in leadership trainings, Fifty five (55) percent of the youth indicated that the acquired knowledge and skills that will provide them with the skills and confidence for public speaking and making visual presentations. Forty five percent stated that the leadership session provide them with the skills needed to prepare to compete for leadership opportunities at the district and state levels. A youth was selected to the State 4 H Leadership team. One of the female youth was also selected to represent the Mississippi and Alcorn State University Extension Program on Health Rocks training team. Sixteen (16)4 H members that participated in the 2008 Club Congress at MSU and Southwest 4 H Project Achievement Day Program at Co Lin; 6 received overall 1st place trophies and blue ribbons; 4 earned overall 2nd place blue ribbon; and 4 earned 2nd place red ribbons.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**Outcome #11****1. Outcome Measures**

Reduce the number of teens becoming sexually active as teens and contracting STD 's.

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	75

**3c. Qualitative Outcome or Impact Statement****Issue (Who cares and Why)**

Issues facing young people are in many ways overwhelming, both in number and complexity. Youth are facing staggering issues regarding making decisions about being sexually active, contracting sexual transmitted diseases that can lead to unintended pregnancies and other health consequences. Many of youth may lack the decision making and coping skills needed to resist risky behaviors and resist pressures to be sexually active and contracting STD's. These factors increase the chances for becoming teen parent and attracting sexual transmitted diseases that lead to lifelong health consequences.

**What has been done**

Alcorn State University Extension Program staff conducted fifty nine (59) educational workshops with one thousand six hundred sixty four (1,664) youth were in attendance to focus on addressing such issues. The Pregnancy Prevention Program entitled Let's Talk about It: Keeping Teams Safe program developed strong resistance and coping skills to resist risky behaviors. The topics of the session of the program consisted of such topics as distinguishing fact or fiction about the consequences of becoming sexually active and how sexually transmitted diseases (STDs) affects their lives. Also skills were developed to cope with influences of becoming sexually active and used refusal skills to avoid sexual pressure.

**Results**

The educational program was assessed using prevention minimum evaluation data set (PMEDS) as a pre test and post test evaluation. The results of the post test revealed that a total of thirty (30) percent of the one thousand six hundred sixty four (1,664) youth participated reported they understand the consequences of becoming sexually activity as a teen. Forty five (45) stated that the decision making skills acquired during the program aided in making better decisions regarding whether to become sexually active as a teen. Twenty five (25) percent stated they could identify the signs, symptoms and treatment of eight of the most common STD's.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
802	Human Development and Family Well-Being

**Outcome #12****1. Outcome Measures**

Reduce the incidence of youth tobacco use .

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	5

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

**Issue (Who cares and Why)**

Youth in the state of Mississippi especially in disadvantaged communities encounter many risk factors in their daily lives of increase the use of tobacco and tobacco products. These factors can lead to a lifetime of social and economic effects that affect youth lives present and in the future. One risk factor prevalent among disadvantaged youth in the state is the increasing number of youth using tobacco and tobacco products. According the Mississippi Department of Health 4,700 youth and adults die each year from tobacco use. More than 4,400 youth become regular smokers each year, and 192,000 children are exposed to secondhand smoke in their homes.

**What has been done**

The Alcorn State University Extension Program conducted two youth tobacco summits one at Wally Warner YMCA Camp in Claiborne County and one at Alcorn State University in an effort to provide relevant information that could reduce the number of youth who smoke cigarettes and or use other tobacco products in Mississippi,. One hundred twenty two (122) elementary, middle, and high school youth attended the youth summits. The summits focused on the dangers of tobacco use by youth and the harmful effects of secondhand smoke.

**Results**

According to the Youth Tobacco survey conducted by the ASU EP staff, thirty five (35) percent of the one hundred twenty two (122) youth participated in the youth summits gained knowledge about the harmful effects of tobacco use as a teen. Twenty four (24) percent stated they understood what secondhand smoke was and the health consequences of secondhand smoke. When asked what knowledge was gained during the various events and activities of the summit, fifty percent (50) stated they obtained valuable information about the heath consequences of tobacco use and the diseases tobacco use caused affecting your health. When asked how they would use this information sixty two (62) percent said they would use this information to get their peers and family members to stop using tobacco.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**Outcome #13**

**1. Outcome Measures**

Increase the number train adult volunteer to organize and manage youth in school and community based clubs.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	5

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

**Issue (Who cares and Why)**



In many limited resource communities often there is a growing need of meeting current issues of youth of an increasingly diverse and challenged youth population. The challenges limited recruitment and retention of active adult volunteer leaders that are willing to organize, manage, recruit and work with limited resource minority youth to maintain a strong, healthy community and school 4 H Youth clubs. In addition to implement age appropriate educational programs suited to youth interest and development. Also, to develop healthy youth adult volunteer they must understand youth development to serve as youth leaders.

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

ASUEP staff conducted two (2) educational training session at the Annual 4 H Volunteer leader Conference and Southwest District Leader Forum using the Developing Leaders: Organizing School and Community 4 H Clubs to Build Strong Communities curriculum to provide the necessary training for new adult volunteers. Also provided an updated or refresher for experienced adult volunteers the sessions focused on understanding youth development; using 4 H as avenue to organize school and community based clubs and how to form youth and adult partnerships. One hundred (100) adult volunteer leaders participated in the two educational sessions, fifty at the 4 H volunteer leaders conference and fifty at the Southwest District volunteer leaders forum

#### **Results**

According to the survey assessment 85 percent of adult volunteers participated stated that they will be better equipped to work with diverse groups of youth. They also stated that they had obtained a better understand on how to recruit, organize and manage school and community based clubs. 75% reported that were better equipped to plan and implement programs for youth enrolled in their school and community clubs. 90% indicated that they now have the knowledge and skills to develop and work with youth and adult partnerships. The development of trained volunteers has equipped better prepared volunteers to deal with the challenges facing youth today.

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

<b>KA Code</b>	<b>Knowledge Area</b>
806	Youth Development

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

##### **External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Other (Relocation of youth)

##### **Brief Explanation**

During the year there was a decrease in actual number professional 1.0 FTE because of resignations of an employee due to the delay in the hiring of staff resulted in various output targets was being met.

#### **V(I). Planned Program (Evaluation Studies and Data Collection)**

##### **1. Evaluation Studies Planned**

- Before-After (before and after program)

##### **Evaluation Results**

Data was collected before and after the pregnancy prevention programs collect data from the youth using a prevention survey adapted from the Prevention Minimum Evaluation Data Set Jr. (PMEDSJ) The tobacco education program was assessed using the Tobacco Behavior Evaluation tools designed to collect data to determine the effectiveness of the program to the adult volunteers. Data was collected for the workforce development program using the Job Expectation Survey. The Leadership and volunteer programs were assessed using an open end survey to determine the effectiveness of the program and knowledge gained.

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

**Program #2**

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

**1. Name of the Planned Program**

Sustainable Animal Production Systems

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
301	Reproductive Performance of Animals		20%		20%
302	Nutrient Utilization in Animals		15%		15%
303	Genetic Improvement of Animals/ Emphasis on Meat Quality		15%		15%
305	Animal Physiological Processes		15%		15%
308	Improved Animal Products (Growth & Development)		20%		20%
311	Animal Diseases		15%		15%
<b>Total</b>			100%		100%

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

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

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	4.0	0.0	13.5
<b>Actual</b>	0.0	4.0	0.0	13.5

**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	144657	0	642004
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	144657	0	642004
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 planned program Sustainable Animal Production Systems, workshops on genetic improvement of animals, selection of breeding stocks, best management practices and livestock production practices and a number of tours, demonstrations, seminars, observations and pre post tests were conducted to address high priority issues associated with different livestock enterprises of limited resource farmers. Also research articles were published in the field of animal and meat production, research based reader friendly pamphlets and leaflets were developed by research and extension educators for limited resource producers and farm families. In addition, educational field days and a small farm conference, along with other educational activities were implemented for limited resources farm families and youth in the communities. Additionally, other educational activities for limited resources farm families and youth in the communities were conducted, such as (1) Ag Discovery Program, (2) Ag Academy Program and (3) Summer Apprenticeship Program. The number of meat animal producers targeted was 400 by direct contact and 300 by indirect contact for FY 2008 for the sustainable animal production systems planned program. Our baseline number of producers for direct contact was 50% (200) producers. However, baseline target was exceeded by 35%, (150) for limited resource farm families through direct contact and 25 (8%) by indirect contact. Seventy percent of participants gained knowledge on genetic improvement of animals which exceeded the target outcome of 50%. Fifteen percent of the target participants improved their production efficiency through adoption of best management practices, while, 20% gained knowledge on breeding stock selection and reproductive performance. Finally, 20% of producers documented have modified their existing practices or technologies, and more than 20% of producers had adapted new production management practices and technologies.

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

The target audiences are limited resource farmers and producers, and rural dwellers within the state of Mississippi. The ultimate targeted audience is customers/consumers of livestock and poultry products throughout the State of Mississippi.

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

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	400	300	150	130
2008	1459	420	323	185

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	1
2008 :	0

**Patents listed**

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

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	1	0	
2008	1	0	1

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

**Output Target**

**Output #1****Output Measure**

- Conduct educational tours on livestock production practices for Limited Resource farm families and youth in communities.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	4	7

**Output #2****Output Measure**

- Conduct educational demonstration for Limited Resource farm families and youth in communities

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	8	11

**Output #3****Output Measure**

- Conduct educational workshop on livestock production practices for limited Resource farm families and youth in communities.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	12	19

**Output #4****Output Measure**

- Number of educational seminars on livestock production practices for Limited Resource farm families and youth in communities on Reproduction Performance, nutrient utilization in animals.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	8	7

**Output #5****Output Measure**

- Conduct educational field days and other educational activities on livestock production practices for Limited Resource farm families and youth in communities.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	4	7

**Output #6****Output Measure**

- Conduct educational activities on livestock production practices for Limited Resource farm families and youth in communities.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	6	9

**Output #7****Output Measure**

- Conduct educational training on animal production to limited resources farm families

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	2	0

**Output #8****Output Measure**

- Develop an educational facts sheets on animal production to limited resources farm families

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	8	1

**Output #9****Output Measure**

- Number of Research Publications published in the field of animal sciences/meat production

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	2	4

**Output #10****Output Measure**

- Number of research based reader-friendly pamphlets and leaflets developed by extension educators for farmers and farm families

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	6	8

**Output #11****Output Measure**

- Develop an educational thesis for Limited Resource farm families and youth in communities

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	8	1

**Output #12****Output Measure**

- Conduct educational field days and other educational activities for Limited Resource farm families and youth in communities

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	1	2

**Output #13****Output Measure**

- Develop M.S. thesis on alternative production systems for meat animals

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	1	0

**Output #14****Output Measure**

- Conduct educational activities for Limited Resource farm families and youth in communities on alternative production systems for meat animals

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	22	2

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Percentage of participants to gain knowledge on genetic improvement of animals.
2	Percentage of participants improving breeding stock to maintain quality; sustainability, and profitability.
3	Percentage of participants to improve production efficiency through adoption of best management practices.
4	Percentage of program participants to gain knowledge on breeding stock selection, reproductive performance.
5	Percentage of producers, documented to have modified existing practices or technologies.
6	Percentage of producers adopted new production management practices and technologies.
7	Number of producers documented to have assessed potential environmental impacts of their operations and developed and acted on plans to eliminate or minimize those concerns
8	Percentage of producers documented to have developed and implemented herd health management plans or modified existing plans to improve production.
9	Percentage of producers documented to have improved economic returns to agricultural profitability and vitality resulting from enhanced production management practices.

**Outcome #1**

**1. Outcome Measures**

Percentage of participants to gain knowledge on genetic improvement of animals.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	50	90

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

**Issue (Who cares and Why)**

Limited resource producers often times lack the genetics in his/her herds or flocks to produce quality marketable animals. Inferior animals have been purchased based on budget restraints and the lack of knowledge of what the industry is looking for in animals.

**What has been done**

Two research studies were implemented under a research project entitled 'Enhancing the Survival of Transferred Embryos' at two local farms. Fifty embryos transferred at two farms obtained from donors cows from the same farms. The offspring originated from animals participated in the studies are genetically superior to the existing animals in production. However, their performance cannot be evaluated until these animals get into production. Research results were disseminated by Extension Program staff that conducted two major workshops on genetic improvement of animals. For 325 limited resource producers and farm families.

**Results**

Follow up survey results indicated that 325 of limited resource producers and farm families gained knowledge on genetic improvement of animals. Results of the embryo transfer are not yet available.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
303	Genetic Improvement of Animals/ Emphasis on Meat Quality

**Outcome #2**

**1. Outcome Measures**

Percentage of participants improving breeding stock to maintain quality; sustainability, and profitability.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	30	8

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

**Issue (Who cares and Why)**

Most producers have not planned for the breeding season that should include typical management activities such as making sure that bulls, bucks and boars are in adequate body condition and have passed a breeding soundness exam well in advance of the breeding season. Small producers often times don't make decision using animals that will excel in traits that the producer needs. The needs are high weaning, exceptional carcass quality and good maternal characteristics, by purchasing males with registration papers and EPDs to back up the claims. Breeding is a major task for cattle producers in Mississippi. Long calving intervals are the result of poor breeding programs. Calving intervals are commonly extended by poor nutrition programs and extended post partum anestrus.

**What has been done**

Limited resource producers were provided information through two educational workshops on selection of breeding stock on how to maintain quality, sustainability and profitability. Also a beef cattle production tour was implemented. Producers also participated in a six week training program covering topics on breeds and breeding stock, health conformation and disease awareness. Swine producers were provided with high quality animals from the Swine Center. Two livestock farmers were also provided with high quality embryos to improve their breeding stock. Additionally, a research study was conducted to evaluate a hormonal protocol designed to advance follicular cell growth and ovulation in beef cattle. This study was implemented under the project entitled 'Enhancing the Survival of Transferred Embryos'. The findings obtained will be used later on to develop a breeding practice to induce ovulation. Research is still in progress to achieve a long term goal. Also thirty (30) meat goat producers were provided ten Spanish cross nannies and one Borer buck as a means to set up their own high quality breeding program. Offspring from the first two breeding cycles would remain as part of the foundation stock. Males from all farms participated would be rounded up and redistributed for breeding on different farm than from where they were born. This process prevented inbreeding. Identification of the males was set up using a color code system.

**Results**

Results from our evaluation of workshops, tours and survey of producers showed that participants made considerable improvement in their breeding stock. These improvements came as participants applied knowledge gained from activities implemented and from the high quality animals purchased from the Swine facility that met the demand of the industry. Swine producers made considerable improvement in their breeding stock as their offspring became more valuable to them and increased their family income. Livestock producers who participated in the embryo transfer project have seen improvement in the offspring of their breeding stock. Overall, 30% of participants have given a positive report on improved breeding stock to maintain quality, sustainability, and profitability. The protocol evaluated demonstrated to be successful in advancing follicle growth to ovulation in cattle. The research of this initial two cycle goat breeding program yielded a 67% success rate.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
308	Improved Animal Products (Growth & Development)

**Outcome #3**

**1. Outcome Measures**

Percentage of participants to improve production efficiency through adoption of best management practices.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	25	25

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

**Issue (Who cares and Why)**



Limited resource producers often times are not aware and fail to utilize best management practices (BMPs) as a land management strategies that prevent or reduce the movement of sediment, nutrients, pesticides and other pollutants from the land to surface or groundwater. BMPs are designed to protect water quality from potential adverse effects of land management practices from all locations within a watershed. Producers should use best management practices that include soil and water conservation practices, other management techniques and social actions developed for a particular region as effective and practical tools for environmental protection.

**What has been done**

Nine hundred fifty (950) limited resource producers and potential producers were provided information on best management practices that included soil and water conservation practices for livestock. Five workshops, two demonstrations, two tours and one group discussion were done on best management practices to educate limited resource producers and farm families. Also, a demonstration was conducted in which waterleaf (Talinum triangulare) vegetable found in warmer parts of the world with rich source of omega 3 fatty acids and antioxidant vitamins was fed to poultry layers to evaluate the nutritional quality of eggs. Supplements of freeze dried waterleaf fed to layers at levels of 5 and 10% of diet. Additionally, forty one (41) potential meat goat producers attended trained on management practices that included quality meat goat assurance, general management facilities, internal & external parasites, nutrition, pastures, reproduction, marketing and budgeting. Eighteen workshops, three demonstrations, and one tour were implemented to prepare producers for commercial production. Continued follow up trainings will be implemented to insure that producers are progressing.

**Results**

Survey results and observations showed that 25% of limited resource producers used some best management practices learned to increase the quality of animals raised and has seen some economic benefits. However, our visits and contact with clientele are continuing. In addition, ten percent inclusion of waterleaf significantly increased omega 3 fatty acid (linolenic) in eggs. A trend for high oleate content of eggs in 5 and 10% fed hens was observed. Total cholesterol and LDL cholesterol content of eggs from 10% group were reduced. Taste panel evaluation rated the taste of eggs from waterleaf fed layers lower. Other palatability attributes were unaffected. Waterleaf meal served as means reducing cholesterol and increasing omega 3 fatty acids and protein quality in table eggs for health conscious consumers. Meat goat producers have implemented some of the skills obtained to raise the quality of animal that is in demand in the current market place.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
301	Reproductive Performance of Animals

**Outcome #4**

**1. Outcome Measures**

Percentage of program participants to gain knowledge on breeding stock selection, reproductive performance.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	50	75

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

**Issue (Who cares and Why)**

The embryo transfer technique is perhaps the best avenue currently available to improve the genetics of cattle in commercial operations. However, usage of the technique is not yet as routinely used as artificial insemination in the cattle industry; mainly because of the economic loss caused by embryo mortality occurring seven to ten days after the transfer. The best way to increase adaptability is to select for the desired traits under your actual production conditions. Select your breeding stock from animals maintained under the same natural conditions in which their progenies will be examined.

**What has been done**

Two research studies were implemented under a research project entitled 'Enhancing the Survival of Transferred Embryos.' The objective of the studies was to examine the role of progesterone supplementation on enhancing the survival of the transferred embryos. Also recovery to an anabolic state after weaning could play a major role in improvement of production efficiency in fecundity and fertility in Swine Research conducted to compare the performance of sows bred at return to estrus and those bred at the 2nd estrus after weaning. Farrowing rate was determined and was calculated by dividing the number of animals that farrowed by the number of animals that were bred. The number of pigs born alive, born dead and total number born was recorded for each animal. Data obtained from these two studies were disseminate by the Extension program staff , one demonstration and two workshops were conducted with limited resource producers and farm families Small farm producers was provided with a foundation for selecting meat goats for growth rate and meat qualities has not been widespread in the industry, primarily because meat goats usually are not a major livestock enterprise. The factors recommended to consider in the selecting of goats for meat production were , (1) adaptability to environmental and production conditions, (2) reproductive rate, and (3) growth rate.

**Results**

Feedback from participants revealed that 25% gained knowledge on breeding stock selection. The swine project is continuing and data are being collected from experimental animals. So far, 10 sows have completed the post estrus breeding of the protocol. Visits and observations revealed that 27% of goat producers gained knowledge on selection. Genetic improvement through selection and breeding programs are continuing. To increase reproductive efficiency, improved management of the breeding herd including selection for twinning rate and culling nonproducing nannies is necessary and will yield good results. Selecting for growth rate, reproductive efficiency, and environmental adaptability will greatly improve production efficiency (pounds of production per doe bred) and the likelihood of making a profit.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
301	Reproductive Performance of Animals

**Outcome #5**

**1. Outcome Measures**

Percentage of producers, documented to have modified existing practices or technologies.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	25	25

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

**Issue (Who cares and Why)**

Producers often are reluctant to apply new technology that will improve their operation; this is because they are accustomed to using practices that they have used over the years. Pasture-raised hogs can add quality to pork and create niche markets for pasture produced pork.

**What has been done**

Workshops, tours and seminars were conducted with limited resource producers and farm families on how to modify existing practices or technologies in their operations. Purslane (partulaca spp), a vegetable known to be rich in omega 3 fatty acids and antioxidants were fed to young growing pigs to assess carcass and serum characteristics.

**Results**

Surveys, farm visit and evaluations revealed that 25% of limited resource producers and farm families documented to adopt new practices have improved their animal production. Pigs receiving 8% freeze dried purslane leaves plus 0.5 added cholesterol had a significant ( $p < 0.05$ ) increase in ash content of the muscle and a greater overall increase in beneficial serum high density lipoprotein (HDL) cholesterol. There was a reduction in total cholesterol and LDL cholesterol in purslane groups despite higher dietary cholesterol. Serum total cholesterol was higher ( $P < 0.05$ ) in cholesterol group when compared to controls. Purslane supplementation is hypocholesterolemic and increases the beneficial HDL cholesterol in porcine animals.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
303	Genetic Improvement of Animals/ Emphasis on Meat Quality

**Outcome #6**

**1. Outcome Measures**

Percentage of producers adopted new production management practices and technologies.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	25	96

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

**Issue (Who cares and Why)**

Quality and consistency are two of the most important factors contributing to consumer satisfaction with animal production.

**What has been done**

Six hundred and seventy five (675) heads of household were surveyed in southwest Mississippi. The survey was to determine consumer attitude towards pasture raised pork and pork products. Means to improve pork quality traits and eating quality were conducted by supplementing swine feed with Ricinodendron, heudelotetii oil seeds. Twelve crossbred gilts and barrows were fed corn soybean diets containing 14% crude protein. Treatment group were supplemented with 2% Ndjasang oil seed meal.

**Results**

Seventy five percent of the respondents indicate as being important, the appearance, while 81% chose freshness of products purchased as important in their selection. Over 95% of respondents indicated that they would pay more for pork raised in a manner that was more environmentally friendly than conventional production methods. Consumer demand and willingness to pay more for pasture pork may stimulate pasture pork production and niche market opportunities in southwest Mississippi. Further analysis of muscle tissue of hogs fed with Ndjasang and stored for long term period (3 years) had high concentrations of Vitamin A & E indicating an enhanced shelf life in meat animals. Sensory evaluation of pork from treated and control pigs did not differ. No differences were detected in flavor, juiciness, tenderness and texture. Limited Resource Producers and farm families have adapted some new production management techniques through knowledge gained from activities and events attended. Thirty eight percent of limited resource producers and farm families were documented to have adapted new management techniques, such as replacement stocks, proper techniques in calves weaning, pasture swine and poultry production techniques.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
308	Improved Animal Products (Growth & Development)

**Outcome #7**

**1. Outcome Measures**

Number of producers documented to have assessed potential environmental impacts of their operations and developed and acted on plans to eliminate or minimize those concerns

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	15	20

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

**Issue (Who cares and Why)**

Often times producers have not had an environmental plan in place to sustain their operations and are not aware of issues that may affect their farms.

**What has been done**

Workshops, demonstration, group discussions and seminars were conducted to educate limited resource producers and farm families on conservation and waste management issues that could be implemented on their farms and would have immediate impact on their operations.

**Results**

Observations, pre post tests and evaluations revealed that 60 producers adopted practices for the improvement of environmental issues. Some of these issues were waste management through rotational grazing and livestock crossings practices.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
308	Improved Animal Products (Growth & Development)

**Outcome #8**

**1. Outcome Measures**

Percentage of producers documented to have developed and implemented herd health management plans or modified existing plans to improve production.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	15	9

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

**Issue (Who cares and Why)**

Limited resource producers have maintained little or no herd health plans to ensure healthy productive animals for breeding and marketing. *Toxoplasma gondii*, are widely prevalent in humans and animals worldwide. As goats gained more popularity over time and its product is consumed by humans more often than other meat sources such as pork in the United States. The higher consumption rate of goats extends the significance of determining the problems it possesses to public health in the state of Mississippi.

**What has been done**

Two workshops, one field's day and one group discussion sessions on herd health practices for limited resource livestock producers. Meat goat producers have been offered four workshops and one site demonstration covering health management. Additionally, a research study was conducted under a project entitled 'SEROPREVALENCE OF TOXOPLASMA IN GOATS FROM SOUTHWESTERN MISSISSIPPI.' Twenty eight (28) producers participated in the study. Infections by the protozoan parasite, This study concentrated on the Southwestern region of the state of Mississippi. There are no known studies prior to this which deal with the prevalence of toxoplasmosis in goats in Mississippi. Studies using the Modified Agglutination Test (MAT) were used to determine the prevalence of *Toxoplasma gondii* antibodies in goats. During the period of August 2007 and April 2008 total of one hundred and forty four serum samples were collected from four counties in Mississippi. The counties of collection were Adams, Copiah, Hinds, and Yazoo. The distribution of the animals according to their areas of collection, were as follows: Adams, 36; Copiah, 17; Hinds, 55; and Yazoo, 36. The samples were tested in three serial dilutions of 1:25, 1:50, and 1:500 (%). A titer of 1:25 was considered to be seropositive. This study showed that *Toxoplasma gondii* infection is prevalent in goats from Southwestern Mississippi. It indicated that 18 (12.5%) were seropositive for *Toxoplasma* antibodies at 1:25 titer, 7(5%) at 1:50 and 2 (1.4%) at 1:500. The overall infection was 18(12.5%) of 144 goats, which is a cause for concern and a need for implementation of preventative measures. This is a host record for *Toxoplasma gondii* in the state of Mississippi.

**Results**

Through follow up surveys on these educational efforts 15% of producers and potential producers have implemented plans to improve the health of their animals. They are also seeing improvement in their production. Follow up and observations showed that 39% of goat producers are using better practices and 11% have developed a full health and prevention plan. Follow up results showed that 25% of the producers gained knowledge from the researched provided.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
311	Animal Diseases

**Outcome #9**

**1. Outcome Measures**

Percentage of producers documented to have improved economic returns to agricultural profitability and vitality resulting from enhanced production management practices.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	20	20

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

**Issue (Who cares and Why)**

Producers have often received poor returns from marketing efforts because of the lack of quality breeding stock and the lack of management needed to be productive.

**What has been done**

Limited resource producers were provided with improved breeding stock and enhanced management practices through demonstrations, group discussions, seminars and tours and visits to Agriculture Research Extension and Applied Sciences centers and through the purchase of replacement stock. The research and educational programs were conducted to address issues such as, breeding and reproduction management, genetic improvement, nutrient management, and herd health programs to increase the management skills to increase profits. Meat goat producers have been offered workshops covering in detail steps and technical application to marketing success using the 'Livestock Marketing' manual that contain relevant modules that focused on individual marketing steps in more detail.

**Results**

Through evaluations, observations and feedback from producers 20% of these producers have seen some increase in profit from their operations. These producers acknowledged knowledge gained and practices on emerging technologies with proper implementation, they likely will continue for increased profitability. Eighty percent of producers have gained knowledge on the development of a quality marketing plan. Training in this area is continuing.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
301	Reproductive Performance of Animals

**V(H). Planned Program (External Factors)****External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Government Regulations
- Competing Public priorities

**Brief Explanation**

Swine production among small limited resource farmers because of the high cost of staying viable as producers has declined dramatically, with only a few left in operations. Also the research and production team at the swine development center and the beef cattle facilities on the campus have experienced significant downsizing over the past 6 years. These centers are struggling to meet the basic research and outreach needs of the limited resource producers and farm families. The slowing economy and rising cost of the industry and aging facilities have made it difficult to maintain, especially at the Church Hill Swine Farm to swine industry standards. It is challenging to seek adequate resources repairs and maintenance. Also, any turnover in faculty/staff expertise has greatly impact the quality of research and technology transfer programs.

**V(I). Planned Program (Evaluation Studies and Data Collection)****1. Evaluation Studies Planned**

- Retrospective (post program)
- Before-After (before and after program)
- During (during program)

**Evaluation Results**

Research will continue to be conducted and evaluated according to their relevance to Southwest Mississippi producers. Technology transfer programs will continue by Extension staff through many different methods, such as, observations and surveys. Evaluations conducted via pre post tests indicated that knowledge gained through these efforts increased management practices and technologies and adaptation of sustainable practices that has helped limited resource producers improve their production practices.

**Key Items of Evaluation**

**Program #3**

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

**1. Name of the Planned Program**

Sustainable Horticulture Production Systems

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships		20%		20%
205	Plant Management Systems		20%		20%
211	Insects, Mites, and Other Arthropods Affecting Plants		20%		20%
213	Weeds Affecting Plants		20%		20%
501	New and Improved Food Processing Technologies		20%		20%
<b>Total</b>			100%		100%

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

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

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	13.0	0.0	11.4
<b>Actual</b>	0.0	15.5	0.0	16.0

**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	560547	0	760893
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	560547	0	760893
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 Sustainable Horticulture Production Systems planned program enhanced the income potential of the limited resource farmers in Mississippi through the implementation of research and extension programs on production of alternative crops using sustainable production practices. A series of applied research and demonstrations on selected small fruits and vegetables were conducted at different applicable research and extension demonstration centers of the School of Agriculture, Research Extension and Applied Sciences (AREAS) at Alcorn State University. Productions were either under chemical intensive (conventional) or non-chemical (organic) cropping systems. These studies specifically determined the impact of these cropping systems on muscadines, blueberries, peppers, cucumbers, sweet corn, peanut, green varieties, watermelon, and hairy vetch growth, yield potential and quality. Other studies were on the screening processes that could lead to the identification of new cultivars with insect and disease resistance traits and have high yield potential. Pest management studies on research plots in farmers' fields and at research centers were part of this research initiative. Economic impacts of these studies were also determined, and value added products developed. Collaborative efforts with researchers and specialists of the Alcorn State University Extension Program, findings from these series of scientific investigations were made available to limited resource farmers, individual producers, consumers and other stakeholders in Mississippi. Through extension led field days, seminars, workshops and tours were used to educate producers and stakeholders on the scientific findings on the principles of sustainable crop production practices, produce preservation and utilization techniques. Feedbacks from these joint activities indicated that about 80% of the 1100 workshops and field days, participants enhanced their knowledge in regards to profitable production agriculture. Personal contacts, telephone calls, and questionnaires were used to determine the percentages of the participants who benefited from the programs, or switched to alternative sustainable crop production and utilization. Different publications (fact sheets, research reports, brochures, bulletins) provided by the scientists were very useful to producers to adopt suggested production practices that minimized income fluctuations, enhanced income opportunities and their quality of life.

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

This program will be designed specifically for the limited-resource farmers, extension educators, and rural dwellers within the State of Mississippi. We hope to provide the farmers and dwellers in Mississippi and the nation with findings related sustainable production, preservation and utilization of identified alternative crops.

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

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	600	450	50	100
2008	1000	450	100	485

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**



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

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	2	2	
2008	2	3	5

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

**Output Target**

**Output #1**

**Output Measure**

- Numbers of Papers and Publications developed by Research

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	3	32

**Output #2**

**Output Measure**

- Conduct educational seminars for Limited Resource farm families and youth in communities on Soil, Plant, Water, Nutrient Relationships

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	24	35

**Output #3**

**Output Measure**

- Conduct educational workshop for limited Resource farm families and youth in communities on plant management systems.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	24	30

**Output #4**

**Output Measure**

- Conduct educational field days for Limited Resource farm families and youth on sustainable crop production practices.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	8	8

**Output #5**

**Output Measure**

- Conduct educational tours for Limited Resource farm families and youth on sustainable crop production practices.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	4	7

**Output #6**

**Output Measure**

- Conduct educational training on sustainable horticulture production practices to limited resources farm families.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	13	15

**Output #7**

**Output Measure**

- Develop and educational facts sheets on sustainable horticulture production practices to limited resources farm families.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	6	8

**Output #8**

**Output Measure**

- Number of Research Projects

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	4	4

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Percent of program participants in integrated nutrient management for sustainable agriculture production and environmental protection.
2	Percent of program participants in integrated pest management for sustainable production and environmental protection.
3	Percent of program participants in plant management for sustainable agriculture production and environmental protection.
4	Percent of producers to have adopted new production management practices and technologies
5	Percent of producers to have increased their on New and Improved Food Processing Technologies and Quality Maintenance.
6	Percent of producers documented best management practices in their recommendations.
7	Percent of producers who have incorporated best weed/insect management practices based on the recommendations.
8	Percent of producers documented to meet or exceed current environmental protection standards as a result of Knowledge gained from relevant educational programs.
9	The number of producers reported reduced environmental concerns for participating enterprises.
10	Percent of participants that will gain knowledge on new production-management practices.
11	Number of producers documented to have assessed potential environmental impacts of their operations
12	Percent of participants that improved product handling and sanitation .
13	Percent of participants making crop choices for sustainability and profitability.
14	Percent of program participants to improve production efficiency through best management practices.

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

Percent of program participants in integrated nutrient management for sustainable agriculture production and environmental protection.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	20	31

**3c. Qualitative Outcome or Impact Statement****Issue (Who cares and Why)**

Producers are concerned about the nutrient requirements for profitable production of horticultural crops.

**What has been done**

Field studies were implemented to determine the impact of integrated nutrient management on sustainable fruit and vegetable crop production in southwest Mississippi. Based on the research findings on the impact of fertilizer application on vegetable growth and development, four workshops on Best Management Practices (BMP) for vegetable production were conducted for limited resource farmers through the Extension Program's delivery approaches in which two hundred (200) farmers and youth were in attendance. Participants were provided demonstrations and information on the importance of soil sampling as important management practice for effective fertilizer application which increase the like hood that only needed nutrients are added and in desired amount.

**Results**

Results of the questionnaire conducted after the workshops on integrated nutrient management by Extension educators indicated that all the participants gained knowledge about the importance of soil testing and other low input practices that determine nutrient requirements by plants. However, 98% of the participants indicated they will conduct a soil test and fertilize their crops based on soil test results.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships

**Outcome #2****1. Outcome Measures**

Percent of program participants in integrated pest management for sustainable production and environmental protection.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	15	23

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

**Issue (Who cares and Why)**

Limited resource farmers are facing issues about integrated pest management because of the negative impact current chemical pesticides have on crop yield, quality, and the environment. Therefore, points to the need for providing relevant information on alternative methods to chemical pesticides to address such issues of limited resource farmers.

**What has been done**

Series of field studies were used to determine the impact of multiple cropping systems and non application of toxic pesticides on crop yield, quality and the environmental protection. Based on the outcome of investigations on different approaches to pest control on alternative crops, four workshops were conducted to educate farmers on effective and environmentally friendly approach to pest management that relies on a combination of biological, chemical, cultural, physical and mechanical strategies.

**Results**

One hundred and fifty farmers (150) attended four workshops on integrated pest management practices conducted at the outreach centers of Extension Program located in Mound Bayou and Preston, MS. Responses from questionnaires indicated that majority of the farmers (80%) were willing to enhance their productivity through more friendly methods for pest control for environmental protection.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
211	Insects, Mites, and Other Arthropods Affecting Plants

**Outcome #3**

**1. Outcome Measures**

Percent of program participants in plant management for sustainable agriculture production and environmental protection.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	20	23

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

**Issue (Who cares and Why)**

Limited resource farmers reported the negative impact of current mono cropping and crop maintenance systems on their income opportunities, and soil loss degradation.

**What has been done**

Three field experiments were used to compare the effect of mono cropping and companion on crop yield and quality. The impact of different sustainable production practices were also compared with the current conventional production practices. Based on the outcome from studies on impact of cultural practices on crop growth and yield potential, on farm demonstrations at the Alcorn State University Extension Programs' demonstration centers, field days were used to disseminate information to farmers on such cultural practices as crop rotation, cover cropping, mulching, tillage practices and fertilizer application and pest application methods. During 3 annual field days more than 150 farmers attended the events.

**Results**

Response from the survey conducted at the three annual field days indicated that 90% of the participants indicated that they gained knowledge on different plant management practices in the area of sustainable vegetable production and were willing to apply some of the practices on their farms.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships

**Outcome #4**

**1. Outcome Measures**

Percent of producers to have adopted new production management practices and technologies

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	27

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

**Issue (Who cares and Why)**

Producers are concerned about fluctuating income benefits of the current cropping system often believe that any production management system could lead to a steady income while protecting the environment could be acceptable alternative.

**What has been done**

Three field studies were used to investigate the feasibility of acceptance of new production management practices and technologies. Relying on information generated from scientific investigation in field plots, three workshops on planting techniques, cover cropping, crop rotation, soil testing and judicious fertilizer applications were used to demonstrate to the farmers the advantages in new methods of crop management practices.

**Results**

One hundred and seventy five (175) farmers attended three workshops on new production management practices provided by the Extension educators that enhanced the knowledge of producers on quality production of vegetable crops. About 70% of the participants indicated their willingness to adopt the new production management practices in the near future.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
205	Plant Management Systems

**Outcome #5**

**1. Outcome Measures**

Percent of producers to have increased their on New and Improved Food Processing Technologies and Quality Maintenance.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	15

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

**Issue (Who cares and Why)**

Farmers have had difficulty in receiving adequate profits from the sale of fresh vegetable, therefore to increase their profits, value added processing is necessary to add value the their products . Market opportunities and there is a growing demand for the creation of value added products as a viable opportunity for businesses.

**What has been done**

Approximately one hundred farmers (100) attended five workshops on value added processing of vegetables and shiitake mushrooms. At the workshops, farmers received information on how utilizing processing technology that would make these crops more profitable and information on maintaining the quality of their produce.

**Results**

The evaluations implemented indicated that the majority of the participants increased their knowledge of new and improved food processing technologies related to vegetables and shitake mushrooms.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
501	New and Improved Food Processing Technologies

**Outcome #6**

**1. Outcome Measures**

Percent of producers documented best management practices in their recommendations.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	17	31

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

**Issue (Who cares and Why)**

As farmers undergo cultural and economic changes, limited resource farmers often do not realize the impact of the documentation of records of different production practices used in their crop production plan. The importance of such record of production practices is to identify the management practice(s) that could result in higher crop yield.

**What has been done**

Different field studies were used to determine the best management practices for control in field grown horticultural crops. About two hundred (200) limited resource farmers attended four workshops on Best Management Practices (BMP) which were identified through on campus and off campus research and Extension demonstration centers that compared different cropping system, fertilizer application and pest control.

**Results**

Results of the questionnaire collected at the four workshops conducted by the Alcorn State University Extension Program indicated that most of the participants gained knowledge regarding the use of BMP to improve their crop production. About 80% of the 200 hundred participants indicated their readiness to recommend BMP to other farmers in their area.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
211	Insects, Mites, and Other Arthropods Affecting Plants
205	Plant Management Systems

**Outcome #7**

**1. Outcome Measures**

Percent of producers who have incorporated best weed/insect management practices based on the recommendations.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	23

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

**Issue (Who cares and Why)**

Most vegetable growers have identified weeds and insects as the major factors with greatest negative impact on vegetable production when uncontrolled.

**What has been done**

Studies at the off campus Extension Program demonstration centers are designed to identify the best IMP practices for pest control in field plots. Research findings have led to four workshops on Integrated Pest Management (IPM) practices. The workshops emphasized successful pest control using such management practices as crop rotation, cover cropping, multiple cropping and others.

**Results**

A follow up survey was implemented at the four workshops the farmers indicated they would incorporate best pest management as a result of the workshop conducted by the Extension educators. The findings showed that about 75% of the participants incorporated the recommendations in their cropping plan.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
211	Insects, Mites, and Other Arthropods Affecting Plants

**Outcome #8**

**1. Outcome Measures**

Percent of producers documented to meet or exceed current environmental protection standards as a result of Knowledge gained from relevant educational programs.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	23

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

**Issue (Who cares and Why)**

Limited resource farmers are concerned about the need for clean environment because of its relationship to productivity of horticultural crops and the impact on human health.

**What has been done**

Different conservation research studies were conducted at the Conservation Research Center of the School of AREAS to compare the effect of no till, limited till, contour technology and others on the environmental protection and productivity. Findings from conservation research programs have been useful in conducting three workshops in an effort to provide information to farmers on the importance of preserving the environment. One hundred and twenty farmers attended the workshops. The workshops emphasized methods in soil conservation especially conservation tillage, mulching, and use of vegetative hedge rows to prevent or control erosion problems.

**Results**

A follow up survey was implemented after the three workshops provided by Alcorn State University Extension Program indicated over 95% of the participants improved their understanding of environmental protection techniques due to information acquired from the workshops.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships

**Outcome #9**

**1. Outcome Measures**

The number of producers reported reduced environmental concerns for participating enterprises.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	4	6

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

**Issue (Who cares and Why)**

Limited resource farmers are concerned about the need for clean environment because of its relationship to productivity of horticultural crops and human health.

**What has been done**

Scientists have compared the impact of the current cropping system of different alternative cropping systems on the environment. Recent studies on the impact of judicious application of fertilizers, and other sustainable production practices were disseminated at two workshops to enhance farmers understanding of the need for a clean environment.



**Results**

A total of 40 farmers attended two workshops conducted by Extension Educators in an effort to share information on methods of protecting the environment. Eighty percent of the farmers that attended the workshops reported their concern or fear related to contaminated environment from agriculture has significantly diminished due to this information

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
205	Plant Management Systems

**Outcome #10**

**1. Outcome Measures**

Percent of participants that will gain knowledge on new production-management practices.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	20	23

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

**Issue (Who cares and Why)**

Limited resource farmers have considerate knowledge related to traditional new production management practices, because of various environmental and other benefits require farmers to switch to sustainable methods in production

**What has been done**

Studies on low input sustainable production of vegetable crops were conducted on ASU and two off campus research centers. The studies were used to identify the most appropriate production management practices for sustainable vegetable crop production. Findings from low input research were disseminated through four workshops and on farm demonstrations on sustainable vegetable production and management practices and organic cropping systems, reduced tillage and organic fertilization among other measures. One hundred and fifty (150) farmers were in attendance at the Extension/Research centers located in Mound Bayou and Preston, MS.

**Results**

Of the 150 farmers attended the workshops, approximately 85% of participants indicated that they gained valuable knowledge from the workshop on low input sustainable production practices that could be utilized on their farms.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
205	Plant Management Systems
102	Soil, Plant, Water, Nutrient Relationships

**Outcome #11**

**1. Outcome Measures**

Number of producers documented to have assessed potential environmental impacts of their operations

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	20	20

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

**Issue (Who cares and Why)**

Often limited resource farmers already are aware of the health hazards from agricultural chemicals but have expressed interest and desire more specific information and how to documenting the potential impact of their operations on the environment.

**What has been done**

Research scientists have investigated and documented the impact of conventional chemical intensive cropping systems and provided findings on environmentally friendly alternatives. Three workshops were conducted for farmers on minimum but adequate use of fertilizers and pesticides on their farms in which one hundred and thirty farmers were in attendance.

**Results**

Response from the questionnaire compiled by the Extension Educators at the 3 workshops revealed that farmers were willing to pay more attention to the impact of their cropping systems on the environment. In fact 80% of the producers who attended the workshops have begun to document the environmental impact of their farming operations.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
205	Plant Management Systems

**Outcome #12**

**1. Outcome Measures**

Percent of participants that improved product handling and sanitation .

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	15	25

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

**Issue (Who cares and Why)**

Farmers attempted to sell produce to retail markets with meager quality. Many times the contracts were terminated or lower prices were received by farmers as a result of poor quality product handling.

**What has been done**

Four workshops were conducted on quality control and post harvest handling with one hundred and fifty(150) farmers in attendance. The topic of the workshops focused on effective post harvesting handling and food safety and sanitation, farmers in attendance.

**Results**

Evaluations conducted revealed that the participants increased their knowledge of product handling and sanitation and indicated they gain valuable information that they would apply to their farming operation to improve quality.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
501	New and Improved Food Processing Technologies

**Outcome #13**

**1. Outcome Measures**

Percent of participants making crop choices for sustainability and profitability.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	20	31

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

**Issue (Who cares and Why)**

Farmers realize the importance of selecting recommended vegetable cultivars for production if profitable yields are desired.

**What has been done**

Series of cultivar or varietal trials have been conducted at the School of AREAS Experiment Station and other off campus Extension/Research centers in an effort to identify those with high income potential to assist small farmers in making better crop choices on their farms. Three workshops and on farm demonstrations were used to provide two hundred farmers information on proper crop selection and different production practices (cultivar, fertilizer and irrigation rates, planting densities, pest control programs) in regards to vegetable production.

**Results**

Result of questionnaires collected at three workshops indicated that about seventy five percent of the 200 hundred participants gained knowledge on the importance of using crop variety recommended for production in their regions

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
205	Plant Management Systems
501	New and Improved Food Processing Technologies

**Outcome #14**

**1. Outcome Measures**

Percent of program participants to improve production efficiency through best management practices.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	20	31

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

**Issue (Who cares and Why)**

Often producers lack the awareness of the importance of incorporating proper production techniques in their farming enterprises to realize that best management practices will improve production efficiency.

**What has been done**

Different studies were conducted on the effect of cropping systems, plant population, pest management on horticultural crop growth, yield and general production efficiency. Educational programs such as two workshops, three field days, fact sheets distributed and one on one consultation with farmers were used to provide educational information to approximately 200 farmers on best management practices (BMP) for quality vegetable production

**Results**

Results of the survey conducted after the three field days and 2 workshops conducted by the Extension staff revealed that 80% of the participants in attendance indicated they will improved their production efficiency through best management practices.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
205	Plant Management Systems

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

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Public Policy changes
- Government Regulations
- Populations changes (immigration, new cultural groupings, etc.)

**Brief Explanation**

The combination of staffing shortfalls, the slowing economy have made it difficult to maintain both research and demonstrations especially at the off campus demonstration centers. These factors affected the centers ability to maintain the same level of demonstrations on a variety of diverse vegetable and fruit plots at the centers. Also with maintain the level of expertise of its highly experienced staff, and its ability to attract new staff to initiate new educational programs. Additionally, the reduction in Extension staff expertise greatly impacted the development and extension peer reviewed publications, however a vegetable production curriculum is being finalized to be sent for peer reviewed. The development of peer reviewed fact sheets publications was only realized this annual reporting period.

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- Before-After (before and after program)
- Case Study
- Comparison between locales where the program operates and sites without program intervention

**Evaluation Results**

Evaluations using via pre and post tests indicated that knowledge gained through these efforts increased management practices and technologies and adaptation of sustainable practices that provided limited resource producers with a variety of information to improve their production practices. Therefore research will continue to be conducted and evaluated according to their relevance to producers in Mississippi and the nation. Research scientists will continue to work together with Extension educators to evaluate our effectiveness to address the broader issues that face the limited resource producers and farm families in the state. The goal of the planned program is to reach as many limited resource producers and farm families with our research and extension activities. Technology transfer programs will continue to be evaluated through the use of many different methods, observations and surveys.

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

**Program #4**

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

**1. Name of the Planned Program**

Community Resource Planning & Economic Development

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development		50%		50%
609	Economic Theory and Methods		30%		30%
805	Community Institutions, Health, and Social Services		20%		20%
	<b>Total</b>		100%		100%

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

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

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	5.0	0.0	3.4
<b>Actual</b>	0.0	3.0	0.0	3.4

**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	108493	0	161690
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	108493	0	161690
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 Community Resource Planning and Economic Development planned program focuses on community economic planning and development. The planned program is designed to empower leadership to promote sustainable social and economic planning and development in communities to improve quality of life. Various workshops, seminars, tours, demonstrations were implemented in the area of leadership development, workforce development, land stewardship and management, job fairs & mentoring activities, These efforts built human capital and effectively empowering people to address issues and become the main asset to foster community and economic development . The planned program collaborated with community leaders, faith based organizations, governmental officials, and local school districts to plan and implement sustainable social, community and economic development strategies that will create jobs, for citizen seeking employment opportunities. 2,150 adults gained knowledge on community resource planning and economic development, and were actively in community and economic development efforts. The Community Voices leadership development training was implemented in communities. In Bogue Chitto, the training provided the setting in which ordinary citizens had the opportunity to express ideas, identify and strategies for solving problems in their community. After months of prioritizing and assessing the resources the Bouge Chitto community, determined that a track of property purchased by the community could be used as a baseball field for youth. As of result of the leadership development program in Bogue Chitto, ordinary citizens have now been trained and are presently serving as active leaders in their community and are aggressively seeking funds for the development of the property as a baseball field to provide recreation site for the community. Additionally, what was only a dream in a small community, the new develop leaders are make this project to become a reality in their community. Finally, twenty five citizens (25) newly developed leaders of the program has developed a "Yes We Can" belief and they are taking steps to effectively change their community.

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

Limited resource audiences, families, community based organizations, entrepreneurs, elected and appointed political officials

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

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	2150	1000	100	200
2008	2837	510	100	200

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

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

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	1	2	
2008	1	2	3

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

**Output Target**

**Output #1****Output Measure**

- Conduct educational programs and activities, on leadership to promote awareness and empowerment to facilitate economic and Community development opportunities.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	24	28

**Output #2****Output Measure**

- Conduct educational programs and job fairs to facilitate workforce development opportunities for limited resource audiences in communities.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	4	20

**Output #3****Output Measure**

- Conduct educational events and activities on Agro-tourism, land stewardship and management , asset mapping and home based business development.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	10	5

**Output #4****Output Measure**

- Conduct educational workshops on cooperative development to increase agricultural business development in communities.

*Not reporting on this Output for this Annual Report*

**Output #5****Output Measure**

- Conduct educational demonstrations and tours on Agro tourism to generate economic development opportunities for Limited Resource Audiences.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	6	3

**Output #6****Output Measure**

- Conduct social- psychological and economic and impact surveys and develop profiles of communities and their economic landscape. (Number of Surveys)

*Not reporting on this Output for this Annual Report*

**Output #7****Output Measure**

- Development educational bulletins, manuscripts and documentation of findings and disseminate results and models to promote community development and empowerment of residents (Number of Special Reports, News Letters and Fact sheets).

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	5	3



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

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

O No.	OUTCOME NAME
1	Percent of community leaders that will gain knowledge, develop leadership skills and become involved in civic activities and community and economic development opportunities.
2	Percentage of communities utilizing knowledge, research data and learned skills to retain and attract businesses and other economic development projects.
3	Increase the percentage of cooperatives that are involved in agricultural enterprises.
4	Lower the unemployment rate and increase the employment rate in each county.
5	Increase in the percentage of infrastructures that will promote social and economic well-being
6	Increase the percentage of communities conducting local festivals and other events and citizen participation to enhance community development.

**Outcome #1**

**1. Outcome Measures**

Percent of community leaders that will gain knowledge, develop leadership skills and become involved in civic activities and community and economic development opportunities.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	25	1

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

**Issue (Who cares and Why)**

Lincoln County, Mississippi has an estimated population of 34,404 (U. S. Census, 2006), 24.8% of the population is under the age of 18 and moreover, senior citizens make up more than 14.3% of the population. Bogue Chitto the focus of Lincoln County, population figures are not available for the community itself due to the fact that it is unincorporated, Although the population of the surrounding areas which includes Bogue Chitto was 5,924. Because it is more rural than the county seat (Brookhaven) the community has limited access to many social programs and/or activities for its citizens. In an assessment of the priority needs of Bogue Chitto, the following three areas of needs were of major concern: 1) recreation for the youth 2) walking trails and 3) larger facility for senior citizens meetings/socialization and other programs.

**What has been done**

The Alcorn State University Extension Program CRD Educator started the leadership training program Community Voices in the Bogue Chitto Community. A through implementation of the curriculum allowed for a setting in which ordinary citizens had the opportunity to express ideas, discuss issues and concerns of their community and possible solutions to issues. After months of prioritizing and assessing the resources that the community had, it was determined that a track of property that had been purchased by the community could be best used as a baseball field for their youth

**Results**

As of result of the Community Voices program in Bogue Chitto, ordinary citizens have now been trained and are now leaders in their community. These new leaders are aggressively seeking funds to develop the purchased property into a baseball field. Additionally, contractors and developers have been acquired for turning what was once only a dream in a small community into reality a recreation site including a baseball field for their youth. Finally, twenty five(25) citizens developed the 'Yes We Can' belief and now are leaders in their on community and are taking steps to effectively change there community.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development
805	Community Institutions, Health, and Social Services

**Outcome #2**

**1. Outcome Measures**

Percentage of communities utilizing knowledge, research data and learned skills to retain and attract businesses and other economic development projects.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	9

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

**Issue (Who cares and Why)**

In Rural Southwest Mississippi, cooperatives must explore ways to market and sell their products. This highlighted a need to develop an appropriate organizational and business structure to pool labor knowledge and resources regarding marketing to obtain an adequate economic profit. Several educational sessions were conducted at the Small Farmers Conference in collaboration with the Mississippi Association of Cooperatives to provide educational information on forming local cooperatives.

**What has been done**

The ASU Extension Program in collaboration with the Mississippi Association of Cooperatives implemented an annual Small Farmers Conference, educational sessions, exhibits, tours and technical assistance were conducted for cooperatives to increase their knowledge of how to create businesses and provide knowledge to producer's opportunities to market products more profitable. The purpose of the Small Farmers Conference exposed individuals to new and innovative ideas and techniques that will enable them to have a better future by taking advantage of opportunities available. Over 200 participants attended this 3 day conference.

**Results**

Over 8 cooperatives and its members of the Mississippi Association of Cooperatives (MAC) participated in the Small Farmers Conference. The cooperative participants shared knowledge gained from distribution of marketing pamphlets and other information during the Small Farmers Conference sessions. Evaluation of the participants at the conference indicated that the educational discussions and group educational session was useful to their operations.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

**Outcome #3**

**1. Outcome Measures**

Increase the percentage of cooperatives that are involved in agricultural enterprises.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	4	8

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

**Issue (Who cares and Why)**

In Rural Southwest Mississippi, cooperatives must explore ways to market and sell their products. This highlighted a need to develop an appropriate organizational and business structure to pool labor resources and knowledge base regarding marketing to obtain an adequate economic profit. Several educational sessions were conducted at the Small Farmers Conference in collaboration with the Mississippi Association of Cooperatives to provide educational information on forming local cooperatives.

**What has been done**

At the Small Farmers Conference educational sessions, exhibits, tours and technical assistance were provided to cooperatives to increase their knowledge of how to create businesses and provide knowledge to producer's opportunities to market products more profitable. The purpose of the Small Farmers Conference was to expose individuals to new and innovative ideas and techniques that will enable them to have a better future by taking advantage of opportunities available. Over 200 participants attended this 3 day conference.

**Results**

Over 8 cooperatives under the MS Cooperatives participated in the Small Farmers Conference. The cooperative participants shared knowledge gained from distribution of marketing pamphlets and other information during the Small Farmers Conference sessions. Evaluation of the participants at the conference indicated that the educational discussions and group exercises was useful to their operations.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

**Outcome #4**

**1. Outcome Measures**

Lower the unemployment rate and increase the employment rate in each county.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	1	1

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

**Issue (Who cares and Why)**

In 2002, Hinds County unemployment rate was 5.3% has remained relatively alarming compared to Mississippi at 6.8% of unemployed persons. Data reflects that fifty seven (57) percent of the average monthly income for a worker earning for the federal minimum wage of \$5.15 per hour. This statistics highlights a need for increasing awareness in regards to career and workforce development opportunities in the state.

**What has been done**

A total of 300 parents, faculty and staff participated in the career educational fair at the 21st Century Parent Conference held at Walton Elementary in Jackson, Mississippi. This event increased awareness and improved individual knowledge skills on career/job preparedness for seeking employment. The ASUEP staff disseminated information on other career and workforce development programs and fact sheets. Over 300 parents, faculty and staff participated in this Educational Fair event. This presentation provided all individuals with career information and opportunities to enhance their awareness.

**Results**

As a result of the information displayed at the educational job fair. At the event a majority of the participants indicated that they gained valuable knowledge through exhibits material on resource materials distributed on brochures and handouts at the display. Also, the participants indicated that they gained additional knowledge on tips on job searches and how to prepare for interviews.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #5**

**1. Outcome Measures**

Increase in the percentage of infrastructures that will promote social and economic well-being

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	2	5

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

**Issue (Who cares and Why)**

Southern Mississippi counties are traditional small farming areas that typify rural communities in Mississippi. These counties are largely socio-economically depressed and are characterized by persistent poverty with significant numbers of children and families seriously impoverished. Educational attainment is below the national average. Unemployment rate is high and average income is far below the national average. Strategists and practitioners must continue to be proactive and recognize the challenges in the rural areas, the challenges of the people as well as the continuing structural changes. Also, there is for residents to have a better understand all aspects of the communities and seek to determine appropriate strategies to alleviate issues .

**What has been done**

Existing data sets and primary data were collected from organizations in various counties, for example, schools, businesses and health facilities. Data were also generated from the Mississippi Department of Statistics. The data were synthesized and evaluated various components of education, nutrition/health, health care, migration levels, income, labor force activities, population changes, etc existing in various counties.

**Results**

Social and economic benefits have been created for several communities of Southwest Mississippi (a) Individuals within some counties have increased their level of awareness of the social, economic and demographic conditions in and changes taking place within their respective areas. The preliminary data show the magnitude of changes in income, poverty rates, labor force participation and population over time. Many local residents indicated that resource materials were disseminated to enhance their knowledge of management marketing, risk management. Additionally, information was gained to improve their overall human resources, their skills level, and capacity to increase their income. Community leaders gained leadership skills and the degree of improvement and involvement of citizens in community social and economic and self help activities have increased. A number of residents received information that has the propensity to change their behavior and become a more informed citizenry.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #6**

**1. Outcome Measures**

Increase the percentage of communities conducting local festivals and other events and citizen participation to enhance community development.

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	2	2

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

**Issue (Who cares and Why)**

In Mississippi, there are a variety of events that exist and could be held in the community if citizens knew about various opportunities. This would be an avenue of letting the community citizens know what is available to enhance the community involvement, revenue or tourists. Also there is a need to increase level of pride that each citizen has in his or her community, but at the same time make them aware of the opportunities open to them in their community.

**What has been done**

The Alcorn State University Extension Program conducted the 1st Annual Fall Festival at it Farmers Market in Natchez, Mississippi. A total of over 100 adults participated in this event. Technical assistance was shared to improve individual's skills and opportunities on selling that value added products at Farmers Markets. The Alcorn State University Extension Program sponsored a display on aspects of marketing your products that focused on labeling, packaging, and visibility to increase awareness of the aspects to sale their fresh vegetables and value added products. All citizens were invited to attend and take part in the event learning ways on how to improve their marketing of their produce and products.

**Results**

Over 100 local farmers, business owners and local officials participated in the 1st Annual Fall Festival event. At the event participant's indicated the knowledge and tip they gained from educational materials on nutritional fact sheets, farmers market fact sheets, and hands on demonstrations.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

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

**External factors which affected outcomes**

- Natural Disasters (drought,weather extremes,etc.)
- Economy
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Populations changes (immigration,new cultural groupings,etc.)
- Other (Annexation Lack of CRD Specialist)

**Brief Explanation**

Shortfalls CRD state and Area Extension and research staff resulted in outputs and outcomes not be achieved as targeted..

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- After Only (post program)
- Retrospective (post program)
- Before-After (before and after program)
- During (during program)

## **Evaluation Results**

### **Key Items of Evaluation**

**Program #5**

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

**1. Name of the Planned Program**

Small Family Farm Enterprise Financial Analysis, Management, and Marketing

**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%		30%
602	Business Management, Finance, and Taxation		40%		40%
604	Marketing and Distribution Practices		30%		30%
	<b>Total</b>		100%		100%

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

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

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	9.5	0.0	5.5
<b>Actual</b>	0.0	9.5	0.0	5.5

**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	343561	0	261557
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	343561	0	261557
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 Small Family Farm Enterprise Financial Analysis, Management, and Marketing planned program focused on implementation of various education programs in counties throughout Mississippi. The planned program focused on the adoption of new techniques/methods for rapid agricultural development in order to increase agricultural production and eventually to minimize the high level of risk experienced by small and limited resource family farmers. The planned program continues to delivery effective methods fostered in the planned program encompassed workshops, traditional and non traditional educational classes, group meetings, one on one technical assistance, field days, tours, small farmer conferences, exhibit displays and farm visits. Traditional methods of indirect contact of delivery were continually utilized to disseminate via public media outlets through public service announcements, news bulletins, media programs and web sites. Research efforts consisted of the development of a survey instrument to collect primary data from small and limited resource farmers. The survey was designed to gather data on small farmers' current socio-economic and demographic characteristics of farmers in the region, their marketing activities, the sources of market information, and the current perceived training needs related to agricultural marketing and distribution.

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

Small farmers; limited resource farmers; family farmers and disadvantaged farmers, low-income rural families.

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

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	2200	1500	100	125
2008	2360	1605	100	165

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

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

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	1	0	
2008	1	0	1

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

**Output Target**

**Output #1**

**Output Measure**

- Conduct educational sessions on farm and financial management of farming operations

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	18	24

**Output #2**

**Output Measure**

- Conduct educational sessions on farm Legal Risk

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	18	8

**Output #3**

**Output Measure**

- Conduct educational Venders Borrowers Training

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	18	6

**Output #4**

**Output Measure**

- Conduct educational Workshop on Farm Management

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	23	16

**Output #5**

**Output Measure**

- Conduct educational demonstration on Farm Management

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	16	9

**Output #6**

**Output Measure**

- Conduct educational tours/ conferences

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	6	3

**Output #7**

**Output Measure**

- Conduct educational curricula trainings/sessions on leadership development cooperative development, asset mapping and the development of home-Based Business opportunities for limited resource clientele

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	6

**Output #8**

**Output Measure**

- Conduct educational seminars for limited resource farmers, vendors, and youth in communities on Marketing Distribution of produce and products

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	6

**Output #9**

**Output Measure**

- Conduct educational workshop for limited resource farm families and youth in communities on production and marketing

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	6

**Output #10**

**Output Measure**

- Conduct educational field days for limited resource farm families, vendors and youth in communities on marketing

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	4

**Output #11****Output Measure**

- Conduct educational tours for limited resource farm families, vendors and youth in communities on production and marketing

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	2

**Output #12****Output Measure**

- Conduct educational training on agronomy production to limited resource farm families on syrup crop production and marketing

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	2

**Output #13****Output Measure**

- Develop educational fact sheet on Marketing and Distribution to limited resource farm families

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	{No Data Entered}	2

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Percentage of clientele (experiencing financial difficulty) who will benefit from the planned program through training workshops and technical assistance offered by extension personnel.
2	Percentage increase in farmers who demonstrate knowledge or skill gained of their Legal Rights.
3	Percentage increase of clientele gaining knowledge or skill to minimize legal risks on farms.
4	Percentage increase of clientele who will gain knowledge of farm and financial management
5	Percentage of farmers that have modified from existing practices or technologies.
6	Percentage of farmers that have adopted new production management practices and technologies to address current issues
7	Percentage of farmers to establish and maintain a budget.
8	Percentage of farmers that learn how to balance their accounts.
9	3Percentage of farmers that developed a complete record book or some formalized record keeping system.
10	Percentage of Increase in annual farm income for participating farmers
11	Percentage of Increase in the number of youth applying for farm operation loans.
12	Percentage of clients utilizing an established marketing plans.
13	Conduct educational sessions on marketing and distribution of products, goods and services.
14	Conduct educational workshops on marketing and distribution of products, goods and services.
15	Conduct educational demonstrations on marketing and distribution of products, goods and services.
16	Conduct educational tours on marketing and distribution of products, goods and services.
17	Percentage of clientele to gain knowledge on new marketing techniques.
18	Percentage of the number of individuals' knowledge of marketing and distribution practices.
19	Percentage of the number of participants making adjustments in produce marketing.

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

Percentage of clientele (experiencing financial difficulty) who will benefit from the planned program through training workshops and technical assistance offered by extension personnel.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	30	25

**3c. Qualitative Outcome or Impact Statement****Issue (Who cares and Why)**

Farmers are facing difficulties in their farming operation because of the lack available financial resources. In order to plan an efficient operation and to make good sound management decisions, accurate funding must be available for farming operations. One source where farmers can obtain funding is through USDA Farm Service Agency (FSA). Often limited resource farmers have difficulties in understanding and completing FSA loan application and finding the application processes with the required number of pages to be completed quite overwhelming when they apply for these funds.

**What has been done**

The Extension Program of ASU provided FSA loan application training to disseminate adequate knowledge and information for farmers, who desire to apply for a loan. Educational sessions were provided by state specialist and other state staff of the 2501 project to assist individuals in the completions of the application process. The session consisted of providing knowledge and providing technical assistance on information and recording data on balance sheets, profits and loss statements and depreciation of assets. Practical exercises were conducted utilizing real world circumstances.

**Results**

Observations and completion of pre and post evaluations revealed that farmers gained knowledgeable on how to complete the loan application. Also various concepts were understood about the application process to seek loans from FSA. The participants stated that they were better prepared to operate their business, review and prepare a profit and loss statement. In addition to how and why equipment depreciate and how it is calculated that could lead to more profitable. Also, farmers could complete a, application and its components, calculated.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

**Outcome #2****1. Outcome Measures**

Percentage increase in farmers who demonstrate knowledge or skill gained of their Legal Rights.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	30	25

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

**Issue (Who cares and Why)**

Farmers still face significant problems due to the lack of knowledge/skills necessary to make sound farm and financial management decisions about their farm enterprise.

**What has been done**

The state staff of the Alcorn State University Extension Program conducted training on the Best Management Practices (BMP) to reduce risks on their farm enterprise through a structured training program.

**Results**

Observation and farm visits was utilized to evaluate, better farm and financial management decision making that lead to increase in production, which in turn increase profit was realized by participants using their skills and knowledge gained related to their farm enterprise.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

**Outcome #3**

**1. Outcome Measures**

Percentage increase of clientele gaining knowledge or skill to minimize legal risks on farms.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	30	25

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

**Issue (Who cares and Why)**

Successful navigation of today's legal situation is as important to the profitability of the family farm as the ability of the farmers to produce a high quality, marketable crop. In many instances farmers lack an understanding of their legal issues and their that they may be encountered on a family farm which contributes to loss of property, income, or increase in the number of risks associated with property ownership, leasing or contract arrangements.

**What has been done**

Seven structured educational training sessions were provided to familiarize farmers with the legal issues associated with family farm operations and the risk management strategies that will help to minimize a number of risks associated with a small farm. Those issues are 1) personal and property ownership and related damage liabilities 2) contractual arrangements and agreements; 3) personal and business liabilities and 4) environmental regulations and legal obligations, eminent domain and adverse possession and the land right of way.

**Results**

Evaluations of the workshops indicated that participants can now identify various types of legal risks associated with different aspects of a family farm operation. Participant utilizes risk management strategies to deal with property ownership and damage liabilities. Participants explored risk management strategies that address environmental regulations and damage liabilities in relation to a family farm operation. Participants are using knowledge of legal risk management methods to address the personal and business liabilities that most often encountered on a family farm. Participants are now identifying risk management tools to handle the legal matters associated with operating a family farm business. Participants are exploring ways to address risks associated with the contractual arrangements and agreements of a family farm. Participants now understand what adverse possession would allow someone to gain ownership of their property with little efforts, Participants also understand what right the government officials have over their land ownership and right of ways.

**4. Associated Knowledge Areas**

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

**Outcome #4****1. Outcome Measures**

Percentage increase of clientele who will gain knowledge of farm and financial management

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2008	30	20

**3c. Qualitative Outcome or Impact Statement****Issue (Who cares and Why)**

Rural cooperatives are in need of assistance with farm and financial management to maintain effectiveness as a cooperative as well as individuals in the cooperative. The farmers also lacked the knowledge of proper financial management tools and techniques to operate in today's changing small farm business environment.

**What has been done**

Alcorn State University Extension Program state staff through the Small Farm Outreach and Training and Technical Assistance Project work closely with all USDA and federal and state and other agencies. Training was conducted to ensure cooperatives and limited resource farmers received training and technical assistance needed to improve their operations and increase profitability.

**Results**

Follow up observation of farmers of cooperatives after training are now adopting new innovations to take advantage of opportunities for enhancing profitability by producing non traditional crops. Farmers are more knowledgeable of the relationship that the family household budget had a direct impact on the farm operational budget, if not properly budgeted. Also the farmers realized increased production, increased income to meet obligations, which in turn improved their quality of life.

**4. Associated Knowledge Areas**

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

**Outcome #5**

**1. Outcome Measures**

Percentage of farmers that have modified from existing practices or technologies.

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	10

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

**Issue (Who cares and Why)**

Farmers are facing difficulties in understanding farm practices because of the lack of knowledge/skills of current techniques and information. Some farmers are unable to read and write and therefore requiring other mechanism to adequately grasp the volume of information presented in workshops.

**What has been done**

The State staff of Small Farm Outreach Project of the Alcorn State University Extension Program provided a hand on demonstration on the techniques of accurate herd management to decrease farm veterinarian expenses. A small farm beef cattle tour was also conduct for farmers to reiterate the proper management techniques and facilities, internal and external parasite control, body condition score and gestation of beef cattle operation.

**Results**

Evaluations indicated that small farmers and limited resource persons gained skills in herd chemical application and their awareness of certain disease and insects that were controlled through proper management techniques of their herds. Participants are more knowledgeable of internal and external parasite control, and determined body conditioning score, and a better understanding of a calendar year management cycle.

**4. Associated Knowledge Areas**

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

**Outcome #6**

**1. Outcome Measures**

Percentage of farmers that have adopted new production management practices and technologies to address current issues

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	4

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

**Issue (Who cares and Why)**



Farmers lack the management skills to produce or raise adequate crops and documentation of valuable data associated with the production of crops. Farmers have difficulties qualifying for funds from USDA due to the lack of production history developed when farmers are not keeping accurate farm production records depicting production, harvesting and sale levels of their crops.

**What has been done**

The Extension Program state staff of the Small Farm Outreach project provided training on the importance of record keeping and provided small farm record book developed by the project to provide farmers as an incentive to started or continue the concept of farm record keeping. NRCS and Alcorn state university Extension Program provided training on the importance of irrigation and having the proper plant nutrients in the soil to produce an effective and profitable crop.

**Results**

Follow up evaluation of farmers indicated that they received a stipend for keeping good and adequate records. Participants maintained a set of records in a document provided to them by the Extension Program. Farmers are now qualified to receive additional services from USDA. Also participants gained better record keeping skills and received a free record keeping system that approved by USDA.

**4. Associated Knowledge Areas**

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

**Outcome #7**

**1. Outcome Measures**

Percentage of farmers to establish and maintain a budget.

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	15	4

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

**Issue (Who cares and Why)**

Borrowers continue to face real world problems with their farm operation which hinders their ability to become more profitable and better prepared to make sound business decision.

**What has been done**

The Small Farm Outreach Project provided a structured training/workshop to USDA FSA Loan borrowers on Balance sheets, income statements, Input Cost Analysis, Cash Flow analysis, record keeping, etc.

**Results**

Borrowers have increased their knowledge and skills needed to complete a balance sheet, income statement and inventory analysis for their farming operations. Borrowers have gained knowledge of current farm practices that could minimize farm risks. A borrower met their educational requirement according to the FSA regulation and qualifies to receive additional funds from USDA.

**4. Associated Knowledge Areas**

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

**Outcome #8**

**1. Outcome Measures**

Percentage of farmers that learn how to balance their accounts.

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	8

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

**Issue (Who cares and Why)**

Borrowers continue to face real world problems with their farm operation which hinders their ability to become more profitable and better prepared to make sound business decision.

**What has been done**

The Small Farm Outreach Project provided a structured training/workshop to USDA/FSA Loan Borrowers on (CHANGE TO SMALL B) Balance sheets.

**Results**

Borrowers have increased their knowledge and skills needed to complete a balance sheet, income statement and inventory analysis for their farming operations. Borrowers have gained knowledge of current farm practices that could minimize farm risks. Borrowers met their educational requirement according to the FSA-regulation and qualifies to receive additional (ADDITIONALS) funds from USDA.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

**Outcome #9**

**1. Outcome Measures**

3Percentage of farmers that developed a complete record book or some formalized record keeping system.

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	4

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

**Issue (Who cares and Why)**

Various farmers lack the management skills necessary to produce or raise adequate crops with documentation of the events and activities associated with the production of those crops in order to fully understand your bottom line production cost. Farmers have difficulties qualifying for funds from USDA due to the lack of production history developed when a farmers is keeping farm production records.

**What has been done**

ASU Extension Program state staff of the Small Farm Outreach provided training on the importance of record keeping and provided small farm record book developed by the project to farmers as an incentive for horticultural producers to begin to adopt the concept of farm record keeping. NRCS and ASU Extension Program staff provided training on the importance of irrigation and having the proper plant nutrients in the soil to produce an effective and profitable horticultural crop.

**Results**

Evaluations and observations indicates that farmers have a formalized record keeping system necessary in applying for financial assistance from traditional and nontraditional resources depicting their enterprise production history. Farmers are now able to prepare document necessary for filing for submitting certain governmental form necessary for agricultural enterprises.

**4. Associated Knowledge Areas**

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

**Outcome #10**

**1. Outcome Measures**

Percentage of Increase in annual farm income for participating farmers

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	4

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

**Issue (Who cares and Why)**

In some case, limited resource farmers engaged in farming are just making ends meet but would find it difficult to increase in their profits.

**What has been done**

Alcorn state university Extension program state staff provided workshops for farmers on how to minimize expenses and production cost to generate a greater return on their input cost.

**Results**

Evaluations indicated that farmers have gained new knowledge/ skills necessary to make sound management decisions that increased production, decreased input, which increased revenue from cost of goods sold.

**4. Associated Knowledge Areas**

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

**Outcome #11**

**1. Outcome Measures**

Percentage of Increase in the number of youth applying for farm operation loans.

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	1

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

**Issue (Who cares and Why)**

A number of youth today lack the opportunity to develop decision making skills, being responsible and money management skills that will help them prepare to own and operate a small business that could contribute to paying for college and contribute to becoming future small business owners.

**What has been done**

The Small Farm Outreach Project in collaboration with other Extension staff provided technical assistance in completing USDA FSA Youth Farm Loan package to individual rural youths between the ages of 10 and 20 who want to establish and operate a agricultural income producing projects of modest size in connection with their participation in 4 H clubs, Future Farmers of America and other similar organizations.

**Results**

Evaluation indicated that youths that received loans and they develop life skills such as planning, managing, money management, and operating skills that will be beneficial throughout their entire life. These skills gained are beneficial to the youth in managing their small business that hopefully will lead to the development of a commercial farming operations or full fledged business which will help to improve the quality of life for the youth and their family.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

**Outcome #12**

**1. Outcome Measures**

Percentage of clients utilizing an established marketing plans.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	6

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

**Issue (Who cares and Why)**

Many limited resource farmers lack the knowledge of how to develop a feasible marketing plan which is essential to achieving the process of marketing their crop, livestock, and value added products to the market successfully. The lack of knowledge of planning in the areas of market research, income and expense budgets and promotions are essential factors that must be addressed by limited resource farmers in order to show profit on their bottom line.

**What has been done**

Several educational workshops were conducted with 151 farmers/cooperative members to develop a marketing plan. These workshops were held at the Heifer International South Central Program Project, in collaboration with the Mid South Progressive Agricultural workshop. These farmers/cooperative members received knowledge on the following steps in developing a marketing plan: Market Research, Overall Market Analysis Strategy, Potential Target Audience, Competitor Analysis, Marketing Objectives and Goals, Marketing Mix (Four P's of Marketing) Product, Price, Place and Promotion Marketing Campaign.

**Results**

An evaluation was administered with farmers and cooperative members of the workshops and 90% indicated that they gained adequate knowledge of the components of a marketing plan and how to develop a plan on their own. This knowledge can be utilized by farmers to assist them in identifying and quantifying costs, set price goals, determine potential price outlook, examine production and price risk, and develop a strategy for marketing their crop, livestock and value added product.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
604	Marketing and Distribution Practices

**Outcome #13**

**1. Outcome Measures**

Conduct educational sessions on marketing and distribution of products, goods and services.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	0

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

**Issue (Who cares and Why)**

This is an output not an outcome

**What has been done**

This is an output and reported in output section.

**Results**

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
604	Marketing and Distribution Practices

**Outcome #14**

**1. Outcome Measures**

Conduct educational workshops on marketing and distribution of products, goods and services.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	20	0

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

**Issue (Who cares and Why)**

This is an output not an outcome

**What has been done**

This is an output and reported in output section.

**Results**

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
604	Marketing and Distribution Practices

**Outcome #15**

**1. Outcome Measures**

Conduct educational demonstrations on marketing and distribution of products, goods and services.

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	2	0

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

**Issue (Who cares and Why)**

This is an output not an outcome

**What has been done**

This is an output and reported in output section.

**Results**

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
604	Marketing and Distribution Practices

**Outcome #16**

**1. Outcome Measures**

Conduct educational tours on marketing and distribution of products, goods and services.

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	0

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

**Issue (Who cares and Why)**

This is an output not an outcome

**What has been done**

This is an output and reported in output section.

**Results**

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
604	Marketing and Distribution Practices

**Outcome #17**

**1. Outcome Measures**

Percentage of clientele to gain knowledge on new marketing techniques.

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	15	23

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

**Issue (Who cares and Why)**

Many limited resource farmers are spending a significant amount of time focusing only on production, which the marketing aspect of their business is left unattended. The farmers often lack knowledge and skills on promoting their crops and added valued products to consumers and available market outlets, resulting in growers having a difficult time in selling their produce which have a direct effect on their profit margin.

**What has been done**

The marketing coordinator in collaborate with other state staff of ASU Extension Program conducted a combination of eighteen (18) educational workshops and activities for 513 farmers vendors and cooperatives and youths through various events such field days, small farmers conference.etc, farmers,. The topics of the workshops focused on various marketing techniques visibility, labeling, packaging and pricing of produce and value added products.

**Results**

Evaluation was conducted with 513 Farmers, vendors and cooperative members to determine the level of knowledge gained concerning marketing techniques. 85 percent of the farmers, vendors and cooperative members indicated they gained knowledge on new marketing techniques. Additionally the participants gained specific information on visibility, labeling, packaging and pricing of their produce and value added products when selling through their local farmers markets.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
604	Marketing and Distribution Practices

**Outcome #18**

**1. Outcome Measures**

Percentage of the number of individuals' knowledge of marketing and distribution practices.

*Not reporting on this Outcome for this Annual Report*

**Outcome #19**

**1. Outcome Measures**

Percentage of the number of participants making adjustments in produce marketing.

*Not reporting on this Outcome for this Annual Report*

**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
- Populations changes (immigration,new cultural groupings,etc.)

**Brief Explanation**

Targeted number of outputs was achieved due to organizational restructuring and loss of area and state staffs and transitions.

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- Retrospective (post program)
- During (during program)
- Comparisons between program participants (individuals,group,organizations) and non-participants

**Evaluation Results**

**Key Items of Evaluation**



**Program #6**

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

**1. Name of the Planned Program**

Agronomy Production Systems

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships		32%		32%
501	New and Improved Food Processing Technologies		32%		32%
604	Marketing and Distribution Practices		36%		36%
	<b>Total</b>		100%		100%

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

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

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	4.0	0.0	0.0
<b>Actual</b>	0.0	3.0	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	108493	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	108493	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 Agronomy Production Systems planned program continually conducted program and disseminate information to small farmers on the importance of diversification of their farm operation. Landowners and farmers was provided information through workshops and farm visits on enterprise budgets, nutrient management, appropriate cultivars for syrup and best management practices for sugarcane and sorghum crops. The educational outreach programs events and activities enabled existing farmers to make informed decisions that improved the production of sugarcane and sorghum quality of processed syrup. The "Mill on Wheels" processing demonstration provided farmers and interested person with new techniques for processing and marketing of sugarcane and sorghum at the MS State Fair, local festivals and farmers markets. The demonstration was a collaborative effort with the members of the Mississippi Syrup Producers and Processors Association and other producers at various locations in the state. This partnership increased the overall profitability of syrup sales and marketing opportunities among the producers.

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

The targeted audience will consist of limited resource farmers, land owners and part time producers / processors. The goal is to increase sustainable agronomic practices and techniques on small limited resource farms in the state of Mississippi.

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

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	300	400	150	250
2008	837	448	242	375

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

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

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
2008	0	0	0

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

**Output Target**

**Output #1****Output Measure**

- Conduct educational seminars for Limited Resource farmers and youth in communities on Soil, Plant, Water, Nutrient Relationships of agronomic crops.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	7	4

**Output #2****Output Measure**

- Conduct educational workshop for limited Resource farm families and youth in communities on syrup crop production and marketing

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	5	8

**Output #3****Output Measure**

- Conduct educational field days for Limited Resource farm families and youth in communities on syrup crop production and marketing

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	5	4

**Output #4****Output Measure**

- Conduct educational tours and other activities for Limited Resource farm families and youth in communities on syrup crop production and marketing

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	5	3

**Output #5****Output Measure**

- Conduct educational training on agronomy production to limited resources farm families on syrup crop production and marketing

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	5	5

**Output #6****Output Measure**

- Develop and educational facts sheets on agronomy production to limited resources farm families on syrup crop production and marketing

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	2	2

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

O No.	OUTCOME NAME
1	Percent of program participants to gain knowledge on new production management practices, techniques will gradually increase.
2	Increase in the percent increase in participants improving product handling of syrup crop and marketing value added products
3	Percentage of program participants to improve production efficiency through best management practices.
4	Percentage of program participants for environmental impacts of their operations.
5	Percentage of program participants pursuing opportunities to meet environmental regulations and programs on syrup crop production and marketing
6	Percentage of program participants utilizing integrated nutrient management for sustainable agronomic production and environmental protection
7	Percentage of program participants in integrated pest management for sustainable agronomic production and environmental protection.
8	Percentage of program participants in waste management for sustainable agronomic production and environmental protection
9	Percentage of program participants in recycling methods for sustainable agronomic production and environmental protection
10	Percent of producers to have adopted new syrup crop production, management and marketing practices and technologies
11	Percent of producers assessed potential environmental impacts of their operations and management decisions on syrup crop production and marketing.
12	Percent of producers responded to environmental and market variations through alternative crop or management strategies on syrup crop production and marketing.
13	Percent of producers documented best management practices in their recommendations on syrup crop production and marketing.
14	Percent of producers documented to have assessed potential environmental impacts of their operations on syrup crop production and marketing.
15	Percent of producers developed and implemented nutrient management plans to meet production and performance goals and meet both State & Federal regulations on syrup crop production and marketing.
16	The percentage of producers documented to have improved economic returns to agronomic profitability and vitality resulting from enhanced production management practices on syrup crop production and marketing.
17	The percentage of producers documented to meet or exceed current environmental protection standards as a result of participating in relevant educational programs in syrup crop production and marketing.
18	The percentage of producers reported reduced environmental concerns for participating enterprises in syrup crop production and marketing.

**Outcome #1**

**1. Outcome Measures**

Percent of program participants to gain knowledge on new production management practices, techniques will gradually increase.  
*Not reporting on this Outcome for this Annual Report*

**Outcome #2**

**1. Outcome Measures**

Increase in the percent increase in participants improving product handling of syrup crop and marketing value added products  
*Not reporting on this Outcome for this Annual Report*

**Outcome #3**

**1. Outcome Measures**

Percentage of program participants to improve production efficiency through best management practices.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	15	8

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

**Issue (Who cares and Why)**

Small farmers usually plant agronomic crops in the same location every year due to the lack of suitable land for production. When agronomic crops such as corn are planted in the same location, it decreases the yield per acre and increases the input cost for production. The depletion of soil nutrients, insect infestation and diseases are prevalent when crops are not rotated. Research studies indicate that crop yield per acre increase when green manure crops are planted like hairy vetch and crimson clove prior to the growing season. This production practice improves the fertility of the soil by adding nitrogen and also aid in the suppression of diseases and insects. In addition, the use of synthetic fertilizer is greatly reduced..

**What has been done**

The Alcorn State University Extension Program established two demonstration sites in Southwest, MS utilizing the property of a small farmer. The Extension Specialist and Agriculture Educator design the demonstration to educate small farmers on cost efficient production practices. Green manure crops such as Rye, crimson clover, and hairy vetch were planted to increase the soil organic matter and available nutrients. The green manure crops were tilled into the soil using minimum tillage followed the planting of corn. Two field tours were conducted to illustrate to small farmers the benefits of green manure crops and crop rotation as a production practice.

**Results**

As a results, 23 small farmers gained knowledge on production efficiency using cover crops. The evaluation survey indicated that 80% of participants indicated they would adopt and incorporate the practices into their farming operation to improve production. The green manure that was planted at the two sites also increased the number of beneficial insects especially the bee population which is critical for crop pollination. In addition, the overall yield per acre increased and the cost of production decreased due to fewer inputs.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships

**Outcome #4**

**1. Outcome Measures**

Percentage of program participants for environmental impacts of their operations.

*Not reporting on this Outcome for this Annual Report*

**Outcome #5**

**1. Outcome Measures**

Percentage of program participants pursuing opportunities to meet environmental regulations and programs on syrup crop production and marketing

*Not reporting on this Outcome for this Annual Report*

**Outcome #6**

**1. Outcome Measures**

Percentage of program participants utilizing integrated nutrient management for sustainable agronomic production and environmental protection

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	21

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

**Issue (Who cares and Why)**

Sugarcane producers in Mississippi have traditionally been concerned about conserving and sustaining their farmland due to soil erosion and heavy tillage. Producers have express interest to understand the use of sustainable agricultural agronomic practices on their farm. The Mississippi Syrup Processors and Producers Association (MSPPA) members requested workshops and demonstrations on sustainable practices to improve the soil, water and nutrient relationships that will decrease input cost and increase production. Studies have shown that low input alternative agriculture and environmentally friendly production practices will enhance productivity without polluting the environment while enhancing soil, water and nutrient relationships.

**What has been done**

The Alcorn State University Extension Educator conducted a demonstration on sustainable practices that preserves and enhances soil, water and nutrient relationships with 63 members of the Mississippi Syrup Processors and Producers Association (MSPPA). Four workshops were conducted to educate the members on row spacing, nutrient management, weed and pest control. The sustainable demonstration practices that were conducted illustrated the soil, water, nutrient relationships using No till and minimum tillage.

**Results**

As a result 63 producers gained knowledge on sustainable agronomic practices to preserved soil nutrients. Six of the producers that participated in the workshop decreased their input cost and improved the quality of their sugarcane crop. Also, the six producers participated at the Extension Program State Fair Marketing Demonstration and received \$2,314.50 for their syrup products. Overall the workshops and demonstrations increased the producer's farm income from the use of sustainable agricultural practices

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
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**Outcome #7****1. Outcome Measures**

Percentage of program participants in integrated pest management for sustainable agronomic production and environmental protection.

*Not reporting on this Outcome for this Annual Report*

**Outcome #8****1. Outcome Measures**

Percentage of program participants in waste management for sustainable agronomic production and environmental protection

*Not reporting on this Outcome for this Annual Report*

**Outcome #9****1. Outcome Measures**

Percentage of program participants in recycling methods for sustainable agronomic production and environmental protection

*Not reporting on this Outcome for this Annual Report*

**Outcome #10****1. Outcome Measures**

Percent of producers to have adopted new syrup crop production, management and marketing practices and technologies

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	6	4

**3c. Qualitative Outcome or Impact Statement****Issue (Who cares and Why)**

The use of sugarcane as a syrup crop for marketing is a practice that date back to the early 1900's. The majority of Sugarcane producers often plant the varieties that have been passed down from previous generations or the varieties that are commonly shared among producers in the community. Sugarcane producers lack the skills and knowledge to be able to distinguish between the three varieties. Sugarcane producers have resisted change of their production practices and insisted on growing the variety that was passed down because of the availability of seed stock. This resulted in the wide spread use of the same crop variety being grown across counties and region.

**What has been done**

The Alcorn State University Extension Educators conducted a farm assessment to evaluate the production practices of sugarcane producers in the Capital River Region. The assessment indicated that the producers were not aware of the new varieties for syrup, where to purchase seed stock, and the production characteristics of the new varieties. The Extension Educators conducted a series of four workshops to educate producers on the new and improve varieties for sugarcane and sorghum, growth characteristics, modern techniques for processing syrup and marketing. The 'Mill on Wheels' mobile processing unit was used to demonstrate the technique(s) for juice extraction, temperature control of the fire box, and quality control measures for syrup consistency.

**Results**

As a result of the educational training workshops, eight(8) producers planted a new variety of sugarcane developed by the South Mississippi Branch Experiment Station. The new variety increased the producers yield per acre and the number of gallons of extracted juice. By increasing their yield per acre, the producers increased their profitability from marketing high quality syrup. The producers also used their root stock as seed stock to increase production acreage. Overall of the 42 producers that participated in the workshops, the post evaluation indicated 80% of the producers gained knowledge on the importance of growing the newer variety for syrup processing

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
604	Marketing and Distribution Practices
102	Soil, Plant, Water, Nutrient Relationships

**Outcome #11**

**1. Outcome Measures**

Percent of producers assessed potential environmental impacts of their operations and management decisions on syrup crop production and marketing.

*Not reporting on this Outcome for this Annual Report*

**Outcome #12**

**1. Outcome Measures**

Percent of producers responded to environmental and market variations through alternative crop or management strategies on syrup crop production and marketing.

*Not reporting on this Outcome for this Annual Report*

**Outcome #13**

**1. Outcome Measures**

Percent of producers documented best management practices in their recommendations on syrup crop production and marketing.

*Not reporting on this Outcome for this Annual Report*

**Outcome #14**

**1. Outcome Measures**

Percent of producers documented to have assessed potential environmental impacts of their operations on syrup crop production and marketing.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	7	2

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

**Issue (Who cares and Why)**



In many metropolitan and township areas in Mississippi, agricultural enterprises operate in a complex and volatile context involving susceptibility to changing governmental policies and regulations, competitive land uses and shifting development patterns, evolving consumer demands, and globally influenced markets. Fundamental change occurs in state and regional economies within which agricultural enterprises operate. The specific implications of these external factors vary greatly by conditions and across environmental and industrial forms.

**What has been done**

The Alcorn State University Extension Educator provided technical assistance to four members of the Mississippi Syrup Producers and Processors Association (MSPPA) to inform local land owners and youth of the benefits of proper soil testing and nutrient management. Also, 55 students of the Sunflower High School Agricultural Science Class and the Jackson Public Schools Career Development Center was provided information on the environmental effects of toxic soil. In addition the Extension Educator conducted a demonstration on how to test soil for available nutrients and the nutritional analysis of syrup crops.

**Results**

The evaluation result indicated that 65% of the 55 youth that participated gained knowledge on soil testing. The Science class at both schools collected soil samples and conducted experiments in the lab and analyzed the soil. The youth also understood the health benefits of syrup crops. The ASUEP Extension Educator continues to educate youth on natural sweeteners and agronomic/environmental concerns related to environmental issues.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships

**Outcome #15**

**1. Outcome Measures**

Percent of producers developed and implemented nutrient management plans to meet production and performance goals and meet both State & Federal regulations on syrup crop production and marketing.  
*Not reporting on this Outcome for this Annual Report*

**Outcome #16**

**1. Outcome Measures**

The percentage of producers documented to have improved economic returns to agronomic profitability and vitality resulting from enhanced production management practices on syrup crop production and marketing.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	2	90

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

**Issue (Who cares and Why)**

Small Farmers raise sugarcane as an alternative crop to increase farm income. Producers often grow acres of sugarcane in low bottom areas that causes high maintenance requirements of the crop. This production practice increases the farm output cost because additional labor is needed to manage the crop. When this occur small farmers employ labor to harvest the sugarcane, load it onto trailers, extract juice and transport to the processing facility. This process drastically reduces the potential income profit from the sale of syrup.

**What has been done**

The Alcorn State University Extension Educators developed a demonstration plot at the University's Model Farm to train and educate small farmers on production practices for sugarcane. The 'Mill on Wheels' and a mechanical harvester was used to demonstrate a low cost effective method of harvesting, processing and marketing of sugarcane syrup. The Extension Educators conducted field days/demonstrations to illustrate to farmers how to properly extract the juice from sugarcane, syrup processing and marketing. As part of the marketing, The farmers were encouraged to market their products by using plastic containers in various sizes rather than the traditional metal containers.

**Results**

The Alcorn State University Extension Educators developed a demonstration plot at the University's Model Farm to train and educate small farmers on production practices for sugarcane. The 'Mill on Wheels' and a mechanical harvester was used to demonstrate a low cost effective method of harvesting, processing and marketing of sugarcane syrup. The Extension Educators conducted field days/demonstrations to illustrate to farmers how to properly extract the juice from sugarcane, syrup processing and marketing. As part of the marketing, The farmers were encouraged to market their products by using plastic containers in various sizes rather than the traditional metal containers.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
604	Marketing and Distribution Practices
102	Soil, Plant, Water, Nutrient Relationships

**Outcome #17**

**1. Outcome Measures**

The percentage of producers documented to meet or exceed current environmental protection standards as a result of participating in relevant educational programs in syrup crop production and marketing.  
*Not reporting on this Outcome for this Annual Report*

**Outcome #18**

**1. Outcome Measures**

The percentage of producers reported reduced environmental concerns for participating enterprises in syrup crop production and marketing.  
*Not reporting on this Outcome for this Annual Report*

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

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Government Regulations
- Competing Public priorities

**Brief Explanation**

Many of the outputs and outcome was not achieved for this planned program which were results of limited staff working in other agricultural related areas. Also of fewer requests from limited resource producers because of the rising cost for fertilizer, labor, and fuel, small farmers planted less acreage of sugarcane for syrup products. In addition, the slumping economy and the loss of manufacturing jobs have caused some part time small farmers to retire from alternative agriculture enterprise such as sugarcane and sorghum which supplement their family income

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- Before-After (before and after program)
- Comparison between locales where the program operates and sites without program intervention

## **Evaluation Results**

### **Key Items of Evaluation**

**Program #7**

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

**1. Name of the Planned Program**

Human Nutrition, Health, Wellness and Obesity

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
701	Nutrient Composition of Food		5%		5%
702	Requirements and Function of Nutrients and Other Food Components		5%		5%
703	Nutrition Education and Behavior		80%		80%
724	Healthy Lifestyle		10%		10%
	<b>Total</b>		100%		100%

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

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

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	4.0	0.0	6.0
<b>Actual</b>	0.0	4.0	0.0	3.0

**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	144657	0	142668
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	144657	0	142668
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 Human Nutrition Health Wellness and Obesity Planned Program was designed to foster healthy lifestyles through nutrition education. One hundred fifty five workshops were conducted to promote nutrition and healthy lifestyles. The workshops focused on behavior changes needed for proper weight management. Also educational activities were conducted that focused on recipe modification, portion control, food safety, calorie reduction and menu planning. Fifteen (15) seminars were conducted to increase the use of fresh vegetables such: winter squash, broccoli, brussels sprouts, winter squash, spinach, and eggplants. Thirty five (35) educational workshops were conducted to provide participants with adequate knowledge and information to make wise decisions concerning nutrition, health and their lifestyles to decrease weight gain and delay the onset of chronic diseases such as: heart disease, diabetes and hypertension.

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

High risk obese adults and youth with chronic diseases limited resource families and other interested community members.

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

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	1537	1200	1200	1000
2008	1810	674	3020	2532

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

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

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	1	0	
2008	1	0	1

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

**Output Target**

**Output #1****Output Measure**

- Number of community members involved in the CBPR process

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	300	330

**Output #2****Output Measure**

- Number of interventions

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	3	3

**Output #3****Output Measure**

- Conduct educational classes on adequate nutrient consumption and physical fitness and lifestyle.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	24	33

**Output #4****Output Measure**

- Conduct demonstrations on recipe modification to decrease fat, salt and sugar

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	6	7

**Output #5****Output Measure**

- Provide educational seminars on obesity related health conditions

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	10	10

**Output #6****Output Measure**

- Conduct community activities in nutrition and health

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	9	19

**Output #7****Output Measure**

- Research studies conducted on Human Nutrition, Health, Wellness and Obesity

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	4	0

**Output #8****Output Measure**

- Research papers prepared for publication in refereed and non-refereed outlets

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	4	0

**Output #9****Output Measure**

- Research results presented at conferences

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	4	4

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Percentages of participants that will improve their nutritional knowledge on healthy lifestyle.
2	Percentages of participants that will increase physical activity to reduce stress and maintain healthy weights.
3	Percentages of participants that will improve existing health conditions related to obesity through the enhancement of positive lifestyles.
4	Percentages of participants that will increase their involvement in the number of organized neighborhood sports and or other programs to increase physical fitness among youth at risk.
5	Percentage of participants that will reduce fast foods consumption with an increase in home prepared meals.
6	Percentages of participants that will improve lifestyles behavior in the management or prevention of diabetes.
7	Percentages of participants that will changes lifestyles behaviors in the management or prevention for hypertension.
8	Percentages of participants that will improve lifestyles behaviors in the management or prevention of heart disease.
9	Percentages of participants that will improve skills in the management or prevention of childhood overweight and obesity.
10	Percentages of participants that will maintain weight loss.
11	Percentages of participants that will decrease excessive weight gain.
12	Percentages of children that will increase physical fitness.
13	Percentages of participants that will Increase their consumption of healthier food products which promote healthier eating and reduction of chronic diseases.

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

Percentages of participants that will improve their nutritional knowledge on healthy lifestyle.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	28	13

**3c. Qualitative Outcome or Impact Statement****Issue (Who cares and Why)**

According to 2003 data from CDC's Behavioral Risk Factor Surveillance System, obesity is the number one health disparity among African Americans. Mississippi has the highest heart disease death rate in the nation. Strokes resulting from mismanaged hypertension and hyperlipidemia rank as the 5th highest cause of death. African Americans have a highest stroke mortality rate, as well as the highest prevalence of risk factors for heart disease. Obesity has been identified as one of the major risk factors for developing heart disease

**What has been done**

In collaboration with the Claiborne County Hospital, ASU Human Sciences Department, and the ASU Extension Program established a community framework to combine the celebration of Black History month and National Heart month with a health screening program entitled Be Smart: Take Care of Your Heart. The program provided the opportunity for participants to obtain educational information, resources, clinical screening of their blood pressure, cholesterol, glucose, body mass index and EKG. Participants were encouraged to take preventive steps from developing heart disease. ASU Nutrition students conducted individual interviews for the Weigh in Your Lifestyle survey. The students were able to identify the participant's lifestyle behaviors that were directly related to the early onset of heart disease and provided the participants with alternate lifestyle behaviors to improve their risk factors. Participants were given the 'I Pledge to a Healthy Lifestyle' button to show their commitment to healthy living and well being.

**Results**

Approximately two hundred residents attended the program and 85 participants visited ASU display and 57 completed the Weight in Your Lifestyle survey. Information was exchanged to adopt lifestyle behaviors that were not being practiced on the survey. According to the survey 27% of the participants did not consume dark green, orange or yellow vegetable on a daily basis. In addition 27% of the participants smoked or used tobacco and consumed meals away for home more than 6 days per week. A total of 55% of the participants did not practice techniques to relieve stress and did not consume fresh fruits or drink 100% fruit juice on daily basis. The survey found that 35% of the participants consumed fried foods more than twice per week and had inactive lifestyles. The survey suggested that 46% of the participants did not get 7 8 hours of sleep, 51% did not drink eight or more glasses of water per day, 45% chose high fat dairy products and 33% did not consume high fiber foods on a daily basis. The survey showed that only 20% of the participants indicated they consumed more than 6 oz of alcohol per day.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
724	Healthy Lifestyle

**Outcome #2****1. Outcome Measures**

Percentages of participants that will increase physical activity to reduce stress and maintain healthy weights.



**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	12	88

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

**Issue (Who cares and Why)**

In community, several factors have been documented contributing the increasing in obesity rates consisting of the lack of adequate physical exercise, poor eating habits, high cost of purchasing healthy foods, and eating inappropriate portion sizes. According to the 2004 report published by the State Department of Health; Mississippi ranked sixty percent (60%) for overweight, thirty four percent (34%) for hypertension and seventh for diabetes which is the (7th) leading cause of death in Mississippi. The state spent an estimated of \$263 per person in 2003 on medical costs that is related to obesity, which was the 23rd highest amount in the nation.

**What has been done**

Extension Educators of the Alcorn State University Extension Program conducted monthly nutrition educational classes in the Claiborne, Jefferson and Franklin counties to provide students, teachers and parents with information on making healthy food choices with increased physical fitness activities. The key message was 'Healthy Eating and Physical Fitness' that stressed the importance of good nutrition and physical activity on their health. Over one thousand and three hundred and sixty(1,360) students, teachers and parents participated in the nutrition educational classes.

**Results**

An evaluation form was completed by the participants which response to when asked to indicated the feasibility of the, knowledge gained and attitude changed they experienced as a result of the workshops. Ninety two percent (92%) of the participants strongly agreed to the statement 'I have gained valuable nutrition and physical fitness information today during the workshop'. Ninety eight percent of the participants strongly agreed to the statement 'I plan to use portion control for weight management'. The statement 'I plan to drink or eat two or more cups of fruits and vegetables' ranked ninety four percent (94%). Ninety percent (90%) of the participants strongly agreed to the statement 'I will try hard to include more physical fitness into my daily routine and one hundred percent (100%) strongly agreed to the statement 'I plan to visit MyPyramid website' to gain more information on healthy eating. While eighty six percent (86%) of the participants strongly agreed to the statement, 'I plan to include high fiber foods into my daily menu plan'.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
724	Healthy Lifestyle

**Outcome #3**

**1. Outcome Measures**

Percentages of participants that will improve existing health conditions related to obesity through the enhancement of positive lifestyles.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	2

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

**Issue (Who cares and Why)**

The leading causes of death in the state of Mississippi ranking 7th is the chronic disease know as diabetes. African American women are about twice as likely to have diabetes as whites of the same age and they are more likely to have other serious health problems caused by diabetes. The increasing prevalence of lifestyle diseases is causing significant health challenges. Lifestyle diseases account for more than 60% of medical care expenditures and claim seven out of ten deaths each year. The underlying causes of these diseases are often risk factors that can be successfully modified years before they ultimately contribute to medical conditions and death. Lifestyle factors such as drugs, tobacco use, poor nutrition, and the lack of physical activity are major contributors to the early onset of lifestyle diseases.

**What has been done**

Alcorn State University Extension Nutrition and Health state specialist and educators collaborated with local churches to provide nutrition education sessions to address major health concerns among African American women within the churches. The disease prevention program entitled: Today's Woman Healthy Lifestyle Improvement Plan that provided recommendations on: (1) adopt positive lifestyle practices to decrease excessive weight gain and maintain weight loss, (2) managing pre existing lifestyle diseases to slow down advancement of the condition, and (3) practice healthy living lifestyles through good nutrition, daily fitness routines, moderate consumption of alcohol and stopping the use of their tobacco habits. A total of twenty-five (25) African American women attended the Today's Woman Healthy Lifestyle Improvement Plan Program. The session included a round table discussion to develop a plan to improve lifestyles that will promote healthy weights and disease prevention.

**Results**

AEvaluation instruments completed by the participant of the sessions indicated that of the twelve lifestyle behaviors identified to determine the directly link between their lifestyle to the onset of chronic diseases was asked to record one lifestyle commitment to improve their lifestyle. As a result, 20% of the participants indicated they will drink more water, 28% increase their physical fitness, 20% will eat more fruits and vegetables, 16% will prepare more home cooked meals for their families and 16% will practice stress management techniques. Many nutrition and lifestyles stories were exchanged among the participants regarding improved nutrition and their health.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
703	Nutrition Education and Behavior

**Outcome #4**

**1. Outcome Measures**

Percentages of participants that will increase their involvement in the number of organized neighborhood sports and or other programs to increase physical fitness among youth at risk.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	4	3

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

**Issue (Who cares and Why)**

Approximately 15 percent of adolescents ages 12 to 19 are overweight. This number has nearly tripled in the last 20 years. Without proper nutrition and physical activity, the tendency to gain weight increases. As long as poor diet and sedentary behavior continue, the chances of becoming overweight or obese climb higher. Youth who are overweight or obese are more likely to become overweight and obese adults with significant health problems. The number of youth who are diagnosed with 'adult' diseases such as Type 2 diabetes, or suffer from risk factors for heart disease, such as high cholesterol, and high blood pressure, has grown to record numbers over the years.

**What has been done**

To address this problem the Alcorn State University Extension staff organized four (4) youth fitness teams to get youth involved in various physical fitness activities as (1) Walk your way to fitness (2) Let's Get Physical (3) Dancing for your Health. They also conducted a series of nutrition education session (1) Nutrient Knowledge (2) Break it Up- Breakfast First and (3) Snack Attack. Fifty-two (52) Youth participated in the activities.

**Results**

Of the fifty-two youth participating in the fitness teams and the educational sessions twenty -five (25) percent of the youth in participating in youth fitness teams reported that they increase physical activities such as walking, dancing and doing things outdoors afterschool. They also understand that being physically fit or active reduces the risk of certain disease. Forty (40) percent reported that they know how to make healthy food choices and should chose foods from each of Mypyramid food group each day; Twenty (20) percent will choice healthy snacks by eating more fruits and vegetables.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
702	Requirements and Function of Nutrients and Other Food Components

**Outcome #5**

**1. Outcome Measures**

Percentage of participants that will reduce fast foods consumption with an increase in home prepared meals.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	12	17

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

**Issue (Who cares and Why)**

The Mississippi Department of Health reported in 2004, that sixty (60) percent of Mississippi's citizens were overweight. Hypertension was thirty four (34) percent and diabetes was the seventh (7th) leading cause of death in Mississippi. Four major risk factors contribute to obesity epidemic: genetics cited are associated environmental, behavioral and lifestyle characteristics. For example, southern style cooking often consisted of recipes characterized by the heavy use of high calorie cured or salted fats in vegetables, gravies, sauces, and fried meats. Also, these traditions have been passed down through many generations regarding their home cooking meal preparation. These realities highlights a need of increase awareness of recipe modifications to reverse the trend in our present meal preparation in today homes/ to reduce the increased prevalence of health problems associated with obesity and overweight.

**What has been done**

Alcorn State University Extension Nutrition Health Program conducted nutrition demonstrations at two farm field Day 2008 events. A total of two hundred and fifty eight (258) participants attended the 'Green on the Menu Demonstration'. The goal of the demonstration was to promote a variety of methods for preparing greens in healthier ways. The objectives of the demonstration were to increase the consumption of dark red, green and orange vegetables and to promote recipe modification to decrease use of fats and salt which is often included in Southern style greens. Sampling of new vegetable recipes was utilized to increase awareness of the taste of new healthier ways to prepare food dishes. At the field day the farmers and residents shared and exchanged information to improve their health and well being related to overweight and obesity.

**Results**

According to the program evaluation 75% of the participants plan to include more dark green leafy and orange vegetables on the family's menu plan. Sampling of the collard greens and turkey soup resulted in 78% of the participants responding positive for the willingness to prepare this recipe for their family and 92% of the participants agreed to share the information exchanged during the presentation with a friend. A total of 89% of the participants reported that the demonstration improved their knowledge on nutrient benefits and serving ideas for greens. One of the participants submitted a letter of appreciation and requested hat Alcorn State University Extension Nutrition Health Program present the 'Green on the Menu Demonstration' at the Fourth Annual Mississippi Delta Children's Literacy Festival.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
701	Nutrient Composition of Food

**Outcome #6**

**1. Outcome Measures**

Percentages of participants that will improve lifestyles behavior in the management or prevention of diabetes.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	5

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

**Issue (Who cares and Why)**

Five of the six leading causes of death among older Americans are the results of complications for diabetes. Diabetes accounted for 661 deaths, with the rate of deaths from diabetes being 127% higher among African Americans than among whites. Diabetes mellitus is one of the most serious health challenges facing more than 30 million African Americans. Nationally, about 210,000 people under 20 years of age have diabetes, which represents 26% of all people in this group. Approximately one in every 400 to 500 children and adolescents has diabetes type 1. Clinic based reports and regional studies indicated that diabetes type II is becoming more common among native American/American Indians, African Americans, and Hispanic adolescents. Chronic conditions such as diabetes, negatively affect the quality of life.

**What has been done**

The Alcorn State University Extension Program Family and Consumer Science educators established a partnership with the Alcorn State University School of Nursing to address the need to provide residents within local communities with intervention/prevention educational programs to slow down the early onset of diabetes type II and improve management skills of pre existing diabetes Type I & II. The programs were presented within community churches entitled 'Hope for Diabetes.' The sessions included professional presentations by physicians, nutritionist, and pharmacist. Educational information exchanged increased the participant's knowledge to: (1) describe the difference between diabetes Type I and diabetes type II. 2) recognize risk factors and symptoms of diabetes.3) choose a appropriate sugar substitute, (4) develop a personalized menu plan for daily lifestyle and (5) identify special nutritional needs for diabetes. Seventy eight participants throughout rural communities in Southwest Mississippi were in attendance.

**Results**

As a result of the Hope for Diabetes Program, the program received positive feedback from eighty-four percent of the participants throughout rural communities in attendance of Southwest Mississippi. The participant indicated that they gained information to improve the ways to change their lifestyle behaviors related to diabetes. As a result of the menu planning learning activity seventy three percent of the participants increased their skills in menu planning to utilize information for substituting healthy meals and snacks in their diet.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
703	Nutrition Education and Behavior

**Outcome #7**

**1. Outcome Measures**

Percentages of participants that will changes lifestyles behaviors in the management or prevention for hypertension.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	3	3

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

**Issue (Who cares and Why)**

Obesity is a major risk factor for chronic diseases such as cardiovascular disease, the number one cause of death, claiming over 17 million people each year. Hypertension is the leading cause of deaths from strokes and heart attacks. . The healthcare system has been slow in responding to the challenges facing the medical conditions related to citizens' lifestyle. For this reason, it is of the highest importance for individuals and community organizations to explore ways to manage and reduce the occurrences of hypertension chronic disease through improved nutrition and increase in physical fitness especially among limited resource populations.

**What has been done**

Alcorn State University Extension Program (ASUEP) Family and Consumer Science Educators presented the 'Smart Choices Home Cooking and Lifestyle Recipe Modification Sensory Demonstration' at Small Farmer's Conference. The demonstration provided 46 participants with information on: 1) identify five health conditions that can be prevented or managed with adequate consumption of fruits and vegetables, 2) creating a healthy home environment that will increase the consumption of fruits and vegetables, 3) how to prepare low fat menu dishes and modify high fat family favorite recipes, avoiding saturated fats, 4) recognizing the effect of obesity in the development of hypertension, heart disease, diabetes and cancer and 5) adopt ways to engage in positive lifestyle practices to decrease excessive weight gain and maintain weight loss..

## Results

Program evaluations indicated that 99% of the participants are planning to include more vegetables in their daily menus and planning tips on how to prepare a new vegetable. A total of 100 percent indicated they are planning to prepare their meals with less salt, fat and sugar. Of the workshop 100% of the participant's stated they gain knowledge on healthier way to prepare greens, sweet potatoes and eggplants. 92% of the participants were receptive to using the recipe on Eggplant Parmesan, 97% of the participants were receptive on utilizing greens and cornbread recipe and 96% of the participants were receptive to using the Sweet Potatoes Wheels recipe. Ten of participants provided oral comments on making a commitment to change their lifestyle behaviors to prevent or delay the early onset of lifestyle disease. The information exchanged during the workshop enables the participants to recognize the effects of obesity and information related healthy lifestyles.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior

## Outcome #8

### 1. Outcome Measures

Percentages of participants that will improve lifestyles behaviors in the management or prevention of heart disease.

### 2. Associated Institution Types

•1890 Extension

### 3a. Outcome Type:

Change in Condition Outcome Measure

### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2008	8	8

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Lifestyle diseases, including cardiovascular disease, cancer and diabetes, are among the most prevalent, costly and preventable of all health problems. One of every 10 Americans suffers from chronic disabling conditions, and medical costs for people with chronic diseases account for more than 70 percent of the \$1 trillion spent on healthcare each year in the United States. Although older Americans are particularly at risk, chronic conditions also strike men and women in the prime of life. Mississippi leads the nation in obesity and obesity related lifestyle diseases such as diabetes type II, hypertension and heart disease. Among younger men and women ages 35-49 years, chronic diseases account for five of the 10 leading causes of death among men and six of the 10 leading causes of death among women. Additionally, most premature deaths among minority groups and the disadvantaged are due to chronic diseases in Mississippi.

#### What has been done

The Alcorn State University Extension Program (ASUEP) Weigh in Your Lifestyle Exhibit was presented at the Mississippi State Fair to improve for limited resource families and individual awareness of chronic diseases directly linked to lifestyle. The exhibit included models on the effects of unhealthy lifestyles on the development of breast cancer, hypertension, and diabetes type II, obesity, and heart diseases. Participants were asked to complete the Weigh in Your Lifestyle survey to identify personal lifestyle changes that needed improvement to prevent or delay the early development of chronic diseases related to lifestyle. The survey included referral information to lifestyle improvement programs sponsored through the Alcorn State University Extension Program.

#### Results

Weigh in Your Lifestyle Exhibit was a great success; one hundred and thirty participants completed the self-assessment survey and asked questions concerning the display of model of diseases related to lifestyle. Sixty-two percent of the surveys showed 3-4 lifestyle improvements; forty-one percent identified 5-8 lifestyle improvement, while only three percent identified the need to improve 0-2 lifestyle behaviors.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
703	Nutrition Education and Behavior

**Outcome #9**

**1. Outcome Measures**

Percentages of participants that will improve skills in the management or prevention of childhood overweight and obesity.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	2

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

**Issue (Who cares and Why)**

According to a major study conducted by the Center for Disease Control and Prevention (CDC), Mississippi leads the nation in obesity and obesity related health conditions. Jefferson County has been identified as the number one county in the nation with the highest percentage of African American and has the largest percentage of children suffering for the effect of overweight and obesity. There are seven factors contributing to the obesity epidemic among children in Jefferson County and across the nation. Studies have confirmed a high correlation between excessive consumption of high calorie soft drinks or fruit flavored drinks and childhood obesity.

**What has been done**

Alcorn State University Extension Program (ASUEP) 4 H and EFNEP Educators established a partnership with the Mississippi State Department of health to implement the Cool Treats to Beat the Heat hands on demonstration presentation. The goal of the program is to increase the consumption WIC milk and fruits products within of limited resources households who participate in the Women, Infant and Children (WIC) Program. The learning objectives of the program were: (1. Share basic knowledge of the importance of the consumption of three to four cups of milk per day. (2. Identify health conditions that can be prevented or managed with adequate consumption of calcium. (3. Prepare sugar free, low fat dairy snacks. (4. Prepare sugar free summer fruit snacks. (5. Adopt healthy food choices to prevent excess weight gain and (6. Apply the Dietary Guidelines and utilize the MyPyramid web site to implement healthier eating habits and food choices.

**Results**

A total of 27 children and 3 adults participated in the hands on demonstration. The results of that analysis of the program evaluation form indicated that 73% of the participants responded to good for the question, how did your ice cream taste? One hundred percent of the participants choices the correct answer for the questions: Which of the ingredients will you ask your mother to purchase for you to prepare the recipes at home? How many serving of milk do you need to drink per day? , and what kind of milk will you ask your mother to purchase for your ice cream recipe? A total of 73% participants plan to prepare recipes from the Cool Treats recipe coloring booklet for their friends. The children were happy and joyful while preparing their ice cream and tasting different favor ice cream from each group: Lemon, Orange, Chocolate and Vanilla.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
724	Healthy Lifestyle

**Outcome #10**

**1. Outcome Measures**

Percentages of participants that will maintain weight loss.

**2. Associated Institution Types**

•1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	4	40

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

**Issue (Who cares and Why)**

Mississippi has one of the highest rates of overweight and childhood obesity reports are showing 29 percent. The numbers of children who are becoming afflicted with diseases that were previously confined to adults is a major concern. The prevalence and severity of childhood obesity has surpassed the epidemic levels. If this trend is allowed to continue its course, there is supporting evidence that the current generation of children in America may have shorter life expectancies than their parents. According to the new life-expectancy analysis, lifestyle diseases could shorten the average lifespan of the entire generation by two to five years. The early onset of lifestyle diseases associated with obesity will result in earlier destructive consequences of Type II diabetes, heart disease, kidney failure and cancer. Childhood obesity is associated with a higher chance of premature death and disabilities in adulthood.

**What has been done**

The Alcorn State University Extension Program (ASUEP) Nutrition Educators addressed the need for preventive education through a host of programs across the Southwest region of Mississippi: The Pyramid Power is Yours, Five a Day Healthy Snacks, and Kids-in-the Kitchen Fun Camp. Each of the programs major focus was to encourage healthy food choices and increase physical fitness to prevent chronic diseases and to stop excess weight gain. Children were taught to substitute a fruit or vegetable for a high fat snack and to improving their levels of physical activity.

**Results**

As a result of these nutrition programs/activities over 1,460 youths in Southwest Mississippi improved their food choices. The pre/post evaluation showed that seventy-eight (78%) percent of the participants have improved awareness of the correlation between nutrition, exercise and healthy living. The programs learning activities demonstrated that the youth and adults were able to prepare a healthy nutritious snack. Sixty-four percent (64%) of participants were able to identify all the basic food groups on MyPramid. Ninety-two percent (92%) of the participants were willing to share information gained with family, peers, and friends in their communities.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
724	Healthy Lifestyle

**Outcome #11**

**1. Outcome Measures**

Percentages of participants that will decrease excessive weight gain.

**2. Associated Institution Types**

•1890 Extension



**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	8

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

**Issue (Who cares and Why)**

The Mississippi Department of health reported in 2004, that sixty (60) percent of Mississippi's citizens were overweight.

In the state, southern culture has been and remains more socially conservative with foods being most commonly associated with the southern style of living. The South draws on multiple unique culinary influences to form its traditional methods of food preparation. This style is characterized by the heavy use of high calorie cured or salted fats in vegetables, gravies, sauces, and fried meats. These traditions have been passed down through many generations promoting an increased prevalence of health problems associated with obesity and overweight.

**What has been done**

Alcorn State University Extension Program (ASUEP) Educators addressed the need to decrease residents' consumption of saturated fats and salt with the 'Southern Greens and Cornbread' sensory demonstration at the Mississippi State Fair as an enhancement of the exhibit. The purpose of the activity was to reserve the tradition through healthy modification of southern style recipes. The objectives of the demonstration were to provide participants with ways that assist the management of existing health conditions related to obesity. Also to allow participants to observe and sample cooking methods that reduce fat and salt; implement cooking methods that conserve the water soluble nutrients in vegetables and decrease fat; and improve their nutritional knowledge on the health benefits of increasing their consumption of vegetables.

**Results**

Alcorn State University Extension program nutrition exhibit attracted one hundred and twenty three (123) visitors. Seventy five (75) of the visitors participated in the 'Southern Greens and Cornbread' sensory demonstration and completed the survey. According to the survey ninety two (92) percent gained knowledge on new methods of preparing their favorite foods. Seventy eight (78) percent indicated they would prepare one or more of the dishes for their family, Sixty three (63) percent stated they planned to include the dish in their weekly menu plan, eighty six (86) percent responded they planned to cook using less saturated fat and salt. Ninety one (91) percent indicated they would share the information gained at the demonstration with a friend. The success of the sensory demonstration suggested that there are significant health benefits to be gained from nutrition education that is targeted at culturally sensitive practices that manage or prevent chronic diseases.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
703	Nutrition Education and Behavior

**Outcome #12**

**1. Outcome Measures**

Percentages of children that will increase physical fitness.

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	60

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

**Issue (Who cares and Why)**

The lack of physical activity among Americans of all ages is so critical, it is considered to be a major health risk factor. Studies indicate that 61.5% of children aged 9-13 years do not participate in any organized physical activity and that 22.6% do not engage in any free time physical activity. African American children were significantly less likely to report involvement in organized physical activities, as were children with parents who had lower levels of incomes and education. Physical inactivity and unhealthy eating habits contribute to obesity, cancer, cardiovascular disease and diabetes. Together, these two behaviors are responsible for at least 400,000 deaths each year. The Surgeon General's report on physical activity and health emphasizes that regular participation in moderate physical activity is an essential component of a healthy lifestyle.

**What has been done**

Alcorn State University Extension EFNEP educators conducted monthly nutrition education sessions in the Jefferson County Elementary School to provide the students and teachers with technical assistance on making healthy food choices with increased physical fitness activities. The key message 'Healthy Eating and Physical Fitness' focused on the importance of good nutrition and physical activity. During a span of six months over one thousand and three hundred and sixty eight students participated in the nutrition education sessions.

**Results**

The program provided innovative solutions that motivated children to increase physical fitness. As a result of oral evaluation in the question and answer phase 100% of the students agreed to include more fitness into their daily activities, and 80% agreed to make healthier choices when choosing foods to eat. Physical educational programs within the schools were made accessible to all students. Programs in schools offer the best opportunity to reach all children and teach them the skills and knowledge needed to establish and sustain an active lifestyle.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
703	Nutrition Education and Behavior

**Outcome #13**

**1. Outcome Measures**

Percentages of participants that will increase their consumption of healthier food products which promote healthier eating and reduction of chronic diseases.

*Not reporting on this Outcome for this Annual Report*

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

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Public Policy changes
- Other (Poor transportation)

**Brief Explanation**

## **V(I). Planned Program (Evaluation Studies and Data Collection)**

### **1. Evaluation Studies Planned**

- Before-After (before and after program)
- During (during program)
- Case Study
- Comparisons between program participants (individuals,group,organizations) and non-participants

### **Evaluation Results**

Pre and post tests evaluations was conducted to evaluate knowledge gained and the adoption of nutrition and physical fitness practices that can play a key role in the prevention and management of obesity and health related chronic diseases. Primary data will collect using clients tracking and evaluation folders. The data will be used for evaluating the lifestyle of the rural communities. The instruments assessed the impact of the Human Nutrition, Health, Wellness and Obesity planned program. The evaluation documented the program participant value of the programs developed and implemented to improve weight management, chronic diseases and tips for developing healthier lifestyles.

### **Key Items of Evaluation**

**Program #8**

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

**1. Name of the Planned Program**

Forestry Natural Resources and Preservation

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships		30%		30%
123	Management and Sustainability of Forest Resources		30%		30%
125	Agroforestry		15%		15%
131	Alternative Uses of Land		25%		25%
	<b>Total</b>		100%		100%

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

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

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	3.5	0.0	2.6
<b>Actual</b>	0.0	1.0	0.0	2.0

**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	36164	0	95112
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	36164	0	95112
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 Forestry Natural Resources and Preservation planned program consisted of tree planting as demonstration plots using native trees as treatments were performed as a means of introduced adults and youths to the benefits of native trees. In collaboration with other agencies such as the USDA Forest Service and Mississippi State University, the survival index was determined of native trees' soil types and natural stands. Demonstration plots were set up as testing plots for erosion control using native trees as treatments and in areas where there were no trees as control. Alternative usage of forestation by products was formulated using materials and methods that limited resource farmers that was readily available. Research guides were established to implement techniques needed to supply limited resource farmers with alternatives to provide additional income on their property such as multi-use endeavors. Forty (40) educational workshops were conducted for small farmers and non agricultural landowners about the research findings. An educational tour for youth as a recruitment tools to increase their awareness of agriculture careers agriculture such as forestry that offers many opportunities for the future. A workshop was conduct at a learning site and facilitated a farmer tour at the annual Small Farmers Conference. Research findings were presented at national meetings. Also research findings was disseminated to stakeholders via newsletters, internet, town hall meetings, flyers, open forums, workshops, farm visits, and at demonstration tours.

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

Small farmers with less than 100 acres; youth ages, 12-18 Years and non agricultural landowners

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

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	400	500	200	400
2008	600	600	240	500

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

Year	Target
Plan:	0
2008 :	0

**Patents listed**

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

**Number of Peer Reviewed Publications**

	Extension	Research	Total
Plan	0	0	
2008	0	0	0

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

**Output Target**

**Output #1****Output Measure**

- Conduct educational demonstrations and tours on tree planting using native trees as tree treatment for Forest Management for Limited Resource farm families and youth in communities.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	4	1

**Output #2****Output Measure**

- Conduct Educational workshops on Environmental Education for Youth on Forest Management.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	4	40

**Output #3****Output Measure**

- Conduct events at State Fair and develop Exhibits for Career Day on Environmental Forestry Management.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	2	4

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

<b>O No.</b>	<b>OUTCOME NAME</b>
1	Percent of participants gaining knowledge and skills on Forest Management.
2	Number of persons implementing erosion techniques
3	Percent of landowners and farms decrease of soil erosion on forest land.
4	Number of Youth implementing environmental education on Forestry Management techniques.
5	Number of Youth implementing youth education on forestry management technique.

**Outcome #1**

**1. Outcome Measures**

Percent of participants gaining knowledge and skills on Forest Management.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	15	33

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

**Issue (Who cares and Why)**

Often socially disadvantaged small farmers often lack adequate knowledge and information about the economic impact of growing timber for profit.

**What has been done**

In the area of Forest Management landowners were provided the opportunity to express their needs to meet their goals and objectives in this area as it relates to their family farm. Once this information was collected a series of 10 educational workshops were conducted on Forestry Management in which 500 participants in attendance.

**Results**

As a result of the training landowners, through observations and farm visit evaluations, farmers are better informed on how to gain economic benefits regarding growing timber for profit. Also farmers are using skills for forestry management .

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
123	Management and Sustainability of Forest Resources

**Outcome #2**

**1. Outcome Measures**

Number of persons implementing erosion techniques

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	2	5

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

**Issue (Who cares and Why)**



Soil erodeability is an estimate of the ability of soils to resist erosion, based on the physical characteristics of each soil. Tillage and cropping practices which lower soil organic matter levels, causes poor soil structure, and result of compacted contributes to increases in soil erodeability. Decreased infiltration and increased runoff can be a result of compacted subsurface soil layers. A decrease in infiltration can also be caused by a formation of a soil crust, which tends to 'seal' the surface. On some sites, a soil crust might decrease the amount of soil loss from sheet or rain splash erosion, however, a corresponding increase in the amount of runoff water can contribute to greater rill erosion problems.

**What has been done**

The ASUEP Staff conducted a Fire Lane with Water Bar demonstration on a farm on a landowner's property. The demonstration was designed to demonstrate to six farmers on how to keep soil from washing away that was in attended at the demonstration.

**Results**

Prior to the demonstration observations and home visits indicated that landowners have experienced a decrease in soil erosion. Additionally, four (4) landowners implemented the process on their farm.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
123	Management and Sustainability of Forest Resources

**Outcome #3**

**1. Outcome Measures**

Percent of landowners and farms decrease of soil erosion on forest land.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	5	5

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

**Issue (Who cares and Why)**

Each year, there are tons of top soils being lost due to the lack of knowledge of the importance of preserving the top soil. Landowners are losing valuable top soil which has an economical and environmental impact on Mississippi's Forest.

**What has been done**

The Minority Outreach Coordinator conducted four (4) educational workshops on soil erosion for 100 participants. The information was provided on the following topics: (1) Soil Management (2) Water Quality (3) Best Management Practices and (4) Stream Side Management Zones to assist land that can be utilized on farms.

**Results**

Of the 100 participant that was in attendance at the educational workshops, 5% adapted cost effective soil management, improved water quality and adapted the best management practices such as stream side management and riparian buffers zones.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
123	Management and Sustainability of Forest Resources

**Outcome #4**

**1. Outcome Measures**

Number of Youth implementing environmental education on Forestry Management techniques.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	30	30

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

**Issue (Who cares and Why)**

Often youths lack the understanding of the economical and environmental importance of forest and forest land to the economy and their communities in Mississippi. They also lack the basic and improved forest management techniques and knowledge to pursue the various career opportunities in the forestry field.

**What has been done**

The Alcorn State University Minority Outreach forestry program conducted (10) educational workshop in (2) Southwest Mississippi (Claiborne, Jefferson, ) counties. Twenty (20) youth participated in programs that provide skills and knowledge about forest management techniques, and career opportunities in forestry. One hundred (100) youth participated in five (5) forestry camps that focused on knowledge of forestry careers; learning opportunities in forest management and the importance on the environment.

**Results**

Twenty (20) youth gained knowledge on basic and improved forestry management techniques; the importance of forest; urban trees; and career opportunities in forestry. Fifteen (15) percent of the youth participating in the program understood the value of managing forest land.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
123	Management and Sustainability of Forest Resources

**Outcome #5**

**1. Outcome Measures**

Number of Youth implementing youth education on forestry management technique.

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	2	39

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

**Issue (Who cares and Why)**

Youths lack the understanding of the economical and environmental importance of forest and forest land to the economy and their communities in Mississippi. They also lack the basic and improved forest management techniques and knowledge of the various career opportunities.

**What has been done**

The Alcorn State University Minority outreach forestry program conducted (10) educational session in (3) Southwest Mississippi (Amite, Pike and Wilkinson) counties. (40) Youth participated in programs that provide skills and knowledge about forest management techniques, and career opportunities in forestry. One hundred (100) youth participated in Five (5) Forestry camps that focused on knowledge of forestry careers; learning opportunities in forest management and the importance of the environment.

**Results**

Forty (40) youth gained knowledge on the basic and improved forestry management techniques; the importance of forest; urban trees; and career opportunities in forestry. Fifteen (15) percent of the youth participating in the program understood the value of managing forest land.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
123	Management and Sustainability of Forest Resources

**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

**Brief Explanation**

Staff shortfalls and organizational restructuring of staff limited the achievement of the outputs than what were targeted, diminishing the desired impacts be realized.

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- Before-After (before and after program)
- During (during program)
- Time series (multiple points before and after program)
- Comparisons between program participants (individuals,group,organizations) and non-participants

**Evaluation Results**

**Key Items of Evaluation**

**Program #9**

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

**1. Name of the Planned Program**

Human Development and Family Well-Being

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
801	Individual and Family Resource Management		50%		50%
802	Human Development and Family Well-Being		50%		50%
<b>Total</b>			100%		100%

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

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

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	4.0	0.0	0.0
<b>Actual</b>	0.0	2.0	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	72329	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	72329	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 Human Development and Family Well Being planned program implemented multiple education methods depending on local context and need of limited resource families in the state of Mississippi. Area Family and Consumer Science educators in collaboration with the staff of Human Science Department implemented and evaluated educational programs focusing on parenting and financial management of families and youths on the importance of parenting, and financial management skills. Several workshops, and/or group meetings tours, demonstrations, seminars were implemented in various communities

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

The target audiences are limited resource families, single parent families, and individuals in the state of Mississippi.

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

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	1200	1000	150	350
2008	115	78	40	5

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008 :	0

**Patents listed**

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

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
2008	0	0	0

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

**Output Target**

**Output #1**

**Output Measure**

- Conduct educational programs in Human Development & Family Resource Management

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	18	3

**Output #2**

**Output Measure**

- Conduct events (fairs, conferences, field days, etc.) in Human Development & Family Resource Management

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	8	0

**Output #3**

**Output Measure**

- Target Activities Human Development and Family Resource Management

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	15	3

**Output #4**

**Output Measure**

- Develop newsletters Human Development and Family Resource Management

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	6	3

**Output #5**

**Output Measure**

- Develop Radio/TV programs developed for human developemnt

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	3	0

**V(G). State Defined Outcomes****V. State Defined Outcomes Table of Content**

O No.	OUTCOME NAME
1	Percent of limited resource participants reporting to have applied positive parenting practices
2	Percent of limited resource participants reporting to have applied good infant and child care practices
3	Percent of limited resource participants reporting to have used child care quality characteristics in their care selection
4	Percent of limited resource participants to develop and utilize skills to analyze financial statements to make effective managerial and financial decisions
5	Percent of parents/relative caregivers reporting to have experienced positive change in parent-child relationships that they attribute to implementing new parenting behaviors learned in educational programs
6	Percent of child care providers, child care programs or parents reporting improved child care as a result of participating in educational programs
7	Percent decrease in financial in debt for utilized financial and credit management
8	Percent of (target contact) limited resource participant to gain knowledge of financial management skills of preparing a budget, developing a financial emergency plan, credit management, and identify theft
9	Percent of youths to gain knowledge and develop sound consumer and financial skills to assist in family financial management
10	Percent of (target contact) program participants who demonstrate knowledge or skill gained related to positive parenting practices and child care needs

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

Percent of limited resource participants reporting to have applied positive parenting practices

**2. Associated Institution Types**

- 1890 Extension
- 1890 Research

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	7

**3c. Qualitative Outcome or Impact Statement****Issue (Who cares and Why)**

The role of the parenting in early learning of their child is often a challenge with working parents, often not knowing ways to support their learning environment as parents. Additionally, often parents lack of knowledge on how to substitute healthier food choices and snacks for their child at child care as well as the impact that this practice can have on their health.

**What has been done**

Alcorn State University Extension program state staff in collaboration with the Human Science Department conducted four parenting workshops involving 52 parent of 26 children from surrounding counties of Southwest Mississippi received child care services of Child Development Center located at Human Science Department of Alcorn State University. The topic focus of the three workshops focused on 1)the importance of parents becoming involved in children early learning; concepts of child developments at different stages and ages of development and the importance of healthy eating and preparing healthy snacks and its impact on the health of children.

**Results**

As evaluation of the impact of these workshops that has observed was that parents of the child development are preparing healthier snack for their children to consume during different special events of the center such as birthdays, and holiday events held. Also, parents of the child center have formed a PTA to stayed involved in the early learning of their children through supporting child development activities and other support mechanisms .

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
802	Human Development and Family Well-Being

**Outcome #2****1. Outcome Measures**

Percent of limited resource participants reporting to have applied good infant and child care practices

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	8	4

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

**Issue (Who cares and Why)**

Many parents are not aware of new effective infant and child practices and how to apply them in their home and the impact of not utilize safety infant care practices.

**What has been done**

Alcorn State University Extension program state staff in collaboration with the Human Science Department distribute periodically progress notes to parents of six infants under the age of 18 months enrolled in the child care center emphasizing practices they want parent to apply to promote effective infant and child care practices. Also, a demonstration was conducted on parent should lay down their infant to rest to prevent SIDS.

**Results**

Observations of positive improvements in of the infant development was experienced that the parents was following the progress notes provided by the child care center was observed. Also, comments was received about the importance to the information gained about how the prepare their infant to rest tto avoid SIDS.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
802	Human Development and Family Well-Being

**Outcome #3**

**1. Outcome Measures**

Percent of limited resource participants reporting to have used child care quality characteristics in their care selection

**2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	10	0

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

**Issue (Who cares and Why)**

**What has been done**

Alcorn State University Extension program state staff in collaboration with the Human Science Department and AJVS Head start serving five counties- Amite, Adams, Woodville, Jefferson and Liberty counties in Mississippi distribute over 300 hundred pamphlets to parents on identifying quality child care and what constitutes effective quality care.

**Results**

Comments was received from parents receiving the information indicated that it was useful in assisting them to make effective and quality child care choices for their children.



#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
802	Human Development and Family Well-Being

#### Outcome #4

##### 1. Outcome Measures

Percent of limited resource participants to develop and utilize skills to analyze financial statements to make effective managerial and financial decisions  
*Not reporting on this Outcome for this Annual Report*

#### Outcome #5

##### 1. Outcome Measures

Percent of parents/relative caregivers reporting to have experienced positive change in parent-child relationships that they attribute to implementing new parenting behaviors learned in educational programs  
*Not reporting on this Outcome for this Annual Report*

#### Outcome #6

##### 1. Outcome Measures

Percent of child care providers, child care programs or parents reporting improved child care as a result of participating in educational programs  
*Not reporting on this Outcome for this Annual Report*

#### Outcome #7

##### 1. Outcome Measures

Percent decrease in financial in debt for utilized financial and credit management  
*Not reporting on this Outcome for this Annual Report*

#### Outcome #8

##### 1. Outcome Measures

Percent of (target contact) limited resource participant to gain knowledge of financial management skills of preparing a budget, developing a financial emergency plan, credit management, and identify theft  
*Not reporting on this Outcome for this Annual Report*

#### Outcome #9

##### 1. Outcome Measures

Percent of youths to gain knowledge and develop sound consumer and financial skills to assist in family financial management

##### 2. Associated Institution Types

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2008	35	25

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

**Issue (Who cares and Why)**

Many limited resource families are faced with the challenges of managing their financial resources which attributes to many hardships that affect their quality of life. .

**What has been done**

A total of 65 adults participated in the Money Smart Financial Education program to develop skills to improve their financial management skills. The Money Smart program included a series of 9 sessions for students and adults. These classes' focused on the following topics: Bank On It, Borrowing Basics, Money Matters, Managing Your Money, and Organizing a Check Book, ATM's, Bank Loans Accounts. The participants' awareness was increased through hands on demonstrations and the dissemination of educational materials such as handouts and brochures.

**Results**

Of the 65 adults participated in the Money Smart program. Immediately following the sessions, participants estimated that the program and information presented helped them in their financial awareness through hands on demonstrations and educational materials such as handouts and brochures.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
802	Human Development and Family Well-Being

**Outcome #10**

**1. Outcome Measures**

Percent of (target contact) program participants who demonstrate knowledge or skill gained related to positive parenting practices and child care needs

*Not reporting on this Outcome for this Annual Report*

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

**External factors which affected outcomes**

- Economy
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

**Brief Explanation**

Lack of State level leadership resulted in various shortfall in outs and outcomes in the planned program.

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)
- Time series (multiple points before and after program)

## **Evaluation Results**

### **Key Items of Evaluation**