

2010 Alcorn State University Combined Research and Extension Annual Report of Accomplishments and Results

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I. Report Overview

1. Executive Summary

In a time of dynamic change, Alcorn State University with the support and technical assistance of federal and state partners continues to be a center of excellence in addressing various needs of all Mississippians. Alcorn State University has implemented a comprehensive organizational joint process with its research and educational counterparts. This process simplifies efforts with a positive long-term affect in accomplishments which are identified, evaluated, and assigned appropriate mitigation and monitoring strategies. These accomplishments are in accordance with the university and national response threshold.

Joint programming processes are strongly linked to the university's strategic plan and needs assessment. This process provides a high degree of assurance that Alcorn Extension and Research remains well positioned to serve its clientele in a productive manner. Paraprofessionals, area educators, faculty, middle management, and administrators from Extension, research, and teaching are involved in program design, implementation, and evaluation.

Alcorn State University state-level Extension and research staff consists of two concerted efforts: (1) researchers conduct research based on relevant issues and situations facing Mississippi limited-resource citizens and (2) Extension specialists and educators apply the research-based information to design and implement educational programs to deliver new knowledge to limited-resource clientele. The collaborative effort will enable clients to develop new skills and improve existing skills that will improve their quality of life during a time of dynamic change. Research and educational programs are enhanced by the ASU Model Farm and three off-campus demonstration centers located in Preston, MS (Kemper County) The Farmers Market, Natchez, MS (Adams County), and Mound Bayou, MS (Bolivar County). Research and educational programs at the outreach centers are designed to address relevant issues in certain geographic areas of the state identified through the Town Hall and focus group processes. The Natchez Farmers Market was developed through a partnership between Alcorn State University Extension Program and the City of Natchez. Accessible marketing opportunity will be provided to limited-resource farmers and businesswomen, who are able to market vegetables and other produce as well as value-added products. In the North Delta region, Quitman County Vegetable Processing Plant in Marks, MS 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 the income of certain alternative enterprises.

The Sustainable Animal Production System planned program implemented teaching, research and service programs directed toward the improvement of health and productivity in food and animals. The planned program integrated expertise in disciplines such as clinical nutrition, reproduction, health economics, and computer science. Educational field days, small farmers conference, and other educational programs were held for limited-resource farm families and youth. To enhance the concerted efforts, articles were published in the area of animal and meat production. Research-based reader friendly pamphlets and leaflets were developed by researchers and Extension specialists for small and limited-resource farmers and ranchers. Research will continue to be conducted and evaluated according to their relevance to southwestern Mississippi producers. Extension and research staff will continue technology transfer programs through observations and surveys. Evaluations conducted via pre-and post -tests indicated that knowledge gained through these programs increased management practices and

technologies. The adaptation of sustainable practices helped limited-resource producers improve their production practices. Other educational activities for limited-resource farm families and youth were, also, conducted: (1) Ag Discovery Program, (2) Ag Academy Program, and (3) Summer Apprenticeship Program.

The Sustainable Plant Production Systems planned program was developed to support and strengthen the sustainable vegetable industry. The focus has been on studying production methods including nutrient management issues and pest management strategies. Vegetable trials have been conducted at the ASU Model Farm, outreach centers, and local farms. The goal of the Sustainable Plant Production Systems planned program is to enhance the income potential and quality of life limited-resource farmers in Mississippi. This goal will be met through the production of alternative crops using sustainable production practices. To this effect, a series of applied research and demonstrations on selected small fruits and vegetables were conducted at different applicable research and demonstration centers at Alcorn State University. Evaluations via pre-and 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. 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 specialists and educators to address the broader issues that face limited-resource producers and farm families in Mississippi. Our goal is to reach as many limited-resource producers and farm families with our research and Extension programs. Technology transfer programs will continue to be evaluated by Extension personnel through observations, and surveys. Additionally, research publications, newsletters, and pamphlets will continue to be developed and distributed through Extension educators.

The Youth, Family, Nutrition, Health Fitness Wellness and Obesity planned program utilized an integrated approach to address relevant issues facing youth and families. Stakeholders' input from our environmental scanning processes led to the integration of three planned programs into one. Many issues have been identified that youth are facing that leads to risky behaviors that affect their well being. The identified need in this area are tobacco use, high rate of teen pregnancy, increased infection rate of sexually transmitted diseases, increased dropout rates, juvenile delinquency and lack of recreation activities. Also, other issues identified were the lack of leadership skills, roles, and opportunities in schools and communities; lack of job preparedness/readiness skills; and career and business development. Educational programs developed negotiation, decision making, and coping skills of youth to resist risky behaviors. Also, club development/volunteer management to facilitate the organizing and managing of community and school based clubs were implemented. Additionally, volunteers were trained to work with youth in clubs to provide variety of educational, cultural, and citizenship opportunities.

Additionally the Youth, Family, Nutrition, Health Fitness Wellness and Obesity planned program addressed issues facing the family. Educational programs were implemented on providing an understanding of the social, cognitive, emotional, and physical development of children and families. Developing parenting skills, quality child care, and afterschool programs that promote quality learning environments were addressed in the planned program area. Family Resource Management emphasized exploring strategies to assist youth and adults in families to obtain and manage money and financial resources effectively to meet present needs and future goals. Another area of the planned program focused on nutrition, health, fitness, wellness, and obesity. Current trends in obesity among African-American children, youth and adults remains the highest among all ethnic groups in Mississippi. Since obesity starts early in childhood and extends into the adolescent years and possibly into adulthood, intervention and or prevention strategies are necessary to addressing this issue. Nutrition behavior modification with healthy eating and increased physical activity are contributing factors to the prevention and management of obesity in all population groups. Also, research conducted will be translated into practical application and disseminated to youth and families.

The Small Family Farm Enterprise Financial Analysis, Management, and Marketing planned program implemented various educational programs in counties throughout Mississippi. The planned program focused on the adoption of new techniques/methods for rapid agricultural developments in order to increase agricultural production, and eventually to minimize the high level of risks experienced by small and limited-resource family farmers. The planned program educated limited-resource farmers through workshops, non-formal and formal 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, and web sites. Research efforts consisted of the development of a survey instrument to collect primary data from the small and limited-resource farmers. The survey was designed to gather data on the small farmers' current socio-economic and demographic characteristics, marketing activities, sources of market information, and the perceived training needs related to agricultural marketing and distribution.

Community Resource Planning & Economic Development planned program strives to ensure that a quality living environment exists in rural Mississippi along with stable economic opportunities. Residents must be empowered to effect change within their communities. Therefore, the concerted efforts partnered with local officials and other entities in the community to encompass a broad mix of talents and tasks regarding several initiatives. The initiatives are business development, infrastructure improvements, city planning, environmental concerns, and social institutions - to name a few. With the right tools and resources rural residents working together can create the difference between a sustainable successful communities, versus one that is added to the list of dying towns across rural Mississippi. The analysis of research findings were used to develop community and economic models that are appropriate to promote sustainable integrated community planning and development. The planned program conducted educational sessions within communities and disseminate information through workshops, seminars, lectures, training sessions, leadership development planning, demonstrations, asset mapping, and other activities. The success and accomplishments of this project will be evaluated based on the following measures: (a) the number of communities and county officials showing interest in and wanting to continue support for the project in consecutive year and (b) the degree of improvement in the attitudes and experiences of the residents in terms of social consciousness and appreciation for community life and the needs of the poor. These are critical criteria for testing the effectiveness and accomplishments of a project of this nature. Regardless of how elaborate a behavioral research/Extension project associated with a educational institution is or how enthusiastic the Extension faculty and staff are, unless in the end, communities benefit, and the experiences of the residents are changed so that attitudes, participation and outreach outcomes are better than before, the work cannot be considered successful. Participants of all community resource development activities will be requested to evaluate, submit comments, and reflections for the relevance of the educational programs. Peer reviews will be done on an on-going basis by researchers, sociologists, and Extension professionals within the Extension academic communities. Efforts will be made to ensure that peer reviews are done through area professional publications both internally and externally. The evaluation of the plan and best practices will be on-going and the assessment by stakeholders and clients will address final impacts at the conclusion of the projects.

Alcorn State University Extension Program continues to be a premier leader in providing non-formal educational programs to limited-resource farmers, families, and youth. To provide cutting edge and innovative programs, the Extension and research faculty and staff collaborate with local citizens to design, implement, and evaluate educational programs that address the clientele needs. In a time of dynamic change, the Extension and research team provides quality educational programs in the following areas: (a) Sustainable Animal Production Systems, Small Family Farm Enterprise Financial Analysis, Management, and Marketing, (b) Sustainable Plant Production Systems, Community Resource Planning and Economic Development, (c) Youth, Family, Nutrition, Health Fitness Wellness and Obesity (d) Small Family Farm Enterprise Financial Analysis, Management, and Marketing, and (e) Community Resource Planning and Economic Development. Many Mississippians are facing economic hardships and the aforementioned

planned programs will help ease the burden, but the residents must engage and make appropriate changes. The Extension and research team uses creative strategies to reach limited-resource clientele (e.g., one-on-one, demonstrations, hands-on and small group discussions), but they are continuously searching for innovative methods to reach our clientele. Through collaborative efforts between Extension, research, federal, state, and local partners; Alcorn State University will remain a premier leader in providing non-formal educational programs to limited-resource clientele.

Total Actual Amount of professional FTEs/SYs for this State

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	35.5	0.0	38.5
Actual	0.0	33.5	0.0	38.5

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 program development team established a merit review process to review the five (5) planned programs of the Plan of Work (POW). The internal review process determined the effectiveness in planning, implementation, and evaluation of the programs to address high priority needs of limited-resource clientele according to the POW. A six (6) member team conducted the program reviews in selected counties. An internal county program review was conducted this year in two (2) selected counties. As a result of the county program review the findings were as follows: (a) the Extension educators reported that training was needed for new and current county advisory councils and executive boards members; (b) it was reported training was needed for the implementation of the environmental scanning process to seek stakeholder input to identify critical needs and issues; and (c) also, training was needed in evaluation and impact writing to document the impacts of the planned program areas. Additional field and state staff is needed in all planned program areas to address issues and needs in the counties and develop appropriate programs, events, and activities. It is imperative to employ highly, qualified individuals to help ASU Extension Programs address limited-resource clientele issues and needs.

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.

The gathering of information from our grassroots clientele has always been the cornerstone of the success of the Alcorn State University Extension Program. This plan allowed for 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. Clientele involvement provides Extension staff with valuable information to design and implement programs to improve the lives of Mississippi residents.

The town hall meetings provided valuable data that helped Alcorn State University Extension Program, prioritize the top five issues in the towns and or communities. Data from the select towns and or communities indicated the lack of youth activities, affordable housing, sub-standard housing, jobs, education, and work force development ranked highest among the critical issues repeatedly echoed throughout the five counties. These concerns were followed by a lack of jobs, activities for the youth, and the need for mentoring programs. In this report, themes are grouped into six major categories: jobs, education, housing, human relations, community services, and environment.

The second tier of the environmental scanning process, the focus group meeting, was an opportunity for the citizens in the ASUEP service area to outline more specifically what the issues were in their respected counties. The meeting, also, provided a vehicle for discussion without pressure for concerned citizens to voice their opinion on critical needs they are confronting. The cross-county concerns are issues shared by at least three counties while several of the issues recurred across several county lines.

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

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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.

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3. A statement of how the input will be 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 information that was gathered the previous year guided ASUEP administration on how funds could best be used in the implementation of programs in the counties. In addition, the information will improve existing research programs and guide the development of new research programs. Also, administration will be able to determine staffing needs and develop an action plan to address county issues.

Brief Explanation of what you learned from your Stakeholders

Stakeholders' input is crucial to defining common community issues and concerns, shaping an action plan, and the execution of the determined course of action. The primary result of people involvement is an opportunity to empower themselves. The outgrowth of community leadership is based on the solutions of the community problems coming from a group who has a vested interest in the outcome. The problems confronting rural Mississippians are not unique to the southwestern and Delta regions of the state. Instead, the emerging themes reveal to us that these geographic areas of Mississippi are a microcosm of what is taking place across America. Housing, better educational systems, human relations, community services, and environmental issues are national concerns. The challenge for the rural communities in Mississippi lies in their ability to move away from traditional values. Education and workforce preparation will be fundamental in helping rural communities grow into better functioning economic entities with the ability not only to survive, but thrive in the changing marketplace. There is a concern for educational reform; rural schools must raise their standards and become a platform that can launch better-prepared students and workers who can fully integrate into an evolving technological society. Education is the root of creating a rural environment that will attract and retain people with high human capital, reduce the rate of attrition, and encourage industries in its relocation decisions. As a result, better job prospects will be the outcome and afford residents the opportunity to pursue a higher standard of living and establish the lifestyles they desire. It is important to develop delivery programs that address housing and related issues. In collaboration with the Extension Program, other state and federal agencies should concentrate on the level of human relations, community services and environmental issues. These issues continue to cause concern for rural residents. While addressing these issues, leaders understand they cannot continue to apply measures of the past and expect new outcomes. The Extension Program will analyze what has and has not worked and take new approaches to address the issues. ASUEP objectives will be to continue to plan, execute and evaluate learning experiences with locally identified needs that will help people to understand, and to acquire the essential skills for solving community problems.

IV. Expenditure Summary

1. Total Actual Formula dollars Allocated (prepopulated from C-REEMS)			
Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	1979496	0	2383477

2. Totaled Actual dollars from Planned Programs Inputs				
Extension			Research	
	Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
Actual Formula	0	1979496	0	2383477
Actual Matching	0	1979496	0	2383477
Actual All Other	0	0	0	0
Total Actual Expended	0	3958992	0	4766954

3. Amount of Above Actual Formula Dollars Expended which comes from Carryover funds from previous				
Carryover	0	0	0	0

V. Planned Program Table of Content

S. No.	PROGRAM NAME
1	Sustainable Animal Production Systems
2	Sustainable Plant Production Systems
3	Youth, Family, Nutrition, Health, Fitness, Wellness and Obesity
4	Small Family Farm Enterprise Financial Analysis, Management, and Marketing
5	Community Resource Planning & Economic Development

V(A). Planned Program (Summary)

Program # 1

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		25%		20%
302	Nutrient Utilization in Animals		20%		25%
303	Genetic Improvement of Animals		5%		10%
305	Animal Physiological Processes		15%		10%
308	Improved Animal Products (Before Harvest)		20%		30%
311	Animal Diseases		15%		5%
	Total		100%		100%

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	4.0	0.0	14.0
Actual	0.0	4.0	0.0	14.0

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	236358	0	866719
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	236358	0	866719
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 Animal Production System planned program implemented teaching, research and service programs directed toward the improvement of health and productivity in food and animals. The planned program integrated expertise in disciplines such as clinical nutrition, reproduction, health economics, and computer science. Educational field days, small farmers conference, and other educational programs were held for limited-resource farm families and youth. To enhance the concerted efforts, articles were published in the area of animal and meat production. Research-based reader friendly pamphlets and leaflets were developed by researchers and Extension specialists for small and limited-resource farmers and ranchers. Research will continue to be conducted and evaluated according to their relevance to southwestern Mississippi producers. Extension and research staff will continue technology transfer programs through observations and surveys. Evaluations conducted via pre-and post-tests indicated that knowledge gained through these programs increased management practices and technologies. The adaptation of sustainable practices helped limited-resource producers improve their production practices. Other educational activities for limited-resource farm families and youth were, also, conducted: (1) Ag Discovery Program, (2) Ag Academy Program, and (3) Summer Apprenticeship Program.

2. Brief description of the target audience

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

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	1096	345	668	459

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

Patent Applications Submitted

Year: 2010

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Actual	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Conduct educational programs, activities or events on forage production practices for limited resource farm families

Year	Actual
2010	7

Output #2

Output Measure

- Conduct educational programs, activities or events to improve herd genetics for limited Resource farm families

Year	Actual
2010	11

Output #3

Output Measure

- Conduct educational programs, activities or events on pastured livestock production practices for limited Resource farm families

Year	Actual
2010	10

Output #4

Output Measure

- Conduct educational programs, activities or events on reproduction performance, nutrient utilization in animals to decrease livestock production cost for limited resource farm families

Year	Actual
2010	10

Output #5

Output Measure

- Conduct educational programs, activities or events on alternative livestock production practices for Limited Resource farm families

Year	Actual
2010	6

Output #6

Output Measure

- Number of research publications published in the field on animal /meat production systems.

Year	Actual
2010	0

Output #7

Output Measure

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

Year	Actual
2010	2

Output #8

Output Measure

- Develop M.S. thesis on animal production systems
Not reporting on this Output for this Annual Report

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Percentage of farmers / producers to utilize swine waste as a source of energy to operate farm equipment
2	Percentage of producers that will improve pasture grass fed to beef cattle.
3	Percentage of farmers to utilize artificial insemination and / or embryo transfer to decrease the need to purchase quality bulls and improve herd genetics
4	Increase percentage of farmers to adopt pasture poultry and / or alternative livestock as an alternative enterprise
5	Decrease input cost of livestock production with the implementation of pasture poultry or best management practices

Outcome #1

1. Outcome Measures

Percentage of farmers / producers to utilize swine waste as a source of energy to operate farm equipment

Not Reporting on this Outcome Measure

Outcome #2

1. Outcome Measures

Percentage of producers that will improve pasture grass fed to beef cattle.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	15	15

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Limited-resource producers often lack the resources and knowledge to improve pastures. Soil test are seldom used to determine the needs of the soil in order to grow quality pastures. Weed control is not applied and weeds compete with grasses and will not allow the livestock to have good grazing conditions.

What has been done

Through collaborative efforts of Alcorn State University Extension Program (ASUEP), Mississippi State University Extension Service (MSUES) and the Natural Resource Conservation Service (NRCS) implemented a Grazing School, an educational field day along with tours of conservation practices used to enhance livestock production. Through, these efforts 165 producers gained knowledge and training on forage management, weed control, and nutrient importance of pasture grasses.

Results

Post evaluations of the Grazing School, field day, and tours indicated that 40% of participants were using these practices or had plans to use these practices on their farms in the future.

4. Associated Knowledge Areas

KA Code	Knowledge Area
308	Improved Animal Products (Before Harvest)

Outcome #3

1. Outcome Measures

Percentage of farmers to utilize artificial insemination and / or embryo transfer to decrease the need to purchase quality bulls and improve herd genetics

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	5	5

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Limited-resource producers have limited knowledge of herd genetics and lack of quality breeding stock. The knowledge and resources to improve genetics have not been applied to livestock operations which lead to inferior animals for market. Most producers have not planned nor have the resources for the breeding season that should include typical management activities such as making sure that bucks are in adequate body condition and have passed a breeding soundness exam well in advance of the breeding season. Small producers often time do not have the resources and knowledge to make decision using artificial insemination that will excel in traits that the producer needs- high weaning, exceptional carcass quality, and good maternal characteristics.

What has been done

Alcorn State University Extension and research staff sponsored two goat field days focusing on artificial insemination. One hundred and fifty-four (154) producers attended and gain knowledge and training on artificial insemination, embryo transfer, and best management practices.

Results

Through evaluation and farm visits, three goat producers were using artificial insemination and had sufficiently improved herd genetics over the last two breeding seasons. Another five goat producers were to begin artificial insemination during the next breeding. Eight producers indicated that they were going to receive more training and begin the process in the future. Although most

of the producers understood the need for improvement, they were reluctant due to the lack of knowledge, training, and experience in this artificial insemination process.

4. Associated Knowledge Areas

KA Code	Knowledge Area
303	Genetic Improvement of Animals

Outcome #4

1. Outcome Measures

Increase percentage of farmers to adopt pasture poultry and / or alternative livestock as an alternative enterprise

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	10	10

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Small Producers often do not understand or do not have a farm plan in order to maximize their operation. Opportunities often exist for producers to develop other alternative enterprises that will supplement their farming income. Knowledge of pasture system using best management practices (BMPs) as a land management strategy has not been used.

What has been done

Small limited-resource producers were educated through workshops, field days, and one-on-one consultation on alternative enterprises with emphasis placed on pastured poultry, pastured swine, and goat production. ASU Extension and research team developed an action plan and, also, one-on-one consultation for an organization to begin a pastured swine operation.

Results

Through evaluation and observation measures, 60 % of participants were considering an alternative enterprise for their present operation. Evaluations also indicated that 30% had some type of pasture system for livestock on their farm. Approximately 50% of the participants indicated that they understood the need for pasture systems, and would be implementing these systems in their operation. Eighty- seven youth participated in field days and demonstrations in which pastured poultry was promoted as an alternative enterprise. Through evaluation, five youth

indicated that they were raising pastured poultry and 15 youth indicated that they were planning to begin raising pastured poultry in the near future. After providing an action plan and farm visits, producers were able to follow and implement recommendations and successfully begin to raise pastured swine.

4. Associated Knowledge Areas

KA Code	Knowledge Area
308	Improved Animal Products (Before Harvest)

Outcome #5

1. Outcome Measures

Decrease input cost of livestock production with the implementation of pasture poultry or 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
2010	10	10

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 and feel more comfortable in doing and using practices that they have used over the years. Pasture-raised animals can add quality to animals that create niche markets for pasture raised animals. Small producers often do not understand or don't use 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. 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

Knowledge of management, nutrition, herd health, and reproductive performance was presented and taught to producers during field days, personal contacts, bulletins and demonstrations. Four hundred and sixty (460) producers and potential producers received educational programming through six (6) workshops and (4) seminars on rotational grazing, Best Management Practices,

reproductive performance, and forage requirements.

Results

One hundred twenty-five limited-resource producers indicated they were using rotational grazing and following BMP guidelines in their operation. Thirty percent of producers indicated that rotational grazing and BMPs would be implemented in to their farming plan. Sixty percent of producers indicated interest in applying the techniques learned through activities. Limited-resource producers used some best management practices that increased the quality of animals raised and has seen some economic benefits. One hundred thirty-one limited-resource producers and farm families were documented to have adapted new management techniques.

4. Associated Knowledge Areas

KA Code	Knowledge Area
303	Genetic Improvement of Animals
311	Animal Diseases

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

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

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}

V(A). Planned Program (Summary)

Program # 2

1. Name of the Planned Program

Sustainable Plant 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%
	Total		100%		100%

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	13.5	0.0	16.0
Actual	0.0	13.5	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	797706	0	990536
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	797706	0	990536
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 Plant Production Systems planned program was developed to support and strengthen the sustainable vegetable industry. The focus has been on studying production methods including nutrient management issues and pest management strategies. Vegetable trials have been conducted at the ASU Model Farm, outreach centers, and local farms. The goal of the Sustainable Plant Production Systems planned program is to enhance the income potential and quality of life limited-resource farmers in Mississippi. This goal will be met through the production of alternative crops using sustainable production practices. To this effect, a series of applied research and demonstrations on selected small fruits and vegetables were conducted at different applicable research and demonstration centers at Alcorn State University. Evaluations via pre-and 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. 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 specialists and educators to address the broader issues that face limited-resource producers and farm families in Mississippi. Our goal is to reach as many limited-resource producers and farm families with our research and Extension programs. Technology transfer programs will continue to be evaluated by Extension personnel through observations, and surveys. Additionally, research publications, newsletters, and pamphlets will continue to be developed and distributed through Extension educators.

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 to sustainable production, preservation and utilization of identified alternative crops.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	1200	800	200	300

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

Patent Applications Submitted

Year: 2010

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Actual	1	4	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Development of research papers and publications of the findings of studies focusing on plant systems

Year	Actual
2010	15

Output #2

Output Measure

- Conduct educational programs for limited resource farm families and youth in communities on soil, plant, water, and nutrient relationships

Year	Actual
2010	22

Output #3

Output Measure

- Conduct educational activities(demonstrations and workshops) for limited resource farm families and youth in communities on plant management systems.

Year	Actual
2010	15

Output #4

Output Measure

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

Year	Actual
2010	6

Output #5

Output Measure

- Conduct educational tours for limited resource farm families and youth on sustainable crop production practices.

Year	Actual
2010	5

Output #6

Output Measure

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

Year	Actual
2010	6

Output #7

Output Measure

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

Year	Actual
2010	8

Output #8

Output Measure

- Number of Research Projects

Year	Actual
2010	8

Output #9

Output Measure

- Conduct educational workshop for limited resource farm families on forest soil erosion/management.

Year	Actual
2010	10

Output #10

Output Measure

- Conduct educational demonstrations for limited resource farm families on best management practices and best available technologies.

Year	Actual
2010	6

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Percent of program participants adopted integrated nutrient management to increase crop production.
2	Percent of program participants utilized integrated pest management to improve the quality of vegetable production.
3	Percent of producers adopted new crop systems to improve crop yield and quality
4	Percent of producers adopted value added product development to improve Food Processing Technologies
5	Percent of producers adopted forestry management to enhance productivity and erosion control
6	Percent of producers and farmers adopted grass hedges as a mean of increasing production for integrated pest management
7	Percent of farmers switched to sustainable agricultural practices for environmental pollution
8	Percent of participants improved product handling and sanitation
9	Percent of participants used recommended cultivar and other production practices to enhance productivity and profitability
10	Percent of participants that improved product handling and sanitation .
11	Percent of participants making crop choices for sustainability and profitability.
12	Percent of program participants to improve production efficiency through best management practices.

Outcome #1

1. Outcome Measures

Percent of program participants adopted integrated nutrient management to increase crop production.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	20	21

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Most farmers believe that for a profitable production of horticultural crops that more is not always better when it comes to using fertilizers however; fertilizers, are expensive and pollute the environment. Excessive amounts of fertilizers get into the environment by miscalculating how much material to apply. Thus, there is a need to educate farmers on the nutrient management practices as it relates to crop production.

What has been done

Based on the research findings on the impact of fertilizer application on vegetable growth and development, four workshops on effects of fertilizer application for vegetable production were conducted for limited-resource farmers during our Extension field days. Two-hundred and ten farmers and youth attended the workshops. Participants were educated on the importance of soil sampling as important management practice for fertilizer application. The true value of a soil test is to help ensure that only needed nutrients are added and in desired amount.

Results

Questionnaire conducted after the workshops indicated that 75% percent of the participants conducted soil test before planting their crops this growing season. The questionnaire showed that 85% of the participants who conducted soil test applied the recommended amount of nutrients based on the 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 utilized integrated pest management to improve the quality of vegetable production.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	15	17

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Chemical pesticides have a negative impact on crop yield, quality, and especially on the environment. An alternative method to chemical pesticides is Integrated Pest Management (IPM) Practice. Integrated Pest Management Practices are now being implemented as an environmentally friendly way to control pests while being environmentally responsible.

What has been done

Alcorn State University Extension specialists and research scientists conducted research studies on different approaches to pest control on alternative crops. Three workshops were conducted to educate farmers on effective and environmentally friendly approaches to pest management that relies on a combination of biological, chemical, cultural, physical, and mechanical strategies. One hundred and seventy participants (170) attended the workshops conducted at the research and demonstration centers.

Results

Alcorn State University Extension specialists and research scientists conducted research studies on different approaches to pest control on alternative crops. Three workshops were conducted to educate farmers on effective and environmentally friendly approaches to pest management that relies on a combination of biological, chemical, cultural, physical, and mechanical strategies. One hundred and seventy participants (170) attended the workshops conducted at the research and demonstration centers.

4. Associated Knowledge Areas

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

Outcome #3

1. Outcome Measures

Percent of producers adopted new crop systems to improve crop yield and quality

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	10	12

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Many diseases and other pests that affect horticultural crops are a result of the cropping system used. Mono-culture encourages a large buildup of diseases and insect. Limited-resource farmers reported loss of income opportunities due to the current mono-cropping and crop maintenance systems being practiced on their farms.

What has been done

The impact of different sustainable production practices were compared with the current conventional production practices at the demonstration centers. Hence, during our field days (2) conducted by ASUEP in Preston and Mound Bayou one-hundred and twenty farmers were educated on such cultural practices as crop rotation, cover cropping, mulching, tillage practices fertilizer application, and pest application methods.

Results

Responses from the survey conducted after the workshops indicated that 80% of the participants indicated that they practice different sustainable production practices such as cover cropping, mulching, minimum tillage practice and crop rotation on their farms as a result of previous workshops conducted by ASUEP.

4. Associated Knowledge Areas

KA Code	Knowledge Area
205	Plant Management Systems

Outcome #4

1. Outcome Measures

Percent of producers adopted value added product development to improve Food Processing Technologies

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	10	12

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Between harvest, sale, and consumption of horticultural crops, dramatic losses in income occur due to quality and quantity of the crop harvested. For farmers to earn adequate income from the sale of their produce, value-added process production, proper crop handling, and sanitation is necessary. Market opportunities exist for the creation and utilization of viable value-added technology.

What has been done

One hundred and fifty farmers (150) attended the 3 workshops conducted at the Alcorn State University Vegetable Processing Plant on new and improved processing technology for vegetables crops. During the workshops, farmers received information on value-added processing technology, sanitation and proper crop handling. Farmers were also educated on good agricultural practices, sanitation and post-harvest handling technology.

Results

Results of the questionnaire conducted after the workshops indicated that 65% of the participants that previously attended the value-added workshops adopted value added technology, proper crop handling, and sanitation technology education on their farms. Participants also indicated more sale of their produce due to the added-value and proper handling technology.

4. Associated Knowledge Areas

KA Code	Knowledge Area
501	New and Improved Food Processing Technologies

Outcome #5

1. Outcome Measures

Percent of producers adopted forestry management to enhance productivity and erosion control

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	15	15

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Certain sectors of the farming population, especially limited-resource landholders, have remained underserved by existing government agencies and universities providing forest management education. There is a need to educate limited-resource and underserved farm and forest landholders on pre-and-post harvest management and reforestation to improve sustainability and profitability of their natural resource base.

What has been done

One hundred and fifty farmers (150) attended the four workshops at different locations throughout Mississippi conducted by Alcorn State University research and Extension personnel. The following topics were addressed: pre- and post-harvest management; reforestation and wood certification programs; cooperative structures; interim and alternative woodland income strategies such as game/hunting leases, pine straw collection, and subsidized conservation easements. Methods of integrating woodland management with crop and livestock systems, environmental regulations, and incentive plans were also discussed at the workshops.

Results

Evaluations (questionnaire) indicated 60% of the farmers indicated that they practiced pre- and post-harvest management, reforestation and alternative woodland income strategies such as game/hunting leases and pine straw collection. Sixty percent of the participants indicated that they adopted integrating woodland management with crop and livestock systems and environmental regulations.

4. Associated Knowledge Areas

KA Code	Knowledge Area
205	Plant Management Systems

Outcome #6

1. Outcome Measures

Percent of producers and farmers adopted grass hedges as a mean of increasing production for integrated pest management

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	10	10

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In the United States, grass barriers are consistently promoted and implemented on approximately 15-20% of all vegetable and food crop farms to minimize soil loss and associated degradation and conserve limited water resources, particularly in hilly areas. There is a need to educate limited-resource farmers on the importance of vegetative barriers as an inexpensive and more sustainable alternative to terraces in areas where soil degradation is highly likely.

What has been done

Field studies were used to determine vegetative barriers that are suitable for horticultural crops. Based on the research findings, workshops were developed to educate one hundred (100) farmers on the use of vertiver grass as a simple and practical solution to reduce soil loss and associated degradation. Participants were educated on farming systems that may benefit from planting a grass hedge with high protein content to use as fodder. Additional, talks were also given on how grass with high commercial value may constitute an alternative income source for limited-resource farmers.

Results

Questionnaires conducted after the workshops indicated that 52% of the participants gained knowledge on the use of vertiver grass as a vegetative hedge row while 15% of the participants have already adopted the use of vertiver grass as a vegetative hedge row on their farms due to knowledge gained from previous workshops.

4. Associated Knowledge Areas

KA Code Knowledge Area

211 Insects, Mites, and Other Arthropods Affecting Plants

Outcome #7

1. Outcome Measures

Percent of farmers switched to sustainable agricultural practices for environmental pollution

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	5	8

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Over fertilization, cultivation, and pesticide application practices create environmental problems indirectly as a result of improper practices resulting from human error. Therefore, farmers need to be educated on efficient production management technology that could lead to a steady income while protecting the environment.

What has been done

Relying on information generated from scientific investigation in field plots on sustainable agricultural practices, four workshops were conducted at the Extension/Research farms in Mound Bayou and Preston to educate farmers on effective planting techniques, cover-cropping, crop rotation, soil testing, judicious fertilizer applications, and good agricultural practices. Eighty farmers (80) attended the workshops.

Results

Results of the questionnaire indicated that seventy-five 75% of the participants adopted new production techniques on their farm due to the workshops conducted by Extension educators. The techniques include cover-cropping, crop rotation, soil testing and good agricultural practices.

4. Associated Knowledge Areas

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

Outcome #8

1. Outcome Measures

Percent of participants improved product handling and sanitation

Not Reporting on this Outcome Measure

Outcome #9

1. Outcome Measures

Percent of participants used recommended cultivar and other production practices to enhance productivity and profitability

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	20	20

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Large quantities of vegetable can be produced from a very small parcel of land if the farmer is knowledgeable about growing vegetable crops. Thus, farmers need to be educated on sustainable methods of vegetable production techniques in order to produce quality vegetable crop.

What has been done

Vegetable trials studies conducted at the Alcorn State University Experiment Station and other off-campus Extension/research Centers in an effort to identify vegetables with high income potential that will adapt to the region. To help small farmers make better crop choices on their farms four workshops and on-farm demonstrations were conducted at the research and demonstration farms located in Lorman, Preston, and Mound Bayou. The workshops were used to educate 200 farmers on proper crop selection and different production practices (cultivar, fertilizer and irrigation rates, planting densities, and pest control programs).

Results

Questionnaires after the workshops indicated that approximately 120 or 60% of the participants that attended the workshops are now making better crop choices because of the knowledge

gained from the workshops, hence, growing better quality crops.

4. Associated Knowledge Areas

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

Outcome #10

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
2010	25	25

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Concerns about food safety when handling fresh fruits and vegetables have increased over the past decade. Therefore, the importance of proper post-harvest handling techniques for horticultural crops is vital. Different post-harvest technology procedures are used to minimize the storage life of horticultural commodities. Hence, farmers need to be educated on good agricultural practices such as good product handling and sanitation to prevent food borne diseases.

What has been done

Four workshops on quality control, sanitation and post-harvest handling were conducted at the Alcorn State University Vegetable Processing facility located in Marks, Mississippi. A total of two hundred and fifty (250) farmers attended the workshops. In addition, farmers were also educated on environmental factors such as soil type, temperature, frost, and rainy weather at harvest because, the aforementioned factors can have an adverse effect on storage life and quality of the produce.

Results

Results of the questionnaire conducted after the workshops indicated that 60% of the participants gained knowledge of product handling and sanitation and are currently applying the technology on their farming operation.

4. Associated Knowledge Areas

KA Code	Knowledge Area
501	New and Improved Food Processing Technologies

Outcome #11

1. Outcome Measures

Percent of participants making crop choices for sustainability and profitability.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	30	30

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Interest in increasing the quality of life has led to a rise in home gardening and vegetable consumption. Therefore, selecting desired recommended vegetable cultivars for production is important for high yield and quality of the crop.

What has been done

To help small farmers make better crop choices for sustainability and profitability, varietal studies were conducted at Alcorn State University research and demonstration farms. Based on the outcome of the studies, workshops were conducted to educate farmers on proper crop selection and different production practices (cultivar, fertilizer and irrigation rates, planting densities, pest control programs) that will improve farm profitability, environmental quality, and community well-being.

Results

Questionnaires conducted after the workshops indicated that 75% of the participants gained knowledge about selecting better crop varieties and implemented recommended crop production practice for the region.

4. Associated Knowledge Areas

KA Code	Knowledge Area
205	Plant Management Systems

501 New and Improved Food Processing Technologies

Outcome #12

1. Outcome Measures

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

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	30	30

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Agronomic practices such as field selection, seeding establishment, cultural practices, and environmental factors influence crop production and management. Therefore, there is a need to educate farmers on Best Management Practices (BMP) that will enable them to produce high quality crop.

What has been done

Different studies were conducted on growth, yield and quality of select horticultural crops, the effect of different cropping systems, plant population, and pest management at the Extension/research farms located in Mound Bayou and Preston. Workshops, field days, fact sheets, and one-on-one consultation were used to educate approximately 300 farmers on best management practices (BMP) for quality vegetable production.

Results

Questionnaires conducted at the workshops and field days indicated that eighty (80) percent of the participants improved their production efficiency through best management practices such as proper plant density, pest management proper, nutrient application, and other cultural production methods that were delivered to them during their previous extension programming activities.

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.)
- Other (Personnel availability)

Brief Explanation

The combination of budget cuts and the slowing economy have made it difficult to maintain both research and demonstrations especially at the off-campus demonstration centers. Without an increase, the operating budget is likely to affect the centers ability to maintain the knowledge base and expertise of its highly experienced staff, and its ability to attract new staff to initiate new activities that are needed to support the land-grant mission of the university. It has been a challenge to find dollars for new equipment, equipment repairs and/or maintenance. Additionally, the reduction in Extension staff expertise greatly impacted the Extension peer- reviewed publication; however, once the horticulture curriculum is finalized it will be sent for review.

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

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}

V(A). Planned Program (Summary)

Program # 3

1. Name of the Planned Program

Youth, Family, Nutrition, Health, Fitness, 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
703	Nutrition Education and Behavior		20%		20%
724	Healthy Lifestyle		20%		20%
801	Individual and Family Resource Management		20%		20%
802	Human Development and Family Well-Being		20%		20%
806	Youth Development		20%		20%
	Total		100%		100%

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	9.5	0.0	2.0
Actual	0.0	9.5	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	561350	0	123817
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	561350	0	123817
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 Youth, Family, Nutrition, Health Fitness Wellness and Obesity planned program utilized an integrated approach to address relevant issues facing youth and families. Stakeholders' input from our environmental scanning processes led to the integration of three planned programs into one. Many issues have been identified that youth are facing that leads to risky behaviors that affect their well being. The identified need in this area are tobacco use, high rate of teen pregnancy, increased infection rate of sexually transmitted diseases, increased dropout rates, juvenile delinquency and lack of recreation activities. Also, other issues identified were the lack of leadership skills, roles, and opportunities in schools and communities; lack of job preparedness/readiness skills; and career and business development. Educational programs developed negotiation, decision making, and coping skills of youth to resist risky behaviors. Also, club development/volunteer management to facilitate the organizing and managing of community and school based clubs were implemented. Additionally, volunteers were trained to work with youth in clubs to provide variety of educational, cultural, and citizenship opportunities.

Additionally the Youth, Family, Nutrition, Health Fitness Wellness and Obesity planned program addressed issues facing the family. Educational programs were implemented on providing an understanding of the social, cognitive, emotional, and physical development of children and families. Developing parenting skills, quality child care, and afterschool programs that promote quality learning environments were addressed in the planned program area.

Family Resource Management emphasized exploring strategies to assist youth and adults in families to obtain and manage money and financial resources effectively to meet present needs and future goals. Another area of the planned program focused on nutrition, health, fitness, wellness, and obesity. Current trends in obesity among African-American children, youth and adults remains the highest among all ethnic groups in Mississippi. Since obesity starts early in childhood and extends into the adolescent years and possibly into adulthood. Intervention and or prevention strategies are necessary in addressing this issue. Nutrition behavior modification with healthy eating and increased physical activity are contributing factors to the prevention and management of obesity in all population groups. Also, research conducted will be translated into practical application and disseminated to youth and families.

2. Brief description of the target audience

The target audience are at-risk youth, limited-resouce families, and youth.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	1082	703	8751	3425

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

Year: 2010

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Actual	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Conduct educational programs, events and activities on risky behaviors affecting youth

Year	Actual
2010	77

Output #2

Output Measure

- Conduct educational programs, events and activities on developing career pathways, workforce and business development

Year	Actual
2010	86

Output #3

Output Measure

- Conduct career/ workforce and business development educational sessions in local schools and communities

Year	Actual
2010	41

Output #4

Output Measure

- Conduct leadership development educational programs, events and activities to provide opportunities at the county, regional, state and national level

Year	Actual
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2010 172

Output #5

Output Measure

- Involvement of minority youth in county, state, district and national 4-H leadership activities and events: Youth leadership Academy; 4 H: Achievement Day, State Club Congress, Mississippi State Fair, National 4-H Conference and National 4-H Congress.

Year	Actual
2010	15

Output #6

Output Measure

- Identify community learning projects to provide opportunities for youth leaders to develop community projects
Not reporting on this Output for this Annual Report

Output #7

Output Measure

- Conduct science, technology and environment programs events and activities to attract the interest of youth in educational fields

Year	Actual
2010	5

Output #8

Output Measure

- Conduct educational programs, events and activities on family financial resource management

Year	Actual
2010	2

Output #9

Output Measure

- Conduct educational programs, events and activities on effective parenting practices
Not reporting on this Output for this Annual Report

Output #10

Output Measure

- Implement a series of family management institutes for limited resource families and youth

Year	Actual
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2010 0

Output #11

Output Measure

- Implement a series of family management institutes for limited resource families and youth

Year	Actual
2010	0

Output #12

Output Measure

- Conduct educational programs, events and activities on characteristics of quality childcare, selection, afterschool programs, and effective childcare learning environments
Not reporting on this Output for this Annual Report

Output #13

Output Measure

- Conduct research on nutrition, health, wellness, obesity and opportunities for physical fitness on youth and adult.

Year	Actual
2010	1

Output #14

Output Measure

- Conduct nutrition and health and wellness seminars for limited resource youth and adults

Year	Actual
2010	3

Output #15

Output Measure

- Disseminate information about nutrition, chronic diseases and weight management

Year	Actual
2010	8

Output #16

Output Measure

- Conduct educational programs, events and activities on nutrition, and physical fitness to improve health related diseases among limited resource youth and adults

Year	Actual
2010	17

Output #17

Output Measure

- Conduct demonstrations and disseminate information related to physical fitness and weight management

Year	Actual
2010	3

Output #18

Output Measure

- Conduct educational programs, events and activities on food safety practices to preserve food quality and food sanitation

Year	Actual
2010	1

Output #19

Output Measure

- Develop presentations on research results on nutrition, chronic diseases and physical fitness; via seminars, summits and conferences

Year	Actual
2010	1

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Increase the number of youth who resisted risky behavior that impacts their social and educational development.
2	Increase the percentage of youth skills developed and utilized for career, workforce and business development.
3	Increase in number of minority youth competing in leadership competitions, youth events, activities and community projects
4	Percent of limited resource parents and caregivers to involve children in library and book clubs programs to improve literacy among children
5	Increase in the number of trained volunteer leaders to organize and manage school and community youth clubs
6	Percent of limited resource participants to adopt parenting practices to improve parent/child relationships
7	Percentage of limited resource families to gain child development knowledge and skills and used to make quality decisions on child care, afterschool programs, and early childhood learning environments.
8	Percent of limited resource families and youth to utilize their skills to analyze their financial well-being and make effective financial management decisions
9	Percentage of limited resource families and youth who utilize both healthy eating practices and physical fitness to manage obesity, weight and health related diseases.
10	Percentage of participants that will use nutrition and physical fitness strategies and tips for weight management and obesity
11	Percentage of participants to utilize knowledge gained and made adjustments in their nutrition and lifestyle behaviors
12	Percentage of limited resource families who utilize tips in food preparation and storage to maintain food quality and sanitation
13	Percentage of participants who gain increased accessibility to fruit and vegetables consumption through the development of community gardens in communities.
14	Percentage of limited resource parents who gain knowledge/practices on childhood obesity for management of chronic diseases

Outcome #1

1. Outcome Measures

Increase the number of youth who resisted risky behavior that impacts their social and educational development.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	30	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Bullying is a problem that affects millions of youth every day and thousands of teens wake up terrified to go to school or leave home, fearful of being hurt by a bully. Parents, educators, and leaders now see bullying as a disturbing form of abuse that can have long-term effects on young victims, robbing them of self-esteem, isolating them from their peers, causing them to drop out of school, and causing health problems. The health problems consist of: repeated sore throat, colds, breathing problems, nausea, poor appetite, and increased risk of depression and suicide.

What has been done

In an effort to address the grave issues associated with bullying and the risky behaviors among youth ? the Alcorn State University Extension Program (ASUEP) implemented a Bullying 101 Curriculum in Claiborne, Hinds, and Rankin counties. Also, the Bullying program was implemented in Summer Enrichment Youth Camps throughout the Capital River Region (Alcorn State University, Port Gibson, Raymond, Jackson, and Brandon). More than 175 youth were reached as a result of the Bullying Program.

Results

As a result of implementing the Bullying Program, over 90 % of the participants were fully involved in the hand-on activities, role plays, and personal testimonials. Fifty percent of the participants used what they learned and reported bullying incidents that had occurred to them. Also, 100% of the youth increased awareness of the aforementioned issues associated with bullying in schools, communities, and home. As a result of utilizing the questioning and answering strategies, 158 youth stated that they gained knowledge of how not to become a bully, or to engage in the risky behaviors associated with bullying another person. Through observation, 158 youth demonstrated they were willing to change behavior that could be harmful to their social and educational development.

4. Associated Knowledge Areas

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

Outcome #2

1. Outcome Measures

Increase the percentage of youth skills developed and utilized for career, workforce and business development.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	20	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

According to the Bureau of Labor Statistics, the national unemployment rate is 10.0%, as compared to the state of Mississippi which is 9.5%; locally in Claiborne County it is 13.5%. Most young people entering today's workforce lack critical skills essential for success. As a result, the youth will experience lack of access to higher paying jobs for future workforce and they may not be equipped to compete in this global economy.

What has been done

To address the aforementioned issues that youth are facing, the Alcorn State University Extension Program (ASUEP) has implemented a series of Career Development Programs at the Port Gibson Middle School (Claiborne); Jefferson County High School; and the Bolton Boys & Girls Club (Hinds). The programs involved Workforce Preparedness and CHOICES. There were approximately 250 youth that benefited from the Career Development Programs.

Results

Upon completion of the Career Development Programs, youth achieved the skills and tools required to enter today's competitive workforce. Pre-and post-tests were administered and the results showed: 50% of the youth scored below 60 on the pre-tests and 80% scored 70 and above on the post-tests. Also, 20 percent or 50 youth gave personal testimonials which stated, "The programs improved their job seeking skills that assisted them in securing part-time jobs which generated an increase in their family's annual household income."

4. Associated Knowledge Areas

KA Code	Knowledge Area
806	Youth Development

Outcome #3

1. Outcome Measures

Increase in number of minority youth competing in leadership competitions, youth events, activities and community projects

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	25	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

One of the most pressing issues facing youth serving organizations today is how to best facilitate the development of our youth. The future of the nation will soon rest in the hands of today's youth. To become productive and contributing individuals of society who can be effective and hands-on in determining the course of tomorrow's world, our youth must develop positive leadership knowledge, communication skills, attitudes, team building skills, and goal-setting.

What has been done

The Alcorn State University Extension Program implemented a Youth Leadership Development (YLD) Program that consisted of a series of hands-on interacting lessons: Leadership 101, Team Building, Problem Solving, and Effective Communication. The YLD program was implemented at Impact Alcorn Summer Youth Camp at Alcorn State University, and the Boys & Girls Clubs in Natchez, Mississippi. Approximately 144 students benefited from the Youth Leadership Development Program.

Results

After administering and analyzing the data from the evaluations, the youth gained knowledge of leadership skills, communication skills, and team building skills. One hundred percent (100%) of the youth stated that they gained knowledge of how to become a leader within their schools and communities. Several youth demonstrated critical thinking skills such as comparing and contrasting similarities and differences.

4. Associated Knowledge Areas

KA Code	Knowledge Area
806	Youth Development

Outcome #4

1. Outcome Measures

Percent of limited resource parents and caregivers to involve children in library and book clubs programs to improve literacy among children

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	15	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Georgetown Library in Georgetown, Mississippi was experiencing low attendance in outreach programs. The librarian asked for assistance from the Alcorn State University Extension Program (ASUEP) to increase youth participation in outreach programs. There was a concern with youth becoming involved in risky behavior.

What has been done

Alcorn State University Extension Program began a 4-H Club in the Georgetown Community. Each month we meet at the community library and discuss peer pressure, character education, and decision making skills. Also, the club members engage in arts and crafts.

Results

The youth in Georgetown, Mississippi have transformed and are well on their way to becoming productive adults, because of the skills provided through 4-H. When the club began we had one member, but now the club has 10 members and four volunteers. They enjoy the self-esteem that being a member of 4- H provides. Youth who were too shy to speak in public will now lead the group discussions. The community is becoming more involved with the youth.

4. Associated Knowledge Areas

KA Code	Knowledge Area
806	Youth Development

Outcome #5

1. Outcome Measures

Increase in the number of trained volunteer leaders to organize and manage school and community youth clubs

Not Reporting on this Outcome Measure

Outcome #6

1. Outcome Measures

Percent of limited resource participants to adopt parenting practices to improve parent/child relationships

Not Reporting on this Outcome Measure

Outcome #7

1. Outcome Measures

Percentage of limited resource families to gain child development knowledge and skills and used to make quality decisions on child care, afterschool programs, and early childhood learning environments.

Not Reporting on this Outcome Measure

Outcome #8

1. Outcome Measures

Percent of limited resource families and youth to utilize their skills to analyze their financial well-being and make effective financial management decisions

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	12	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Each year America's high schools graduate thousands of young adults who are unprepared in matters of employment and financial decisions. According to the National Endowment for Financial Education, financial illiteracy is expensive to both individuals and society. Young adults are particularly vulnerable because they are most likely to make significant purchasing decisions soon after they graduate from high school. This fact is of special concern for teenagers who move out of their family home and those who work full-time. These teenagers will increase their purchases of food, housing, utilities, furnishings, appliances, and insurance. Young adults are not well prepared to make these purchases wisely.

What has been done

To combat these alarming issues, the Alcorn State University Extension Program (ASUEP), Mississippi State University Extension Services (MSUES), and the Money Mentors Volunteers implemented a Financial Management curriculum entitled, "The Real World". This program was implemented at Porter Chapel Academy, Warren Central High, and Vicksburg High School in Vicksburg, MS. In addition, the program was implemented at the Claiborne County Vocational Center in Port Gibson, MS. The Real World is an active, hands-on experience that gives young people the opportunity to make lifestyle and budget choices similar to those they will make as adults. Approximately 538 youth participated in the Real World program.

Results

As a result of implementing the Real World Program, the youth simulated real-life experiences to help make them aware of the money management skills they need to survive as an adult. Also, the students gained knowledge of different occupations, salaries, financial choices, and opportunities they will need to support their families as an adult.

Throughout the duration of the program, students assume the role of a 25-year-old adult who is the sole income provider for a family. They receive an occupation, monthly salary, and the number of children they are raising. Students learn to subtract savings, taxes, and health insurance amounts from their income. The amount of money left over is what they have to spend during the simulation activity. The simulation involves community volunteers who represent actual businesses in the community; these volunteers set up and staff booths representing real-life businesses. By visiting the appropriate booths, students spend their salaries on items typically found in a monthly budget including housing, utilities, groceries, insurance, childcare, and transportation. Throughout the activity, students keep track of their finances and attempt to complete the simulation with a positive balance. During the post-simulation lesson, students reflect on their experience and what they learned by completing a self-assessment.

4. Associated Knowledge Areas

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

Outcome #9

1. Outcome Measures

Percentage of limited resource families and youth who utilize both healthy eating practices and physical fitness to manage obesity, weight and health related diseases.

Not Reporting on this Outcome Measure

Outcome #10

1. Outcome Measures

Percentage of participants that will use nutrition and physical fitness strategies and tips for weight management and obesity

Not Reporting on this Outcome Measure

Outcome #11

1. Outcome Measures

Percentage of participants to utilize knowledge gained and made adjustments in their nutrition and lifestyle behaviors

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	16	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Kids today are obese and less fit than previous generations. The rate of childhood obesity began to level off around 2006, but remains high at approximately 16%. Research shows that overweight children are more likely to become overweight or obese adults. Being overweight as a child even puts youngsters at risk for cardiovascular disease and type 2 diabetes at a young age.

What has been done

Women, Infants, and Children, is a special supplemental food program for pregnant, breastfeeding, and post-partum women, infants, and children under five years of age. WIC helps

you and your baby get healthy foods and healthy advice in the first years of life. To be eligible for the program, a woman, infant, or child must meet the income guidelines and be at-risk for one or more of the following medical problems: low iron levels in the blood (anemia), underweight, overweight, or poor diet. A nurse or nutritionist will determine if an applicant is eligible for the WIC program. After becoming eligible for the program, each participant is required to take a nutrition class every three months that is being taught by Alcorn State University Extension Program (ASUEP) before receiving their food packets.

Results

The ASUEP worked diligently with the Madison County Health Department to ensure the success of this program. There was three African American families that participating in the WIC nutrition class at the Madison County Health Department. Only one African American family admitted to not properly using WIC products in their home .The Hispanic female stated "she only wanted the milk products?". After taking two WIC nutrition lessons, both families decided to stocked up on a variety of healthy foods, eat together as a family, talk and enjoy each other's company rather than sitting in front of the television, use portion sizes and foods that are right for their children at his/her current stage of life, and look for healthy foods and recipe ideas. In addition, she makes less trips to the doctor because of the positive changes that she has made thanks to the mandatory WIC nutrition class at the Madison County Health Department.

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior

Outcome #12

1. Outcome Measures

Percentage of limited resource families who utilize tips in food preparation and storage to maintain food quality and sanitation

Not Reporting on this Outcome Measure

Outcome #13

1. Outcome Measures

Percentage of participants who gain increased accessibility to fruit and vegetables consumption through the development of community gardens in communities.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	5	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In Adams County, eight percent (8%) of the population are elderly, with a documented fixed income in the low income range. According to 2008 census, the high cost of fruits and vegetables can have a negative impact on the budget of elderly individuals. The consumption of fruit and vegetables has been linked to the reduction of nutrition related chronic diseases such as hypertension, heart disease, strokes, type 2 diabetes, and in some instances obesity among elderly.

What has been done

Alcorn State University Extension Program (ASUEP) established the Natchez Farmers Market to promote business development and provide fresh fruit and vegetables to consumers of Adams and include Jefferson, Franklin, and Wilkinson counties. ASUEP partnered with the Mississippi Department of Agriculture and Commerce, and the Southwest Mississippi Area on Aging Agency to address the lack of access and consumption of fresh fruit and vegetables among the elderly through the implementation Farmers? Market Senior Nutrition Program. This program was designed to increase access of fresh fruits and vegetables among the elderly who often do not have the income to purchase produce which leads to less consumption. In 2007, the first year 200 seniors benefited from the voucher program and as of the closing of production season 2010, there were approximately 500 seniors benefiting from the program. Also, educational programs were implemented to promote fruit and vegetable preparation to retain nutrient value and decrease the use of fats and salt.

Results

Results from the survey indicated 98% of the 200 elderly participants indicated that the Farmers Market Voucher Project increased their access to fresh fruits and vegetables. Seventy-eight percent of the 200 participants indicated the consumption of fruit and vegetables contributed to improvement in self-management skills for existing nutritional related diseases. Fifty-two percent of the participants stated they gained knowledge regarding food preparation techniques to decrease the use of fat, salt, and sugar. One hundred percent of the participants stated they would share the information gained with their friends regarding the preparation and consumption of fresh fruits and vegetables, and inform other elderly consumers to take advantage of the Farmers? Market Senior Nutrition Program.

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior

Outcome #14

1. Outcome Measures

Percentage of limited resource parents who gain knowledge/practices on childhood obesity for management of chronic diseases

Not Reporting on this Outcome Measure

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

External factors that may affect the outcome of these programs are the shift or change in staffing patterns and resources available to conduct the various educational session activities and events. Natural disasters such as: hurricanes, tornados and floods that cause families to relocate and cause economic distress. Youth and families participating in the program can leave programs because of relocation of the family (youth leaving the school district, parent relocating because of employment). Parents or guardians not giving youth permission to participate in the program (lack of parental consent). Policy changes in local and state public and private schools counties and the availability of transportation for participants could affect program implementation.

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

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}

V(A). Planned Program (Summary)

Program # 4

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%		0%
602	Business Management, Finance, and Taxation		40%		50%
604	Marketing and Distribution Practices		30%		50%
	Total		100%		100%

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	4.0	0.0	1.5
Actual	0.0	4.0	0.0	1.5

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	236358	0	92863
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	236358	0	92863
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 implemented various educational programs in counties throughout Mississippi. The planned program

focused on the adoption of new techniques/methods for rapid agricultural developments in order to increase agricultural production, and eventually to minimize the high level of risks experienced by small and limited-resource family farmers. The planned program educated limited-resource farmers through workshops, non-formal and formal 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, and web sites. Research efforts consisted of the development of a survey instrument to collect primary data from the small and limited-resource farmers. The survey was designed to gather data on the small farmers' current socio-economic and demographic characteristics, marketing activities, sources of market information, and the perceived training needs related to agricultural marketing and distribution.

2. Brief description of the target audience

The target audience is small and limited-resource farmers.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	1000	550	75	25

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

Patent Applications Submitted

Year: 2010
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Actual	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Conduct educational programs, event and activities on financial management of farm families.

Year	Actual
2010	25

Output #2

Output Measure

- Conduct educational programs, events and activities on farm legal risk

Year	Actual
2010	4

Output #3

Output Measure

- Conduct educational programs, events and activities on farm management of farming operations

Year	Actual
2010	25

Output #4

Output Measure

- Conduct research studies on farm and financial management and marketing.

Year	Actual
2010	0

Output #5

Output Measure

- Conduct educational programs events, activities and provide technical assistance on the farm loans and other governmental agencies requirements and application processes

Year	Actual
2010	50

Output #6

Output Measure

- Conduct educational programs, events and activities on the development a how to utilized marketing plans

Year	Actual
2010	8

Output #7

Output Measure

- Conduct demonstrations on record keeping of sales and expenses on farming operations and outreach centers.

Year	Actual
2010	7

Output #8

Output Measure

- Conduct educational programs, events and activities on new marketing techniques.

Year	Actual
2010	6

Output #9

Output Measure

- Conduct educational programs, events and activities on making adjustments in produce marketing.

Year	Actual
2010	4

Output #10

Output Measure

- Development of research publications and presentations and fact sheets

Year	Actual
2010	0

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Percentage of farmers and producers utilized knowledge gained on farm and financial management minimize cost on their farm operations to increase production and revenues.
2	Percentage increase of limited resource farmers and land owners minimized land and farm loss.
3	Percentage increase of farmers increased access to capital on their farming operations
4	Percentage increase of farm families demonstrated the use of farm and financial management
5	Percentage of limited resource farmers who developed and utilized marketing plans
6	Percentage of the number of farmers and cooperatives demonstrated the use of marketing and distribution practices.
7	Percentage of small-scale and limited resource farmers keeping records of sales and expenses
8	Percentage of farmers and cooperatives gained knowledge on new marketing techniques
9	Percentage of the number of participants made adjustments in produce marketing. (Change in Condition)
10	Percentage of the number of participants made adjustments in produce marketing. (Change in Knowledge)

Outcome #1

1. Outcome Measures

Percentage of farmers and producers utilized knowledge gained on farm and financial management minimize cost on their farm operations to increase production and revenues.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	15	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Farmers were faced with significant problems due to the lack of knowledge and necessary skills to make sound management decision in the day to day operation of the farm. The Vendors Borrowers Training offered courses in Business Planning and Financial Management and Estate Planning. Borrowers received technical assistance and training which will assist small farmers in adopting new innovational skills to enhance knowledge and skills in order for farmers to make good management decision.

What has been done

Farmers continue training on Best Management Practices (BMP) and technique depending on their farm enterprise thought a structured training program. Borrowers were given educational material though PowerPoint presentations in the Vendors Borrowers Training courses that would enhance their knowledge and skills to improve the day to day operations.

Results

The Alcorn State University Extension Program observed borrowers using new livestock and crop practices techniques (e.g., ear tags on cattle and no till crop production practices). Borrowers shared their life and farm experience with each other during a focus group session. Also, the focus group session provided future direction for the Vendor Borrowers Training.

4. Associated Knowledge Areas

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

Outcome #2

1. Outcome Measures

Percentage increase of limited resource farmers and land owners minimized land and farm loss.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	5	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The successful navigation of today's legal environment is as important to the profitability of the family farm as the ability of the farmers to produce a high quality, marketable crop. Farmers lack an understanding of legal issues that may be encountered on a family farm which contributes to better management or minimize of those associated legal risks.

What has been done

Seven structured training sessions were provided to familiarize farmers with the legal issues associated with family farm operations and the risk management strategies that will help them to deal with these issues. Those issues were a) personal and property ownership and related damage liabilities b) contractual arrangements and agreements; c) personal and business liabilities and d) environmental regulations and legal obligations.

Results

Workshop participants continue to identify various types of legal risks associated with different aspects of a family farm operation. Participants continue to utilize risk management strategies to deal with property ownership and damage liabilities. Participants continue to explore risk management strategies that address environmental regulations and damage liabilities in relation to a family farm operation. Participants continue to gain knowledge of legal risk management methods that address the personal and business liabilities that are most often encountered on a family farm. Participants continue to identify risk management tools to handle the legal matters associated with operating a family farm business and participants can explore ways to address the risks associated with the contractual arrangements and agreements of a family farm.

4. Associated Knowledge Areas

KA Code Knowledge Area

Outcome #3

1. Outcome Measures

Percentage increase of farmers increased access to capital on their farming operations

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	4	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Many of Mississippi small and limited-resource farmers are facing financial hardships in their daily farm operation because of limited funding. In order for farmers to plan a well-structured farm operation and to make good sound managing decisions, they must have accurate funding available. Borrowers have trouble in understanding the basic concept of the loan application process. Because of this, borrowers were deprived of funding and not able to receive the fundamental income they needed to support their day-to-day operations.

What has been done

Financial management courses were offered through the Alcorn State University Extension Program (ASUEP) in conjunction with the Agricultural Economics Department and other departments at ASU to help meet the requirements for borrower training as outlined in Farm Service Agency (FSA) regulations. Thirty-three limited-resource farmers participated in the training. Estate Planning, Land & Property, Farm & Financial Management, Record Keeping were courses offered. These sessions were held in Hinds, Leake, Simpson, Claiborne Counties.

Results

The completion of the structural class enabled the borrowers to apply for an additional loan. The FSA loan application was the tool used to collect the data. There were a total of thirty-three (33) producers completing the evaluation. The percentage of farmers who applied for loans were 100% and the percentage of farmers who received for an additional loan were 100%. The total loan amount received was \$816,500.

4. Associated Knowledge Areas

KA Code Knowledge Area

Outcome #4

1. Outcome Measures

Percentage increase of farm families demonstrated the use of farm and financial management

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	5	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Small and limited-resource farmers in Mississippi are in need of assistance with farm and financial management to maintain accurate record keeping. Farmers lack the knowledge and understanding of how to keep proper records. Keeping accurate records will advance production and increase income, thus; the farmers can afford the opportunity to meet obligations, which in turn improves their socioeconomic status and quality of life.

What has been done

Alcorn State University Small Farm Outreach and Training and Technical Assistance Project works closely with all United States Department of Agriculture (USDA) federal and state agencies, and local cooperatives providing educational training and technical assistance in accurate record keeping. There were educational sessions and hands-on demonstrations on how to keep proper and accurate records using the Mississippi Farm Record Book. A total of thirty-three (33) limited-resource farmers participated in the trainings. The trainings were held in Hinds, Leake, Simpson and Claiborne Counties.

Results

After completion of the Record Book Training a test and an evaluation were given to each participant. All thirty-three (33) participants passed the test. The result of the evaluation was 100% of the participants gained knowledge. The farmers are now able to record more accurate records, after taking this training. Participants learned to always keep personal and farm records separate.

4. Associated Knowledge Areas

KA Code	Knowledge Area
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Outcome #5

1. Outcome Measures

Percentage of limited resource farmers who developed and utilized marketing plans

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	13	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

A feasible marketing plan is essential to achieving the process of moving crops, 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 demonstrate profit. Many limited-resource farmers lack the knowledge of how this is done and how it will benefit their operation.

What has been done

Educational workshops were conducted with over 100 farmers/cooperative members to guide them in developing a marketing plan. These workshops were held in collaboration with the Small Farm Outreach Project, Small Farmers Conference, one-on-one, and annual scheduled training with farmers and vendors. These farmers/cooperative members received knowledge on the following steps in developing a marketing plan: (a) Market Research, (b) Overall Market Analysis Strategy, (c) Potential Target Audience, (d) Competitor Analysis, (e) Marketing Objectives and Goals, (f) Marketing Mix (Four P?s of Marketing) Product, Price, Place and Promotion, and (g) Marketing Campaign.

Results

An evaluation was administered with the participants of the workshops and 87% indicated that they gained adequate knowledge of the components of a marketing plan and how to complete one on their own. This knowledge can be utilized by farmers to assist them in identifying and quantifying costs, setting price goals, determining potential price outlook, and price risking, and developing a strategy for marketing their crop, livestock and value-added product, through farmers markets or directly to local supermarkets.

4. Associated Knowledge Areas

KA Code **Knowledge Area**
 604 Marketing and Distribution Practices

Outcome #6

1. Outcome Measures

Percentage of the number of farmers and cooperatives demonstrated the use of marketing and distribution practices.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	13	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In the past, farmers have exhausted time on agriculture production and marketing was overlooked. Overlooking the marketing component, leads to problems in promoting crops and valued-added products to consumers and available markets. This can have an undesirable affect on their profit margin. Pricing, visibility, labeling, and packaging are critical areas that must be addressed by farmers.

What has been done

A combination of ten (10) educational workshops and activities were conducted through various events such field days, and small farmers conference that reached over 600 farmers, vendors, and cooperatives. The topics focused on various marketing techniques such as visibility, labeling, packaging and pricing of produce and value-added products.

Results

Evaluations were conducted with 600 farmers, vendors and cooperative members to determine the level of knowledge gained concerning marketing techniques. Eighty-two percent of the farmers, vendors and cooperative members indicated they gained knowledge on new marketing techniques, additionally the participants stated that they gain knowledge of 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 #7

1. Outcome Measures

Percentage of small-scale and limited resource farmers keeping records of sales and expenses

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	4	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The increased competition at farmers markets has forced farmers to display produce and products that exceeds the competition. Many farmers lack the knowledge of new and improved marketing techniques to attract consumers. To remain competitive in today's farmers markets, farmers must creatively display their produce and products.

What has been done

Several new marketing techniques demonstration were conducted during the year. These demonstrations were conducted at agricultural field days, certification workshops, and planned educational meeting. Through these various meetings, more than 400 farmers and vendors received hands-on training and printed materials that will aid them in marketing their goods and services more efficiently.

Results

Follow-up visits to various farmers market provided evidence that farmers were applying the techniques that they learned to improve their marketing stand and increase income.

4. Associated Knowledge Areas

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

Outcome #8

1. Outcome Measures

Percentage of farmers and cooperatives gained 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
2010	6	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The increased competition at farmers markets has forced farmers to display produce and products that exceeds the competition. Many farmers lack the knowledge of new and improved marketing techniques to attract consumers. To remain competitive in today's farmers markets, farmers must creatively display their produce and products.

What has been done

Several new marketing techniques demonstration were conducted during the year. These demonstrations were conducted at agricultural field days, certification workshops, and planned educational meeting. Through these various meetings, more than 400 farmers and vendors received hands-on training and printed materials that will aid them in marketing their goods and services more efficiently.

Results

Follow-up visits to various farmers market provided evidence that farmers were applying the techniques that they learned to improve their marketing stand and increase income.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices

Outcome #9

1. Outcome Measures

Percentage of the number of participants made adjustments in produce marketing. (Change in Condition)

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	2	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Many farmers, vendors, and cooperatives in Southwest Mississippi lack sufficient knowledge and techniques to achieve top dollar for their produce and products. Those farmers who do not make adjustments in their produce marketing will earn less than farmers who make marketing adjustments. Adjustments are imperative to keep pace with the changing economy.

What has been done

Alcorn State University Extension Program (ASUEP) and the Mississippi Small Farm Development Center Marketing Coordinator (MSFDC) provided workshops to small limited-resource farmers on the importance of modifying existing practices/technologies in marketing their produce/products. Five workshops were conducted reaching 200 participants.

Results

Evaluations are currently in progress.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices

Outcome #10

1. Outcome Measures

Percentage of the number of participants made adjustments in produce marketing. (Change in Knowledge)

Not Reporting on this Outcome Measure

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

External environmental factors that may affect the outcome of the planned program are: growth and availability of markets, domestic and international agricultural policies, USDA and state-funded programs affecting the clientele, the weather and related natural disasters.

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

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}

V(A). Planned Program (Summary)

Program # 5

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
401	Structures, Facilities, and General Purpose Farm Supplies		20%		20%
402	Engineering Systems and Equipment		20%		20%
608	Community Resource Planning and Development		20%		20%
609	Economic Theory and Methods		20%		20%
805	Community Institutions, Health, and Social Services		20%		20%
	Total		100%		100%

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	4.5	0.0	5.0
Actual	0.0	2.5	0.0	5.0

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	147724	0	309542
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	147724	0	309542
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

Community Resource Planning & Economic Development planned program strives to ensure that a quality living environment exists in rural Mississippi along with stable economic opportunities. Residents must be empowered to effect change within their communities. Therefore, the concerted efforts partnered with local officials and other entities in the community to encompass a broad mix of talents and tasks regarding several initiatives. The initiatives are business development, infrastructure improvements, city planning, environmental concerns, and social institutions - to name a few. With the right tools and resources rural residents working together can create the difference between a sustainable successful communities, versus one that is added to the list of dying towns across rural Mississippi. The analysis of research findings were used to develop community and economic models that are appropriate to promote sustainable integrated community planning and development. The planned program conducted educational sessions within communities and disseminate information through workshops, seminars, lectures, training sessions, leadership development planning, demonstrations, asset mapping, and other activities. The success and accomplishments of this project will be evaluated based on the following measures: (a) the number of communities and county officials showing interest in and wanting to continue support for the project in consecutive year and (b) the degree of improvement in the attitudes and experiences of the residents in terms of social consciousness and appreciation for community life and the needs of the poor. These are critical criteria for testing the effectiveness and accomplishments of a project of this nature. No matter how elaborate a behavioral eesearch/Extension project associated with a educational institution is or how enthusiastic the Extension faculty and staff are, unless in the end, communities benefit, and the experiences of the residents are changed so that attitudes, participation and outreach outcomes are better than before, the work cannot be considered successful. Participants of all community resource development activities will be requested to evaluate, submit comments, and reflections for the relevance of the educational programs. Peer reviews will be done on an on-going basis by researchers, sociologists, and Extension professionals within the Extension academic communities. Efforts will be made to ensure that peer reviews are done through area professional publications both internally and externally. The evaluation of the plan and best practices will be on-going and the assessment by stakeholders and clients will address final impacts at the conclusion of the projects.

2. Brief description of the target audience

Limited-resource families • Community Based Organizations • Entrepreneurs • Elected and appointed political officials .Business owners and community based farmer markets.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	822	635	131	210

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

Patent Applications Submitted

Year: 2010

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Actual	0	2	2

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Conduct educational programs events and activities on leadership development to development skills facilitate economic and community development opportunities in communities.

Year	Actual
2010	7

Output #2

Output Measure

- Conduct educational programs, events and activities to facilitate workforce development opportunities for limited resource audiences in communities.

Year	Actual
2010	1

Output #3

Output Measure

- Conduct educational programs events and activities on cooperative development, home based and agricultural and non agricultural business development to enhance economic development opportunities in communities.

Year	Actual
2010	4

Output #4

Output Measure

- Conduct educational demonstrations and tours on Agro tourism to promote awareness of community economic development and other opportunities for Limited Resource Audiences

Year	Actual
2010	2

Output #5

Output Measure

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

Year	Actual
2010	0

Output #6

Output Measure

- Develop 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).

Year	Actual
2010	0

Output #7

Output Measure

- Development of database to support and promote research in community resource development

Year	Actual
2010	0

Output #8

Output Measure

- Conduct educational research on high tech small minority and or expand businesses incubator.

Year	Actual
2010	0

Output #9

Output Measure

- Conduct impact surveys and develop methods and policies for cutting cost of energy in running farms, communities, offices, business, schools and medical facilities

Year	Actual
2010	0

Output #10

Output Measure

- Develop educational research on energy saving technologies to disseminate to communities

Year	Actual
2010	0

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 participants to utilize research data, knowledge and skills disseminated to encourage retention and to attract businesses and other economic development projects.
3	Increase the percentage of members of cooperatives to improve their production and management practices.
4	Increase the percentage of individuals who gained awareness of opportunities in Agro tourism and other agricultural based economic development opportunities.
5	Increase in the percentage of community officials and organizations who gained awareness of economic and demographic profile of communities
6	Increase the percentage of individuals gained leadership and decision-making skills to become involved in community planning and development projects.
7	Increase the percentage of community participation in the of the database to enhance community resource developmen
8	Increase the dissemination of high-tech business information to minority and small businesses on community resource development.
9	Increase the percentage of the community participation to gain awareness of cutting cost of energy.
10	Increase the percentage of individuals in their communities gained awareness in use of energy saving techniques

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
2010	10	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Community leaders are on the demise in Mississippi. Therefore, there is a lack of involvement in civic engagement in communities. The lack of engagement stems from little or no civic activities/programs such as leadership institutes, community apprenticeships and mentor/mentee programs that stimulate or invite the emergence of leadership development.

What has been done

A kick-off Community Voices Leadership Development meeting was hosted by ASUEP in an effort to bring the existing leaders together as they began to draw other potential and/or upcoming leaders to the forefront with structured guidance in Community Voices curriculum. Approximately, 20 individuals were in attendance.

Results

As a result of the of the meeting, community leaders were inspired to go back to their communities and implement leadership strategies gained by practicing the lessons in the Community Voices curriculum. One participant developed an athletic program at their church which developed into a church league. Another participant implemented a non-profit reading program to help youth improve their reading level and pass state-level exams.

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 participants to utilize research data, knowledge and skills disseminated to encourage retention and to 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
2010	6	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The recent unemployment rates for Jefferson and Claiborne Counties have exceeded 19% in each county. Citizens in Jefferson and Claiborne Counties are well aware that the hope of large companies locating in Southwest Mississippi is reducing daily. Local officials are requiring assistance in community development training for business start-up, expansion and management for established businesses so that the local tax base can be strengthened and jobs will be created.

What has been done

Alcorn State University Extension Program (ASUEP) responded by helping to establish Rural Development and Entrepreneurial Awareness Trainings in each county. These trainings/workshops have provided opportunities for local citizens to acquire knowledge on the availabilities of monies for financing businesses as well as what is needed to start a business; the importance of incorporation a business as well as certifying your business with the state of Mississippi. The trainings were held in the local meeting places such as the City Hall or the local county Multi-Purpose Building. By partnering with the Alcorn State University Center for Rural Life, a total of two (2) trainings were held and more than sixty (60) participants attended with additional follow-ups were scheduled.

Results

Of the forty (40) or more training workshop participants, twenty-nine (29) participants participated in Rural Development and Entrepreneurial Awareness Training evaluation. The evaluation instrument consisted of three open-ended questions. The overall rating of the training in Claiborne County on a scale of 1 ? 4 (1=Poor, 2=Fair, 3=Good, and 4=Excellent) was 3.6 with 40% rating of good and 60% rating of excellent; and the overall rating for Jefferson County?s Awareness Training was a mean score of 3.75 with 25% rating the training as good and 75% rating the

training as excellent. Additionally, 100% of the participants in both counties agreed that they had learned more about Rural Development and Entrepreneurship as a result of the trainings.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #3

1. Outcome Measures

Increase the percentage of members of cooperatives to improve their production and management practices.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	12	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Several cooperatives exist in various localities throughout Mississippi. Many of the cooperative lack the business management skills and infrastructure to survive. Cooperatives provide valuable services, products, and educational programs to members manage their cooperative's infrastructure.

What has been done

The Alcorn State University Extension Program (ASUEP) provided technical assistance in the areas of business development, marketing, record keeping, and estate planning to the Simpson County Sustainable Livestock group. Thirty participants participated in the cooperative development workshop.

Results

The ASUEP conducted face-to-face interviews with cooperative members and the members reported using the business development and marketing practices. Also, the members indicated they are following a track that will assist them with production and management practices such as marketing and board training.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #4

1. Outcome Measures

Increase the percentage of individuals who gained awareness of opportunities in Agro tourism and other agricultural based economic development opportunities.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	5	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Agro-tourism is not viewed as a viable economic opportunity in various parts of the state. Many people lack knowledge of agro-tourism and are unaware of the opportunities in agro-tourism. Agro-tourism can generate additional income by allowing visitors to tour farms. Also, clientele can increase their knowledge of plants and animals.

What has been done

The Alcorn State University Extension Program (ASUEP) met with farmers from Rankin and Warren counties to discuss the viable aspects of agro-tourism. Farmers met with a Warren County Farmers and shared the viable aspects of agro-tourism. Ten farmers gained knowledge on establishing an agro-tourism site, state licensing requirements, and generating income.

Results

Follow-up interviews were conducted with program participants regarding agro-tourism. Two participants attended an Agro-Tourism Conference sponsored by Mississippi State University to increase their knowledge of agro-tourism. One participant is implementing an agro-tourism site on her farm.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #5

1. Outcome Measures

Increase in the percentage of community officials and organizations who gained awareness of economic and demographic profile of communities

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	4	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The current recession has forced community officials and organizations to conduct demographic profiles of communities and identify additional community resources and conduct. This is a major issue in Mississippi especially in the rural localities. In order for rural communities to remain viable and productive, community officials must understand the communities? needs and identify resources to help sustain rural communities.

What has been done

The Alcorn State University Extension Program (ASUEP) used asset mapping to determine the rural communities? available resources. A community profile database was created for several Southwest Mississippi counties.

Results

Extension and research staff utilizes the database to determine educational needs, develop, and implement educational programs related to community resource and economic development. Also, the database helps Extension and research staff and community official to seek grant funding for limited-resource localities.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #6

1. Outcome Measures

Increase the percentage of individuals gained leadership and decision-making skills to become involved in community planning and development projects.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	5	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

There is a lack of generational leadership in rural communities and there is a need for skills to be shared with future generations to maintain viable communities. To work effectively and become future leaders in communities, youth need training in leadership teambuilding, and communication skills.

What has been done

The Alcorn State University Extension Program (ASUEP) implemented the Community Voices Leadership Development Program to 200 youth at Piney Woods School as well as the Mississippi Job Corps Center. The Community Voices Leadership Development Program addressed leadership, teambuilding, public speaking, communication, and conflict resolution skills. Also, appropriate dress was discussed with the youth.

Results

The youth were empowered in the area of leadership development and gave testimonies to administrator of how the program helped them to embrace leadership skills and how they plan to utilize them in the future. The program is ongoing and additional follow-up evaluations will be conducted at six month intervals.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #7

1. Outcome Measures

Increase the percentage of community participation in the of the database to enhance community resource developmen

Not Reporting on this Outcome Measure

Outcome #8

1. Outcome Measures

Increase the dissemination of high-tech business information to minority and small businesses on community resource development.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	2	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The respective communities served by the project as well as Alcorn State University and its students have felt the impact in different ways. We have provided highly valued and needed resource materials to numerous individuals. As a result, people in local communities, and support organizations have continued to develop better understanding of their local communities, the local labor markets, the business cycle, changes in economic variables as well as the economic opportunities available in different areas.

What has been done

For example, throughout the period of the recently ended great recession, by means of our newsletter (published by the Agricultural Economics Program) we provided continuous information and updates to help our community and stakeholders better understand various aspects of the impact and implications of the recession and the business cycle as a whole.

Results

All indications are that they are more aware of the differentials in income streams between someone that invested in a college education versus one who went to work just after leaving high school. For example, as indicated by our research the unemployment rate of college trained individuals is less than 5 percent; even less for people with advanced degrees, but is about 16 percent for those who dropped out of high school. Other results have supported previous findings that training in education, health and healthcare, are major issues in Mississippi. A greater investment in individuals? health is likely to benefit both the individual and communities innumerable.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #9

1. Outcome Measures

Increase the percentage of the community participation to gain awareness of cutting cost of energy.

Not Reporting on this Outcome Measure

Outcome #10

1. Outcome Measures

Increase the percentage of individuals in their communities gained awareness in use of energy saving techniques

Not Reporting on this Outcome Measure

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)

Brief Explanation

External factors which may impact program effectiveness are weather patterns, legislative policies and funding. This shift will hamper funding for community and economic development projects. Federal and local government policies may change which would constrain some of our programs. Local community and municipalities may enact laws

and regulations in certain communities that would likely counter some of the programs and policies articulated by the project. Laws in the area of interest change, public policy, social, economic and demographic changes in various communities may force certain authorities to modify their public priorities. Pending changes in Immigration laws may affect migration and other demographic issues, public policies, and program priorities.

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

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}