V(A). Planned Program (Summary)

Program # 4

1. Name of the Planned Program
MARKETING TRADE AND ECONOMICS

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
<th>Extension</th>
<th>Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>605</td>
<td>Natural Resource and Environmental Economics</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>610</td>
<td>Domestic Policy Analysis</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

V(C). Planned Program (Inputs)

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

<table>
<thead>
<tr>
<th>Year: 2009</th>
<th>Extension</th>
<th>Research</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1862</td>
<td>1890</td>
</tr>
<tr>
<td>Plan</td>
<td>1.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Actual</td>
<td>2.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

<table>
<thead>
<tr>
<th>Extension</th>
<th>Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smith-Lever 3b &amp; 3c</td>
<td>Hatch</td>
</tr>
<tr>
<td>5081</td>
<td>0</td>
</tr>
</tbody>
</table>

1862 Matching | 1890 Matching | 1862 Matching | 1890 Matching
| 325543 | 0 | 341994 | 0 |

1862 All Other | 1890 All Other | 1862 All Other | 1890 All Other
| 0 | 0 | 0 | 0 |

V(D). Planned Program (Activity)

1. Brief description of the Activity

Issue
The financial crisis that hit the United States in 2009 affected numerous sectors of the American economy, including agricultural enterprises. To present critical information to agricultural producers quickly, without requiring speakers or the audience to travel, a webinar was designed and presented through the Western Extension Committee, an organization of extension economists from the 13 western states, Guam and other Pacific Islands.

What has been done
In 2009, the five-part webinar "Ag in Uncertain Times" featured 17 live, interactive 90-minute seminars on the following areas: operating in the face of uncertain credit; operating in the face of uncertain markets; families facing uncertainty in agriculture; operating in risky environments; and managing agricultural enterprises in uncertain times. More than 40 professionals and leading industry experts were accompanied by live audio, Powerpoints, videos and slides, with questions taken using a chat feature during each presentation. Software and hardware were provided through Montana State University, with numerous individuals nationwide participating in presenting and/or moderating discussions in June, September, October, November and December. Institutions providing personnel and resources included the University of Arizona; University of California Davis; Colorado State University; Montana State University; Western Center for Risk Management Education and Washington State.
University; University of Wyoming; and University of Minnesota Center for Farm Financial Management. The entire series of webinars remains available online as a resource for the agricultural industry and for extension educators to download and use as needed.

Impact
A pioneering effort, the "Ag in Uncertain Times" webinar drew widespread interest for each session offered during 2009. Between June and December, the time frame of the webinar series, the number of "unique" visitors to the site was 6,519, with 304,060 hits.
Participants ranged across the United States, with 55 percent from the western region; 26 from the central region; 9 percent from the northeast, 7 percent from the southeast, and 3 percent from areas outside the U.S. The audience included agricultural producers; agribusiness members; agricultural lenders; consultants; educators; and others. Praised as a unique, timely way to reach a wide audience simultaneously with a wealth of practical, expert information, the webinar was nominated for and received the 2010 Western Agricultural Economics Association Outstanding Extension Program Award, for Project.

Issue
The primary objective of Risk Management Education (RME) is to serve as a key resource for information and applied research analyses related to marketing and management issues surrounding Arizona's agricultural production inputs and commodities—particularly critical during the current economic downturn.

What has been done
During 2009, Risk Management Education (RME) was delivered to an estimated 953 producers and government agency personnel through oral conference presentations and hands-on computer workshop trainings primarily in Arizona, but also in Colorado, Nevada and Utah. Sample titles of presentations include "Determining Economic Value of Cutouts and Livestock Market Situation" (to Navajo, Hopi and Tohono O'odham tribal ranchers); "The Changing Beef Industry: Input costs, Consolidation, and MCOOL," (to ranchers); at Southwest Marketing Network (SWMN) Conference: "Keeping the Younger Generation in the Community and on the Farm" and "Developing a Sound Business Plan," among many others.

Impact
When workshop participants were solicited on the odds that they would incorporate any of the information covered into future decisions that would favorably impact the financial position of their operation, 34 percent indicated there was an excellent chance this would occur and 58 percent gave a good chance of this occurring. Over 99 percent of the participants reported that the RME trainings were worth their time to attend. When asked how participants rate the relevance of topics presented at the RME trainings for their operation, 44 percent said the topics were excellent and 49 percent said they were good. Finally, 87 percent noted that the odds are good or excellent that they will incorporate something they learned from an educational event that will favorably impact the profitability of their operation. Written testimonials:

"The financial management system will help me understand my operation, determine trend of business and be more accountable."

"If my son can work it, why not me."

"This simple ranch form looks like I could use it and get some good feedback."

"Your workshop helped me better realize the factors limiting profitability of my operation."

"Workshop will alter how I track changes on livestock records, financial assets and liabilities."

"More effective way to evaluate alternative management decisions and see what is influencing the profitability of our ranch."

2. Brief description of the target audience

Commodity groups, state agencies, financial institutions, producers, marketing organizations.

V(E). Planned Program (Outputs)

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

Patent Applications Submitted

Year: 2009
Plan: 1
Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

<table>
<thead>
<tr>
<th>2009</th>
<th>Extension</th>
<th>Research</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Actual</td>
<td>12</td>
<td>28</td>
<td>40</td>
</tr>
</tbody>
</table>

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Develop improved marketing and economic models.
  Not reporting on this Output for this Annual Report
### V(G). State Defined Outcomes

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

<table>
<thead>
<tr>
<th>O. No.</th>
<th>OUTCOME NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Increased financial stability of Arizona's producers</td>
</tr>
<tr>
<td>2</td>
<td>Number of individuals gaining knowledge by participating in educational programs</td>
</tr>
<tr>
<td>3</td>
<td>Adoption of management practices that assure a safe food supply</td>
</tr>
</tbody>
</table>
Outcome #1

1. Outcome Measures

   Increased financial stability of Arizona's producers

2. Associated Institution Types

   ● 1862 Extension
   ● 1862 Research

3a. Outcome Type:

   Change in Action Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>500</td>
<td>475</td>
</tr>
</tbody>
</table>

3c. Qualitative Outcome or Impact Statement

   Issue (Who cares and Why)
   What has been done
   Results

4. Associated Knowledge Areas

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<td>610</td>
<td>Domestic Policy Analysis</td>
</tr>
</tbody>
</table>

Outcome #2

1. Outcome Measures

   Number of individuals gaining knowledge by participating in educational programs

2. Associated Institution Types

   ● 1862 Extension
   ● 1862 Research

3a. Outcome Type:

   Change in Action Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>200</td>
<td>6000</td>
</tr>
</tbody>
</table>

3c. Qualitative Outcome or Impact Statement
**Issue (Who cares and Why)**
The 2009 financial crisis has hit the nation's agricultural enterprises.

**What has been done**
To present critical information to agricultural producers quickly, without requiring speakers or the audience to travel, a webinar was designed and presented through the Western Extension Committee.

**Results**
Between June and December, the time frame of the webinar series, the number of "unique" visitors to the site was 6,519, with 304,060 hits. Participants ranged across the United States, with 55 percent from the western region.

**4. Associated Knowledge Areas**

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</table>

**Outcome #3**

1. **Outcome Measures**
   
   Adoption of management practices that assure a safe food supply

   Not Reporting on this Outcome Measure

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

**External factors which affected outcomes**

- Economy
- Appropriations changes
- Public Policy changes

**Brief Explanation**

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

1. **Evaluation Studies Planned**
   
   - After Only (post program)

**Evaluation Results**

No formal evaluations conducted.

**Key Items of Evaluation**