

V(A). Planned Program (Summary)

Program # 2

1. Name of the Planned Program

Small Family Farm Enterprise Financial Analysis & 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%		0%
604	Marketing and Distribution Practices		30%		0%
	Total		100%		0%

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2011	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	4.0	0.0	0.0
Actual Paid Professional	0.0	4.0	0.0	0.0
Actual Volunteer	0.0	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	239488	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	239488	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

The development of enterprise budgets; development of models of effective strategies; distribution of results will be emphasized in our programs One small farm conference presentation per year; one non refereed publication per year; two presentations annually at meetings and workshops for farmers. Extension Programs will consist of the development (or identification) of relevant content materials to address knowledge gaps needed by farmers. Focus groups survey instruments will be developed. Various workshops, demonstrations, meetings, development of curricula, and other learning resources will be utilized for effective program implementation. Evaluation assessment methods will be implementation to document the impacts of our programs.

2. Brief description of the target audience

Small, limited-resource, and socially-disadvantaged farmers/ranchers in Mississippi.

3. How was eXtension used?

eXtension was not used in this program

V(E). Planned Program (Outputs)

1. Standard output measures

2011	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	3106	2847	603	779

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

Patent Applications Submitted

Year: 2011

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2011	Extension	Research	Total
Actual	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

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

Year	Actual
2011	10

Output #2

Output Measure

- Conduct educational programs, events and activities on farm legal risk
Not reporting on this Output for this Annual Report

Output #3

Output Measure

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

Year	Actual
2011	22

Output #4

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
2011	24

Output #5

Output Measure

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

Year	Actual
2011	7

Output #6

Output Measure

- Conduct educational tours of Marketing and Direct Marketing of goods and services

Year	Actual
2011	5

Output #7

Output Measure

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

Year	Actual
2011	5

Output #8

Output Measure

- Development of fact sheets in Marketing and Direct Marketing of Agriculture and value-added goods and services
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 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 of limited resource farmers who developed and utilized marketing plans
5	Percentage of the number of farmers and cooperatives demonstrated the use of marketing and direct Marketing of agriculture goods and services.
6	Percentage increase of farm families demonstrated the use of farm and financial management
7	Percentage of small-scale and limited resource farmers keeping records of sales and expenses
8	Percentage of farmers and cooperatives gained knowledge on Marketing and Direct Marketing techniques

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	Actual
2011	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Small Farm Outreach Training and Technical Assistance Project works closely with all USDA federal and state agencies and community-based organizations to provide technical assistance to limited-resource and socially-disadvantaged farmers/ranchers. Limited-resource and socially disadvantaged farmers/ranchers need to improve the effectiveness and efficiency of their farming operation and increase profitability to sustain small farms.

What has been done

The ASUEP Small Farm Outreach and Technical Assistance Project staff conducted six (6) Vendor Borrowers training workshop to 44 limited-resource and socially disadvantaged farmers. The topics addressed were reducing land loss, increasing income through alternative enterprises, reducing debt, and improving crop and livestock production.

Results

Forty-four (44) limited-resource and socially disadvantaged farmers/ranchers received loans totaling \$1,677, 500 from the Farm Service Agency (FSA). The farmers/ranchers will use the loan proceeds to improve their farming operation by purchasing equipment, land, and diversifying their operation.

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.

Not Reporting on this Outcome Measure

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	Actual
2011	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Small Farm Outreach Training and Technical Assistance Project works closely with all USDA federal and state agencies and community-based organizations to provide technical assistance to limited-resource and socially-disadvantaged farmers/ranchers. Limited-resource and socially disadvantaged farmers/ranchers need to improve the effectiveness and efficiency of their farming operation and increase profitability to sustain small farms.

What has been done

The Small Farm Outreach and Technical Assistance Project staff conducted eight (8) Mississippi Small Farm Development Center (MSSFDC) Loan Application workshops to 593 farmers. The staff explained the loan application process and helped farmers complete the loan application.

Results

Farmers received \$48,300 in loan proceeds from the MSSFDC at zero percent interest. Farmers used the loan proceeds to purchase equipment and additional land and diversify their farming operation.

4. Associated Knowledge Areas

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

Outcome #4

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	Actual
2011	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

A local farmer requested marketing and post-harvest handling assistance from the ASUEP Demonstration and Research Farm staff in Mound Bayou, MS. He was marketing vegetables in front of his store; however, he was not receiving a premium price because of limited knowledge of marketing and post-harvest handling. Using multiple market outlets increases earning potential. To provide fresh produce, farmers must understand post-harvest handling.

What has been done

The ASUEP Demonstration and Research Farm staff helped the farmer select new and improved varieties of vegetables (e.g., Florida broadleaf mustard greens) that thrive in the Mississippi Delta. Also, the farmer received training on packaging, post-harvest handling (e.g., proper storage), and selling produce at the Cleveland Farmer's Market.

Results

The farmer planted the new varieties and production increased by 25 percent (farmer reported). He is selling produce at the Cleveland Farmer's Market and his income has increased by 20 percent (farmer reported). The ASUEP Demonstration and Research Farm staff will provide technical assistance by helping the farmer to maintain accurate farm records to document economic change.

4. Associated Knowledge Areas

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

Outcome #5

1. Outcome Measures

Percentage of the number of farmers and cooperatives demonstrated the use of marketing and direct Marketing of agriculture goods and services.

Not Reporting on this Outcome Measure

Outcome #6

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	Actual
2011	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Limited-resource and socially disadvantaged farmers/ranchers in Mississippi need financial management assistance. The key to a successful business is to have a business plan in place. Farmers/ranchers lack the knowledge and understanding of how to develop a farm business plan. Proper business planning decreases risk and increase the opportunity for farmers to improve their socioeconomic status and quality of life.

What has been done

The ASUEP conducted an educational session on business planning with the Natural Resource Conservation Service (NRCS), Mississippi Small Farm Development Center (MSFDC), Mississippi Association of Cooperatives (MAC), and Audubon Arkansas NATIVE Project. Nineteen (19) limited-resource farmers participated in the training.

Results

An end-of-session questionnaire was used to evaluate the educational session. Fifteen (15) farmers strongly agreed that they increased their knowledge regarding business planning. Four (4) farmers agreed that they increased their knowledge regarding business planning. The ASUEP Small Farm Outreach and Technical Assistance Project staff will follow-up in 3 month intervals to

determine if farmers are developing and utilizing business plans. Also, additional educational sessions are plan with cooperatives throughout Mississippi.

4. Associated Knowledge Areas

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

Outcome #7

1. Outcome Measures

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

Not Reporting on this Outcome Measure

Outcome #8

1. Outcome Measures

Percentage of farmers and cooperatives gained knowledge on Marketing and Direct Marketing techniques

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Competing Programmatic Challenges
- Other (Staff)

Brief Explanation

Two Business Management Training officers were selected and recommended for employment in September 2010; however, they did not start to work until January 4, 2011. Also, cooperatives and community-based organizations are providing similar services to limited-resource and socially-disadvantaged farmers in Mississippi.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Traditional mailed surveys were used to evaluate the Small Family Farm Enterprise Financial Analysis & Marketing planned program. The surveys determined that the farmers were using manual and computer record keeping to track expenses and income. Also, farmers reported they were able to secure loans from the Farm Service Agency, Rural Development, and the Mississippi Small Farm Development Center. The majority of farmers participating in this planned program area increased their farm income from \$1,000 to \$10,000.

Key Items of Evaluation

Limited-resource and socially-disadvantaged farmers/ranchers receive approximately \$1.7 million in loans from the Farm Service Agency. Also, farmers/ranchers who participated in the planned program area incomes increased by \$1,000-\$10,000.