

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

**Program # 2**

**1. Name of the Planned Program**

Agricultural And Consumer Economics

Reporting on this Program

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

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
112	Watershed Protection and Management	0%		5%	
601	Economics of Agricultural Production and Farm Management	5%		10%	
602	Business Management, Finance, and Taxation	10%		10%	
603	Market Economics	0%		15%	
604	Marketing and Distribution Practices	5%		10%	
605	Natural Resource and Environmental Economics	0%		10%	
606	International Trade and Development	0%		10%	
607	Consumer Economics	40%		10%	
610	Domestic Policy Analysis	25%		10%	
801	Individual and Family Resource Management	15%		10%	
	<b>Total</b>	100%		100%	

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

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

Year: 2015	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	0.0	5.0	0.0
<b>Actual Paid</b>	0.0	0.0	7.4	0.0
<b>Actual Volunteer</b>	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
208442	0	657885	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
208442	0	657885	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
1835460	0	2764221	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

Activities included a tick-by-tick and quote-by-quote examination of commodity markets to develop metrics on liquidity and transformation of information, an assessment of the impact of Dodd-Frank on agricultural producers, a study to analyze local, state, federal, and selected international laws that constitute the legal environment for agriculture [evaluating their impact on agricultural production and agri-business and on the protection and conservation of the environment], the application of mathematical programming methods and computer simulation models to address operations management and policy analysis problems [economic analyses of biofuels and bioenergy both at the U.S. and global level, optimum land use management for conservation and environmental protection, and supply chain management are typical examples of such problems], the use of rigorous statistical analysis to understand constraints on adoption of agricultural technologies in Africa and other developing regions and the impact of technologies when they are adopted [in the context of this work examining and adapting measures of food security relating to dietary diversity and also examining various economic impacts of animal agriculture], research to address the challenges faced by households in saving for housing [by evaluating a housing provident fund in China which consisted of voluntary or mandatory savings accounts and eligibility for discounted mortgage loans], an examination of young adults' major financial decisions such as student loans and homeownership as well as basic financial management behaviors, a study of how payday loan restrictions have affected crime in neighborhoods where payday loans used to be prevalent, ongoing work on the **Varietal Information Program for Soybeans** [VIPS] database that provides important results on soybean varieties planted throughout the State of Illinois and how they delivered for yield [the VIPS tool also provided key information on weed, disease, and insect resistance as well as renewed focus on quality measurements such as protein and oil content and amino acid profiles], an investigation into communication technologies and information outlets [modes] used by communities to share information about soy protein applications in the developing world, a project studying the economic impacts of policies and interventions designed to help developing world small farmers cope with inefficiencies caused by poorly functioning input and output markets [the research will explore both the drivers and the consequences of these inefficiencies and the economic effects of public and private sector initiatives to resolve market failures as well as the decisions and investments of farmers themselves], an effort to provide greatly needed information on the causes, consequences, and likely future of farmland prices, and the development of data related to the impact of crop insurance on the financial capacity of agricultural borrowers.

Conference presentations included the NCCC-134 Annual Meeting on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, National Dairy Markets and Policy Extension Education Committee, XXVIII European Congress on Rural Law, Agricultural and Applied Economics Association,

Consultative Group for International Agricultural Research, National Defense University, International Crops Research Institute for the Semi-Arid Tropics, Asian Consumer and Family Economics Association, International Conference of the Association for Public Policy Analysis and Management, Annual Meeting of the Population Association of America, Association for Financial Counseling and Planning Education, Michigan Agricultural Credit Conference, USDA Outlook Forum, and the Crop Insurance and Farm Bill Summit.

Extension specialists conducted the annual **Illinois Tax Schools** held in 30 locations in the state and five regional **Illinois Farm Economics Summits** that addressed farm profitability outlook and management challenges from several perspectives [including the 2015 outlook for prices, farm income prospects, land rents and valuation, long-term credit cycles, nutrient management, and the outlook for conventional bio-fuels]. During the months of January and February of 2015, 14 **Farm Bill** seminars were conducted by Extension specialists and held throughout Illinois to provide information to help farmers and landowners with payment yield and base acre reallocation decisions [also discussed in the evaluation section of this planned program]. Projecting returns for 2015 corn, soybeans, and wheat was a topic addressed at the four regional **Crop Management Conferences**.

Extension educators with consumer economics as their area of expertise supported programs this past year that included the **Financial Wellness Peer Educator** program that involved 25 trained college student interns in providing financial education outreach by talking with over 2,600 college students. Additional outreach was conducted through social media, YouTube, an e-newsletter with over 2,500 subscribers, and a six-session webinar series entitled **Get Savvy: Grow Your Green Stuff**. A revised and updated version of **All My Money**, a train-the-trainer curriculum for working with limited resource audiences, was completed this past year and piloted at a detention center. Other outreach included the **Plan Well, Retire Well** blog and e-newsletters, **America Saves** activities that included a friendly competition between the three University of Illinois campuses, and a "Paint-the Pig" party with over 165 students who took time to set savings goals, discuss savings, and paint a piggy bank. The competition resulted in 698 University staff and students setting a savings goal and ended during national **Money Smart Week** during which consumer science Extension educators conducted 51 programs that offered financial information that reached nearly 1,000 individuals. **Money Mentors**, a volunteer program that matched mentors with 99 mentees who sought help with basic money management, was conducted in five counties this past year [also discussed in the indicator and evaluation sections of this planned program].

Financial literacy for youth involved staff and volunteers in over 20 counties who conducted and evaluated knowledge gained by participants in **Welcome to the Real World**, a simulation that gives students [age 12 through young adults] a taste of managing income and expenses and is in the process of being updated [also discussed in the evaluation section of this planned program]. **Money Madness**, a new program for youth from second through fifth grade, was delivered in afterschool as well as classroom settings by volunteers from partner organizations.

## 2. Brief description of the target audience

Members of the target audience included academics and industry professionals from across the U.S. and around the globe, farmers, landowners, policymakers, regulators, practicing lawyers and academic lawyers in the U.S. and abroad, government regulatory agencies, processors and retail distributors of agricultural products, private firms with agricultural interests, public and private utility companies, international and domestic scholars in economics, financial planning, psychology, law, and demographics, financial educators, students, financial planning practitioners, soybean growers, food manufacturers, livestock feed manufacturers, NGO and USAID staff, professional farm managers, financial managers in the agricultural investment community, agricultural lenders, academic economists, agricultural production students, farm credit system lenders, agricultural policy committees, federal reserve banks, and academic researchers

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with an interest in agricultural finance.

Extension targeted audiences this past year included crop and livestock producers, land owners, financial advisers, tax consultants, youth, college students, senior citizens, and consumers and families facing financial challenges.

**3. How was eXtension used?**

Three Illinois individuals are members of the Financial Security for All Community of Practice.

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

**1. Standard output measures**

2015	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	12854	15913	3403	0

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

**Patent Applications Submitted**

Year: 2015

Actual: 0

**Patents listed**

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

**Number of Peer Reviewed Publications**

2015	Extension	Research	Total
<b>Actual</b>	0	28	28

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

**Output Target**

**Output #1**

**Output Measure**

- Number Of Completed Hatch Projects

Year	Actual
2015	4

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

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

O. No.	OUTCOME NAME
1	Page File Requests Made To Farmdoc
2	Number Of Web Hits On The Varietal Information Program For Soybeans Website
3	Identification Of Strategies For Increasing Producer Value
4	Numbers Of Individuals Improving Financial Capability And/Or Adapting Consumer Behavior Skills
5	Number Of Youth Increasing Knowledge Of The Cost Of Independent Living
6	The Impact Of Recent Commodity Market Developments On Market Efficiency
7	Investigating How Households React To Investment Incentives For Energy Efficiency Improvements
8	Exploring The Impact Of Government Policy Decisions On Household Finance And Home Purchase
9	An Investigation Into Communication Technologies Used To Share Information About Soy Protein Applications In The Developing World
10	Increased Knowledge And Skills In Managing Income And Expenses
11	Number Of Individuals Increasing Knowledge Related To Making Payment Yield And Base Acre Reallocation Decisions

## **Outcome #1**

### **1. Outcome Measures**

Page File Requests Made To Farmdoc

### **2. Associated Institution Types**

- 1862 Extension
- 1862 Research

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2015	18800000

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

#### **Issue (Who cares and Why)**

The goal of these tools is to provide farmers with expert advice on insurance product selection. These second-generation tools will be part of the iFARM collection of tools that are available in the crop insurance section of farmdoc [www.farmdoc.uiuc.edu]. The tools will include a yield analyzer, an insurance plan selector, and a marketing-crop insurance selector.

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

Since its inception over a decade ago the farmdoc project has consistently delivered unbiased and timely economic information to agricultural producers and businesses. The farmdoc website sets the standard for round-the-clock access to seamless and integrated information and analysis. There is no doubt that agricultural producers and managers will continue to need sound answers to tough economic questions in the future. The goal of the farmdoc project is to be at the forefront of harnessing the power of the internet to bring those answers right to their desktop.

#### **Results**

In 2015 well over 18 million page requests and over 2.8 million visits were made to farmdoc [http://www.farmdoc.illinois.edu/] or to farmdoc daily [http://www.farmdocdaily.illinois.edu/]. The goal of the farmdoc project is to provide crop and livestock producers in the U.S. Corn Belt with round-the-clock access to integrated information and expertise to better manage their farm businesses. While the goal has remained constant, the technology available to meet that goal has undergone enormous changes during the last dozen years. Smart phones, iPads, blogs, and social networks are now commonplace but scarcely imagined just ten years ago. The new farmdoc daily site has an eye towards not only the technology people are increasingly using to access information but also the desired form of the information. Information needs to be easily

accessible across a variety of platforms [desktops, laptops, and mobile devices] and in a condensed format that fits the needs of busy people with hectic schedules.

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

<b>KA Code</b>	<b>Knowledge Area</b>
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
603	Market Economics
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics

#### **Outcome #2**

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

Number Of Web Hits On The Varietal Information Program For Soybeans Website

Not Reporting on this Outcome Measure

#### **Outcome #3**

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

Identification Of Strategies For Increasing Producer Value

Not Reporting on this Outcome Measure

#### **Outcome #4**

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

Numbers Of Individuals Improving Financial Capability And/Or Adapting Consumer Behavior Skills

Not Reporting on this Outcome Measure

#### **Outcome #5**

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

Number Of Youth Increasing Knowledge Of The Cost Of Independent Living

Not Reporting on this Outcome Measure

## **Outcome #6**

### **1. Outcome Measures**

The Impact Of Recent Commodity Market Developments On Market Efficiency

### **2. Associated Institution Types**

- 1862 Research

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2015	0

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

#### **Issue (Who cares and Why)**

Recent developments in commodity markets [such as financialization, increases in biofuel production, climate change, and rising demand for agricultural commodities] may have involved profound shifts in the way commodity markets operate. The previous literature has looked at how these changes have impacted market efficiency and efficacy in the traditional roles of risk mitigation, coordinating production, and coordinating consumption through time. However, how these changes affect commodity markets tick-by-tick and quote-by-quote has not yet been considered.

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

Correlation between quote revisions in nearby and deferred contracts measure information-based activity, and correlations between revisions of the time lagged nearby and deferred maturity measure the speed at which information is transmitted among the different futures maturities. Information based trading results in near perfect correlation between revisions to bids and offers in nearby and deferred contracts. We find that within one second information has been fully transmitted from nearby to deferred contracts.

#### **Results**

Since global price discovery occurs on global futures exchanges for the major food commodities, a deep consideration of these changes on trading activity, patterns, and consequences is warranted. During the first reporting period, we have used high frequency data [time stamped to the second] in order to allow for faster price change adjustments taking place after significant technical developments in trading platforms in the second half of the 2000's, characterized by high speed trading.

Our work has resulted in a change in knowledge by providing insights into the speed at which



information is transmitted from the nearby to the deferred contracts. We focused our attention on the corn market because it has experienced some of the most pronounced changes in recent years. As noted above, results indicate that by one second, any information that arrived to the market had been fully transmitted across all contract maturities.

#### 4. Associated Knowledge Areas

<b>KA Code</b>	<b>Knowledge Area</b>
601	Economics of Agricultural Production and Farm Management
603	Market Economics
606	International Trade and Development
610	Domestic Policy Analysis

#### Outcome #7

##### 1. Outcome Measures

Investigating How Households React To Investment Incentives For Energy Efficiency Improvements

##### 2. Associated Institution Types

- 1862 Research

##### 3a. Outcome Type:

Change in Knowledge Outcome Measure

##### 3b. Quantitative Outcome

<b>Year</b>	<b>Actual</b>
2015	0

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

###### **Issue (Who cares and Why)**

Since the mid-1800's there has been a rapid increase in the combustion of fossil fuels [coal, oil, and gas], which has produced over 80% of global anthropogenic greenhouse gas emissions. Climate change is an emerging global threat to public health, largely due to its effects on agricultural systems. A rise in temperature, more variable precipitation, and increases in extreme weather events will reduce productivity of U.S. crops and expose livestock to higher degrees of heat and biotic stressors. Governments around the world are instituting a myriad of policy tools designed to curb climate change. Residential energy efficiency improvements are potentially one of the most cost effective ways to reduce greenhouse gas emissions. Energy efficiency advocates maintain that there are significant investments to be made in the residential sector that would pay for themselves in a short period of time. Paradoxically, many of these seemingly valuable economic improvements are not being made in the absence of public policy. This project aims to

provide new evidence on how households react to the investment incentives for energy efficiency improvements and speaks to the ongoing debate about the causes of the energy efficiency gap.

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

This research seeks to provide new evidence on how households react to the investment incentives for energy efficiency improvements and speaks to the ongoing debate about the causes of the energy efficiency gap. Many of the proposed market failures for energy efficiency improvements involve lack of information about energy costs. The research effort will be divided into efforts exploring the rental market and single family, owner occupied homes.

[1] The Rental Market: There are two potential market failures in energy use stemming from the landlord-tenant relationship. If landlords pay for energy, tenants will consume more than they otherwise would because the marginal cost of energy use is zero. If tenants pay for energy, landlords may under-invest in efficiency. Tenants are often uninformed about or inattentive to energy costs when choosing a unit. As a result, landlords will under-invest in efficiency because they cannot capitalize on these investments in the form of higher rents.

[2] Single Family Homes: The SAVE Act [Sensible Accounting to Value Energy] has been introduced in the U.S. Senate, which would require federal mortgage agencies to include energy costs in the underwriting process. The hope is to improve the quality of mortgage underwriting by providing a more accurate picture of repayment risk and the expected costs of home ownership. By requiring lenders to consistently and accurately account for energy cost in appraisals, lawmakers hope to encourage investment in energy efficiency and demand for energy efficient homes. This study will speak directly to this policy debate by determining the extent to which energy costs are being taken into account in the housing market.

#### **Results**

For the rental market, a working paper has been released as part of the E2e working paper series, WP-021. It demonstrates that there is asymmetric information between landlords and tenants about energy costs. This market failure can result in overuse on the order of 2% of energy consumption. For single family homes, a draft of a paper has been written. In it we found that home buyers are informed about energy costs, and they are not myopic. This work was presented at the Heartland Workshop at the University of Illinois and will also be presented at the American Economic Association meetings in 2016 and at the EPIC research lunch at the University of Chicago in February.

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

<b>KA Code</b>	<b>Knowledge Area</b>
603	Market Economics
607	Consumer Economics
610	Domestic Policy Analysis
801	Individual and Family Resource Management

## **Outcome #8**

### **1. Outcome Measures**

Exploring The Impact Of Government Policy Decisions On Household Finance And Home Purchase

### **2. Associated Institution Types**

- 1862 Research

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2015	0

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

#### **Issue (Who cares and Why)**

The U.S. government has made great efforts to promote credit access. However, little attention was paid to influencing household finance. As a result, many households were trapped in mortgage loans they could not afford. This project will explore the possibility of governments' influence on household finance and home purchase using a comparative approach. Unlike the United States, countries in Asia typically enjoy both high homeownership rates and low mortgage default rates. Besides cultural differences, does financial incentive also play a role in better financial planning? Can national governments implement policies that foster healthier household finance? For instance, Asian countries like China, Thailand, India, and Singapore have established deposit and loan funds for housing purchases. Those funds collect deposits from contributors and their employers during the employment period. They can grant loans as large as 10-15 times the contributors' cumulative deposits in the fund. As an alternative to commercial credit expansion, these loans are self-funded from deposits. The programs incorporate both tax and interest incentives for housing consumption. Hence, they may influence households' saving and home purchase decisions. This project will examine this possible influence using China as a comparison to the United States.

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

During this reporting period, we made considerable progress in understanding the household finance decisions for both the Chinese and U.S. populations. The findings not only provided insight into the long-term financial security of households but also have important implications for designing effective financial education and financial intervention programs.

To address the challenges faced by households in saving for housing, we evaluated a housing provident fund in China which consisted of a voluntary or mandatory savings account and

eligibility for discounted mortgage loans. Our findings suggest that mandatory savings accounts earmarked for housing complemented by discounted loan opportunities could incentivize saving for housing and resolve the wealth, income, and credit constraints on homeownership. The findings of this study suggest the importance of designing government housing and mortgage programs that incorporate behavioral economics theories. There have been increasing applications of behavioral economics theories in policy designs regarding saving for retirement and education. More applications along this line can be explored to promote homeownership. In another paper we examined the security investment decisions of Chinese households, and we found that Chinese households who had investment knowledge and a long-term financial plan were more likely to participate in the securities markets.

Our research on the U.S. population focuses on the younger demographic. Young adulthood sets the stage for financial security in later life; as such, this study provides insight for lifelong financial well-being. This research examines young adults' major financial decisions such as student loans and homeownership as well as basic financial management behaviors. We reviewed student loan decisions regarding human capital investment and intergenerational wealth transfer and its impact on college enrollment, career, and other personal life decisions. We examined both external and internal factors that affect homeownership for millennials. We found that mortgage accessibility is a key constraint to homeownership for millennials. High student loan debt among millennials impedes their transition from renters to homeowners. Family events such as marriage, divorce, and childbearing are very much related to home purchase. We have initiated a study that investigates the generational differences in the perceived value of a college education and the differences in funding sources for a college education.

We also examined how payday loan restrictions have affected crime in neighborhoods where payday loans used to be prevalent. The empirical evidence suggests that theft declined in Chicago as the state implemented the Illinois Payday Loan Reform Act that restricted the loan amount, fees, terms, and number of concurrent loans and stipulated other measures to prevent repeated borrowing. The findings suggest that the lending restrictions prevented financial damages that could motivate crimes in extreme cases.

### **Results**

A better understanding of what leads to poor financial outcomes can suggest alternative interventions to promote financial well-being in the next generation. We have developed a line of work that studies personality and financial behaviors. In our initial work, we established the cross-sectional correlations between personality traits and financial behaviors. These correlations are robust to controlling for early life background and other demographic and socioeconomic factors. The findings suggest that personality traits are human capital factors that are independent of other background factors that contribute to a young adult's financial outcomes. We expanded our early work to incorporate a behavioral genetics approach to partition the genetic and environmental components in financial behaviors and personality traits respectively. We are now working on exploring how personality traits affect financial behaviors through a genetic pathway. Findings from this study will shed light on the mechanism of individual differences in financial behaviors. Based on the empirical results, we can inform stakeholders how to design effective behavioral and policy interventions that can be used to improve financial well-being.

## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
602	Business Management, Finance, and Taxation

603	Market Economics
607	Consumer Economics
610	Domestic Policy Analysis
801	Individual and Family Resource Management

## **Outcome #9**

### **1. Outcome Measures**

An Investigation Into Communication Technologies Used To Share Information About Soy Protein Applications In The Developing World

### **2. Associated Institution Types**

- 1862 Extension
- 1862 Research

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2015	0

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

#### **Issue (Who cares and Why)**

The goal of this research is to share information on soybean research, production, processing, and utilization in a useful and cost effective manner to foster communication between the U.S. and developing world public institutions, organizations, and industry. This improved communication would enhance information access for food processors, feeding organizations, and the agriculture community about the activities, investments, and outcomes of grower-supported soy protein work for the developing world. This program includes three phases: Phase I - Investigate communication technologies and information outlets [modes] used by communities to share information about soy protein applications in the developing world; Phase II - Select appropriate modes and design applications to create a technologically-driven communications environment for key audiences; and Phase III - Include research and industry data using static and dynamic resources to broaden the use of U.S. soybeans and soy processing and utilization technologies.

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

Work in the past year focused on Phase I objectives: Investigate communication technologies and information outlets [modes] used by communities to share information about soy protein applications in the developing world. Research into preliminary background data was gathered on market capacity for U.S. soy protein and oil products and information technologies in Haiti,

Ethiopia, Malawi, and Mozambique. In summary, the slow penetration of dependable broadband technologies in all of these countries would translate into difficulties meeting expectations. The African countries reviewed wish to grow their own market for domestic soybean. At this juncture, Haiti does not appear to have the infrastructure to effectively use information technology in the realm of soybeans.

### **Results**

Cell phone technologies and broadband access and domestic soybean production and market demand were researched for Haiti, Ethiopia, Malawi, and Mozambique. The summary by country follows:

Haiti: There are issues with the speed and sustainability of telecommunication technologies in Haiti. Digicel had 85% of the cell phone market, with banking services offered, but limited availability in rural areas where information about soy is most important. Overall phone internet use has low market penetration [21%]. It is very premature to expect target populations of farmers and processors to use their cell phones as a dependable information source for U.S. soybean processing and protein applications.

Ethiopia: Ethiopia has just 24% of its population using cell phones, and the company providing the technology has a monopoly on fixed, mobile, internet, and data communications. Ethiopia has one of the lowest internet penetration rates in Africa at 1.5%. The country has created several initiatives to expand internet access with limited success.

Malawi: Cell phone and internet access in Malawi is expensive and is very slow to be adopted. There is just 4% of the population with internet access.

Mozambique: Mozambique has a higher rate of cell phone and internet access than the other countries in Africa reviewed, with three cell phone providers. There is rapid growth in the mobile-cellular network with mobile-cellular coverage in the main cities. The penetration though is still low, with about 35 per 100 persons having cell phone access. This is much lower in the rural areas. As discussed below, due to limited cell phone coverage and internet access, we suggest moving in a different direction with respect to the utilization of soy in these countries.

### **Availability of U.S. Soybeans and Soy Products**

Haiti: Soybean production is limited, with almost all oil dependent on imports. The Haiti government desires more Haiti-based processing of soybeans into animal feed and oil to increase the country's food and feed infrastructure.

Ethiopia: Ethiopia produces about 49,110 tons of soy per year, and there are initiatives to produce more soybeans and sunflowers to reduce dependence on imported soy. Ethiopia uses its soy for edible oil, meal, and soy milk.

Malawi: Growing soybeans in Malawi is growing with production increasing 55% between 2000 and 2010. Yet the farmers are not meeting the demand for oil with Malawi importing 67% of their oil. Government and non-governmental organizations are actively promoting the growing and use of soybeans in Malawi.

Mozambique: There was a large increase in soybean production in Mozambique between 2000 and 2010, with 44% more soybeans produced. This is still not sufficient to meet the country's demand for oil, and internal transport from soybean producing areas to where end users are located is poor. There is increased promotion and support for improving domestic soybean production and less emphasis on importing soybeans.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
603	Market Economics
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
606	International Trade and Development

#### Outcome #10

##### 1. Outcome Measures

Increased Knowledge And Skills In Managing Income And Expenses

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Knowledge Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2015	1636

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

###### **Issue (Who cares and Why)**

Many adults strive to improve their financial situation, but lack the information and motivation needed to practice healthy financial habits. In addition, older youth need knowledge and skills to assist them in selecting careers and in managing income and expenses in order to live as an independent adult.

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

Money Mentors, a USDA/NIFA supported volunteer program that matches trained volunteers with mentees who seek help with basic money management, was expanded this year to additional locations. Since the program's inception in 2013, 82 volunteers have received 30 hours of initial

training and 12 hours of annual continuing education. The Money Mentors have been paired with 99 mentees who sought help with basic money management. The mentees completed a survey indicating the degree to which they were following 15 financial practices as a tool to identify areas that might warrant their assistance. Interviews were also used to discuss the type of assistance to be sought and whether they should be directed to another entity. The length and frequency of the mentoring process was dependent on the needs of the mentee and ranged from meeting a few times to continuing to meet for over a year.

Extension field staff members annually provide Welcome to the Real World training and curriculum materials for teachers and a simulation for their middle and high school students that allow them to explore careers and money management [balancing income and expenses] in adult life. The simulation allows students to start with a monthly income and visit various booths to spend their income on items typically in a family budget such as housing, utilities, food, transportation, insurance, and child care. Youth then complete an evaluation following the simulation.

### **Results**

During the first year the Money Mentors completed a survey at the end of their training to determine their confidence in their knowledge and ability to work with the mentors to address their needs. Twenty-nine [29] mentees have successfully completed their goals. Information provided by mentees and their mentors indicate significant changes in mentees financial behaviors. For example, changes in healthy financial behaviors included: [1] Making the hard decision not to take a cash advance loan when feeling pressured; [2] Using an employer-sponsored retirement plan to save for retirement; [3] Saving money for the first month of rent to get a home or apartment; and [4] Reducing expenses by returning rent-to-own furniture and avoiding high interest rates. Using the Independent Sector value of a volunteer hour, Mentor's volunteer time is valued at \$35,305.

This past year two focus groups were used to explore program improvement/needs of the mentors and another was conducted with a group of mentees. The recordings have not yet been transcribed. Extension educators are planning to continue to explore tools that will help determine the changes made and sustained in the mentees' financial practices.

At the end of the Welcome to the Real World simulation, evaluation forms were completed and collected from 2,114 youth participants located across Illinois. The evaluation was designed to identify increased knowledge of financial management. The evaluation asked students to evaluate five money management skills choosing between "learned how to do" or "already knew how to do". Of the 2,114 youth respondents, 1,607 [76%] indicated that they learned at least one of the five skills with the largest number reporting learning how to balance income and expenses. More information can be found in the evaluation section of this planned program.

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

<b>KA Code</b>	<b>Knowledge Area</b>
607	Consumer Economics
801	Individual and Family Resource Management



## **Outcome #11**

### **1. Outcome Measures**

Number Of Individuals Increasing Knowledge Related To Making Payment Yield And Base Acre Reallocation Decisions

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Actual</b>
2015	331

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

#### **Issue (Who cares and Why)**

The decisions farmers and landowners make regarding payment yield and base acre reallocation were two of the requirements of the 2015 Farm Bill. Farmers and landowners faced challenges in understanding the content of the Farm Bill and needed assistance in making these decisions.

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

During the months of January and February of 2015, fourteen seminars were held throughout Illinois to provide information regarding the Farm Bill to help farmers and landowners with payment yield and base acre reallocation decisions by February 27 and other Farm Bill decisions by March 31. Following the conclusion of each meeting, participants were asked to complete an evaluation regarding the quality of the program, knowledge gained, and intention to use the information received. Three hundred thirty-one [331] participants completed the evaluation.

#### **Results**

The 331 individuals who participated in one of the fourteen University of Illinois Farm Bill seminars conducted across the state were asked to complete an evaluation at the end of the seminar. Using a seven-part scale with 1 = low and 7 = high, their group average rating was above a "6" with respect to the quality of the presentations and training [6.30] and quality of materials and information [6.18] provided. When asked to rate their knowledge about the Farm Bill before and after the program, the average group rating increased considerably from 2.77 to 5.33. Also of note, they intend to use the information received in making required decisions related to the 2015 Farm Bill as reflected in the average group score of 6.19. Given the opportunity to make comments, the majority who did so expressed their appreciation for the quality and value of these seminars.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
610	Domestic Policy Analysis

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

##### External factors which affected outcomes

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

##### Brief Explanation

#### V(I). Planned Program (Evaluation Studies)

##### Evaluation Results

At the end of the **Welcome to the Real World** simulation, evaluation forms were completed and collected from 2,114 of the youth participants located across Illinois. The evaluation was designed to identify increased knowledge of financial management. The evaluation asked students to evaluate five money management skills choosing between "learned how to do" or "already knew how to do". Of the 2,114 youth respondents, 1,607 [76%] indicated that they learned at least one of the five skills: [1] 1,275 [60%] reported learning how to balance income and expenses; [2] 1,171 [55%] learned how to open a savings account; [3] 1,031 [49%] learned how to balance a checkbook; [4] 1,007 [48.0%] gained skill in keeping track of savings; and [5] 498 [24%] learned how to write a check.

When students were asked to indicate their awareness or knowledge of three items related to a future career after, as compared to before, they participated in **Welcome to the Real World** by checking "not much", "a little", or "a lot", 1,080 [52%] of the 2,077 students who completed this set of questions indicated increasing their awareness or knowledge for at least one of the three items after participating in the program. Levels of students who indicated increases for a given item follow. The numbers do not include those whose ratings remained the same after as compared to before the program or those who failed to provide both a "before" and "after" rating: [1] 809 of 2,069 [39%] indicated increasing their awareness or knowledge of the relationship between education and money; [2] 794 of 2,066 [38%] of the students indicating increasing their awareness or knowledge of the relationship of a job and money; and [3] 504 of 2,063 [24%] of the students indicated increasing their awareness or knowledge of the importance of getting more education after high school.

### **Key Items of Evaluation**

Simulations help youth recognize the challenges of independent living. There is a need to determine the scope of the use of curriculum materials in the schools where the simulation was conducted.