V(A). Planned Program (Summary)

Program # 6

1. Name of the Planned Program
Economics, Markets, and Policy

☐ Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
<th>%1862 Extension</th>
<th>%1890 Extension</th>
<th>%1862 Research</th>
<th>%1890 Research</th>
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<tr>
<td>609</td>
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<tr>
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<td>Total</td>
<td>100%</td>
<td>100%</td>
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</table>

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

<table>
<thead>
<tr>
<th>Year: 2015</th>
<th>Extension</th>
<th>Research</th>
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<tbody>
<tr>
<td></td>
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<tr>
<td>Actual Volunteer</td>
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</table>

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

1. Brief description of the Activity

- Conduct Research on Rural Sustainability
- Analyze Farm Real Estate Market Developments
- Analyze Agricultural Commodity Prices
- Research Trends and Financial Risks
- Develop Marketing Strategy Recommendations
- Partner with the South Dakota Soybean Research and Promotion Council

2. Brief description of the target audience

- Rural Economic Development Professionals
- Entrepreneurs
- Agricultural Commodity Groups
- Policy Makers
- Environmental Groups
- Farmers, Ranchers
- Producers
- Ag Land Owners
- Women in Agriculture
- Youth
- Agricultural Leaders

3. How was eXtension used?

eXtension was not used in this program

V(E). Planned Program (Outputs)

1. Standard output measures
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

<table>
<thead>
<tr>
<th>2015</th>
<th>Extension</th>
<th>Research</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual</td>
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<td>10</td>
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</table>

V(F). State Defined Outputs

Output Target

Output #1

Output Measure
- Percentage of all Hatch Research Projects in Economics, Markets, and Policy

<table>
<thead>
<tr>
<th>Year</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>9</td>
</tr>
</tbody>
</table>

Output #2

Output Measure
- Conduct Studies to Identify Product Attributes and Willingness to Pay for Locally Produced Beef
Not reporting on this Output for this Annual Report

Output #3

Output Measure
- Number of Ag CEO Workshops
Not reporting on this Output for this Annual Report
Output #4

Output Measure

● Number of Publications Posted on iGrow Website
   Not reporting on this Output for this Annual Report

Output #5

Output Measure

● Number of Articles Posted on iGrow Website
   Not reporting on this Output for this Annual Report

Output #6

Output Measure

● Number of Podcasts Posted on iGrow Website
   Not reporting on this Output for this Annual Report

Output #7

Output Measure

● Number of Radio Programs Posted on iGrow Website
   Not reporting on this Output for this Annual Report

Output #8

Output Measure

● Conduct Research to Enhance Rural Sustainability and Quality of Life

<table>
<thead>
<tr>
<th>Year</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

Output #9

Output Measure

● Conduct Farm Bill Training

<table>
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</thead>
<tbody>
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</table>
### V. State Defined Outcomes Table of Content

<table>
<thead>
<tr>
<th>O. No.</th>
<th>OUTCOME NAME</th>
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<tbody>
<tr>
<td>1</td>
<td>Number of Economics, Markets, and Policy Hatch Research Projects</td>
</tr>
<tr>
<td>2</td>
<td>Increased Understanding of Consumer Willingness to Pay for Locally Produced Beef</td>
</tr>
<tr>
<td>3</td>
<td>Number of New Participants in the Ag CEO Program</td>
</tr>
<tr>
<td>4</td>
<td>Enhance Sustainability and Quality of Life in Rural South Dakota</td>
</tr>
</tbody>
</table>
Outcome #1

1. Outcome Measures

   Number of Economics, Markets, and Policy Hatch Research Projects

2. Associated Institution Types

   ● 1862 Research

3a. Outcome Type:

   Change in Knowledge Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
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3c. Qualitative Outcome or Impact Statement

   Issue (Who cares and Why)
   The economy is always changing and as new problems arise, research programs are needed to focus on the efficiency of crop and livestock sectors, sustainability of the food and fiber system, and rural development.

   What has been done
   Within the College of Agricultural and Biological Sciences, there are nine Hatch projects that are categorized in the Planned Program of Economics, Markets, and Policy. The research activities in this program are supported by our Department of Economics. Hatch funded projects include but are not limited to enhancing rural sustainability and quality of life, research involving agricultural commodity prices, energy and the environment, agricultural land market trends, and the economic impacts on wildlife and crop production from biofuel production.

   Results
   Through research, our Department of Economics continues to build a scientific knowledge base to improve agricultural marketing and trade, farm and ranch management, and agricultural policies. Examples include:
   Gender-based information for entrepreneurs in rural South Dakota, market studies for South Dakota produced beef, agricultural and international trade policy issues in the Northern Great Plains, commodity characteristic values of Hard Red Spring Wheat and vegetable oils, land markets and land management in South Dakota, and opportunities for cellulose based ethanol production in South Dakota. In addition, graduate students gain valuable knowledge and skills while collaborating on research projects.
4. Associated Knowledge Areas

<table>
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<tbody>
<tr>
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<td>Economic Theory and Methods</td>
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<td>610</td>
<td>Domestic Policy Analysis</td>
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</tbody>
</table>

Outcome #2

1. Outcome Measures

Increased Understanding of Consumer Willingness to Pay for Locally Produced Beef

Not Reporting on this Outcome Measure

Outcome #3

1. Outcome Measures

Number of New Participants in the Ag CEO Program

Not Reporting on this Outcome Measure

Outcome #4

1. Outcome Measures

Enhance Sustainability and Quality of Life in Rural South Dakota

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Actual</th>
</tr>
</thead>
</table>

Report Date 06/07/2016
3c. Qualitative Outcome or Impact Statement

**Issue (Who cares and Why)**
Rural Americans face many unique challenges in terms of socioeconomic well-being. The number of rural women entrepreneurs is increasing, but relatively little is known if their needs are different than rural male entrepreneurs. Identifying those needs will help with the development of resources to assist rural entrepreneurs.

**What has been done**
A survey was conducted to determine if male and female rural South Dakotan's have similar or different entrepreneurial needs and characteristics. The survey examined demographic characteristics - type of industry, start-up capital, use of social media, entrepreneurial self-efficacy, and needs and challenges. Several case studies were also completed that relate to rural sustainability and agri-business.

**Results**
The comparative study of male and female entrepreneurs in rural South Dakota reveals new gender-based information that can be used to support and address the needs of rural entrepreneurs in the state. The case study results will assist business owners and entrepreneurs with development and marketing, rural-urban interface, and potential liability issues. The information gained from the research will also be incorporated into classrooms of higher education. The information has been made available to support agencies for use in the development of training programs.

4. Associated Knowledge Areas

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V(H). Planned Program (External Factors)

**External factors which affected outcomes**
- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Competing Programmatic Challenges
- Other (Weather in general)

**Brief Explanation**
Climate variability in South Dakota can be extreme. Drought and blizzards are very common, which can cause programming and resources to be redirected.

The effects of the drought of 2012 ripple through several years of farm records, confounding analysis.

Not a catastrophe, but the weather can change the course of things, one specialist had planned a meeting for 25 people, but 175 showed up because it rained and they couldn't
With the dairy industry expanding in South Dakota, the Hispanic workforce continues to grow. There is also a small growth of Karen in parts of the state that could continue to expand.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

State Defined Outcome # 6 (reported in Planned Program 3 - Animals and Their Systems)
Survey:
Dairy Farm Bill Training - Margin Protection Program
69% - Percent of SD dairy producers enrolled in the MPP Dairy program through USDA
91 participants attended the Farm Bill Training
78 survey respondents of which 46 were dairy producers
2.33 average overall knowledge of the MPP-Dairy program before the meeting
3.89 average after the meetings
100% participants were either satisfied very satisfied overall quality of the workshop
All participants thought the information was easy to understand
70% of dairy producers in attendance indicated they would sign up for MPP-Dairy
18% will defer the participation decision to a later year, and the rest are still undecided

Key Items of Evaluation

Survey results indicate that Farm Bill training is a good candidate for future SDSU Extension collaboration.