

FY 2005 Annual Report of Accomplishments and Results

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Alcorn State University Extension Program

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Alcorn State University Extension Program

A. Introduction

The Alcorn State University Extension Program (ASU-EP) through the implementation of its plan of work utilizes various delivery approaches, and strategies to address high priority issues facing limited-resource audiences in communities throughout the state of Mississippi. Its educational programs, events, activities and information address relevant issues improving the quality of life of limited-resource citizens especially focusing on Southwest and Delta counties of Mississippi. Delivery approaches of our educational efforts consist of staffing arrangements, outreach centers and collaborative partnerships with Mississippi State Extension Service and other related state agencies as well as through technology, media and communication strategies.

The Alcorn State University Extension Program staff at the state level consists of state specialists designing, developing and implementing educational programs, events and activities in the areas of Agriculture and Natural Resources, Nutrition & Health, Community Resource Development, 4-H and Youth Development, and Family Life and Child Development. At the county level, its county staff plan and implement educational programs in nearly thirty (30) counties including three off-campus demonstration centers, an on-campus model farm, and a farmer's market. Its outreach centers, another delivery approach, have multi-focus educational approaches to address relevant issues specific to geographic areas of the state. In the southwestern part of the state, the Alcorn State University Extension Program partnered with the City of Natchez to establish the Natchez Marketplace which provides an accessible market to limited-resource farmers and producers of home based businesses where they can sell vegetables, produce and value-added products such as jam and jellies to consumers.

In the North Delta region, the Marks Processing Plant provides limited-resource farmers with the opportunity to process various types of vegetable crops and valued-added products to enhance their potential income. In the east central part of the state, the Small Farm Incubator Center enables farmers during the first years of the program to gain educational knowledge and training about alternative vegetable production and marketing on demonstration plots at the center so that they can apply this knowledge to their own farming operation, in the second year of program. In the northwest region is the Mound Bayou Research and Extension Demonstration Center that focuses on demonstration plots on the production of alternative vegetable crops specific to this region of the state, and the production of maximum yields to enhance farmers' and producers' income.

The ASU-EP utilizes technological advancement, capacity, communication and media approaches to broaden our delivery of educational programs with distance learning strategies to address high priority issues facing limited-resource citizens in communities in Mississippi.

MISSION

To improve the quality of life of limited-resource audiences through educational programs in a time of dynamic change.

VISION

The Alcorn State University Extension Program is a premier Extension Center of Excellence for limited-resource audiences. It is a proactive, responsive and collaborative learning organization, committed to the growth and development of people through life-long learning.

OUR CORE VALUES

- Learning
- Accessibility
- Collaboration
- Innovativeness
- Accountability
- Inclusiveness

The Alcorn State University Extension Program (ASU-EP) educational programs are available to all residents of the State of Mississippi in collaboration with Mississippi State University Extension Services without regard for race, color, national origin, sex, age, religion or handicap. The ASU-EP utilizes citizens' and stakeholders' input through advisory committees, town hall meetings, focus groups, Individual Client Service Plan and a dialogue with local government officials to set program priorities, allocate resources, and evaluate program outcome/ impacts.

Alcorn State University Extension Program encourages imaginative, original, and inventive analysis in the creation and delivery of its educational programs.

B. Planned Programs Accomplishment Report

Goal 1: To enhance global participation, competitiveness, and profitability of agricultural producers, especially family farmers, non-traditional producers, and those who lack adequate economic and social resources.

Goal Narrative

Agriculture is Mississippi's number one industry, employing approximately thirty (30) percent of the state's workforce either directly or indirectly. Agriculture in Mississippi is a six (6) billion dollar industry. There are approximately forty two thousand (42,000) farms in the state covering eleven (11) million acres. The average size farm is composed of two hundred and sixty two (262) acres. Agriculture makes a significant contribution to all eighty-two (82) counties. Agriculture and forestry contributes significantly to the economy of the State of Mississippi, producing more than five (5) billion dollars worth of goods and services. The income created in agriculture and forestry generates employment and more than a twenty (20) billion dollar impact on the overall state economy via multiplier effects.

The sustainability of small farms is dependent upon the farmer's ability to minimize risk in a number of managerial areas and perform at a level that generates profits sufficient to keep the land in production twelve (12) months of the year. According to the most recent census for the state of Mississippi, the number of limited-resource farmers has declined up to three (3) times more than non-limited resource farmers. According to the 2002 Census of Agriculture, seventy-two (72) percent of all farms in the U.S. have an annual gross income of forty thousand (40,000) dollars or less. In Mississippi, there are nearly thirty five thousand (35,000) farms that fall into that category, accounting for eighty-two (82) percent of the total farms in the state. Such farms range from thirteen (13) to six hundred and fifty (650) acres. The major factors leading to the decline of small farmers include, but are not limited to: 1) poor management; 2) shortage of capital; 3) lack of availability of markets; 4) limited knowledge of available USDA programs as well as qualifying for them and 5) lack of enterprise diversification.

In the fast changing farming industry, strategies must be developed to identify a combination of high cash value alternative and traditional agricultural enterprises that will provide significant net return for small farmers to sustain themselves and become more viable and competitive. The ASU-EP educational program emphasizes on risk management education and sustainable agriculture. These efforts are a result of collaborative efforts with the Small Farm Outreach, Training and Technical Assistance Project (2501 Project) that identifies, develops and promotes successful risk management strategies. These strategies are utilized to aid limited-resource, socially disadvantaged farmers and ranchers to remain economically visible in a rapidly changing agricultural environment.

Additionally, the production of beef cattle and goats make up a large percentage of the production in Mississippi because small and part-time farms are very suitable for these enterprises. Greater revenue can be realized from livestock production by improving forage crop production. The quality of livestock produced is directly related to quality of forage produced. Forage crop production by small farmers has traditionally been of low

quality and yield because of native species and poor fertility. The ASU-EP, through the implementation of educational programs, events and activities to limited resource farm families and landowners, has made significant contributions to the agriculture industry in the state of Mississippi. The ultimate goal of its educational efforts is to improve the quality of livestock and forage crop production for limited-resource, small farmers and producers to improve their economic well being.

Also, sweet sorghum and sugarcane for syrup have been crops traditionally grown in the state. Low prices, aging producers/processors and the above mentioned reasons have reduced this enterprise to bare existence. Traditionally processors have packaged syrup in large metal cans, which are unattractive and too large for modern consumers. Many counties do not have syrup processing plants available for the new and few remaining syrup producers. There is an immediate need to create interest and train young producers and processors in this alternative enterprise. New and existing producers/processors need to master production, harvesting and marketing skills, and value-added practices that are capable of making these syrup crops a very profitable enterprise. Existing syrup producers and processors are not connected with each other or with the consumer because there are no associations, mailing lists or annual events that bring these individuals together. Because of this disconnect, educational information, alternative processing options, and marketing strategies are not utilized or shared within the state. Another educational focus of the ASU-EP is the improvement of production, harvesting, processing and marketing of syrup crops to make them more profitable and more desirable as an alternative crop. Alternative crops like sweet sorghum and sugar cane for syrup can increase farm income of limited resource producers on small acreage.

Goal 1: Planned Program Overview

The following are planned programs included under Goal 1. The specific program subject areas for Agriculture & Natural Resources planned programs area are included in the chart. The subject areas are: Agronomy, Animal Science/Forage, Forest Management, Horticulture, Risk/Farm Management, and Syrup Production/Processing/Marketing.

Output activities under this goal are provided in the table below.

Planned Program Area /Subject Area	Extension Events	Extension Contacts
Agronomy	99	4,153
Animal Science/Forage	111	5,911
Forest Management	27	2,219
Horticulture	94	1,876
Risk/Farm Management	83	1,663
Syrup Prod/Proc/Marketing	38	2,012

Overall Estimated Expenditures for Goal 1

Function	FTE		Expenditures*	
	Federal	State	Federal	State
Extension Program	5.78	3.02	\$ 602,14.10	\$ 314,783.92

* State and federal expenditures are inclusive of programming, support staff and administrative expenses.

Progress toward intermediate and long-term outcomes and impacts for ongoing programs for Goal 1 are documented under the following key themes.

Key Theme: Agricultural Profitability

a. In Mississippi, there are nearly thirty-five thousand (35,000) small farms accounting for eighty-two (82) percent of the total farms in the state. Small and limited resource farmers are experiencing challenges in engaging in variety of crop and new alternatives crops including traditional field crops as well as livestock enterprises, such as cattle targeted to niche markets. Small farmers have numerous issues, some of which are due to the lack of large economies, lack of knowledge about enterprise selection, ineffective management, financial considerations, and personal decisions regarding their family farm. Nonetheless, small and limited resource farmers are important to Mississippi's economy because of the unique nature of farm structure in this state. Also, a contributing factor leading to non-sustainability of limited-resource farmers and the decline of small farmers includes the shortage of capital.

Educational workshops were conducted to address problems associated with enterprise and market selection, optimal resource allocation in production, risk management, farm business management, financial and marketing strategies to enhance farm income, and individual and family resource allocation and management. The Alcorn State University Extension Program 2501 Outreach Project's ultimate goal enhanced the economic viability of small and limited resource farm families. Twenty seven (27) farm visits were conducted to provide state-specific technical assistance that included research-based farm management techniques, farm planning, profitable alternative farm and non-farm enterprises in nine (9) Delta counties and fourteen (14) Southwest Mississippi counties.

b. A total of 20 loans were prepared for small farmers to support their farm enterprises which totaled two million five thousand dollars (\$2,005,000.00) that were submitted to USDA-FSA and Alcorn State University Small Farm Development Center loan program. These loans enabled farmers to increase farm, land, animal and vegetable crop capacity on their farms to increase economies of size in the state of Mississippi.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific

Key Theme: Risk Management

a. The sustainability of small farms is dependent upon the farmer's ability to minimize risk in a number of managerial areas and perform at a level that generates profits sufficient to maintain land in production 12 months of the year. According to the most recent census for the state of Mississippi, the number of limited-resource farmers has declined up to three times more than non-limited resource farmers. Contributing factors leading to non-sustainability of limited-resource farmers and the decline of small farmers include, but are not limited to, poor management and limited knowledge of available USDA programs and farm management strategies to minimize risks of farming operations.

Educational workshops were implemented focused on risk management education in various regions in the state. The 2501 Project of the ASU-EP provided technical assistance, events and activities to small limited-resource farmers and ranchers regarding the adoption of modern farm management techniques, and the development of alternative enterprises to improve farm income through minimizing risks and becoming more viable and competitive. An annual small family farm conference co-sponsored by the 2501 project was conducted that included a series of educational workshops; tours and farm demonstrations on low-cost conservation practices for crop and livestock production; financial and production management of alternative enterprises; business development; and entrepreneurship. Participants at the conference were provided technical assistance by state and federal agencies from the agricultural sector. Also, the National Appeals Division provided farmers with the process of filing an appeal if they experienced discrimination in connection with services provided by agriculture-related agencies.

b. According to evaluations conducted approximately two hundred twenty (220) small farmers indicated they gained cutting edge knowledge on risk management, financial and production management of alternative enterprises. Approximately ninety-five (95) percent of the two hundred twenty (220) small farmers included hands-on farm forestry plot demonstrations, and tours of beef cattle organic rotational grazing. Also, the gained knowledge on low cost conservation practices of crops enhances production on their farming operation. Twenty-five (25) percent of the farmers indicated they received financial and business management information to improve their financial decision-making skills.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Agriculture Profitability

a. Many small farmers in the state of Mississippi experience limited access to capital due to poor record keeping, and lack of knowledge about available resources. Animal production such as beef cattle and goats make up a large percentage of the production in Mississippi because small and part-time farms are very suitable for these enterprises. Lack of financial capital among farmers limit their ability to improve forage crop production to yield greater revenues on farms. The quality of livestock production is directly related to the quality of forage produced. Forage crop production by small farmers has traditionally been of low quality and yields because of the native species to their region and poor fertility due to lack of soil testing. Small farmers' sustainability in the future must identify and adopt a combination of high cash value alternative and traditional agricultural enterprises that will provide significant net return.

Educational training efforts and technical assistance by the Small Farm Outreach, Training and Technical Assistance Project (2501 Project) identified, developed and promoted successful risk management strategies for limited-resource, socially disadvantaged farmers and ranchers to remain economically viable in a rapidly changing agricultural environment. Six training sessions over six weeks were provided in the areas of business management, financial management, and crop production and livestock production. These participants were loan holders and potential loan holders of USDA Farm Service Agency and Alcorn State Small Farm Development Center. One thousand four hundred and fifty seven (1,457) small farmers participated in the educational programs conducted in the area of farm management in the Delta and Southwest regions of the state. Also, the project established two miniature computer work stations at two outreach centers to address the digital gap situation by providing an avenue for small and limited resource farmers to gain skills in computer basics, view stock prices, locate research-based information to enhance their farm operations, communicate with other farmers and land grant institutions and gain knowledge of the basics of record keeping.

b. Forty-two (42) limited-resource farmers participated and graduated from the vendors borrower training classes. By completing these classes the participants became eligible to receive additional funds from USDA-FSA. Participants in the Vendors Borrowers Training Class received a certificate of completion, which fulfills the requirement for obtaining a loan by attending educational units in the area of their enterprise as well as financial management. Observations of twenty five (25) percent of farmers indicated they utilized knowledge and skills for farming practices and increased awareness of new methods and product markets of alternative enterprises to sustain their farming enterprises from year-to-year. Also, twenty-five (25) percent of farmers stated they utilized governmental programs, obtained financial resources, and received technical assistance from these agencies.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Small Farm Viability

a. Rural Mississippi, specifically the Delta region, is characterized by high percentage of limited-resource farmers and unemployment (as high as 14% in some counties). Hence, there is a decline in the number of small farms, and many limited-resource farmers find themselves losing control over their economic security. Additionally, the high capital investments and large acreage associated for most conventional agriculture have also prevented many limited-resource farmers from participating in these enterprises. For limited-resource farmers to become the engine of growth for rural Mississippi and to be able to create jobs, they must adopt new technologies and engage in sustainable alternative enterprises.

Effective education programs are designed at the Extension Research Farm and Technology Transfer Center (ERFTTC) to take research and proven information from its sources and deliver it to the recipients in a manner in which it can be used and adapted to resolve issues facing limited resource farmers. During the past growing season, approximately forty (40) farm visits/group meetings were conducted providing educational information and technical assistance to limited-resource farmers. At the Center, farmers were educated through workshops, seminars, field days, newsletters and fact sheets on basic crop production practices, use of pesticides, disease control, crop rotation and marketing techniques. Additionally, field plots were established at the Demonstration Center that provided an outdoor laboratory and afforded farmers the opportunity to receive hands-on training with activities associated with low-input alternatives.

b. According to evaluations, over three hundred (300) farmers indicated an increase in their awareness and knowledge of best management production practices associated with low-input alternative agriculture. Approximately, five (5) percent of farmers reported increases in income after adopting alternative farming practices.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Goat Production Efficiency

a. In Mississippi, the availability of quality breeding stock is limited due to the lack of goat producers. Farmers who produce goats have limited incomes which inhibit their ability to purchase high quality breeding stock. Therefore, producers often use inferior animals with little or no nutritional program to support having healthier animals. The selection of breeding stock and the culling of nonproductive does have plagued small producers, which prevent increases in profits on farming operations. The demand for goat meat for consumers can not be met until appropriate educational breeding and reproduction

practices are addressed to produce quality goats to obtain premium prices for animals at the markets.

Lincoln County goat producers and the ASU-EP hosted a goat educational event in which producers provided breeding stock for sale for new and beginner producers. Through this event, sellers were able to display their animals and make private treaty sales to one another. Along with the sale, a workshop on breeding and selection of breeding stock was presented using an educational curriculum focused on breeding and reproduction of goats. A favorable response to this event is planning for next year's educational event to increase participation of producers in surrounding areas is presently in progress.

b. As a result of the goat educational event producers purchased quality-breeding stock for approximately four hundred and fifty dollars (\$450.00) per animal which resulted in an increase in profit for producers. Instead of selling animals for human consumption at a lower price, this sale allows goat producers to purchase animals to enhance their breeding stock with quality animals, which results in receiving premium price in the market place. The sellers at this event experienced a twenty-five (25) percent increase in profit for animals sold. Also, five (5) new producers entered into goat production as a result of these educational workshops and events in the counties.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Beef Cattle Production Efficiency

a. Beef cattle production in Claiborne County is comprised of seventy-eight (78) percent of small, limited-resource producers who often raise crossbred commercial cows and market calves through local livestock auctions, which is the primary available marketing outlet. Because of insufficient farm-herd health, small farmers are plagued by the lack of insufficient herd-health plans and low market prices received from animals that are auctioned. Several factors contribute to these problems. Limited-resource farmers lack income to purchase quality fertilizer and seeds to produce quality pastureland and to improve soil fertility. Farmers also do not keep adequate farm management records on production which limits their ability to determine which cows are productive and non-productive and this decreases their profits. Lack of herd-health practices limits the producers' ability to control internal and external parasites which result in herd loss. This has caused some producers to go out of production.

Educational programs and technical assistance regarding beef cattle operations were provided to limited-resource producers in Claiborne County. A Beef Cattle/Forage Field Day provided hands-on demonstrations and educational workshops on herd health, vacancies, breeding and reproduction, and winter and summer grazing to improve overall production. The field day trained producers on herd-health practices which included

vaccination techniques, dehorning, reproductive management, recordkeeping, soil fertility and forage quality. In addition, farm visits and demonstrations were conducted with farm producers in partnership with the Alcorn State University Veterinarian and Extension Specialists.

b. Thirty-two (32) producers have adopted herd-health plans for their cattle operations. Planting of summer and winter grazing has increased by forty-seven (47) percent among producers which include improved land and hay production which improve the quality of their cattle. Fifteen (15) producers have incorporated a control-breeding program which permits them to have a more uniform marketing plan for the sale of their animals. As a result, beef producers have received premium prices that are ten (10) percent higher because of the adoption of herd health practices.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Forage Production Efficiency (Alfalfa)

Many farmers do not grow hybrid grasses or legumes for hay production to sell to livestock producers for various reasons such as poor soil fertility, which will produce low protein hay for animals which limits weight gain and the quality of beef carcasses; lack of adequate acreage of grazing land among producers to operate a cattle operation as well as to raise hay for farm animal consumption; And problems such as a lack of labor and storage space to preserve and maintain good quality hay from rain, heat, and pests. Limited-resource producers also lack harvesting equipment to cut and bail their hay.

Various educational workshops were conducted for Lincoln County producers by the ASU-EP on effective practices regarding hay production and the need to minimize such risks of weather conditions for better hay production. Educational efforts focused on soil testing and production practices provided for producers so they could duplicate these practices on their farms to improve the quality of hay grown.

b. Two small farmers began to grow alfalfa hay as forage crop on eight acres. The first cutting yielded two (2) tons per acre. This was a 62.5 percent increase in production. The net return was approximately seventeen (17) dollars more per acre than traditional hay. With three cuttings, this will result in a profit of sixty-five (65) dollars per acre totaling five hundred and twenty (520) dollars. Also, this provided a niche market for producers because of the high protein level in alfalfa used in stabling horses.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Swine Production Efficiency

Swine production and marketing have proven to be an excellent alternative farm enterprise among limited-resource farmers in Southwest, Mississippi. The swine industry in Mississippi has changed and will continue to change. Small farm operations once raised feeder pigs as a source of supplemental income. Because of the dramatic change in the swine industry, a group of small farmers have converted their farms from feeder pig production to farrow-to-finish operations. However, now farmers must operate farrow-to-finish operations or company-owned contract production because of the market demand. This change in swine production has forced the majority of small producers out of business due to the increased cost of pork production. In 1997, the Mississippi swine industry produced 384,928 pigs with a gross market value of over \$48 million. The market value of pigs has declined below the breakeven point for pork producers since late 1997, thus causing a major shift in the way swine is produced and marketed. In addition, public concern has also influenced the way pigs are produced today.

Swine producers must produce pork in a manner to satisfy public concern about the environment, control of odor, animal rights and food safety. Herd-health schedule, nutrition/feedstuff utilization, marketing plans and recordkeeping have allowed small swine farmers to produce hogs. Although feed cost remains expensive for production, producers are now purchasing feed in bulk and raising their animals on fertile pasture grass which has further reduced cost for production. In addition, culled animals are used for home consumption. To sustain growth of swine production in Southwest, Mississippi, educational and technical assistance was conducted with producers. ASU-EP conducted workshops on segregated early weaning, split sex feeding, artificial insemination and the organization of cooperatives to increase marketing potential. The Alcorn State University Swine Research Center produces quality breeding stocks with superior genetics sell to producers at low cost which improves breeding stock to produce a leaner, higher quality animal.

b. A swine farmer's cooperative was organized with fifteen (15) farmers to enhance their farming operation and increase their profits. This farmer production changed from several feeder pigs to farrow-to-finish production. Working collaboratively these farmers pooled their animals to sell at the packing house. The adaptation of farrow-to-finish operations by producers has increased the size of feeder pigs from 40-45 pounds to finished hogs of two hundred forty (240) pounds which in return has increased farmers' profits by seventy (70) percent. In addition, cost reduction was realized as a result of working collaboratively. For example, they were able to purchase their feed at lower cost due to purchasing in bulk quantity. The farmers also raised the animals on pasture grass which was not as labor intensive, saving in labor cost.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Adding Value to Old Agricultural Products

Farmers in Southwest Mississippi have used sugarcane syrup processing for food and income on the family farm. However, due to lack of experience in commercial sugarcane production, low and poor quality sugarcane is produced. The low and poor quality of sugarcane production has also led to the closure of most syrup processing plants. Hence, farmers are seeking information on how to improve their sugarcane production and ultimately revive the syrup industry.

Therefore, the Alcorn State University Extension Program (ASU-EP) agents conducted several demonstrations in sugarcane production and on revitalizing the syrup industry. These workshops, seminars, group meetings and demonstrations were used to educate farmers on sugarcane production and processing of sugarcane. The training in syrup production included how to decrease the time from harvesting to processing using a mobile syrup processing equipment "Mills on Wheels." Trainings were also provided to the farmers on cultural practices regarding skimming techniques. This purification process is essential for improving the quality of syrup. The trainings have resulted in the demonstration of syrup production at significant events such as the Mississippi State Fair and other state and county activities by ASU-EP educators. Limited-resource farmers are now marketing their syrup in several locations throughout the state.

b. Through a jointly-owned and democratically-controlled enterprise, a state-wide group of producers formed a Growers and Processor cooperative consisting of one hundred and twenty (120) members under the Trade name Mississippi Syrup Producers and Processors Association, Inc. The cooperative has successfully marketed and produced twenty (20) thousand gallons of processed syrup which is ten (10) percent above previous years' yield and a profit increase on an average of twenty (20) dollars per gallon.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Adding Value to Old Agricultural Products

a. Increasingly each year Pike and Walthall counties are experiencing a decline in seasoned syrup makers as well as the lack of the interest of younger producers to replace seasoned producers in the industry. The lack of interest in agricultural production stems from their ability to make more profit elsewhere and to the "traditional" labor intensiveness of agricultural production. Many young people are in need of some type of employment. With the decline in or lack of agricultural education in our school system, the majority of our young people are not being introduced to syrup making. Current syrup producers are

not taking full advantage of value-added marketing practices to make their efforts more profitable. The majority of cane producers are not processors and due to the decline in processors, many producers have no way to process their product.

Syrup processing and marketing demonstrations were conducted to allow established producers to provide knowledge and develop skills to process and offer youth an opportunity to gain insight into syrup processing and marketing.

A portable syrup processing unit provided by Alcorn State University's Extension Program was made available to educate farmers on syrup processing local events throughout the year. Three established producers were trained on syrup processing at the demonstration which attracted well over 50 people. In partnership with the vocational agriculture teachers, 20 young people were introduced to syrup processing demonstrations and marketing of syrup products. Technical assistance was provided on the purchasing of syrup containers collectively makes the container more affordable for producers and enhance their sale of products. Through the marketing of syrup products at demonstrations at local events, producers were afforded the opportunity to experience how value-added practices enhance their profitability.

b. Approximately 200 individuals gained knowledge regarding the process of syrup making through exhibits at local fairs and festivals. Two (2) sugar cane producers have built their own stationary syrup mills to process syrup to enhance their income. Two young people have completed applications with FSA to obtain youth loans to build a portable syrup processing mill to start their own business to enhance their income. Twenty five (25) producers ordered value added containers collectively, saving at least one thousand (1000) dollars on shipping costs. Through the use of those containers, producers added at least twenty-five thousand (25,000) dollars in value to their income as a result of syrup production.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Diversified/Alternative Agriculture

a. Large acreage, high capital investments and operating capital requirements of most conventional agriculture have prevented many limited-resource farmers from participating in these enterprises. Therefore, to increase the economic viability of small farms, limited-resource farmers must adopt new technologies and alternative enterprises that will enhance their economic opportunities.

Farm demonstration plots at Center sites of ASU-EP were developed for farmers to gain knowledge and view and observe better production and management practices. Such practices improve yields and high quality crop of alternative vegetable production as

demonstrated at the Extension Research Farm and Technology Transfer Center (ERTTC). Limited-resource farmers observed hands-on results of engaging in sustainable alternative enterprise. Additionally, the field plots at the Center serves as field laboratories where farmers, agricultural educators and the public receives hands-on experience with low-input agriculture. Educational information was provided through workshops, field days, seminars, group meetings, fact sheets and research bulletins.

b. These educational efforts resulted in farmers switching from conventional agriculture to the production of alternative crops. A farmer who utilized the information and produced approximately five (5) acres of okra grossed over thirty-five thousand (35,000) dollars additional income. This additional income aided in purchasing a new tractor which is a good investment for the farmer to enhance his operation. Another farmer also adopted alternative agriculture techniques and produced three (3) acres of greens that grossed almost eight thousand (8,000) dollars in additional income.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Diversified/Alternative Agriculture

a. Due to poor economic situations, limited-resource farmers are forced to grow old varieties of traditional crops (corn, cotton, soybean) that are neither insect nor disease resistant. Such varieties do produce low profit yields income and poor quality crops. Therefore, limited-resource farmers are unable to earn adequate income from the production of such traditional crops. Hence, they need adequate information on technological advances and the raising of improved crop varieties.

Watermelons have proven to be an excellent cash crop, but production acres have declined due to low yield and poor crop quality. Alcorn State University Extension Program agriculture agents introduced a new alternative enterprise and provided educational information on the production through seedless watermelon demonstrations at three farm sites. Also, the demonstration plots provided farmers with hands-on experience in the production of seedless watermelons. The demonstration was designed to use seedless watermelon as an alternative crop to increase limited-resource farmers' awareness of biotechnology-base products developed by Alcorn State University Biotechnology Center that could be produced by farming operations in Mississippi. Each farmer transplanted one thousand seven hundred (1,700) seedless and eight hundred sixty (860) pollinators on five (5) acres of fertile and well-drained soil. Field tours, and production meetings, and marketing technical assistance were conducted for farmers at the demonstration sites.

b. At each site the average yield was six thousand six hundred and thirty three (6,633.00) dollars. Four additional farmers have indicated their interest in growing seedless watermelons next production season.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific

Goal 2: To provide a safe, affordable, reliable, and nutritious food supply.

Goal Narrative

Many of the health problems that plague Mississippians are the result of microbial pathogens in food that cause an estimated seven (7) to thirty-three (33) million cases of human illness and up to nine thousand (9,000) deaths in the United States each year. Over forty (40) different food-borne microbial pathogens, including fungi, viruses, parasites, and bacteria are believed to cause human illnesses. For six (6) bacterial pathogens, the costs of human illnesses are estimated to be nine (9) to thirteen (13) billion dollars annually. Of these costs, three (3) to seven (7) billion dollars is attributed to food-borne bacteria.

The Center for Disease Control and Prevention estimates there are between sixty (60) and eighty (80) million cases of food-borne illnesses like salmonella each year. According to the U.S. Food and Drug Administration, nearly one-third of all food-borne illnesses begin in the home. About thirty six (36) percent of food-borne illnesses in the home result from "cross contamination." That means contaminated cutting boards, counters or utensils are not properly disinfected or sanitized before the preparation of food is eaten raw such as fruits or vegetables (Source: American Society of Microbiology).

Over two (2.0) million citizens of Mississippi spend approximately eight (8) billion dollars each year on food. The major causes of food borne-illness are improper cooling, cooking, holding and reheating practices. More than two hundred (200) known diseases are transmitted through food. The causes of food-borne illness include viruses, bacteria, parasites, toxins, metals, and the symptoms of food-borne illness range from mild gastroenteritis to life-threatening neurological, hepatic, and renal syndromes. Data indicates that there have been significant improvements in recent years in food safety-related consumer behavior as a result of increases in educational knowledge. As a result, more people are beginning to wash their hands before eating, and food handlers are washing hands, wearing gloves and washing cutting boards/food preparation areas to prevent dangerous cross-contamination of foods.

Goal 2: Planned Program Overview

The following are planned programs included under Goal 2. The specific program subject area for the Nutrition and Health program area is included in the chart. The subject area is Food Safety.

Output activities under this goal are provided in the table below.

Planned Program Area /Subject Area	Extension Events	Extension Contacts
Food Safety	910	12,356

Overall Estimated Expenditures for Goal 2

Function	FTE		Expenditures*	
	Federal	State	Federal	State
Extension Program	0.95	0.50	\$ 99,114.11	\$ 51,816.64

* State and federal expenditures are inclusive of programming, support staff and administrative expenses.

Progress toward intermediate and long term outcomes and impacts for ongoing programs for Goal 2 are documented under the following key themes.

Key Theme: Food Safety

a. Food poisoning results when food is eaten which has been contaminated by harmful organisms, such as bacteria, parasites, or viruses. Food poisonings contracted in homes has had an impact on Mississippi families. In the United States, an estimated seventy-six (76) million people contract food poisoning each year. These illnesses are costly, with estimates ranging from five (5) to twenty-two (22) billion dollars annually for medical treatment and loss of work productivity. It is also estimated that a high percentage of food poisoning ninety-seven (97) percent could be avoided by improving the food-handling procedures.

The Alcorn State University Extension Program (ASU-EP) addressed the community concerns through a range of food poisoning prevention educational programs. The educational materials focused on the following subject topics: Taking precautions when preparing foods, storing foods properly, washing hands and sanitize counter surfaces, cooking foods at safe temperatures, and refrigerating foods promptly. Participants were provided with hands-on-experiences in identifying and checking temperatures of perishable foods such as eggs, meats, poultry, fish, shellfish, milk, and milk products. More than two hundred (200) participants attended the workshops.

b. An eight-week follow-up assessment was mailed to participants after the workshops. Approximately seventy-one (71) percent of the participants completed and returned the survey. The surveys indicated that sixty-five (65) percent of the participants adopted positive behavioral changes in washing hands, refrigerating foods, observing cooking times, maintaining reheating and holding temperatures, and allowing proper cooling.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Food Safety

a. The 2000 FDA report on food safety stated that between six (6) and eight (8) million cases of food-borne illness and as many as five thousand (5000) related deaths occur each year in the United States. It has been reported and estimated that ninety-seven (97) percent of food borne illness are due to mishandling of food. The Alcorn State University Extension Family Nutrition Program has implemented food safety educational programs that have impacted the lives of local families. The programs provided knowledge about safe food handling, storage, and preparation practices to enable families to purchase, prepare and serve food that is safe. Safe food handling messages were utilized consistent with the national Fight BAC! Campaign that provides participants with brief, positive actions to reduce their risk of illness such as: washing hands and surfaces often, preventing cross-contamination. Also, focusing on cooking or reheating foods to proper temperatures, keeping cold foods cold and cooling leftovers promptly, and storing food properly to prevent illness were addressed.

b. Food safety education programs were assessed through an evaluation with over one hundred and fifty (150) low-income participants. The Food Safety knowledge assessment was conducted before and after the sessions on each topic. The participants' knowledge was enhanced about how to prevent food poisoning and how to take precautions when preparing and storing foods. The pretest indicated thirty (30) percent of participants were aware of the correct temperature for cooking meats. The post test result indicated an increase in knowledge gained of participants to sixty-five (65) percent about the correct temperature for cooking meats after the session. In reference to proper hand washing, fifty (50) percent emphasized how long to wash hands before the session and eighty-five (85) percent after the session. The educational session on proper handling of food indicated that only fifty-five (55) percent of participants had knowledge of the proper way to handle foods to prevent cross-contamination and at the conclusion ninety-five (95) percent improved their knowledge. Thirty-three (33) percent stated how to chill hot leftover foods during the pretest, while eighty-one (81) percent stated this information correctly at the completion of the session. Forty (40) percent were able to evaluate the safety of stored foods and after the session the number of participants who understood this information increased to eighty-five (85) percent.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Food Safety

a. The Center for Disease Control reports that the most commonly reported food preparation practice that contributes to food-borne illnesses involves food storage and cross-contamination. It has been reported and estimated that ninety-seven (97) percent of food borne illnesses are due to mishandling of food. It is well documented that a vast majority of food stamp clients in Southwest Mississippi are not aware of the proper procedures for hand washing, preparing food properly and storing of food. Food safety education sessions were provided to educate elementary children in the third and fourth grades on food safety. Twelve (12) group sessions were conducted at elementary schools and six (6) adult sessions were also held. The lessons covered a variety of topics that included the following: washing hands properly, storing food safely and keeping food hot or cold.

b. Eighty-three (83) percent of the children who participated in the program indicated a significantly improved in knowledge regarding food safety. The most improved knowledge gained among children was on hand washing and storing food safely. Forty five (45) percent of the adult participants recognized the importance of preparing food properly and separating raw meats and vegetables. Ninety-eight (98) percent of the adult participants demonstrated proper hand washing and identified ten reasons for keeping countertops clean.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Food Safety

a. According to U.S. Food and Drug Administration (Center for Food Safety and Applied Nutrition), seventy-six (76) million cases of food-borne illnesses occur in the United States. Out of these cases 325,000 people are hospitalized, and 5,000 people die. According to the County Health Department seventy five (75) known cases have occurred over the past three (3) years. Educational sessions were held on proper hand washing techniques such as washing hands for 20 seconds using running water or water jugs, soap, paper towels and moist disposable toiletries. Educational activities were implemented demonstrating to participants how to keep all platters and utensils clean when preparing food rinse fruits and vegetables including those with rind and skin under running water before packing them, and how to dry them thoroughly. Participants were also instructed on how to keep cold food cold and hot food hot.

b. After presenting these workshops, sixty-five (65) percent of the participants rated the workshops on a 1-4 scale on saving money by less visits to doctors and gaining knowledge about on the symptoms of food poisoning.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme Food Safety

a. Food borne illnesses are not gender specific and affect the health of males and females respectively. ASU-EP was challenged to get male participants involved in food safety workshops to assess the need for food safety educational programs of local schools. A survey was conducted, and male students requested a program on preparing healthy and safe foods. The program targeted young males 7-16 years of age. There were twenty-five students registered for the workshops. In order to increase male attendance at the workshops, a series of sessions were carried out at the Central Extension Office. The workshops were entitled Males in the Kitchen which focused on proper hand washing, kitchen safety, choosing healthy foods, planning healthy menus using My Pyramid and determining correct portion sizes. Male participants of the workshop were involved in hands-on activities that dealt with preparing foods safely and planning nutritional meals.

b. A pretest was given and only thirty-five (35) percent of the males were knowledgeable about food safety techniques and kitchen safety. A post test was administered, and seventy-five (75) percent of the males participants increased their knowledge on the importance of proper hand washing before cooking, kitchen safety, and the importance of planning and selecting healthy menus. At the end of the workshop, the young people prepared a full course nutritional meal using the skills learned from the series of workshops.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Goal 3: To promote a healthy, well-nourished population.

Goal Narrative

Mississippi is leading the nation in obesity and obesity-related health conditions. The potential health epidemic of obesity has caused a crisis nationwide, especially in the southern states. Nutrition, lifestyle and physical activities are directly linked to health outcomes. Regardless of the causes, Mississippians are suffering from an increase in chronic diseases such as; Type 2 Diabetes, hypertension, strokes, and heart disease.

The Alcorn State University Extension Program implements high quality educational programs, events and activities to slow down the trend of excessive weight gain and obesity. These educational efforts are designed to help reverse this growing health

concern within the state of Mississippi. Also, educational programs, activities and events geared toward intervention, prevention and maintenance of nutrition-related chronic diseases among limited-resource audiences in local communities. The ultimate goal of our educational efforts is to improve and maintain citizens' optimal health and healthy lifestyles throughout their span of life.

Obesity and excessive weight gain have reached epidemic proportions in Mississippi. Obesity prevention involves a focus on energy balance and calories consumed versus calories expended. Taking action against obesity must address the factors that influence both eating and physical activity. Mississippians who are overweight or obese are at risk for developing many diseases, especially heart disease, stroke, diabetes, and cancer.

Goal 3: Planned Program Overview

The following are planned programs included under Goal 3. The specific program subject areas for Nutrition and Health programs areas are included in the chart. The subject areas are: Basic Foods, Dietary Quality, Food Security, Human Nutrition, Nutrition-Related Disease, and Shopping/Food Resource Management.

Output activities under this goal are provided in the table below.

Planned Program Area /Subject Area	Extension Events	Extension Contacts
Basic Foods	150	2,895
Dietary Quality	960	19,184
Food Security	222	1,942
Human Nutrition	108	7,528
Nutrition-Related Disease	26	149
Shopping/Food Res. Mgt.	368	2,514

Overall Estimated Expenditures for Goal 3

Function	FTE		Expenditures*	
	Federal	State	Federal	State
Extension Program	2.92	1.53	\$ 304,048.56	\$ 158,955.91

* State and federal expenditures are inclusive of programming, support staff and administrative expenses.

Progress toward intermediate and long-term outcomes and impacts for ongoing programs are documented under the key themes in the next section.

Key Theme: Human Nutrition

a. Obesity is a major public health problem in America. A recent national survey found that fifty-four (54) percent of American adults are overweight and slightly over twenty-two (22) percent are obese. The Southwest Mississippi region has the highest incidences of obesity in the nation. The Mississippi Department of Health reported in 2004 that sixty (60) percent of Mississippi's citizens were overweight. Also, thirty (30) billion dollars a year are spent by Americans on weight control programs and products, which highlight a demand for educational information on weight control. Additionally, studies have linked obesity to increased risk of such chronic diseases as Type 2 Diabetes, hypertension and cardiovascular diseases that are prevalent in the state among citizens. The rate of hypertension was thirty-four (34) percent. Diabetes was the seventh (7th) leading cause of death in Mississippi.

Educational programs, events and activities were implemented to educate citizens on how to make lifestyle changes that could lead to decreases in the growing epidemic of obesity. Thirteen (13) workshops were conducted to educate citizens on how to choose healthy foods using My Pyramid and to discourage the consumption of high fat foods. Several workshops called "Managing Your Weight to Improve Your Health" were conducted to increase awareness among participants that could result in changing their attitudes toward healthy eating and increasing physical fitness in their daily lives. Six (6) activities were conducted to provide educational information about the value of nutrition and the importance of good eating practices that promote weight maintenance. Four hundred ten (410) participants were collectively reached through educational workshops and activities.

b. Pretest and posttest evaluations of workshops were conducted to determine the effectiveness of the utilization by citizens of the educational information related to nutrition and health. The mean scores from post tests administered in the counties indicated seventy-one (71) percent of the four hundred ten (410) participants indicated increased knowledge of relevant factors associated with weight management. Seventy-five (75) percent of participants gained knowledge on the importance of healthy eating habits and physical fitness and forty-five (45) percent of the participants reported an improvement of food preparation skills to reduce fat and sugar in their diet in order to control and/or maintain their weight.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy Act of 1977 (NARETPA) and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Human Nutrition

a. Major research studies indicate that sixty-two (62) percent of children aged nine (9) to thirteen (13) years do not participate in any organized physical activity during their non-school hours and twenty-three (23) percent do not engage in any free-time physical

activity. Ethnic groups such as African Americans and Hispanic children were cited as being significantly less likely than White children to be involved in organized physical activities as well as children of families with lower levels of income and education. The lack of physical activity among Americans of all ages is considered to be a major health risk factor. Physical inactivity and unhealthy eating habits contribute to obesity, cancer, cardiovascular disease and diabetes and are responsible for at least 400,000 deaths each year.

The Family Nutrition Program (FNP) conducted nutrition educational group sessions on making low-fat food choices, consuming a high fiber diet, drinking lots of water and increasing physical activities. One-on-one home visits were provided to families receiving food stamps, and school-aged children in third and fourth grades of local schools. Group sessions were provided at the local elementary school. Activities such as “Let’s Get Physical” were implemented through the use of dance.

b. As a result of these sessions, twenty-five (25) teachers have incorporated a ten (10) minute physical activity as a part of their regular class period for school-aged children in third and fourth grades. Teachers have also documented that three hundred (300) students participated in physical activities during each of the classes on an ongoing basis.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA) (amounts and FTE not available).

d. State specific.

Key Theme: Human Nutrition

a. The increase of overweight young children and adolescents is a major problem in our society. Between 1980 and 1994, the number of overweight children and adolescents in the United States doubled. Overall, ten (10) to fifteen (15) percent of children and adolescents are overweight, and of these, sixty-one (61) percent have at least one or more cardiovascular disease risk factors, such as elevated cholesterol or hypertension. Often obese children suffer from psychosocial discrimination in their environment, if not properly managed can have lifetime consequences.

The Alcorn State University Extension Family Nutrition Program, in partnership with the Copiah County schools, joined forces to implement a nutritional initiative entitled “What’s on Your Plate?” that targeted first and third grade students in the school system. The goal of the initiative was to increase the students’ knowledge and practices of healthy food choices and physical exercise utilizing fun-time educational activities and a demonstration using three exercise techniques.

b. The results of the pretests and post tests revealed that ninety-five (95) percent of the first and third grade students increased their knowledge about the importance of including whole grains, fruits and vegetables in their food choices. Ninety (90) percent of the

students gained knowledge regarding how to reduce the use of unhealthy snacks such as sodas and candy that can lead to tooth decay and weight gain. Ninety-eight (98) percent of students completed three or more exercises that could be used to eliminate physical inactivity to promote healthier students.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA) (amounts and FTE not available).

d. State specific

Key Theme: Human Nutrition

A survey was conducted to assess lifestyle risk factors associated with an increase in obesity to more than one hundred fifty (150) local county residents. The findings of the survey indicated that seventy (70) percent of the residents frequently consume sodas, skipped one or two meals, and eat out on a regular basis. The survey was used to determine what appropriate nutritional educational programs and activities should be implemented to influence changes in the eating habits of adults. Healthy diets are vital to all citizens. People who eat healthy are less likely to suffer from being obese.

Nutrition and health educational sessions and the distribution of information related to preventing obesity were implemented to provide adults with the needed information to make healthy food choices. Limited-resource families were provided educational assistance to face many challenges in buying and preparing nutritious meals such as the lack of skills needed to plan such meals. Also, they were provided technical assistance on determining which foods provide the best value for their dollars.

b. Participants were given pretests and posttests after completing the program. Sixty (60) percent of participants reported they were planning meals in advance and using the nutrition facts on food labels to make healthy choices. Forty (40) percent stated they have begun to prepare and eat breakfast on regular basis. Results also revealed that seventy (70) percent of participants reported eating a wider variety of foods and increasing their consumption of fresh fruits and vegetables after completing the program.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA) (amounts and FTE not available).

d. State specific.

Key Theme: Human Nutrition

a. The National Health and Nutrition Examination Survey (NHANES III) revealed that fewer than fifteen (15) percent of the two million American elementary school-age children do not consume the recommended five or more daily servings of fruits and vegetables with

seventy-five (75) percent of American children ages six (6) to eleven (11) years old having diets with more fat than the maximum U.S. recommended level of 30 percent.

The Alcorn State University Extension Program successfully implemented two activities to improve healthy food choices. "From the Earth to the Table" was conducted to educate third and fourth grade students on how to select nutritional foods and to give the nutritional value of those foods. An educational event was implemented for the children to visit a mock farmer's market, and they were provided the opportunity to choose fruits and vegetables to prepare a nutritious dinner. Also, an educational program was implemented entitled "Let's Get Physical," which taught students how to choose healthy foods and the importance of physical activity. One hundred thirty-five (135) students were in attendance at the two educational programs.

b. An evaluation questionnaire was completed by the students to determine the level of knowledge gained. Ninety-five (95) percent of the students could name at least two fruits and vegetables and could discuss how choosing these foods could be beneficial to the body. The findings indicated that students attending the "Let's Get Physical" activity gained knowledge regarding the disadvantages of eating too much "junk" food. The "Let's Get Physical" activity received many positive comments "I don't think I'll ever view junk food the same way again." Also, the students expressed how My Pyramid could be used to guide daily food choices, and they were able to answer questions correctly regarding the amount of exercise needed daily to prevent weight gain.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Human Nutrition

a. A report from the Center of Disease Control (CDC) showed that eighty (80) percent of Mississippians were eating fewer than five (5) servings of fruits and vegetables per day in 1999. Males ranked seventy-nine (79) percent, females ranked eighty-one (81) percent and Whites ranked seventy-five (75) percent with African Americans being the highest at eighty-four (84) percent. Physical inactivity, poor eating habits and unhealthy lifestyles are major risk factors of early onset of chronic diseases.

A series of workshops were conducted with participants ages 6-12 who attend Jefferson County Elementary School and Jefferson County Middle School. The workshops consisted of three nutritional topics: (1) the importance of good nutrition for a healthy body, (2) the introduction of a variety of colorful fresh fruits and vegetables, and (3) the importance of daily physical activity.

b. The results of the evaluation indicated that seventy-five (75) percent of the elementary and middle school students indicated they gained knowledge on the importance of healthy

eating and being physically active. One hundred (100) percent of the students could identify the relationship between healthy eating and physical activity.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Human Health

a. Breast cancer is the most common type of cancer among women in the United States and is the second leading cause of cancer-related deaths. One in eight women will develop breast cancer during her lifetime. In 2001, an estimated one hundred ninety two thousand two hundred (192,200) American women were diagnosed with breast cancer for the first time, and forty thousand two hundred (40,200) women died from the disease. An estimated five to ten (5-10) percent of all breast cancer incidences are hereditary. The risk of developing breast cancer increases for women after forty (40) years of age. Because early breast cancer usually does not cause pain and may exhibit no noticeable symptoms, prevention programs which show early detection are important in improving the health outcome of the community in this area.

In Mississippi during 2004, two thousand five hundred (2,500) new cases of breast cancer in women were diagnosed. Breast cancer awareness has been an ongoing project in Jefferson County. The Alcorn State University Extension Program, along with professionals in the health field, implemented various health-related projects in the area of cancer. These efforts focused primarily on women.

b. Surveys were administered to three hundred sixty two (362) participants to evaluate their attitudes, values and knowledge of breast cancer. Assessment of the survey instrument revealed that twenty-two (22) percent of women indicated they had never done a Self-Breast Exam with forty-eight (48) percent stating they had gained knowledge on the proper procedure of performing Self-Breast Exams. Fifty-three (53) percent of the women surveyed reported not ever having a mammogram. The survey indicated ninety-five (95) percent would be willing to share the knowledge gained with a friend or a relative. As a result of the awareness campaign, three (3) women reported early detection of a lump after administering the Self-Breast Examination.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA) (amounts and FTE not available).

d. State specific.

Key Theme: Human Health

a. In 2002, 185,000 adults in Mississippi had been diagnosed with diabetes. Diabetes accounted for 661 deaths, with the rate of death from diabetes being one hundred and twenty seven (127) percent higher among African American than among Whites. Diabetes mellitus is one of the most serious health challenges facing more than thirty (30) million African Americans. Nationally, about 210,000 people under twenty (20) years of age have diabetes, which represents twenty-six (26) percent of all people in this group. Approximately one in every four hundred to five hundred (400-500) children and adolescents has Type 1 Diabetes.

The Alcorn State University Extension Program conducted a staff development workshop entitled "Diabetes: Am I at Risk?" The participants were taught 2005 dietary guidelines and weight management with emphasis on the warning signs of diabetes.

b. A telephone follow-up evaluation was conducted for six (6) months after the workshop. As a result of the workshop, employees showed a five (5) percent increase in physical activities and changes in their eating habits to include more fruits and vegetables and other positive lifestyle changes.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA) (amounts and FTE not available).

d. State specific

Key Theme: Human Nutrition

a. Obesity is very complex. Mississippi has a 25.9% obesity rate, which is the highest in the nation. The Mississippi Department of Health reported in 2003 that sixty (60) percent of Mississippians were overweight. Nutrition is vital to good health and is essential for the healthy growth and development of children and adolescents. Poor diets and inactive lifestyles are major causes of death and diseases in the United States such as cardiovascular disease, hypertension, overweight and Type 2 Diabetes.

The Alcorn State University Extension Program provided an educational staff development workshop on the 2005 Dietary Guidelines to Head Start teachers, assistant teachers, center administrators, cooks, bus drivers, bus assistants and employees. Educational activities conducted with participants stressed the importance of 2005 Dietary Guidelines and emphasized topics such as adequate nutrients within calorie needs, physical activity and an understanding of the food groups to encourage reduction in the consumption of fats and carbohydrates that can lead to chronic disease. Other topics covered in the educational session included weight management and food safety.

b. As a result of the program, employees have shown a five (5) percent decrease in poor eating habits and increased physical activity as cited on evaluations. Comments and

telephone follow-ups with participants from the staff development program indicated they made changes in traditional eating patterns and are making changes based on knowledge gained regarding the prevention and managing of chronic diseases such as hypertension, diabetes. As a result of the program, various requests were made to conduct this weight management program for parents in other counties.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA) (amounts and FTE not available).

d. State specific.

Key Theme: Food Security

The National Food Security Survey, conducted in 2002, found that the prevalence of food insecurity in our nation today is about eleven (11) percent or thirteen (13) million households. These statistics show an increase in percentages cited during a survey taken in the United States in 1995, which found ten (10) percent of households to be food insecure. The percentages of households who were identified to be food insecure with hunger is approximately four (4) percent, or about four (4) million households. Percentages of food insecurity among children in families in the United States are seventeen (17) percent of households with children under the age of 18 and, eighteen (18) percent of households with children under six years of age, thirty-two (32) percent of families with single females as head of households and twenty-two (22) percent of families with single males as head of households. In the 2001-2003 survey taken in Mississippi, fifteen (15) percent of households were identified to be food insecure. About one hundred forty-six thousand five hundred (146,500) households have experienced some level of food insecurity. Mississippi has been found to have the second highest percentage of food insecurity (tied with Texas).

a. In response to the high percentages of food insecurity in Mississippi, the Alcorn State University Extension Family Nutrition Program in Adams County conducted educational sessions and activities with three hundred (300) students from second through fourth grades and their families. Technical assistance was provided to students and their families in the completion of food stamp applications. In addition, resource information was provided to guide them to appropriate agencies to obtain and request various types of assistance to address food insecurity. Educational sessions were conducted to improve their knowledge and skills of shopping behaviors, food preparation and safety food handling methods, and meal planning. Newsletters were distributed to students and their families and one-on-one technical assistance to discuss food-related issues.

b. Pretest and posttest evaluations were conducted with students and their families and follow-up visits to assess changes in knowledge gained and behavior changes regarding food insecurity. Positive behavioral changes were cited by more than seventy (70) percent of student and family participants who indicated an increase in their knowledge of utilizing emergency food assistance programs, spending their food stamps more wisely by

improving shopping behaviors, gaining knowledge of the availability of nutritionally adequate and safe foods, and acquiring foods in socially acceptable ways.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA) (amounts and FTE not available).

d. State specific.

Theme: Family Food Resource Management

a. A significant portion of the nations' population is still faced with limited opportunities to develop their full potentials to lead productive and meaningful adult lives. In this regard, increased attention is being focused on the role of such basic necessities as nutrition, along with healthy dietary and lifestyle practices in the context of family life.

The Alcorn State University Extension Family Nutrition Program provided educational sessions and activities for food stamps recipients in the area of food resource management and shopping behavior. A variety of topics were covered including extending food resources, budgeting and managing meals with regard to timing, planning, organizing, and coordinating. The lessons were conducted with home visits, presentations at senior group centers, and exhibits displayed at health fairs in the county.

b. As a result, limited-resource participants indicated knowledge gained on how to stretch food dollars and how to plan nutritious meals to improve their health. According to the follow-up evaluations ninety-seven (97) percent of the participants reported saving money as a result of their knowledge gained from the lessons on shopping behaviors and food resource management.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA) (amounts and FTE not available).

d. State specific.

Key Theme: Human Nutrition

a. A growing number of Americans are putting themselves at risk due to the increase of obesity by more than fifty (50) percent among adults between 1980 and 1994, according to a 2000 Center for Disease Control (CDC) study. The increase of overweight young people is even more dramatic. The number of overweight children and adolescents in the United States has doubled. Overall, ten (10) to fifteen (15) percent of children and adolescents are overweight, and of these, sixty-one (61) percent have at least one or more cardiovascular disease risk factors, such as elevated cholesterol or hypertension.

In response to the demand of lifestyle changes occurring, which may contribute to obesity, more than one hundred fifty (150) residents have participated in dietary quality educational sessions. Both children and adolescents are cited as drinking more sodas, skipping more meals, and eating out more often. With obesity becoming an epidemic, this behavior can no longer be ignored. Therefore, the Alcorn State University Extension Family Nutrition Program has conducted nutritional educational sessions and activities for children and adolescents to focus on combating obesity at an earlier age to eliminate obesity as a problem for Mississippians later on in life. The Alcorn State University Extension Family Nutrition Program has implemented innovative educational programs designed to influence changes in the eating habits of young people. The My Pyramid food guidelines were utilized in various educational activities to assist young people in making healthy food choices and increasing physical activity.

b. As a result, over seventy (70) percent of the youth have improved their diet by the information provided on exercise, nutritious snacks, and correct portion sizes. Pretest and posttest evaluations showed that seventy-eight (78) percent of the young people improved their comprehension of the materials and made nutrition related behavioral changes.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy Act of 1977 (NARETPA) and state matching funds (amounts and FTE not available).

d. State specific.

Goal 4: To achieve greater harmony (balance) between agriculture and the environment.

Goal Narrative

Small farmers in Mississippi have traditionally been concerned about conserving and sustaining their farmland. The rich soils and long growing seasons in the State of Mississippi favor the production of a wide variety of crops.

Mississippi's fertile soil and temperate climate make it an ideal state for agriculture. The agriculture industry comprised of nurseries, greenhouses and farms producing a diversity of vegetables and fruits, sweet potatoes, watermelons, greens, peas and other fruits such as muscadines, blueberries and peaches. Also, Vineyards, pecan orchards, sod farms and pick-your-own farms plus many other alternative farming operations contribute greatly to the revenue produced by Mississippi's agriculture industry. Small and limited-resource farms (i.e., farms generating less than \$100,000 annual sales) constitute approximately ninety (90) percent of Mississippi's four thousand one hundred and eighty six (4,186) farms, according to the 2002 Census of Agriculture (USDA, NASS, 2003).

The ASU-EP currently provides educational programs, events and activities working closely with small and limited-resource farmers and ranchers to aid them in adopting modern farm management technique and alternative enterprises to enhance farm income through minimizing risk.

Goal 4: Planned Program Overview

The following are planned programs included under Goal 4. The specific program subject area is Agronomy (sustainable agriculture).

Output activities under this goal are provided in the table below.

Planned Program Area /Subject Area	Extension Events	Extension Contacts
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Overall Estimated Expenditures for Goal 3

Function	FTE		Expenditures	
	Federal	State	Federal	State
Extension Program	0.66	0.34	\$ 68,377.23	\$ 35,747.46

*State and federal expenditures are inclusive of programming, support staff and administrative expenses.

Progress toward intermediate and long-term outcomes and impacts for ongoing programs are documented under the key themes in the next section.

Key Theme: Diversified/Alternative Agriculture

a. In most cases, conventional agriculture does not provide adequate income from the operation of small farms. Therefore, limited-resource farmers must produce products of higher quality and capture a larger share of the market to earn an adequate income through the adoption of new alternative enterprises. Alcorn State Extension Program (ASU-EP) has joined forces with Mississippi Natural Products Cooperative to educate farmers on alternative agriculture enterprise. Farmers were introduced to the use of more management- intensive production systems, rather than capital-intensive methods. Members of the cooperative were educated on this new enterprise through newsletters, fact sheets, seminars and workshops. Cooperative members interested in growing mushrooms were furnished with sawdust blocks as a growing medium. Because of the information and assistance provided by ASU-EP and the Mississippi Natural Products Cooperative, limited-resource farmers realized several benefits.

b. A farmers cooperative was organized for the production and marketing of shiitake mushrooms. Two limited-resource farmers decided to grow shiitake mushrooms as an alternative crop to their dairy and beef production. Both farmers established approximately one hundred (100) sawdust blocks during the production cycle. These farmers harvested approximately one hundred (100) pounds of mushrooms per week. Hence, by using ASU-EP production and marketing techniques, the farmers successfully sold their products and made additional income during the growing season.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Key Theme: Diversified/Alternative Agriculture

a. The struggle for limited-resource farmers to find alternative crops to supplement their income from the threatened timber industry is never ending. Limited-resource farmers are therefore seeking alternative enterprises that may have a high return per acre. On the average, Pike County farms have little tillable land, and so it is vital that enterprise choices be made based on a high return per acre crop. Therefore, mushrooms which can be produced on logs that are of little or no economic benefit and have a high return per acre was introduced by Alcorn State University Extension Program agriculture agents.

Educational workshops, group meetings and seminars on shiitake mushroom production was conducted for farmers by the Alcorn State University Program Extension Program (ASU-EP) agents in partnership with designated staff members of the Small Farm Development Center to educate farmers regarding a possible alternative enterprise to timber production. Educational information was introduced to farmers ranging from cultural practices to marketing techniques. Additionally, farm tours were conducted by ASU-EP agents for farmers to visit mushroom farms and gain more hands on information from asking questions regarding the production of shiitake mushrooms.

b. Over forty (40) limited-resource individuals participated in the workshops and training sessions regarding the production and marketing of shiitake mushrooms. Over thirty (30) participants have indicated their interested in growing shiitake mushrooms for next season.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension, and Teaching Policy of 1977 (NARETPA) and state matching funds.

d. State specific.

Goal 5: To enhance economic opportunities and the quality of life among families and communities.

Goal Narrative

According to the 2000 United States Bureau of Census report, Mississippi's demographic data in all income categories (median household income; median income of families with children; average annual pay for workers; and three (3) out of every five (5) households headed by a single parent; per capita personal income) the state rank last in the nation in these categories. Although there has been marked improvement in income, education, and housing, Mississippi remains well below the national average in these areas. Mississippi ranked 49th among the states in per capita income and 48th in median family income,

according to the 2000 Census. The state's median family income was \$39,266, more than \$10,000 less than the \$49,507 median family income figure for the United States.

Healthy families promote the emotional, physical and social welfare of individual family members. Among the many factors that contribute to this process are a family's internal strengths and the durability of the family unit. Unlike any other social group, families are able to provide the close emotional support needed to produce self-confident and well adjusted children and adults. Likewise, families that function in a healthy manner are well equipped to deal with the many normal changes and unexpected crises that confront them throughout their lifetimes. Therefore, the family's primary function is to create a healthy environment where family members can successfully grow and develop.

According to the Kids Count Data Book (2003), the total population in Mississippi in 2003 was 2,871,782. Of this number, eleven (11) percent were young adults ages 18-24, and twenty-six (26) percent were children under the age of 18. A total of twenty-seven (27) percent of Mississippi's children lived below the poverty level; thirty-five (35) percent of families with children were headed by single parents. The median family income was \$39,300. A total of thirty-nine (39) percent of the females ages 16-19 gave birth in 2003. A total of eleven (11) percent of teens, ages sixteen through nineteen (16-19) were high school dropouts, and thirteen (13) percent didn't attend school and were not working. A total of nineteen (19) percent of young adults between ages eighteen and twenty-four (18-24) were considered "disconnected" which is defined as not enrolled in school, not working, or not working on a degree beyond high school. This data confirms the fundamental link between poverty and a range of negative outcomes such as academic failure, early pregnancy and other risk factors that can diminish a child's chances of adult achievement and success.

The Alcorn State University Extension 4-H Youth Development/Youth At-Risk Program provides an educational setting to support the young people by structuring educational programs that are developmentally appropriate to acquire the knowledge and life skills to prepare them to become productive and healthy adults. Educational programs and activities are designed, developed, and implemented to address issues in the following areas: Teen Pregnancy Prevention, Youth Health Issues (STD/HIV/AIDS), Career Development/Workforce Preparedness, Personal Development and 4-H Youth Development, Club Development/Maintenance.

Mississippi demographics and indicators according to the latest United States Census report, rank Mississippi as the poorest state in the nation. The poverty rate is above twenty-eight (28) percent, the unemployment rate among African American males is forty-seven (47) percent, the per capita income is less than fifteen thousand (15,000) dollars, the drop out rate in our elementary and secondary school is above thirty-six percent (36) percent, and while there is no data currently available, it is evident that a large number of the employed labor force can be classified as underemployed. Decades of dependency on governmental subsistence and transfer payment remain the major source of income in rural Mississippi. These situations continuously contribute to the poor quality of life that many rural Mississippi residents experience and one of the reasons they struggle to

extricate themselves from the brutality of low incomes. Overall, fifty (50) of the state's eighty-two (82) counties have been labeled as "severely economically distressed communities." The single greatest dependency is in government subsidies and transfer payments. Yet, Mississippi is rich in historical sites, natural resources and agricultural-based products. Consequently, revitalizing these rural communities depend on the development of its economic resources and more active, informed and responsible citizens.

Goal 5: Planned Program Overview

The following are planned programs included under Goal 5. The specific program subject areas for Family Life & Child Development, Youth Development/At Risk, and Community Resource Development planned programs areas are included in the chart. The subject areas are: Business Development, Community/Economic Dev, Faith-Based Development, Governmental Training, Land Stewardship/Retention, Leadership Skills, Child Care Giver Training, Child Development, Family Life Issues, Family Resource Management, Family Stress Management, Family Wellness, Parenting Education, Career Dev/Workforce Prep, Youth Development/At Risk, Club Maintenance, Communication/Leadership, Disease and Control/Prevention, Entrepreneurship, Personal Development, Tobacco Education, and Volunteer Development.

Output activities under this goal are provided in the table below.

Planned Program Area /Subject Area	Extension Events	Extension Contacts
Business Development	35	1,430
Community/Economic Dev	368	5,832
Faith-Based Development	75	2,218
Governmental Training	21	1,079
Land Stewardship/Retention	87	2,464
Leadership Skills	133	1,664
Child Care Giver Training	4	40
Child Development	35	498
Family Life Issues	39	554
Family Resource Mgt.	19	92
Family Stress Management	2	30
Family Wellness	7	87
Parenting Education	15	191
Career Dev/Workforce Prep	48	677
Club Maintenance	247	3,582
Communication/Leadership	292	185
Disease Control/Prevention	18	1,209

Entrepreneurship	16	143
Personal Development	160	4,567
Tobacco Education	85	5,614
Volunteer Development	0	369

Overall Estimated Expenditures for Goal 5

Function	FTE		Expenditures	
	Federal	State	Federal	State
Extension Program	4.86	2.54	\$ 505,860.00	\$ 264,766.41

* State and federal expenditures are inclusive of programming, support staff and administrative expenses.

Progress toward intermediate and long-term outcomes and impacts for ongoing programs are documented under the key themes in the next section.

Key Theme: Children Safety

a. Mississippi has made great strides in child (safety and protection) to enhance their well being in the past two decades, but the state remains last in overall indicators of children health in large part due to our extremely high rate of accidents (about twice the national rate) In fact, rural areas have higher incident rates and death rates than urban areas. Many children experience various types of accidents in homes and in their communities, such eating or drinking unsafe household products, drowning, dodging out into street in blind spots of motorists, and being burned by fires from heating elements in home. Also from receiving contaminated candy and other products and during holidays when families are celebrating them and while newborn are sleeping in baby cribs to name only a few cases.

The Alcorn State University Extension Program displayed a child safety and protection exhibit at the local supermarket in the community. The child safety and protection exhibit focused on CPR, 911/0 emergency procedures, pedestrian, safety and rodeo safety. Three hundred and twenty-five (325) participants viewed the information on the exhibit displayed at an event in the county. Also, newsletters were distributed to citizens of the county on child safety and protection issues. Additionally, eighty-four (84) participants were reached through the advisory council on child safety and protection issues.

b. As a result of the information displayed on the exhibits seventy-one (71) percent of the three hundred and twenty five (325) participants stated that they would use the information because of the knowledge gained about child safety and protection. Follow-up contacts were conducted with ten (10) percent of the citizens who received the newsletter to determine the importance and usefulness of the educational information of the newsletter. All of the participants indicated they put the information to use in their home in various ways.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Parenting Education/Family Life Issues/Wellness

a. Mississippi ranks 50th among the 50 states of families with children headed by a single parent. At thirty-four (34) percent, Mississippi has the second-highest percentage of single-parent families. One in every three families is headed by a single mother, which highlights the fact that parenting may sometimes seem overwhelming.

Educational sessions have been implemented on how to strengthen family relationships through improved parenting, problem-solving skills, effective communication, stress management, conflict resolution, and financial management. Parenting education and family wellness workshops were provided for individuals and families on the aforementioned topics to foster the development of health families. Media information was distributed to parents on parenting and building family relationships.

b. Two hundred thirty-seven (237) persons reported adopting practices that would improve their parenting or family relationships and indicated that new skills were acquired that would enhance their ability to deal with the challenges experienced by their families. According to participants during follow up techniques, stronger family relationships were occurring as a result of the educational information provided on parenting and building strong family relationships. Overall improvements in the quality of family relationships were reported by ninety percent of two hundred and thirty-seven (237) program participants.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Family Life

a. Stress can be very harmful physically and emotionally to individuals and families which can result in feelings of distrust, rejection, anger, and depression. These feelings can often lead to health problems such as headaches, upset stomach, rashes, insomnia, ulcers, high blood pressure, heart disease, stroke, and cancer (Center for Anxiety and Stress Treatment / Stress Release Health Enterprises). Stress comes in all forms and affects individuals of all ages and all walks of life, especially working women.

According to an article in the *Journal of the American Medical Women Association*, working women retain the primary responsibility for dependent care and household responsibilities. Most of these activities occur at the end of the workday. There is hardly time for rest and relaxation. In

time, these women can become overstressed. A stress management workshop for working women was implemented with the following objectives: 1) to learn the proper definitions for stress and distress, 2) to learn common symptoms of stress, 3) to learn tips that could be used to relieve stressful feelings, and 4) to learn several stress reducing techniques including those of breathing and muscle relaxation. A workshop was conducted entitled: "Don't Sweat the Small Stuff".

The presentation was compiled using fact sheets developed by staff of MSU-ES. An audio tape entitled "Just Relax" was used to teach relaxation techniques including those of breathing, muscle relaxation, and attitude adjustment. Participants were allowed to complete the entire sequence of techniques which lasted for more than thirty minutes.

b. Afterwards, participants were asked to share their feelings about the effectiveness of the techniques and about the workshop. A total of nine (9) women were in attendance. As a result of attending this workshop, nine (9) women gained knowledge on the proper definitions of stress and distress. Participants gained knowledge on the common symptoms associated with stress and tips that could be used to relieve stressful feelings. Also, participants learned how to use specific relaxation techniques to reduce stress at the onset. An immediate behavior change could be observed in participants at the end of the relaxation exercises. Some were smiling and quietly sharing their thoughts about how they were feeling at the moment.

The results of an evaluation indicated that one hundred percent (100%) of the participants indicated that the educational knowledge gained and skills obtained during the workshop were effective in dealing with stress in their lives. Ninety-eight percent (98%) of the participants said they would use the coping techniques to manage and or reduce stress in their lives. One hundred percent (100%) said they would be willing to share the information disseminated in the workshop with friends and family.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Children, Youth and Families at Risk

a. Issues facing young people are in many ways overwhelming, both in number and complexity. Young people are facing staggering issues such as sexual transmitted diseases and unintended pregnancies. Research has identified several factors that promote resiliency in children: social competence, problem-solving skills and a sense of purpose (National Network for Family Resiliency, 1993). The development of skills in children and young people provides the decision-making and coping skills to resist risky behaviors that increase their chances of becoming productive adults. The future of society depends on the positive development of its children living in communities.

Developmentally appropriate educational workshops have been conducted to enhance positive development of young people to build strong resistance and survival skills to address issues

facing them. These educational programs conducted by Alcorn State University Extension Program in the 4-H youth area focuses on youth health issues associated with STD'S /HIV/AIDS. The educational programs and events focused on clarifying young people values regarding sexual activity and to develop communication and assertive refusal skills to deal with becoming sexual active and other challenges of various developmental stages of their lives. Approximately four hundred and fifty (450) STD fact sheets were distributed to teachers, counselors and students to be used in local schools in Southwest Mississippi. A total of fifty (50) Teen Pregnancy Prevention/STD workshops and group meetings were held with two thousand three hundred and fifty (2,350) young people and approximately one hundred fifty (150) parents attended these meetings and workshops in counties.

b. Educational workshops and events were implemented for youth to gain decision-making skills to make effective decisions regarding sex and risky sexual practices to prevent pregnancy and to develop life skills to deal with peer pressure. Educational programs, events and activities were assessed by young people participating using a pretest and a post test. The results of the post test showed that a total of 49 percent of the two thousand three hundred fifty (2,350) young people participating reported they gained knowledge and skills to aid in postponing sexual activity until marriage or until they make the decision to enter into a committed relationship. The state pays approximately \$258.00 per teen to reduce the number of teens becoming pregnant which results in health care savings of approximately \$3,000 per teen this year.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available) .

d. State specific.

Key Theme: Youth and Adult Workforce

a. Youth in the state of Mississippi, especially in disadvantaged communities such as Claiborne, Jefferson and Warren, counties encounter many risk factors in their daily lives that include abuse of tobacco products that can lead to a lifetime of social and economic consequences that hurt the future of our young people in communities. Disadvantaged youth in the state shows increases in the numbers using cigarettes and other tobacco products. At least 3,000 teens begin to experiment with tobacco products everyday. Of this number, nearly 750 will die from tobacco-related diseases, primary heart diseases, cancer, stroke and chronic obstructive lung diseases, emphysema or other health problems later in life. Tobacco use produces other significant health problems among teens, including an increase in the number and severity of respiratory illnesses like asthma, bronchitis, the decreased ability to perform physical activity, and the ability to breathe normally. Also, in some cases young people are exposed to cigarettes or experience the effects of cigarette smoke at a very early age, so it's never too soon to begin talking about the health dangers of smoking or second hand smoke.

Educational efforts to reduce the number of youth who use cigarettes and other tobacco products in Southwest Mississippi were conducted in collaboration and with community

youth partnership organizations of Adams, Claiborne, Jefferson, Hinds, and Warren counties. Three (3) state tobacco education summits were conducted and one in a Mississippi county. Two thousand three hundred fifty (2,350) elementary, middle, and high school youth attended the three summits. The educational sessions of the summits focused on the dangers of tobacco use by youth, developing refusal skills and starting conversations about why it's important not to start smoking cigarettes or using other tobacco products or effects of second hand smoke to your health. Special interest tobacco youth clubs were organized in five (5) southwest Mississippi counties and educational workshops were implemented in clubs using the Toward No Tobacco Curriculum (Project TNT).

b. Fourteen (14) special interest clubs for youth in grades K-3 were organized with two hundred sixty (260) members. Fourteen (14) special interest clubs for youth in grades 4-6 were organized with one hundred forty-five (145) members. Thirteen (13) special interest clubs for young people in grades 7-8 were organized with one hundred seventy-one (171) members. Sixteen (16) special interest clubs for youth in grades 9-12 were organized with four hundred twenty (420) members. Nine hundred ninety-six (996) young people participated in fifty seven (57) organized special interest youth tobacco clubs.

Reduction of the teen smoking rate dipped below the national average and middle school smoking rate was reduced by forty (40) percent. As a result of these educational activities, tobacco use has declined by (32) percent among public high school young people, and forty eight (48) percent in public middle school young people in the state of Mississippi. It is estimated that these reductions will save the state \$174.9 million in future health care costs from the early intervention and prevention of health related disease among youth.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available) .

d. State specific.

Key Theme: Key Theme: Youth and Adult Workforce

a. According to the Mississippi Labor Market Data, the unemployment rate of young people is fifteen (15) percent. There is limited number of employment opportunities or jobs available for youth in the rural counties in Southwest Mississippi. A pre-test survey conducted in local schools and community-based clubs indicated that seventy-five (75) percent of the young people indicated they were unaware of how to prepare a resume', complete a job application or write a cover letter to seek a job in the workforce. The development of job preparation skills of young people to compete with others in the job market is necessary in these rural communities

In an effort to provide job readiness skills, youth agents in rural communities conducted a six (6) week series of educational sessions utilizing the Career Development Workforce Preparedness program that deals with goal setting to make effective career choices. Also,

how to prepare cover letters, resumes', job applications and how to prepare for the interview process were conducted in schools and community-based clubs in various counties served by ASU-EP. The staff conducted thirty (30) educational sessions in six (6) local high school and community-based youth clubs in six (6) rural counties in Southwest Mississippi. A requirement to completing the program of each participant was to complete a career portfolio, a pretest and posttest interview session. The program efforts focused on limited-resource high school students in Tech PREP Programs, business technology and communication classes, Jobs for Mississippi Students Programs, community-based clubs and vocational education programs.

b. A total of twenty five (25) local businesses and two partner agencies participated in two separate school career days to recruit young people for jobs and to provide knowledge about career choices. A total of one thousand two hundred and six (1206) youth and eighty five (85) adults participated in the Career Development/Workforce Preparedness program. The program was assessed using a pretest and a posttest. It was ascertained from the posttest evaluation that seventy-five (75) percent of the young people who participated in the workshops can now accurately develop or complete a cover letter, a resume, two types of job applications, and perform during a job interview to communicate the skills and qualification for jobs.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Youth Development

a. Youth from limited resource families experience fewer opportunities to become leaders and gain skills to enhance their own development to build their character, self-esteem and self-confidence within their schools and in communities. Also, due to limited financial resources, they experienced few chances to develop their life skills through involvement in school related activities and community events. In the area of 4-H youth development educational programs, events and activities for age-appropriate competition were implemented to create opportunities for developing leadership, teamwork, character, and life skills. 4-H youths were involved in joint contests and projects sponsored by the Alcorn State University Extension Program and Mississippi Cooperative Extension Service to prepare young people to meet the challenges of adolescence and adulthood through a coordinated and progressive series of activities and experiences which will prepare youth to become socially, morally, emotionally, physically, and cognitively competent throughout their lives. Additionally, many youth, parents, and teachers in communities today perceive 4-H youth development as still only being about agriculture; (raising crops and animals.)

Presently, the 4-H youth development educational program of the Alcorn State University Extension Program offers young people the opportunity to develop a variety of projects in

various areas and gain knowledge from trips implemented regarding an array of topics. Yet, animal contests are offered for those young people who choose to focus on animal production, petting and care. 4-H members of local clubs in counties attended and participated in several state, local and regional 4-H contests and the first 4-H Club Congress at Mississippi State University. 4-H members ages 14-18 from local clubs throughout the state competed for trophies and ribbons in various contests. The young people were selected from hundreds of senior 4-H members of clubs across the state of Mississippi. Through a series of instructional and training sessions, Claiborne County presently has over 140 young people actively participating in the 4-H program. An Annual Extension Leadership forum for youth ages 14-18 was conducted by the Alcorn State University Extension Program (ASU-EP) for young people from several counties who attended and participated in educational workshop, events and activities during a week-long camp.

b. As a result of participating in the state, local, and regional contests/projects, twenty-five (25) percent of the youth of Claiborne County indicated they were more motivated, developed leadership skills, improved their self-esteem, and became more aware of the choices they have in 4-H. More than half of these youth have won trophies, were awarded first and second place ribbons, or were selected to join a prestigious Leadership Team. The Alcorn State University Extension Program in Claiborne County Mississippi had nine (9) members to compete with all nine (9) delegates winning first or second place honors. During the Southwest District 4-H Achievement Day Program for junior 4-H members ages 8-13, eight (8) 4-H members won trophies and ribbons. The State 4-H Leadership Team consists of senior age members. Claiborne County had one 4-H member to be selected to join the State 4-H Leadership Team which is a highly recognized and prestigious group of youth.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Personal Development

a. According to the National Kids Count Data Book the dropout rate for young people ages 6-19 in the United States was ten (10) percent and in Claiborne and Jefferson counties the dropout rate was four (4) percent respectively. In the state of Mississippi, especially in disadvantaged communities such as Claiborne, Jefferson and Warren counties, young people encounter many risk factors in their daily lives that include teen pregnancy and teen violence. These factors can lead to a lifetime of social and economic effects that hurt young people in communities.

The Alcorn State University Extension Program (ASU-EP) implemented a Character Education Program entitled "Character Critters" in which eight (8) educational workshops developed skills in young people to deal with the various risk factors and improve self-esteem, self-confidence, and respect for others. Also, ten (10) group activities were

conducted in local elementary, middle and high schools for six hundred (600) disadvantaged young people in grades K-12 that provided the six concepts of character. Young people explored ways to use these concepts to support the development of healthy, productive communities and citizens. Character programs for youth help curb substance abuse, build character and life skills to better prepare young people to succeed.

b. After the character education program, forty (40) percent of the young people participating reported gaining knowledge of the six pillars of character and how they relate to everyday life. Forty-five (45) percent of the youth participating felt that the six pillars were important in developing goals and values and making effective decisions. Thirty-five (35) percent of the young people participating stated that the character education activities provided purpose, meaning, and a chance to listen, share, explore and reflect on what they learned. Thirty-eight (38) percent of the participants indicated an understanding of the power of choice and learned to appreciate the qualities of being a human and to share their appreciation at home, in school and in their communities. Twenty (20) percent of the school administrators reported fewer discipline problems and visits to their office among the participants of the character education program.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Impact of Change on Rural Communities

a. Public health threats from hurricanes are real concerns facing Mississippi today. Citizens living in Mississippi communities lack knowledge about planning and preparing in advance with family members to deal with issues in cases of disaster. For example, the latest devastations Mississippi experienced were from Hurricane Katrina, especially on the Mississippi Gulf Coast. This disaster highlighted the need for preparation and planning by the citizens of the state to address an array of needs.

In an effort to enhance public awareness regarding preparation and planning of emergencies and natural disasters, the ASU-EP in collaboration with the Claiborne Mississippi Emergency Management Agency conducted several educational workshops. Two workshops entitled "The Do's and Don'ts of Emergencies and Natural Disasters" was conducted with the Energetic Cluster Club, The Right Information And Direction (TRIAD), 4-Hers and volunteer leaders. These workshops provided educational information to develop skills of young people, adults and individuals to prepare and plan for emergencies and natural disasters. The participants were provided Emergency Public Information which contained detailed information on plans to prepare during emergencies such as evacuation routes and contact numbers of appropriate agencies and organizations. Over 200 youth and adults attended the Natural Disasters, Health, and Safety Workshops.

b. Evaluations conducted at the workshop revealed that eighty-five (85) percent of the two hundred (200) participants stated that "they are now aware of emergency information and

gained knowledge of what to do, where to go, and how to plan/prepare in the event of an emergency or disaster." Youth who participated stated that, "they gained knowledge of how to respond if they were at home along during a tornado, hurricane, emergency or disaster." Emergency response and preparedness brochures were distributed to participants for home use to create awareness among the citizens of Claiborne County.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Community Development

a. In rural southwest Mississippi, sugarcane is a small acreage crop; therefore, sugarcane growers and producers must explore creative ways to market and sell their products. This highlights a need to develop an appropriate organizational and business structure to pool labor resources and knowledge base regarding processing and marketing to obtain an adequate economic profit from sugarcane production. Several meetings were conducted in collaboration with the Mississippi Association of Cooperatives to provide educational information on forming a syrup cooperative structure and obtain a legal charter and corporation.

Educational workshops and technical assistance were provided to the cooperative to create their legal charter. As a result, it was developed and submitted to Secretary of State and approved for incorporation. Five (5) training sessions were conducted on cooperatives development, the development of bylaws and information on facilitating and the conduct of business meetings.

Forming a joint organizational structure allowed the producers opportunities to market products more profitably than marketed their products by individuals.

b. A state wide group of producers formed a Growers and Processor cooperative consisting of one hundred and twenty (120) official members under the trade name Mississippi Syrup Producers and Processor Association, Inc. The cooperative has successfully marketed and produced twenty thousand (20,000) gallons of processed syrup, which is ten (10) percent above previous years' yield and a profit increase on an average of twenty dollars (\$20.00) per gallon yield and approximately four hundred thousand (\$400,000) dollars.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Community Development

a. Small businesses in rural communities especially in southwest Mississippi are closing operations and some are migrating to urban areas because of the high volume market in those urban areas. According to the Mississippi Municipal Association, small businesses are closing in small rural towns at twice the rate as those in urban communities. This revenue short fall has severely impacted the delivery of essential businesses in rural communities. The Small Business Administration's best practices for reviving small businesses in rural communities include the franchising of small businesses with large companies to take advantage of wholesale inventory, distributing, pricing and marketing. The Mississippi Business Alliance indicate that small business are fifty (50) percent more like to succeed if they can franchise with a major company and remain in low-volume market areas.

Educational technical assistance was provided by the ASU-EP to two small retail businesses in partnership with Mississippi State Cooperative Extension Services utilize an educational program on "How to Start A Rural Businesses" focusing on a topic on "How to Franchise" with a major company and Grow Bigger and Better Assistance. Technical assistance was provided in identifying major companies, requesting and completing franchising documentation.

b. As a result of the educational training provided two small independent businesses in Mississippi, made application and obtained franchise licenses with a major company. These businesses increased their volume by fifty (50) percent and also increased their profits by forty- five (45) percent. Additional sales taxes are being collected to add to the municipal government's revenue and the general fund increased.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Land Stewardship/Land Management

a. According to the state of Mississippi's Agriculture and Commerce office indicates that the loss of land and landownership occurs through various means such as tax sales, lack of wills, estate planning and heir property and also due to lack of knowledge on property redemptions and title searches in many rural communities, resulting in the loss of agricultural economic. The Alcorn State University Extension Program, in collaboration with the Southern Federation of Cooperatives Land Tenure Center; utilized a Land Ownership Manual to implement educational programs to assist farmers in developing a comprehensive plan for the preservation of land in communities. These programs provided a practical guide on land use to help farmers understand governmental tax sales,

farm foreclosures, public zoning, eminent domain, proper land stewardship and land management.

b. As a result of the collaborative partnership evaluations, one thousand seven hundred and seventy-eight (1,778) clients in thirty (30) Mississippi counties have increased their awareness and have completed the estate planning/wills questionnaires, which provided educational technical assistance and necessary information in drafting an estate plan. Land owners and property owners have reported that over ten (10) family farms with an estimated two thousand (2,000) acres worth approximately \$20,000 and 12 parcels of property have been saved from tax sales.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

Key Theme: Fire Safety

a. According to the State of Mississippi Fire Rating Bureau, rural communities, and/or subdivisions in Mississippi are rated at a class ten or lower, which means that an organized fire department response is non-existent and non-functional as it relates to general emergency response standards. Mississippi rural fire protection remains a major community development concern because rural families and their properties are lost and most volunteer fire departments are for containment. Mississippi State Fire Academy in its recent report stated that volunteer fire departments requires equipment and personnel training in rural communities and are below the states rating requirements. ASU-EP provided technical assistance to four (4) volunteer fire departments to develop proposal to obtain funds to address such issues in communities. Seven workshops and video training sessions were presented on certification for fire fighter personnel.

b. As a result, four (4) volunteer fire departments received \$46,000.00 in grant funds for the purchase of fire safety equipment. Sixty (60) percent of the volunteer fire department personnel received training after developing certificates their skills and knowledge regarding fire prevention in communities.

c. Funds expended for this goal under this program came from Section 1444 of the National Agriculture, Research, Extension and Teaching Policy Act of 1977 (NARETPA), and state matching funds (amounts and FTE not available).

d. State specific.

C. Stakeholder Input Process

The Alcorn State University Extension Program (ASU-EP) through in-depth needs assessment, implemented the necessary steps to address high priority issues identified by the citizens of the state of Mississippi. The ASU-EP developed and implemented an environmental scanning system that is simple, efficient, and cost-effective. The goal of this system is to collect data on the issues and needs of the local communities at the local level. This “grassroots” information gathering approach determines how ASU-EP directs or redirects its programming efforts. The aim of data gathering is to set aside preconceptions about what limited- resource audiences’ priorities might be. The Alcorn State University Cooperative Extension Program Environmental Scanning Process utilizes the following processes local county advisory councils, the Individual Client Service Plan (ICSP), town hall meetings and focus groups to identify local needs of limited- resource audiences. The process begins at the grassroots level with county agents engaging local advisory councils to gather information about the needs and issues in local counties. The Extension Advisory Council provides recommendations and identifies issues for educational programs.

The Individual Client Service Plan (ICSP) is an individual or family need assessment instrument to collect information on relevant needs and issues of limited-resource clientele to enable county staff to provide educational programs, information, activities and appropriate technical assistance regarding such issues.

The town hall meeting was implemented to identify issues or needs of limited- resource citizens in counties targeting the public. The analyses of the issues facilitate programming efforts through an action-based team response to the critical issues identified from the analysis. The analysis consisted of such prioritizing and developing an action plan for addressing community issues as seen by limited- resource citizens living with the issues on a daily basis. The aim is to set aside preconceptions about what limited- resource people are seeking and to gain a more precise and dynamic picture of their realities and their existing conditions. This provides a more accurate basis for identifying those factors that negatively affect their lives.

A series of focus groups sessions was implemented to further prioritize the issues identified in the public hearings. These groups were made up of select and diverse individuals to seek additional information on the most prevalent issues identified in public meeting. The focus group session was convened during different timeframes in targeted counties to maximize input from a broad participant base.

These three data input components granted the Alcorn State University Extension Program the means to access, analyze issues and needs, and implement programs appropriate to issues of limited-resource citizens. A computation of the findings was converted into a County Cluster Matrix to enhance the issue identification processes of limited-resource communities. This matrix provides issues that have been stated by limited-resource individual and families for the ASU-EP to respond to by program implementation.

The following are the issue themes identified from various environmental scanning processes:

■ **Community Services**

Fire and police protection are underprovided in many of these areas. Paid and professionally trained firefighters and law enforcement officers are significantly deficient and in some instances non-existent.

Inferior roads and bridges through rural communities pose potentially dangerous conditions to human life. In part, this is a consequence of a lack of parity in funding for rural and outlying communities.

Water and sewer services are antiquated and/or not functioning at an adequate capacity to serve the needs of the limited resource residents in many rural areas.

Access to good healthcare and hospital services remains an issue for rural and limited-resource communities. Rural areas are experiencing difficulty in attracting and retaining healthcare professionals, particularly those practicing in specialty areas. Rural healthcare systems themselves are inadequate. There is a shortage of hospitals and limited health-related service providers. The cost of medical insurance and prescription medicines contribute to the health care crisis facing these communities. Additionally, there is an increased need for prevention and intervention programs including nutritional education and stress management.

Abandoned structures, litter, failure to enforce animal control and waste disposal laws are, in part, responsible for the prevailing conditions in many of these communities.

■ **Education**

Local schools are staffed with inadequately prepared and insufficiently compensated personnel have outdated curriculums that do not meet the challenges of the twenty-first century, and are faced with disparity in funding.

Insufficient adult and continuing educational programs in the areas of technological and workforce training is lacking or completely inaccessible.

Communities are looking to school systems to broaden their customary roles and educate residents in the areas of social issues that embrace teen pregnancy instruction, drug counseling and education, and AIDS awareness.

■ **Environment**

Water and air quality levels range from questionable to poor. Residents are contending with poor media response to boil water alerts and hazardous plant

emissions. Only a few of these communities are served by local television and radio stations and feel it is vital for media outlets to respond to their isolated areas.

Waste disposal and recycling programs are outmoded and in many cases, are not present at all.

■ Housing

Much of the housing in these communities is in an acute state of disrepair and is sorely in need of restoration. By any measure, a great deal of the residential structures would be deemed substandard and not suitable for habitation.

Availability of quality housing remains a problem. These areas are not attractive to homebuilders primarily because of the existing socio-economic conditions. This places residents in a no-win cycle—needing better residential structures but are not being in the desirable demographic residential developers wish to pursue.

For limited-resource audiences, housing cost represent a significant portion of an already overly taxed household budget. Finding ways to provide quality living accommodations at affordable prices remains a major housing challenge.

■ Human Relations

While not unique to the South, poor racial relations continue to plague many communities. Tradition, history, cultural differences, and ethnic intolerance are some of the barriers yet to be overcome before communities can meet on common ground to find ways to triumph over shared issues.

Power struggles among political, social, civic and faith-based organizations continue to be an obstruction to the “meeting of the minds” necessary to finding solutions to collective community issues.

Crime is no longer an urban dilemma. Rural crime and rural justice are important issues with particular emphasis on offenses, committed against people.

■ Jobs

Once thriving industrial and manufacturing entities are either downsizing or opting out of business altogether, leaving communities in precarious economic dilemmas. With each plant or business closing, communities find themselves faced with even fewer jobs in an environment already beleaguered by declining employment opportunities.

Many of the job options are menial, low paying positions that contribute to other community ills (such as housing affordability, young adult and college graduate relocation, and lack of employment prospects for teens).

If rural areas are anything, they are land rich. All too often much of that land remains idle. Agricultural education and development may well be crucial in converting this natural resource into an income earning mechanism. Many limited-resource individuals are landholders who lack the “know-how” of making their land work for them. After learning how to tap into this resource, they can provide for themselves and create opportunities for others.

D. Program Review Process

There were no significant changes in the program review process since the submission of the Five Year Plan of Work. The plan states, “The review of the program’s goals will be done by committees composed of multi-disciplinary personnel for each goal. Committees will include specialists, research scientists, university faculty members, support staff and administrators. The review process will call for the teams to determine the system’s level of performance by comparing expected performance to actual accomplishments and the proposed outcomes against actual outcomes and the level of outputs. Indicators will be reviewed on realistic and measurable probabilities. Also, external sources will be utilized to review and determine feasibility of programs.”

E. Merit Review Process

There were no significant changes in the merit review process. The merit review process of the Alcorn State University Extension Program consisted of the development and implementation of a Performance Appraisal System that was performed at all appropriate levels of organization by the administrative leadership. The state and county personnel accomplishments were reviewed based on both organizational and program goals. These goals are reviewed yearly for the state and county staffs of the Alcorn State University Extension Program. This process was utilized to measure progress and to determine the level of performance of the state and county personnel regarding organizational and program accomplishments in the areas of environmental scanning, program development, program funding, development of joint programs, technological and professional advancements and the development and implementation of collaborative networks, partnerships and marketing strategies. Merit scores were given to determine salary adjustments, modifications and structural changes based on the availability of organizational resources.