

2014 Alcorn State University Combined Research and Extension Annual Report of Accomplishments and Results

Status: Accepted
Date Accepted: 05/28/2015

I. Report Overview

1. Executive Summary

The Alcorn State University Extension Program (ASUEP) has implemented a comprehensive organizational joint process with its research and educational counterparts. This process simplified efforts with a positive long-term affect in accomplishments, which were identified, evaluated, and assigned appropriate accountability and monitoring strategies.

The Alcorn State University state-level extension and research staff consists of researchers who conduct studies to address relevant issues and situations facing the state's limited- resource citizens and specific geographic areas of the state. Extension specialists draw upon research-based information to design, develop, and implement educational programs that deliver new knowledge to limited-resource audiences across the state. At the county level, Extension Program Area staff design and implement educational programs, events, and activities that make it possible for limited-resource audiences to obtain and apply new research-based information to gain new skills. Many of the research and education programs are tested and supported by the Model Farm on the Alcorn State University campus, two off-campus demonstration centers located in Mound Bayou and Preston, one off-campus vegetable processing facility in Marks, and the Natchez Farmers Market located in Natchez, MS.

The six main program areas of the ASUEP are as follows: 1) Global Food Security and Hunger, 2) Small Family Farm Management and Marketing, 3) Youth and Family Well-Being, 4) Food Safety, 5) Community Resource Development and Economic Planning, and 6) Human Nutrition, Food Safety, and Human Health and Well-Being. These planned programs represent those areas with the greatest need as identified by community partnership, environmental scanning, research and the observations of the Extension staff.

Input from stakeholders' in the targeted limited-resource audiences of the Mississippi Delta and Capital River regions was considered in increasing the number of planned programs from five to the above mentioned six.

Area educators, specialists, faculty, middle managers, and administrators from the Extension, Research, and Teaching areas of the ASUEP were involved in the design, implementation, and evaluation of educational programs, events and activities.

Total Actual Amount of professional FTEs/SYs for this State

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	36.0	0.0	36.0
Actual	0.0	33.5	0.0	38.0

II. Merit Review Process

1. The Merit Review Process that was Employed for this year

- Combined External and Internal University Panel
- Combined External and Internal University External Non-University Panel
- Expert Peer Review

2. Brief Explanation

The program development team established a merit review process to review the planned programs listed in the Plan of Work (POW). The internal review process determined the effectiveness in planning, implementation, and evaluation of the programs, which addressed high-priority needs of the limited-resource clientele.

III. Stakeholder Input

1. Actions taken to seek stakeholder input that encouraged their participation

- Use of media to announce public meetings and listening sessions
- Targeted invitation to non-traditional stakeholder groups
- Targeted invitation to non-traditional stakeholder individuals
- Survey of traditional stakeholder groups
- Survey specifically with non-traditional groups
- Survey specifically with non-traditional individuals

Brief explanation.

The result of the county program review indicated: (a) a need for continued outreach and training of new and current county advisory councils and executive board members; (b) the need for implementation of new educational programs based on critical needs and issues identified by the environmental scanning process and from stakeholders' input; and (c) the need to include additional field and state staff in all planned program areas to address issues and needs at the county level.

2(A). A brief statement of the process that was used by the recipient institution to identify individuals and groups stakeholders and to collect input from them

1. Method to identify individuals and groups

- Use Advisory Committees
- Use External Focus Groups
- Open Listening Sessions
- Needs Assessments
- Use Surveys

Brief explanation.

Focus groups and issue planning teams provided valuable data to assist the ASUEP in developing a plan-of-action to address five issues in various communities. Data from the selected communities indicated a lack of: youth activities, youth in agriculture, health/wellness education, personal and home financial management, educational attainment opportunities, and workforce development. These issues ranked highest among the critical issues in the six counties selected by an ASUEP five-member team. In this report, themes were grouped into six major categories: jobs, education, health, human relations, community services, and environment.

2(B). A brief statement of the process that was used by the recipient institution to identify individuals and groups who are stakeholders and to collect input from them

1. Methods for collecting Stakeholder Input

- Meeting with the general public (open meeting advertised to all)
- Meeting specifically with non-traditional groups
- Survey specifically with non-traditional groups
- Meeting specifically with non-traditional individuals
- Survey specifically with non-traditional individuals
- Meeting with invited selected individuals from the general public

Brief explanation.

The information collected in 2014 directed the ASUEP's administration on how to efficiently use funds to implement programs across counties. In addition, the information improved existing research programs and guided the development of new research. The administration used the information as a means to determine staffing needs and to develop an action plan to address county issues.

3. A statement of how the input will be considered

- In the Budget Process
- To Identify Emerging Issues
- Redirect Extension Programs
- Redirect Research Programs
- In the Staff Hiring Process
- In the Action Plans
- To Set Priorities

Brief explanation.

Stakeholders' input was used to define community issues and concerns. The result of community input focused on solutions that the community leaders would take ownership based on their vested interest in a positive outcome. A significant challenge for many of the rural communities in Mississippi was their inability to move away from traditional conditions. Education and workforce preparation are essential in assisting rural communities to grow into functioning economic entities with the ability to survive and thrive in the changing marketplace.

There was a concern for educational reform to increase education of adults and integrate more families into an evolving technological society. Education was the key factor in creating a rural environment which attracted and retained people with high human capital, reduced the rate of attrition of young people, and encouraged industries to invest in education of workforce and potential workers. As a result, improved job skills were gained, providing opportunities to meet the needs of potential jobs and eventually enhance the standard of living of rural residents.

It was also important to develop educational programs to address health, obesity, and agriculture. In collaboration with other state and federal agencies, the Extension program concentrates on human relations, community services and environmental issues.

The educational objectives were to plan, execute and evaluate learning experiences with locally identified needs that helped people to understand, and to acquire the essential skills for solving community problems.

Brief Explanation of what you learned from your Stakeholders

There was a concern for educational reform to increase education of adults and integrate more families to an evolving technological society. Education was the derivation of creating a rural environment, which attracted and retained people with high human capital, reduced the rate of attrition of young people, and encouraged industries to invest in education of workforce and potential workers. As a result, improved job skills opportunities that meet the needs of potential jobs and eventually enhance the standard of living of rural residents. It was also important to develop educational programs to address health, obesity, and housing conditions. In collaboration with the Extension Program, other state and federal agencies should concentrate on the level of human relations, community services and environmental issues.

The educational objectives were to plan, execute and evaluate learning experiences with locally identified needs that helped people to understand, and to acquire the essential skills for solving community problems.

IV. Expenditure Summary

1. Total Actual Formula dollars Allocated (prepopulated from C-REEMS)			
Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	2016121	0	2528547

2. Totaled Actual dollars from Planned Programs Inputs				
	Extension		Research	
	Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
Actual Formula	0	1922440	0	2528547
Actual Matching	0	1922440	0	2528547
Actual All Other	0	0	0	0
Total Actual Expended	0	3844880	0	5057094

3. Amount of Above Actual Formula Dollars Expended which comes from Carryover funds from previous				
Carryover	0	0	0	0

V. Planned Program Table of Content

S. No.	PROGRAM NAME
1	Global Food Security and Hunger
2	Small Family Farm Management and Marketing
3	Youth and Family Well-being
4	Food Safety
5	Community Resource Development and Economic Planning
6	Human Nutrition, Food Safety, and Human Health and Well-Being

V(A). Planned Program (Summary)

Program # 1

1. Name of the Planned Program

Global Food Security and Hunger

Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships		10%		10%
205	Plant Management Systems		15%		15%
211	Insects, Mites, and Other Arthropods Affecting Plants		10%		10%
213	Weeds Affecting Plants		5%		5%
301	Reproductive Performance of Animals		10%		10%
302	Nutrient Utilization in Animals		10%		10%
303	Genetic Improvement of Animals		5%		5%
308	Improved Animal Products (Before Harvest)		5%		5%
311	Animal Diseases		10%		10%
501	New and Improved Food Processing Technologies		5%		5%
602	Business Management, Finance, and Taxation		5%		5%
604	Marketing and Distribution Practices		10%		10%
	Total		100%		100%

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	22.0	0.0	30.0
Actual Paid	0.0	18.5	0.0	30.0
Actual Volunteer	0.0	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	915273	0	2528547
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	915273	0	2528547
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

The program utilized an interdisciplinary team in agriculture to explore food insecurity issues. It identified strategies to find solutions as a means of impacting the community through research and educational programs. Research in plant and animal production as well as in agricultural economics was conducted to identify ways by which hunger and food insecurity can be alleviated and eventually eradicated. This research was conducted by synthesizing both existing knowledge and new findings in agricultural sciences. The educational program provided a wide range of demonstrations, farm tours, group meetings, seminars, applied research, and one-on-one intervention. Other related activities included public service announcements, dissemination of newsletters, development of websites, publication of research reports, information sheets, and publications in scientific journals. These activities were geared towards increased food production, availability, and access.

2. Brief description of the target audience

This program was designed specifically for the limited-resource farmers and rural dwellers within the State of Mississippi. Farmers and dwellers in Mississippi and across the nation were provided with findings related to sustainable production, preservation and utilization of identified alternative crops.

3. How was eXtension used?

eXtension was used to seek information regarding vegetable production practices in regards to Integrated Pest Management (IPM) education.

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	7619	5902	5500	470

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

Year: 2014
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2014	Extension	Research	Total
Actual	1	6	7

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Development of research papers and publications on the findings of studies focusing on plant systems.

Year	Actual
2014	10

Output #2

Output Measure

- Conduct educational field days for limited-resource farm families on sustainable crop production practices.

Year	Actual
2014	14

Output #3

Output Measure

- Conduct educational tours for limited-resource farm families on sustainable crop production practices.

Year	Actual
2014	10

Output #4

Output Measure

- Conduct educational programs on sustainable horticulture production practices to limited-resources farm families.

Year	Actual
2014	15

Output #5

Output Measure

- Develop educational fact sheets on sustainable horticulture production practices to limited-resources farm families.

Year	Actual
2014	12

Output #6

Output Measure

- Conduct research projects on sustainable crop production practices.

Year	Actual
2014	8

Output #7

Output Measure

- Conduct educational workshop for limited-resource farm families on forest soil erosion/management.

Year	Actual
2014	6

Output #8

Output Measure

- Conduct educational demonstrations for limited-resource farm families on best management practices and best available technologies for livestock production.

Year	Actual
2014	14

Output #9

Output Measure

- Conduct educational programs, activities or events on forage production practices for limited-resource farm families

Year	Actual
2014	15

Output #10

Output Measure

- Conduct educational programs, activities or events to improve herd genetics for limited-resource farm families.

Year	Actual
2014	16

Output #11

Output Measure

- Conduct educational programs, activities or events on pastured livestock production practices for limited- resource farm families.

Year	Actual
2014	22

Output #12

Output Measure

- Conduct educational programs, activities or events on reproduction performance, nutrient utilization in animals to decrease livestock production cost for limited-resource farm families.

Year	Actual
2014	21

Output #13

Output Measure

- Conduct educational programs, activities or events on alternative livestock production practices for limited- resource farm families.

Year	Actual
2014	18

Output #14

Output Measure

- Develop research publications related to animal/meat production.

Year	Actual
2014	3

Output #15

Output Measure

- Develop research based reader friendly pamphlets and fact sheets on livestock production for Extension educators and farm families.

Year	Actual
2014	5

Output #16

Output Measure

- Develop M.S. thesis on animal production systems.

Year	Actual
2014	1

Output #17

Output Measure

- Conduct educational programs and demonstrations on alternative crop production.

Year	Actual
2014	15

Output #18

Output Measure

- Conduct educational programs and demonstrations on community and container gardening.

Year	Actual
2014	10

Output #19

Output Measure

- Conduct educational programs of food safety and sanitation practices.

Year	Actual
2014	7

Output #20

Output Measure

- Conduct educational programs and demonstrations on Direct Marketing of Alternative Agriculture Enterprises

Year	Actual
2014	7

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Increase number of program participants to adopt integrated nutrient management to increase crop production.
2	Increase number of program participants to utilize integrated pest management to improve the quality of vegetable production.
3	Increase number of producers to adopt new crop systems to improve crop yield and quality.
4	Increase number of participants to improve product handling and sanitation.
5	Increase number of participants to use recommended cultivar and other production practices to enhance productivity and profitability.
6	Increase number of program participants to improve production livestock production efficiency through best management practices.
7	Increase number of producers that will improve pasture grass fed to livestock.
8	Increase number of farmers to utilize artificial insemination and/or embryo transfer to decrease the need to purchase quality male animals and improve herd genetics.
9	Increase number of farmers to adopt pasture or alternative livestock systems as an alternative enterprise.
10	Increase the number of communities establishing community and container gardens to increase the availability of fresh and locally grown produce.
11	Increase the number of farmers and vendors that gain knowledge on Direct Marketing of Alternative Agriculture Enterprises.

Outcome #1

1. Outcome Measures

Increase number of program participants to adopt integrated nutrient management to increase crop production.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	15

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Plant nutrients must be added continually to most soils for higher yields after intensive cultivation. However, they must be applied with caution. Fertilizer additions must be calculated to replace the soil nutrient loss and also to assess fertilizer efficiency. Excessive amounts of fertilizers are released into the environment by miscalculating how much material to apply. Therefore, soil tests must be used to determine which nutrients are deficient and the amount of the deficiency to evaluate, correct and avoid problems. Thus, it is essential to educate producers on specific soil management and cropping systems of the tested soil for achieving efficient production of crops and solving problems of plant nutrient deficiencies or toxicities.

What has been done

Obtaining and analyzing soil samples that are representative of the area to be used in production will ensure the correct application of the right amount of nutrients needed for the crop. Therefore, fifteen workshops on crop production practices (such as site selection, soil-sampling techniques, seeds and seed growing methods, and different nutrient and pest application methods for vegetable production) were conducted for limited-resource farmers at various Extension program activities. A total of 550 farmers and youth attended the events.

Results

Questionnaires conducted after the workshops indicated that 90% of the participants intend to take action or make changes in their crop production programs based on the information received from the training. The results also indicate that 90% of the participants conducted soil tests before planting their crops this growing season. 92% of the participants who conducted soil tests applied the recommended amount of nutrients based on the soil test results. Additionally, the results revealed that the majority of the participants engaged in using cover crop and crop rotation to maintain soil fertility and weed control measures.

4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships

Outcome #2

1. Outcome Measures

Increase number of program participants to utilize integrated pest management to improve the quality of vegetable production.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	10

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Most vegetable farmers rely heavily on the spraying of pesticides to reduce crop damage from pests and diseases. Maintaining high levels of agricultural productivity and profitability while reducing synthetic chemical pesticide use presents a significant challenge. Proper care and maintenance of agricultural resources while maintaining productivity requires knowledge that emphasizes not only cultural and biological controls as the main defense against pests, but includes the judicious use of synthetic chemical pesticides. This knowledge begins with Integrated Pest Management (IPM).

IPM is a combined crop management approach, used to solve ecological problems when applied in agriculture. A key need for IPM development and adoption is to create public awareness and understanding of the health, environmental, and economics impacts through education programs. Therefore, many ASUEP outreach activities focused on educating farmers on the principles and practices of IPM.

What has been done

Ten hands-on training workshops on IPM were conducted for our target audience at the Alcorn State University demonstration centers located in Mound Bayou, Preston, Marks, and Lorman. Additional workshops were also conducted at participating farmer's fields. Three hundred and seventy farmers and youth attended the training workshops, which utilized IPM training materials developed through feedback from need assessment questionnaires.

The training material contained information on system approaches to IPM practices (such as biological, cultural, chemical, physical/mechanical) and promotion of biodiversity. They also included strategies for building and maintaining soil fertility, organic pest management, cover cropping and crop rotation. Participants were trained on different pest monitoring techniques, the use of beneficial insects, cultural, mechanical/physical control methods and the use of low impact pesticides. Participants were also educated on the use of cover cropping and crop rotation as both a weed control measure and as a means of maintaining soil fertility.

Results

The questionnaire survey administered at the training workshops revealed that the average age of the participating farmer is 47-years-old. The farm size ranged from less than three acres (5%), up to 10 acres (40%), 11-25 acres (35%) and more than 25 acres (20%). The majority of the participants (84%) reported that they received just a fraction of their annual income from the farm. The primary crops grown were southern peas, okra, melons and green (mustard, turnips, collards and Kale).

Retrospective post surveys were used to determine the effective of each training program. The overall participant's level of knowledge was increased in all areas of instruction. Ninety percent of participants indicated they had taken action or made changes to their pest management program, 80% stated that they used low-impact pesticides; 70%-mechanical or physical control techniques; 65%- cultural control techniques, and 55%- biological controls. Additionally, 78% of the participants indicated they now used cover crop and crop rotation to maintain soil fertility and as a weed control measure.

4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
205	Plant Management Systems
211	Insects, Mites, and Other Arthropods Affecting Plants

Outcome #3

1. Outcome Measures

Increase number of producers to adopt new crop systems to improve crop yield and quality.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	10

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Crop production is a complex operation. Its success depends on adapting to new and improved cropping systems. Vegetable crops can be produced from a very small parcel of land if the producer is able to make the appropriate decisions in terms of selecting and managing the production inputs. Many diseases and pests that affect horticultural crops are the results of the cropping systems used. Therefore, producers must be introduced to new crop varieties and cropping systems that are adapted to new production technology.

What has been done

Different sustainable production practices, such as variety, nutrient application, and pest/ disease control methods, were compared with the current conventional production practices at the demonstration centers. Subsequently, during field days conducted by the ASUEP in Preston, Lorman and Mound Bayou, 1000 farmers were educated on modern production techniques such as: current variety, different pest and disease management methods, crop rotation, cover cropping, mulching, and tillage practices.

Results

Response from the survey conducted after the workshops indicated that 90% of the participants anticipate adopting sustainable farming systems based on the training workshops while 88% indicated that they have adopted the use of cover crop and crop rotation to maintain soil fertility and weed control measures on their farming operations.

4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
205	Plant Management Systems

Outcome #4

1. Outcome Measures

Increase number of participants to improve product handling and sanitation.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	10

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

A sanitation program is as good as the attitude, willingness, and efforts of the people. The importance of proper postharvest handling techniques for horticultural crops is vital. Concerns about food safety when handling fresh fruits and vegetables have increased over the past decade. It is essential that everyone concerned in the food system accept the full meaning of sanitation and its wide economic scope. Therefore, producers must be trained on Best Management Practices (BMPs) that include appropriate sanitation principles, product-handling practices, manufacturing controls, and personal hygiene practices.

What has been done

A sanitation program is as good as the attitude, willingness, and efforts of the people. The importance of proper postharvest handling techniques for horticultural crops is vital. Concerns about food safety when handling fresh fruits and vegetables have increased over the past decade. It is essential that everyone concerned in the food system accept the full meaning of sanitation and its wide economic scope. Therefore, producers must be trained on Best Management Practices (BMPs) that include appropriate sanitation principles, product-handling practices, manufacturing controls, and personal hygiene practices.

Results

Some form of education is necessary for all workers who handle vegetable crops. Properly trained personnel will be more care careful when handling vegetable crops. Results of the questionnaire conducted after the crop production, harvesting and product handling workshops indicated that the majority (90%) of participants have adopted sustainable farming practices, as well as better product handling and sanitation technology on their farms.

4. Associated Knowledge Areas

KA Code	Knowledge Area
501	New and Improved Food Processing Technologies

Outcome #5

1. Outcome Measures

Increase number of participants to use recommended cultivar and other production practices to enhance productivity and profitability.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	8

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Each year, thousands of new vegetable cultivars are released from both seed companies and public research institutions around the world. These new cultivars provide the potential for increased yields, quality and pest resistance. At the same time, changing production practices, pest pressures, economic conditions and environmental constraints alter the performance of vegetable cultivars. Cultivars, which were once the industry standard soon become obsolete due to these rapid changes. Farmers need to be educated on sustainable methods of vegetable production techniques in order to produce quality vegetable crops.

What has been done

To assist small farmers in making better crop choices on their farms, five workshops and three hands-on training activities were conducted at the research and demonstration farms in Lorman, Preston and Mound Bayou, Mississippi, as well as at farmers' fields and during Extension program activities. These workshops were used to educate 650 farmers (including youth) on proper crop selection and different production practices including cultivar, fertilizer and irrigation rates, planting densities, and pest control programs.

Results

There is no single best variety for a particular location. The most recommended varieties are those that are consistently high yielding, adapted and disease resistant. Retrospective post surveys were used to determine the effectiveness of the training program indicated that approximately 92% of the participants who attended the workshops are now making better crop choices by purchasing and planting recommended varieties.

4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
205	Plant Management Systems

Outcome #6

1. Outcome Measures

Increase number of program participants to improve production livestock production efficiency through best management practices.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	14

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Small Producers often don't understand or don't use Best Management Practices (BMPs) as land management strategies to prevent or reduce the movement of sediment, nutrients, pesticides and other pollutants from the land to surface or groundwater. BMPs are designed to protect water quality from the adverse effects of land management practices at all locations within a watershed. As effective and practical tools for environmental protection, producers should use BMPs that include soil and water conservation practices and other management techniques as well as social actions developed for a particular region.

What has been done

Knowledge of BMPs for nutrition, herd health, and reproductive performance was disseminated and taught to producers during field days, as well as through personal contacts, bulletins and demonstrations. Four hundred and sixty five producers and potential producers received educational programming through eight workshops, a tour and five seminars on rotational grazing, Best Management Practices, reproductive performance and forage requirements.

Results

Three hundred eighty-four limited resource producers indicated they were using rotational grazing and following BMP guidelines in their operations. Eighty percent of producers indicated that rotational grazing and BMPs would be implemented into their farming plan. Seventy-five percent of producers indicated an interest in applying the techniques learned through Extension activities.

Limited-resource producers used Best Management Practices that increased the quality of animals raised and have seen some economic benefits. Two hundred five limited-resource producers and farm families were documented as having adopted new management techniques.

4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
301	Reproductive Performance of Animals
302	Nutrient Utilization in Animals
303	Genetic Improvement of Animals
308	Improved Animal Products (Before Harvest)
311	Animal Diseases

Outcome #7

1. Outcome Measures

Increase number of producers that will improve pasture grass fed to livestock.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	21

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Limited-resource producers often lack resources and knowledge to improve pastures. Soil test are very seldom used to determine the needs of the soil in order to grow quality pastures. Weed control is not applied and weeds compete with grasses, denying the livestock of quality grazing conditions.

What has been done

Through the collaborative efforts of ASUEP, MSUES & NRCS, 21 activities were implemented, which included a Grazing and Best Management Practice tour and educational field days, along with a tour of conservation practices used to enhance livestock production. Technical assistance and information on winter/spring pastures, herd health, forage management, and nutrient

requirements were provided to 406 participants.

Results

Upon post-evaluation of grazing conference, field day and tour participants, 85% of the participants indicated that they were using the techniques gained, or had plans to implement them on their farms in the future. Through these efforts, 406 producers gained knowledge and training on forage management, weed control, and the importance of nutrients on pasture grasses.

4. Associated Knowledge Areas

KA Code	Knowledge Area
205	Plant Management Systems
308	Improved Animal Products (Before Harvest)

Outcome #8

1. Outcome Measures

Increase number of farmers to utilize artificial insemination and/or embryo transfer to decrease the need to purchase quality male animals and improve herd genetics.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	21

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The knowledge and resources to improve genetics have not been applied to livestock operations, which leads to poor animals for market. Most producers have not planned or do not have the resources for an effective breeding season, which should include typical management activities such as making sure that bulls, bucks and boars are in adequate body condition and have passed a breeding soundness exam well in advance of the breeding season. Small producers often do not have the resources and knowledge to make decisions using artificial insemination that will produce traits that he/she needs.

What has been done

Through 21 artificial inseminations (AI) activities (including our Annual Small farmers Conference)

producers gained knowledge and training on artificial insemination/estrus synchronization and Best Management Practices. Additionally, swine producers, through our Pork Producers Field Day, were informed of the importance of improving genetics through artificial insemination to meet market demands. Information on genetic improvement was disseminated to limited-resource producers and farm families. Through these efforts, 565 participants gained knowledge and changed their behaviors toward reproductive performance.

Results

Through evaluations and farm visits, four new cattle producers were assisted in using artificial insemination. As a result of training, last year's producers who introduced AI into their herds experienced sufficiently improved herd genetics over the last breeding season. Another six cattle producers will begin artificial insemination during the next breeding season. Twenty-four producers indicated that they would receive more training and begin the process in the future.

Interest from swine and goat producers has improved with the need for quality animals for the market place. Two new goat producers have implemented AI to improve the quality of their show goats, but the vast majority felt that their operations were too small to invest the time needed to succeed. Although most of the producers understood the need for improvement, they were reluctant to change due to the lack of knowledge, training, and experiment in artificial insemination.

4. Associated Knowledge Areas

KA Code	Knowledge Area
303	Genetic Improvement of Animals

Outcome #9

1. Outcome Measures

Increase number of farmers to adopt pasture or alternative livestock systems as an alternative enterprise.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	21

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Small producers often don't understand or don't have a farm plan established, which is needed in order to maximize their operations. Opportunities often exist for producers to develop alternative enterprises that will supplement their farming income. Knowledge of pasture systems which use (BMPs) as a land management strategy have not been used.

What has been done

Small and limited-resource producers were provided information through workshops, field days and one-on-one consultations on alternative enterprises with emphasis placed on pastured poultry, pastured swine and goat production. This knowledge was disseminated through a series of 21 workshops.

Results

Through evaluation and observation measures, 65% of the participants were found to have implemented an alternative enterprise in their present operation. Evaluations also indicated that 75% had some type of pasture system for livestock on their farm. About 85% of the participants indicated that they understood the need for pasture systems and were implementing these systems in their operations.

One hundred thirty six youth participated in field day and demonstration events, in which pastured poultry was promoted as an alternative enterprise. Through evaluation, 22 youth indicated that they were raising pastured poultry and 40 indicated that they were planning to begin raising pastured poultry in the near future. Over 500 adults and youth gained knowledge on pastured systems and around 40% implemented these systems on the family farms.

4. Associated Knowledge Areas

KA Code	Knowledge Area
308	Improved Animal Products (Before Harvest)

Outcome #10

1. Outcome Measures

Increase the number of communities establishing community and container gardens to increase the availability of fresh and locally grown produce.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	15

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Vegetable gardeners in urban area are faced with lots of problems such as lack of space, soils contaminated with heavy metals (such as lead and arsenic), excessive shade from trees and building, and soil-borne diseases such as fusarium, pythium, rhizoctonia, and phytophthora. Container gardening allows the grower to create special gardens that thrive in any situation. The popularity of container gardening has exploded. Plants in containers are showing up everywhere. From the front porches of bungalows to the rooftops of urban high-rises, plants in pots can be found. One reason is because container garden growers may grow special plants that need a bit more attention to soil and water than he/she will be able to provide in a large in-ground garden. Successful container gardeners know that good looking, well-maintained and long-lasting containers don't just happen. But when a few basic principles are applied, even first-time gardeners can create and maintain attention-grabbing containers.

What has been done

Alcorn State University Extension Program specialists and educators have utilized current research and information in conducting a combination of 15 workshops, field days and farm tours for Southwest Mississippi residents who wish to gain an understanding of community and container gardening. A total of 900 participants attend these events and activities.

Results

Not everybody is lucky to have a yard at the back or a big garden. But it is heartening to know that with the help of container vegetable gardens, garden enthusiasts have the option of growing vegetables at their own sweet will. Container vegetable garden is a gift for all who have a passion for gardens but do not have the required space. Results from the questionnaire survey administered at the events revealed that 88% of the participants were willing to engage in container gardening or make changes to their current container gardening methods.

4. Associated Knowledge Areas

KA Code	Knowledge Area
205	Plant Management Systems

Outcome #11

1. Outcome Measures

Increase the number of farmers and vendors that gain knowledge on Direct Marketing of Alternative Agriculture Enterprises.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	7

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Limited-resource and socially disadvantaged farmers and vendors in Southwest Mississippi need a means of recycling over-ripen or surplus produce left on their farms. Many farmers lack the knowledge of new and improved marketing techniques in appealing to customers. In order for them to continue to be competitive and increase their revenue, there is a need for alternative marketing of value-added products.

What has been done

The ASUEP Marketing Coordinator has used various avenues to inform limited-resource and socially-disadvantaged farmers and vendors on how to use niche marketing (such as Farmers Markets) as a means of creatively using surplus and/or over-ripen produce to increase revenue and open themselves up to additional markets. This was done through the annual Small Farmers Conference, Annual Farmers' Certification Workshop, one-on-one trainings, displays and exhibits.

Results

As a result of the information mention above, farmers and vendors are now in a position to increase their profit margin. This will allow them to be competitive with other farmers and vendors that are in competition with at their local farmers markets.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Public Policy changes
- Government Regulations
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Personnel availability)

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

- Limited-resource farmers need farmers markets and other direct outlets to market their products.
- There is an increase interest in community gardens.
- Limited-resource farmers are adopting sustainable vegetable production practices.
- More limited resources farmers are producing syrup which is adding to their farm's net worth.

Key Items of Evaluation

Limited resource farm families are interested in alternative crop production and technical assistance in alternative marketing strategies.

V(A). Planned Program (Summary)

Program # 2

1. Name of the Planned Program

Small Family Farm Management and Marketing

Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Management		30%		0%
602	Business Management, Finance, and Taxation		40%		0%
604	Marketing and Distribution Practices		30%		0%
	Total		100%		0%

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	4.0	0.0	0.0
Actual Paid	0.0	3.5	0.0	0.0
Actual Volunteer	0.0	7.0	0.0	0.0

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

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

V(D). Planned Program (Activity)

1. Brief description of the Activity

The development of enterprise budgets; development of models of effective strategies; and the distribution of results were emphasized in our programs, including: one Small Farmers Conference presentation per year; one non-refereed publication per year; two annual presentations at meetings, and various workshops for farmers.

Extension programs consisted of the development (or identification) of relevant content and materials needed to address the knowledge gaps possessed by farmers. Focus group survey instruments were developed, as well as various workshops, demonstrations, meetings, curricula, and other learning resources which were utilized for effective program implementation.

Evaluation assessment methods were implemented to document the impact of our programs.

In addition, marketing plans were developed; agriculture tours of farms were conducted; and demonstrations of marketing tips and techniques were given.

2. Brief description of the target audience

The targeted audience for the Small Farm Management and Marketing program include limited-resource and socially-disadvantaged farmers/ranchers.

3. How was eXtension used?

To identify resources for workshops, seminars, demonstrations and group meetings. In addition for educational resource materials for training.

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	2331	2026	175	150

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

Patent Applications Submitted

Year: 2014

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2014	Extension	Research	Total
Actual	2	0	2

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Conduct educational sessions on farm and financial management.

Year	Actual
2014	47

Output #2

Output Measure

- Conduct educational sessions on farm legal risk.

Year	Actual
2014	11

Output #3

Output Measure

- Conduct educational sessions to provide technical assistance on farm loans, other governments agencies requirements, and application processes

Year	Actual
2014	32

Output #4

Output Measure

- Conduct educational sessions/demonstrations on farm record keeping.

Year	Actual
2014	17

Output #5

Output Measure

- Conduct educational tours on direct marketing of agricultural goods and services.

Year	Actual
2014	4

Output #6

Output Measure

- Conduct educational programs on the utilization of direct marketing techniques of agricultural goods and services.

Year	Actual
2014	6

Output #7

Output Measure

- Development of fact sheets on direct marketing of agriculture produce/product and value-added goods and services.

Year	Actual
2014	6

Output #8

Output Measure

- Conduct special events at the Farmers Market to bring awareness to eating healthier to youth.

Year	Actual
2014	6

Output #9

Output Measure

- Conduct educational sessions on Farm Risk Management.

Year	Actual
2014	6

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Increase percentage of farmers and producers to gain knowledge on Farm and Financial Management.
2	Increase percentage of farmers and producers to minimize land and farm loss.
3	Increase percentage of farmers and producers to apply for farm loans.
4	Increase number of farmers and cooperatives to develop and utilize marketing plans.
5	Increase percentage of farmers and producers to keep accurate records.
6	Increase percentage of farmers and producers to minimize risk on the farm.
7	Increase number of farmers and vendors to gain knowledge in Direct Marketing to Farmers Markets.
8	Increase the number of farmers that participate in Agriculture tours to help them identify new production practices.
9	Increase the number of farmers, vendors that receive educational facts sheets.

Outcome #1

1. Outcome Measures

Increase percentage of farmers and producers to gain knowledge on Farm and Financial Management.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	47

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Farmers and producers continue to face significant issues due to the lack of knowledge, understanding, and the necessary skills to make sound management decisions in their day-to-day operation of the farm. The key to a successful farm business is utilizing the proper planning tools. Proper planning decrease risk and increase the opportunity to gain profitability in order to improve socioeconomic status and the quality of life.

What has been done

The ASUEP conducted various educational farm and financial management sessions for farmers and ranchers through lectures, hands-on demonstrations and PowerPoint presentations to enhance their knowledge and skills to improve the day to day farm operation. Approximately 46 workshops were conducted on financial management which included: business planning, credit, farm record keeping, farm inventory, and farm business plans.

Results

As a result of the trainings, Alcorn State University Extension Program detected participants share their experiences with each other during training sessions of having good credit and monitoring their credit for fraud protection purposes. Some participants had no record system in place and not being able to keep accurate records. There were others who had no business plan in place, with farming being a hobby. There were 690 participants in these training session.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

Outcome #2

1. Outcome Measures

Increase percentage of farmers and producers to minimize land and farm loss.

Not Reporting on this Outcome Measure

Outcome #3

1. Outcome Measures

Increase percentage of farmers and producers to apply for farm loans.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	32

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Farmers and ranchers continue to face hardship in their farming operation because they lack resources. In order for farmers to plan a proficient operation and to make sound management decisions, they must have adequate resources. Borrowers had difficulties understanding the basic for the completion of a Farm Service Agency (FSA) loan application when applying for these funds. The borrowers were uncomfortable about the length of the pages and the content of the application in which they felt would make possible not to complete the application correctly.

What has been done

Alcorn State University Extension Program offered structural courses in conjunction with the Agricultural Economics Department and other departments at Alcorn to help meet the requirement for borrower training as outlined by Farm Service Agency (FSA). The FSA Borrower Training course was intended to educate FSA borrowers on farm and financial management: business planning and financial management which consisted of goal setting, risk management, record keeping, budgets and decision-making and financial statement and efficiency measures (balance sheets and income statements).

Results

Borrowers learned to complete the loan application and gained understanding of the conception of the application process through the completion of a balance sheet, financial statement and income statement. The structural class enabled the borrowers to apply for an additional loan through the completion of the course with a passing score of seventy. Participants were introduced to current tools and methods that will assist in their current farming practices and minimize farm risks. Approximately 33 borrowers participated. FSA issued over \$2,177,900 to borrowers to enhance their farm operation by the purchase of farm equipment, additional land, feed, seed, etc.

4. Associated Knowledge Areas

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

Outcome #4

1. Outcome Measures

Increase number of farmers and cooperatives to develop and utilize marketing plans.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	4

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

A feasible marketing plan is essential to achieving the process of moving farmers, crops, livestock, and value-added products to the market successfully. The lack of knowledge in planning, market research, income expense budgets, and promotions are essential factors that must be addressed by limited-resource farmers in order to demonstrate profit.

What has been done

ASUEP marketing coordinator conducted four workshops, with approximately 151 farmers and vendors to guide them in developing a marketing plan. These workshops were held in collaboration with the Small Farm Outreach Training and Technical Assistance Project and Small Farmers Conference. Also held were one-on-one and annual training with farmers and vendors. These farmers and vendors received knowledge: an overview of a marketing plan, marketing plan description, production and marketing strategy, product objectives and strategies, pricing, sales and profit trends evaluation and reviews.

Results

The farmers and vendors will now have knowledge that can be utilized to assist them in identifying and quantifying cost, setting price goals, deterring potential price outlook and price risks, and developing a strategy for marketing their crops, livestock and value-added product through farmers markets or directly through local grocery stores and supermarkets.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices

Outcome #5

1. Outcome Measures

Increase percentage of farmers and producers to keep accurate records.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	17

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Farmers and ranchers lacked the knowledge and understanding of how to maintain accurate records. Keeping accurate records will help productions, which increase income; the farmers can afford the opportunity to meet obligations, which in turn increase their profitability and improve their quality of life.

What has been done

Alcorn State University Small Farm Outreach Training and Technical Assistance Project works closely with all United States Department of Agriculture (USDA) federal and state agencies, and local Community Based Organizations (CBO) in providing educational training and technical assistance in accurate record keeping. There were educational sessions and hands-on demonstrations on how to keep accurate records using the Mississippi Farm Record Book and the Mississippi Farm Record CD.

Results

Limited-resource and socially disadvantaged farmers and ranchers throughout the state of

Mississippi can become familiar with new improvements that will allow them to keep accurate records for their farm operations. After the completion of the Record Book Training an evaluation was given to each participant. The result of the evaluation showed that 100% of the participant gained knowledge. The farmers are now able to keep accurate records, after taking this training. Participants learned to always keep personal and farm records separate. A total of 307 limited-resource and socially disadvantaged farmers and ranchers participated in the trainings. There were a total of 17 trainings conducted.

4. Associated Knowledge Areas

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

Outcome #6

1. Outcome Measures

Increase percentage of farmers and producers to minimize risk on the farm.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	20

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Farmers and ranchers in Mississippi lack important knowledge and understanding of legal issues which may affect their farm operations. In order to reduce legal risk on the farm, better management practices should be put in place to minimize the legal risk that may affect the operation of the farm.

What has been done

Twenty planned training sessions were provided to inform farmers and ranchers about legal issues which may affect the family farm. These trainings provided farmers and ranchers with risk management strategies that will aid them dealing with legal issues. Issues discussed included personal and property ownership as well as liabilities, contractual arrangements, personal and business liabilities, eminent domain, adverse possession and legal obligations.

Results

As a result of the legal risk workshop trainings, participants were able to identify various types of legal risks associated with different aspects of family farm operations. Participants are now better equipped to utilize risk management strategies to deal with property ownership, liabilities, and explore risk management strategies. The participants gained knowledge of legal risk management methods that addressed the personal and business liabilities most often found on small family farms. Participants can now identify risk management tools to handle the legal issues, and are also better equipped to address the risks associated with contractual arrangements and other agreements of a family farm. There were 20 legal risk workshops conducted with a total of 624 participants.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

Outcome #7

1. Outcome Measures

Increase number of farmers and vendors to gain knowledge in Direct Marketing to Farmers Markets.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	5

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The increased competition at local farmers markets has forced farmers to display produce and products that exceed the competition. Many farmers and vendors lack the knowledge of new and improved marketing techniques to attract customers. To remain competitive in today's ever changing environment, farmers and vendors must be creative in displaying, pricing, and signage of their produce and products.

What has been done

Several new marketing techniques were demonstrated during the year. These demonstrations were conducted at agricultural field days, certification workshops and planned educational trainings. Through these various sessions, more than 249 farmers and vendors received hands-on training and printed materials that will aid them in marketing their goods and services more efficiently.

Results

Follow-up visits to various farmers markets provided evidence that the farmers and vendors are applying the techniques they learned to improve their marketing stands and increase their income potential. In addition to visits, some displayed their gained knowledge via social media.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices

Outcome #8

1. Outcome Measures

Increase the number of farmers that participate in Agriculture tours to help them identify new production practices.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	5

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Chemical pesticides have negative impacts on crop yields as well as the income of growers who sell at local farmer's markets. This is because customers are now eating healthier and questioning how their produce is grown. An alternative method to chemical pesticides are Integrated Pest Management (IPM) practices.

What has been done

The ASUEP marketing coordinator collaborates with the Extension Horticulture Specialist and research scientists, using their findings to help growers practice different approaches to pest control on alternative crops. Workshops were conducted under the leadership of specialists and research scientists to educate farmers on effective and environmentally friendly approaches to pest management that rely on a combination of biological, chemical, cultural, physical and mechanical strategies. These workshops were held at locations other than ASUEP facilities, which required collaborating with other agencies to conduct educational tours.

Results

As a result of the collaborative workshops and educational tours, farmers are better equipped to utilize different approaches to pest control on alternative crops.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices

Outcome #9

1. Outcome Measures

Increase the number of farmers, vendors that receive educational facts sheets.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	5

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

On average, when conducting educational programs, events and activities, large amounts of information is provided to farmers and vendors to retain and implement. Too often, educators and specialists are receiving calls that could have been eliminated if the farmers and vendors were provided reference materials that could be later referred to as a resource.

What has been done

The ASUEP Marketing Coordinator has developed a series of factsheets to address specific subject matter and concerns. The information made available to participants covers fresh food safety, the impact of farmers markets in immediate communities and supermarkets versus farmers markets.

Results

At the end of each workshop and group training, participants received fact sheets to be utilized post session as a resource material.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Individual interviews were conducted with farmers that participate in the FSA Borrowers Training. There were testimonials from participants supported by the Small Family Farm Management and Marketing staff to learn about programs participation and measure changes in knowledge.

Key Items of Evaluation

Pre and post-test were administered to the participant as well and evaluation of the presenter and or educator.

V(A). Planned Program (Summary)

Program # 3

1. Name of the Planned Program

Youth and Family Well-being

Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
703	Nutrition Education and Behavior		20%		25%
724	Healthy Lifestyle		20%		25%
801	Individual and Family Resource Management		20%		25%
802	Human Development and Family Well-Being		20%		25%
806	Youth Development		20%		0%
	Total		100%		100%

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	9.0	0.0	0.0
Actual Paid	0.0	8.5	0.0	3.0
Actual Volunteer	0.0	5.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	458861	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	458861	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Area Extension educators and state specialists conducted educational programs, events and activities in local schools and communities to aid youth in resisting risky behaviors such as bullying, becoming sexually active, and contracting STD's. Extension educators, community volunteers, state specialists and other collaborators planned and organized programs, summits, events and activities that would provide educational information to youth on career/workforce development. Career days, fairs and workshops were conducted in local schools and communities. Regional and State forums were also conducted to develop the skills of volunteer leaders to effectively organize and maintain school and community-based clubs. Youth and volunteer leaders participated in the following activities and events: 4-H Project Achievement Day; 4-H State Club Congress; 4-H State Fair Exhibit/4-H Day at Fair; National 4-H Congress and Citizenship Washington Focus Groups, as well as Health & Wellness programs and leadership camps. Additionally, educational programs and workshops were conducted to promote nutrition and other factors that contribute to healthy lifestyles. Health fairs, workshops and other activities were implemented, focused on instituting the behavioral changes needed for proper weight management. Other educational programs were also implemented focusing on recipe modification, portion control, food safety and calorie reduction. The educational programs provided participants with adequate knowledge and information to make wise decisions concerning nutrition, health and lifestyles choices to decrease weight gain and delay the onset of chronic diseases such as heart disease, diabetes and hypertension.

2. Brief description of the target audience

The target audiences are at-risk limited-resource youth age 5 to 19, adult volunteers, and families.

3. How was eXtension used?

Serve on the TLC Leadership Development of Practice.

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	2325	6000	30629	18500

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

Patent Applications Submitted

Year: 2014
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2014	Extension	Research	Total
Actual	1	2	3

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Conduct educational programs, events and activities on risky behaviors affecting youth.

Year	Actual
2014	46

Output #2

Output Measure

- Conduct career/workforce educational sessions in local schools and communities.

Year	Actual
2014	6

Output #3

Output Measure

- Conduct leadership development educational programs, events and activities to provide opportunities at the county, regional, state, and national levels (e.g., 4-H Achievement Day, State Club Congress, MS State Fair, National Citizenship Washington Focus and National 4-H Congress).

Year	Actual
2014	5

Output #4

Output Measure

- Conduct science, engineering, and technology programs events and activities to attract the interest of youth in educational fields.

Year	Actual
2014	5

Output #5

Output Measure

- Conduct educational programs, events and activities on family financial resource management.

Year	Actual
2014	18

Output #6

Output Measure

- Conduct educational programs, events and activities on effective parenting practices.

Year	Actual
2014	5

Output #7

Output Measure

- Conduct educational programs on nutrition, health, physical fitness and wellness for limited-resource adults.

Year	Actual
2014	163

Output #8

Output Measure

- Conduct educational training for volunteer leaders to organize and maintain school and community clubs.

Year	Actual
2014	69

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Increase number of youth who resisted risky behavior that impacts their social and educational development.
2	Increase number of minority youth competing in leadership competitions, youth events, activities and community projects.
3	Increase number of trained volunteer leaders to organize and manage school and community youth clubs.
4	Increase number of limited-resource participants to adopt parenting practices to improve parent/child relationships.
5	Increase number of limited-resource families and youth to utilize their skills to analyze their financial well-being and make effective financial management decisions.
6	Increase number of limited-resource families and youth who utilize both healthy eating practices and physical fitness to manage obesity, weight and health related diseases.
7	Increase percentage of participants to utilize knowledge gained and made adjustments in their nutrition and lifestyle behaviors
8	Increase number of youth seeking and gaining employment to improve their financial well-being.
9	Increase the number of youth participating in science, engineering, and technology programs.
10	Increase the number of youth participating in career/workforce development program to prepare for the future.

Outcome #1

1. Outcome Measures

Increase number of youth who resisted risky behavior that impacts their social and educational development.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	42

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In the United States alone, it is estimated that 160,000 children miss school every day due to fear of attack or intimidation by their peers. Schools in today's society harbor approximately 2.1 million bullies and an astonishing 2.7 million of their victims. 1 in 7 students in Grades K-12 are either a bully or a victim of bullying. Statistics also show that 56% of students have personally witnessed some type of bullying at school, and that 15% of all school absenteeism is directly related to fears of being bullied at school. 71% of today's students report incidents of bullying as a problem at their school.

What has been done

The Alcorn State University 4-H Youth Development Program staff conducted 42 Bullying Workshops. The workshops were conducted in local elementary, middle and high schools in Southwest Mississippi. 8,061 youth and 322 adults participated in the workshops.

The workshops focused on the following topics:

- 1) What is Bullying?
- 2) Types of Bullying
- 3) Why teens Bully
- 4) How teens can avoid being bullied?

Results

Of the 8,483 youth and adults participating in the various bullying programs, 55% indicated that they know what bullying is and understand its consequences. 43% can list the various types of bullying. 52% know at least one way to avoid being bullied. Approximately 50% of these youth stated they know someone that had been bullied. 35% reported that they may have bullied someone. 20% stated they would speak up if they saw someone being bullied.

4. Associated Knowledge Areas

KA Code **Knowledge Area**
802 Human Development and Family Well-Being

Outcome #2

1. Outcome Measures

Increase number of minority youth competing in leadership competitions, youth events, activities and community projects.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	6

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In order to compete for leadership roles in their schools and communities, youth must acquire adequate leadership and communication skills. These skills are essential to team building, problem solving and decision-making. Once these skills are obtained, participants will become more confident and effective in obtaining leadership roles within their schools, communities and other organizations.

What has been done

In an effort to improve youth leadership skills, the Alcorn State University Extension Program has implemented six leadership development programs. These programs were delivered in two educational sessions. The first session focused on understanding leadership and types of leadership styles, as well as developing leadership and team building skills. The second session involved hands-on activities that explored effective communication, decision-making and listening skills. 894 youth that participated in the educational sessions.

Results

According to the post-test, 46% of the youth participating in the program learned essential characteristics required to become an effective leader. 49% understood the concept of verbal and nonverbal communication. 38% reported that they could use the decision-making process to make important decisions. 40% felt that the team building skills they obtained will help them work better on teams. 48% understood the definition of leadership and could list the three types of leadership styles.

4. Associated Knowledge Areas

KA Code **Knowledge Area**
806 Youth Development

Outcome #3

1. Outcome Measures

Increase number of trained volunteer leaders to organize and manage school and community youth clubs.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	35

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

It has become increasingly difficult to recruit and retain volunteer leaders to recruit minority youth for community and school-based 4-H clubs. Many of the volunteer leaders that are currently working with community and school clubs lack the training necessary to manage, facilitate, and provide educational, cultural, and citizenship opportunities for the youth enrolled in these clubs.

What has been done

To address this problem, the 4-H volunteer leaders attended and participated in the 2014 Southern 4-H Volunteer Leader Forum/Training in Louisville, MS as well as the 2014 Annual Volunteer Leaders Forum in Starkville, MS . These training sessions were conducted by both ASUEP and MSUES Youth Specialists. The topics addressed include: 4-H 101, Youth and Adult Partnership, Effective Communication, 4-H SET, Nutrition Education, Physical Fitness and Financial Management. A total of 40 volunteer leaders from Claiborne, Jefferson, and Copiah Counties attended and participated in the forums.

Results

As a result of the Volunteer Leader Forums, 52% of the 4-H volunteer leaders felt that they were better prepared to work with youth in community and school clubs and would be able to provide a variety of educational, cultural and citizenship opportunities. 59% of the volunteers also reported that they felt more confident in organizing, planning and implementing programs for youth in community and school clubs.

4. Associated Knowledge Areas

KA Code **Knowledge Area**
806 Youth Development

Outcome #4

1. Outcome Measures

Increase number of limited-resource participants to adopt parenting practices to improve parent/child relationships.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	5

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In Jefferson and Claiborne counties and across the state, ASUEP educators are receiving questions and requests for information and workshops geared toward managing children with challenging personalities and behaviors. During a parenting session where educators were teaching participants how to engage cooperation from the typical developing child, a distraught parent proclaimed, "You don't understand, my child isn't like that!" In response to the numerous comments and requests, the staff developed a series of educational workshops designed to provide parents with knowledge and skills that will help them to be a more accepting and effective parents.

What has been done

To address this issue, the Alcorn State University Extension Staff conducted five educational workshops using the Effective Parenting Curriculum. This evidence-based parenting curriculum focuses on teaching parents practical skills and strategies for managing children with difficult or challenging behaviors. 100 parents participated in the program.

Results

75 of the 100 participants completed a post-series evaluation of the program. A survey instrument was used with open-ended questions to assess knowledge gain, planned and actual behavior change and retrospective component to document increased understanding.

4. Associated Knowledge Areas

KA Code **Knowledge Area**

802 Human Development and Family Well-Being

Outcome #5

1. Outcome Measures

Increase number of limited-resource families and youth to utilize their skills to analyze their financial well-being and make effective financial management decisions.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	18

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

According to the National Endowment for Financial Education, financial illiteracy is expensive to both individuals and society. Youth are particularly vulnerable because often they are not prepared to spend their money wisely and to properly use credit cards. Some leave high school and college already in debt. They need to learn to identify the uses as well as the abuses of credit and credit cards, and explore ways to effectively utilize these tools to spend, save, invest, and to meet their needs and wants.

What has been done

To combat this issue, the Alcorn State University Program staff implemented 18 financial management programs entitled "The Real World". These programs provided information concerning money management and credit management. 1,428 youth and 54 adults from various school districts in Southwest Mississippi participated in educational workshops designed to provide them with information and skills to help them manage their money, develop a budget and use credit cards wisely. The topics presented were: the facts about money management, how to develop a budget, credit card facts and the advantages/disadvantages of credit cards.

Results

According to the post evaluation of the 1,428 youth who participated in the program, 52% reported that they understood the terms "money management", "goods", "services" and "budget". They also understood how to budget for the three uses of money: spending, saving, and investing. 49% stated that they could develop a budget. 49% increased their knowledge of credit and credit card usage. 55% reported that they would be able to identify the pros, cons, uses and abuses of credit cards and apply this information to their daily lives.

4. Associated Knowledge Areas

KA Code **Knowledge Area**
802 Human Development and Family Well-Being

Outcome #6

1. Outcome Measures

Increase number of limited-resource families and youth who utilize both healthy eating practices and physical fitness to manage obesity, weight and health related diseases.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	189

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Youth and adults in Mississippi often make unhealthy decisions concerning food and lifestyle choices and many live sedentary life styles. These decisions occur in diverse communities with people of all ages. These choices result in 41.7% of the population being obese or overweight. According to the Surgeon General, being overweight or obese is a risk factor for health issues such as: increased blood pressure (hypertension), Type II diabetes, heart disease, increased cholesterol, insulin resistance, sleep apnea, depression, and anxiety.

What has been done

The Alcorn State University Extension Program conducted 189 Health and Wellness educational workshops in local schools and communities. 12,587 Youth and 899 adults participated in the educational workshops and activities. A total of 13,486 youth & adults participated in the Health and Wellness Programs. The workshops focused on the following topics: Breakfast First, Healthy Food Choices, Healthy Snacking, Consuming Fruit and Vegetables, The Importance of Being Physically Active.

Results

Of the 13,486 youth and adults who participated in the Health and Wellness Programs, 59% of the participants felt that they were better equipped to make healthier food choices as well as eat and prepare healthy snacks. 57% stated that they would be able to use the knowledge and skills learned to make healthier food and snack choices. 62% reported they will make better food choices that will improve their lifestyle. 66% reported they will include 30 minutes of physical activity to maintain a healthy lifestyle.

4. Associated Knowledge Areas

KA Code	Knowledge Area
724	Healthy Lifestyle

Outcome #7

1. Outcome Measures

Increase percentage of participants to utilize knowledge gained and made adjustments in their nutrition and lifestyle behaviors

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	163

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Many residents of Mississippi counties, especially counties in Southwest Mississippi, were eating heavy fried, fatty foods with high sodium and sugar content. In addition, residents were not getting the recommended amount of physical activity. These factors promoted high rates of obesity and obesity-related diseases.

What has been done

A series of 6-8 nutritional, educational and physical activity sessions were conducted, targeting limited-resource residents in various Southwest Mississippi counties. The discussion and hands-on activities were focused on My Plate and other Dietary Guidelines for Americans as well as recommendations for physical activity.

Results

Of the 7,345 adults and youth who participated in the sessions, 94% of the adults and 88.75% of the youth reported making lifestyle changes to improve their health. Participants reported eating more fruits and vegetables, reducing salt, fat and sugars, and using recommendations for physical activity. In addition, participants reported changing methods of cooking from frying foods.

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior

Outcome #8

1. Outcome Measures

Increase number of youth seeking and gaining employment to improve their financial well-being.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	4

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Due to the effects of changing workforce demands, Mississippi witnesses the steady loss of its youth. Current projections indicate that about 10 percent of today's rural youth will leave the state after graduation to seek better employment opportunities. Many of these youth lack the job readiness skills needed to successfully transition from school to work. Rural communities lack the ability to provide employment opportunities for their youth. To successfully navigate these transitions, educational training is needed to prevent draining rural areas of workers, community volunteers, and economic support.

What has been done

The Alcorn State University Extension Program (ASUEP), in conjunction with Forest Hill High School and Morgantown Middle School, implemented two Career Forums reaching 600 African American Youth ages 14 to 18. Held over a two day period, topics addressed during forums included establishing career goals, job search tools, and making oneself marketable to potential employers.

Results

Of the 600 youth participating in the forums, 47% stated that they have a better understanding of the job search process. After completing the session on preparing job search tools, 48% of the participants stated they would be able to properly develop a cover letter, complete a job application and develop a resume. 30% percent indicated that they understood the "do's and don'ts" of interviewing and would be able to successfully sell themselves at an interview.

4. Associated Knowledge Areas

KA Code	Knowledge Area
806	Youth Development

Outcome #9

1. Outcome Measures

Increase the number of youth participating in science, engineering, and technology programs.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	5

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

It is the mission of the ASU 4-H Youth Development Program to empower youth to reach their full potential through working with and learning from caring adults. To provide direction this program will focus on one of the four "Mission Mandates" of Science Engineering & Technology by building an interest and identifying opportunities for youth to pursue the field of science and technology.

What has been done

The Alcorn State University 4-H Extension staff conducted the 2014 National Science Experiment "Rocket to the Rescue!" at Oak Forest Elementary School. Three hundred and twelve (312) 4th and 5th graders participated. The experiment was designed to help youth explore the field of aerospace engineering. The youth were able to design and build an aerodynamic food transportation device that would deliver a payload of nutritious food to disaster victims.

Results

The 312 youth participants learned engineering concepts, developed math skills, learned about nutrition and helped to solve a relevant global issue.

4. Associated Knowledge Areas

KA Code	Knowledge Area
806	Youth Development

Outcome #10

1. Outcome Measures

Increase the number of youth participating in career/workforce development program to prepare for the future.

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Competing Programmatic Challenges
- Other (Relocation of youth)

Brief Explanation

A major focus of the Youth, Family, Nutrition, and Health, Fitness, and Wellness Planned Program area is to reduce the adult and childhood obesity rates in Mississippi. One external factor that interferes with programmatic efforts is other agencies or community-based organizations offering similar programs to reduce obesity. Also, staff is a second external factor, the ASUEP Family and Consumer Science and Nutrition specialists have a split appointment between Extension and the Department of Human Sciences.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Surveys and direct observations were used to evaluate the Youth, Family, Nutrition, Health, Fitness, and Wellness Planned Program areas. Surveys and questionnaires were used at the conclusion of programs to measure knowledge gained. Direct observations were used to determine if participants were using the skills acquired in the program. The youth component of the planned program implemented educational programs related to risky behaviors, leadership and workforce development, and recruiting volunteers. As a result, youth participating in leadership development programs indicate participants are able to apply leadership skills (e.g., effective communication and team building skills in 4-H clubs and leadership programs).

Key Items of Evaluation

Pre and post-test were administered to the participant as well and evaluation of the presenter and or educator.

V(A). Planned Program (Summary)

Program # 4

1. Name of the Planned Program

Food Safety

Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
711	Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources		50%		0%
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins		50%		0%
Total			100%		0%

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	2.0	0.0	2.0
Actual Paid	0.0	1.0	0.0	0.0
Actual Volunteer	0.0	0.0	0.0	0.0

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

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

V(D). Planned Program (Activity)

1. Brief description of the Activity

Improved methods for produce handling, processing and storage were developed. New bio-pesticides were discovered and tested. Judicious use of chemicals on agricultural crops were encouraged. Toxic residues will be compared. Animal waste was converted into a slow-release and environmentally-friendly manure. Educational sessions were conducted in food safety, good agricultural practices, good handling practices, quality control, hazard analysis and critical control points, fresh produce packaging and value-added production.

The processing plant served as a training laboratory where limited-resource farmers will receive hands-on experience on the activities associated with value-added processing and packaging of foods. Research outcomes and recommendations will be disseminated in educational workshops, field demonstrations, printed educational materials including on-line ASU Extension publications, field days, and professional journals. Research results were presented at annual meetings of professional societies.

2. Brief description of the target audience

The target audience consisted of Area Extension educators, small limited-resource farmers, and the scientific community.

3. How was eXtension used?

eXtension was not used in this program

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	2500	3000	1000	1500

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

Patent Applications Submitted

Year: 2014

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2014	Extension	Research	Total
Actual	1	2	3

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Workshops will be conducted to educate farmers on the importance of producing safe food through the use of IPM.

Year	Actual
2014	0

Output #2

Output Measure

- Workshops will be conducted to educate farmers on the importance of producing safe food through the use of Good Agricultural Practices (GAP).

Year	Actual
2014	0

Output #3

Output Measure

- Field days will be conducted to demonstrate the use of Integrated Pest Management (IPM).

Year	Actual
2014	0

Output #4

Output Measure

- Field days will be conducted to demonstrate the use of Good Agricultural Practices (GAP).

Year	Actual
2014	0

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	The intended target audience will gain knowledge and awareness in growing farm products with free or acceptable levels of chemical residue, and safe processing and storage of food products.

Outcome #1

1. Outcome Measures

The intended target audience will gain knowledge and awareness in growing farm products with free or acceptable levels of chemical residue, and safe processing and storage of food products.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	37

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Most farmers rely heavily on spraying pesticides to reduce the damage from pests and diseases. Maintaining high level of agricultural productivity and profitability while reducing synthetic chemical pesticide use, presents a significant challenge. Therefore, proper care and maintenance of agricultural productivity requires knowledge that emphasize not only cultural and biological controls (organic farming) as the main defense against pests but include the judicious use of synthetic chemical pesticides. This knowledge begins with Integrated Pest Management (IPM.) or non-chemical usage (organic production). IPM is a combined approach of crop management to solve ecological problems when applied in agriculture. A key need for IPM development and adoption is to create public awareness and understanding of IPM, including health, environmental, and economic impacts through education programs. Therefore, workshops was focused on educating farmers on the principles and practices of IPM and organic.

What has been done

Fifteen hands-on training workshops on IPM/organic farming practices, quality control, sanitation and post-harvest handling were conducted for our target audience at Alcorn State University demonstration centers located in Mound Bayou, Preston, Marks, and Lorman and also at participating farmer's fields. Three hundred and seventy (370) farmers and youths attended the training workshops. The trainings utilized the IPM training materials developed through the need assessment questionnaires. The training material contained information on systems approach to IPM practices such as biological, cultural, chemical, physical/mechanical and promotion of biodiversity. The training materials also included strategies for building and maintaining soil fertility, organic pest management, cover cropping and crop rotation. Thus, participants were trained on different pest monitoring techniques, the use of beneficial insects, cultural, mechanical/physical control methods and the use of low impact pesticides. Participants were also educated on the use of cover cropping and crop rotation as weed control measures and also as

means of maintaining soil fertility. In addition, farmers were also educated on environmental factors such as soil type, temperature, frost, and rainy weather at harvest because the aforementioned factors can have an adverse effect on storage life and quality of the produced.

Results

The survey administered at the training workshops revealed that the average age of the participating farmer is 47 years old. The farm size ranged from less than 3acres (5%), up to 10 acres (40%), 11-25acres (35%) and more than 25acres (20%). Majority of the participants (84%) reported that they receive just a fraction of their annual income from the farm. The primary crops grown are southern peas, okra, melons and green (mustard, turnips, collards and kale). Retrospective post surveys were used to determine the effectiveness of each training program. The overall participant's level of knowledge was increased in all areas of instruction. Ninety percent indicated that they are taking action or making changes on their pest management program based on the information received from the training workshops; 80% use of low impact pesticides, 70% mechanical or physical control techniques, 65% cultural control techniques, 55% biological control. Additionally, 78% of the participants indicated using cover crop and crop rotation to maintain soil fertility and also for weed control measures.

4. Associated Knowledge Areas

KA Code	Knowledge Area
711	Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Public Policy changes
- Government Regulations
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

{No Data Entered}

V(I). Planned Program (Evaluation Studies)

Evaluation Results

90% indicated that they are taking action or making changes on their pest management program based on the information received from the training workshops; 80% use of low impact pesticides, 70% mechanical or physical control techniques, 65% cultural control techniques, 55% biological control. Additionally, 78% of the participants indicated using cover crop and crop rotation to maintain soil fertility and also for weed control measures.

Key Items of Evaluation

CIPP Model is a social systems model applied to program evaluation. CIPP stands for

context evaluation, input evaluation, process evaluation, product evaluation.

V(A). Planned Program (Summary)

Program # 5

1. Name of the Planned Program

Community Resource Development and Economic Planning

Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
602	Business Management, Finance, and Taxation		50%		20%
603	Market Economics		15%		30%
608	Community Resource Planning and Development		35%		20%
609	Economic Theory and Methods		0%		30%
	Total		100%		100%

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	2.0	0.0	4.0
Actual Paid	0.0	2.0	0.0	4.0
Actual Volunteer	0.0	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	80000	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	80000	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Extension and Research staff collaborated with local officials and other entities in communities to explore and promote best practices in community and economic development as a means of impacting community changes through educational programs, demonstrations, and research. Extension will conduct educational sessions and disseminate information through workshops, seminars, demonstrations, and conferences. These will be geared toward building human capital and effectively empowering people to become the main asset of community and economic development.

2. Brief description of the target audience

The targeted audience for the Community Resource Planning and Economic Development planned program were limited-resource individuals and families, community-based organizations, non-profit organizations, cooperatives, entrepreneur, and community leaders.

3. How was eXtension used?

eXtension was used to collect information on community improvement and developing community leaders.

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	43	0	0	0

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

Patent Applications Submitted

Year: 2014
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2014	Extension	Research	Total
Actual	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Conduct educational programs, events, and activities on leadership development and E-commerce strategies to facilitate economic and community development.

Year	Actual
2014	7

Output #2

Output Measure

- Conduct educational programs, events, and activities to facilitate workforce development and financial management opportunities for limited-resource audiences.
Not reporting on this Output for this Annual Report

Output #3

Output Measure

- Conduct educational programs, events, and activities on cooperative development, home-based, faith-based and agricultural and non-agricultural business development to enhance economic development opportunities in communities.
Not reporting on this Output for this Annual Report

Output #4

Output Measure

- Conduct social, psychological, marketing, and economic impact surveys to develop profiles of communities and their economic landscape. (Number of surveys).
Not reporting on this Output for this Annual Report

Output #5

Output Measure

- Develop educational bulletins, manuscripts, and documentation of findings and disseminate results and models to promote food security, community development, empowerment of residents (Number of special reports, newsletters, and fact sheets).
Not reporting on this Output for this Annual Report

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Increase the number and/or percent of community leaders to gain knowledge, develop leadership skills and become involved in civic activities, community, and economic development opportunities.
2	Increase the number and/or percentage of participants to utilize research data, knowledge, and skills disseminated to attract and retain businesses, encourage economic development projects, and improve food security.
3	Increase the number and/or percentage of cooperatives to improve their production, marketing, financial, and management practices.
4	Increase the number and/or percentage of individuals to gain awareness of the role of entrepreneurship in achieving economic development.
5	Increase the number and/or percent of community officials and organizations to gain awareness of local issues on food security, economic and demographic profiles of communities.
6	Increase the dissemination of high-tech business information to minority and small businesses of community resource development.

Outcome #1

1. Outcome Measures

Increase the number and/or percent of community leaders to gain knowledge, develop leadership skills and become involved in civic activities, community, and economic development opportunities.

2. Associated Institution Types

- 1890 Extension
- 1890 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	43

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

A vast number of counties in Mississippi are socio-economically depressed and the region faces other problems that contributed to future deterioration of social and physical infrastructure and economic decline. The unemployment rate in the impoverished counties ranges between 10 and 20%. Most of the counties have per capita income of less than the state's average of approximately \$20,000 and other have even lower average income than \$15,000. This situation contributes to the poor quality of life that many residents experience, and is one of the reasons why they struggle to free themselves from the burden of poverty.

What has been done

ASUEP implemented the Community Voices curriculum from North Carolina A&T University. The curriculum teaches leadership development skills to residents of a defined area that enable them to address public issues that negatively affect their quality of life. ASUEP conducted town hall and focus group meeting in selected Mississippi counties that suffer from an inadequate quality of life.

Results

There were 6 individuals in Bolivar County that completed the Community Voices program. These individuals have worked to recruit additional residents to take part in addressing identified issues in their community including the enforcement of local ordinances. Town hall and focus groups meeting were also held in Bolivar County to identify issues and development action plans to address issues.

4. Associated Knowledge Areas

KA Code	Knowledge Area
---------	----------------

602	Business Management, Finance, and Taxation
603	Market Economics
608	Community Resource Planning and Development
609	Economic Theory and Methods

Outcome #2

1. Outcome Measures

Increase the number and/or percentage of participants to utilize research data, knowledge, and skills disseminated to attract and retain businesses, encourage economic development projects, and improve food security.

Not Reporting on this Outcome Measure

Outcome #3

1. Outcome Measures

Increase the number and/or percentage of cooperatives to improve their production, marketing, financial, and management practices.

Not Reporting on this Outcome Measure

Outcome #4

1. Outcome Measures

Increase the number and/or percentage of individuals to gain awareness of the role of entrepreneurship in achieving economic development.

Not Reporting on this Outcome Measure

Outcome #5

1. Outcome Measures

Increase the number and/or percent of community officials and organizations to gain awareness of local issues on food security, economic and demographic profiles of communities.

Not Reporting on this Outcome Measure

Outcome #6

1. Outcome Measures

Increase the dissemination of high-tech business information to minority and small businesses of community resource development.

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Participants indicated through follow-up that they have begun to have scheduled meetings as a community to address identified issues. They engage the elected community officials with developing improvement plans with input from all community areas.

Key Items of Evaluation

Limited-resource audience throughout the state have indicated that lack of economic development, employment opportunity, and access to management resources/practices have hindered them from addressing community issues.

V(A). Planned Program (Summary)

Program # 6

1. Name of the Planned Program

Human Nutrition, Food Safety, and Human Health and Well-Being

Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
205	Plant Management Systems		20%		20%
703	Nutrition Education and Behavior		15%		15%
724	Healthy Lifestyle		20%		25%
801	Individual and Family Resource Management		15%		0%
802	Human Development and Family Well-Being		15%		20%
806	Youth Development		15%		20%
	Total		100%		100%

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	6.2	0.0	0.0
Actual Paid	0.0	1.0	0.0	3.0
Actual Volunteer	0.0	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	228818	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	228818	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

The Health and Wellness teams conducted educational sessions in local schools and communities using educational programs, events and activities, along with research to address the nutrition, health fitness wellness and obesity issues facing limited-resources families and youth in communities located within Jefferson and Claiborne counties. Educational programs and workshops were conducted to promote nutrition and other factors contributing to healthy lifestyles. Activities were implemented that focused on behavior changes needed for proper weight management. Educational programs were implemented focusing on recipe modification, portion control, food safety and calorie reduction. The educational program in this area of the planned program provided participants with adequate knowledge and information to make wise decisions concerning nutrition, health and their lifestyles to decrease weight gain and delay the onset of chronic diseases such as: heart disease, diabetes and hypertension. Activities also included the collection of primary data from participants, gathering and collation of relevant secondary statistical data; development of models of effective strategies; dissemination of results. The establishment of community gardens, physical fitness exercises, and nutrition education for program participants were also included.

2. Brief description of the target audience

The target audiences were at-risk youth age 5 to 19, adults, volunteers, limited-resource families, and limited resource and socially disadvantaged communities.

3. How was eXtension used?

eXtension was used to gather information that is related to the outcomes that are being addressed with our Health & Wellness Program.

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	368	0	0	0

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

Patent Applications Submitted

Year: 2014
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2014	Extension	Research	Total
------	-----------	----------	-------

Actual	0	0	0
---------------	---	---	---

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Conduct educational programs, events and activities on risky behaviors affecting youth.
Not reporting on this Output for this Annual Report

Output #2

Output Measure

- Conduct career/workforce educational sessions in local schools and communities
Not reporting on this Output for this Annual Report

Output #3

Output Measure

- Conduct leadership development educational programs, events and activities to provide opportunities at the county, regional, state, and national levels (e.g., Youth Leadership Academy, 4-H Achievement Day, State Club Congress, MS State Fair, National 4-H Conference, and National 4-H Congress).
Not reporting on this Output for this Annual Report

Output #4

Output Measure

- Conduct science, engineering, and technology programs events and activities to attract the interest of youth in educational fields.
Not reporting on this Output for this Annual Report

Output #5

Output Measure

- Conduct educational programs, events and activities on family financial resource management.
Not reporting on this Output for this Annual Report

Output #6

Output Measure

- Conduct educational programs, events and activities on effective parenting practices.
Not reporting on this Output for this Annual Report

Output #7

Output Measure

- Conduct research on nutrition, health, wellness, obesity and opportunities for physical fitness on youth and adult.

Not reporting on this Output for this Annual Report

Output #8

Output Measure

- Conduct educational programs on nutrition, health, physical fitness and wellness for limited-resource youth.

Not reporting on this Output for this Annual Report

Output #9

Output Measure

- Disseminate information about nutrition, chronic diseases and weight management.

Year	Actual
2014	7

Output #10

Output Measure

- Conduct educational programs on nutrition, health, physical fitness and wellness for limited-resource adults.

Year	Actual
2014	25

Output #11

Output Measure

- Conduct educational programs, events and activities on food safety practices to preserve food quality and food sanitation.

Not reporting on this Output for this Annual Report

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Ten percent of clientele (limited access to fresh fruit and vegetables) is expected to benefit from the research and participate in training workshops, technical assistance offered by extension service personnel.
2	Ten percent of clientele (that consume limited amount of fresh fruits and vegetables) is expected to benefit from the research and participate in training workshops, technical assistance offered by extension service personnel.
3	Ten percent of clientele (limited access to exercise equipment and facilities) is expected to benefit from the research and participate in training workshops, technical assistance offered by extension service personnel.

Outcome #1

1. Outcome Measures

Ten percent of clientele (limited access to fresh fruit and vegetables) is expected to benefit from the research and participate in training workshops, technical assistance offered by extension service personnel.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	18

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In Mississippi, 32.5% of adults and children were found to be obese and 44.4% of children ages 10 to 17 to be classified as overweight or obese. The fattest county is definitely one of the poorest areas in the United States. Jefferson County, population 7,000, and Claiborne County, population 10,755, have very low average incomes and high unemployment rates. The obesity-related problems are largely due to poor diets and many residents see being overweight/obese as normal and healthy.

What has been done

Extension program implemented the 6 week program that promotes physical activity, proper nutrition, and gardening. The physical activity education was taught certified primary group exercise staff that allowed participants to learn. The nutrition education taught participants the basics on reading food labels, how to increase fruit and vegetable consumption, and food safety. The garden education taught participants the basics to starting and maintains a garden.

Results

Program participants indicated through surveys at the end of the 6 week program that they increased their existing knowledge of physical activity, nutrition, and gardening during that period.

4. Associated Knowledge Areas

KA Code	Knowledge Area
205	Plant Management Systems
724	Healthy Lifestyle
806	Youth Development

Outcome #2

1. Outcome Measures

Ten percent of clientele (that consume limited amount of fresh fruits and vegetables) is expected to benefit from the research and participate in training workshops, technical assistance offered by extension service personnel.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	18

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In Mississippi, 32.5% of adults and children were found to be obese and 44.4% of children ages 10 to 17 to be classified as overweight or obese. The fattest county is definitely one of the poorest areas in the United States. Jefferson County, population 7,000, and Claiborne County, population 10,755, have very low average incomes and high unemployment rates. The obesity-related problems are largely due to poor diets and many residents see being overweight/obese as normal and healthy.

What has been done

Extension program implemented the 6 week program that promotes physical activity, proper nutrition, and gardening. The physical activity education was taught certified primary group exercise staff that allowed participants to learn. The nutrition education taught participants the basics on reading food labels, how to increase fruit and vegetable consumption, and food safety. The garden education taught participants the basics to starting and maintains a garden.

Results

Program participants indicated that they have used their knowledge gained from nutrition education lessons to make meal plans, food modifications, reduce in sodium intake, increase water consumption, and incorporate more fruits and vegetables into their daily diets. Program participants have indicated they have used their knowledge gained from gardening education to start container or conventional gardens at home to have immediate access to fresh vegetables, which are used in their daily meals.

4. Associated Knowledge Areas

KA Code	Knowledge Area
---------	----------------

Outcome #3

1. Outcome Measures

Ten percent of clientele (limited access to exercise equipment and facilities) is expected to benefit from the research and participate in training workshops, technical assistance offered by extension service personnel.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	18

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

In Mississippi, 32.5% of adults and children were found to be obese and 44.4% of children ages 10 to 17 to be classified as overweight or obese. The fattest county is definitely one of the poorest areas in the United States. Jefferson County, population 7,000, and Claiborne County, population 10,755, have very low average incomes and high unemployment rates. The obesity-related problems are largely due to poor diets and many residents see being overweight/obese as normal and healthy.

What has been done

Extension program implemented the 6 week program that promotes physical activity, proper nutrition, and gardening. The physical activity education was taught certified primary group exercise staff that allowed participants to learn. The nutrition education taught participants the basics on reading food labels, how to increase fruit and vegetable consumption, and food safety. The garden education taught participants the basics to starting and maintains a garden.

Results

Program participants indicated through follow-up surveys that they have decreased their weight by approximately 6%. Program participants have indicated that they have decreased their BMI's by 3%. Program participants indicated that they have been able to reduce the amount of medications prescribed by their general physician.

4. Associated Knowledge Areas

KA Code	Knowledge Area
---------	----------------

724	Healthy Lifestyle
801	Individual and Family Resource Management
802	Human Development and Family Well-Being

V(H). Planned Program (External Factors)

External factors which affected outcomes

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

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Through the health and wellness program, participants have been able to learn the basics of human nutrition, gardening, and physical activity. This knowledge allows them to make changes within their home with preparing healthier meals, using fewer processed foods, more fruits and vegetables, some of which are grown at home. Participants also engage in regular physical activity to maintain the progress that was made during the initial 6 week program period.

Key Items of Evaluation

Participants have indicated that there is a need for the health and wellness program to address the obesity crisis. This program has made it possible for limited-resource individuals to address the health issues within the homes and communities. The program demand has grown in limited-resource communities, an indication that families are seeking ways to improving their overall health status.

VI. National Outcomes and Indicators

1. NIFA Selected Outcomes and Indicators

Childhood Obesity (Outcome 1, Indicator 1.c)	
0	Number of children and youth who reported eating more of healthy foods.
Climate Change (Outcome 1, Indicator 4)	
0	Number of new crop varieties, animal breeds, and genotypes with climate adaptive traits.
Global Food Security and Hunger (Outcome 1, Indicator 4.a)	
0	Number of participants adopting best practices and technologies resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources.
Global Food Security and Hunger (Outcome 2, Indicator 1)	
0	Number of new or improved innovations developed for food enterprises.
Food Safety (Outcome 1, Indicator 1)	
0	Number of viable technologies developed or modified for the detection and
Sustainable Energy (Outcome 3, Indicator 2)	
0	Number of farmers who adopted a dedicated bioenergy crop
Sustainable Energy (Outcome 3, Indicator 4)	
0	Tons of feedstocks delivered.