

# Aging Agriculture Producers

**Work Group Names:** Omar Montemayor

**Region:** South

**Circle which primary base program it addresses -** ANR

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## **Section 1. Relevance**

Relevance is included to provide the reason the educational program should be developed to address the identified issue. Within the relevance section, there are several questions that must be addressed. This section will seek to address these.

### **Where did this issue surface?**

Other: Discussion with County Extension Agents in District 12

### **What is the issue/problem?**

Agriculture producers are getting older. Producers are not very progressive in adopting recommended management practices. They are very comfortable in their ways.

### **Problem size and scope? (How many people does it affect? How wide spread?)**

Problem is severe in which it probably affects 6-70% of all agriculture producers in the Rio Grande Valley.

### **Problem severity? (How serious is this issue?)**

**Medium**

### **Target Audience? (Who does the problem impact and how many?)**

Agriculture producers over the age of 60.

### **What are some general characteristics of the audience this program targets? How will you market this program to others?**

Producers are not very progressive or concerned about the long term. These producers are aware about management practices but do not see themselves implementing the practices or are land rich and cash poor.

## **Section 2. Response**

**State the goal of the program.** This is a statement, usually general and abstract, of a desired state or outcome. It is usually one sentence. To get aging agriculture producers to adopt new and developing management practices.

**State the outcome objectives.** These are the objectives that describe the intended results of a program (e.g. attitudes, knowledge, skills,

adoption of practice/technology, change of behavior). Examples include:

<b>Client Change</b>	<b>At the end of this program, will....</b>
<i>Knowledge</i>	increase knowledge on.... How the implementation of management practices can benefit their present operation.
<i>Skills</i>	develop skills.... To acquire resources to implement these new management practices
<i>Attitude</i>	change their attitudes pertaining to... Making their enterprises more profitable.
<i>Behavior Change</i>	adopt....
<i>New Technology</i>	adopt....
<i>Best Practice</i>	adopt .....

**Program Design.** In the space below, provide an explanation of the program design. Try to list the topics that could be addressed under this issue. For example, if this was an educational program for new ranch landowners, topics could include: pond management, introduction to beef cattle production, introduction to wildlife management, and general landscaping. How would you deliver the subject matter to address this issue? There are many strategies to deliver information. It could be a newsletter series, a workshop, and a meeting once a week for six weeks to name a few. It could also be a combination of all of these. Also, try and list resources that could be used to help develop or provide existing curriculum to address the issue.

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)
Adoption of new management practices to make agriculture enterprises more profitable	-Series of educational activities	-Texas Cooperative Extension -Farm Service Agency -Texas Parks & Wildlife -Natural Resource Conservation Service	
	-One-on-one evaluation of resources	-Texas Cooperative Extension -Farm Service Agency -Texas Parks & Wildlife -Natural Resource Conservation Service	
	-Educational activities	-Texas Cooperative Extension -Farm Service Agency -Texas Parks & Wildlife -Natural Resource Conservation Service	
	-Preparation of farm plan	-Texas Cooperative Extension -Farm Service Agency -Texas Parks & Wildlife -Natural Resource Conservation Service	
	-Periodic farm / ranch visits to offer technical expertise	-Texas Cooperative Extension -Farm Service Agency -Texas Parks & Wildlife -Natural Resource Conservation Service	
	-Develop demonstration farm/ranch where other people can observe and learn	-Texas Cooperative Extension -Farm Service Agency -Texas Parks & Wildlife -Natural Resource Conservation Service	

### **Section 3. Results**

#### **Sample Evaluation Questions**

**Economic Indicators.** Are there economic indicators that can be measured concerning this issue?

YES

NO

Please list them below.

**Interpretation.** The last step in the process is interpreting the results to our stakeholders. List internal and external stakeholders that would be interested in the results of this educational program. Do not forget to think about other state agencies and groups that would be interested in these outcomes.

<b>Internal to Extension Stakeholders</b>	<b>External Stakeholders</b>

**Additional Resources.** What additional resources are needed to address this issue? In other words, what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.