Cropping Systems

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Region: WEST **List the primary base program it addresses -** ANR

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?
Texas Community Futures Forum
County Committees
Commodity / Industry / Special Interest Groups
Specialist(s)

What is the issue/problem?
Improve profitability in field crop production through the adoption of best management practices and production systems.

Problem size and scope? (How many people does it affect? How wide spread?)
West Region field crop producers

Problem severity? (How serious is this issue?) High

Description:

Target Audience? *(Who does the problem impact and how many?)*
Field crop producers in West Region
What are some general characteristics of the audience this program targets? How will you market this program to others?
Cotton, grain sorghum, corn, forage, and wheat producers in the West Region. Producers are evaluating conservation or reduced tillage practices for their farming operation.

Section 2. Response

State the goal of the program. .

Crop producers adopt production systems to improve profitability and conserve resources.

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:

Client Change	**At the end of this program, will....**
Knowledge	increase knowledge on.... - understanding of irrigation system - use of equipment (conservation tillage irrigation) - cultural practices (conservation tillage) - understanding scheduling of irrigation to crop physiology - pest management - new technologies utilization
Skills	develop skills.... - sprayer calibration - identification of pest - use of PET network
Attitude	change their attitudes pertaining to... - acceptance of a practice (change in likelihood of adoption of tillage practices)
Behavior Change	adopt.... - increase in acreage of adoption - increase in use of new technologies - increase in attendance of other professionals
New Technology	adopt.... - new and efficient management practices - Transgenic Technology - new tillage equipment and associated (like sprayer) equipment - use of electronic technologies (GPS and computer applications on irrigation)

Best Practice	adopt ..... - effective practice as shown by research and Extension in the production of crops

Program Design.

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)
Identification of Pests	Scout School Turnrow meeting	publications research web site	EA-IPM Extension Agronomist Entomologist Pathology
Irrigation System	Turnrow meeting Educational meeting	Eco-Drip Bureau of Land Management Natural Resource Conservation Service	Dana Porter- TCE, Irrigation Specialist Billy Warrick Warren Mutler EA-IPM Charles Stichler Jim Bordosky
New Technologies	Applied research Tours		TCE- Agronomist Entomology Pathologist
Best Management Practices Nutrient Management Crop rotation Variety/Hybrid Selection Tillage Practices Row Spacing Crop Physiology	Educational Meeting Demonstration Field Day Newsletter News Release	Producers Media Industry	Local Implant Dealer TCE- Entomology Agronomist Pathologist Soil Crop Science Entomology Pathology EA-IPM

Section 3. Results

Client Change Level	**Sample Questions** (Review the objectives section to help place questions or statements in the space below)
Knowledge	
Skills	- case studies - pre & post on knowledge gain
Attitude	
Behavior Change	

New Technology	- adoption rates on acreage of planted - adoption rates on new irrigation system - equipment sales - seed sales - set benchmarks fertility practices before fertility practices after - change in nutrient application as it relates to yield
Best Practice	

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

YES

Please list them below.

Economic analysis on applied research.
Change in pesticide use as it relates to yields.

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.

Internal to Extension Stakeholders	**External Stakeholders**

Administration Specialists CEA's MG's / Volunteers Committees	TNLA Elected Officials Commodity Groups Green Industry Producers

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.*