

Forage Production and Profitability

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Region: WEST Circle which primary base program it addresses - ANR

Section 1. Relevance

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 forage production through the utilization of improved genetics, adoption of BMP's, and managing risk.

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

Forage production is a significant agricultural enterprise in most of the West Region and provides needed forage for the livestock industry.

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

Description:

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

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

Farmers producing forage for livestock producers, small grain farmers, and diversified operations which produce forage for their livestock operations.

Section 2. Response

State the goal of the program.

Enhance profitability in forage production through the utilization of improved genetics and the adoption of BMP's.

State the outcome objectives.

Client Change	At the end of this program, will....
<i>Knowledge</i>	increase knowledge on.... <ul style="list-style-type: none"> - varieties - alternative species - forage testing - planting dates - nutrient management
<i>Skills</i>	develop skills.... <ul style="list-style-type: none"> - forage testing
<i>Attitude</i>	change their attitudes pertaining to...
<i>Behavior Change</i>	adopt.... <ul style="list-style-type: none"> - land preparation - planting dates - seed treatments
<i>New Technology</i>	adopt.... <ul style="list-style-type: none"> - new varieties including BMP - adoption of medics - seedling Bermuda grass
<i>Best Practice</i>	adopt <ul style="list-style-type: none"> - deep placement - inoculating of legumes - managing nutrient in alfalfa - seed treatment - phosphorus management (nutrient placement) - summer annuals - alfalfa - land preparation - planting rate - BMR - perineal pastures - variety selector - growing management - improved pastures - over seeding pastures

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 TCE- Agronomist Entomologist Pathology
Irrigation System	Turnrow meeting Educational meeting	Eco-Drip Bureau of Land Management Natural Resource Conservation Service	TCE Irrigation Specialist Charles Stichler Dana Porter Guy Fipps Jim Bordosky EA's-IPM
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	Producer Paul Media Industry	Local Industry Rep's. TCE- Entomology Agronomist Pathologist Soil Crop Science Pathology EA's-IPM

Section 3. Results

The last section deals with evaluation of this program. The evaluation content should mirror the objectives that are outlined in section two. Please try and list some specific questions that should be asked to the target audience to determine if the intended change took place. List as many potential questions as possible. The goal here is to create a question bank for each client change level so that the educator can review these questions to see if any of them are relevant to their program. If they are, then they can use them to

measure change in their program. Remember, not all evaluation strategies have to be written questionnaires. They may also be interviews, direct observation, or focus groups. Please describe your method in this section where appropriate.

Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)
<i>Knowledge</i>	
<i>Skills</i>	
<i>Attitude</i>	
<i>Behavior Change</i>	

<i>New Technology</i>	
<i>Best Practice</i>	

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

YES

Please list them below.

- Changes in practices as it relates to yield.
- Economic analysis on applied research.

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
TCE Administration Soil and Crop Sciences Dept. Biological and Agricultural Engineering Dept. CEA's	Elected Officials Industry Producers TSCRA TSGRA

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.*