

Issue: Crop Profitability

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Region: South **Circle which 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
Other: D 11 summit, USDA researcher, exp. Station researchers

What is the issue/problem?

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

Entire crop production industry

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

Description: Long term need to meet global competition

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

Crop producers and related agri-business

What are some general characteristics of the audience this program targets?

Producers who derive a major portion of their income from crop production who are unwilling to accept new technology in a timely manner

Section 2. Response

State the goal of the program.

To improve the profitability of field crop producers through better management of production and marketing risks and land and water 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:

- Participants will increase knowledge in beef cattle selection practices*
- Participants will change their attitudes about higher education options*
- Participants will exercise for at least thirty minutes three times per week*

Client Change	At the end of this program, will....
<i>Knowledge</i>	increase knowledge on.... -Of best management practice and production techniques that decrease cost per unit and reduce marketing risk and ensure food safety
<i>Skills</i>	develop skills.... -Related to sound decision making through the use of unbiased research based knowledge
<i>Attitude</i>	change their attitudes pertaining to... -Acceptance of unbiased scientifically proven principles that reduce risk and product cost.
<i>Behavior Change</i>	adopt.... -Adoption of proven technologies
<i>New Technology</i>	adopt.... Technologies that improve net returns
<i>Best Practice</i>	adopt IPM Practices, new technologies with positive cost benefit ratios

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. Also, try and list resources that could be used to help develop or provide existing curriculum to address the issue.

Topic (Subject Matter)	Existing Resource(s)	Contact Person(s)
Production Management and effectiveness of new practices	Demo and applied research results Exp. Station websites, departmental resources	Industry Representative Agents Exp. Station Personnel Departmental Personnel Dist Spec
Reducing marketing risk and development of marketing plans	master market curriculum basic market plan development Software, websites	Ag Economic Dept. Risk Management specialist, Agents Private Firms, Mark Coops
Minimizing production cost per unit	budgeting/cost return economic analysis of new practices Best Man practices	Exp. Station Departmental Personnel District Specialist Consultants Agents
Better management of land and water resources		NRCS S&W Con Dist Irr Dist Exp. Station District Specialist
Understanding economic threshold of integrated pest management principals	Agents, Department, Exp. Station publications	
Row spacing and plant population for highest yields in and greater returns	applied research and demonstration results	Local agents Area agronomist All

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>	

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

Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)
<i>New Technology</i>	
<i>Best Practice</i>	

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.

Internal to Extension Stakeholders	External Stakeholders
County Commissioners Extension Administration Co-workers Extension Specialist Researchers	Agri-business Producers Commodity Group State Representative General Public Media

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.