

## V(A). Planned Program (Summary)

### Program # 10

#### 1. Name of the Planned Program

Food Systems

#### 2. Brief summary about Planned Program

The Food Systems team has come together, drawing from a diverse set of personnel with backgrounds in agriculture, horticulture, food safety, nutrition, community development, and youth education. This team will work to increase literacy on food and ag issues, facilitate community discussions and assessments on ag and food issues, provide technical assistance to an increasingly diverse set of food producers and support new market opportunities.

3. Program existence : Intermediate (One to five years)

4. Program duration : Long-Term (More than five years)

5. Expending formula funds or state-matching funds : Yes

6. Expending other than formula funds or state-matching funds : Yes

## 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	10%		0%	
604	Marketing and Distribution Practices	20%		0%	
608	Community Resource Planning and Development	20%		0%	
703	Nutrition Education and Behavior	10%		0%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	40%		0%	
	<b>Total</b>	100%		0%	

## V(C). Planned Program (Situation and Scope)

### 1. Situation and priorities

The agriculture and food issues, clientele and level of community engagement that Extension personnel are being asked to provide knowledge and assistance on, or facilitate discussions around, are changing. For example, a Northern Colorado Food Assessment showed that over 70% of those defined as farmers were not operating at a commercial level that could use conventional production, budgeting and marketing models Extension has readily available. A recent Colorado Food Systems Advisory Council issue brief also noted the increasing demand for Extension and technical assistance by those engaging in direct markets. Developing technical assistance programs for such audiences may need new educational approaches and different types of applied research to share in the field. Another example of new clientele needs is the requests for Extension involvement in trainings and research on how new markets may influence food safety economics. Such efforts would benefit from expertise in agribusiness, community

development, public health, water, land planning, environmental horticulture as well as crop, animal and specialty crop production. To complement more traditional efforts in agricultural operations, horticultural production, food and nutrition, CSU Extension has facilitated several programs targeted at new clientele which draw from a broad set of disciplines (for example, Building Farmers, Regulatory Mapping for Farmers Markets). To formalize and coordinate activities that require interdisciplinary approaches related to emerging issues, a new resource team on Food Systems seems warranted.

**2. Scope of the Program**

- In-State Extension
- Multistate Extension
- Integrated Research and Extension
- Multistate Integrated Research and Extension

**V(D). Planned Program (Assumptions and Goals)**

**1. Assumptions made for the Program**

The agriculture and food issues, clientele and level of community engagement that Extension personnel are being asked to provide knowledge and assistance on, or facilitate discussions around, are changing. For example, a Northern Colorado Food Assessment showed that over 70% of those defined as farmers were not operating at a commercial level that could use conventional production, budgeting and marketing models Extension has readily available. A recent Colorado Food Systems Advisory Council issue brief also noted the increasing demand for Extension and technical assistance by those engaging in direct markets. Developing technical assistance programs for such audiences may need new educational approaches and different types of applied research to share in the field. Another example of new clientele needs is the requests for Extension involvement in trainings and research on how new markets may influence food safety economics. Such efforts would benefit from expertise in agribusiness, community development, public health, water, land planning, environmental horticulture as well as crop, animal and specialty crop production. To complement more traditional efforts in agricultural operations, horticultural production, food and nutrition, CSU Extension has facilitated several programs targeted at new clientele which draw from a broad set of disciplines (for example, Building Farmers, Regulatory Mapping for Farmers Markets). To formalize and coordinate activities that require interdisciplinary approaches related to emerging issues, a new resource team on Food Systems seems warranted.

**2. Ultimate goal(s) of this Program**

Improved technical assistance for agricultural and food producers exploring new marketing channels and alternative business approaches. Also, CSU will provide facilitation of community discussions around the interface between food and agricultural issues and broader social issues including public health, food safety, the environment and community development.

**V(E). Planned Program (Inputs)**

**1. Estimated Number of professional FTE/SYs to be budgeted for this Program**

Year	Extension		Research	
	1862	1890	1862	1890
2015	4.0	0.0	0.0	0.0

Year	Extension		Research	
	1862	1890	1862	1890
2016	4.0	0.0	0.0	0.0
2017	4.0	0.0	0.0	0.0
2018	4.0	0.0	0.0	0.0
2019	4.0	0.0	0.0	0.0

**V(F). Planned Program (Activity)**

**1. Activity for the Program**

Improved technical assistance for agricultural and food producers exploring new marketing channels and alternative business approaches. Also, CSU will provide facilitation of community discussions around the interface between food and agricultural issues and broader social issues including public health, food safety, the environment and community development.

**2. Type(s) of methods to be used to reach direct and indirect contacts**

**Extension**

Direct Methods	Indirect Methods
<ul style="list-style-type: none"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● eXtension web sites</li> <li>● Web sites other than eXtension</li> </ul>

**3. Description of targeted audience**

Youth and Adults who want to better understand the linkages between their food system and other community issues. Adults involved in specialty crop, vegetable, & fruit or integrated livestock production whose personal income is derived in large part from their farming activities.

## **V(G). Planned Program (Outputs)**

NIFA no longer requires you to report target numbers for standard output measures in the Plan of Work. However, all institutions will report actual numbers for standard output measures in the Annual Report of Accomplishments and Results. The standard outputs for which you must continue to collect data are:

- Number of contacts
  - Direct Adult Contacts
  - Indirect Adult Contacts
  - Direct Youth Contacts
  - Indirect Youth Contact
- Number of patents submitted
- Number of peer reviewed publications

Clicking this box affirms you will continue to collect data on these items and report the data in the Annual Report of Accomplishments and Results.

## **V(H). State Defined Outputs**

### **1. Output Measure**

- 1. Number of group educational events: classes, trainings, workshops, demonstrations, field days, providing content expertise, fairs, shows, booths, other group events.
- 2. Individual Education: one-on-one direct client contacts by site visit, office drop-in, e-mail, telephone, Ask an eXpert, etc.
- 3. Number of meetings convened and/or facilitated; includes strategic participation that contributes to program development.
- 4. Number of kits or similar resources loaned or provided.
- 5. Number of Extension-related research and assessment projects. External funding proposals, including local, state, federal.
- 6. Number of peer-reviewed publications including fact sheets, decision tools, curricula, multimedia, etc.
- 7. Number of media releases: indirect contacts through media releases, appearances, newsletters, blog posts, other non-peer reviewed publications, kit development, non-peer reviewed curriculum, PowerPoints or videos.
- 8. Number of online posts: Web posts, hits.

Clicking this box affirms you will continue to collect data on these items and report the data in the Annual Report of Accomplishments and Results.

**V(I). State Defined Outcome**

<b>O. No</b>	<b>Outcome Name</b>
1	Food Sys Outcome 1.1: Colorado communities and stakeholders become knowledgeable about and engage in civil public discourse on food and ag issues.
2	Food Sys Outcome 1.2: Colorado communities and stakeholders develop and conduct food and agricultural assessments, initiatives and planning efforts.
3	Food Sys Outcome 1.3: Food producers gain access to new market opportunities that foster food access, community development, environmental stewardship, and public health.

## **Outcome # 1**

### **1. Outcome Target**

Food Sys Outcome 1.1: Colorado communities and stakeholders become knowledgeable about and engage in civil public discourse on food and ag issues.

**2. Outcome Type** : Change in Action Outcome Measure

### **3. Associated Knowledge Area(s)**

- 601 - Economics of Agricultural Production and Farm Management
- 604 - Marketing and Distribution Practices
- 608 - Community Resource Planning and Development
- 803 - Sociological and Technological Change Affecting Individuals, Families, and Communities

### **4. Associated Institute Type(s)**

- 1862 Extension

## **Outcome # 2**

### **1. Outcome Target**

Food Sys Outcome 1.2: Colorado communities and stakeholders develop and conduct food and agricultural assessments, initiatives and planning efforts.

**2. Outcome Type** : Change in Action Outcome Measure

### **3. Associated Knowledge Area(s)**

- 601 - Economics of Agricultural Production and Farm Management
- 604 - Marketing and Distribution Practices
- 608 - Community Resource Planning and Development
- 703 - Nutrition Education and Behavior

### **4. Associated Institute Type(s)**

- 1862 Extension

## **Outcome # 3**

### **1. Outcome Target**

Food Sys Outcome 1.3: Food producers gain access to new market opportunities that foster food access, community development, environmental stewardship, and public health.

**2. Outcome Type** : Change in Action Outcome Measure

### **3. Associated Knowledge Area(s)**

- 601 - Economics of Agricultural Production and Farm Management
- 604 - Marketing and Distribution Practices

- 608 - Community Resource Planning and Development
- 703 - Nutrition Education and Behavior
- 803 - Sociological and Technological Change Affecting Individuals, Families, and Communities

#### **4. Associated Institute Type(s)**

- 1862 Extension

### **V(J). Planned Program (External Factors)**

#### **1. External Factors which may affect Outcomes**

- Economy
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

#### **Description**

USDA has Global Food Security as a National priority, and not all the activities needed to support such a goal are addressed through production-oriented teams. One consideration listed in national outcomes is the need for resiliency, and given current global market pressures, pest pressures, supply chain risks (food safety, transportation costs), it would suggest a more diverse set of food production models is needed.

USDA food security priorities also address natural resources and the long-term management of agricultural lands. Long term land conservation requires some new models of land transitions, since the average age of farmers is in the high 50's and increasing and this team addresses new models of agriculture which may lower barriers to entry into agricultural production.

### **V(K). Planned Program - Planned Evaluation Studies**

#### **Description of Planned Evaluation Studies**

For this PRU, evaluation will be performed in several ways including:

- Post-program surveys will be done for one-time workshops and programs
- The surveys will ask questions focused primarily on changed awareness, attitudes and knowledge
- The results of the surveys will be distributed to speakers to help them gain insights on where they were most impactful in addressing learning outcomes.
- Pre- and post-program surveys will be done for longer-term programming activities, such as Building Farmers, food safety technical assistance and food system assessment processes.
- The surveys will ask questions focused primarily on initial resources and readiness, changed knowledge, behaviors and intentions to alter community or enterprise plans and perceptions of better networks and cohesion within communities
- The results of the survey will be shared with participants so they have a sense of where they began and intend to grow relative to their peer group. The results of the surveys will also be distributed to speakers to help them gain insights on where they were most impactful in addressing learning and action outcomes.

For some Websites and technical assistance tools, evaluation will be done primarily through counts and measures of visitor numbers, page views and updated profiles (MarketMaker). If resources

are available, surveys of users may be planned in the future.