Animals & Animal Products
Planning & Program Evaluation Logic Model (2009-2013)

Brief Program Summary

The University of Arkansas Division of Agriculture provides unbiased research-based information and technical assistance on topics related to animals and animal products. Information is disseminated focusing on the needs of consumers, the general public and livestock and row crop producers. The UA Division of Agriculture faculty work together to understand related the issues of livestock production, products and processing, and aquaculture. Aquaculture programs are conducted through collaborative efforts between UA educators and aquaculture faculty of the 1890 land grant institution, University of AR Pine Bluff. These activities also expand our knowledge of the impact of the human/animal interaction on environmental and economic sustainability and the well-being of animals and humans alike. The goal of the research program is to provide pertinent basic and practical information on animal and poultry physiology, genetics, nutrition and animal health that will help Arkansas livestock producers and food companies remain competitive in the global market place.

The Livestock and forage production and management programs provide research-based information through non-formal educational methods for the sustainability of agricultural production systems to improve Arkansans quality of life and to teach lifelong skills to youth.

While highly efficient, organized, and sophisticated, the U. S. poultry industry is facing unprecedented challenges. As the poultry industry meets the challenge of remaining viable in a highly competitive global market as well as facing extraordinary domestic challenges, the poultry industry will rely more on educational opportunities provided by the UA Division of Agriculture Extension Service to develop better production strategies through the following programs:

1. Poultry Breeder Management Training to ensure that maximum performance is obtained from these valuable flocks;
2. Poultry Hatchery Management Training to ensure that hatcheries operate efficiently;
3. Poultry Producer Education Programs to encourage producers to adopt effective management practices;
4. Poultry Short Courses to ensure that allied industry officials understand the industry; and
5. Demonstrations that show the impact of water quality on poultry production to encourage proper water management.

ASSUMPTIONS

Given current trends in declining numbers of farms, part-time and hobby farmers, specialized farming, and the globalization of agriculture, producers continually seek new and innovative ways to generate farm income. Identifying niche markets and capitalizing on specialized agricultural opportunities is a matter of economic survival for many agricultural producers.

Extension is strategically placed as agricultural educators with access to experts and researchers in diverse fields throughout the University of Arkansas System. It is economically vital to Arkansas to maintain a strong livestock industry. It is also critical to protect water and air quality. Regulations and court action will impose restrictions on manure management options. Neighbor/Community perceptions must be considered in conjunction with planned agricultural practices. The classic “personal property rights vs. public good” situation will require a blend of science, economics, legal, community relations, and compromises to address. While there are similarities in the various livestock and poultry operations each farm is unique and will have unique solutions. The root cause of the manure nutrient problem is typically more nutrients enter the confined animal farms as feed than leave as animal products. To ultimately solve this problem economically viable alternative higher value uses of animal manure must be found. For both water quality and air quality issues proper management of both existing and future systems will be critical. There must be research, new options, economic incentives, and legal flexibility to enable operational changes to address environmental concerns. Education regarding community perceptions and concerns, in concert with the transfer of agricultural system information and technology, is critical in order to support landowner planning and implementation of production system options.

Inputs Resources & Activities	If, then	Methods	If, then	Target Audience(s) Participation	If, then	Short-Term Impact	Medium-Term Impact	If, then	Long-Term Impact
• Conduct educational meetings, workshops, farm visits to educate agricultural producers. • Conduct tours, field days and demonstrations • Conduct one-on-one consultations • Publish educational materials • Conduct mass media efforts (radio, TV, etc.) • Conduct train-the-trainer education • Partner with industry (when appropriate) • Design and conduct practical and applied research to improve the efficiency of growth, reproduction, health and management of livestock, • forages, aquaculture, and poultry	→	**Direct Methods** • Group Discussion • Education Class • Workshop • One-on-One Intervention • Demonstrations **Indirect Methods** • TV Media Programs • Newsletters • Public Service Announcement • Other 1 (Mass Media)	→	• Agricultural producers • Non-farm private landowners • Aquaculture producers • Small pond owners • Agricultural businesses/Allied industry personnel • Consultants • Breeder managers • Hatchery Managers • Commercial poultry producers • Commercial poultry companies • Other researchers • Students • Extension specialists • Teaching faculty • Research funding personnel and agencies • Policy and decision makers • Public	→	**Indicators:** • Number of livestock producers who increased knowledge or gained awareness related to livestock production management practices • Number of clientele who reported knowledge gained related to aquaculture. • Peer Reviewed Publications.	**Indicators:** • Number of livestock producers who adopted a new practice • Number of livestock producers who initiated or improved their record keeping • Number of poultry producers who adopted new practices or technology • Number of allied poultry industry personnel who adopt new practices or technology • Number of livestock producers who changed a management practice • Number of clientele who adopted new aquaculture practices.	→	**Indicators:** • Number of business start ups related to animal and animal products • Arkansas cash receipts from farm marketing ($1,000) related to aquaculture enterprises.

EXTERNAL INFLUENCES

Data Collection Plan:

1. Who? (will collect data & enter into AIMS or AES Survey)

2. How? (survey method/instrument?)

3. When? (When will the data be collected & entered?)