

Plants & Plant Products
Planning & Program Evaluation Logic Model 2008

Inputs Resources & Activities	If, then	Methods	If, then	Target Audience(s) Participation	If, then	Short-Term Outcomes	Medium-Term Outcomes	If, then	Long-Term Outcomes
<ul style="list-style-type: none"> Develop and conduct workshops, educational meetings, demonstrations, and field days Direct clientele contact: on- site visits, phone calls, mail and emails Develop and produce educational products and materials Conduct tours and demonstrations Conduct discovery and applied research Publish educational materials Provide diagnostic services Media work through print, radio, TV and internet Partnering with commodity associations, groups, Master Gardeners, and traditional and nontraditional groups Coordination of Master Gardener programs Develop improved crop production systems that maximize profitability and sustainability 	➔	<p>Direct Methods</p> <ul style="list-style-type: none"> Education Class Demonstrations Other 2 (Soil/Water Testing) Group Discussion One-on-One Intervention Workshop Other 1 (Farm Visits/Field Days) <p>Indirect Methods</p> <ul style="list-style-type: none"> Newsletters Web sites Other 1 (Grants/Prof. Publications) Other 2 (Mass Media) 	➔	<ul style="list-style-type: none"> Growers/producers Consultants Agri Business/Allied Industries Horticulture production and Service Businesses Master Gardeners General Public Other researchers Students Extension Specialists Teaching faculty Research funding personnel and agencies Public 	➔	<p>Indicators:</p> <ul style="list-style-type: none"> # of commercial forage producers who gained knowledge related to management technology # of commercial forage producers who gained knowledge related to production practices # of new Master Gardeners trained and certified 	<p>Indicators:</p> <ul style="list-style-type: none"> # of participants who changed or adopted a new commercial forage management practice # of participants who changed or adopted a new forage and/or grazing management practice # of clientele who select improved varieties # of clientele using soil testing # of clientele using plant testing # of clientele using water testing # of impacted acres using soil testing # of impacted acres using plant testing # of impacted acres using water testing Forage testing submissions # of producers using strip-grazing for their stockpiled forages # of clientele (non- 	➔	<p>Indicators:</p> <ul style="list-style-type: none"> # of acres planted based on output from RICESEED program Business start ups # of new horticultural businesses and new farmers markets Acres of harvested wheat (all) Yield (bushels) of harvested wheat (all) Price (bushel) of harvested wheat (all) Value of production of harvested wheat (all) Acres of harvested soybeans (all) Yield (bushels) of harvested soybeans Price (per bushel) of harvested soybeans Value of production of harvested soybeans (all)

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