

Outcomes Narrative

Extension would be measuring a number of metrics throughout the next five years on looking at short-term, medium-term, and long-term impacts of this project. The following are some of the outcomes, how they will be measured, and their explanation of how Extension derived the projected outcomes.

Number of participants at agricultural trainings. Extension will be keeping track of all participants at Field Days and Educational Grower meetings with sign-in sheets. A baseline was set from past Extension meetings and Field Day participation. Extension set its targets by using USDA FSA list of crop growers and Extension's newsletter mailing lists. Data will be taken at Alamance County meetings the first year with potential of collecting data at some of the surrounding Counties, as Field Crop Extension Educators work together in the surrounding counties.

New publications directed towards farmers. The data that will be collected will be used in hard copy publications, newsletters, social media, County website, and other sources. The number of all of these publications will be taken in each of the areas.

Written and Face-to-Face surveys will be conducted to measure base-line, short, medium, and long-range impacts on farmers. Surveys will be done on a percentage of farmers to measure some of the changes in agricultural practices such as new varieties of crops grown.

Extension will measure the number of crop demonstration plots conducted on farms and number of educational meetings held throughout the time period. Farm demonstration plots help engage more farmers in the research by seeing it done on their farm or a neighbor's farm. These plots would give local crop data for growers to evaluate on their farms. This data is critical in the management of their farms and to keep them economically viable for the future. Finding the proper new crop varieties that produce well in the Piedmont area is critical for farmers to compete in the local, regional and world markets.

Extension will also be looking at revenue growth of farms as a result of the new practice, new agricultural business formations, economic output of the project to the county.