

Planned Program I (Summary)

2. Brief summary about Planned Program

The concept underlying the Center for Agriculture is a single point of entry for stakeholders and users to access the land grant resources of the University of Massachusetts, and thereby the national system. The center is a primary source of information on the state of agriculture in Massachusetts and plays a pivotal role in the integration of research and extension at the university. The center provides an analysis and interpretation of the pertinent portions of the census of U.S. agriculture that is conducted by USDA. The objective is to provide as complete and up-to-date a picture as possible of agriculture in the state. The center also maintains a unique website with the dual goal of providing information to stakeholders and soliciting continuous feedback from stakeholders. In addition, the center provides a venue for expanded collaboration between MAES, UMass Extension, and the Massachusetts Department of Agricultural Resources.

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
901	Program and Project Design, and Statistics			20%	
902	Administration of Projects and Programs			30%	
903	Communication, Education, and Information Delivery			50%	
	Total			100%	

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

1. Situation and priorities

Massachusetts is an urban state with 6 million people, yet 64% of the population lives within 10 miles of a farm and 22% lives within a mile of a farm. It is important for people to appreciate the positive aspects that managed land can have on the environment. Land grant institutions have a lead role in educating the public regarding the benefits as well as the perceived risks of local agriculture and other managed environments. Enhancing public knowledge allows the public and policy makers to make better-informed decisions about agricultural and environmental regulations. In addition, the university facilitates the dialogue between agricultural producers and the public. In order to insure that the research projects support by MAES continue to be targeted at high-priority issues in agriculture there must be a continuous exchange of ideas and information among key agencies and between those agencies and the stakeholders. It will be the responsibility of the center to insure that the research performed by MAES actively addresses the needs of under-served and under-represented populations of the state.

2. Scope of the Program

- In-State Research
 - Integrated Research and Extension
- 2009 University of Massachusetts Research Plan of Work

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

1. Assumptions made for the Program

There is a need for a more integrated approach to addressing issues facing agriculture in Massachusetts and the region. In the past, high profile agricultural summits followed by periods during which stakeholders have not been able to observe the response to their input, have left many stakeholders feeling that their input is not valued. The opportunity to provide electronic feedback and to get continuous and timely responses will help stakeholders to realize that their input is invaluable and will increase their willingness to stay engaged.

2. Ultimate goal(s) of this Program

To be a source of information on the state of agriculture in Massachusetts, to provide all constituencies within the state access to agricultural resources and to allow for direct stakeholder feedback through electronic communications, to insure that the research performed by MAES actively addresses the needs of under-served and under-represented populations of the state, to facilitate continuous identification and discussion of the issues critical to agriculture in Massachusetts, to provide agricultural leaders a direct electronic communication forum for the timely exchange of information on activities and issues

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
2009	0.0	0.0	0.2	0.0
2010	0.0	0.0	0.2	0.0
2011	0.0	0.0	0.2	0.0
2012	0.0	0.0	0.2	0.0
2013	0.0	0.0	0.2	0.0

V(F). Planned Program (Activity)

1. Activity for the Program

Maintain website for stakeholder information and feedback and an electronic forum for agricultural leaders. Hold three coordination meetings with MAES, UMass Extension and Massachusetts Department of Agricultural Resources yearly. Hold one yearly public forum on a critical issue to agriculture in Massachusetts.

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

Extension	
Direct Methods	Indirect Methods
● {NO DATA ENTERED}	● {NO DATA ENTERED}

3. Description of targeted audience

the fuel industry, the turfgrass industry, city/municipalities, dairy farmers, Cranberry industry, Economists, Landscapers, landscape and floral growers

V(G). Planned Program (Outputs)

2009 University of Massachusetts Research Plan of Work

1. Standard output measures

Target for the number of persons(contacts) to be reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2009	0	0	0	0
2010	0	0	0	0
2011	0	0	0	0
2012	0	0	0	0
2013	0	0	0	0

2. (Standard Research Target) Number of Patent Applications Submitted**Expected Patent Applications**

2009 :0 2010 :0 2011 :0 2012 :0 2013 :0

3. Expected Peer Review Publications

Year	Research Target	Extension Target	Total
2009	6	0	0
2010	5	0	0
2011	5	0	0
2012	5	0	0
2013	5	0	0

V(H). State Defined Outputs**1. Output Target**

- # of stakeholders using Center for Agriculture website

2009 :300 2010 :350 2011 :400 2012 :400 2013 :400

- # of participants in critical issues for agriculture in Massachusetts forum

2009 :175 2010 :200 2011 :200 2012 :200 2013 :200

V(I). State Defined Outcome**1. Outcome Target**

of new stakeholders participating in the activities of MAES

2. Outcome Type : Change in Knowledge Outcome Measure

2009 :50 2010 :50 2011 :50 2012 :50 2013 :50

3. Associated Institute Type(s)

- 1862 Research

4. Associated Knowledge Area(s) 2009 University of Massachusetts Research Plan of Work

- 901 - Program and Project Design, and Statistics
- 902 - Administration of Projects and Programs
- 903 - Communication, Education, and Information Delivery

V(J). Planned Program (External Factors)

1. External Factors which may affect Outcomes

- Public Policy changes

Description

This project is also supported by the Massachusetts Department of Agricultural Resources and Umass Extension.

V(K). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Before-After (before and after program)

Description

{NO DATA ENTERED}

2. Data Collection Methods

- Journals
- Other (Websites)

Description

{NO DATA ENTERED}