1.5 The Agriculture/Community Interface

V(A). Planned Program (Summary)

1. Name of the Planned Program

1.5 The Agriculture/Community Interface

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
<th>% 1862 Extension</th>
<th>% 1890 Extension</th>
<th>% 1862 Research</th>
<th>% 1890 Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>315</td>
<td>Animal Welfare/Well-Being and Protection</td>
<td>6%</td>
<td></td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>803</td>
<td>Sociological and Technological Change Affecting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Individuals, Families and Communities</td>
<td>94%</td>
<td></td>
<td>94%</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

<table>
<thead>
<tr>
<th>Year: 2007</th>
<th>Extension</th>
<th>Research</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1862</td>
<td>1890</td>
</tr>
<tr>
<td>Plan</td>
<td>6.3</td>
<td>0.0</td>
</tr>
<tr>
<td>Actual</td>
<td>40.7</td>
<td>0.0</td>
</tr>
</tbody>
</table>

2. Institution Name: Cornell University

Actual dollars expended in this Program (includes Carryover Funds from previous years)

<table>
<thead>
<tr>
<th>Extension</th>
<th>Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smith-Lever 3b &amp; 3c</td>
<td>Hatch</td>
</tr>
<tr>
<td>178584</td>
<td>0</td>
</tr>
<tr>
<td>1862 Matching</td>
<td>1890 Matching</td>
</tr>
<tr>
<td>178584</td>
<td>0</td>
</tr>
<tr>
<td>1862 All Other</td>
<td>1890 All Other</td>
</tr>
<tr>
<td>1924552</td>
<td>0</td>
</tr>
</tbody>
</table>

2. Institution Name: NY State Agricultural Experiment Station
1.5 The Agriculture/Community Interface

Actual dollars expended in this Program (includes Carryover Funds from previous years)

<table>
<thead>
<tr>
<th></th>
<th>Extension</th>
<th>Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smith-Lever 3b &amp; 3c</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1862 Matching</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1862 All Other</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1890 Extension</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1890 Matching</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1890 All Other</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Hatch</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Evans-Allen</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

V(D). Planned Program (Activity)

1. Brief description of the Activity
Program activities/outputs are situation-specific but typically involve the full range of public issues education roles and methods and more general individual, group and media approaches directed to promoting awareness of issues and opportunities.

2. Brief description of the target audience
Agriculture/horticulture/natural resource enterprise managers, community residents and visitors, youth, local media, local officials, and local planning and economic development staff.

V(E). Planned Program (Outputs)

1. Standard output measures

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct Contacts Adults</th>
<th>Indirect Contacts Adults</th>
<th>Direct Contacts Youth</th>
<th>Indirect Contacts Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan</td>
<td>3500</td>
<td>150000</td>
<td>5000</td>
<td>30000</td>
</tr>
<tr>
<td>2007</td>
<td>56061</td>
<td>2605246</td>
<td>10100</td>
<td>33000</td>
</tr>
</tbody>
</table>

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan:</td>
<td>0</td>
</tr>
<tr>
<td>2007 :</td>
<td>0</td>
</tr>
</tbody>
</table>

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

<table>
<thead>
<tr>
<th>Year</th>
<th>Extension</th>
<th>Research</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan</td>
<td>2007</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

V(F). State Defined Outputs

Output Target
1.5 The Agriculture/Community Interface

Output #1

Output Measure
- # of agriculture/horticulture/natural resource business persons participating in education programs on potential environmental, health, social, and cultural impacts of their operations from the perspective of the community.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Output #2

Output Measure
- # of community members participating in education programs on the roles of agriculture/horticulture/natural resource enterprises in the local community, tax base, and environment.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Output #3

Output Measure
- # of local leaders participating in education programs on the roles of agriculture/horticulture/natural resource enterprises in the local community and how they are affected by local policy.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Output #4

Output Measure
- # of local community members and leaders participating in programs on the potential benefits of community-based agriculture and opportunities for promoting same.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Output #5

Output Measure
- # of youth participating in education programs on the agriculture and food system and/or natural resource enterprises.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Output #6

Output Measure
- # of adults participating in education programs on the agriculture and food system and/or natural resource enterprises.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Output #7

Output Measure
- # non-credit instructional activities directed to this program.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0</td>
<td>920</td>
</tr>
</tbody>
</table>

Output #8

Output Measure
- # non-credit instructional activity contact hours directed to this program.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0</td>
<td>107787</td>
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</tbody>
</table>

Output #9

Output Measure
- # funded applied research projects directed to this program.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>10</td>
<td>18</td>
</tr>
</tbody>
</table>

Output #10

Output Measure
- # refereed publications directed to this program.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>20</td>
<td>5</td>
</tr>
</tbody>
</table>
### V(G). State Defined Outcomes

<table>
<thead>
<tr>
<th>O No.</th>
<th>Outcome Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td># of communities that initiate specific plans to address agriculture/horticulture/natural resource enterprise related issues or capitalize on new opportunities including community agriculture initiatives. (1.5.2h)</td>
</tr>
<tr>
<td>2</td>
<td># documented instances in which agriculture/community onlicts are resolved locally. (1.5.1d)</td>
</tr>
<tr>
<td>3</td>
<td># communities documented to adopt, maintain, or expand policies supportive of appropriate agriculture/horticulture/natural resource enterprise development and/or community agriculture. (1.5.2i)</td>
</tr>
<tr>
<td>4</td>
<td># of agriculture/horticulture/natural resource business persons demonstrating knowledge or skill gains related to potential environmental, health, social, and cultural impacts of their operations from the perspective of the community. (1.5.1b)</td>
</tr>
<tr>
<td>5</td>
<td># of community members demonstrating knowledge or skill gains related to the roles of agriculture/horticulture/natural resource enterprises in the local community, tax base, and environment. (1.5.2d)</td>
</tr>
<tr>
<td>6</td>
<td># of local leaders demonstrating knowledge or skill gains related to the roles of agriculture/horticulture/natural resource enterprises in the local community and how they are affected by local policy. (1.5.2e)</td>
</tr>
<tr>
<td>7</td>
<td># of local community members and leaders demonstrating knowledge or skill gains related to the potential benefits of community-based agriculture and opportunities for promoting same. (1.5.2f)</td>
</tr>
<tr>
<td>8</td>
<td># of youth demonstrating knowledge or skill gains related to the agriculture and food system and/or natural resource enterprises. (1.5.3c)</td>
</tr>
<tr>
<td>9</td>
<td># of adults demonstrating knowledge or skill gains related to the agriculture and food system and/or natural resource enterprises. (1.5.3d)</td>
</tr>
<tr>
<td>10</td>
<td># of instances in which producers/horticulture businesses/natural resource enterprises, residents and community leaders work together to address issues. (1.5.1c)</td>
</tr>
<tr>
<td>11</td>
<td># of communities that assess how current policies and infrastructures sustain or impede agriculture/horticulture/natural resource enterprises (such as farmland protection or including such enterprises in economic development planning). (1.5.2g)</td>
</tr>
<tr>
<td>12</td>
<td>Adirondack Harvest</td>
</tr>
<tr>
<td>13</td>
<td>Farm Truck Regulations</td>
</tr>
<tr>
<td>14</td>
<td>Rural Land Trusts and Purchase of Development Rights</td>
</tr>
</tbody>
</table>
1.5 The Agriculture/Community Interface

Outcome #1

1. Outcome Measures
   # of communities that initiate specific plans to address agriculture/horticulture/natural resource enterprise related issues or capitalize on new opportunities including community agriculture initiatives. (1.5.2h)

2. Associated Institution Types
   • 1862 Extension

3a. Outcome Type:
    Change in Action Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>75</td>
<td>93</td>
</tr>
</tbody>
</table>

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>803</td>
<td>Sociological and Technological Change Affecting Individuals, Families and Communities</td>
</tr>
</tbody>
</table>

Outcome #2

1. Outcome Measures
   # documented instances in which agriculture/community onflicts are resolved locally. (1.5.1d)

2. Associated Institution Types
   • 1862 Extension

3a. Outcome Type:
    Change in Condition Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>20</td>
<td>23</td>
</tr>
</tbody>
</table>

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1.5 The Agriculture/Community Interface

803  Sociological and Technological Change Affecting Individuals, Families and Communities
315  Animal Welfare/Well-Being and Protection

Outcome #3

1. Outcome Measures
   # communities documented to adopt, maintain, or expand policies supportive of appropriate agriculture/horticulture/
   natural resource enterprise development and/or community agriculture. (1.5.2i)

2. Associated Institution Types
   • 1862 Extension

3a. Outcome Type:
   Change in Condition Outcome Measure

3b. Quantitative Outcome
   
   Year  Quantitative Target  Actual
   2007  50                  67

3c. Qualitative Outcome or Impact Statement
   Issue (Who cares and Why)

   What has been done

Results

4. Associated Knowledge Areas

   KA Code  Knowledge Area
   803      Sociological and Technological Change Affecting Individuals, Families and Communities

Outcome #4

1. Outcome Measures
   # of agriculture/horticulture/natural resource business persons demonstrating knowledge or skill gains related to
   potential environmental, health, social, and cultural impacts of their operations from the perspective of the community. (1.5.1b)

2. Associated Institution Types
   • 1862 Extension
   • 1862 Research

3a. Outcome Type:
   Change in Knowledge Outcome Measure

3b. Quantitative Outcome
   
   Year  Quantitative Target  Actual
   2007  0                   0

3c. Qualitative Outcome or Impact Statement
   Issue (Who cares and Why)

   What has been done

Report Date  12/03/2009
Results

4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>803</td>
<td>Sociological and Technological Change Affecting Individuals, Families and Communities</td>
</tr>
<tr>
<td>315</td>
<td>Animal Welfare/Well-Being and Protection</td>
</tr>
</tbody>
</table>

Outcome #5

1. Outcome Measures
   # of community members demonstrating knowledge or skill gains related to the roles of agriculture/horticulture/natural resource enterprises in the local community, tax base, and environment. (1.5.2d)

2. Associated Institution Types
   • 1862 Extension
   • 1862 Research

3a. Outcome Type:
    Change in Knowledge Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

3c. Qualitative Outcome or Impact Statement

   Issue (Who cares and Why)

   What has been done

Results

4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>803</td>
<td>Sociological and Technological Change Affecting Individuals, Families and Communities</td>
</tr>
<tr>
<td>315</td>
<td>Animal Welfare/Well-Being and Protection</td>
</tr>
</tbody>
</table>

Outcome #6

1. Outcome Measures
   # of local leaders demonstrating knowledge or skill gains related to the roles of agriculture/horticulture/natural resource enterprises in the local community and how they are affected by local policy. (1.5.2e)

2. Associated Institution Types
   • 1862 Extension
   • 1862 Research

3a. Outcome Type:
    Change in Knowledge Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

3c. Qualitative Outcome or Impact Statement

Report Date 12/03/2009
1.5 The Agriculture/Community Interface

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>315</td>
<td>Animal Welfare/Well-Being and Protection</td>
</tr>
<tr>
<td>803</td>
<td>Sociological and Technological Change Affecting Individuals, Families and Communities</td>
</tr>
</tbody>
</table>

Outcome #7

1. Outcome Measures
   # of local community members and leaders demonstrating knowledge or skill gains related to the potential benefits of community-based agriculture and opportunities for promoting same. (1.5.2f)

2. Associated Institution Types
   • 1862 Extension
   • 1862 Research

3a. Outcome Type:
   Change in Knowledge Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0</td>
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</tr>
</tbody>
</table>

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>803</td>
<td>Sociological and Technological Change Affecting Individuals, Families and Communities</td>
</tr>
</tbody>
</table>

Outcome #8

1. Outcome Measures
   # of youth demonstrating knowledge or skill gains related to the agriculture and food system and/or natural resource enterprises. (1.5.3c)

2. Associated Institution Types
   • 1862 Extension
3a. **Outcome Type:**
Change in Knowledge Outcome Measure

3b. **Quantitative Outcome**

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>5500</td>
<td>0</td>
</tr>
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</table>

3c. **Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

What has been done

**Results**

4. **Associated Knowledge Areas**

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>315</td>
<td>Animal Welfare/Well-Being and Protection</td>
</tr>
<tr>
<td>803</td>
<td>Sociological and Technological Change Affecting Individuals, Families and Communities</td>
</tr>
</tbody>
</table>

**Outcome #9**

1. **Outcome Measures**

   # of adults demonstrating knowledge or skill gains related to the agriculture and food system and/or natural resource enterprises. (1.5.3d)

2. **Associated Institution Types**

   • 1862 Extension
   • 1862 Research

3a. **Outcome Type:**
Change in Knowledge Outcome Measure

3b. **Quantitative Outcome**

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>2500</td>
<td>0</td>
</tr>
</tbody>
</table>

3c. **Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

What has been done

**Results**

4. **Associated Knowledge Areas**

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>315</td>
<td>Animal Welfare/Well-Being and Protection</td>
</tr>
<tr>
<td>803</td>
<td>Sociological and Technological Change Affecting Individuals, Families and Communities</td>
</tr>
</tbody>
</table>
1.5 The Agriculture/Community Interface

Outcome #10

1. Outcome Measures
   # of instances in which producers/horticulture businesses/natural resource enterprises, residents and community leaders work together to address issues. (1.5.1c)

2. Associated Institution Types
   - 1862 Extension
   - 1862 Research

3a. Outcome Type:
   Change in Action Outcome Measure

3b. Quantitative Outcome
<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>30</td>
<td>2075</td>
</tr>
</tbody>
</table>

3c. Qualitative Outcome or Impact Statement
   Issue (Who cares and Why)

   What has been done

Results

4. Associated Knowledge Areas

   KA Code   Knowledge Area
   803       Sociological and Technological Change Affecting Individuals, Families and Communities
   315       Animal Welfare/Well-Being and Protection

Outcome #11

1. Outcome Measures
   # of communities that assess how current policies and infrastructures sustain or impede agriculture/horticulture/natural resource enterprises (such as farmland protection or including such enterprises in economic development planning). (1.5.2g)

2. Associated Institution Types
   - 1862 Extension
   - 1862 Research

3a. Outcome Type:
   Change in Action Outcome Measure

3b. Quantitative Outcome
<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>200</td>
<td>323</td>
</tr>
</tbody>
</table>

3c. Qualitative Outcome or Impact Statement
   Issue (Who cares and Why)

   What has been done
1.5 The Agriculture/Community Interface

Results

4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>803</td>
<td>Sociological and Technological Change Affecting Individuals, Families and Communities</td>
</tr>
</tbody>
</table>

Outcome #12

1. Outcome Measures
   Adirondack Harvest

2. Associated Institution Types
   - 1862 Extension

3a. Outcome Type:
   Change in Action Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
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<tr>
<td>2007</td>
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Adirondack Harvest's mission is to increase opportunities for profitable production, sale of high quality food and agricultural products, and to expand consumer choices for locally produced healthy food. Farmers benefit by reducing their shipping costs while increasing marketing possibilities. Restaurants and stores benefit by getting the freshest, most nutritious food possible. The community benefits by gaining a closer connection to agriculture while consuming fresh, nutritious local food.

What has been done

Adirondack Harvest maintains a web site so that consumers may easily find local products and farmers may receive exposure without having to set up their own web sites. We have held classes for farmers and consumers to educate them about the benefits of selling produce locally. Farmers markets are promoted on the web site and through news articles, thereby encouraging another outlet for the direct market farmer. Our mentoring program has connected new farmers with experienced ones. We joined the regional Come Farm With Us program to try to entice new farmers to settle in Essex County.

Results

Our grant kick-off was a 'Local Food Connections' day which attracted more than 100 farmers, chefs, store owners and others interested in local agriculture. Another springtime event funded by the agritourism grant was our collection of greenhouse tours. This was the first time we were able to offer tours focusing on North Country season extension and the challenges of having early crops in the Adirondacks. Farmers markets benefited from our matching grant program where we were able to provide them with up to $100 in funding for promotion of their markets. Most managers reported a 5% to 10% increase in customer traffic at their markets. Adirondack Harvest Farmers offered 38 fall farm tours during the Harvest Festival Week, which educated consumers about local farms and how food is grown. Grant money funded our new rack cards which were printed and distributed throughout the North Country. Finally, this grant allowed us to create 'farmer stories' to be printed and displayed at local restaurants and stores. This will allow the consumer to read about and view photos of the farmers who are providing local food to the chef or store owner.

4. Associated Knowledge Areas

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<tr>
<td>803</td>
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Outcome #13

1. Outcome Measures
   Farm Truck Regulations
As cropping methods have changed and farms have increased in size, so has the size of their motor vehicle fleets. It is common for farms to now have a fleet of vehicles that rival a trucking company in size, but are dedicated only to moving feed, crops and animals for the farm. Licenses, endorsements, violations, changing regulations and misunderstandings all cause the farm community to be challenged as they seek to comply with these regulations and minimize conflicts with neighbors.

What has been done
Working cooperatively, educators from CCE Washington, Saratoga, Renesselear, and Albany Counties, along with NYS Troopers, conducted a farm truck school in two locations. These meetings provided farmers with an opportunity to speak with law enforcement in a neutral environment and discuss the expectations on both sides of the inspection stop. Demonstrating on an actual farm truck, troopers went over point-by-point what they look for at a traffic stop. CCE provided information about many of the regulatory changes as well as the tax implications they have for a farm business.

Results
175 people attended the free meetings asking questions and discussing some of the issues which have caused them to be cited for on-road violations. A series of newsletter articles discussed many of the issues that the NYS Troopers highlighted as concerns to the farmers. DOT numbers, fuel and the inspection status of trucks were the primary topics. Until the meeting and article series, most farmers were unaware that the weight limit requiring vehicles to have DOT numbers had been lowered to 10,001 pounds. Following the series, 20 farmers contacted CCE about the process of acquiring DOT numbers to post on their vehicles to make them road legal, especially when hauling trailers.

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Option #14

1. Outcome Measures
   - Land Trusts and Purchase of Development Rights

2. Associated Institution Types
   - 1862 Extension

3a. Outcome Type:
   - Change in Action Outcome Measure

3b. Quantitative Outcome

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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)
Farmland preservation is important not only to farmers, but also to their neighbors, local government officials and elected leaders, agricultural businesses, and an assortment of community-minded citizens and organizations. However, these individuals approach the issue from different perspectives, yet have the potential to offer tools, skills, and other resources that can be shared and used in developing a successful, locally-based program. In order to build that capacity, individuals and groups need to know what others can offer to the collaborative effort.

**What has been done**

CCE-Madison, in collaboration with the Madison County Farmland Protection Board, invited representatives from two local, one state, and one nationally based land trust organizations to be part of an introductory information forum, where landowners, business owners, farmers, and citizens could learn what each has to offer in terms of developing and implementing farmland preservation programs. This is a first in what will be a series of forums designed to inform and educate the public and community leaders about local farmland preservation resources and how to use them locally.

**Results**

Twice as many town governments contracted with American Farmland Trust to develop and submit Purchase of Development Rights (PDR) proposals to New York State Department of Agriculture and Markets as had happened in prior years. Other local officials have expressed interest in updating their comprehensive plans and developing their own PDR proposals during the upcoming round. One local land trust expanded their service area to include Madison County’s most populated towns in addition to their home base in the third most populated town. Local government officials have a clearer sense and are more motivated to consider farmland preservation programs and what they can offer. That realization came about, in part, from Extension’s information forum, constituent requests, land trust advocacy, and Extension’s quarterly newsletter designed specifically for town and county officials.

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\(V(H).\) Planned Program (External Factors)

**External factors which affected outcomes**

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

**Brief Explanation**

See plan.

\(V(I).\) Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- After Only (post program)
- Retrospective (post program)
- Before-After (before and after program)
- During (during program)
- Case Study

**Evaluation Results**

Evaluation results are reflected in the outcome indicators and impact statements associated with each planned program and result from a broad variety of evaluation approaches appropriate to the individual programs and contexts they represent.

**Key Items of Evaluation**
1.5 The Agriculture/Community Interface

Each of our planned programs represents broad program emphases and strategies. Absent selection criteria, individual “findings” are not useful. See impact statements associated with this planned program for representative results.

Example results from impact statements:

* Adirondack Harvest Farmers offered 38 fall farm tours during the Harvest Festival Week, which educated consumers about local farms and how food is grown.

* Town governments contracted with American Farmland Trust to develop and submit Purchase of Development Rights (PDR) proposals to New York State Department of Agriculture and Markets.