

Logic Model

Name of Program: Animal Science 2020

Situation: In support of commercial and small-scale production of livestock, poultry, and companion animals-health, wellbeing, nutrition, reproductive management and processing.

Goal 1. Educate and train producers on best management practices, individually and/or through partnerships, across food animal species to increase the financial stability and marketing opportunities for producers.

Goal 2 Cultivate and support commercial and small-scale producers of livestock poultry, and companion animals with a focus on health, wellbeing, nutrition, forage production, reproductive management, and processing through individual educational opportunities and or partnerships.

Goal 3. To develop and provide educational opportunities for youth and the public in understanding of livestock production, individually and/or through partnerships.

INPUTS What we invest	OUTPUTS Activities What we do	Short: What do we think participants will know, feel, or be able to do after participating in the program?	Medium: How do we think the participants will behave or act differently after participating in the program?	Long: What kind of impact can result if the participants behave or act differently after participating in the program?
<ul style="list-style-type: none"> • Field staff • Campus staff • Purdue Ag Centers • ASREC Farms • Campus facilities • Cooperator Farms • Agribusinesses • SARE • Partnerships: 1. ISA 2. ICMC 3. ISDA 4. Indiana Grown 5. IBOAH 6. IDEM 7. INFB 8. IMPPA 9. Commodity organizations 10. SWCD 11. NRCS 12. USDA 	<p>Develop and deliver, in person and virtual programming in the following for livestock, poultry, and companion animals:</p> <ul style="list-style-type: none"> • Field Days • Education workshops and programming • Support and address timely specific producer needs • Provide network opportunities • Develop and maintain education materials • Applied research • Multimedia materials • Quality assurance programming • Timely industry updates • Internal professional development opportunities 	<p>Short: What do we think participants will know, feel, or be able to do after participating in the program?</p> <ol style="list-style-type: none"> 1.1. Participants/Youth will learn about livestock (INDICATOR = # of participants/youth informed about livestock) 1.2 Participants/Youth will learn about careers in the animal science industry. (INDICATOR = # participants/youth informed about careers in animal science industry) 1.3 Participants will learn about issues related to livestock production (INDICATOR = # of participants informed about livestock issues) 1.4 Participants will learn about livestock technologies (INDICATOR = # of participants informed about livestock technologies) 1.5 Participants will learn about livestock management practices (INDICATOR = # of participants informed about livestock management practices) 1.6 Individuals will learn about food safety with livestock and poultry (INDICATOR = # of individuals who learn about prevention, detection, control and intervention technologies) NIFA FS1.3 1.7 Participants will understand international influences regarding livestock production (INDICATOR = # of producers informed about international livestock markets) 	<p>Medium: How do we think the participants will behave or act differently after participating in the program?</p> <ol style="list-style-type: none"> 2.1 Participants will adopt recommended technologies for livestock. (MEASURE = # of participants who self-report that they adopted a recommended technology for their farm/business) NIFA GF1.4 2.2 Participants will adopt recommended management practices for livestock. (MEASURE = # of participants who self-report that they adopted a recommended management practice for their farm/business) NIFA GF1.4.a 2.3 Participants/Youth will seek careers in animal science industry. (MEASURE = # of participants/youth seeking careers in the animal science industry) 2.4 Individuals will adopt technologies for food safety with livestock and poultry. (MEASURE= # of improved prevention, detection, control and intervention technologies adopted) NIFA FS1.4 2.5 Participants will develop an enhanced network with other Indiana livestock producers, industry professionals, and Purdue Extension (MEASURE = # of participants who self-report an expanded network of contacts/resources) 2.6 Participants are better positioned to market to an international customer base. (MEASURE = # of producers that state that they are better prepared for marketing to international base) 2.7 Producers better positioned to meet regulatory requirements. (MEASURE = # of producers reporting adopted technologies and practices assisted them in remaining/becoming compliant) 2.8 Producers qualified for financial support will utilize it to improve livestock production. (MEASURE - # of participants who self-report projects completed from financial support) 	<p>Long: What kind of impact can result if the participants behave or act differently after participating in the program?</p> <ol style="list-style-type: none"> 3.1 Adopted management practices and technologies will result in improved efficiency and sustainability. (MEASURE = # of producers that reported a decreased production cost per unit of output, increased value per unit of output, and/or increased farm longevity) 3.2 Adopted management practices and technologies will result in improved animal wellbeing. (MEASURE = # of participants that reported improved livestock and poultry wellbeing) 3.3 Increased viability through better sustainability and financial practices (MEASURE = # of producers that reported increased financial stability) 3.4 Improved environmental impact of livestock production (MEASURE = # of watersheds that have reported a decrease in environmental pollution from livestock pollution sources, MEASURE = # of acres that have been remediated through livestock production) 3.5 Livestock expansion into niche markets (MEASURE = # of producers reported they have had a different marketing opportunity) 3.6 Adopted livestock marketing and practices will address current industry trends in an international customer base (MEASURE = # producers reported increased market share in international markets.)

Assumptions: 1. Livestock sector remains fluid. 2. Continued university support for livestock. 3. Continued demand for livestock products. 4. Continued disconnect between producers and consumers. 5. Target audiences want unbiased, third party education/information and will commit time for engagement.

External Factors: 1. Funding. 2. Variable weather impacts on production. 3. Water availability and quality. 4. Consumer/wholesaler/retailer demands on product attributes. 5. Global health. 6. International Trade. 7. Pricing.