2014 Outcome Planning Worksheet

Due: D-1 & D-2 August 15, D-3 September 3

Name: Danny Nusser (Ag)  County: Hockley

Long term goals/issue (2-5 years):

Premier Cotton Program
(2014) varieties/preplant consideration
(2015) Disease/Nematodes/Insects
(2016) Soil Fertility
(2017) Irrigation
(2019) Harvesting and Pre-harvest technologies

2014 goal/issue (upcoming year):

Varieties/Preplant Considerations
variety performance, technologies current and new, seeding rate, seed treatments, seeding depth, soil temperatures and optimum planting times, replant considerations, seed quality, pre-emergent weed control

Issue identification source:

Ag PAC  Premier Cotton Program
Specialists
Journals
Commodity Organizations
Local Emerging Needs

PAC/Task Force involved with this issue:

Ag PAC

Marketing options:

Newsletter  Email Blasts
Blog  Informed partners (Farm Bureau, NRCS, FSA, etc.)
Flyers/Posters in strategic locations
Media (newspaper and radio)
Word of Mouth by Ag PAC members

2014 Programs/Methods planned to address issue:

1. Ag Program (Jan.) - variety results for area/new technologies related to varieties/seed quality
2. Multi County Cotton Conference (Feb) - Seed treatment considerations
3. Cotton Workshop (March) - Soil Temperatures, Optimum planting times, seeding depth/rate
4. Newsletter - following each program to reinforce information plus replant considerations/weeds
5. Establish, Evaluate, and Harvest Cotton Variety (RACE) trial on dryland and irrigated
6. Planting rate demonstration followed by evaluation and harvest
Additional programming towards this issue:

1. News articles on topics above to reinforce education
2. Radio Programs on topics above to reinforce education
3. Mid-season turn row meeting - variety progress, stand establishment demo
4. Crops Tour (Sept) - variety demonstrations
5. 
6. 

Evaluation plans (what are the expected outcomes?):

1. Committee discussion on goals and expected outcomes of programs
2. Retrospective posts utilizing scan-able forms from agents.tamu.edu after each program
3. Harvest results of demonstrations
4. Committee evaluation of programs at the end of the year
5. Word of Mouth/Observation/Discussion
6. 

Interpretation plans (what, who, when, how?):

1. Formal interpretation to Commissioners Court on results of the program
2. Completion of Outcome Summary
3. Interpretation piece distributed to resources, commodity groups, and local businesses
4. Interpretation through newsletters and face to face to civic groups, local partners, producers
5. Interpretation to administrators through timely, detailed reporting on TEXAS
6. 