

**Program: Grain Crops Logic Model**

**Situation: Grain crop production is facing a downward pressure with severe economic distress (high inputs, low commodity prices, high land rent, flooded machinery market) for the foreseeable future.**

Inputs	Outputs		Outcomes -- Impact		
	Activities	Participation	Short	Medium	Long
UK/KSU College of Ag Professionals (agents, specialists) Publications Research Information Diagnostic Centers UK Weather Center Commodity Associations (ex: Soybean Board, Corn Growers, Small Grain Growers) State and Federal Agencies (ex: KDA, NRCS, EPA) Ag Advisory Councils Farmers/Producers	Demonstrations / Plot Trials (including hands-on training) Educational Programs Field Days and Field Walks Farm Visits Conferences Videos / Podcasts Media (ex: social media, blogs, radio, TV, newspaper, newsletters, etc.) Pesticide Applicator Training Workshops CCA Continuing Education Agent In-Service Grain crop related activities, not limited to but could include: Data Analysis/Management, New Technology, UAV's, Crop Scouting, Storage & Hauling, Herbicide Resistance, Water Quality, Regulations, Cost Efficient Inputs, Organic Productions, No-till vs Conventional tillage, GMO Education, Crop production education	Farm Managers and/or Owners (and Landlords) Farm Workers Non-English Speaking Audience (and interpreters) Homeowners Point-of-Sale Employees Custom Applicators Industry Representatives Agents, State and Federal Agency Representatives Certified Crop Advisors Ag Retailers Private Agronomists Bankers County Agents Master Gardeners Non-Farm Public	Awareness of current land grant research concerning grain crop production Identification of IPM practices for grain crops production Increase understanding of production regulations Understanding BioTech traits Understanding importance of and frame work of on-farm trials Understanding of Organic vs Conventional crop production Increase non-farm public understanding of BioTechnology/Organic/Conventional grains crop production Identify active ingredients in crop related ag products Identify herbicide resistant pests and strategies to overcome these pests	Adopt usage of new technology for crop production Maximize awareness of GMO/Organic Production Use diagnostic services to identify insects, disease and weeds Adopt one or more fertility management recommendations Implementation of on-farm trials	Maximize profits for commercial ag producer Minimize environmental impact of air, soil, or living area Improve sustainability of intensively managed crop production systems Significant percentage of producers implementing IPM practices Increase positive opinion of GMO/Conventional production of non-farm individuals

**Assumptions**

Producer budgets will be very tight the next 4 years  
 Regulatory pressure will increase

**External Factors**

Variability in Weather (floods, droughts, etc)  
 Market/Trade Agreements  
 Socio-Economics  
 New Pest Outbreak