



CROSS-COMMODITY RESEARCH & EXTENSION PROGRAM (CROP) WORKING GROUP 2008-2009

| SITUATION | INPUTS | OUTPUTS | | OUTCOMES – IMPACT | | |
|---|--|--|--|---|---|--|
| | | Activities | Participation | Short | Medium | Long Term |
| <p><i>What is the problem or need?</i></p> <p>An ongoing need for communication to identify, prioritize and address issues related to pests, soil and water management, and economics, that often span across commodities and disciplines. The CROP working group has been formed to serve this need, and actively facilitates dialog on critical issues among researchers, Extension personnel and stakeholders at all levels across all crops statewide.</p> | <p><i>What we invest</i></p> <p>Time and energy of specialists and agents to support communication efforts and identify stakeholder priorities related to cross-commodity issues. \$ for travel and meeting logistics.</p> | <p><i>What we do</i></p> <p>CROP Advisory Group meeting; Stakeholder discussion meetings; Working Group planning meetings; Extension meetings; frequent email and telephone communications.</p> <p>Products include cross-commodity pesticide guidelines (continually re-assessed) and additional partnerships, educational products posted to ACIS website and projects (e.g. CIL Working Groups), based on identified needs.</p> | <p><i>Who we reach</i></p> <p>CROP Working Group participants; stakeholders representing several Arizona counties: crop producers, PCAs, commodity groups and organizations, allied industries, and county Extension personnel.</p> | <p><i>What the short term results are</i></p> <p>Increased awareness and knowledge of important cross-commodity issues among stakeholders.</p> <p>Valuable input from stakeholders on key issues and needs that span across crops.</p> <p>Enhanced interdisciplinary communication among Extension personnel system-wide, including enhanced agent interactions.</p> | <p><i>What the medium term results are</i></p> <p>Working group efforts are expected to improve pest management and address other needs and issues that span crops and disciplines.</p> <p>Improved yields and increased client satisfaction.</p> <p>Enhancement of interaction among interdisciplinary Extension personnel across campus, research centers and counties lead to additional projects and interactions.</p> | <p><i>What the ultimate impact(s) is</i></p> <p>Improved production will enhance the economic well-being of clients and contribute to the state's economy.</p> <p>Increased client satisfaction will improve relations between Extension, the university, and the citizens of Arizona, and help raise the status of Extension programs.</p> <p>Improved environmental stewardship.</p> <p>Ongoing dialog will facilitate proactive problem prevention across crops.</p> |