

Program Priority Survey Results Summarized * _____ May 30, 2007

1) *When asked to identify **agriculture and natural resources** educational program priorities of your clientele, the following issues rose to the top.*

Natural Resource Issues

Priority issues involved concerns around water(29), nutrient, weed(7), pesticide (11), microbial contamination, manure, wildlife, tree, soils, range(5), crop, natural resource(3), and drought management.

Economic Issues

Priority issues included agri-security threats, agri-tourism, energy costs(4), farm, ranch, and agribusiness risk management(10), and organic farming.

Land Issues

Priorities included horticultural plantings, agricultural profitability(7), urban agriculture, federal lands access(3), and ecology.

2) *When asked to identify **family and consumer science and/or home economics** educational program priorities of your clientele, the following issues rose to the top.*

Family Issues

Issues centered on family communications(15), parenting, child development(6), consumer education(4), family economic management(17), relationship building, balancing work and family, family health, distance education, and home management(3).

Nutrition and Health Issues

Issues included food safety(10), drug abuse, obesity(7), diabetes, nutrition(19), physical fitness, general health(11), and food preparation.

3) *When asked to identify **4-H and/or youth development** educational program priorities of your clientele, the following issues rose to the top.*

Youth Health Issues

Issues targeted directly at youth included food preparation and nutrition education, body image(6) and physical activity, substance abuse and suicide prevention, and building positive self-esteem and responsibility through leadership(14) and citizenship activities.

Volunteer Development Issues

Issues targeted toward adult and junior leadership(8) included increasing leaders' understanding of youth development stages, knowledge of 4-H

*Numbers placed behind issues indicate 3 or more similar responses.

opportunities available(6), partnering with schools(8), marketing 4-H to broader audiences(16), maximizing the variety of curricula available, and capturing the difference 4-H makes in lives(4).

Agricultural Issues

The project areas of livestock production, horse(8), natural resources, entomology, and shooting sports(4) were specifically mentioned as program priorities. Rodeos, livestock and horse schools, animal showmanship(4), and judging(4) events were also listed as important to 4-H.

4) *When asked to identify **community and economic development** educational program priorities of your clientele, the following issues rose to the top.*

Small Business Development Issues

Niche markets(5), farmers' markets(5), and value added product development, start-up costs, and web marketing were important.

Community Development Issues

Issues included urban, rural and green belt growth, planning(6), infrastructure, and beautification, economic(3) and needs assessments(5), tourism(10), and event planning, job creation (including service sector jobs), health care services, water management, and grant writing.

Financial Management Issues

Money management issues included financial planning, wage improvements, welfare reduction, community kitchen planning, and farm (livestock, horse, pecans, pistachio, & chile) production.

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