***Table 1. Grassfed and Organic Beef: Production Cost and Profit Potential---Outcomes, Outputs, Activities, Inputs and Evaluation***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Expected Outcomes | Outputs  | **Activities** | **Inputs** | **Evaluation/Monitoring Plan; Measurement Methods** |
| Intermedi- ateOutcomes: | Production budgets for:Grass-fed beefOrganic grain-fed beefOrganic grass-fed beef | Collect data from farmers /operations.Compile, analyze and summarize data. | Personnel, cooperating farmers’ time | Budgets completed and linked online to University Extension Web sites and Wisconsin DATCP Web site. |
|  | A total six Field Educational events over two years with attendance of 30 per field event for a total of 180 participants. | Organize and promote field educational events. | Personnel | Attendance at field days will be monitored as well as surveys of participants regarding their learning from the field event. |
|  | Case studies of 14 farms and ranches producing organic or grass-fed beef. | Collect additional information from farms and ranches to allow for characterization of the operation. Identify key factors leading to or limiting success . | Personnel, cooperating farmers’ time | Completion rate of the planned fourteen case studies will be recorded at the end of the project. |
|  | Extension Educators who are better informed of the costs, techniques, and constraints of the niche beef production streams and can extend that information. | Data collection in conjunction with farmers and ranchers. | Personnel | Extension educators that participate in this project, both actively and those who attend outreach events will be surveyed near the end of the project. |
|  | Thirty farmers that have greater confidence in their beef production numbers and financial situation. They will be better prepared educate others about their beef production stream. | Farmer/rancher participation in data recording, compilation and summarization  | Farmer’s time and management | The number of presentations by farmers and ranchers and field events hosted, (other than those outline as part of this project will be monitored |
|  | Other beef producers who are better informed about the potential profitability of the three niche beef production streams. | Presentations at six statewide educational meetings over two years with attendance of 35 at each for a total 210 participants. | Personnel, computer, paper  | Producers at a minimum of four outreach events will be surveyed about their changes in knowledge about the economics of specialty beef |
| Short-term Outcomes: | Protocols for collecting production and economic data on cooperating farms. These protocols will be tailored to each farm operation and for each business manager. | Multi-state meeting for participants to help establish benchmarks for data collection. | Personnel, farmers’ time and maangment | Objective: 85% of program participants will attend the initial statewide project meeting.  |