

PROGRAM LOGIC MODEL WORKSHEET

INSTRUCTIONS - READ BEFORE USING: To create a logic model for a program or project, use the File, Save As commands in Word to save the logic model worksheet as a new file, renaming the new file with a name that reflects the name of your project/program. To complete the logic model, place the cursor within each of the boxes of the logic model worksheet (i.e., NAME, SITUATION, PRIORITIES, INPUTS, OUTPUTS, OUTCOMES, ASSUMPTIONS, EXTERNAL FACTORS AND EVALUATION) and enter the appropriate information about your program/project in each box. If the information you enter causes the worksheet to exceed one page in length, the logic model will automatically wrap over onto the next sheet.

NAME OF PROGRAM/PROJECT:

Corn Verification Program – help maximize profitability

SITUATION:

Corn Production

Producers losing money unnecessarily due to poor management practices

Producers need to adopt recommended practices to break-even/make profit and stay in business

Need for rotational crops for weed control, market volatility, and soil conservation

PRIORITIES:

Conduct needs assessment to determine needs for production support

Work with cooperators to collect pre- and post-harvest yield data on verification demonstration plots

Identify best management practices for corn production (by county or region)

Educate existing and potential corn producers

Provide corn producers with educational programs, resources and technical assistance to improve corn production and efficiency as well as increased profitability.

INPUTS	OUTPUTS		OUTCOMES		
	Activities	Participants	Short-term	Medium-term	Long-term
County Agents Seed Industry Reps Agronomy Specialist Financial Support Technology: Data collection stations for weather and irrigation Ag-Engineer Soils Economist Production/management resource materials Corn Verification Program Data	Production Meetings Field Tours/Days Farm Visits One-on-one consultations Radio Programs Verification field Hybrid trial demonstrations	Producers Private Consultants Merchants Seed Company Representatives Participants will: <ul style="list-style-type: none"> • Indicate a high level of satisfaction with the activities and resources provided through the program • Indicate that the program activities and resources were useful to them and their operations 	Producers will: <ul style="list-style-type: none"> • Increase knowledge of Best Management Practices • Understand pesticides and pesticide use better • Increase knowledge about seed selection • Increase knowledge about markets • Increase knowledge of soil nutrient requirements • Increase knowledge of awareness of irrigation planning 	Producers will: <ul style="list-style-type: none"> • Select hybrids that best fit their operations • Utilize irrigation scheduling • Use pesticides thresholds to determine if and when to treat • Utilize soil testing and make recommended fertilizer applications • Develop a marketing plan 	Producers will experience: <ul style="list-style-type: none"> • Increased yields per units of Inputs • Increase profits

ASSUMPTIONS	EXTERNAL FACTORS
1. Producers want to participate 2. Producers give honest responses in our evaluations 3. The weather will cooperate 4. Industry reps will be willing and interested in participating	1. Weather 2. Weed, disease, and insect pressure 3. Economy 4. Commodity and trade markets 5. Labor, equipment and fuel costs

EVALUATION PLAN:
Producers will report final yields, production practices used. The majority of data will be collected in face-to-face interviews with farmers. Knowledge gain and program satisfaction and usefulness of educational program and resources will be collected at point of delivery (i.e., production meetings, consultations, farm visits, etc.). Usefulness and satisfaction data will also be included in face-to-face interviews. On-farm observations throughout the season will also be used to verify practice usages.