

Logic Model for “Match Made in Heaven: Livestock + Crops”

Expected Outcomes	Outputs	Activities & Inputs	Evaluation
<p>Actions:</p> <p>Project team members and others design and launch educational, market development, and policy work based on information gained from surveys</p> <p>Farm advisors and farm educators outside of the project team will utilize survey data and education and outreach tools in their work with livestock and crop producers, to encourage integration of livestock and grazing with cropping systems.</p> <p>Farmers across 6 states will pursue opportunities to integrate crop and livestock production and increase continuous living cover</p>	<p>Working advisory team of at least 12 farmers and at least 20 regenerative, mainstream, and underserved farmer organizations formed</p> <p>Survey promotional materials and survey instruments developed in collaborative process with consultants and project advisory team</p> <p>Survey deployed by partners and promoted to minimum of 10,000 farmers in 6 states</p> <p>3,000 crop farmers and livestock farmers respond to the opportunity to be heard and</p>	<p>Activities:</p> <p>Recruit minimum of 8 additional organizations for advisory team</p> <p>Recruit 6 crop and 6 livestock farmers for advisory team</p> <p>Literature review and call for resources</p> <p>Survey promotional material development</p>	<p>Track farmer-advisor and organizations’ participation in 14 advisory team meetings</p> <p>Throughout project, conduct brief surveys and polling of farmer advisors and partner organizations to document attitudes toward the collaborative work</p> <p>Track survey deployment by partner organizations; number of farmers reached</p>

<p>Expanding acreage under continuous living cover will protect surface and ground water quality. Grassland wildlife will flourish.</p> <p>Rural community vitality will improve as integration of livestock and cropping systems generates more pathways to profitability for farmers.</p> <p>Learning:</p> <p>20+ partner organizations build trust and capacity to work on crop and livestock integration through collaborative process</p> <p>10,000+ farmers gain information about crop and livestock integration from survey and promotional materials</p> <p>300 farmers gain first-hand information about crop and livestock</p>	<p>help generate information and approaches to education around integration of livestock and crops.</p> <p>Survey results analyzed and used to generate reports, presentations, infographics, fact sheets for use by partners and others</p> <p>Resource library including project documents developed & housed on partner organizations' websites</p> <p>Farmer interview protocol and key economic indicators for crop and livestock integration developed</p> <p>8 case studies developed featuring variety of successful</p>	<p>Survey development, deployment, collection, analysis, reporting</p> <p>Contract with 4 experts in crop and livestock integration and farm financials to develop farmer case study interview protocols</p> <p>Recruit 8 farmers with successful crop and livestock integrated systems as case study subjects</p> <p>Conduct field days on 6 case study subjects' farms, one in each state</p> <p>Inputs:</p>	<p>Count survey returns</p> <p>Document dissemination of survey results to partners, others in partner networks</p> <p>Count attendees at field days, related conference sessions, workshops, etc.</p> <p>At field days, sessions, etc.; survey and document farmer attitudes toward crop and livestock integration practices</p> <p>Track visits to online collection of resource materials and downloads of documents</p>
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<p>integration and witness a farm successfully pursuing integration</p> <p>500 farm educators and farm advisors learn about farmer attitudes, barriers, and needs around crop and livestock integration; and learn about examples of successful crop and livestock integration and the financial enterprise integration tools.</p> <p>Concepts of integration of livestock and crops systems receive media attention that builds public awareness across the region as the survey is promoted widely in 6 states</p>	<p>crop and livestock integration models</p> <p>300 farmers attend field days in 6 states</p> <p>500 farm advisors and educators in the 6-state region engage with case studies and information generated by the survey.</p>	<p>12 existing partner organizations involved in Midwest Perennial Forage Working Group</p> <p>Univ of Wisc Survey Center expertise</p> <p>Farmer advisors</p> <p>Dedicated 0.3 FTE coordinator for collaborative work</p> <p>Experienced project administrators</p>	
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