ANR by the NUMBERS

Selected Highlights from 2013
Agricultural and Natural Resources Extension

7,600,000 visitors on 20 websites
2,100,000 downloads (webinars, podcasts, presentations, video)
1,160,000 fact sheets downloaded or distributed
152,300 contacts at 9,274 meetings, workshops, field days
77,200 subscribers to 38 newsletters
37,850 social media connections (blogs, Twitter, Facebook, LinkedIn)
6,930 face-to-face contacts and 50,900 electronic/online contacts
2,400 news media contacts and popular press articles

Profitability
- 1,878 farmers reported increasing profits as a result of following Extension recommendations provided in Crop Advantage Series.
- Farmers visited by Extension field agronomists indicated a $25 per acre value to each visit and an increased profitability of more than $500 per operation.
- Farmers learned to better identify levels of crop damage, enabling more effective management of fungicide applications and increasing profits by $18.30 per acre on 11,600 acres.
- With Extension assistance, 48 dairy producers installed more efficient milking parlors, increasing their milking capacity and profits.

Managing Risk
- 15 fruit and vegetable producers adopted an integrated production system that included cover crops, resulting in reduced soil erosion, nutrient loss, weed emergence and use of chemical inputs. Benefits included increased organic matter, recycled nutrients and consumer satisfaction regarding sustainability.
- 592 women and landowners learned how to reduce their risk in farming, including existing, new and owner-transition operations.

Increasing Efficiency
- 93 swine operations, representing one-third of the hogs finished in Iowa, received education on proper ventilation of facilities, resulting in reduced energy costs, increased competitiveness, and improved animal health and well-being.
• Hog producers representing 150,000 sows improved reproductive efficiency through Extension management recommendations and by applying a new technology for handling semen. Increased efficiency was valued at $100,500.

Improving Food Safety
• 2,653 Iowans learned food safety measures to offset foodborne illnesses through preventative action and planned changes in their food handling based on Extension recommendations.
• More than 1,000 swine operations completed training in pork quality assurance (PQAPlus) and transport quality assurance (TQA) and reported changes resulting in improved food handling and quality in animal welfare.
• Thanks to Extension educational efforts, a decrease in mortality and injured animals at hog packing plants resulted in an equivalent of the marketing of 21,600 hogs valued at $4.3 million.

Water Quality
• 25,550 people (15,750 private applicators and 9,800 commercial applicators) were trained and certified to safely and effectively apply pesticides, contributing to a cleaner, safer environment.
• 100 percent of private pesticide applicators reported increased understanding of product label information, proper application rates and potential points of water contamination.
• 443 livestock farmers learned best management practices for feedlot manure that reduce environmental degradation; 63 percent reported they would apply less nitrogen fertilizer and 48 percent prevented manure discharge from feedlots.
• 80 farmers and input suppliers learned nitrogen and phosphorus management and conservation strategies that retain nutrients in the soil and indicated they plan to adjust fertilizer rates accordingly.

Informing the Public on Agricultural Literacy
• 3,600 urban consumers, including children, attended three dairy open houses to experience how a dairy operation works and learn about safety and quality of dairy products, animal health and comfort, and environmental sustainability.

Dealing with Extreme Weather
• 2,625 farmers attended 65 drought meetings during June, July and August.
• 324 cattle producers attended 22 meetings on drought-related feedstuff issues to learn about toxic nitrogen levels.
• 1,776 farmers attended 21 meetings on making decisions for delayed or prevented crop planting; decision-making tools and fact sheets were downloaded more than 10,000 times.

[John Lawrence and Sorrel Brown, February 2014]