

From Data to Description — What CAS survey results tell us

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Sorrel Brown
Program Evaluation
ANR Extension



Crop Advantage Series

- Several educational opportunities
 - Not an isolated event
- Focused on a clear issue
 - Predetermined outcomes



Crop Advantage Series Evaluation

- Before drafting questions
 - Benchmark
 - Know what intend to report
 - Don't ask what you won't use



Crop Advantage Series Evaluation

- Clearly defined audience
 - Measure changes over time
 - Follow-up
 - Benefits to participants



Outcomes

Short-term	Mid-term	Long-term
Awareness created	Behavior changed	Improved conditions
Knowledge gained	Decisions made	New standard or benchmark for: <ul style="list-style-type: none"> ·enterprise ·environment ·society ·sustainability
Problems identified	New practices implemented	
Attitudes changed	Recommendations adopted	Positive economic effect
Skills learned	Profitability increased	Enhanced quality of life
Incentives created		Revitalized community



Q3: I mixed an insecticide w/ the last application of a post-emergence herbicide in an attempt to prevent an aphid infestation.

Yes No

- **89.6%** CAS participants did not apply an insecticide in 2009 based on what they learned at the 2009 CAS program
 - Aphid numbers not at action threshold (**82.5%**)
 - Beneficials would have been destroyed (**63.6%**)
 - Not economical (**69%**)



Q3: I mixed an insecticide w/ the last application of a post-emergence herbicide in an attempt to prevent an aphid infestation. Most said "No"

- Participants made a decision because of an Extension recommendation not to apply an insecticide in 2009 based on what they learned at the CAS program. This decision had a direct impact on their cost inputs.



Q6: In deciding to apply or not apply P and K fertilizer for the 2009 growing season:

- The soil tests were taken within the last 4 years. (96.6%)
- Crop removal was considered if the soil test was in optimum range. (89.1%)
- The likelihood of a yield increase that would more than pay for fertilizer and application costs was taken into account. (83.1%)



Q6: In deciding to apply or not apply P and K fertilizer for the 2009 growing season:

- Participants used the knowledge they gained thru the CAS program to make decisions about their operation that affected their profitability.



Q8: In deciding to apply a specific rate of nitrogen to corn for the 2009 growing season:

- Less nitrogen after soybean was applied than to corn following corn (88%)
- The N rate applied was adjusted based on the current price ratio of N to corn (57.9%)
- The range of rates around the maximum return to N rate was considered. (78.2%)



Q8: In deciding to apply a specific rate of nitrogen to corn for the 2009 growing season:

- Participants took action that impacted their cost per unit of N fertilizer based on the recommendations made by Extension personnel at CAS programs. We might make a case re a spin-off effect that they are more competitive.



Q9: I applied a foliar fungicide to some of my fields.

	Yes	No
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- Corn (No = 59.6%)
- Soybean (No = 68.9%)

The high percentage who answered NO may have made their decision based on what they learned thru CAS, **but** we don't know that because we didn't ask that question.



What else did we ask CAS participants?

- Total SB acres grown
- Brand names of insecticides used
- Gender
- Profession
- Age range



How will the Crops team use this information in annual reports?

- Total SB acres grown
- Brand names of insecticides used
- Gender
- Profession
- Age range



Evaluating ANRE Programs

- Value from education
 - Apply research to field situations
 - Interpret information in timely manner
- Practical benefits
 - Save money, time
 - Support producer goals and values
- Rational change
 - Help remove barriers



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