

IOWA STATE UNIVERSITY

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ANR NEWS

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This electronic newsletter from Extension to Agriculture and Natural Resources (ANR) is sent monthly to ANR faculty, field specialists, program staff, and all CEEDs. It is intended to provide current information regarding ANR administration and programs. Please let us know of topics you would like addressed.

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JERRY'S COMMENTS

Dr. Pat Halbur, Professor and Chair, Department of Veterinary Diagnostic and Production Animal Medicine, College of Veterinary Medicine, and I are pleased to announce that Dr. Grant Dewell has accepted the position of Assistant Professor and Extension Veterinarian for Beef Production Medicine and Health effective November 1, 2008. Dr. Dewell's most recent position was at Colorado State University with the Animal Population Health Institute and the Horton Research Center. Dr. Dewell has experience in the private sector as a veterinarian and completed a Ph.D. in epidemiology. As part of his Extension responsibilities Dr. Dewell will participate in the Iowa Beef Center plan-of-work.

In addition to Dr. Grant Dewell's appointment as an Extension Veterinarian, Dr. Halbur announced 2 other appointments that are assigned outreach responsibilities and are available to assist Extension faculty and staff. Dr. Renee Dewell will join the department as a clinician with responsibilities in food supply research and outreach. Her most recent position was post-doctoral researcher at the Animal Population Health Institute at Colorado State University. Dr. Jan Shearer, an internationally renowned leader in dairy production medicine and Extension, will join the department in 2009. Dr. Shearer currently serves as a Professor and Dairy Extension Veterinarian at the University of Florida. The appointment of these veterinarians at the College of Veterinary Medicine will enhance the capacity of ANR Extension to provide educational activities in both beef and dairy medicine and health. As a reminder, ANR Extension consists of 3 components: field specialists with responsibilities for agriculture and natural resources, faculty and staff in the College of Agriculture and Life Sciences, and faculty and staff in the College of Veterinary Medicine.

Crop harvest continues as an active task across Iowa. As follow-up to my comments last month I encourage each of you to include a safety message in your local newsletters, news releases and radio broadcasts. If ISU Extension faculty and staff can help prevent one accident it is a good day for everyone!

MARCH 25, 2009 -- PROFESSIONAL DEVELOPMENT AND PROGRAM SUMMIT

On March 25, the ANR Extension Professional Development and Program Summit will be held in Ames. All ANR faculty, field specialists, and program staff will meet to discuss new opportunities unfolding in Iowa agriculture that provide new opportunities for ANR Extension programming and to update 2010-2014 plan-of-work objectives, outputs, and outcome measures. All County Extension Education Directors are invited to participate. More detailed information will be provided in the February ANR Newsletter. In the meantime, please hold the date.

UPCOMING ANR LUNCH AND LEARN DATE AND TOPIC

The following ANR Lunch and Learn session has been scheduled:

December 12 – the Food, Conservation and Energy Act of 2008 (2008 Farm Bill). Dr. William Edwards, ISU Extension Economist, and Dr. Chad Hart, ISU Outreach Economist, will provide an overview of the key elements of the 2008 Farm Bill Titles.

The session is offered via Adobe Connect from noon to 12:45 pm and designed to address the following points:

1. An outline of the opportunities, potential economic impacts, and/or challenges associated with the topic.
2. A review of new or available resources.
3. A discussion of programming implications.

Previous ANR Lunch and Learn sessions are archived at:
<http://www.extension.iastate.edu/ag/staff/lunchandlearn.html>

IOWA ORGANIC CONFERENCE TO BE HELD ON NOVEMBER 24

The Iowa State University Organic Agriculture Program has scheduled the 8th Annual Iowa Organic Conference for November 24, 2008 at the Scheman Building on the Iowa State University campus.

The Iowa Organic Conference has gained a reputation in the Midwest as an excellent resource for individuals and organizations involved in organic agriculture. This conference is an excellent educational and networking opportunity for farmers, organizations, agribusiness professionals, students, and many others.

This year's conference will once again feature the organic tradeshow and organic luncheon and feature 15 breakout sessions covering some of the most current topics in organic agriculture.

For more information on the conference, please visit the website at:
<http://www.ucs.iastate.edu/mnet/organic08/home.html>.

COMMUNITY CONVERSATION II RESOURCE SITE

The Bioeconomy Community Conversation II: Food, Feed and Fuel discussions will be held across the state in November. Resources have been posted on the ISU Extension staff only web page and are available for use by all Extension personnel. The URL is:

<http://www.extension.iastate.edu/forstaff>

AG CHEMICAL DEALER UPDATES PROVIDE LATEST INFORMATION ON CROP INPUTS

Updates on the latest crop production products and recommendations are the featured topics of the 2008 Ag Chemical Dealer Update Series. The series will be held Dec. 1 to 18 at eight locations around Iowa. Each location will feature presentations on weed, insect and crop disease management as well as soil nutrient management. Each meeting is approved for Certified Crop Adviser (CCA) credits. In addition, the meetings offer recertification for Iowa Commercial Pesticide Applicators in categories 1A, 1B, 1C and 10. For more information visit the Agribusiness Education Program website at <http://www.aep.iastate.edu>.

INTEGRATED CROP CONFERENCE AND AGRIBUSINESS EXPO SET FOR DECEMBER 10-11

The Iowa State University Integrated Crop Management Conference and the Agribusiness Association of Iowa (AAI) Agribusiness Expo will be held Dec. 10 and 11 at the Iowa State Center. Conference attendees can choose from 42 workshops that offer the latest information on crop production and protection technology in Iowa and surrounding states. Workshops are

offered by ISU faculty and staff and invited speakers from around the Midwest. Registration for the 2008 Integrated Crop Management Conference and Agribusiness Expo is now open. Early registration is \$185. To register online for this event or for more information, visit the Agribusiness Education Program Web site at <http://www.aep.iastate.edu>.

ON-FARM RESEARCH CONFERENCE FOCUSES ON METHODS TO GENERATE QUALITY DATA

The On-Farm Research Conference features training to help extension, agribusinesses and leading growers conduct scientifically valid in-field research. The program includes sections on selecting research sites, methods and technology for data collection, and basic statistics and analyses of data generated. The conference features a combination of general sessions and workshops that attendees can select from. The conference will be held on December 18-19, 2008 at the Knapp-Storms Dining Complex on the ISU campus, and is being conducted by ISU Extension and the ISU Corn and Soybean Initiative through a grant from the North Central Integrated Pest Management Center. The registration fee is \$50 postmarked by December 11. Late registration fee is \$75. Pre-registration is required for this conference. More information about the conference is available at <http://www.aep.iastate.edu/onfarm>, or by calling ISU Agribusiness Education Program at (515) 294-6429.

SMALL FARMS HAVE BIG POTENTIAL, EXTENSION SPECIALIST SAYS

How big is a small farm? What may seem like a contradiction is instead a key question for understanding Iowa's farm economy, says Andy Larson. Larson is ISU Extension's new small farms specialist. Larson and ISU Extension's Small Farm Sustainability program are sorting through the issues. Details: <http://www.extension.iastate.edu/news/2008/oct/121402.htm>

SOWBRIDGE EDUCATIONAL SERIES OFFERS FLEXIBILITY, CONVENIENCE

Following a successful first year, the distance education program SowBridge begins again in November. Extension swine specialist Ken Stalder said the program received great reviews from a wide range of participants and that helped solidify the decision to continue offering it. People from 15 states and a Canadian province took part last year. More: <http://www.extension.iastate.edu/news/2008/oct/150601.htm>

FOOD SAFETY CONFERENCE HELD AT WEST LIBERTY FOODS

The Iowa State University Meat Laboratory co-sponsored a Food Safety Conference with West Liberty Foods, West Liberty, IA in mid-October. During the program West Liberty Foods shared with attendees a copy of their award winning food safety program which was developed in partnership with Iowa State University Extension. At the conference Ed Garrett, President and CEO of West Liberty Foods, stated; *At West Liberty Foods we do not consider food safety information proprietary and we are happy to share with others food safety techniques and programs that have been successful for us.* The 48 attendees represented industry, USDA/FSIS,

Iowa Meat and Poultry Inspection and the media.

FEW CHANGES TO PORK POWERHOUSES® 2008 LISTS

The annual release by Successful Farming's Agriculture Online of the 20 largest pork producers in the U.S. (Pork Powerhouses® 2008) shows few changes, most likely to no one's surprise. Total numbers are virtually identical to those of 2007, and the first eight of the top 10 companies have the same rank as 2007 with Smithfield Foods of Virginia continuing to lead the way. Maxwell Foods of Goldsboro, North Carolina (9th place this year) and AMVC Management of Audubon, Iowa (10th place this year) reversed positions from the 2007 ranking. Iowa Select Farms from Iowa Falls is the only other top 10 company headquartered in Iowa. You can read the Agriculture Online story here <http://snipr.com/44oxt> and also download the specific top 20 U.S. list here <http://www.agriculture.com/ag/pdf/08Powerhouses10.pdf> and the specific Canadian top 5 list here <http://www.agriculture.com/ag/pdf/08PowerhousesCanada09.pdf> All five from 2007 are there for 2008, although the sow cull program has reduced numbers overall for our neighbors to the north.

SARE GETS A NEW MISSION AND LOGO

Sustainable Agriculture and Research Extension (SARE) tension) has released a new vision and mission statement, and a new logo!

SARE's vision is an enduring American agriculture of the highest quality. This agriculture is profitable, protects the nation's land and water and is a force for a rewarding way of life for farmers and ranchers whose quality products and operations sustain their communities and society.

SARE's mission is to advance - to the whole of American agriculture - innovations that improve profitability, stewardship and quality of life by investing in groundbreaking research and education.

For 20 years, SARE's contributions to sustainable agriculture have been driven by, and dependent upon, crucial partnerships with some of the nation's most innovative farmers and ranchers, land-grant universities and other organizations. For an animated introduction of SARE's new vision and mission statement and new logo click on the following URL: http://www.sare.org/mission/cow_music/index.html

FIRST IMMIGRANT ENTREPRENEURS SUMMIT

The Small Business Administration, the Iowa Department of Economic Development, Drake University, and other business development stakeholders have announced the first Immigrant Entrepreneurs Summit. The Summit will take place on Saturday, November 15, 2008 at Drake University's Olmstead Center.

The 2008 Immigrant Entrepreneurs Summit's mission is to bring immigrant businesses and business service providers together to share information, learn best business practices, and celebrate the contributions immigrant businesses make to the overall community. The Summit will exhibit the success stories of immigrant entrepreneurs. Immigrant business owners will share ideas for business growth and keys to their success. Participants will be able to make connections and learn from others in a non-competitive and supportive environment.

The Summit consists of opening and closing keynote sessions and four workshops with a bilingual track. Each workshop is designed to address the specific issues related to immigrant and minorities such as:

Summit organizers invite immigrant business owners, business service providers and all concerned community members to take part in this event. The registration fee is \$50 for the general public and \$30 for immigrant-owned business owners. Breakfast and lunch are included. For more information, please visit <http://www.communitytaxclinic.com/>.

FARM FINANCIAL PLANNING ASSISTANCE

ISU Extension is pleased to announce that the services of the Farm Financial Planning Associates will temporarily be provided at no charge. Farm families in disaster affected counties are invited to use this program to evaluate their farm business in response to flooding, delayed planting, and/or rising livestock feed costs. Farm Financial Planning is Iowa State University Extension's farm financial analysis program. It consists of one-on-one financial counseling, a computerized analysis of the farm business, and referral to other extension programs or outside services that may be useful. Farm Financial Planning helps answer three basic questions of sound business management. Where am I today? Where do I want to be in the future? How do I get there? For more information on the associates serving your county, visit our web site at: <http://www.extension.iastate.edu/farmanalysis/>

POST-THEN-PRE FOR ACCURACY IN MEASURING OUTCOMES – Sorrel Brown

In Extension, a common approach to document behavior change has been to use a pretest-posttest design. However, this approach can result in an inaccurate assessment of educational outcomes because participants may not have the ability to assess their baseline behavior to give a rigorous comparison. And by the end of the program, their new found knowledge may well influence their responses to a posttest.

A “post-then-pre” test design corrects this inaccuracy. A pretest is not given at the beginning of the program. Rather, participants answer two questions at the conclusion of the program: 1) what will be their behavior as a result of the knowledge they gained (posttest), and 2) what had been their behavior before the program (pretest). The "post-then-pre" design accounts for changes in participants' knowledge by allowing them to first report on learned behaviors (post); and then rate how they perceived these same behaviors just before attending the program (then pre). For example:

Before attending X program, DID I?	After attending X program, WILL I?
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Develop a soil test map for each field	1	2	3	4	1	2	3	4
Soil test for precise fertilizer application	1	2	3	4	1	2	3	4
Use soil test results to target fertilizer applications	1	2	3	4	1	2	3	4

[Rating scale: 1 = never 2 = seldom 3 = about half the time 4 = almost always]

Next month, I'll describe how to use the results of this kind of outcome approach to describe outcomes.

FUNDING OPPORTUNITIES

Resource Enhancement and Protection (REAP) Conservation Education Program, Iowa Department of Natural Resources

PURPOSE: to stimulate long-term environmental education throughout Iowa.

Environmental education teaches children and adults how to learn about and investigate their environment, and to make intelligent, informed decisions about how they can take care of it. Environmental education is taught in traditional classrooms, in communities, and in settings like nature centers, museums, parks, and zoos. Grants range from \$2,500 to \$50,000; the average grant is less than \$25,000. In carrying out the work of a grant, applicants are strongly encouraged to include public communications as an objective and/or activity of their project. Partnerships and networks are also encouraged. Matching funds are not required but are encouraged. Guidelines are available at: <http://www.iowadnr.gov/reap/cep.html>

DEADLINE: November 1, 2008

North Central Region Integrated Pest Management Competitive Grants Program, CSREES, USDA

PURPOSE: to support the continuum of research and extension projects to increase the implementation of integrated pest management (IPM)

Projects are limited to 3 years. The maximum for research projects is \$100,000; the maximum for Extension projects is \$80,000; joint research-extension projects are limited to \$175,000. Specific objectives for the FY 2009 grant program are outlined in the guidelines: http://www.csrees.usda.gov/funding/rfas/ipm_northcentral.html

DEADLINE: November 17, 2008

Secondary Education, Two-Year Postsecondary Education, and Agriculture in the K-12 Classroom Challenge Grants program, CSREES, USDA

PURPOSE: to enhance the curricula in agricultural education and interest young people in pursuing higher education to prepare for scientific and professional careers in the food and agricultural sciences.

Proposals for a single-institution project are limited to \$35,000. Projects proposed by an applicant and at least one additional partner institution may request up to \$50,000. Matching funds are required on a dollar-for-dollar basis from non-federal sources. Additional information is available in the guidelines:

<http://www.csrees.usda.gov/fo/educationchallengessecondaryhep.cfm>

DEADLINE: December 15, 2008

SELECTED CALENDAR OF EVENTS

November-December: 35th Annual Farm Income Tax Schools, various locations around the state. <http://www.calt.iastate.edu/brochures/FIT08brochure.pdf>

November 6-7: Swine Disease Conference for Practitioners, Scheman Bldg., ISU, Ames. <http://www.ucs.iastate.edu/mnet/swinedisease/home.html>

November 11-13: Basic Sausage Short Course, Meat Laboratory, ISU, Ames. <http://www.ans.iastate.edu/meatcourses/basicsausages/about.html>

November 21: Iowa-Illinois Fruit & Vegetable Symposium, Scott County Extension Office, Bettendorf. <http://www.extension.iastate.edu/johnson/news/FVmeeting.htm>

November 23-24: 8th Annual Iowa Organic Conference, Scheman Bldg., ISU, Ames. <http://www.ucs.iastate.edu/mnet/organic08/home.html>

December 1-18: Ag Chemical Dealer Updates, statewide. <http://www.aep.iastate.edu/acu/homepage.html>

December 10-11: Integrated Crop Management Conference and Agribusiness Expo, Iowa State Center, ISU, Ames. <http://www.aep.iastate.edu/icm/homepage.html>

December 18-19: On-Farm Research Conference, Knapp-Storms Dining Complex, ISU Campus, Ames. <http://www.aep.iastate.edu/onfarm/homepage.html>

January 5-29, 2009: Crop Advantage Series, statewide. <http://www.aep.iastate.edu/cas/homepage.html>

January 7, 2009: Commercial Manure Applicator Satellite Uplink (and webcast), 9:00 a.m. – Noon, statewide. <http://www.agronext.iastate.edu/immag/mac.html>

March 9-10, 2009: Iowa Water Conference, Scheman Bldg., ISU, Ames.

March 25, 2009: ANR Professional Development, Ames.

March 27-28, 2009: Women Around Ag Conference, Best Western Holiday Lodge, Clear Lake.

ISUE Calendar of Events website: <http://dbs.extension.iastate.edu/calendar/>

ANR FIELD & STATE STAFF DIRECTORY UPDATE

The ANR Field & State Staff directory has been revised and is available at:

<http://www.extension.iastate.edu/ag/contacts.html>

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