
Volume 12, #4

ANR NEWS

January 2008

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

Earlier this month two outstanding communication pieces were printed and distributed.

Hopefully you received a copy of both publications and have taken time to review the material in each. What am I referring to? First, the inaugural Fall 2007 issue of "Stories" published and distributed by the Communications Unit, College of Agriculture and Life Sciences. "Stories" was distributed by surface mail to all College of Agriculture and Life Sciences Alumni, so many of you have received a copy. If you did not receive a copy the publication is available at <http://www.ag.iastate.edu/stories/> This inaugural periodic update showcases a broad portfolio of research, teaching and Extension activities within the College.

The second publication is the 20th Anniversary edition of the Leopold Center for Sustainable Agriculture 2006-2007 annual report that is in the process of being posted on the Leopold Center's web site. When posted it will be available at

<http://www.leopold.iastate.edu/pubs/annual/annual.htm> This too is a very informative report that highlights several ANR Extension projects and initiatives. I encourage each of you to find a few minutes in your busy schedules to review these two publications.

Many of you do not have the opportunity or time to allocate to listen to the noon program featured on Iowa Public Radio where agriculture and natural resources topics are featured on a regular basis. With the advent of web-casts many of the featured interviews and comments by ANR Extension specialists are now available through web access. The web sites to access these featured web-casts are <http://129.186.89.193/radio/index.php> and <http://129.186.89.193/radio/weeklycd2007.php> Again, if you have not accessed these web sites you are encouraged to do so.

Finally a gentle reminder that winter weather can increase the risk of accidents. Keep safety in mind as plan and execute your daily activities.

UPCOMING ANR LUNCH AND LEARN DATES AND TOPICS

The following ANR Lunch and Learn session dates and topics have been scheduled:

February 8 – New Bioeconomy Educational Materials Designed for Extension Personnel (Jill Euken, Deputy Director, ISU Bioeconomy Institute)

March 7 – What is the New Century Farm? (Joe Colletti, Senior Associate Dean, ISU College of Agriculture and Life Sciences)

Both sessions are offered via Adobe Connect from noon to 12:45 pm and are 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>

MARCH 26 -- PROFESSIONAL DEVELOPMENT AND PROGRAM SUMMIT

On March 26, the second ANR Extension Professional Development and Program Summit will be held in Ames. All ANR faculty, field specialists, and program staff will meet in the ISU Memorial Union, South Ballroom starting at 8:50 a.m. The primary purposes of the event are to discuss new opportunities unfolding in Iowa agriculture that provide new opportunities for ANR Extension programming and to update 2009-2013 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, contact Paul Brown if you have questions.

VISIT IOWA FARMS AGRITOURISM CONFERENCE PLANNED FOR MARCH 15

The Iowa Agritourism Working Group, supported by the Value Added Agriculture Program and other departments within Iowa State University Extension, the Iowa Farm Bureau Federation, the Iowa Department of Agriculture, Iowa Department of Economic Development, Iowa Department of Natural Resources, Silos and Smokestacks, Iowa Natural Heritage Foundation and the Iowa Fruit & Vegetable Growers Association, is planning a conference to address the importance and issues surrounding marketing agritourism operations. Value Added Agriculture Program Director Ray Hansen said this team addresses important challenges in growing this industry in Iowa.

“Rural tourism activities are the third most popular activities in Iowa, and spending on rural trips accounts for a growing percentage of total Iowa tourism revenues. Our goal is to enable producers to grow this industry,” Hansen said.

The Visit Iowa Farms conference is planned for March 15 at the Scheman Building on the Iowa State University campus in Ames. The conference agenda will focus on marketing issues and will open with comments from Iowa Secretary of Agriculture Bill Northey. Sessions will target marketing plan development, website marketing, creating a hospitality mindset, market research, ad creation and farm signage. Producer panels are planned for question and answer sessions. Partial funding for the conference is provided by the North Central Risk Management Education Center.

For registration information, visit <http://www.ucs.iastate.edu/mnet/iowafarms/home.html>. For more information, contact the Value Added Agriculture Program at 515-294-9483.

EVALUATIONS by Sorrel Brown

According to our Federal partner, “the main focus of the Annual Report should be on Outcomes and Impact Statements, not Outputs. The emphasis should be on change in knowledge or learning, change in action or behavior, and change in condition outcomes. However, reporting milestones on the way to condition and behavior change is also an excellent way to show progress toward these changes if these outcome changes have not yet occurred.”

They ask us to focus first on change in condition outcomes if available. If we can’t show that, the focus should be on change in behavior outcomes, followed by change in knowledge outcomes.

These types of changes are defined as follows:

Change in condition shows a long-term outcome.

Change in behavior outcomes shows a mid-term outcome.

Change in knowledge is short-term.

It's important to understand what you are asking your audiences to tell you when you give them an evaluation to complete. Are you measuring a gain in knowledge or awareness, or actually trying to determine a change in their behavior or conditions resulting from their changed behavior?

3RD ANNUAL I-29 CORRIDOR DAIRY MEETING FOCUSES ON "BREED FOR SUCCESS"

The Annual I-29 Corridor Dairy meeting is a regional dairy information meeting dedicated to discussion of pertinent topics in dairy herd health and management. The learning event is planned and coordinated jointly by the University Extension staff from the four land grant universities serving the region: Iowa, Minnesota, Nebraska, and South Dakota. The theme for the 2008 program is "Breed for Success", and all program presentations will focus on strategies for successful, profitable dairy herd reproduction program decisions and management. All dairy producers and consultants in the multi-state I-29 Corridor region are invited to attend one of three sites: January 30 at Brookings SD; January 31 at Sheldon, IA; and February 1 at Pipestone, MN. The program at all sites begins at 10:30 a.m. and adjourns at 3:45 p.m.

The program features 3 speakers expert in various aspects of dairy herd reproduction management: Dr Neil Michael opens the program with a look at "Economic Opportunities to Improve Reproduction." Dr Stephen Emanuele will follow with a discussion of the "Nutrition Connection to Reproductive Performance." Dr. Les Hansen will address "The Importance of Genetics for Fertility of High-Producing Dairy Cows: The ABCs of Purebreeding and Cross-breeding."

The afternoon program will offer breakout sessions aimed at making practical application of the principles presented by each of the speakers. To round out the day, representatives from the sponsor companies will have display tables set up and will be available throughout the meeting to talk with meeting participants about updates in products and services.

Pre-registration by January 21 is strongly recommended, however walk-in registrations will be accepted. For the January 30 Brookings site, call Valerie at 605-688-4116; for the January 31 Sheldon, IA site, call Chris Mondak at 712-737-4230, and for the February 1 Pipestone, MN site, call Merri Post at 507-825-6715. Registration fee is \$20/person and includes lunch and Proceedings book.

<http://www.extension.iastate.edu/ag/info/2008-I-29%20brochure-IOWA.pdf>

INSTITUTE FOR FOOD SAFETY & SECURITY AFFILIATED FACULTY BEGIN BLOG

The Iowa State Food Safety Project has launched a blog for those interested in safe food. Bloggers include experts representing various departments: Joe Sebranek and Jim Dickson, animal science; Sam Beattie, food science and human nutrition; Catherine Strohbehn, hotel, restaurant and institution management; James McKean, veterinary medicine. More: <http://www.extension.iastate.edu/mt/foodsafety/>

BEGINNING FARMERS CONFERENCE TO BE JAN. 26

The third annual Beginning Farmers Conference will be held Jan. 26 at the Gateway Hotel and Conference Center in Ames, hosted by the Beginning Farmers Network (BFN) at Iowa State University. http://www.ag.iastate.edu/aginfo/news_detail.php?var1=389

NRI GRANT REPORT SHOWS NICHE PORK PRODUCTION NUMBERS

Learn more about numbers from 41 farrow-to-finish farms that are part of a National Research Initiative Grant. The report, "Costs, Returns, Production and Financial Efficiency of Niche Pork Production in 2006," illustrates results from the project that focused on working with niche pork producers to establish production and financial record systems for their pork production operations. The report covers 2006 and uses both standardized information such as corn price, interest on capital, and pig inventory, and individual information such as other grains and supplements. Averages are included for all 41 farms. Averages for the top 15 farms and bottom 15 farms (based on return to capital, unpaid labor and management per hundred pounds of pork produced) also are included. The project is coordinated through Iowa Pork Industry Center (IPIC) and Practical Farmers of Iowa (PFI), and the report was prepared by James Kliebenstein and John Mabry of ISU, Dave Stender of ISU Extension and Gary Huber of PFI. You can read and download the report from the IPIC Web site here <http://snipr.com/1xgc4>

UPGRADES TO U.S. PORK CENTER'S INFORMATION GATEWAY IMPROVE USABILITY

The U.S. Pork Center of Excellence has upgraded the Pork Information Gateway (PIG) Web site, <http://isu.porkgateway.org>, for improved usability. The newest feature is the PIG Library which provides questions and answers, fact sheets and references about pork production. A username and password are required to view the PIG Library, but the entire site remains free for all users.

PIG is an online resource tool for the U.S. Pork Industry launched in 2006 by the U.S. Pork Center of Excellence. The center, housed at the National Swine Research and Information Center at Iowa State University, was established in 2005 as a public/private partnership to bring together academic expertise in research, teaching and extension related to pork production. There are two governmental agencies, two industry associations, 14 state pork producer associations and 24 land-grant universities involved in the coalition.

SUPPORT TO ATTEND SARE CONFERENCE FOR COMMUNITY DEVELOPMENT EXTENSION EDUCATORS

Sustainable Agriculture Research and Extension (SARE) is celebrating its 25th anniversary conference in Kansas City March 25-27, 2008. Conference information is available at: <http://www.sare.org/2008Conference/index.htm>

In order to increase the collaboration between sustainable agriculture and community development, the North Central Regional Center for Rural Development is awarding five travelships of \$750 each to community development extension educators in the region to help them form new partnerships. There will be an obligation of those supported:

1. to participate in a conference call prior to the meeting to discuss strategies to maximize the benefit of participation,
2. to meet as a group briefly during the meetings,
3. to write a report of the actions they plan as a result of what they learned and who they met at the meetings which will be shared within the region, and
4. to participate in a final phone conference to discuss progress on those actions and suggestions for further regional activities to build stronger partnerships.

Applications should include

1. Name
2. Current position
3. Past experience with SARE or other sustainable agriculture groups
4. Potential of more fully integrating community development with sustainable agriculture in their Extension work.
5. A letter supporting their attendance and program integration from their state program leader.

Please send the applications to Cornelia Flora cflora@iastate.edu with a copy to Pam Cooper pkcooper@iastate.edu. Applications will be accepted through February 22, so those chosen will be able to register by March 1.

NEW PEST MANAGEMENT AND THE ENVIRONMENT WEBSITE

The Pest Management and the Environment (PME) program recently announced the release of a new website located at <http://www.extension.iastate.edu/pme/>. A special thank you goes to Kathy Wilson, PME Program Assistant, and PME colleagues, Kristine Schaefer, Mark Shour, Betsy Buffington, Daren Mueller, Mark Hanna, Linda Naeve, and Beth Minner.

MASTER GARDENER SUMMER SESSION

Master Gardeners are invited to participate in the first Iowa Master Gardener Summer Session scheduled for July 11 and 12, 2008 on the Iowa State University campus.

This intensive and interactive training will feature plant disease diagnostics, plant identification, review of horticulture resources, and tips to help answer client's questions through phone and email correspondence. The program will be held rain or shine. For more details, contact James Romer at (515) 294-2336 or email jromer@iastate.edu.

WOMEN'S AG NETWORKING EDUCATION TEAM (NET)

The Women's Ag Networking Team (NET) is a joint effort between the Overall Women in Ag, Women Adding Value to Ag, and Iowa Women in Ag groups, and is funded by a North Central

Risk Management Education Grant. The project is an internet based networking system where women can receive answers to their questions from a panel of experts via email. The experts include state and field extension specialists, women produces, agri-business professionals, and veterinarians. The web page is <http://www.iowawomeninag.org/id23.html> .

NEW EDITION OF ACREAGE LIVING NEWSLETTER ON-LINE IN FEBRUARY

A new edition of the Acreage Living Newsletter is expected to be on-line the first of February. It will be published monthly in a web-based format and offered to the public at no charge via web-based registration. County Extension Offices will have the option to print the newsletter from the web and make it available to the public on a subscription basis.

Shawn Shouse, Extension Field Specialist – Agricultural Engineering, and Paul Brown, Assistant ANR Program Director, will serve as managing editors. They will be responsible for monthly deadlines and publication schedules, marketing, and working with theme editors and the editorial board.

The editorial board includes managing editors, theme editors, and one CEED representative from each Extension Administrative Area. The editorial board will meet once or twice per year to address publication, marketing, and format issues; schedule content themes; and evaluate progress. CEED representatives include: David Andrews – Story County, Bruce Bearinger – Buchanan County, Becky Bray – Scott County, Al Grigg – Osceola County, and Clinton McDonald – Harrison County.

Theme editors assigned represent a broad array of expertise at ISU, establish strong departmental connections, and provide leadership to either write articles or involve others in writing. Themes and editors are listed as follows:

Rural residence maintenance -- Shawn Shouse

Water quality and management -- Tom Glanville

Rural safety and emergency preparedness -- Charles Schwab

Grounds management -- Dave Minner, Bob Hartzler, Donald Lewis, and Steve Barnhart

Natural resource management -- Jim Pease, Jesse Randall, and Rich Clayton

Small machinery and energy -- Mark Hanna

Small farm enterprises -- Dan Morriscal, Hank Taber, and Paul Domoto

Companion animals -- Peggy Miller

Public affairs -- Mark Edelman and Gordon Arbuckle

Family life -- Jeanne Warning

FUNDING OPPORTUNITIES

Youth Mentoring, Iowa Department of Public Health

PURPOSE: Increase the percent of youth 12-17 years old who are free of alcohol, tobacco and other drugs, and annually monitor and evaluate the increase; increase and sustain state, county, community, and neighborhood collaborative groups in Iowa to reduce problems of alcohol, tobacco, and other drugs and problem gambling.

Applicants may apply for up to \$45,000 for projects starting 7/1/08. There is a required match; IDPH provides 2/3 of the project cost; the applicant provides 1/3 of the project cost. See the guidelines for details (scroll down to Youth Mentoring RFP):

http://www.idph.state.ia.us/apl/notice_of_funds.asp

DEADLINE: January 31, 2008 for letter of intent
February 14, 2008 for application

Conservation Innovation Grants (CIG), Natural Resources Conservation Service (NRCS), USDA

PURPOSE: to stimulate the development and adoption of innovative conservation approaches and technologies while leveraging Federal investment in environmental enhancement and protection, in conjunction with agricultural production.

The national competition invites proposals that address one or more of the CIG natural resource concerns. Proposals are also invited to address one or more of the CIG technology categories. The website gives brief descriptions of grants awarded in previous years. Guidelines are available at: <http://www.nrcs.usda.gov/programs/cig/>

DEADLINE: February 20, 2008

Community Action for a Renewed Environment (CARE), U. S. Environmental Protection Agency

PURPOSE: to build the capacity of communities to understand and take effective actions at the local level to address existing environmental concerns.

The CARE program will provide funding, information, training, technical support and help to build collaborative local partnerships, improved access to voluntary programs and address environmental concerns. This is the fourth CARE solicitation. Information on previously funded projects is available on the web at www.epa.gov/care

Informational sessions for potential applicants via a national web cast seminar will be available on 1/18/08, 2/11/08, and 2/27/08 (p. 12 of the RFP). For detailed information, see:

http://www.epa.gov/air/grants_funding.html#0802

DEADLINE: March 17, 2008

Section 319 Grant Program, Iowa Department of Natural Resources

PURPOSE: to implement nonpoint source pollution control programs and help protect or improve water quality.

The State of Iowa submits an annual application to EPA for Section 319 funding. As a part of this application, the Iowa DNR invites proposals from Soil and Water Conservation Districts and other organization for nonpoint source pollution control projects. The projects can be statewide, regional, county or watershed based. The approximate start date for Section 319 projects is March 2009. For more information on eligible activities and application information, see: <http://www.iowadnr.gov/water/nonpoint/app.html>

DEADLINE: April 1, 2008

National Integrated Water Quality Program, CSREES, USDA

PURPOSE: To contribute to the improvement of the quality of the Nation's surface water and groundwater resources through research, education and extension activities.

Projects funded through this program will address water quality issues in agricultural, rural, and/or urbanizing watersheds. Projects are encouraged that explore the linkage between surface water and groundwater availability and quality. Projects must be conducted at the watershed or equally-appropriate geographic scale, and may be 1 to 3 years in length. Project focused on instruction may request up to \$60,000 per year; extension projects may request up to \$80,000 per year; integrated projects may request up to \$220,000 per year.

This is a highly competitive program. Extension field specialists with project ideas should collaborate with campus faculty. See the guidelines for specific priorities and abstracts of previously funded projects:

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

DEADLINE: April 29, 2008

Iowa Power Fund, Iowa Office of Energy Independence

PURPOSE: to conduct research and other activities that contribute toward energy independence for the State of Iowa.

The Iowa Office of Energy Independence manages the Iowa Power Fund. Grants and loans will be made to: 1) increase the research, develop, reduction and use of biofuels and other sources of renewable energy; 2) improve energy efficiency; 3) reduce greenhouse gas emissions; and 4) further the research, development, commercialization and distribution of technologies and practices to sustain the environment and develop business in the State of Iowa. The Iowa Power Fund has a 2-stage process. The first round of pre-proposals are due February 1, 2008. For application information, see: http://www.energy.iowa.gov/Legislation/pre_app.html

SELECTED CALENDAR OF EVENTS

January 4-31: Crop Advantage Series - 2008, various locations around the state.

<http://www.aep.iastate.edu/cas/>

January 26: Beginning Farmers Conference, Gateway Hotel and Conference Center, Ames.

<http://www.ucs.iastate.edu/mnet/beginningfarmer/home.html>

January 30-February 1: I-29 Dairy Conference, Brookings, SD; Sheldon, IA; and Pipestone, MN. For more information, contact Chris Mondak, Dairy Field Specialist, cmondak@iastate.edu

<http://www.extension.iastate.edu/ag/info/2008-I-29%20brochure-IOWA.pdf>

February 8-9: Women Adding Value to Agriculture, Hotel Winneshiek, Decorah. For more information contact the Allamakee County Extension Office at 563-568-6345.

February 20-22: ACEEE Forum on Energy Efficiency in Agriculture, Embassy Suites Hotel, Des Moines, Iowa. <http://www.aceee.org/conf/08ag/>

February 25-27: 2008 Iowa Water Conference, Scheman Bldg., ISU, Ames.

<http://www.water.iastate.edu/>

March 1: From Boots to Heels, Cass County Community Center, Atlantic. For more information contact the Shelby County Extension Office at 712-755-3104.

March 15: Visit Iowa Farms Agritourism Conference, Scheman Bldg., Ames.

<http://www.ucs.iastate.edu/mnet/iowafarms/home.html>

March 26: ANR Professional Development, ISU Memorial Union, Ames.

March 25-27: SARE's 20th Anniversary New American Farm Conference, Kansas City, MO.

<http://www.sare.org/2008Conference/registration.htm>

March 28-29: Women Around Ag, Best Western Motor Lodge, Clear Lake. For more information contact the Winnebago County Extension Office at 641-584-2261.

May 19-21: Mitigating Air Emissions from Animal Feeding Operations, Hotel Fort Des Moines, Des Moines. <http://www.abe.iastate.edu/wastemgmt/mitigation.html>

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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Publisher: Gerald Miller
Managing Editor: Paul Brown
Editor: Julie Honeick