ANR by the NUMBERS
Agricultural and Natural Resources Extension and Outreach | 2015 Selected Highlights

11,693,419 webpage views
4,247,730 unique visitors on websites
3,251,327 DOWNLOADS (webinars, podcasts, presentations)
505,733 print publications (printed and downloaded)
180,376 CONTACTS at 2,588 presentations at meetings, workshops, field days
51,860 SUBSCRIBERS to 33 Extension newsletters
46,073 phone and email contacts
38,265 electronic/online contacts
33,469 social media connections
6,893 INDIVIDUAL face-to-face contacts
2,625 news media contacts
964 Extension articles
358 POPULAR press articles

John Lawrence and Sorrel Brown, March 2016

PROFITABILITY

BMPs for Building Beef Herds
The Iowa Beef Center has helped LIVESTOCK PRODUCERS rebuild their herds by recommending BEST MANAGEMENT PRACTICES (BMPs) which have resulted in a 3% improved heifer pregnant rate and 3.5% reduced culling rate.

Farmland Leasing Strategies
73% of PARTICIPANTS in 81 LEASING MEETINGS noted that their greatest knowledge gain was in “methods to determine a fair cash rent,” increasing from 25% good-to-excellent to 90% after attending a program.

Dairy Nutrient Spreadsheet for Manure Management
1,106 DAIRY PRODUCERS and DAIRY CONSULTANTS plan to use best management practices to maximize nutrient economics and environmental stewardship after learning how to use a dairy nutrient management spreadsheet that quantifies manure handling, storage, and application costs, and calculates fertilizer value of manure nutrients.

MANAGING RISK

Building Sound Swine Operations with CAM
29 SWINE OPERATIONS benefited from using siting results from the COMMUNITY ASSESSMENT MODEL (CAM) when considering building new or additional structures that do not adversely impact the quality of life of neighbors. CAM evaluations provided feedback in selecting a site to minimize odor impact on neighbors.

2014 Farm Bill Options Help Producers Make Decisions
More than 15,000 LANDOWNERS, TENANT OPERATORS, and OWNER-OPERATORS enrolled in the FARM BILL as a result of meetings sponsored by Extension and Outreach that helped guide participants’ decisions in selecting the appropriate new programs being offered. Participants represent 150,000 FARMS and > 22.5 MILLION ACRES.

Food Safety and Animal Welfare
508 SWINE PRODUCERS who attended Extension workshops on the new meat packer audit program are required to keep additional documentation and compliance certification. Participants are better prepared to pass an audit and collect the documentation now required.

IOWA STATE UNIVERSITY
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ADMIN 0012
**MANAGING RISK**

**Bio-security Controls Spread of Trans-national Swine Diseases**

3,200 SWINE PRODUCERS adopted bio-security practices recommended by Extension and Outreach for their operations to prevent the spread of transcontinental diseases. ISU Extension and Outreach was a significant part of a swine industry bio-security effort that dramatically lowered the number of cases of Porcine Epidemic Diarrhea and PRRS virus in Iowa in 2015 compared to pre-education 2014 levels. The conservative estimated REDUCTION IN DEATH LOSS was close to 3 MILLION PIGLETS compared to winter 2014.

**Transition Planning for Succession**

16 FARM FAMILIES learned strategies on how to successfully transition farming operations within their family, or understand the risks and opportunities connected to starting a farming enterprise. During the five-week course, many participants had already begun to take actions related to initiating business, estate, retirement, and succession planning.

**Value Added Ag Helps Rural Businesses with Feasibility Studies**

The ISU Extension and Outreach Value Added Team conducted 7 FEASIBILITY STUDIES for RURAL IOWA BUSINESSES. The studies were done as an independent third party review of the business concept, economic impact, technical feasibility, market potential, management structure, and financial viability of the venture. These studies were required for the business to access capital either from investors or lenders. Economic impact is significant:

- **Investment of $20.5 MILLION DOLLARS**
- **Financing of $13.5 MILLION DOLLARS** from local banks
- **Potential 68 NEW JOBS** created with total payroll of $2.26 MILLION DOLLARS injected into local economies
- **Projected gross sales of $32.82 MILLION DOLLARS**

**WATER QUALITY**

**Applying Nutrient Reduction Strategies to Cropland**

Since 2010 Iowa Learning Farm programs on COVER CROPS, CONSERVATION TILLAGE and CONSERVATION DRAINAGE have resulted in farmers adopting practices that improved their nutrient management. Of 1,256 FARMERS surveyed that had attended programs on these topics, 88% responded that they made changes in their operations.

- **38%** increased surface residue management on 97,331 new acres of strip-till or no-till.
- **47%** increased surface residue management on 77,492 new acres of cover crops.
- **73%** reported discussing the use of no-till/strip-till or use of cover crops with their landowner/tenant.

These farmers represent 174,000 ACRES that have benefited from practices that REDUCE NUTRIENT RUNOFF.

**Farm Drainage**

80,000 ACRES have been impacted by better decisions regarding new DRAINAGE DESIGN CONCEPTS, the economics of drainage, water quality and quantity management, and legal issues related to drainage as a result of an educational collaboration among ISU Extension and Outreach, University of Missouri Extension, and Iowa USDA-NRCS.

**Safe Pesticide Use**

11,710 PRIVATE PESTICIDE APPLICATORS indicated they will adopt pesticide stewardship and safety practices as recommended in Extension certification meetings, such as taking precautions to protect bees and other pollinators and using perennials to reduce runoff of agriculture chemicals.

**INCREASING EFFICIENCY**

**Swine Ventilation**

182 SWINE OPERATIONS and SYSTEM FLOW OWNER/MANAGERS attended workshops on proper ventilation of swine buildings. Participants surveyed at least 6 months after the workshop made changes in their operations resulting in improved animal health while using less energy and decreasing production costs. They estimated more than $472,000 increased value from changes for their operations because of what they learned.

**FOOD SAFETY**

**Dairy Retail Academy**

1,850 DAIRY GROCER MANAGERS, IN-STORE DIETICIANS and HEALTH PROFESSIONALS plan to disseminate what they learned about on-farm and milk processing, dairy sustainability, and animal health and well-being to an estimated 500+ CUSTOMERS/YEAR. Dieticians will reach an estimated 400+ INDIVIDUAL CLIENTS and CONTACTS/YEAR.

**AGRICULTURAL LITERACY**

**On-farm Practices and Sustainability of Dairy and Agriculture**

594 URBAN CONSUMERS, including families, teachers, students, and ag insurance agents, learned about ON-FARM PRACTICES and SUSTAINABILITY of Iowa agriculture, and of dairy specifically at multiple events across Iowa sponsored and presented by the ISU Extension and Outreach Dairy Team. The programs addressed informed consumers who seek credible, transparent information on agriculture, animal practices, environmental stewardship, and product safety/quality.

*...and justice for all*

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