ANR by the Numbers 2023 IMPACTS

IOWA STATE UNIVERSITY
Extension and Outreach

5.97M SOCIAL MEDIA INTERACTIONS

1.13M ONLINE COURSE VIEWS REAL-TIME AND ARCHIVED

692,842 PUBLICATION ORDERS PRINT AND DIGITAL

474,776 NEWSLETTER SUBSCRIPTIONS

1,124,438 EVENT CONTACTS IN-PERSON AND VIRTUAL

163,247 PODCAST DOWNLOADS

32,099 INDIVIDUAL CONTACTS IN-PERSON, PHONE, OR EMAIL

5,779 WORKSHOPS, MEETINGS, FIELD DAYS AND EVENTS IN-PERSON AND VIRTUAL

2,284 NEWS MEDIA CONTACTS
5.97M Unique Website Visitors
5.67M Social Media Interactions
1.13M Online Course Views
692,842 Publication Orders
437,999 Newsletter Subscribers
163,743 Event Contacts
163,247 Podcast Downloads
32,099 Individual Contacts
5,779 Workshops, Meetings, Field Days and Events
2,284 News Media Contacts
Producing Healthy Food and Advancing Agricultural Systems

**PLANTER UNIVERSITY**

210 farmers and agriculture industry professionals attended courses offered at 5 Iowa locations. 100% reported checking planter settings in the field, 50% reported more thorough maintenance prior to the start of the season, and 67% replaced worn parts as a result of knowledge gained.

**FENCING AND GRAZING CLINICS**

5 clinics educated 241 attendees from 61 Iowa counties and 4 surrounding states. 66% reported increased knowledge of opportunities to extend the grazing season on their farms, and a reported $219,000 in operational value was gained by extended grazing and improving forage production.

**CROP ADVANTAGE SERIES**

1,150 participants representing 90 Iowa counties and 5 surrounding states attended 13 meetings. 75% of participants indicated accurately estimating the severity of tar spot and 76% recognizing the best fungicide application timing.

**PRIVATE PESTICIDE APPLICATORS CONTINUING INSTRUCTION COURSES**

11,837 participants from across Iowa attended gaining knowledge on safe and effective use of pesticides. 11,397 attended live trainings by field agronomists, 196 attended virtual trainings, and 244 participated via prerecorded programs.
CORN ROOTWORM FIELD DAYS
4 field days with 11 presentations reached 612 agribusiness professionals and farmers, and 50% reported a high level of confidence recognizing and rating root injury following the training.

DAIRY GOAT MANAGEMENT SEMINAR SERIES
60 attendees participated in the educational series, with 100% indicating an increase in understanding of topics and $26,000 total economic benefit was reported as a result of applying new knowledge to dairy goat operations.

AGRICULTURAL LENDER SEMINARS
267 lenders participated in the Tri-State and Siouxland Agricultural Lender Seminars held in Dubuque and Orange City. 53% of participants planned to share information with 915 contacts in their community. 94% indicated a $27,000 economic benefit to clients.

LIVESTOCK CARCASS MANAGEMENT SCHOOL
60 new subject matter experts from 15 states were trained at a three-day course.
Improving Food Systems, Farm Finances AND Iowa’s Economy

ANNE’S PROJECT
115 participants attended Annie’s Project farm business management courses. 76% learned where to find information on cash rental rates, 55% reported visiting the USDA NRCS office, and 83% used knowledge of communication styles to prepare for meetings with family and farm partners.

FARMLAND LEASING WORKSHOPS
65 workshops engaged 985 participants from 25 states with leasing trends, legal issues, and methods for determining cash rental rates. 83% reported intentions to increase communication with parties involved in their lease agreements 92% reported an increase in knowledge of resources that support favorable lease discussions between landowners and tenants.

IOWA FARM TO SCHOOL AND EARLY CARE PROGRAM
297 schools, early care, and education providers were awarded $1,190,000 to purchase food from Iowa farmers and local food businesses. 176 attended the Community Food Systems + Farm to School and Early Care Conference featuring 11 breakout sessions, 7 lightning round sessions, 3 plenaries, and 3 field trips that highlighted local food work. 92% have a better understanding of potential community projects, 96% shared networking opportunities were beneficial and enjoyable, and 93% indicated field trips increased understanding of food systems in Iowa.
Protecting Iowa’s Natural Resources AND Building Environmental Stewardship

MASTER CONSERVATIONIST PROGRAM

204 people completed the Master Conservationist curriculum completing 118 unique class meetings of 17 offerings. Participants reported the new knowledge would be applied to 19,000 acres of land in Iowa.

IOWA WATERSHED ACADEMY

78 watershed coordinators and conservation professionals attended two Iowa Watershed academies. 75% reported an increase in knowledge of conservation practices, programs and outreach strategies. 100% reported involvement in local and statewide leadership activities.

MASTER GARDENER PROGRAM

446 new volunteers completed internship training. New trainee enrollment has increased 59% since 2020. 1,877 active volunteers completed 108,000 hours of service valuing $3,000,000.