ANR by the NUMBERS
Agriculture and Natural Resources Extension and Outreach | 2017 Selected Highlights

ISU Extension and Outreach's Ag and Natural Resources program provides farmers, policy makers, regulators, and agribusiness professionals the opportunity to learn from research-based education to inform their decisions, which leads to a sustainable agriculture and environment. In turn, this benefits all Iowans by ensuring clean water, profitable farms, thriving communities and a more secure food system.

Electronic Media Interactions
ISU Extension and Outreach Ag and Natural Resources engaged with Iowans through a variety of online platforms. ANR websites received 6,738,470 WEBPAGE VIEWS from 3,617,380 unique VISITORS. Specialists made 515,056 SOCIAL MEDIA ENGAGEMENTS and recorded 9,923 ELECTRONIC or ONLINE CONTACTS. 39 NEWSLETTERS were sent to 68,448 SUBSCRIBERS.

Sharing our Research
ANR staff authored 1,232 RESEARCH ARTICLES and TECHNICAL PAPERS. 1,930,017 PRINT PUBLICATIONS were distributed or downloaded from the ISU Extension Store.

Building Relationships
195,966 CONTACTS were made at 1,914 MEETINGS, WORKSHOPS and FIELD DAYS. ANR specialists made 7,931 INDIVIDUAL FACE-TO-FACE CONTACTS while communicating with constituents 43,497 times on the phone and through email.

Telling our Story
ANR staff participated in 2,996 INTERVIEWS with television, radio, and print journalists. 59 POPULAR PRESS ARTICLES were written and published.

FOOD SECURITY
Veterinary Feed Directive
Livestock producers, veterinarians and distributors of medicated feed who attended 11 EDUCATIONAL MEETINGS reported an increase in knowledge about VFD REGULATIONS and RECORD KEEPING REQUIREMENTS. 98% said they had a BETTER UNDERSTANDING of what drugs and situations require a VFD. 95% planned to use antibiotics more JUDICIOUSLY. 94% said they would MAKE MANAGEMENT CHANGES to reduce animal stress and disease pressure.

Meals for Local Food Pantries
14 IOWA MASTER GARDENER ORGANIZATIONS received $70,000 to GROW FRUITS and VEGETABLES for local food pantries. Over 74,000 POUNDS of fruits and vegetables were donated and distributed by Master Gardeners to more than 75 FOOD PANTRIES and FOOD BANKS. The amount of food contributed equals nearly 225,000 SERVINGS of fruits and vegetables.

Food Safety Training for Growers
5 PRODUCER FOOD SAFETY TRAININGS were held, resulting in gains in knowledge of 48% on EFFECTIVE WATER USE, 47% of FOOD SAFETY PLAN UTILIZATION and 45% on GOOD SANITATION PRACTICES. Understanding measures to PREVENT CROSS CONTAMINATION increased 32%.

Prison Gardens
40 INMATES at the IOWA CORRECTIONAL INSTITUTION for WOMEN learned how to plan, plant, maintain and harvest a vegetable garden, resulting in over 7,000 POUNDS of vegetables being SERVED to INMATES in the facility.
RENEWABLE ENERGY

Biomass Renewable Energy

More than 800 ACRES of MISCHANTUS X GIGANTEUS have been planted for use in the University of Iowa power plant since 2013. 640+ have PARTICIPATED in programming. 3,150+ VIEWED Iowa State's online VIDEO SERIES and 5,400+ publications were DOWNLOADED.

MANAGING RISK

Managing Manure Application Effectively

Manure Applicator Certification programs were presented to 2,240 APPLICATORS through 67 FACE-TO-FACE MEETINGS and DVD VIEWINGS.

40% indicated they were likely or very likely to CHANGE how they based their NITROGEN APPLICATION RATES, 37% said the information was useful on their farm. 28% reported they were likely to begin using HYDROGEN SULFIDE MONITORS to improve worker safety.

Identifying Palmer Amaranth

Presentations about PALMER AMARANTH IDENTIFICATION and MANAGEMENT were held during the 2017 Crop Advantage Series. Nearly 2,000 PRODUCERS attended. 235 are able to IDENTIFY Palmer amaranth. 235 DEVELOPED new management PLANS to address the weed and adopted recommended MANAGEMENT PRACTICES. 146 increased SCOUTING for the weed. 76 increased the diversity of their HERBICIDE MODE of ACTION or increased residual herbicide rates to REDUCE the RISK of Palmer amaranth developing herbicide resistance in their fields.

WATER QUALITY

Farmers Improving Water Quality

Attendees at Iowa Learning Farms field days reported 7,758 NEW ACRES of NO-TILL/STRIP TILL in 2017. 12,203 new acres of fall SEEDED COVER CROPS were also planted. 25 RUSLE2 workshop PARTICIPANTS indicated they would use their training to DEVELOP nutrient management PLANS, affecting 343,000 ACRES.

Managing Manure for Economics and Environment

In northeast Iowa, 260+ CLIENTS attended 28 MEETINGS to learn how to MAXIMIZE RETURNS to CROP FERTILIZER EXPENSES. Knowledge gained shows FARMERS are PRIORITIZING fertilizer applications on fields that are most in need and reducing applications on fields with adequate fertility levels. 90% of LIVESTOCK OPERATORS now SAMPLE MANURE on an annual basis; 61% REDUCED COMMERCIAL FERTILIZER purchases by $24/ac on average. A follow-up survey, returned by 167 PARTICIPANTS managing 55,900 ACRES, showed that on average, their implemented changes REDUCED INPUT COSTS by $17/ACRE.

PROFITABILITY

Improving Pastureland Productivity

Of 1,200 RESPONDENTS who participated in Iowa Beef Center forage programs, 960 indicated pasture productivity increased with IMPROVEMENTS MADE. 504 said PASTURE PRODUCTIVITY INCREASED by 10-20% and 396 indicated PRODUCTION INCREASED more than 30%. Over 600 RESPONDENTS realized an ECONOMIC RETURN of at least $500.

Farmland Leasing Strategies

90 farmland leasing programs were attended by 2,171 LANDOWNERS and TENANTS. 91% of ATTENDEES said they would MAKE CHANGES in their LEASE AGREEMENTS in the coming year, including decreasing rent, improving communication, implementing conservation strategies, and changing the type of lease. 43% of ATTENDEES used the program to INCREASE their KNOWLEDGE on general leasing information and trends.

Improving Beef Feedlots

A 3-day, intensive SHORT COURSE on feedlot management was held for 32 BEEF INDUSTRY PRODUCERS. The average FEEDLOT SIZE of attendees was 4,700 acres and over 1 MILLION TOTAL CATTLE are influenced by their decisions. After completing the course, 25 INCREASED KNOWLEDGE related to understanding and using feedlot data, nutritional management, cattle health and nutrition, feed bunk management and scoring, 22 PLANNED to CHANGE how they COLLECT and USE DATA and 19 plan to change their FEED MIXING management approach. ECONOMIC RETURNS were expected to IMPROVE by $10-15 PER HEAD for half the attendees, providing an ECONOMIC IMPACT of $5-7.5 MILLION.

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