

2018 ANR by the NUMBERS

Agriculture and Natural Resources Extension and Outreach | 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 **14,022,599**

WEBPAGE VIEWS from **6,144,619** unique VISITORS. Specialists provided information to **74,603** FOLLOWERS on SOCIAL MEDIA. **39** NEWSLETTERS were sent to **54,355** SUBSCRIBERS.

Sharing our Research



ANR staff authored **1,037** RESEARCH ARTICLES and TECHNICAL PAPERS. **2,230,424** PRINT PUBLICATIONS were downloaded or distributed from the ISU

Extension Store. Specialists made **287** DIGITAL PRESENTATIONS, reaching **206,213** VIEWERS.

Building Relationships



288,489 CONTACTS were made at **1,889** MEETINGS, WORKSHOPS and FIELD DAYS. ANR specialists made **7,465** INDIVIDUAL FACE-TO-FACE CONTACTS while communicating with constituents **42,801** times on the phone and through email.

Telling Our Story



ANR staff participated in **2,861** INTERVIEWS with television, radio, and print journalists. **1,382** ARTICLES were written by ANR staff and published in POPULAR PRESS and INDUSTRY PUBLICATIONS.

FOOD SECURITY

Master Gardener



26 IOWA MASTER GARDENER ORGANIZATIONS received over **\$90,000** to grow fruits and vegetables for local food pantries. Over **90,000** POUNDS of fresh fruits and vegetables were donated

to FOOD PANTRIES and FOOD BANKS across the state. The amount of food contributed equals **270,000** SERVINGS of fruits and vegetables.

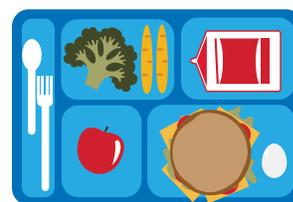
Beef Quality Assurance



With several major beef packers deciding to only purchase cattle from producers who are Beef

Quality Assurance (BQA) certified, **5,628** PRODUCERS were CERTIFIED through the **Iowa Beef Center's Beef Quality Assurance program** in 2018. The program is designed to educate beef producers on BEST MANAGEMENT PRACTICES to produce cattle that are safe, wholesome, and healthy.

Local School Meals



10 IOWA SCHOOL DISTRICTS are partnering with the Local Foods program to increase their purchase of **LOCALLY GROWN FOOD** in their schools. The schools in the partnership serve meals to **25,000** STUDENTS a

year. Increased local procurement will result in **HEALTHIER MEALS** and more nutrition education for students, as well as **INCREASED SALES** for AREA FARMERS.

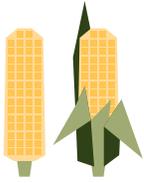
Produce Safety for Growers



215 PEOPLE attended **12** PRODUCE SAFETY ALLIANCE COURSES, increasing their knowledge about how to **SAFELY GROW PRODUCE**. In the last two years, this training has been held across the state, with every county either hosting a training session or having one available in an adjacent county.

ECONOMIC IMPACT

Feed Safety



A food and feed safety program with the Center for Industrial Research and Service conducted **11 PROJECTS** with industry clients, creating an estimated economic impact of over **\$8 MILLION** and the creation or retention of **60 JOBS**.

Beginning Farmer Center



The Beginning Farmer Center's AG LINK PROGRAM helps facilitate the introduction of retiring farmers to young people who want to get started in

agriculture. In 2018 the Center fielded **1,498 CALLS** from beginning farmers and retiring farmers. Additionally, **six FAMILIES** attended the RETURNING TO THE FARM SEMINAR, geared to help families begin conversations about how to TRANSITION their operation to the NEXT GENERATION.

NATURAL DISASTER RESPONSE

Drought Meetings

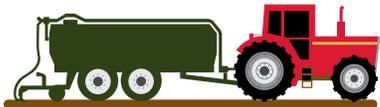


Counties in southeast Iowa reached "D2" drought status or worse for several consecutive months. **Six DROUGHT MEETINGS** were held in southeast Iowa to assist in determining the safety of the corn crop for feeding livestock. **257 FARMERS** attended the meeting, with **62 PERCENT** gaining increased

knowledge of the importance of NITRATE TESTING and **69 PERCENT** increasing their knowledge of CROP INSURANCE. Based on practices implemented from the meetings, a TOTAL ECONOMIC IMPACT of **\$408,000** was seen.

MANAGING RISK

Manure Application



Manure Applicator Certification programs were presented to **2,055 FARMERS** and

2,371 COMMERCIAL MANURE APPLICATORS through both face-to-face meetings and DVD viewings. **64%** reported having an EMERGENCY ACTION PLAN in place for manure spill emergencies and **39%** intended to UPDATE THEIR PLAN within a year based on the information received. Of the farmers who did not have an emergency action plan, **18%** intended to DEVELOP A PLAN within a year.

Ventilation Training



The IOWA PORK INDUSTRY CENTER and the IOWA PORK PRODUCERS ASSOCIATION

developed a hands-on ventilation training, which was demonstrated across the state thanks to a state-of-the-art PORTABLE VENTILATION TRAILER. **171 OPERATORS** attended the trainings, with attendees influencing **63 MILLION PIGS** and **1.2 MILLION SOWS**. Post-event surveys noted **72** different CHANGES producers could implement to improve animal health while using less energy. Producers GAINED AN AVERAGE of **\$4,341** in value from the program as well.

PROFITABILITY

ICM Conference



The INTEGRATED CROP MANAGEMENT (ICM) CONFERENCE attracted nearly **900 PARTICIPANTS** from across the Midwest. Attendees chose from

39 PRESENTATIONS on emerging and innovative issues regarding crop management, with **6,026 HOURS** of CONTINUING EDUCATION credit awarded to Iowa certified crop advisors. The farmers and certified crop advisors who responded to post-event surveys farmed or advised clients on **1.8 MILLION ACRES** of corn and soybeans in Iowa, and estimated their PER ACRE PROFIT increase based on knowledge gained to be between **\$5** and **\$10** for a cumulative benefit of **\$14 MILLION** to these operations.

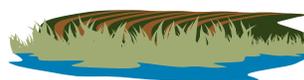
Leasing Meetings



89 FARMLAND LEASING MEETINGS were attended by **1,597 LANDOWNERS, TENANTS, AG LENDERS, ATTORNEYS, ACCOUNTANTS** and PROFESSIONAL FARM MANAGERS. Attendees use the program to learn new trends and issues related to land and leasing. They also access this information through ONLINE RESOURCES. The CASH RENTAL RATE SURVEY was downloaded from the ISU Extension Store **301,186** times and LEASING FORMS were downloaded **104,091** times.

WATER QUALITY

Watershed Coordinator Trainings



TWO TRAINING SESSIONS were held for watershed coordinators in 2018, reaching **70 COORDINATORS** with information about CONSTRUCTED WETLANDS, SATURATED BUFFERS, BIOREACTORS, PRAIRIE STRIPS and COVER CROPS.