Social media interactions 4,700,000

Unique website visitors 6,800,000

Contacts at in-person and virtual events 124,806

Newsletter contacts 136,023

Archive views and online courses 20,595

Publications printed and downloaded 1,026,692

636,216 combined downloads of 957 digitally accessible publications

Individual in-person, phone and email contacts 25,314

News media contacts 1,424

In-person and virtual meetings, workshops, field days, and events 3,162
Producing Healthy Food and Advancing Agricultural Systems

Livestock Mortality Management Programs provided education on different methods of carcass management focused on composting and burial. 40 participants via field day and 25 participants from 7 states attended a three-day school. 100% indicated that both events increased knowledge on disease outbreak preparedness strategies including methods of infected carcass management, regulations on disposal, and personal safety and protection during disease outbreak.

A portable trailer demonstrating state-of-the-art technology was transported across 9 locations offering Swine Ventilation Workshops, reaching 121 operations and system flows. 60% of respondents lowered set point temperature to save energy and improve performance, increased frequency of adjusting inlets, measured air velocity, and checked static pressure. 18,000,000+ pigs and 680,000+ sows were affected by these actions.

After participating in Beef Quality Assurance education and certification, 49% of participants changed handling and processing areas to improve cattle handling and welfare and 40% made changes to record keeping to improve animal health and food safety. A conservative total educational value is $45,200, averaging $430 per operation.

180 participants from more than 20 states and 8 countries attended 4 Dairy Goat Series webinars. An average of 43% reported a positive economic impact as a result of implementing cost saving practices and practices that improved herd health and productivity on their farm. A conservative total value of $32,500 has been estimated as a result of taking this course.

25 participants from the Soil Fertility Workshops reported being more confident in making fertilizer recommendations, and 36% reduced fertilizer expenses while maintaining or increasing yields. 11,400 acres benefitted from implementing information gained from the course. 64% of participants reported an operational value of $5 per acre.

More than 250,000 youth at 1,110 locations participated in Iowa Farm to School and Early Care Program initiatives. A total of 434 school districts and early care sites procured local food for meal programs.

Despite COVID-19 challenges, 61 school districts in 35 counties participated in Iowa Local Food Day, serving a total of 51,500 meals featuring local foods.
Protecting Iowa’s Natural Resources and Building Environmental Stewardship

1,426 Iowa Learning Farms Conservation webinar series attendees indicated that 97% learned about new initiatives, resources, and tools as a result of weekly participation. 60% attended between 3-10 webinars.

141 Certified Crop Adviser continuing education units were awarded to 72 attendees.

1,000 professionals participated in turfgrass programming. 75% of program participants reported knowledge gain on how humic-containing products can help lower the amount of nitrogen needed to maintain quality, and indicated intent to reduce nitrogen rates in 2022.

1,857 participants attended the Gardening in the Air Virtual Symposium. After the course 18% noted increased confidence in making gardening decisions, 17% did something new or made a change related to their garden, and 22% shared information with friends or family.

100% of the 161 Master Conservationist Program participants increased their knowledge of prairie, forest, and aquatic ecosystems, conservation practices, and confidence in the ability to communicate these practices to others. Participants reported an intent to impact more than 42,000 acres of land.

30 watershed coordinators and conservation professionals attended the fall Iowa Watershed Academy. 75% reported learning something valuable about cover crop management and farmer cover crop motivations. 95% of participants intended to share information learned with other colleagues and conservation professionals.

1,000 professionals participated in turfgrass programming. 75% of program participants reported knowledge gain on how humic-containing products can help lower the amount of nitrogen needed to maintain quality, and indicated intent to reduce nitrogen rates in 2022.
Improving Farm Finances and Iowa’s Economy

The Iowa Farmland Leasing Education Program held 40 in-person and virtual sessions with a total attendance of 856 participants. 94% of participants self-reported an increase in knowledge related to leasing, legal issues, and cash rental rates. 88% of participants reported an increase in confidence related to creating meaningful change in lease agreements.

A 10-part webinar series was developed focused on 2021 Farm Bill decisions. The series focused on Agricultural Risk Coverage-County and Price Loss Coverage. 1,608 session registrations serving 950 unique individuals from 95 Iowa counties, 21 states, and 1 international participant. At publication there have been 2,156 archive views of the series.

Women in Ag Programs held 11 multi-part sessions with 118 participants. The COVID-19 pandemic limited class sizes to allow for social distancing. Each program added a virtual connection giving participants the option to join programs online for full or individual sessions if in-person attendance wasn’t possible.

6 virtual Iowa Grape and Wine Consumer Program workshops were held with 80 total participants. 63% visited Iowa wineries and 100% tried a new or different Iowa wine. As a result, consumers increased knowledge of local grapes and wines. Grape growers and winemakers discussed the industry and received feedback from consumers on local wines.