ISU Extension and Outreach’s Ag and Natural Resources program provides clients, policy makers, agency, agribusiness professionals and other stakeholders 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.

RESEARCH CONNECTIONS
ANR staff authored 483 RESEARCH ARTICLES AND TECHNICAL PAPERS. 1,089,678 PUBLICATIONS were downloaded or distributed from the Iowa State University Extension Store.

BUILDING RELATIONSHIPS
98,200 CONTACTS were made at 1,836 MEETINGS, WORKSHOPS AND FIELD DAYS. ANR specialists made 3,943 INDIVIDUAL FACE-TO-FACE CONTACTS while communicating with constituents 33,777 times on the phone and through email.

DESIGNING FOR ALL
209 ANR PUBLICATIONS made fully ACCESSIBLE as part of ISU Extension and Outreach’s eAccessibility initiative. These publications had a combined 317,812 DOWNLOADS from the Iowa State Extension Store.

DERECHO & DROUGHT RESPONSE
ANR extension specialists led 19 IN-PERSON EDUCATION EVENTS and 6 STATEWIDE WEBINARS to assist producers and agriculture professionals in assessing drought and derecho crop damage, feeding livestock drought and derecho damaged crops, crop insurance considerations, structural damage assessments and forest and tree damage assessments. More than 57 EXTENSION ARTICLES and BLOG POSTS reached more than 10,000 PEOPLE with additional drought and storm recovery information.

ELECTRONIC MEDIA INTERACTIONS
ISU Extension and Outreach Ag and Natural Resources engaged with Iowans through a variety of online platforms. ANR websites received 11,215,694 WEBPAGE VIEWS from 7,621,442 unique VISITORS. Specialists provided information to 438,040 social media FOLLOWERS and via PODCASTS with 43,000 episode DOWNLOADS.

VIRTUAL PROGRAMMING
Specialists made 959 DIGITAL PRESENTATIONS and ONLINE COURSES, reaching 126,000+ PARTICIPANTS: 55,790 in real-time and an additional 70,581 on-demand viewing the virtual program archives.

see ★ for links to additional content
CROPS

SOIL FERTILITY SHORT COURSE
40 PARTICIPANTS attended the 2-day course and reported INCREASED PROFITABILITY totalling $126,500 on 11,500 acres.

VIRTUAL RESEARCH FARM FIELD DAYS
★ A 5-day virtual series featured water-quality research, corn fungicide trials, the long-term tillage trial, and long-term phosphorus and potassium placement research with 1,058 ATTENDEES from 9 STATES.
FOOD SECURITY

MASTER GARDENER

239 VOLUNTEERS worked with 430 PARTICIPANTS on local Growing Together projects. 81,328 POUNDS of produce (245,000 servings) were donated reaching 69,386 INDIVIDUALS at 103 DONATION SITES. These mini grants leveraged an additional $22,000 for PROJECTS and allowed 1,016 ATTENDEES from low-income households to participate in direct gardening and produce preparation education.

PRODUCE SAFETY TRAINING FOR GROWERS

130 PEOPLE attended 9 PRODUCE SAFETY ALLIANCE GROWER TRAININGS in Iowa increasing their knowledge about how to safely grow produce. The Produce Safety Team partnered to offer 50 TRAININGS across the North Central Region for 891 PRODUCE GROWERS, increasing produce safety in Iowa and throughout the Midwest.
IOWA PORK INDUSTRY CENTER

RESOURCE COORDINATION CENTER PARTNERSHIP

A partnership with Iowa Department of Agriculture and Land Stewardship (IDALS), Iowa Pork Producers Association, and Iowa Pork Industry Center formed an emergency command center (Resource Coordination Center) in response to the impending packing industry shutdown. The RCC helped over 100 PRODUCER SYSTEMS make plans and navigate through the pandemic disaster.

IOWA BEEF CENTER

GRAZING COVER CROPS

Following three years of extension education on utilizing cover crops as a forage resource, 80% OF PRODUCERS who participated are currently adopting this practice and seeing benefits to soil conservation, grazing opportunities, and feed cost reductions. Participants shared information with an additional 1,041 PEOPLE outside the extension meetings. More than 60% of participants SAW AN ECONOMIC RETURN as a result of attending one or more of these meetings, and 35% estimated that they EXPERIENCED A RETURN >$6 per acre.

ADVANCED CALVING CLINICS

★ 9 CALVING CLINICS were held in 2018-2020 by the Beef Team with 350+ PARTICIPANTS from 3 states. Participants gained knowledge to improve calving success that led to an average benefit of $7.56 per cow and a TOTAL BENEFIT of $375,900 value to the Iowa cattle industry and economy.

DAIRY

SEMINARS FOR DAIRY AG LENDERS

Tri-State and Siouxland Ag Lenders Seminars were attended by 158 LENDERS and consultants from five Midwest states that influence 7,033 PRODUCERS. As a result of attending, participants indicated a TOTAL AVERAGE BENEFIT OF $109,000 for their farmer clients.
WOMEN IN AGRICULTURE

ANNIE’S PROJECT
The Farm Management Team improved curricula and delivered 20 COURSES featuring Annie’s Project farm management content reaching 356 WOMEN in the past three years. Participants increased cost of production resources knowledge by 53%, estate planning terminology knowledge by 49% and farm insurance product knowledge by 60%.

BOOTS IN THE BARN
Since 2017 171 WOMEN have participated in 8 Boots in the Barn programs, increasing their knowledge of cost of production, cattle nutrition, health care and biosecurity, and calving assistance. Participants valued the program at an average of $8.50 per cow for a TOTAL IMPACT of $630 per participant.

FARM MANAGEMENT

AG MARKETING CLUBS and the IOWA COMMODITY CHALLENGE
Central Iowa ag marketing clubs have been successfully led by farm management specialists for more than 20 years and added online resources called the Iowa Commodity Challenge to the program in 2010. The impact of improved crop marketing knowledge was more than $21 per acre and more than $1.7 million for all evaluation respondents.

FARMLAND LEASING
86 FARMLAND LEASING PROGRAMS were held reaching 1,444 INDIVIDUALS that influence 1.11 million ACRES of rented land in the state representing $242 million in ECONOMIC VALUE impacted by the program.
**AGRICULTURAL ENGINEERING**

**MANURE APPLICATION**

Training for certified manure applicators included guidance for preparing and implementing a biosecurity plan. As a result of the training, 606 MANURE APPLICATORS, commercial and private, planned to implement a biosecurity plan for their farm.

**PROTECTING SWINE BUILDING INVESTMENT**

A series of virtual and in-person workshops were held to increase knowledge of swine building and manure storage structure maintenance issues. 203 SWINE BUILDING MANAGERS attended a workshop series and 182 planned to implement a maintenance checklist or improve existing checklists as a result of the program.
FARM, FOOD, AND ENTERPRISE DEVELOPMENT

SMALL BUSINESS ASSISTANCE
The Farm, Food, and Enterprise Development program provided technical assistance to Iowa small businesses, helping their clients receive more than $9.8 million in loan funding, while retaining or creating at least 158 jobs.

BACK TO BUSINESS
The Farm, Food, and Enterprise Development and the Community and Economic Development Teams partnered with the Iowa Small Business Development Centers to create A NEW PODCAST SERIES: Back to Business Iowa. Topics range from management advice for Iowa’s small retailers to restaurant and salon reopening guidance to a wide variety of resources available to Iowa businesses during COVID-19 and beyond. The team created 49 EPISODES with more than 2,300 DOWNLOADS to date.

IOWA FARM TO SCHOOL and EARLY CARE COALITION
1,000 Iowa schools and early care sites participated in Farm to School and Early Care Coalition activities. They PROCURED $500,000+ IN LOCALLY SOURCED FOODS for their meal programs.

SPECIALTY CROPS
More than 200 SPECIALTY CROP PRODUCERS attended 40 WORKSHOPS at the Iowa Specialty Producers Conference to increase knowledge of marketing and financial management, research updates from industry and university extension, and Iowa specialty crop producers.
# NATURAL RESOURCES

## FOREST MANAGEMENT for BAT HABITAT

238 PEOPLE attended forest management for bat management webinars. Participants plan to APPLY LESSONS LEARNED on 11,444 acres that they own or influence.

## TURFGRASS MANAGEMENT

As a result of turfgrass management programs, 9 GOLF COURSES in Iowa are using tall fescue in new locations on their golf course. These changes result in fewer chemical applications and less water needed.

## VIRTUAL EDUCATION

Extension natural resources specialists presented 330+ WEBINARS and VIRTUAL WORKSHOP SESSIONS to 17,100+ LIVE and 16,000 ON-DEMAND PARTICIPANT VIEWERS.

---

### CONNECTING WITH IOWANS: THEN AND NOW

<table>
<thead>
<tr>
<th>2016</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,724,356 webpage views</td>
<td>11,215,694 webpage views</td>
</tr>
<tr>
<td>5,796,457 unique website visitors</td>
<td>7,621,442 unique website visitors</td>
</tr>
<tr>
<td>331,681 publications, printed and downloaded</td>
<td>1,089,678 publications, printed and downloaded</td>
</tr>
<tr>
<td>209,543 contacts at 2,600 presentations, meetings, workshops, field days</td>
<td>224,571 in-person, virtual and archive contacts at 2,795 in-person and virtual events</td>
</tr>
<tr>
<td>109,000 newsletter subscribers</td>
<td>58,188 newsletter subscribers</td>
</tr>
<tr>
<td>78,095 social media connections</td>
<td>438,040 social media followers and subscribers</td>
</tr>
<tr>
<td>45,790 phone and email contacts</td>
<td>33,777 phone and email contacts</td>
</tr>
<tr>
<td>6,861 individual face-to-face contacts</td>
<td>3,943 individual face-to-face contacts</td>
</tr>
<tr>
<td>2,315 news media contacts</td>
<td>2,238 news media contacts</td>
</tr>
</tbody>
</table>