

# 2019 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.



## DESIGNING FOR ALL

**90 ANR PUBLICATIONS** made fully **ACCESSIBLE** as part of ISU Extension and Outreach's eAccessibility initiative. These publications had a combined **307,957 DOWNLOADS** from the ISU Extension Store.

## BUILDING RELATIONSHIPS

**201,821 CONTACTS** were made at **1,961 MEETINGS, WORKSHOPS AND FIELD DAYS**. ANR specialists made **7,842 INDIVIDUAL FACE-TO-FACE CONTACTS** while communicating with constituents **40,762 times** on the phone and through email.

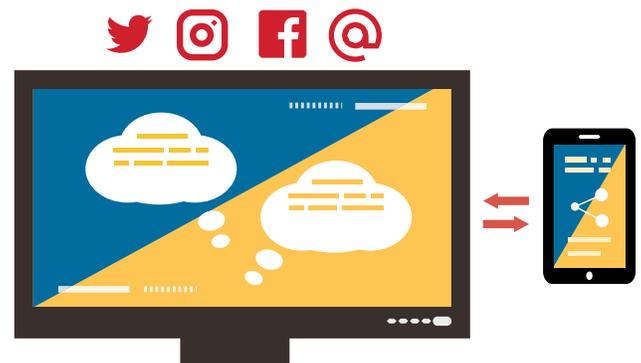


## ELECTRONIC MEDIA INTERACTIONS

ISU Extension and Outreach Ag and Natural Resources engaged with Iowans through a variety of online platforms. ANR websites received **9,430,294 WEBPAGE VIEWS** from **5,288,901 unique VISITORS**. Specialists provided information to **91,932 FOLLOWERS** on **SOCIAL MEDIA**.

## SHARING OUR RESEARCH

ANR staff authored **479 RESEARCH ARTICLES** and **TECHNICAL PAPERS**. **1,994,189 PRINT PUBLICATIONS** were downloaded or distributed from the ISU Extension Store. Specialists made **745 DIGITAL PRESENTATIONS**, reaching **122,958 VIEWERS**.



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## FOOD SECURITY

### MASTER GARDENER

More than **115,000** pounds of fresh fruits and vegetables were donated to **FOOD PANTRIES** and **FOOD BANKS** across the state by **22 IOWA MASTER GARDENER ORGANIZATIONS**. The donations provided more than **345,000 servings** of fruits and vegetables and were made possible by more than **\$50,000** in grant funds.

### THISTLE CATERPILLAR RESPONSE

An unusual influx of **THISTLE CATERPILLARS** during the growing season led field agronomists and extension entomologists to provide **SOCIAL MEDIA UPDATES, DIRECT CALLS** and **FIELD VISITS** to producers. A follow-up survey showed the information to be worth **\$11-\$15 per acre** to producers, for a total of **ECONOMIC IMPACT** of **\$700,000** to **\$1 million**.

### PRODUCE SAFETY FOR GROWERS

**211 PEOPLE** attended **PRODUCE SAFETY ALLIANCE COURSES**, increasing their knowledge about how to **SAFELY GROW PRODUCE**. In the last three 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

### SMALL BUSINESS ASSISTANCE

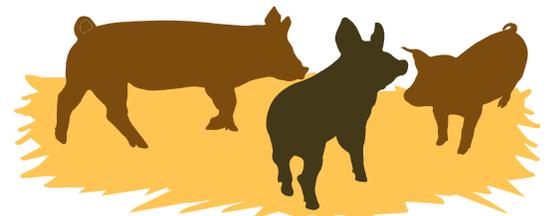
The Farm, Food and Enterprise Development program provided technical assistance to Iowa small businesses, helping their clients receive more than **\$2 million** in loan funding, while **retaining or creating at least 94 jobs**.

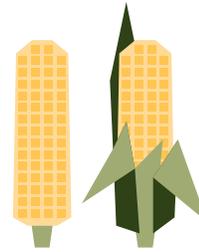
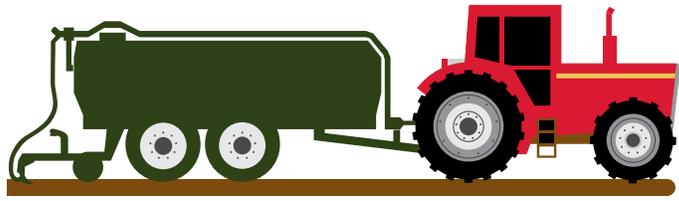
### LOCAL SCHOOL MEALS

**11 IOWA SCHOOLS** representing **10 school districts** partnering with the Farm, Food and Enterprise Development program Food Systems team launched **22 new farm to school activities** and **spent \$14,132 on local food**. Six of the schools surpassed their goal of **increasing their local food procurement by 10%**.

### FEED SAFETY

A food and feed safety program with the Center for Industrial Research and Service **conducted 9 PROJECTS** with industry clients, creating an **estimated economic impact of over \$11.5 million**. Clients were also able to **retain 49 jobs** through the program.





## MANAGING RISK

### SWINE BIOSECURITY TRAINING

More than **350** swine producers attended **BIOSECURITY TRAINING** and learned how to minimize common biosecurity mistakes. Changes made by producers after receiving training was valued at **\$6,361 per producer, or a cumulative value of over \$2.2 million.**

### MANURE APPLICATION

Manure Applicator Certification programs were presented to **1,388 FARMERS** and **2,733 COMMERCIAL MANURE APPLICATORS** through both face-to-face meetings and DVD viewings. Additionally, **864 applicators participated in online MAC courses** through the Iowa DNR website.

### FARM FINANCES

Navigating tight margins and low commodity prices is a challenge for Iowa farmers. **78 individuals** completed requirements for the **FINANCIAL DECISION MAKING course**, which allowed them to meet requirements for USDA loans. Additionally, **6 FARM FINANCIAL ASSOCIATES** spent **330 hours** with **80 farm families** in one-on-one discussions regarding their farm finances.

## PROFITABILITY

### STUDY ELEVATES BEEF PRACTICES

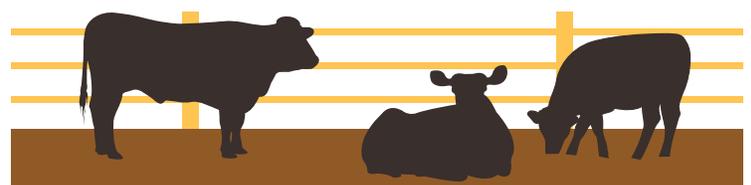
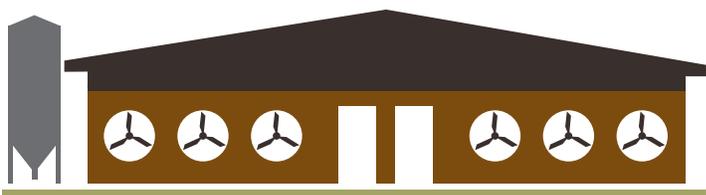
The Iowa Beef Center completed a **four-year study** in 2018 that assessed emerging beef cow management technologies, evaluated production and developed decision tools. The results of the study were disseminated through bus tours, regional conferences and workshops, with participants noting an average economic impact of the information at **\$16.46 per cow, or \$158,674 total for all attendees.**

### SEMINARS FOR DAIRY AG LENDERS

**100%** of ag lenders who attended **AG LENDER DAIRY SEMINARS** said they were completely or mostly satisfied, with an estimated **benefit of \$35,178 for their farmer clients.**

### AGRICULTURAL CHEMICAL DEALER UPDATES

As retailer consolidation continues in agriculture, retailers are covering more and more acres. **145 ag retailers, seed dealers and crop consultants** attended **two AGRICULTURAL CHEMICAL DEALER UPDATE sessions**, with those attendees having an impact on **1.1 million acres** of crops. This model of train-the-trainer information allows for an efficient delivery of information that attendees can in turn provide to farmers and other clients.





## NATURAL RESOURCES

## MENTAL HEALTH AWARENESS

### MASTER CONSERVATIONIST

The Master Conservationist program was held in **9 LOCATIONS** across the state, with **145 PEOPLE** completing the course. The standard course format consisted of **12 hours of in-person** educational contact time and **19 hours of online** supplemental learning.

### RUSLE2 UPDATE AND TRAINING

Updated software of the Revised Universal Soil Loss Equation (RUSLE2) was released, with training held for farmers, technical service providers, and agency staff members. Workshop attendees found the information presented to be **valued at \$1.02 an acre on 131,000 acres** they worked with or managed.

### RECOGNIZING AND MANAGING FARM STRESS

With uncertainty in the crop market and stress among farmers at high levels, information about recognizing and managing farm stress was presented at **93 FARM BILL MEETINGS** across Iowa **reaching 4,000+ INDIVIDUALS**. Working in tandem with experts from Human Sciences Extension, information on strategies and resources available to combat farm-related stress was provided to attendees.

**79%** of attendees agreed that they **were willing to engage in conversation** with someone who was distressed or potentially suicidal. Additionally, **77%** agreed they **could ask a person in distress tough questions** about their mental health, while **86%** indicated they were **now more aware of available resources** should they choose to engage with someone who is distressed or potentially suicidal.