The Iowa Pork Industry Center developed two webinars with more than 1,300 live and archive viewers to assist producers in nutritionally slowing hog growth due to packing plant slowdown and shutdown as a result of COVID-19. In addition, four publications were released with 5,000 downloads to date. The collective effort likely saved a substantial number of market hogs from being destroyed.

The Iowa Pork Industry Center also partnered with the Iowa Pork Producers Association creating a series of four producer recovery sessions reaching 800+ virtual and archive viewers.

The Master Gardeners Program facilitated Growing Together mini grant projects in 30 counties have donated more than 77,000 pounds of food to nearby food pantries and meal sites.

The Produce Safety Team North Central Regional Food Safety Modernization Act Annual Conference moved to a virtual format to provide concrete ideas and information, including COVID-19 resources, for a diverse audience of 85 extension professionals, nonprofits, and government officials.

The Farm, Food, and Enterprise Development Team developed 34 episodes of the Back to Business Iowa podcast for Iowa businesses impacted by the COVID-19 pandemic featuring 40+ expert guests with 1,260+ downloads to date.

The Horticulture Team partnered with Food Science and Human Nutrition and delivered 17 weekly Sow, Grow, Eat and Keep “quickinars” during gardening season. The series responded to the increased demand for more information on gardening and food preservation during COVID-19.

The Farm, Food, and Enterprise Development Team partnered with USDA-FSA staff and delivered two webinars with more than 1,400 live and archive viewers to provide education on COVID-19 legislation and the Coronavirus Food Assistance Program.

The Farm Management Team partnered with the Decorah Food Pantry and Iowa Food Hub facilitating $2,650 in local food purchases to support farmers and clients during COVID-19. Food pantry clients received fresh, local food and local growers had a place to sell their produce while the Decorah Farmers Market was closed.
VIRTUAL PROGRAMMING SOLUTIONS

THE PLANT AND INSECT DIAGNOSTIC CLINIC immediately pivoted and provided free diagnoses via images for 325 clients due to restrictions for in-person diagnostic services.

THE GRAIN QUALITY INITIATIVE delivered a webinar reaching 374 participants in the Midwest and Northern Plains to address grain storage and handling challenges. 92% of participants noted that the webinar addressed their concerns with stored grain management and safety.

THE AGRICULTURAL SYSTEMS AND ENVIRONMENTAL STEWARDSHIP TEAM developed 8 videos in the Soil Health Assessment Series reaching more than 1,800 viewers.

THE NATURAL RESOURCES TEAM delivered two bat and forestry virtual field days with 240+ live and archive viewers. 80% of participants indicated intent to apply practices learned to land they own or influence.

THE CROPS TEAM shared ISU Research Farms results by delivering a five-day virtual field day series with 1,058+ participants from nine states. More than 37% of attendees received Certified Crop Advisor credits. Reaching new audiences, 38% reported the event was their first field day.

The team also moved the Field Scout Basics Workshop to a virtual format reaching 560 participants from 17 states and four countries, up from a more typical 30 in-person attendance. Certified Crop Advisor credits were made available for professional certifications.

THE FARM MANAGEMENT TEAM delivered information on Farmland Leasing Arrangements via nine virtual/hybrid meetings and four videos, reaching 1200+ in-person, live, and archive viewers from 17 states. 94% reported they are now better prepared to communicate about leases.

THE HORTICULTURE TEAM featured wine research, winemaking, and wine chemistry by delivering eight webinars reaching 112+ participants from 17 states and nine countries.

THE IOWA LEARNING FARMS TEAM delivered 11 virtual field days reaching more than 2,300 live and archive viewers on a wide range of conservation cropping system and natural resource topics.

THE FARM, FOOD, AND ENTERPRISE DEVELOPMENT TEAM developed COVID response topics for the Small Farm Sustainability podcast delivering 30 episodes and reaching more than 20,979 listeners.

THE AGRICULTURAL SYSTEMS AND ENVIRONMENTAL STEWARDSHIP TEAM delivered online manure applicator training to 835 participants and continued certification while DNR and local county extension offices were closed. 693 participated in the online option in 2019.

THE DAIRY TEAM delivered 12 podcast episodes of the Dairy News and Views series covering topics including forage production, stress management, workforce contingency planning, market outlooks, and safety.

THE MASTER GARDENER PROGRAM had 26 county Extension staff conducting virtual training for 291 participants. 980 volunteers and interns have logged 39,000 volunteer hours for the Master Gardener program.

THE BEEF TEAM partnered with the University of Wisconsin and reached 530+ live and archive webinar viewers for their Feedlot Cattle Considerations Amid the Pandemic series. They also delivered an 11-part Controlling Cow Costs video series reaching more than 1,500 Facebook live and archive viewers.

IOWA STATE UNIVERSITY Extension and Outreach

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