Agriculture and Natural Resources Extension
Program Areas and Goals

Introduction

The following Agriculture and Natural Resources (ANR) Extension program areas and overarching goals were formulated during a workshop held on December 8, 2005. Workshop participants included ANR Extension Departmental Liaisons; directors from the Value-Added Agriculture Program, Beginning Farmer Center, Aquaculture Center, and Iowa Grain Quality Initiative; and Executive Committee Members from the following development and delivery teams: Farm and Business Management, Crop Production and Protection (includes CSI, PME, IGQI, and ICM), Iowa Beef Center, Iowa Pork Center, Dairy Team, Horticulture Commercial and Consumer, and Natural Resources and Stewardship.

The overarching goals are a direct result of ANR Extension's comprehensive needs identification process conducted from March 1 through December 1, 2005 and the Experiment Station's needs assessment process conducted in 2003 and 2004. Significant themes that emerged from the 2005 needs assessment activities are listed in rank order as follows:

- Beginning Farmers and the Next Generation of Agriculturists
- New Agricultural Enterprises, Opportunities, and Linkages
- Economic Development: Agriculture
- Natural Resources and Environmental Stewardship
- Growing Iowa's BioEconomy
- Rural/Urban Communication and Relationships
- Food Safety and Security
- Entrepreneurship Development
- The New Rural Iowa
- Leadership Development
- Serving Iowans and New Audiences

Summaries of the needs assessment activities conducted in 2005 are available at: http://www.extension.iastate.edu/ag/staff/programplanning.html.

ANR Extension development and delivery teams will draw upon the 7 program areas and corresponding goals to formulate their respective plans-of-work. Plan-of-work preparation is where creativity and innovation will transform selected goals into objectives, educational (and research) program, revenue generation, impact, and evaluation. Instructions and an outline for plan-of-work preparation are contained in the document entitled Agriculture and Natural Resources Extension Plan of Work Template.

After 18 months of planning, dialogue, and needs assessment activities, an exciting new era of ANR Extension teamwork, programming, and accomplishment is underway. Working together with our stakeholders, existing producers and agribusiness, and the next generation of agriculturists, a new era of Iowa agriculture can be achieved where the focus is on opportunities and positively influencing trend-lines.
Plants & Their Systems Program Area

1. Foster economic development by maximizing profitability in production, protection, and quality for plant growers and associated businesses in Iowa.

2. Increase national and international competitiveness of Iowa's plant production operations.

3. Develop long-term, sustainable, and economically and environmentally sound plant production systems to conserve and enhance Iowa's natural resources.

4. Maximize economic worth of Iowa's plant products by developing and promoting value-added opportunities and processes – (forages, recreational lands, woodlands, etc.)

5. Increase adoption of integrated crop-livestock production systems to improve farm profitability and environmental quality.

Animals & Their Systems Program Area

1. Promote sustainable density growth of livestock enterprises to increase the value of grain, jobs, and purchased inputs and services in rural communities and to enhance entry level opportunities for young farmers.

2. Increase adoption of integrated crop-livestock production systems to improve farm profitability and environmental quality.

3. Develop innovative business models, management systems, and technologies to expand and enhance the national and international competitiveness of livestock enterprises in Iowa.

4. Provide leadership in developing a culture of environmental stewardship to protect air, soil, and water quality and to increase adoption of technologies and systems that protect and enhance natural resources.

5. Increase feeding of grain processing co-products to increase the profitability of livestock production and to capture more value from co-products in Iowa.

Natural Resources & Environment/Engineering & Support Systems Program Area

1. Improve clients' management of Iowa's natural resources ensuring both economic and resource sustainability.

2. Protect and enhance Iowa's air, soil, and water resources in concert with agriculture, recreation, and urban land uses.

3. Enhance energy conservation and production of energy from Iowa's renewable resources.
4. Provide leadership in developing a culture of environmental stewardship to protect air, soil, and water quality and to increase adoption of technologies and systems that protect and enhance natural resources.

**Family & Community Systems Program Area**

1. Sustain and grow the livestock and plant industries through people (producers, employees, and their families) to foster community and economic development.

2. Educate consumers about the quality, nutritional value, and safety of plant and animal foods and products.

3. Create opportunities for new livestock and plant producers and their families to contribute to local community economic growth and vitality.

4. Engage communities in protecting and enhancing Iowa's natural resources.

5. Increase dialog and promote understanding among neighbors, community, and producers regarding the importance of and new opportunities in Iowa agriculture.

6. Preserve the diversity of both rural and urban natural resources that contribute to Iowa families and communities quality of life.

**Economics, Markets, & Policy Program Area**

1. Educate retiring farmers and policy makers about the opportunities for intergenerational transfer and new economic activities, and facilitate the process.

2. Sustain and grow the agricultural industry to foster community and economic development.

3. Create awareness of impact and opportunities derived from environmental polices and incentives.

4. Iowa producers and landowners will understand the economics of crop and livestock production, financial and risk management, and resource acquisition.

5. Increase the number of clientele that evaluate emerging markets and economics of new enterprises.
**Food & Non-Food Products Program Area**

1. Develop and improve the business and marketing expertise of our clients.

2. Assist our clients in developing new food, non-food, and energy products to spur economic development, create new enterprises, and enable beginning farmers.

3. Develop alternative uses for grain processing co-products that provides new business opportunities, reduces production costs, and protects the environment.

4. Develop systems that ensure the safety, quality, and traceability of our food supply.

5. Produce agricultural products in a manner that preserves our natural resources and is socially acceptable.

**Human Nutrition, Food Safety & Human Health and Well-being Program Area**

1. Enhance product quality from growing to consumption to ensure human nutrition, food safety, health, and well-being.

2. Maximize safety of the product and by-product, human resources involved (producers, handlers, consumers), and the environment (air, soil, water).

3. Optimize economic resources using risk-management tools to improve product quality, safety, and consumer confidence.

4. Improve quality of life through enhanced personal fulfillment and community enrichment.