



CLIPPINGS a weekly column from Iowa State University Extension and Outreach

Week of January 14, 2019

For Immediate Release

The Crop Advantage Series Makes a Difference!

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In January of each year, the ISU Extension and Outreach Crops Team puts together a series of meetings called “Crop Advantage” at 14 Iowa locations. The crop production industry, like all industries, has to improve in order to survive. This series helps crop growers learn new technologies to implement on their operation, discover new threats to crop production and how to react to these threats, hear about techniques to reduce environmental impact, and review tactics to profit under less than ideal economic circumstances.

Over 2,000 Iowa crop producers attend these meetings across Iowa and early results from 2019 show an uptick in attendance numbers so far.

Surveys are conducted of attendees to take some measure of the value of these meetings. Last year a little over a quarter of the attendees completed evaluations of the events. These surveys showed that many management practices were adopted because of what they learned that day, and this information was implemented on at least 140,000 Iowa crop production acres. A survey of the previous year showed that 80 percent of attendees said information learned at Crop Advantage would save them between \$5 and \$20 per acre.

There are still a few Crop Advantage Series dates remaining for 2019, including Le Mars on January 22. We will have two keynote presentations that day, featuring widely known Climatologist Elwynn Taylor kicking off the day at 10 a.m., and ending with Extension Economist Chad Hart at 2:30 in the afternoon. For those who know Dr. Taylor, you might want to attend, because Elwynn officially retired from a long ISU Extension career on January 2. We might not get many, if any, more chances to hear him in this area! Between the keynote sessions there are three 50-minute time periods with nine topics to choose from. Certified Crop Advisors could get up to five CCA credits by attending, and private pesticide applicators can get their annual certification completed by attending the entire day plus a session after the second keynote, which starts at 3:35.

The cost of this meeting is \$50 if registering a week or more before the event. If within the last week, or if paid at the door, the cost rises to \$60. A proceedings book, the noon meal and fees for CCA credits and pesticide continuing education are included in that fee.

Other locations in Southwest Iowa will occur in the latter part of January, if the 22nd does not work for you. Each location has a different agenda tailored to the region. To see the agendas, dates and registration information for any of the sites, go to www.cropadvantage.org or contact your local ISU Extension and Outreach office. I hope to see you there!

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