January 10, 2011
IN THIS EDITION

News Releases specific to NE Iowa:

- Food & Farm Expo Set for Feb. 5
- Robertson Featured at the ISU Crop Advantage Conference Jan. 26
- Risk Management Workshop for Cattle Feeders Set
- Food Safety Workshops for Fruit and Vegetable Growers Offered
- Local ISU Extension Staff Trained to Deliver Nutrition and Health Programs (photo)

Click this link to access these items previously released
- Local Dairy Days Feature New Dairy Practices (Calmar, Elma, Waverly)
- Tri-State Beef Day set for January 27 (Postville)
- ISU Extension Offers Farm Employee Management Workshop (Calmar)
- Other Releases from ISU

News Release
Contact: Teresa Wiemerslage, Communications Coordinator, 563-794-0599, wiemer@iastate.edu

Food & Farm Expo Set for Feb. 5

CALMAR – Mirroring the growing national movement in regional food production and healthier living, northeast Iowans have shown an increased interest in purchasing locally produced food. Farmers interested in growing or producing food for these growing local markets should make plans to attend the Northeast Iowa Food & Farm Expo on Saturday, February 5 at the NE IA Dairy Foundation Center in Calmar.

The Expo will have a wide variety of exhibitors covering educational information, materials, equipment, seed and supplies. Four educational sessions will be offered on marketing local foods, food safety, selling to schools and a food buyer panel. Assistants will be available to help you list your product on various websites.

Admission is free and lunch will be available to purchase on site. For more information about the expo or to have a display, call Teresa Wiemerslage at (563) 794-0599 or visit www.iowafreshfood.com.

The expo is hosted by the Northeast Iowa Food & Farm Coalition which is part of the Northeast Iowa Food & Fitness Initiative--a partner of the W.K. Kellogg Foundation Food & Community program. The
coalition is creating opportunities for farmers to engage in the local food system through production, processing, distribution, storage and market opportunities.

-30-

**News Release**

Contact: Brian Lang, ISU Extension Agronomist, 563-382-2949, bjlang@iastate.edu

**Robertson Featured at the ISU Crop Advantage Conference Jan. 26**

WATERLOO - Sudden Death Syndrome (SDS) was widespread in Iowa during the 2010 growing season. Dr. Robertson will “kick-off” the 2011 Crop Conference with a keynote presentation addressing SDS issues in soybean production. A dozen additional crop management topics also offered at the conference.

The conference will be held Wednesday, January 26 at the Hawkeye Community College near Waterloo. The conference will focus on major issues facing agriculture and provide producers and agri-business professionals with research-based information to assist in their decision making for the coming year and beyond.

Registration begins at 8:30 AM in Tama Hall with the morning keynote sessions scheduled from 9:00 to 10:00 AM. For the rest of the day, 4 concurrent sessions per hour allow participants to select from a dozen different topics to chose what best interests them. Topics include: Grain Market Outlook, Products enhancing N use, Corn diseases, Deep ripping, Weed management, P and K management, Farm energy issues, Corn yield issues and more.

Program and registration information is available on line at [www.aep.iastate.edu/cas/](http://www.aep.iastate.edu/cas/). Pre-registration is $35, or you can register at the door for $45. Refreshments, a noon meal and proceedings are included in the registration fee. Up to 6 Certified Crop Advisor credits can be earned for an additional $25. Private Pesticide Applicator re-certification can also be earned by attending an additional session from 3:45 to 4:30 PM and paying the standard $20 recertification fee. For additional information, contact Brian Lang, ISU Extension Agronomist at 563-382-2949.

-30-

**News Release**

Contact: Denise Schwab, ISU Extension Beef Specialist, 319-721-9624, dschwab@iastate.edu
Teresa Wiemerslage, Communications Coordinator, 563-794-0599, wiemer@iastate.edu

**Risk Management Workshop for Cattle Feeders Set**

WAUKON -- A risk and margin management workshop will be held for cattle feeders in Northeast Iowa on January 31. It will be held at the ISU Extension—Allamakee County office in Waukon and run from 9:30 am to 2:30 pm. Innovative Ag Services at Waukon, and Land O Lakes Purina Feeds are helping sponsoring the workshop in cooperation with the Iowa Beef Center and Iowa State University Extension.
The workshop uses actual market prices over a two year period during which participants will make fed cattle marketing and feeder cattle and corn purchase decisions at a set point using either the cash market, futures, options, or livestock insurance products while keeping an eye on the “margin” available to the producer before or during the actual feeding period. Those decisions are tracked via a computer and net returns are calculated at the end of a two year period. During the workshop the risk management tools such as futures, options, and livestock insurance will be discussed. Also the concept of locking in a margin between the selling price of fed cattle and the cost of corn and feeder cattle will be explored.

Preregistration is required, however the $25 fee to cover meal, promotion and room expenses will be payable at the time of the workshop. A minimum of 8 people preregistered is needed to hold the workshop and there is a maximum of 26 per workshop. To preregister and reserve your meal contact Denise Schwab at the Benton County Extension office, 319-472-4739 or cell 319-721-9624 or dschwab@iastate.edu.

-30-

**News Release**

Contacts:
Margaret Smith, Value Added Agriculture Program, 515-290-4456, mrgsmith@iastate.edu
Teresa Wiemerslage, ISU Extension Communications Coordinator, 563-794-0599, wiemer@iastate.edu

**Food Safety Workshops for Fruit and Vegetable Growers Offered**

OELWEIN -- Growers interested in improving food safety and post-harvest handling of fruits and vegetables can learn both at Iowa State University Extension workshops this winter. The workshops will be held during January and February at seven Iowa locations and will also cover the implications of recent federal food safety legislation on small growers.

“Fruit and vegetable growers work to deliver a safe product from farm to table,” said Margaret Smith, program coordinator with ISU Extension’s value added agriculture program, and co-team leader for the workshops. “This may require additional planning and implementation of new practices and protocols on the farm.”

The U.S. Department of Agriculture’s good agricultural practices (GAPs) address microbial food safety hazards for unprocessed fruits and vegetables from the farm to retail. “These good agricultural and management practices are important to ensure safety as well as quality of most fruits and vegetables sold to consumers or retail foodservices in the unprocessed form,” said Cathy Strohbehn, ISU Extension specialist, associate professor of hotel and restaurant and institution management, and workshop co-team leader.

"There are actions producers can take at each step - growing, harvesting, washing, sorting, packing and transporting – to meet these objectives, with the added benefit of presenting a competitive advantage within the market,” Strohbehn said.

Topics to be covered during this full-day workshop include microbial risks, the regulatory landscape, production and safety issues and the development of a food safety plan based on GAPs principles.
Participants will receive a Certificate of Completion of On Farm Food Safety Training, suitable for framing at points of sale.

There will be two workshops available in northeast Iowa: Feb. 3 at the NICC Oelwein Center and Feb. 10 at the North Iowa Fairgrounds 4-H Building, Mason City. To register, contact Teresa Wiemerslage at 563-794-0599 or wiemer@iastate.edu. For more information, visit www.iowafreshfood.org. Workshops will be held from 9 a.m. to 4 p.m.

Fees for the workshop are $50 per person and $25 per second family or business member, which includes take home reference materials, a meal and refreshments. The Northeast Iowa Food and Farm Coalition is providing free registration to producers in Allamakee, Chickasaw, Clayton, Fayette and Winneshiek counties.

-30-

**Photo and Caption**
Contact: Teresa Wiemerslage, ISU Extension Communications Coordinator, 563-794-0599, wiemer@iastate.edu

**Local ISU Extension Staff Trained to Deliver Nutrition and Health Programs**
Iowa State University Extension staff members in ten northeast Iowa counties, recently attended a training focused on four nutrition and food-related programs available to deliver to various audiences.

Local Extension staff are now equipped to facilitate the programs which include a blend of nutrition and health, food safety, family life and parenting, and resource management topics. The programs are appropriate for a wide variety of audiences--such as church groups, philanthropic groups, clubs, 4-H leaders, or other groups interested in a presentation about Extension activities or general interest topics.

**Spend Smart. Eat Smart**: designed to help families eat nutritiously while managing their finances. Participants will learn strategies to save money on food expenses and incorporate new ideas into menu planning and food shopping while exploring the “Spend Smart. Eat Smart.” website.

**Food for Thought**: appropriate for any audience interested in nutrition basics. Participants will learn concepts of healthful eating using MyPyramid concepts. Each participant will set goals for physical activity and healthy eating habits.

**Safe Food for Groups**: appropriate for any audience providing or selling food to consumer groups. Participants will learn the importance of, and be able to practice, safe food handling practices at the end of the program. Make sure your community event is not the cause of a food poisoning outbreak.

**Eat Smart, Live Strong**: a four-session program targeted to a senior audience (60-74+ year olds). The program is designed to improve fruit and vegetable consumption to 3 ½ cups per day and to promote participation in at least 30 minutes of physical activity most days of the week.

Contact your local county ISU Extension Office to learn more or schedule one these presentations. ISU Extension is committed to bring you unbiased, research-based information to help you make better decisions, thus resulting in healthy people, healthy environments, and healthy economies.
Download Training Group photo here

Front row: (l to r) Lana Dahlstrom (Allamakee Co.); Cindy Baumgartner (Nutrition and Health Specialist); Jill Weber (Nutrition and Health Specialist); Amy Kelly (Buchanan Co.); Michelle Temeyer (Black Hawk Co.)

Middle row: Sue Barnes (Howard Co.); Julie Christianson (Allamakee Co.); Rita Severson (Clayton Co.); Morgan Bartee (Black Hawk Co.)

Back row: Dennis Johnson (Worth Co.); Sarah Hoeft (Bremer Co.); Brenda Kirkeby (Winneshiek Co.); Mary Lynch (Chickasaw Co.); Peter Julseth (Worth Co.-Ext. Council member)

Other News Releases

Iowa Learning Farms is hosting monthly webinars in 2011, on the third Wednesday of each month, beginning Jan. 19.

This information has been sent to you by Teresa Wiemerslage, Regional Communications Coordinator for Region 4 ISU Extension, wiemer@iastate.edu, 563-794-0599.

For information about local Extension events and programs, contact:

Allamakee: Julie Christensen, 563-568-6345, juliechr@iastate.edu
Chickasaw: Mary Lynch, 641-394-2174, mjlynch@iastate.edu
Clayton: Rita Severson, 563-245-1451, ritas@iastate.edu
Fayette: Kathy Steege, 563-425-3331, ksteege@iastate.edu
Howard: Sue Barnes, 563-547-3001, skbarnes@iastate.edu
Winneshiek: Bonnie Sorum, 563-382-2949, bsorum@iastate.edu

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

Teresa Wiemerslage, Iowa State University Extension
Region 4 Extension Education & Communications Coordinator
PH: 563-568-6345, Cell: 563-794-0599, wiemer@iastate.edu
www.iowafoodandfitness.org  www.iowafreshfood.com
www.extension.iastate.edu