February 11, 2015

IN THIS EDITION
News Releases specific to NE Iowa:

- Iowa MarketReady Offered for Local Food Producers
- Feedlot Facility Workshops coming in February and March
- Cow calf producers can learn more about genetic selection and genomics
- Eastern Iowa Hay Producers Association Annual Meeting and Conference


**News Release**
FOR IMMEDIATE RELEASE

Contact: Linda Naeve, Iowa State University Extension Value Added Agriculture Program, 515-294-8946 or lnaeve@iastate.edu

**Iowa MarketReady Offered for Local Food Producers**

While significant opportunity exists to build on the demand for local products in local markets, many farmers are hesitant or unprepared to meet the transactional requirements required by institutional, wholesale and restaurant buyers to manage food safety, insurance, product quality and traceability risks.

Iowa MarketReady, a new program from the Iowa State University Extension and Outreach Value Added Agriculture Program, addresses these issues and seeks to educate food suppliers to succeed in today's markets and continue to be profitable, while utilizing a new marketing stream.

The training is based around best business practices identified by buyers in these markets that are actively seeking local suppliers. Iowa MarketReady will help farm vendors selling dairy, fruits, meats and vegetables design a better business strategy to succeed.

Topics to be covered include communications and relationship building, packaging, labels, supply and delivery, post-harvest handling for produce, grading, insurance, regulatory and marketing.

This day-long training will be held March 3, 8 a.m. – 5:30 p.m. in Room 115 of the Northeast Iowa Community College Dairy Center in Calmar, Iowa. It is located just south of Calmar at 1527 Highway 150 South. Registration begins at 7:30 a.m.

The workshop costs $55/person or $90/couple or two employees from the same farm. Fees include training materials, light lunch and refreshments.
Pre-registration is required. For more information or to register, call or email Linda Naeve at 515-294-8946 or lnaeve@iastate.edu. Please give names of registrants, address, phone number, e-mail address and indicate whether you are a produce or livestock/poultry/egg producer.

Sponsors of the program include Iowa State University Extension and Outreach Value Added Agriculture Program and Northeast Iowa Food and Farm Coalition.

-30-

FOR IMMEDIATE RELEASE

Contacts: Russ Euken, ISU Extension and Outreach beef specialist, 641-923-2856, reuken@iastate.edu
Sherry Hoyer, Iowa Beef Center, 515-294-4496, shoyer@iastate.edu

Feedlot Facility Workshops coming in February and March

The Iowa Beef Center at Iowa State University will offer several workshops focusing on choices in feedlot facilities in February and March 2015. Russ Euken, ISU Extension and Outreach beef program specialist, said the workshops, set in various locations throughout the state, will offer an overview of facility types, advantages, and disadvantages, and review research on these types.

"Using several scenarios, workshop participants will work on making appropriate choices for an operation including financing decisions, cost benefit measurements, and production and environmental risk management," Euken said. "Tools and decision aids to help producers analyze the choices of facility type and cost will be used and available to participants."

He said the intent of the workshops is to involve producers in working through the decision-making process for their specific operations.

"We believe they will leave the workshop with more knowledge and tools to make facility decisions for their operation," Euken said. "Those who are considering investing in or upgrading feedlot facilities should benefit from attending."

The workshops are supported by a grant from the North Central Risk Management Education Center. The Iowa Cattlemen’s Association and the Coalition to Support Iowa’s Farmers are collaborators for the grant and this workshop series. The series brochure is available on the IBC website. Attendance is limited to 30 per site, so early registration is encouraged.

Producers can reserve their spot and meal by contacting their ISU Extension and Outreach beef program specialist. The registration fee of $20 per person will be collected at the door. All workshops will run from 9:45 a.m. to 3 p.m. on the following dates at the these northeast Iowa locations.
Feb. 18 Nashua - Borlaug Center meeting room, Northeast Research Farm
Feb. 24 Manchester - Delaware County Extension office

IBC was established in 1996 with the goal of supporting the growth and vitality of the state’s beef cattle industry. It comprises faculty and staff from Iowa State Extension and Outreach, College of Agriculture and Life Sciences, and College of Veterinary Medicine, and works to develop and deliver the latest research-based information regarding the beef cattle industry. For more information about IBC, visit www.iowabeefcenter.org.

-30-

FOR IMMEDIATE RELEASE
Contact: Denise Schwab, ISU Extension Beef Program Specialist, 319-472-4739, dschwab@iastate.edu

Cow calf producers can learn more about genetic selection and genomics

There has been a lot of progress in beef cattle genetics and genetic tools in the last few years. Cow calf producers have an opportunity to learn how they can make genetic improvements in their herd at meetings scheduled for March 3, 5:30 p.m., Pizza Ranch, 219 W. 4th St, Vinton, with dinner sponsored by US Bank, and March 4, 10:00 a.m.-2:30 p.m., Bear Creek Lodge, 1206 German Street, Maquoketa, with lunch sponsored by Maquoketa Feed.

Applying selection indexes and genomic tools will be discussed by Pat Wall Iowa State University Extension Beef Specialist from Southeast Iowa. Zoetis representatives will also discuss how genetic testing tools they have available can be used in conjunction with vaccination strategies. Patrick Gunn Iowa State University Beef Cow specialist will discuss the economics of raising or buying replacement heifers plus synchronization programs for artificial insemination and Denise Schwab will discuss alternative cow calf systems including grazing and confined or drylot production.

There is no fee to attend but a pre-registration is needed to reserve a meal. Contact ISU Extension in Benton County at 319-472-4739 to register.

FOR IMMEDIATE RELEASE

Contact: Denise Schwab, ISU Extension Beef Specialist, 319-472-4739, dschwab@iastate.edu

Eastern Iowa Hay Producers Association Annual Meeting and Conference

Area hay and forage producers are invited to attend the 32nd Annual Eastern Iowa Hay Producers Association (EIHPA) Annual Meeting and Conference on Thursday, March 19, 2015 at Buzzy’s in Welton. Registration will begin at 10:00 a.m. with the program scheduled to begin at 10:30 a.m.

This year’s conference will focus on forage rotation and cover crops. Dr. Matt Liebman, ISU Professor of Agronomy, will speak on forages as part of a crop rotation. Liebman’s research focuses on diversified cropping systems, weed ecology and management, and the use of native perennial species for soil and water conservation and biofuel production, including crop rotations, cover crops, green manures, intercrops, reconstructed prairies, conservation strips, animal manures, composts, and insects and rodents. Mark Carlton, ISU Extension Field Agronomist, will speak on utilizing cover crops as a forage. He will be followed by a panel of producers who are using cover crops as a forage source for their livestock operation. Following lunch and a brief annual meeting to elect officers and directors, will be regional updates from Virgil Schmitt, ISU Extension Field Agronomist, and Denise Schwab, ISU Extension Beef Specialist. Specific regional topics to be addressed include information on the newly released low lignin alfalfa and concerns about molds and mycotoxins in corn stover.

Registration for the conference is $30 and includes a membership to EIHPA and meal. Tickets can be purchased at the door. Certified crop advisor credits have been applied for. This conference is sponsored by EIHPA, Iowa State University Extension and Outreach, and the Iowa Beef Center.

The Eastern Iowa Hay Producers Association provides educational workshops and field days for forage producers in Jackson, Jones, Clinton, Cedar, Scott and Muscatine counties. However, forage producers from other counties are also welcome to participate. For more information
contact Denise Schwab at dschwab@iastate.edu or Kevin Brown at brofarm@windstream.net or 563-872-4475.

-30-