

The County Agent

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OF COUNTY AGRICULTURAL AGENTS

Volume LXXV No. 3 October, 2014

NACAA - 6584 W. Duroc Road - Maroa, IL 61756 - (217)794-3700

President's Corner

Welcome to the Future!

NACAA's 99th Annual Meeting and Professional Improvement Conference held in Mobile, AL was a fitting way to close out the first century of professional excellence for NACAA. The Alabama Association, with support from neighboring states, provided outstanding leadership for a stellar professional improvement program and family-friendly event. From the high-energy performance by Randy Owen of the legendary country music group Alabama, to the record number of professional posters and an outstanding array of professional improvement workshops, the 99th Annual AM/PIC was an outstanding success. Special thanks go out to all of the members of the Alabama Association as well as the many volunteers who assisted them with planning and executing one of the most successful AM/PIC's ever held.

Thanks are also due the NACAA council chairs, committee chairs and vice-chairs, as well as the entire NACAA Board who worked tirelessly to plan the many different professional development and recognition opportunities at this year's AM/PIC. These individuals work throughout the year in order to provide the professional improvement and recognition programs which benefit all of us as NACAA members.

Not many organizations, businesses, or even farms survive long enough to celebrate their centennial year. NACAA has not only survived to celebrate its centennial year, it has flourished. Your professional association is extraordinarily well positioned to meet the professional development needs of our profession as we enter the second century of Extension and NACAA.

Throughout the coming year and concluding with our 100th NACAA AM/PIC in Sioux Falls, SD next July, we will celebrate the rich history and tradition of NACAA, concluding with a giant birthday party in Sioux Falls, complete with a birthday cake for each state association! Perhaps more importantly, the celebration of our centennial year also provides us an excellent opportunity to envision what our professional association might look like and how it should operate in the next 100 years.

I am honored and humbled to serve as your president during our centennial year and look forward to celebrating our past and our future during the coming year.



NACAA President Mike Hogan and wife Susan.



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REFLECTIONS OF MOBILE



Announcing the “\$100 for the 100th” Fundraising Campaign

Not many organizations or businesses have an opportunity to celebrate their 100th anniversary. Thankfully, through strong leadership and dedication, NACAA can be proud to say we are one of those organizations!

The NACAA Scholarship Committee, in cooperation with the NACAA Educational Foundation, is excited to announce as part of our 100th anniversary celebration, a special initiative: The “\$100 for the 100th” Fund raising Campaign! This fund drive has a specific goal in mind: to help the NACAA Educational Foundation reach their financial goal of \$1 Million by the year 2025, while honoring the 100th anniversary of NACAA.

How can NACAA members become involved? We would like every active and life member to strive to make a gift of \$100 for the 100th anniversary. Your donation should be made prior to June 1, 2015, to receive recognition for contributing during the 100th anniversary fund raiser. Even though you may have contributed in the past and are already vested in the Scholarship program, please consider donating again in honor of our 100th anniversary. If a member is not vested in the scholarship program, a one-time contribution of \$100 will completely vest the member for their opportunity to apply for up to \$2,000 in scholarships through NACAA. A contribution of \$40 is required to apply for scholarships up to \$1,000. Members who become vested through this campaign may apply for scholarships in 2016. Our goal is to have 100% of our membership be a part of this effort. We are asking for participation from both our active and life members. If you can't give \$100, please consider some level of giving to honor our anniversary.

What is the time frame? Collections will start immediately, and the \$100 for the 100th fund drive will conclude by June 1, 2015. This will give us an opportunity to reveal our final fund drive totals at our 2015 AM/PIC in Sioux Falls, SD.

How do I make a donation? You can make a donation directly on-line following the link on the NACAA homepage at www.nacaa.com (found in the lower portion of the front page) or checks should be made payable to the NACAA Educational Foundation and mailed to:

Dwane Miller, NACAA Scholarship Chair
1202 Ag Center Drive
Pottsville, PA 17901

Please include \$100 for the 100th on the memo line of your check, so we can accurately track contributions toward this effort.

Please consider helping the Educational Foundation reach their \$1 Million goal. You have a chance to honor NACAA's past, while helping to insure the future with your contribution. Challenge your colleagues...make it a fun contest. Join us in the \$100 for the 100th!

Cynthia Gregg, NACAA President Elect
Frank FitzSimons, President, NACAA Educational Foundation
Dwane Miller, NACAA Scholarship Committee



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Natural Resources/ Aquaculture Pre-Conference Tour

Following an incredible two-day learning experience this past summer in Alabama, the Natural Resource, and Aquaculture Committee is planning another pre-conference tour for July 10-11, 2015 in South Dakota.

Tentative plans are for two full days of interpretive presentations, tours, and travel departing from Sioux Falls early on July 10 with educational tours en-route as we travel to the Black Hills. There will be an overnight stay in the Black Hills vicinity and visits to educational and historic sites before returning to Sioux Fall late on the 11th.

Exact locations for educational tours with interpretive presentations are currently being explored and organized. Potential sites include Badlands and Black Hills National

Parks, Grassland Prairies, Fish Hatcheries, etc. Watch the *County Agent*, and your email for updates as details come together.



Photo credit: National Park Service (Badlands N.P.)

Tennessee Selected as Host State for 2018 AM/PIC

During the 2014 AM/PIC, Voting Delegates approved the state of Tennessee as the future site for the NACAA AM/PIC in 2018. At the time of the presentation and vote, delegates left the exact dates and city location to be determined by the Tennessee Association of Agricultural Agents & Specialists.

Following the Mobile meeting, TAAA&S has now officially selected **CHATTANOOGA** as the official location and set the dates for July 29 - August 2, 2018. The Tennessee Association of Agricultural Agents & Specialists selected Jeff Via and David Yates as the Co-Chairs for the meeting. Both have the experience of attending many NACAA AM/PICs and will provide excellent leadership as TAAA&S members embark on this journey.



Upcoming Issues of The County Agent Magazine

December, 2014

Awards/Committee Directory

Deadline for articles: December 1, 2014

Mail Date: December 28, 2014

April, 2015

AM/PIC Registration Issue

Deadline for articles: February 25, 2015

Mail Date: March 15, 2015

June, 2015

Open Topic Issue

Deadline for Articles: May 20, 2015

Mail Date: June 15, 2015



NACAA Past President Juchartz Passes

Donald Daniel Juchartz, age 85, Belleville resident for nearly 60 years, passed away at his home Monday, August 11, 2014. He was born February 11, 1929 in Wyandotte, MI, son of Herbert Julius & Olive Myrtle (Dougherty) Juchartz.



Don proudly served his country in the U.S. Navy during the Korean Conflict. He graduated from Michigan State University with a Masters degree in Horticulture. He was known as the "Garden Doctor" on radio and television for over 60 years. He was an active member and past President of the Belleville Rotary Club, with perfect attendance for 48 years, and served on the Cozaad Foundation.

Don was a member of the Lutheran Church Missouri Synod for over 80 years. He taught and led adult Bible classes for more than 45 years, and was also in the choir. He led worship services on his U.S. Navy destroyer for 4 years during the Korean war. He was President and Elder in his congregation, St. John Evangelical Lutheran Church, Waltz (New Boston), MI.

He was Wayne County Extension Agent, on the 4-H Fair Board, Past President of the MI County Agents, Past President of the National County Agents Association in 1979, Chairman and charter member of the MI Land Trust Fund for many years, member of the Board that developed Crosswinds Marsh, on the Board of Directors for many Horticultural Associations, and a member of the Wayne County Planning Commission.

Mr. Juchartz is survived by his loving wife of 62 years, Doris Jean (Boettcher) Juchartz, daughter Debbie (Peter Quenet) Juchartz of Belleville, two sons, Jon (Pat) Juchartz of Colorado, and Dave (Kathie) Juchartz of Belleville, 7 grandchildren, twin great-grandchildren due in December, 3 sisters, Carol Salliotte, of Lincoln Park, MI, Linda (Carl) Enzenberger of Oregon, and Sandy (Kyle) Hudson of Woodhaven, MI, two sisters-in-law, Mervyn Juchartz of Ann Arbor, MI and Helga Juchartz of Wyandotte, MI, also numerous nieces, nephews, cousins and friends.

NACAA Centennial Display Photos Needed

In recognition of NACAA's 100th Anniversary, NACAA will be developing two large displays featuring historical photos of Extension from across the country. The goal of the displays is to depict Extension of "Yesteryears and Today". If you have old historical or current Extension photo's we'd like to have a copy to be considered for this display.

The Smithsonian Institution has been contacted and is interested in housing these displays following the completion of the 2015 AM/PIC in Sioux Falls, SD (July 12-16). The displays may also become part of the Smithsonian Institution Travelling Exhibition.

To submit your "Historical and Modern Day" photos, please send your photos/clippings to the NACAA office at 6584 W. Duroc Road, Maroa, IL 61756 (Attn: Scott Hawbaker). Electronic copies can also be emailed to nacaaemail@aol.com. All hard copy submissions will be scanned in high resolution and returned to you. Please submit by no later than **November 20, 2014**.





In Ukraine during tumultuous times

*By: Phil Durst, Michigan State University Extension
Sr. Educator – Dairy & Beef Cattle Health and Production*

The dairy industry in Ukraine has been struggling to grow in the 23 years since the country achieved independence from Russia with the breakup of the Soviet Union in 1991. Yet, it is an industry that has tremendous potential and leaders who desire to see that potential realized.

In November 2013, two of my colleagues and I were invited by the president of the Ukrainian Dairy Association to speak at the VII Ukrainian Dairy Congress in February 2014. We also received an NACAA scholarship to help us travel to Ukraine. At the time of the invitation the political situation in Ukraine was stable, but protests had begun against the government of Viktor Yanukovich because he yielded to Russian pressure to back away from a pact with the European Union.

After we made our flight arrangements, the dates of the Congress were changed to March, however I kept with the original plans and flew to Kiev on February 18 because I was not available for the new Congress dates in early March. The plans were that the Ukrainian Dairy Association would arrange for farm visits for us and meetings with their farm advisors. My colleagues delayed their trip by one week and

planned to meet me in Kiev and remain through the Dairy Congress.

Those plans were all changed when the corrupt government of Yanukovich was overthrown in a citizens' revolt that occurred just days after I arrived. Plans for farm visits in the first week were scuttled by the closure of the city and the Dairy Congress dates were changed again to March 18-20. My colleagues cancelled their trip because of newly issued travel advisories.

In the days before the overthrow, my Ukrainian host took me to a roadblock set up to keep Russian hoodlums from coming into the city. Days after the people were victorious, we visited Maidan, the large downtown square and area where protestors had made their stand even when Russian snipers, posted on tall buildings, shot and killed 53 of them. The following week we went to the estate of the disposed president and saw for ourselves how he built for himself rather than building the country, and how he took what was public and made it his own.

My visit (February 18-28) was not a loss for I was staying with friends that I had made there in a previous visit and had numerous opportunities to meet and minister with a church



Phil at the site of a barricade in Maidan, the grand public square in Kiev, Ukraine.

there. On February 26, the Ukrainian Dairy Association made arrangements for me to travel via overnight train (see the sidebar story) to a city in SE Ukraine where I was met in the morning by an advisor and taken to a dairy farm of approximately 500 cows. Gathered there were approximately 22 advisors of the Dairy Association and I spent the day with them analyzing the dairy operation and talking about management.

It was a great visit. We enjoyed talking together, with interpretation, about dairy. The farm was exemplary (though not likely typical) and hopefully we were able to provide the management some practical help. This visit provided many contacts and opportunities for follow-up.

In response to their request that we still consider speaking at the Dairy Congress on the new dates, I received approval to return to Kiev on March 17 at the expense of the Ukrainian Dairy Association and presented two talks on the first day of the Congress; one on mastitis management and the other on labor management. These were presented through simultaneous translation for audiences of approximately 200 and 500 in breakout sessions. The conference took place in the days following the seizure of Crimea by Russia and while the future of independence looked bleak.

I was also asked to provide consultation on some farm situations that advisors were facing and to give an interview for their publication "Milk and Farm".

I returned home the next day due to schedule demands. However, I have received communication from them various times since returning home. In addition, I have sent them some articles that they may want to use in their dairy publication. At least two articles that have been translated and published, including one on integrity as a foundation



Speaking at the VII Ukrainian Dairy Congress in Kiev.

stone for business and governance. An article about my impressions of the dairy industry in Ukraine was published in the June 2014 edition of Hoard's Dairyman magazine.



The country has continued to face turmoil from its aggressive neighbor to the east. Yet there are cows being milked two or three times a day, every day to provide nutrition for the people of Ukraine.

These trips have opened the door for more collaboration in the future. The NACAA scholarship was the key to getting all of it started.

"Sure"

When a caller from the Ukrainian Dairy Association told me that they would arrange for me to travel by overnight train from Kiev to meet with their advisors on a farm, I said "sure". It's what I said to anything that I was asked to do. I just didn't quite understand what it meant.



Train compartment

First it meant travelling alone in a country where I didn't know their language and they didn't know mine. My host got me on the right train car, and then I found my compartment on the train. The compartment, measuring approximately 6 feet square had four berths, two up and two down. Since the compartment had no other passengers in it, I began to assume that the Dairy Association had booked the entire compartment for me.

I went to bed in the berth specified on my ticket as the train made its way southwest from Kiev, stopping at stations to pick up and let off passengers. Around 1:30 AM, I found out that the compartment was not mine alone when a woman entered for her berth, about 30 inches from mine. Oh, I thought, I'm glad I decided to sleep with my pants on!

The next question was when to get off the train. Although stations were called out, the announcements were in their language (most likely Russian). I have studied enough Russian to understand how their odd alphabet is pronounced and I also counted on the train being on time and would get off at the station that matched the time of arrival. That worked!

After a great day on the farm, they dropped me off at the train station for another overnight trip back to Kiev. This time I shared that small compartment with three women! So when travelling and they suggest something to you, say "sure", it leads to adventure!

2014 Service to American/ World Agriculture

John W. Jensen
Interim Director, School of Fisheries
Auburn University

Prior to becoming an administrator in 1995 my career focused on extension education when I joined the Peace Corps in 1969. Worked on a river in central Brazil where I organized commercial fishermen who formed a marketing cooperative that successfully marketed fish for five years in several of Brazil's largest cities.

Employed as a research associate by Auburn University in 1972 and worked for 3 years in Northeast Brazil where I organized an extension education component in a federal agency with the objective of introducing aquaculture to regional farmers. My work was supported by the U. S. Agency for International Development.

Employed by the Alabama Cooperative Extension System (ACES) in 1979 as a Fisheries Specialist. My principal assignment was to work in aquaculture production, processing and marketing, and small impoundment management

The catfish industry in Alabama grew from 4 million pounds produced in 1979, to 110 million pounds produced in 2000. As the industry grew, extension funds and special legislative line items were made available to support the industry with new research and extension efforts.

The Alabama Fish Farming Center, an organization that I was involved in establishing, began operations in 1982.

During the period 1979 - 1990, when commercial aquaculture grew by 1,000%, Responded to needs of the industry through thousands of personal contacts. I wrote numerous extension publications to support subject matter needs of our clientele.

Used mass media extensively and conducted innovative field-based county agent in-service training exercises that became models for other states. Each year I was requested by dozens of county agents, individuals and civic to provide technical assistance and training within the state and throughout the Southeast.

Involved in 4-H natural resource education by developing aquatic resource camp activities, providing county agent training and conducting dozens of 4-H field days related to aquatic resource management and aquaculture. Assisted vocational agriculture and other public school programs statewide by providing support to their aquatic resource teaching activities.

My most significant accomplishments during my extension specialist career were: founding of the Alabama Fish Farming Center, establishment of the Alabama Catfish Quality Assurance Program, and supporting the growth of the catfish farming business, to become Alabama's 5th most important agricultural product.

As Department Head of Fisheries and Allied Aquacultures I oversaw 22 faculty and a total of 145 employees, an \$11 million budget. Involved in the oversight of international projects in Philippines, Bangladesh, China, Brazil,



Ecuador, Honduras, South Africa and Kenya. During my time as head, the department maintained its world-class status and became a university Peak of Excellence. The following is a partial list of activities and accomplishments as Department Head:

- Grants and contracts in the department grew to \$4.1 million in 2000, more than any other department on campus. They were at the time 18% of the University departmental grants and contracts and 58% of the COAG departmental grants and contracts.
- Helped bring in USDA support for red snapper research (\$2.6 million in 3 years).
- Developed an MOU with USDA-ARS Aquatic Animal Health Laboratory that resulted in \$250,000 in annual USDA funding and 2 new faculty positions.
- Seven years of effort by members of my faculty and me have resulted in an MOU with the Dauphin Island Sea Lab and the construction of a new \$650,000 shellfish laboratory on Dauphin Island Sea Lab property.
- Worked collaboratively with the International Center for Aquaculture and Aquatic Environments on international and domestic projects.
- Invested in distance education equipment and expertise that allowed real-time internet teaching of FISH 6650, Post-Harvest Technology, from Faulkner State University in Bay Minette to our students at sites in Auburn and Gulf Shores as well as lectures to South African students.
- Developed and helped implement AAES, ACES and NRCS annual operating budgets for the Alabama Fish Farming Center, Greensboro.
- Secured a donation of the South Auburn Fisheries unit worth \$1 million.
- Secured hard dollar support for coordination of the Alabama Water Watch program directed by the department.
- Developed a hybrid catfish initiative that formed the basis for a USDA-SRAC regional project to support the catfish industry.

Currently serving as Interim Director, School of Fisheries, Aquaculture and Aquatic Sciences, Auburn University.

NACAA Professional Excellence Poster Competition

Applied Research National Winners



1st Place

EVALUATION OF CORAGEN® AS A TRANSPLANT WATER TREATMENT FOR CONTROL OF TOBACCO SPLITWORM IN FLUE-CURED TOBACCO

Varnedore,* T.¹; Jones, D.C.²; Lahue, S.S.³; Moore, J.M.⁴; Troxell, C.E.⁵

¹County Extension Coordinator, University of Georgia, Hazlehurst, GA, 31539

²Extension Entomologist (Retired), UGA Cooperative Extension, Mt. Vernon, GA, 30445

³Research Coordinator I, UGA CAES, Tifton, GA, 31793

⁴Extension Agronomist - Tobacco, UGA Cooperative Extension, Tifton, GA, 31793

⁵Research Technician III, UGA CAES, Tifton, GA, 31793

The DUPONT™ product CORAGEN®, (chlorantraniliprole) was labeled for use to control insects in flue-cured tobacco production in the United States in 2010. Coragen is recommended for use on tobacco to control tobacco budworm (*Heliothis virescens*), tobacco hornworm (*Manduca sexta*) and tobacco splitworm (potato tuberworm) (*Phthorimaea operculella*). Research trials have been conducted in Georgia in 2010, 2011 and 2012 to evaluate the use of Coragen for control of a variety of worms which attack tobacco. Trials have demonstrated the effectiveness of Coragen applied with the water at transplanting for control of tobacco budworms, cutworms and most recently tobacco splitworms. Although populations of tobacco budworms and tobacco hornworms occur annually and require management by tobacco growers, the occurrence of cutworm and tobacco splitworm varies with the season. Cutworm

and splitworm populations have recently been encountered in areas where trials have been conducted and valuable data have been accumulated on these insects as well. In this trial transplant water treatment with Coragen was found to give control of tobacco splitworm.



2nd Place

RED WINTER WHEAT

Lentz, E.M.¹

¹Educator, The Ohio State University Extension, Findlay, OH, 45840

Producers rely on university research to apply the proper rate of nitrogen for optimal wheat yields and to reduce the risk of nutrient loss into the environment. New wheat varieties may require more nitrogen. The objective of this study was to determine the nitrogen rate for optimal yields for soft red winter wheat in northwestern Ohio. Dynagro 9042, a medium-maturity variety, was established in the fall of 2012 in an undisturbed field of soybean stubble on the OARDC Northwest Research Station near Custar, Ohio. Eight N rate treatments were applied as urea-ammonium nitrate at greenup: 0, 40, 60, 80, 100, 120, 140, and 160 pounds per acre. All treatments received 30 pounds of N per acre prior to planting. Experimental design was a completely randomized block replicated four times (N = 32). Analysis was a simple ANOVA. Grain yield, test weight, spike number, and N uptake (SPAD meter) were measured for each plot. Significant differences ($p < 0.05$) were observed among treatments for each measured agronomic trait. Grain yield increased with larger N rates until the 120 pounds per acre N rate. Yields were similar for the 120, 140, and 160 pounds per acre rate. Results from this study would suggest minimal yield benefits above the 120 pounds per acre N rate. An optimal N rate would exist between the 100 and 120 pounds per acre N rate.



3rd Place
CHINESE PRIVET CONTROL WITH CUT STUMP AND BASAL BARK HERBICIDE TREATMENTS

Enloe, S.F.¹; Nancy Loewenstein²

¹Extension Specialist, Alabama Cooperative Extension System, Auburn University, AL, 36849

²Extension Specialist, Alabama Cooperative Extension System, Auburn University, AL, 36849

Chinese privet (*Ligustrum sinense*) is one of the most invasive shrubs in the southeastern United States. It reproduces by seed and lateral root sprouts and is a strong stump sprouter following cutting. Despite its notoriety, information concerning the effectiveness of herbicide approaches including cut stump and basal bark treatment is lacking. Our objective was to evaluate these methods for Chinese privet control. Studies were conducted from 2008 to 2011 in mixed hardwood stands infested with Chinese privet near Auburn, Alabama. For the cut stump study, glyphosate (Accord Concentrate at 25% v/v) and triclopyr amine (Garlon 3A at 25% v/v) were compared to cutting alone at April and November timings. For the basal bark treatment study, triclopyr ester (Garlon 4 at 5, 10, and 20% v/v and Pathfinder II at 100% v/v) were compared to untreated control plants at January and March timings. Chinese privet mortality and stump and lateral root sprouts were quantified at 6, 12 and 18 months after treatment (MAT). Canopy defoliation was also estimated in the basal bark study. For the cut stump study, both glyphosate and triclopyr amine provided >92% control across timings. However, control was better with glyphosate than triclopyr at the November application timing. For basal bark treatment studies, the lowest rate of triclopyr resulted in high levels of canopy defoliation and few basal sprouts. However, percent privet kill was better for the higher triclopyr rates. These studies indicate that both cut stump and basal bark treatment are effective options for Chinese privet control.

Extension Education National Winners



1st Place
GROWING MUSHROOMS FOR FUN AND PROFIT

Saft, C.S.¹; Gazula, A.²; McCoy, S.³; Olson, C.⁴

¹Horticulture Agent, University of Florida IFAS Extension Suwannee County, Live Oak, FL, 32064

²Horticulture Agent, University of Florida IFAS Extension Alachua County, Gainesville, FL, 32609

³Rural and Agribusiness Development Agent, University of Florida IFAS Extension SVAEC, Live Oak, FL, 32060

⁴Agriculture Agent, University of Florida IFAS Extension Taylor County, Perry, FL, 32348

Florida Extension has offered limited classes on shiitake mushroom production on logs in the past. Two Agents realized the potential and biological efficiency of producing oyster mushrooms using bag culture with cottonseed hulls and wheat straw. Objectives were; 1) develop a variety of educational and promotional materials, 2) raise awareness of the potential value of growing gourmet mushrooms by attending several events, 3) each year 100 farmers, Master Gardeners and hobbyists would increase their knowledge by 50% on small-scale mushroom production, 4) class attendees will produce 100 pounds of oyster or shiitake mushrooms annually. Promotional brochures and displays were created. PowerPoint presentations, experiential activities and notebooks were created for workshops. Two toolkits were developed with supplies to grow either shiitake or oyster mushrooms. Agents attended Sunbelt Expo, "Agritunity", local fairs and festivals to promote workshops. Over 800 people participated in workshops held in eight counties throughout the state. So far, 802 small farmers, Master Gardeners, and hobbyists have attended 24 workshops on small-scale gourmet mushroom production, processing, and marketing. The average knowledge gain was 82%. Agents have given out 838 inoculated oyster mushroom kits and 568

inoculated shiitake mushroom logs valued at \$24 and \$26, respectively, a total value of \$34,880. Following completion of the workshops, attendees have grown over 2,514 pounds of oyster mushrooms and 8,520 pounds of shiitake mushrooms valued at \$88,272 (\$8/lb). This program can be duplicated as long as time and labor is allotted for: set up; execution of hands-on activities; and assembly of toolkits.

2nd Place

FARMING: PENCIL TO PLOW

Flores, J.L.¹; Giordano, J.²

¹Faculty Extension Assistant, Agriculture and Natural Resources, University of Maryland Extension, Snow Hill, MD, 21863

²NxLevel Trainer, Consulting, Training, and Development Services, Salisbury, MD, 21801

Farming: Pencil to Plow is a beginning farmer program designed for aspiring small farmers and those producers interested in diversifying their farm operation. The course is held over eight (8) weeks, meeting one night each week for 3 hours each night of class. Information is presented by experts in the agriculture field who discuss key business planning topics. Speakers include University of Maryland Extension educators, local agencies and businesses that work with agriculture producers. Topics covered in this course include awareness of regulations, developing a business plan, cash flow statements, understanding customer base, marketing, and the importance of budgeting. Farming interests from participants varied greatly: beekeeping, alpacas, hay, livestock, CSA, vegetables, hops, and mushroom production. Upon completing this program, participants have developed a prepared business plan to be presented to potential lending agencies along with a certificate of completion issued by NxLevel, a nationally recognized entrepreneurship training provider. To date, there have been 27 participants. Originally developed as a Maryland Lower Eastern Shore program, Farming: Pencil to Plow has reached beginning farmers from eight (8) Maryland counties. Of the participants that have graduated from the program, 87.5% strongly plan to use the knowledge and skills gained in this program to help develop their farming endeavor. \$4900 total grants have been secured from the Eastern Shore Entrepreneurship Center with a \$1000 grant secured from the Beginning Farmer Success program. In addition, \$1750 of solicited funds have been received to support the program.

3rd Place

FROM THE FIELD TO THE CLASSROOM: EXTENSION AGENTS PROVIDING UNDERGRADUATE EDUCATION

Komar Jr., S.J.¹; Brian Schilling²; Jack Rabin³; Michelle Infante-Casella⁴; William Bamka⁵; William Hlubik⁶

¹Agricultural Agent, Rutgers University, Milford, PA, 18337

²Assistant Extension Specialist, Agricultural Policy, Rutgers University, New Brunswick, NJ, 08901

³Agricultural Agent, Rutgers University, New Brunswick, NJ, 08901

⁴Agricultural Agent, Rutgers University, Clayton, NJ, 08312

⁵Agricultural Agent, Rutgers University, Westampton, NJ, 08060

⁶Agricultural Agent, Rutgers University, North Brunswick, NJ, 08902

A team of County Agricultural Agents and Extension Specialists developed an undergraduate course for Agricultural and Natural Resources students enrolled at Rutgers University. The course, 11:015:315 Direct Farm Marketing and Agritourism was offered to undergraduate students enrolled during the fall, 2013 semester and was designed to prepare students to manage an agritourism or direct marketing operation. Participating students (n=17) were surveyed following completion of the 15 week course to assess the effectiveness of the curriculum. The student's assessments were overwhelmingly positive with an overall rating for the course of 4.7 (1= Poor, 5= excellent). Teaching effectiveness of the instructors was highly rated (4.9) with the students agreeing that they learned a great deal during the course (4.6). The information presented was rated favorably with the majority of the students reporting the course as generating interest in the topics covered (4.8) and the format effectively encouraged students to learn the material (4.8). When asked for general comments, the students overwhelmingly reported that they enjoyed the realistic nature of the scenarios presented during the course and enjoyed meeting with actual agritourism operators to discuss the "real world" issues facing producers. Due in part to the positive feedback from the students, this course is now a required course for agricultural majors. The success of this program demonstrates the important contribution that off-campus faculty such as County Agricultural Agents can make to the success of undergraduate education.

2014 COMMUNICATIONS AWARDS

AUDIO RECORDING National Winner



HORTICULTURE HIGHLIGHTS

Wellman, D.*¹

¹ Agriculturalist, Iowa State University Extension & Outreach, Donnellson, IA, 52625

The Lee and Henry County Extension Offices in Iowa, developed a unique partnership with two local radio stations with the purpose of educating the public on horticulture topics. Radio listeners in Southeast Iowa now have the opportunity to hear 1-minute “Horticulture Highlights” during the growing season and over the holidays. The short format allows the listener to retain the information without losing interest, and makes the segments easy to archive on the ISU Lee County Extension website for future use. Horticulture Highlights were heard on KILJ Radio in Mount Pleasant, Iowa and KOKX Radio in Keokuk, Iowa reaching over 16,000 listeners. Topics included growing season issues or general horticulture information that would benefit listeners of all ages. This educational bit on mosses aired the week of May 27, 2013. Wellman voiced the radio spots, and the segments were recorded and edited at the KILJ radio station by Anna Herried.

BOUND BOOK

NATIONAL WINNER



VEGETABLE PEST ID AND CONTROL VOLUME 2

McAvoy, E.*¹

¹ County Extension Director/Regional Vegetable Extension Agent IV, UF/IFAS Hendry County Extension, LaBelle, FL, 33975

Vegetables are big business in Florida. Graced with an abundance of land, water, and sunshine and favored with mild winters - south Florida - is the nation’s winter garden providing fresh vegetables during the winter months. This seed for this book was planted at an Advisory Committee meeting in October 1998 where growers and others indicated a need for information on the incidence and occurrence of pests and diseases affecting vegetables in Southwest Florida. The concept was simple: pests and diseases are a constant threat to vegetable producers and timely and relevant information is required by growers to aid management efforts. A successful IPM program depends on correct and accurate identification of the pest or disease being targeted. This led to the publication of the South Florida Vegetable Pest and Disease Hotline, a beginning in 1998 and the Pest of the Month Column in Florida Grower magazine, a short time later. Vegetable Pest ID and Control Volume 2 contains profiles of insects and diseases that appeared in the Florida Growers’ Pest of the Column over the past 14 years and is intended as a hands-on field guide for growers. This agent wrote the insect and disease profiles in the book and assisted in the assembly of photos and layout of the book. Publishing was done by Meister Media, Willoughby, Ohio. 5000 copies were produced and distributed to vegetable growers and industry reps at the Florida Ag Expo in 2013 and the Southeast Regional Fruit and Vegetable Conference in 2014.

COMPUTER GENERATED GRAPHICS PRESENTATION

NATIONAL WINNER



Holsinger, Jr., A.*¹

¹ Horticulture Educator, University of Illinois Extension, Hillsboro, IL, 62049

Third through fifth grade students across the multi-county Unit of Christian/Jersey/Macoupin/Montgomery Counties learned about the many different meat eating plants, including Venus Fly Trap, Pitcher Plant, Sun Dew Plant, and others that eat live insects. The session, led by University of Illinois Extension Horticulture Educator, Andrew Holsinger, taught kids how carnivorous plants have adapted to capture insects and how to grow a Venus Fly Trap which is native to the United States. Among the methods of trapping are action, adhesive, and pitfall traps.

When the Montgomery County's classroom teachers heard about the program, the phones began ringing in the Montgomery County office. Now, more than 600 youth in 25 classrooms in the county know more about the life of carnivorous plants, and might just think it's cool to one day be a botanist.

The "Carnivorous Plants" program is sponsored by the University of Illinois Extension. It has been well-received by students and teachers alike due to its engaging, alluring nature.

FACT SHEET

NATIONAL WINNER



LANDSCAPING FOR WATER CONSERVATION

Wilber, W.*¹, Jones, S.²

¹ Extension Agent III Environmental Horticulture, Gainesville, FL, 32609

² Graphic Designer, University of Florida IFAS, Gainesville, FL, 32611

The "Landscaping for Water Conservation" factsheet was created in the spring of 2014 to support the Florida Friendly Landscaping program™ in Alachua County. This Extension program teaches homeowners how to create and maintain landscapes that conserve water and protect the water quality in Alachua County and the state of Florida. Homeowners in Alachua County have many misconceptions about proper landscape management, care and maintenance. They often do not realize that they are wasting water, fertilizer and pesticides by poor management practices and landscape design. Many are not aware that poor management and design can contribute to the degradation of the environment and our springs through runoff and leaching of fertilizers and pesticides. As Florida's population increases and our water usage continues to increase, Water Management districts are imposing stricter irrigation restrictions. By teaching homeowners to use the right plant in the right place they can use less water in the landscape. The short format of this 11 x 17 factsheet with clear photos helps homeowners to get a good idea of the plants they should use for water conserving landscapes in Alachua County. The icon key guides them to know what plants are native and best suited to sun or shade and which plant attract wildlife. This factsheet also provides resources where clients can go for more information on water conservation and watering restrictions. 200 copies have been distributed at Florida Friendly landscaping classes, at gardening information tables and at landscaping shows by the agent and Master Gardener volunteers.

FEATURE STORY

NATIONAL WINNER



USING SMART IRRIGATION TO SURVIVE A HOT SUMMER

Bachman, G.R.*¹

¹ Horticulture Specialist, Mississippi State, Biloxi, MS, 39532

The summer garden season in Mississippi is long and hot. This means in order to have a beautiful garden and landscape irrigation is a must. This article gives the home gardener options for being water wise and efficient with landscape irrigation. This is especially important during droughty years when many municipalities impose watering restrictions. I took all of the images using a Canon EOS Rebel XTi DSLR. This article was published in the June 2013 edition of Mississippi Gardener magazine which has a monthly circulation of over 5500 copies.

LEARNING MODULE

NATIONAL WINNER



MISSISSIPPI MASTER CATTLE PRODUCER PROGRAM

Parish, J.*¹

¹ Extension Beef Cattle Specialist, Mississippi State University, Mississippi State, MS, 39762

The Mississippi Master Cattle Producer program consists of training modules in eight beef cattle production subject areas. The Mississippi Master Cattle Producer program website is <http://msucares.com/livestock/beef/mcp>. Links to the eight training modules are posted on this website. Beef cattle producers enrolled in the Master Cattle Producer program will complete about 20-24 hours of training which includes the following: 1) Beef Cattle Nutrition, 2) Forage Systems, 3) Beef Cattle Reproduction, 4) Breeding and Genetics, 5) Economics and Marketing, 6) Herd Health and Handling, 7) Beef End Product, and 8) Beef Quality Assurance. The internet-based training features streaming video of speakers and slides. Each module consists of approximately 80 slides. Slides with scripts, reference publications, and certification exams are available for online viewing or download. The online modules were originally posted in MediaSite and are now being converted to a YouTube format to accommodate more internet browsers and mobile device access. Extension personnel are offered in-service training credit on an ongoing basis for completing these modules. Participants must successfully review all course materials and complete the exams for the eight training topics listed above to be eligible for Master Cattle Producer certification. Participants can view online training modules and download training materials free of charge. Participants completing the program also have the option to receive printed course materials, a metal farm sign, Master Cattle Producer cap, and certificate of completion for a course fee. To date, more than 600 participants have completed this training.

NEWSLETTER - INDIVIDUAL

NATIONAL WINNER



'GREEN FLASH - NEWS FOR HORTICULTURE PEOPLE'

Porter, W.¹, Regional Extension Specialist, Mississippi State University Extension Service SE, Lauderdale

The 'Green Flash - News for Horticulture People' newsletter is a quarterly newsletter designed, produced, and published by the author. This newsletter was created to get useful information to clients on various horticulture topics. The information provided can be used as a planning guide since the newsletter is produced quarterly. Also in the newsletter there is a calendar of upcoming gardening events. The newsletter is e-mailed to 45 counties in Mississippi. The county personnel then have the option to use information from the newsletter in their own newsletters, forward it via e-mail to clients, or print copies for local distribution. The number of copies distributed is constantly increasing since new clients are signed up whenever there is a gardening meeting. Currently, over a 2000 copies are distributed quarterly, primarily through e-mail. A hard copy mailing list was initiated to get the newsletter to clients who did not have e-mail accounts. Current and previous copies of the newsletter can be found at: <http://msucare.com/newsletters/greenflash/index.html>

NEWSLETTER - TEAM

NATIONAL WINNER



DOWN THE GARDEN PATH

Polanin, N.*¹, Gyurian, J.², Boney, N.³, Magron, R.⁴, Cowgill, W.⁵

- ¹ County Agent II, Rutgers NJAES Cooperative Extension, Bridgewater, NJ, 8807
- ² Horticultural Consultant, Rutgers NJAES Cooperative Extension of Somerset County, Bridgewater, NJ, 08807
- ³ Rutgers NJAES Master Gardener, Rutgers NJAES Cooperative Extension, Flemington, NJ, 08822
- ⁴ Research Associate and Horticultural Consultant, Rutgers NJAES Cooperative Extension of Hunterdon County, Flemington, NJ, 08822
- ⁵ Agriocultural and Resource Management Agent, Rutgers Cooperative Extension of Hunterdon County, Flemington, NJ, 08822

'Down the Garden Path' is an internal newsletter

designed by Rutgers Master Gardeners for Rutgers Master Gardeners. This bi-monthly newsletter is posted online six times each year at a password protected Rutgers NJAES Cooperative Extension (RCE) website and distributed via email announcement to the 180 or so active Rutgers Master Gardener volunteers in both Hunterdon and Somerset Counties in NJ. Team members meet regularly to create a storyboard for the year, with deadlines and topics of interest, coordinating with many other teams and committees to reserve space for activity and event announcements. Regular newsletter components include a President's Corner, photo montages of past events, a 'Dear Lilly' advice column, team reports and highlights, a 'Plant of the Month' column, a gardening calendar, continuing education opportunities to fulfill state requirements for recertification, RCE program announcements from faculty and staff, some fun facts or garden word searches or crossword puzzles, and several feature articles from team members. Many of these feature articles highlight landscape design themes, favorite plants, insect or disease challenges in the home garden, or other areas of horticultural interest specific to the individual author. The team also utilizes the newsletter to better inform our volunteers on financial updates and meeting announcements and new or discontinuing volunteer opportunities. Members work in MSOffice Suite 2010 (Word and Publisher) to create the text and style while inserting photos in *.jpeg or *.tiff format prior to finalizing the issue as an Adobe Acrobat *.pdf file for posting.

PERSONAL COLUMN

NATIONAL WINNER



WEEKLY GARDEN COLLUMN – CHARLESTON GAZETTE-MAIL

John Porter
 Extension Agent
 WVU Extension Service
 Kanawha

In May 2013, the Life editor from the Charleston

Gazette-Mail, which is West Virginia's largest newspaper and considered to be statewide in scope, contacted this agent and asked him to take on responsibilities of writing a weekly garden column for their Sunday edition. The Sunday has a print readership of 180,000 individuals, plus 440,000 monthly online readers. The weekly articles are written to deliver timely advice to home gardeners on a variety of horticultural subjects on an approachable, yet informative level. Articles often contain historical perspective, scientific background, and other educational content through the use of plain language and humor. Many positive comments have been received about the column, and an assessment survey in November 2013 showed that readers were gaining knowledge and incorporating new practices. This weekly column has become a major educational outreach effort and has had a large amount of impact in the community. PDFs of articles from the newspaper are also provided, as the article format is too large for scanning and photos of the articles are difficult to read.

PROGRAM PROMOTIONAL PIECE

NATIONAL WINNER



2013/2014 MSU DAIRY PROGRAMS BOOKLET

Moore, S.J.*¹, Durst, P.², Lee, K.³, Wardynski, F.⁴

¹ Extension Dairy Educator, MSU Extension, Bellaire, MI, 49615

² Extension Dairy Educator, MSU Extension, West Branch, MI, 48661

³ Extension Dairy Educator, MSU Extension, Lake City, MI, 49651

⁴ Extension Beef/Dairy Educator, MSU Extension, Ontonagon, MI, 49953

The Michigan State University Extension (MSUE) Dairy Team promoted an array of extension programs using the 2013/2014 Dairy Programs booklet. The booklets were mailed to each dairy farm in Michigan (over 2,100) and over 350 allied dairy industry professionals in mid November. This approach allowed the MSUE dairy educators to use

their resources more efficiently to inform the dairy industry of upcoming educational programs. Dairy producers also commented that the booklet showed the depth and variety of high-quality programs planned by MSU Extension educators. The program overview, presenters, dates and locations, and a contact person were listed for each event. The booklet also was used to inform the Michigan dairy industry about the MSU Extension Dairy Team's involvement in research programs and projects. In addition, the role of the MSU Extension Dairy Advisory Team was described and a listing of the members (dairy producers and agribusiness professionals) was included. Contact information for the MSU Extension Dairy Educators and Dairy Specialists was provided for anyone needing more information about an event. All content development was coordinated by Stan Moore with content provided by the MSU Dairy Team members (Kathy Lee, Phil Durst, and Frank Wardynski) and other educators within MSU Extension. The MSUE Dairy Team contracted with an outside company to format, print and mail the booklets.

To date the attendance at programs promoted through the booklet have attracted over 800 attendees. Additional programs listed in the booklet are still ongoing.

PUBLICATION

NATIONAL WINNER



COMMUNITY GARDEN START-UP WORKBOOK

Zdorovtsov, C.*¹

¹ Community Development Field Specialist, SD State University, Sioux Falls, SD, 57103

Communities interested in starting community gardens, as well as staff that provides coaching to these communities can utilize this publication in the development process. Previously, SDSU Extension had published a factsheet on community garden start-up, however this more extensive guide was developed to provide detailed information on

garden benefits, visioning, leadership, models, horticultural considerations, budgeting, and operational issues. The new 32-page guide also provides a variety of helpful appendixes include garden rule and application samples, a site evaluation tool, a sample land use permission form, and budgeting tool. Additionally, it allows for workspace, making it very functional for community planning meetings.

Zdorovtsov expanded the content of O'Neill's original publication from 9 pages to 32 pages and also provided the majority of photographs. To date it has been utilized for planning community gardens in seven communities. Link: <https://igrow.org/up/resources/05-5001-2013.pdf>

PUBLISHED PHOTO & CAPTION

NATIONAL WINNER



Juanita Popenoe

County Extension Director and Extension Agent III
Commercial Horticulture, UF/IFAS - Lake County

A weekly column written for the local Daily Commercial (HarborPoint Media, 212 East Main St., Leesburg, FL.) newspaper with a circulation of approximately 20,000+ promotes Extension and research-based knowledge. Articles are written by the agent and usually include a photo taken by the agent to illustrate the pertinent points of the article. The Daily Commercial never attributes the photos, only printing that they are "submitted". The article written December 7, 2013 warned people about leaving Christmas lights on trees for too long. Christmas lights take so long to put up, that many people like to leave them on the trees. This can mean disaster for the tree over time. The photo was taken on an iPhone camera of a crape myrtle tree in a commercial setting with Christmas lights that had been left on more than one year. It illustrated how the tree was being girdled by every wrap of the wire. Proper tree care is a frequent question in our plant clinic and the article reaches more people with similar questions. The article and photo can also be seen at http://www.dailycommercial.com/life/article_88e08a7e-8175-52b3-a29c-5475af16680d.html.

VIDEO PRESENTATION

NATIONAL WINNER



SOUTHERN GARDENING

Bachman, G.R.^{*1}, Brian Utley², Tim Allison³

¹ Horticulture Specialist, Mississippi State, Biloxi, MS, 39532

² Senior Extension Associate, Mississippi State University, Office of Agricultural Communications, Mississippi State, MS, 39762

³ Senior Extension Associate, Mississippi State University, Office of Agricultural Communications, Mississippi State, MS, 39762

Southern Gardening Television is a weekly (52 segments per year), 1 1/2 to 2 minute television segment designed to air within Mississippi television newscasts and as part of the weekly MSU Extension Agriculture show Farmweek. Farmweek is available beyond Mississippi on RFD satellite. Weekly viewers within the state of Mississippi number in excess of more than 500,000. Segments are designed for persons interested in lawn and garden care and seasonal interest. The goal of Southern Gardening Television is to educate and inspire the home gardener in Mississippi.

The following segments are being submitted as examples of the body of work for the weekly Southern Gardening video segments.

Southern Gardening: The Garden Zone, 2:00 min, <http://www.youtube.com/watch?v=mYTv5eyBvcw&feature=youtu.be>

Southern Gardening: Tropical Summer Color, 1:42 min, <http://www.youtube.com/watch?v=vFj8dYGHZvo&feature=youtu.be>

Southern Gardening: Country Pumpkins, 1:58 min, <http://www.youtube.com/watch?v=kpR4b0tnmj8&feature=youtu.be>

Southern Gardening: Singing the Blues, 1:56 min, <http://www.youtube.com/watch?v=jmDzH4bTzw0&feature=youtu.be>

Southern Gardening: Valentines Through the Seasons, 2:00 min, <http://www.youtube.com/watch?v=uskUq76D6c4&feature=youtu.be>

WEB SITE

NATIONAL WINNER



Garrelts, A.*¹

¹ Extension Educator, University of Wyoming, Douglas, WY, 82633

Writing on the Range (<http://uwyoextension.org/rangewriter/>) is a blog that seeks to teach readers about different aspects of rangeland use, management, and history. It also touches on livestock and wildlife management. The blog was developed to not only educate but allow the educator to explore using creative writing, photos, and videos as educational tools. Typically posts are made twice per month and topics vary by season, the writer's whim, and issue being seen on western rangelands. Posts are written by the extension educator who then incorporates her own photos or photos from government agencies or the creative commons to enhance the written material. Videos that may be relevant to the article are then posted on the Useful Video page and relevant websites or links can be found under the Useful Website page. The blog has been in existence since January 2013 and has a total of 814 views. The posts are announced on the University of Wyoming Range Extension's Facebook page and this is how most viewers connect with the bog. Other viewers find the blog through search engines and the University of Wyoming Extension website. The blog averages anywhere from 35-80 views per month and 1-3 hits per day. Besides Facebook, the writer has also begun sharing her blog through Pinterest, Twitter, and Google+; however, no hits have yet come from those sites. The blog serves as a great way to educate audiences that may not traditionally be reached by university extension programming.

**CHECK OUT OUR
WEB SITE**

<http://nacaa.com>

**For the latest news &
information regarding**

**NACAA meetings,
membership database**

updates, award

submissions/recognition,

NACAA Supporters and

the list goes

on....and on...and on!

2014 Achievement Award Winners

North Central Region

Illinois - Teresa Steckler
Indiana - Hans F Schmitz
Iowa - David W. Baker
Kansas - Rachael Boyle
Kansas - Brian L. Rees
Minnesota - C Robert Holcomb
Missouri - Patrick L Byers
Nebraska - Aaron J.H. Nygren
North Dakota - Ashley Ueckert
Ohio - Amanda Douridas
South Dakota - Chris Zdorovtsov
Wisconsin - Ken Schroeder

Northeast Region

Maryland - Ginger Myers
New Jersey - Mike Haberland
New York - Jerry Bertoldo
New York - Crystal Stewart
Pennsylvania - Christina Yoder Becker
West Virginia - Stacey D. Huffman

Southern Region

Alabama - M. Landon Marks
Alabama - Brenda V. Ortiz
Arkansas - Melissa Beck
Arkansas - Chris L. Grimes
Arkansas - Brad Runsick
Florida - Courtney Davis
Florida - J. Stacy Strickland
Florida - Lindsey Wiggins
Georgia - Lucy Ray
Georgia - Justin S. Shealey
Georgia - Amanda Tedrow
Kentucky - Shane Bogle
Kentucky - Daniel Wilson
Louisiana - Ernest Girouard
Louisiana - Sheena Grote-Cecil
Mississippi - Dr. Angus L. Catchot, Jr.
Mississippi - BJ McClenton
North Carolina - Shawn Banks
North Carolina - Wendi Hartup
North Carolina - Amanda Hatcher
Oklahoma - Brian C. Pugh
Oklahoma - Jonathan Croft
Tennessee - Dave J. Mallard
Tennessee - Shannon Perrin
Tennessee - Anthony Shelton
Texas - Zach T. Davis

Texas - Lee Dudley
Texas - Michael R. Hiller
Texas - Jason Ott
Texas - Phoenix Rogers
Virginia - Janet L. Spencer

West Region

Arizona - Shawna Loper
Colorado - Eric McPhail
Montana - Jodi Pauley
New Mexico - Jack Blandford
Oregon - Gail Langellotto
Utah - Trent Wilde
Wyoming - Ashley Garrelts

2014 Distinguished Service Award Winners

North Central Region

Illinois - Martha A. Smith
Indiana - Robert Yoder
Iowa - Terry L. Steinhart
Kansas - Scott Chapman
Michigan - Nancy Thelen
Missouri - Matt Herring
Nebraska - Gary W. Lesoing
North Dakota - Randy Grueneich
Ohio - Jefferson Mccutcheon
South Dakota - Heather Gessner
Wisconsin - Ted Bay

Northeast Region

Maryland - Jon Traunfeld
New Jersey - William Sciarappa
New York - Sandra Buxton
Pennsylvania - Gregory Strait
West Virginia - Georgette Plaughter

Southern Region

Alabama - M. Kent Stanford
Alabama - J. Kevan Tucker
Arkansas - Michael Andrews
Arkansas - Jeremy Ross
Arkansas - Sherri Sanders
Florida - Sonja C Crawford
Florida - Ed Skvarch
Florida - Wendy Wilber
Georgia - D. Scott Carlson
Georgia - Dr. Laura A. Griffeth
Georgia - Dr. Casey Ritz
Kentucky - Lori Bowling
Kentucky - Bryce Roberts
Louisiana - Andrew Granger
Louisiana - Michael A Lavergne
Mississippi - Thomas E. Brewer
Mississippi - Dr. Mark A. Crenshaw
North Carolina - Thomas M. Campbell
North Carolina - Carl D. Pless, Jr.
North Carolina - Bryant M. Spivey
North Carolina - Kim Woods
Oklahoma - Justin Barr
South Carolina - Amanda McNulty
Tennessee - Alan Bruhin
Tennessee - Melody Rose

Tennessee - John K. Teague
Texas - Bryan Reynolds
Texas - Dwight Sexton
Texas - Cullen D. Tittle
Texas - Todd Vineyard
Texas - Zachary Wilcox
Texas - Lyle Zoeller
Virginia - C. Taylor Clarke
Virginia - Bruce G. Jones

West Region

Alaska - Stephen C. Brown
Arizona - Trent Teegerstrom
Colorado - Tom Hooten
Montana - Marko Manoukian
New Mexico - Del Jimenez
Oregon - Shelby Filley
Utah - Kevin Heaton
Washington - Douglas M Stienbarger

NACAA Hall of Fame Award

The NACAA Recognition and Awards Committee is proud to present these four recipients with the NACAA Hall of Fame Award. The Hall of Fame Award recognizes one member or life member from each NACAA region. Each state can nominate one individual. Based on a 500 word summary and three letters of support, the state nominees are evaluated on their Extension programming, state and national association activities and humanitarian efforts beyond the normal call of duty.



JOHN DEERE

Our thanks to John Deere for sponsorship!

**2014
Western Region
Hall of Fame Award
Billy Dictson
New Mexico
37 Years - Retired**



**2014
Southern Region
Hall of Fame Award
Larry Moorehead
Tennessee
36 Years**



**2014
Northeast Region
Hall of Fame Award
Donald Fretts
Pennsylvania
13 Years - Retired**



AGRICULTURE AWARENESS & APPRECIATION AWARD

NATIONAL WINNER



AGRICULTURAL AWARENESS AND APPRECIATION AWARD

Thelen, N.*¹, Ferris, T.A.², Kuschel, A.³

¹ Extension Educator, , Ann Arbor,MI, 48107

² Professor, Department of Animal Science, Michigan State University, E. Lansing,MI, 48824

³ Extension Program Instructor, Michigan State University Extension, Clinton Twp.,MI, 48036

Breakfast on the Farm (BOTF) gives consumers and farm neighbors a firsthand look at modern food production and the farm families who work hard to produce a safe, wholesome food supply for Michigan communities and the world. In 2013, this Michigan State University Extension program was held on five farms throughout Michigan – four were hosted by dairy farms and one was on a crop farm. Over 12,600 youth and adults participated in the five programs, and each farm had between 240 and 400 volunteers. Statewide sponsors help to make this program possible. Each breakfast also has a local planning committee comprised of local farmers, businesses and organizations who are interested in promoting agriculture, and has the financial support of 50 to 100 local sponsors and donators. BOTF is free and includes a breakfast and an educational, self-guided tour of the farm. Volunteers are at each station to answer questions and share our key messages with the visitors. The program is helping to mend the multi-generational disconnect between producers and consumers. According to exit surveys, three out of every four attendees fit the program's ideal target audience - people either completely removed from modern farming or slightly familiar. BOTF is also connecting to consumers by increasing their confidence in Michigan food products by 78%. The first online follow-up survey of participants was completed in 2013 and showed that consumers do purchase more dairy products as a result of participating in a Breakfast on the Farm program at a dairy farm.

EXCELLENCE IN 4-H PROGRAMMING

NATIONAL WINNER



GREEN ADVENTURES

Lauderdale, C.K. *¹

¹ Agriculture/Horticulture, North Carolina State University, Wilson, NC 27893

In today's society, children are lacking physical activity, nutritional knowledge, and the understanding of where their food comes from through vegetable gardening and agriculture. Wilson, North Carolina children are no exception and rank among the highest children obesity rates in the state. With these critical issues facing our youth, Green Adventures was created. Green Adventures is an outreach youth gardening program sponsored by North Carolina Cooperative Extension, Wilson County Center; the Wilson Botanical Gardens; and the Wilson County Extension Master Gardener Volunteers. The goals of Green Adventures are to increase physical activity by leading youth gardening programs to 4-Her's and community wide to children aged K through 5th grade. Green Adventures project focus are 1) increase physical activity by enhancing the physical environment to create space and places for physical activity and to design and implement programs that increase physical activity both during and upon completion of the program and 2) increase access and consumption of fresh produce/healthy foods by designing and implementing programs that increase knowledge of and exposure to healthy, local foods both within and outside of the program. Results were over 478 youth were more active and ate more fresh fruits and vegetables after attending Green Adventures and therefore have overall better physical and mental health. This was collected via testimonials, surveys, journaling, and parent observations. The produce the children grew was harvested and they brought it home with them. An additional 48 pounds of produce was given to the local shelters and summer youth programs.

SEARCH FOR EXCELLENCE CROP PRODUCTION

NATIONAL WINNER



MISSOURI ELDERBERRY DEVELOPMENT PROGRAM

Byers, P.L.*¹, Andrew Thomas²

¹ Horticulture Specialist, University of Missouri Extension, Springfield, MO, 65807

² Assistant Research Professor, University of Missouri, Mount Vernon, MO, 65712

The Missouri Elderberry Development Program was initiated in 1997 as a collaborative effort among University of Missouri, Missouri State University, Lincoln University, and USDA-ARS to foster development of elderberry as a commercial fruit crop through research and outreach. The outreach component of the program is multifaceted, with emphasis on elderberry production, marketing, and challenges. Activities focus on promotion of elderberry as a viable alternative fruit crop for Missouri producers; development of ongoing cooperative activities with Missouri elderberry producers; and development of recommendations, publications and workshops based on research from the program and elsewhere. Activities in the past 3 years have led to improved understanding of elderberry production and challenges, planting of new elderberry acreage in Missouri, widespread planting of cultivars developed and publicized through the program, and adoption of science-based production practices by Missouri elderberry producers. Since inception, Missouri Elderberry Development Program activities have led directly to a new industry of 150 plus acres of commercial elderberry production in Missouri and surrounding states, worth an estimated \$650,000 for the raw fruit alone. The majority of the elderberry acreage in Missouri is planted to cultivars selected and promoted by the Missouri Elderberry Development Program. Extension outreach programming

through the Missouri Elderberry Development Program in 2011-2014 has directly impacted an estimated 540 people at workshops and individual consultations, and evaluations reveal a substantial level of knowledge gain as a result of participation. The publication Growing and Marketing Elderberries in Missouri, based on 15 years of research and experience, has had 2531 requests for the downloadable version since its publication in 2012.

SEARCH FOR EXCELLENCE FARM AND RANCH FINANCIAL MANAGEMENT

NATIONAL WINNER



KNOW YOUR NUMBERS: TECHNOLOGY ENHANCED DAIRY CASH FLOW PLANNING

Goodling, Jr., R.C.*¹, Beck, T.J.², del Campo, X.³, Haan, M.M.⁴, Hennip, G.L.⁵, Horst, L.U.⁶, Ishler, V.A.⁷, Weeks, H.A.⁸, White, R.A.², Williams, J.C.¹⁰

¹ Extension Associate, Penn State Extension, University Park, PA, 16802

² Extension Educator-Dairy Business, Penn State Extension, Carlisle, PA, 17013

³ Extension Educator-Dairy, Penn State Extension, Lancaster, PA, 17601

⁴ Extension Educator-Dairy, Penn State Extension, Leesport, PA, 19533

⁵ Extension Educator-Dairy, Penn State Extension, Towanda, PA, 18848

⁶ Extension Educator-Dairy, Penn State Extension, Chambersburg, PA, 17202

⁷ Nutrient Management Specialist, Dept. Animal Science, the Pennsylvania State University, University Park, PA, 16802

⁸ Extension Educator-Dairy Business, Penn State Extension, Carlisle, PA, 17013

⁹ Dairy Extension Program Manager, Dept. Animal

Science, the Pennsylvania State University, University Park, PA, 16802

¹⁰ Extension Educator-Dairy, Penn State Extension, Wellsboro, PA, 16901

Evaluating financial records is challenging on any agricultural operation, especially dairies. Typically 40-60% of the cost of producing milk can be attributed to animal feed. Feed is a blend of home raised and purchased products, and is unique to each dairy operation. To effectively track key profitability measures like Income Over Feed Costs (IOFC) producers must accurately maintain and regularly monitor production and financial data. Extension educators sought to develop a comprehensive program to help the producer track records and aid decision making for risk management and planning initiatives. The dairy cash flow “Know Your Numbers” program uses a spreadsheet tool that integrates dairy herd rations, cropping plans and financial data to help producers calculate their breakeven milk price and IOFC. The spreadsheet incorporates downloadable pricing data so PA dairies can compare their own costs to current market prices. The program evolved into four mobile apps for dairy producers and consultants combining a multi-state risk management initiative with one-on-one producer meetings to help individual farmers more fully understand their finance and production plans. To help support these multi-year endeavors, the team has secured \$142,969 direct and \$448,525 indirect grant funding to help with the establishment, maintenance, and continued growth of the program. Participation in the hands-on program doubled from 2012 to 2013, adding an advanced program in 2014 to assess forage and feeding management. As a result of this program, 98% of 2013 participants reported increased understanding of the cost to raise their own feeds, 23% received lender approval for a loan, and 58% changed their cropping strategy to reflect discussion with their educators. Mobile application use has maintained steady adoption rates: DairyCents showed a 100% user increase from its first year of availability to the second. Currently DairyCents, DairyCents PRO, and CropCents maintain 2,530 registered users from 46 countries.

SEARCH FOR EXCELLENCE FARM HEALTH & SAFETY

NATIONAL WINNER



BOVINE EMERGENCY RESPONSE PLAN

Workman, D.*¹, Dr. Charles L. Stoltenow², Dr. Clyde Lane³, Dr. Jan Shearer⁴, Dr. Steve Boyles⁵, Jarred W. Yates⁶, Lisa M. Pederson⁷

¹ Extension Agent, WVU Extension Service, Moorefield, WV, 26836

² Asst. Director-Ag and Natural Resources, North Dakota State University, Fargo, ND, 58108

³ Retired Beef Specialist, University of Tennessee, Knoxville, TN,

⁴ Extension Veterinarian, Iowa State University, Ames, IA,

⁵ Beef Specialist, The Ohio State University, Columbus, OH,

⁶ Farm Manager, WVU Reymann Memorial Farm, Wardensville, WV, 26851

⁷ BQA Extension Specialist, North Dakota State University, Bismarck, ND,

It is estimated that there are several hundred thousand head of cattle on the roadways each day in the United States. A Bovine Emergency Response Plan (BERP) was developed to offer a framework for local emergency responders to more appropriately address accidents involving cattle transport vehicles by a team of Extension faculty from across the country. The Plan includes standardized recommendations, suggestions and materials for dispatchers and first responders in the areas of call taking, scene arrival and assessment, containment and security, extraction of cattle from the trailer, relocation of cattle involved, mortality disposal, securing the wrecked transport vehicle, humane euthanasia of cattle, and debriefing. From this plan, materials were assembled and resources secured and two, one day programs were presented in WV and TN. Participants, from five states, received classroom training, table top exercises, demonstrations and practicums. The training was directed to first responders and others with an interest in responder safety, public safety and animal care

and welfare. Pre/post tests showed an increase in knowledge gained. Program surveys noted the value of the program to first responders, including fire, EMS, law enforcement, veterinarians, and local emergency planners. Communities are offered the tools to assist in planning and preparing for these incidents with an emphasis on responder safety, public safety and animal care.

SEARCH FOR EXCELLENCE LANDSCAPE HORTICULTURE

NATIONAL WINNER



ORGANIC LAND CARE CERTIFICATE PROGRAM

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Rutgers Cooperative Extension recently developed a statewide Organic Land Care Certificate Program that offers landscape professionals the tools to transition away from synthetic pesticides and fertilizers to a more natural approach that focuses on promoting healthy soil, enhancing biodiversity, and reducing polluted runoff from managed landscapes. Currently, there are no federal standards for organic land care which has led to confusion in the landscaping industry and the general public over what organic actually means. The basis of the organic land care program is a week-long certificate course. In addition, condensed introductory courses have been offered to Master Gardeners

and homeowners. Rutgers has formed an organic land care working group currently developing a best management practices manual, and a new website-www.njaes.rutgers.edu/organiclandcare which provides detailed information for professionals and homeowners on this topic. Thus far, the program has the potential to impact over 2,600 acres of residential and commercial properties.

The RCE team has formed an Organic Land Care working group that includes representatives from the New Jersey Department of Environmental Protection, the United States Environmental Protection Agency, and Rutgers soil and turf grass specialists. A number of professional landscapers also participate and have provided practical guidance with regards to practices, costs, and the challenges of to an organic business. The group is reviewing the limited number of organic land care guidelines currently in existence and has begun to write a New Jersey best practices manual which will lay out recommended practices for an organic land care program. The professional landscapers are so passionate about the environmental impacts of organic land care that they have created a professional industry group, the New Jersey Organic Landcare Association, that is "committed to the protection and preservation of our limited natural resources" (www.njola.org).

SEARCH FOR EXCELLENCE LIVESTOCK PRODUCTION

NATIONAL WINNER



OKLAHOMA COW/CALF BOOT CAMP

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The beef cattle industry in Oklahoma is the largest agricul-

tural enterprise in the state with gross revenues of \$3.58 billion in 2012. The cow/calf segment represents the majority percentage of the Oklahoma cattle industry with 1.8 million head and 55,000 producers. That ranks third in inventory numbers in the U.S. The challenge for OSU extension is coming up with new, inventive and engaging methods to provide unbiased researched information to these producers.

In 2011 the Oklahoma Cow/Calf Boot Camp was created. The Cow/Calf Boot Camp was created from a model of the Oklahoma Meat Goat Boot Camp. The objectives of this camp were to create a workshop where producers could learn management and production practices that would help make their operations successful. Boot camp sessions used a combination of different teaching techniques that would make participants more engaged during the educational process.

A goal was to provide lots of information over a wide range of topics. Topics needed to cover all of cattle production such as forages and record keeping not just cattle. Knowledge areas covered were castration, dehorning, cattle ID, cattle handling, hay evaluation, feeding options, cow body condition scoring, internal and external parasite control, reproduction efficiency, bull selection, calving seasons, cow efficiency, marketing, calving management, health and vaccination programs, forage production, nutrition, farm business planning, livestock mortality disposal, facilities, fencing, selecting replacements, culling management, aging cows and brush control. By completing the boot camp producers would become Beef Quality Assurance (BQA) certified.

Since 2011 four boot camps have been held with a total attendance of 193 producers from six states. Participants were asked to do a pre/post test and an evaluation. Results from the tests and evaluations indicate there was an increase in knowledge gained of 28.4% and a total perceived value of knowledge gained \$885,166.

**SEARCH FOR EXCELLENCE
REMOTE SENSING AND
PRECISION AGRICULTURE**

NATIONAL WINNER

**PRECISION AGRICULTURE TECHNOLOGIES
AND ASSOCIATED MANAGEMENT
STRATEGIES**

Ortiz B.V.*¹

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The main goal of my Precision Agriculture Extension work in Alabama is to increase overall knowledge and skills on the use of Precision Agriculture technologies and associated management strategies. My PA extension efforts during the last three years have been focused on four areas: 1) increase the knowledge and adoption of crop remote sensors for variable rate application of inputs (e.g., nitrogen, plant growth regulators, defoliant), 2) increase training on the development and use of management zones for site-specific management, 3) increase the proper use of precision agriculture technologies and sensors for assessment of within-field variability (e.g., Soil electrical conductivity - VERIS, elevation of the terrain using RTK GPS, canopy remote sensors like GreenSeeker), and 4) demonstrate -atn a multi-state level- the benefits of GPS-based auto guidance in peanut production. The target audience of my program are: extension agents and specialists, crop consultants, farmers, Ag. Retailers, COOP- personnel, agricultural machinery and precision agriculture companies personnel. Every year, in-service trainings, workshops, on-farm demonstrations, presentations during field days and farmers' meetings are conducted. The in-service trainings and workshops (a combination of presentations and hands-on activities) trainings have been prepared and customized based on the knowledge and skills of the target group. Several extension publications have also prepared with the objective of increasing knowledge, raising awareness and increasing adoption. The evaluations methods implemented (pre- and post- surveys during trainings, percentage increase on the number of visits and hits to the PA website and access to publications, and the percentage increase of the acres using a specific PA technology) have indicated an increase in knowledge, awareness and adoption of PA technologies in the state of Alabama.



**SEARCH FOR EXCELLENCE
SUSTAINABLE AGRICULTURE
(SARE)**

*NATIONAL WINNER - NORTH CENTRAL
REGION*



**ENGAGING WITH AMISH AND MENNONITE
VEGETABLE PRODUCERS TO IMPROVE SUS-
TAINABILITY**

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Educational programming was started for vegetable growers, who are primarily Amish and Mennonite, on general production, integrated pest management (IPM), food safety and sustainable agriculture. They mostly market through wholesale distribution facilities; Missouri had twelve in 2013. Vegetable production integrates well with the small farm culture of these communities, keeping them economically viable while serving a critical supply need of retailers. Outreach efforts were taken ‘into their communities’ using farm tours, ‘off-season’ workshops, ‘in-season’ pest review sessions, and field visits. Teaching centered on the Midwest Vegetable Production Guide for Commercial Growers, a six state collaborative Extension resource. A quarterly newsletter was developed and has been mailed since 2011; current distribution is 390 growers. Several funding sources have

supported it being provided at no-cost; it addresses topics important to sustainable agriculture. Over 1500 participants attended outreach events through 2013. In formal settings pre/post assessments confirmed increased knowledge. In early 2012 a comprehensive survey was mailed to 313 growers receiving the newsletter. A 20 point IPM scoring system was developed (score range 0-14); the mean score was 10. Responders’ scores increased relative to the number of Extension resources used to learn about IPM (positive correlation $r=.38$, $p<.01$). These resources included face-to-face conversations with agents, MU Extension publications, and MU Extension presentations. Of those extension resources the newsletter was regarded as most useful, followed by the Midwest Vegetable Guide. The survey report confirmed a number of desirable impacts: increased use of IPM, more growers and increased acreage, improved trust and engagement of Extension. It also provided direction for future programming; concern areas were input cost, food safety, conservation of natural resources, and honey-bee preservation. A 2014 tomato intention planting survey asked about organic practices. Use of organic production practices was surprisingly high, as well as interest in trying organic practices.

NATIONAL WINNER - NORTH EAST REGION



**BEST MILKING PRACTICES- “ON FARM” CUL-
TURING**

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Mastitis is an inflammation of the mammary gland and is prevalent in dairy herds around the world. Mastitis can be caused by a wide range of bacteria. Mastitis is the most

costly diseases affecting the dairy industry, with estimates suggesting each case associated with a \$231-\$289 loss. Producers suffer losses through reduced production, discarded milk, veterinarian services, culling cows, and treatments. Mastitis is associated with the most frequent antibiotic use in dairy cows. The objectives for this program is to have dairy producers increase knowledge of mastitis causing bacteria, decrease the number of cases of clinical mastitis and implement the use of “on-farm” culturing. Participants will be educated on the importance of knowing what types of bacteria are causing mastitis on their farm and how to effectively treat those bacteria for increased chance of cure. Participants will also be given tools to identify bacteria growth using the Penn State Quad-Plate for “on-farm” culturing. Education will be delivered through one day workshops, field days, and continual interaction with producers. NE SARE funds were also made available through a partnership grant to involve eight producers across the state in this project. These farms implemented “on-farm” culturing and are tracking clinical mastitis, bacteria identification, treatment methods and cure rates. This program reached a total of 419 participants with 80% (N=124) indicating the intent to implement “on-farm” culturing on their farm. A six month follow up evaluation was implemented by phone indicating that 100% (N=12) of participants implemented “on-farm” culturing to manage mastitis. 100% (N=12) decreased the number of cases of clinical mastitis and 75% (N=12) decreased the use of antibiotics on their farm. Participants experienced an average increase in profit of \$5664 per farm based on lower levels of mastitis and an additional \$920 per farm due to judicious use of antibiotics.

NATIONAL WINNER - SOUTHERN REGION



ALABAMA SUSTAINABLE AGRICULTURE/ VEGETABLE IPM PROGRAM: BACKBONE OF THE SPECIALTY CROP INDUSTRY AND SMALL FARMS

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- ⁹ Extension Horticulturist, Alabama Cooperative Extension System, Auburn, AL, 36849
- ¹⁰ Regional Extension Agent, Alabama Cooperative Extension System, Athens, AL, 35611
- ¹¹ Regional Extension Agent, Alabama Cooperative Extension Agent, Hartselle, AL, 35640
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This abstract is a success story for the Alabama Sustainable Agriculture Campaign led by a Team of seven Regional Extension Agents and four Specialists with the Alabama Cooperative Extension System (ACES). Full report (<1200 words) has been uploaded separately for review. In Alabama, small farm fruit and vegetable production is one of the fastest growing sectors within the vast agriculture industry. Specialty crop production is currently valued at \$61.5 million in Alabama and increasing rapidly with emphasis on local food systems. Prior to 2010, Alabama did not have a sustainable agriculture campaign. In 2010, the Alabama Vegetable IPM Program initiated a ‘small farm/organic IPM campaign’ for filling the gap in producer training and provide support services for transitioning producers. A three-step training curriculum was developed for producers along with over 40 publications, websites, blogs and social media channels (www.aces.edu/go/87). We use a Farmer-Centric Training Model since peer-to-peer and hands-on training is still the best technology transfer systems for producers based on feedback. The sustainable agriculture program received and continues to receive SARE PDP funds and producer awards, besides significant funding from USDA

OAREI, Walmart Foundation, and industry grants. Project evaluation is a continuous process; a variety of evaluation techniques are used to consistently measure project impacts. Recent surveys indicated the average increase in knowledge to be over 50% among respondents. The average IPM adoption rate is about 40% (~10% increase yearly). Highest rate of adoption is for OMRI-approved insecticides that has increased farm income. Without this education campaign, producers can potentially lose over 50% of the crop. Overall, the direct impact of this intensive educational campaign averages \$289 per acre based on 15 cases studies (2013) and \$4 million statewide (estimated). A preliminary impact video has been posted at <http://youtu.be/aqrjQINLUdw>.

NATIONAL WINNER - WESTERN REGION



CAMP PROGRAM IN THE WALLA WALLA VALLEY

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In apples, codling moth is a quarantine pest for several international markets. Taiwan has a “3-strike” policy, which shuts down the US apple market when the third positive identification is made. In 2004, the third strike came from Milton-Freewater, OR in the Walla Walla Valley and cost the Pacific Northwest an estimated \$26 million in lost foreign exchange. A Codling Moth Area-wide Mating disruption program (CAMP) using high concentrations of codling moth pheromones have been in effect throughout each growing season since 2004 and additional efforts have been made to reduce the incidence of codling moth in the Walla Walla Valley. A daily trapping program is e-mailed to the growers every evening detailing where codling moth are found in the Valley. Trap counts are also Google mapped in real-time. The map is housed on the OSU Umatilla County Extension website and is available unrestricted to all growers and fieldmen. Ongoing efforts to educate growers about timing and efficacy of alternative chemistries, which target only the eggs

or larvae have been successful in replacing broad spectrum organophosphates. Indeed, the sales volume of chemicals was reduced linearly from ~22,500 lbs per season in 2007 to ~6,700 lbs in 2010. Since then volumes have reduced further to ~5,600 lbs of product and these levels have been sustained for the last three years. Furthermore, the number of full cover sprays being applied per block per season has been reduced from on average 8 per year to 3 per year. Growers have also been educated on how to deal with “hotspots” and the original 8 in 2007 have been reduced to 5 by 2013. Additional efforts to remove home garden trees in the City of Milton Freewater since 2011 have been successful in replacing >3,700 home garden trees with non-host shade trees.

**SEARCH FOR EXCELLENCE
YOUNG BEGINNING SMALL
FARMER/RANCHER**

NATIONAL WINNER



GROWING MUSHROOMS FOR FUN AND PROFIT

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Florida’s climate is conducive for growing shiitake and oyster mushrooms. Mushrooms are grown by inoculating substrate materials with mycelium/spawn, providing appropriate environmental conditions for the mycelium to thrive in, and the substrate thereby producing mushrooms. The substrates commonly used are renewable resources such as

cereal straws, cotton seed hulls, and hardwood logs, materials easily available in Florida. Small-scale shiitake and oyster mushroom production enables small farmers to diversify their production and increase farm income while being environmentally sustainable. While a lot of information is available about large-scale mushroom production, very little is known about growing mushrooms with synthetic and natural log culture for small-scale operations. In order to develop educational materials and annually deliver three small-scale shiitake and oyster mushroom production programs to farmers, Master Gardener volunteers (MGs), and hobbyists, the objectives were: 1) Annually, 100 class attendees will increase their knowledge of small-scale shiitake and oyster mushroom production by 50%, as measured by post-tests. 2) Annually, class attendees will produce 100 pounds of oyster and/or shiitake mushrooms, as measured by surveys. So far, 802 small farmers, MGs, and hobbyists have attended 24 workshops on small-scale shiitake and oyster mushroom production, processing, and marketing. The average knowledge gain was 82%. Agents have given out 838 inoculated oyster mushroom kits and 568 inoculated shiitake mushroom logs valued at \$24 and \$26, respectively, a total value of \$34,880. Following completion of the workshops, attendees have grown over 2,514 pounds of oyster mushrooms and 8,520 pounds of shiitake mushrooms valued at \$88,272 (\$8/lb).



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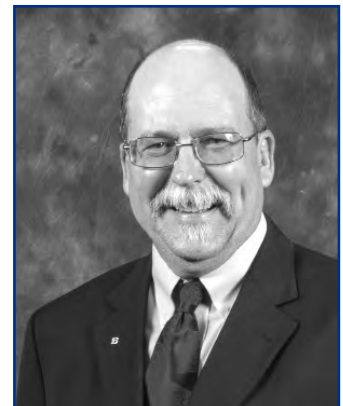
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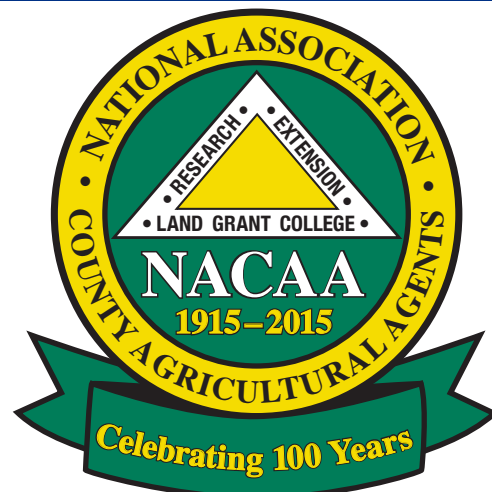


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