



I-29 Moo University: Creating a lasting partnership

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WHO ARE WE?

I-29 Moo University, formally known as I-29 Dairy Outreach Consortium began in 2005. I-29 Moo University is a collaboration of five states' University Extension personnel and representatives from the dairy industry with expertise and knowledge of dairy production and management from Iowa, Minnesota, Nebraska, North Dakota, and South Dakota. Each year the consortium offers programming in response to dairy producer needs in the five state region.

THE NEED

The I-29 corridor represents a major area of the nations dairy industry. This area, like many in the United States, faces fluctuating milk prices, labor challenges, and other challenges related to sustainable family farms. Furthermore, there continues to be reduced resources for Extension programming. This five-state partnership responds to the needs of dairy producers in the region through a variety of programming.

VISION

To enhance a sustainable dairy community along the I-29 corridor while providing resources and education to meet the growing demand for food through:

- Best management practices
- Utilization of research-based expertise and resources
- Ag-vocating the benefits of a vibrant dairy community

CORE VALUES

The core values of **collaboration, empowerment, integrity, knowledge, sustainability, and relevance** have been exemplified through the programming efforts of the I-29 Moo University. Research-based programs exhibit public value, are community focused, delivered through prioritized efforts, accessible for all, conveyed through a collaborative effort and have evolved to meet the learning community needs.

AUDIENCE

The target audience for Extension programming for I-29 Moo University is

- Dairy producers in Iowa, Minnesota, Nebraska, North Dakota, and South Dakota
- Industry representatives
- College students

MISSION

To ag-vocate for a sustainable dairy community through education.



PROGRAMMING

I-29 Moo University began with a two-day conference in 2006. Today, the consortium offers a variety of programs each year. Outlined below is a summary of the programs offered by year.

Year	Conference	Tour	Short course	Multi-state workshop series	Webinars	Booth exhibits	News-letters	Number of industry sponsors
2006-2014 ¹	1	-	-	-	-	-	-	- ²
2015	-	1	2	1	-	-	-	18
2016	-	1	1	1	-	-	-	24
2017	-	1	1	1	-	1	12	31
2018	-	1	1	1	3	1	12	33
2019	-	2	3	1	5	1	12	27

¹One annual conference was held each year from 2006-2014.
²The consortium records did not track this number before 2015.

IMPACT

Year	Total number of programs	Number of attendees	Number of cows represented	Economic Impact
2013 ¹	1	120	-	-
2014 ¹	1	90	40,000	-
2015 ¹	4	760	-	-
2016	3	314	33,010	\$20,797 ²
2017	3	194	76,375	\$6,689,075 ²
2018	6	424	206,300	\$50,339,045 ²
2019	11	543	125,755 ³	\$114,882 ²

¹Evaluation method was inconsistent; therefore, data is incomplete.
²The economic impact dollars represent the estimated direct effect. The indirect effect and multiplier effect are not included.
³The economic impact for attendees participating in webinars was not recorded.

