

The County Agent

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

It was “Finer” in South Carolina!

Congratulations to co-chairs of the 2012 NACAA Annual Meeting and Professional Improvement Conference held in Charleston, SC this summer, Frank FitzSimons and Russell Duncan. Their leadership and organizational skills were front and center throughout the entire week in July. Their efforts could not have been successful without the multiple contributions from the many members of the South Carolina Ag Agents Association and their spouses and the volunteers who helped to make this year's meeting a memorable experience. I know I have many fond memories of this week. Thank you all for your dedication and extra efforts and contributions that provided this experience to the more than 1200 attendees at this year's meeting.

I would also like to express my appreciation to all of the council chairs and committee chairs for their dedication to your association for the contributions made towards the Charleston meeting and throughout the year. These roles include: managing pre-conference tours; coordinating professional improvement and development sessions; managing and evaluating posters; judging awards and organizing recognition luncheons; the new “Fireside” Chats and Discussion sessions; and the many behind the scenes hours throughout the year, devoted to ensuring these activities meet the needs of county agents from across the United States. Again, my sincere appreciation to all of you for these efforts.

I would be remiss if I did not also note the enthusiastic and dedicated commitment made to NACAA by your national board of officers, regional directors and our Executive Director Scott Hawbaker. These men and women are devoted to

NACAA as evidenced by their many hours given to NACAA. These are “extra” hours spent for the advancement of the profession of County Agents. In all cases these men and women continue to maintain outstanding programming in their states while contributing significantly to the improvement of our peers and associates. Again, job well done!

Finally, I would like to voice my acknowledgement to all of the members, life members, spouses, and sons and daughters for taking the time from your busy schedules and the expense to participate in the Annual Meeting in South Carolina. It is you who makes our national meetings special. It is you who



NACAA President Paul Craig
with wife Carol



2012-2013 NACAA Board of Directors - (L-R) Front Row: Alan Galloway, (TN), Treasurer; Mike Hogan, (OH), Vice President; Paul Craig, (PA), President; Henry Dorrough (AL), President Elect; Paul Wigley, (GA), Past President; Richard Fechter (KS), Treasurer; Back Row (L-R): Gene McAvoy (FL), Southern Region Director; Mark Nelson (UT), Western Region Director; Steve Hadcock (NY), Northeast Region Director; Jerry Clemons (AR), Southern Region Director; Larry Howard (NE), North Central Region Director; Mickey Cummings (GA), Policy Chair.

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participate in the awards programs, the tours, the seminars, and the sharing of friendship throughout the week. It is you who makes our conference special and rewarding. It is you who makes all of the efforts put forth by the organizers and leaders of NACAA so gratifying. Thank you all.

Let me mention a few remarks from the conference that I recall. First Dr. Cathie Woteki, Under Secretary for USDA's Research, Education and Economics and the Department's Chief Scientist. Dr. Woteki's message was how can Extension prepare for the changes in agriculture that are coming. She challenged NACAA to prepare our members for these transformations. The root of our mission as county agents will always be to serve agriculture but how we meet these needs is already different and will continue to evolve.

J. Frank McGill, retired University of Georgia Peanut specialist, spoke about the exciting time to be in agriculture. He commented that he was a "glass half full" kind of man. And felt that even with all of the challenges facing Extension that a positive outlook is important for our daily efforts and that now is an exciting time to be involved in agriculture.

And who could forget the comments from Georgia Commissioner of Agriculture Gary Black. His enthusiasm for Extension and agriculture was a reminder that county agents are highly valued and continue to provide a need unmatched for agriculture in the 21st century.

Past-president Wigley used the word "relevant" throughout his term as president of NACAA. He and the leadership worked to ensure that your association remained relevant to our members. The latest Futuring report provides a guide to ensure this relevancy. I like to use the words, Appropriate, Reflective and Strengthening when I consider

my goals for NACAA during my term as president. Appropriate in that NACAA continues to provide leadership, communication and public relation skills for our members. Reflective so that our members know that the nearly 100 years of NACAA laid the foundation for the outstanding professional association that NACAA is today. And finally, the strengthening of NACAA so that together we can build on this strong foundation to prepare you, our members, for the transformations that are happening across agriculture in the 21st century.

My most memorable experience in Charleston was during the Annual DSA Banquet when the agents from Pennsylvania lead the entire group in the singing a traditional song for our association in PA. It is called "The County Agent song" and was written in 1915 and sung at our statewide gatherings. It begins "We are, we are, we are, we are- The County Agent bunch!" To me it provides an appreciation of history and belonging to an elite group of men and women dedicated to each other, their profession and their association.

Thank you all for demonstrating your professional improvement commitment by belonging to NACAA. I ask you to share your dedication by helping to recruit new members and to step up to assist the leadership in your state and nationally to work to build on our history as NACAA for our future. I welcome your thoughts, comments and suggestions. I look forward to the coming year as your president and seek your assistance.

The members of PACAA and I look forward to seeing you next September in Pittsburgh.

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Abstract Submissions for Galaxy IV To Be Open Soon

Andrew Londo, Mississippi State University
Mark Tucker, North Carolina State University
Lee Stivers, Penn State University

Every five years the Joint Council of Extension Professionals sponsors and provides leadership for a Galaxy Conference for the entire Extension System. The Theme for Galaxy IV, to be held September 15-19 2013 in Pittsburgh, PA. The meeting theme is "Bridging the Centuries- A New Era for Extension".

There are many reasons for you to attend Galaxy IV. It serves as the 2013 NACAA AM/PIC, and will also have peer recognition, and professional development and networking opportunities. In addition, you will have the chance to attend interdisciplinary sessions and share strategies with experts from across the country. Galaxy will have many of the same activities we're used to seeing in the AM/PIC; pre-conference tours, sons and daughters, life members, live auction, and association awards. Join your extension colleagues from around the country to learn best practices for Cooperative Extension programs in an atmosphere of personal and professional renewal.

In order to make Galaxy IV as successful as possible for the NACAA, we need your help! The call for abstracts to present at Galaxy IV will open by November 1, with a deadline of January 15, 2013. The amount of professional development opportunities in topics of interest for NACAA members depends upon the number of abstract submissions received from NACAA members. Join us by submitting a proposal for one of the three types of presentations and share your knowledge and experience with us. Presentation types accepted will be Research and Evaluation Reports, Competency Building / Program Development Reports and posters. We are working closely with NACAA standing committees to make the categories for presentations at Galaxy IV identical to an AM/PIC. Abstracts will be submitted to Galaxy (not the NACAA website submission) but NACAA members will be selecting the presentations from our association. Don't wait – start preparing now to submit an abstract and make a presentation in Pittsburgh.

Notification of the Galaxy IV website and submission process will be sent electronically to all NACAA members in the very near future.

NACAA Member Photographs Wanted

Members have the opportunity to submit photos to be selected for posting on the NACAA website homepage. The publications committee is looking for photos of members in their work environment to put on website. Five to ten photos will be selected along with the names of the agents and published on the homepage each year. Please e-mail electronic versions of your photographs to NACAA Secretary Richard Fechter by November 1, 2012 rfechter@ksu.edu.



NACAA Helping the U.S. Department of Labor to Serve the Public

The National Association of County Agricultural Agents (NACAA) has been contacted by Research Triangle Institute, a research firm collecting occupational information for the United States Department of Labor (US DOL). They are asking us to share our expertise about the work we do.

The National Association of County Agricultural Agents (NACAA) has been identified as an important source of expertise regarding the work of Farm and Home Management Advisors, the national Standard Occupation Classification (SOC) that includes the work of County Extension Agents.

Farm and Home Management Advisors: Advise, instruct, and assist individuals and families engaged in agriculture, agricultural-related processes, or home economics activities. Demonstrate procedures and apply research findings to solve problems instruct and train in product development, sales, and the utilization of machinery and equipment to promote general welfare. Includes county agricultural agents, feed and farm management advisers, home economists, and extension service advisors.

What is O*NET?

In 2001, the Occupational Information Network (a free online database called O*NET) officially replaced the Dictionary of Occupational Titles (a book describing 12,000 occupational titles, published from 1939-1991). O*NET is now the nation's primary source of occupational information, with details about the work and worker attributes of approximately 970 functional occupational categories.

Who uses O*NET?

The O*NET database is available free of charge to the general public.

- Employers use O*NET Online (www.onetonline.org) to write job descriptions, and to enhance their quality management and career development efforts.
- Job searchers and veterans can use both O*NET Online and My Next Move (www.mynextmove.org) to discover career alternatives, and to prepare for their next careers.
- Using the O*NET-based web tools at My Next Move, students in middle school, high school and college can explore careers, discover

their work skills and interests, and learn what education and experience they will need to be high performers.

Why are they asking NACAA for help?

Information about Farm and Home Management Advisors was last collected in 2005, after contacting Occupation Experts (OEs are people who have practiced in the occupation themselves and are knowledgeable enough to give input about the overall occupation). The US Department of Labor states that green economy activities and technologies may increase the demand for some occupations, shape the work and worker requirements needed for occupational performance, or generate new and emerging occupations. Farm and Home Management Advisors is considered a Green Increased Demand Occupation, so employment demand is expected to increase, but no significant changes in the work and worker requirements are expected. The last complete update of the Farm and Home Management Advisors category was published in 2006 (see detailed information about this category is at <http://www.onetonline.org/link/details/25-9021.00>).

NACAA is providing Research Triangle Institute a list of experienced Extension Agents, and some of you will be asked to volunteer as Occupation Experts for the 2012 update of Farm and Home Management Advisors. Names, contact information, and input given by Occupation Experts will all be kept strictly private. We hope that NACAA members will do their best to participate, for the sake of the ongoing development of our profession.

If you would like more information on how to use O*NET as a free resource to help your community, you can visit www.onetcenter.org or call Charles Upchurch at the O*NET Data Collection Program, toll free at 877-233-7348, extension 146.

2012 NACAA AM/PIC National Award Winner Recognition

Agriculture Awareness and Appreciation Award



Joan Petzen, (NY) receives National Award

National Winner

WYOMING COUNTY AGRI-PALOOZA
Petzen, J.S.¹

¹ Agriculture Department Program Leader, cornell University Cooperative Extension, Waresay, NY 14569

Wyoming County Agri-Palooza was initiated in 2011 to address the need for local public education about production Agriculture. The County has a long history of celebrating agriculture with a Dairy Fest held annually for over 25 years at a local community venue like a park, camp or firemen's field. Cornell Cooperative Extension, Chamber of Commerce, Farm Bureau, and the Agricultural and Farmland Protection Board in Wyoming County had all identified a critical need for improving the understanding of our agricultural production systems by local neighbors and consumers in cities and communities nearby. Agri-Palooza was coordinated by Cornell Cooperative Extension of Wyoming County in collaboration with the following Wyoming County Agencies: Chamber of Commerce, Farm Bureau, Farmland Protection Board, Soil and Water Conservation District. Over 150 volunteers provided farm tours, children's discovery activities, good food and fun to over 2,000 visitors to Van Slyke's Dairy on Sunday, June 12, 2011. Participant's comments on Facebook following the event indicated people found Agri-Palooza to be a fun-filled, eye opening experience for families.

Excellence in 4-H Programming



Kristin Wilson (MD) receives National Award

National Winner

AGSPLORATION: THE SCIENCE OF MARYLAND AGRICULTURE

Wilson, K.*¹, April Hall Barczewski², David Gordon³, Sara Meagher⁴, Sharon Pahlman⁵, Sheryl Bennett⁶, Thomas Hutson⁷

¹ Equine Specialist, University of Maryland Extension, Ellicott City, MD, 21042

² Extension Educator, University of Maryland Extension, Elkton, MD, 21921

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AGsploration: The Science of Maryland Agriculture is a statewide curriculum designed to increase middle school student agriculture literacy in the areas of science, technology, engineering and mathematics (STEM). The curriculum consists of 22 peer-reviewed lessons with

experiential, hands-on activities and evaluations. Each lesson is aligned with Maryland State Department of Education science and health learning standards. Topics include production agriculture, environmental science, and nutrition. The AGsploration team has trained 50 4-H teens to serve as educational outreach instructors during a 3-day training. In addition, the team held three summer science day programs that allowed youth to experience the curriculum, visit agriculture enterprises, and learn about agriculture and science career opportunities. Staff development efforts include online and in-person educator and volunteer trainings that introduce instructors to the curriculum.

During the past year, instruction by adult and teen team members has reached more than 6,000 youth and adults across Maryland. From the beginning, the project team knew that evaluation would need to be a central part of the program. From the program development phase both formative and summative data were to be collected, in order to demonstrate knowledge, attitude, skill and aspiration changes. The team also used formative results to make appropriate changes to the curriculum, evaluation instruments, and the entire evaluation process as a whole.

Search for Excellence in Crop Production



Ayanava Majumdar, (AL) receives National Award

NATIONAL WINNER

IPM CAMPAIGN

Majumdar, A.Z.*¹, Bethany O'Rear², Gary Gray³, James Miles⁴, Lloyd Chapman⁵, Michael Reeves⁶, Neil Kelly⁷, William East⁸

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³ Regional Extension Agent, Alabama Cooperative Extension System, Birmingham, AL, 35223

⁴ Regional Extension Agent, Alabama Cooperative Extension System, Mobile, AL, 36608

⁵ Regional Extension Agent, Alabama Cooperative Extension System, Athens, AL, 35611

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⁷ Regional Extension Agent, Alabama Cooperative Extension System, Headland, AL, 36345

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In Alabama, vegetable production is worth \$20 million and is one of the fastest growing agriculture industries. The number one issue for vegetable producers is insect pest. Most vegetables have nearly zero tolerance for insects due to direct loss of marketable produce and risk of contamination. Therefore, major objectives for the vegetable integrated pest management (IPM) Extension program are to provide rapid information about insect outbreaks to producers and to increase IPM adoption rate for economic benefit. Prior to the Extension campaign (2008), the IPM adoption rate was about 40% (based on Extension surveys conducted statewide). From 2009-2012, nine grants from state, federal and industrial sources provided over \$2.4 million in vegetable research and Extension programs resulting in an intensive IPM campaign that has benefited producers. The Regional Extension Agents (REAs) have functioned as the catalysts in changing knowledge and behavior of producers resulting in 8-10% rise in IPM adoption levels each year. Over 2,500 vegetable farmers, gardeners and small producers have directly received IPM training via 56 presentations, 18 workshops, 54 newsletters, various news releases & bulletins, websites and social media channels. The IPM traveling exhibit has reached 7,000+ audiences in multiple states. The current IPM adoption is 70% among vegetable producers, and nearly 80% producers are using Extension publications for decision-making. Farmers who were having tremendous difficulties in identifying and controlling insect pests are now reporting significant increase in their confidence level in IPM. The IPM campaign has also reduced major barriers to IPM adoption, like lack of awareness and lack of accessibility to information, by 13-15%. Based on findings from Extension evaluations, the impact of this IPM project is estimated to be about \$1.5 million due to savings from using economic thresholds and reduced insecticides, more emphasis on cultural control practices, and the conservation of natural enemies.

Search for Excellence in Farm and Ranch Financial Management



Steven Johnson (IA) receives National Award

National Winner

Johnson, S.D.*¹

¹ Farm Management Specialist, Iowa State University Extension, Altoona, IA, 50009

Over the past 12 years Iowa State University Extension & Outreach has established and now maintains 4 successful Ag Marketing Clubs across Central Iowa. More recently, club members indicated a desire to better manage the risk of volatile futures prices by better understanding a variety of marketing tools.

To support year round educational efforts of these clubs, the Polk County Farm Management web site covers a number of ongoing crop risk management educational topics and is utilized regularly by club members: www.extension.iastate.edu/polk/farmmanagement.htm

Beginning in mid-November 2011, the Iowa Commodity Challenge – an online market simulation game was launched in all 4 clubs. Participants were given 50,000 bushels of old crop corn and 20,000 bushels of old crop soybeans stored at the local elevator. The March corn and soybean futures contracts were featured and use of spot cash sales, forward contracts, futures hedging as well as buying and selling both put options and call option contracts were offered in 5,000 bushel increments.

The adoption of the Iowa Commodity Challenge was surprising with more than 100 club members signing up in November for the new crop online market simulation game. Participants were asked to commit to weekly learning activities over the next 15 weeks.

Program evaluation information using a written survey was collected at March club meetings with non-attendees being mailed or e-mailed surveys to complete. With nearly a 50% response rate, respondents in 2011 indicated that they have net farm incomes attributed to active club participation that are \$2,682 higher. As a result of the Central Iowa Ag Marketing Clubs, an annual contribution of \$1,000,000 is realized for its club members and the Iowa economy. The financial impact of the 2012 survey is expected to be even larger as a result of the incorporation of the Iowa Commodity Challenge.

Search for Excellence in Farm Health and Safety



Robert Hochmuth & Elena Toro (FL) receive National Award

National Winner

Hochmuth, R.C.*¹, Fenneman, D.K.², Landrum, L.B.³, Toro, E. M.⁴

¹ Multi-County Extension Agent, University of Florida Extension, LIVE OAK, FL, 32060

² Agriculture/Natural Resources Extension Agent, University of Florida Extension, Madison, FL, 32340

³ Regional Specialized Agent, University of Florida Extension, Live Oak, FL, 32060

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As increasing pressure from buyers on farmers emerged, small and mid-sized farmers in Florida were becoming aware of the need to develop farm food safety plans. Most small farms do not have the financial capacity to hire personnel to develop and implement plans and asked for help from Extension Agents. The objectives were 1) develop a training program to develop food safety plans and, 2) implement an In-Service training for Extension agents. Activities included securing funding, developing curricula and compiling resources, delivering workshops to farmers and Extension agents and providing other educational opportunities. Teaching methods included classroom instruction and experiential learning via farm tours and

follow-up farm visits to reinforce the concepts learned. A total of 14 workshops to 185 producers and packers have been offered in the last 3 years. Overall, the evaluations showed the farmers valued the training, viewed food safety plans as very important and plan to implement a food safety program on their farm. Nearly half indicated they plan to have a third party audit, customer, or regulatory audit conducted. These trainings have saved farmers an estimated \$460,000 in fees that would have been paid to hire a consultant to prepare for an audit. The success and impact of this program has been two-fold; more agents now have the expertise and skill to teach farm food safety reaching many more farmers and secondly well over 150 farmers have developed plans. The program has garnered great respect and recognition statewide from agricultural industry leaders in Florida.

Search for Excellence in Landscape Horticulture National Winner



Jeffrey Banks (UT) receives National Award

Banks, J.E.*¹

¹ Agriculture/4-H Youth Agent, Utah State University, Nephi, UT, 84648

People of all ages enjoy the benefits of gardening ranging from producing high quality produce to working with the soil. Due to water costs, shortages, and demands, gardeners need to be concerned about water conservation. One effective way to conserve water is by utilizing drip irrigation. A simple, user friendly, and effective system was designed by Juab County gardeners. The system uses PVC pipe and manual control valves. To help educate gardeners about the system, the author produced a PowerPoint presentation and fact sheet titled "Designing a Basic PVC Home Garden Drip Irrigation System" and a 28 minute video titled "PVC Drip Irrigation with Jeff Banks". The PowerPoint presentation is available at <http://extension.usu.edu/juab>. The fact sheet is available at <http://extension.usu.edu/juab>.

sion.usu.edu/htm/publications/publication=9191. The video is available at <http://www.local10.tv/>. All three items have been used in workshops taught on a county, state, and national level. As a result of the workshops and materials being placed on the internet since 2008, the author has been contacted by people in 50% of the counties in Utah, 24 states, and 3 countries that are using the system. Users have commented to the author that by using this system, they have lowered their water bills by up to \$200, reduced their water usage by up to 75%, and have reduced their weeding and watering time by up to 90%. Using a system like this can help add to the enjoyment and satisfaction of raising home gardens.

Search for Excellence in Livestock Production

National Winner (Photo not available)

Grumbles, R.*¹, Heaton, Kevin², Hill, Paul³, Reid, Chad⁴

¹ AG/NR Extension Full Professor -- County Director, University of Arizona, KINGMAN, AZ, 86401

² AG/NR/4-H Extension Faculty -- County Director, Utah State University, Panguitch, UT, 84759

³ 4-H/AG Extension Faculty, Utah State University, St. George, UT, 84770

⁴ AG/NR/4-H Extension Full Professor -- County Director, Utah State University, Cedar City, UT, 84759

In the mid 1970s, livestock grazing was a contentious issue in southern Utah and northern Arizona, due to the completion of the "Hot Desert" Environmental Impact Statement and listing of the Desert Tortoise (*Gopherous agassizii*) as an endangered species. During this time, federal agencies closed grazing allotments which forced ranchers out of business. Heated arguments and emotions ensued on both sides of the issue. Ranchers and land management agencies requested Utah State University (USU) Extension and University of Arizona (U of A) Extension to collaborate on a science based workshop to improve knowledge and understanding of the issues. Born was the AZ/UT Range Livestock Workshop and Tour. Early on this science based educational program developed productive relationships among all parties. Since the first workshop in 1978, over 7,300 participants benefited from this workshop. During the last three years, workshop participation has spiraled to all time highs. In fact, the 2011 participation reached 391 participants. Success of this workshop is due to excellent partnerships and collaboration, industry sponsors, addressing current and sometimes controversial issues and effective evaluations. During the last three years, the annual range livestock workshop has brought cutting-edge, science-based knowledge to the participants and strengthens relationships among all parties.

Search for Excellence in Remote Sensing and Precision Agriculture



Arnold "Beau" Brodbeck (AL) receives National Award

National Winner

Arnold "Beau" Brodbeck¹, Chris Dillard², William "Jack" Rowe³

¹ REA; Forestry, Wildlife & Natural Resources, Alabama Cooperative Extension system, Fairhope, AL, 36532

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

³ REA; Community Forestry, Alabama Cooperative Extension System, Mobile, AL,

The program titled "GPS 101; Low Cost Alternatives for Better Land Management" was originally developed to meet the needs of forestland owners interested in GPS and GIS technology but unaware of its value and capabilities in forestland management. Many landowners and small, often older, forestry consultants found the technology daunting and excessively capital intensive. These facts became obvious as subsequent attendees regularly admitted to having bought a GPS unit but were unaware of how to use it, were uncertain of the capabilities of inexpensive recreational units, and thought that GIS software was reserved only for industry resource managers.

As a result a team composed of two Regional Extension Agents in forestry partnered with the Geospatial Technology Specialist to develop a program that would introduce and train audiences on how to implement this technology. The focuses were:

Introducing inexpensive hardware, software & aerial imagery alternatives

Incorporating hardware & software into land management applications

Applying education in a hands-on format where everyone uses a GPS unit and laptop to manipulate GIS data.

This program was well received by forestland owners and consulting foresters. As a result, between 2010 through 2011 the program was offered statewide in 11 locations and was featured at the Alabama Forest Owners Association and Small Farmers Annual Conferences. The programmatic short-term outcomes include training 214 attendees in a two-year period with an average change in knowledge of 27%. Long term-outcomes include 13% and 6% of trainees purchasing GPS and GIS software respectively and 69% of those using this technology towards forestland management.

Search for Excellence in Sustainable Agriculture USDA SARE/NACAA Recognition Program



Jill Sackett (MN) receives National Award

National Finalists

Sackett, J.*¹

¹ Extension Educator, University of Minnesota Extension, Fairmont, MN, 56031

The Third Crop Program is led by the University of Minnesota Extension Educator – Conservation Agronomist funded by the non-profit Rural Advantage and the watershed group the Greater Blue Earth River Basin Alliance. The mission of this position is to increase citizen knowledge-base around conservation and sustainable agriculture principles and methods. The Third Crop Program is an example of this effort. The short-term objective of the Third Crop Program is to increase knowledge about third crops (alternative crops). This increase in knowledge is hoped to result in the mid-term objective of an increase in third crop acres. The long-term objective is an increase

in water quality. There are two main program activities. The Third Crop Producer Meetings are a series of four meetings held each winter. The Third Crop Walk-n-Talks are a series of eight to 10 field days held each summer/fall. Primary teaching methods for the Third Crop Program include presentations, tours and visuals, and publications. Evaluations are conducted to gage program interest and value. Evaluation results have shown an increase in knowledge of third crops as well as increased use of third crops.



M. Allison Meharg (FL) receives National Award

Meharg, M.*¹, Dr. Ronnie Schnell², Jeff Mullahey³, Kyle Holley⁴, Libbie Johnson⁵, William Wendt⁶

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³ WFREC Director, University of Florida IFAS, Milton, FL, 32583

⁴ PFMA Executive Director, Panhandle Fresh Marketing Association, Jay, FL, 32565

⁵ Agriculture Extension Agent II, University of Florida IFAS, Cantonment, FL, 32533

⁶ Specialty Crop Program Manager, University of Florida IFAS, Jay, FL, 32565

In the US, Florida has the highest percentage increase (27%) in number of small farms growing specialty crops. Consumers are demanding locally grown food yet the production and distribution is not able to meet this demand. In NW Florida, specialty crops have been successfully grown and marketed, however, production occurs only in the spring-summer growing seasons and a lack of local and regional markets has limited the specialty crop industry. To meet the need of farmers and then consumers, a partnership was formed between the West Florida Research and Education Center, UF/IFAS Extension, and Panhandle Fresh Marketing Association. The three partners together are working toward two goals: To increase the supply of specialty crops by extending the growing season to provide year round sales opportunity and

expanding markets by providing farmers with a distribution system. Researchers are working to gather data on extending production under several protected culture systems, while Extension agents have hosted and are planning outreach programs to producers. Production during the first year was lower than expected, mostly due to extreme weather conditions, but significant progress was made in showing the productivity of a low cost production system (shade house, hydroponics, hi tunnel). The team hosted four field days, several food safety demonstrations, and tours in 2011 and will be increasing outreach programs through the Extension agents in 2012. The team also hopes to increase the number of specialty crop farmers by 20% in 2012, thus opening more opportunities for residents or businesses to buy local.

Search for Excellence in Young, Beginning, or Small Farmers/Ranchers

National Winner (Photo not available)

Ludlow, J.A.*¹, Allison Meharg², Andy Andreasen³, Bill Mahan⁴, Charles Simon⁵, Doug Mayo⁶, Dr. Jamie Ellis⁷, Henry Grant⁸, Jed Dillard⁹, John Atkins¹⁰, Larry Williams¹¹, Les Harrison¹², Lester Muralles¹³, Libbie Johnson¹⁴, Marjorie Moore¹⁵, Mark Dykes¹⁶, Matt Orwat¹⁷, Michael Donahoe¹⁸, Michael Goodchild¹⁹, Mindy Hittle²⁰, Rob Trawick²¹, Roy Lee Carter²², Scott Jackson²³, Sheila Dunning²⁴, Shep Eubanks²⁵, Sherri Kraeft²⁶, Will Sheftall²⁷

¹ County Extension Director, U.F./IFAS.-Extension, Blountstown, FL, 32424

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³ Ag Agent, Washington Co. Extension, Chipley, FL, 32428

⁴ County Extension Director, Franklin County Extension, Apalachicola, FL, 32320

⁵ Agriculture Agent, Alabama Cooperative Extension-Covington County, Andalusia, AL, 36420

⁶ Livestock agent, Jackson Co. Extension, Marianna, FL, 32448

⁷ Bee Specialist, UF IFAS, Gainesville, FL, 32611

⁸ Agriculture Agent, Gadsden County Extension, Quincy, FL, 32351

⁹ Ag Agent, Jefferson County Extension, Monticello, FL, 32344

¹⁰ Ag Agent, Santa Rosa Extension, Jay, FL, 32570

¹¹ Horticulture Agent, Okaloosa Co Extension, Crestview, FL, 32536

¹² Agriculture Agent, Wakulla Extension, Crawfordville, FL, 32327

¹³ Agriculture Agent, Gadsden County Extension, Quincy, FL,

¹⁴ Extension agent, UF IFAS Escambia County, Cantonment, FL, 32533

- ¹⁵ FCS agent, Bay County Extension, Panama City, FL, 32401
- ¹⁶ Bee Program Assistant, UF IFAS, Gainesville, FL, 32611
- ¹⁷ Horticulture Agent, Washington Co. Extension, Chipley, FL, 32428
- ¹⁸ Agriculture Agent, UF IFAS Santa Rosa County, Milton, FL, 3270
- ¹⁹ Ag Agent, Walton Co. Extension, Defuniak Springs, FL, 32433
- ²⁰ Livestock agent, Walton Co. Extension, DeFuniak Springs, FL, 32433
- ²¹ Horticulture Agent, Jackson Co. Extension, Marianna, FL, 32448
- ²² Agriculture agent, UF IFAS Escambia County, Wewahitchka, FL, 32465
- ²³ Sea Grant Agent, Bay County Extension, Panama City, FL, 32401
- ²⁴ Commercial Horticulture Agent, Okaloosa County Extension, Crestview, FL, 32536
- ²⁵ Extension agent, Holmes Co. Extension, Bonifay, FL, 32425
- ²⁶ 4-H Agent, Wakulla Extension, Crawfordville, FL, 32327
- ²⁷ Extension Agent, Leon County Extension, Tallahassee, FL, 32301

The Beekeeping in the Panhandle course consisted of eight, two hour sessions, held over a three month period via internet enabled interactive videoconference equipment. **Objectives:** One hundred small-farm owners will attend an educational beekeeping program emphasizing biology, equipment, pest and disease management, pollination ecology, hive products, and Africanized bees. Seventy-five percent will increase their knowledge of bee biology and best management practices. Seventy-five individuals will attend a Beekeeping Tradeshow and Workshop and participate in hands-on activities related to equipment assembly and hive management. Eighty percent will increase their knowledge and will have greater confidence in establishing their own hives. **Methods:** A diverse group of specialists from the beekeeping industry, UF/IFAS Extension, and the Florida Department of Agriculture & Consumer Services designed and taught the eight classes. A 178 page notebook containing beekeeping Extension publications was provided to each participant. The Saturday Tradeshow and Workshop provided hands-on activities. **Results:** A total of 255 registered clients participated in 15 Florida and Alabama counties. Initially, only 17% (23 of 142) rated their knowledge of bees as a good deal to very knowledgeable but by the end of the course, 91 % (126 of 138) rated their knowledge of bees and beekeeping as a good deal to very knowledgeable, reflecting a 74% knowledge gain. Of 195 respondents, 98% reported a better understanding of bee biology and behavior, 94% have greater confidence in establishing or expanding their own hives, 96% have a greater

understanding about the importance of pollination to our food supply, and 97% have a greater understanding of Beekeeping best management practices. Ninety-eight percent (191/194) of participants felt that they had a better understanding of Africanized bees and how to minimize their threat.

Sustainable Agriculture Research Education (SARE) Seminar USDA SARE/ NACAA Fellows Program National Winners (Photos unavailable)

Nathan Winter
County Extension Educator, Minnesota

John Porter
Extension Agent
WVU Extension Service
Kanawha

Lara L Worden
Area Agriculture Agent
NC Cooperative Extension
Catawba, Cleveland, Gaston, & Lincoln Counties

Maud Powell
Small Farms Extension Agent
Oregon State University
Jackson County



2012 National Communications Award Winners

A
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D

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Audio Recording National Winner

Layne, D.R.*¹

¹ Professor and Extension Fruit Specialist, Clemson Extension, Clemson, SC, 29634

I had the great privilege last summer of being interviewed while I was working in a commercial peach grower's orchard for NPR's "All Things Considered" by Melissa Block on August 18, 2011. The link to the nationally broadcasted story is: <http://www.npr.org/2011/08/18/139755064/sweet-lessons-from-a-south-carolina-peach-professor>

The link to the audio recording also provides a transcript to the story that can be read online. According to the producer of the show, the audience for this program is 2.5 million persons nationwide.



Desmond R. Layne (SC) receives National Award - presented by Stephanie Darnell - Bayer Advanced (sponsor)

Bound Book

National Winner

Oldham, L.*¹

¹ Extension Soils Specialist, Mississippi State University, Mississippi State, MS, 39762

The goal of nutrient management is to maximize plant productivity while minimizing environmental consequences. Nutrient management plans document available nutrient sources, production practices, and other management practices that influence nutrient availability, crop productivity and environmental stewardship. This publication brings together many years of science regarding the economic and environmentally responsible use of plant nutrients in Mississippi. Nutrient Management Planning (NMP) is a Best Management Practice, or BMP. While the term "nutrient management" often is associated with manure management, it applies to all nutrient inputs, including organic materials, livestock byproducts, and inorganic commercial fertilizers. When animal manures are a nutrient source for a farm, NMP includes Comprehensive Nutrient Management Plans, or CNMP, particularly when developed by Natural Resource Conservation Service personnel.

This publication is available online at: <http://msucares.com/pubs/publications/p2647.pdf>. It was written and developed by Dr. Larry Oldham to provide the first comprehensive soil fertility recommendation source published by Mississippi State University since 1979. The target audiences are the



Larry Oldham (MS) receives National Award - presented by Stephanie Darnell - Bayer Advanced (sponsor)

growers of agronomic crops produced in the state, and the Extension regional and field staff, consultants, and others who advise the growers on plant nutrition. The Mississippi Department of Environmental Quality provided funding for 2000 hard copies for use in Best Management educational programs and by end-users. Photos were selected by Dr. Oldham from the archives of the MSU Office of Agricultural Communications.

Computer Generated Graphics Presentation

National Winner

Caplan, L.*¹

¹ Extension Educator, Purdue Extension, Vanderburgh County, Evansville, IN, 47725

Many gardeners reject the use of commercial pesticides for many reasons, including personal health and environmental safety. They long for the days of old, when gardeners and farmers didn't need to rely on toxic chemicals. However, research into the history of agriculture and pest control reveals that as long as humans have been cultivating crops, we have been using all the tools at our disposal to protect them from insects, diseases, and animals. This includes many highly toxic chemical pesticides. This lecture, originally prepared for a local Master Gardener association meeting, explored the history of all forms of pest control from the dawn of agriculture and written history, up to the present day. The presentation being entered has been culled to discuss only the historical use of chemical pesticides.



Larry Caplan (IN) receives National Award -
presented by Stephanie Darnell - Bayer Advanced (sponsor)

Slideshow can be downloaded from: <http://www.ag.purdue.edu/counties/vanderburgh/Documents/Horticulture/HistoryOfPesticides-NACAA2012.pptx>

Separate script can be downloaded from: <http://www.ag.purdue.edu/counties/vanderburgh/Documents/Horticulture/HistoryOfPestControlScript.pdf>

Fact Sheet

National Winner

Porter, J.*¹

¹ Extension Agent, WVU Extension Service,
Charleston, WV, 25304

One of my major program focuses is engaging children in agriculture through gardening. One of the most important tasks in children's gardening is encouraging kids to make the connection between plants and the foods they eat. As such, I have developed a series of easy to follow fact sheets for children, parents, teachers, and others to follow that have children thinking in terms of food when they garden. The series started with "Grow Your Own Pizza" in 2010 and grew to include "Grow Your Own Salad" and "Grow Your Own Taco" gardens in 2011. I am submitting the "Grow Your Own Salad" fact sheet for consideration of this award. This fact sheet was distributed to a total of 1000 individuals at multiple events: the State Fair of West Virginia, the National Children



John Porter (WV) receives National Award -
presented by Stephanie Darnell - Bayer Advanced (sponsor)

and Youth Gardening Conference, 4-H leaders trainings and more. The fact sheet is also available for download on the Kanawha County Extension website.

Feature Story

National Winner

Nagai, P.*¹

¹ Horticulture Educator, Racine County, Burlington, WI, 53105

"Creative Containers" is an article written for American Nurseryman magazine, a national publication of the commercial horticulture industry. Creating beautiful and creative containers is an important aspect of attracting customers to garden centers, as well as increasing profits through the sale of "instant gardens" for patios, porches and other small spaces. Steps for designing colorful containers using flowers, herbs and vegetables, along with how to keep containers healthy through the season are outlined in the article. All photographs were taken by the author, who worked closely with the Editorial Director, Sally Benson, to produce the final copy. Print circulation of American Nurseryman magazine is about 13,000; digital circulation is over 90,000.



Patti Nagai (WI) receives National Award - presented by Stephanie Darnell - Bayer Advanced (sponsor)

The publication is available online at <http://www.amerinursery.com/article-6801.aspx>

Learning Module

National Winner

Sagers, L.*¹

¹ Horticulture Specialist, Utah State University, Lehi, UT, 84043

Although Utah has had a successful Master Gardener program for more than forty years, it has never had a Master Gardener Manual of its own. Instead it relied on a collection of excerpts from manuals copied from surrounding states. Through the author's thirty plus year career, several people were assigned to write, compile and edit this manual but none ever completed the work. Utah has unique soil and climate conditions, so it is essential to have a manual that addresses these specific garden requirements. Using a focus group that included Master Gardeners, the subject matter needed for the manual was identified. The author, the Master Gardener Coordinator for the state of Utah, took on the task and other agents and specialists were assigned to write chapters for the publication. To complete the much-needed publication, the author wrote most of the chapters for the new manual and edited the entire manual. He also provided some of the original artwork for the publication. The publication is used for Master Gardener Classes throughout the state of Utah. Layout and graphics



Larry Sagers (UT) receives National Award - presented by Stephanie Darnell - Bayer Advanced (sponsor)

assistance was provided by the USU Extension marketing department. The manual can also be found online at <http://extension.usu.edu/yardandgarden/htm/mgm>. The password to access it is 1888. Please judge the chapters written by the author: Chapters 1, 2, 7, 8, 9, 10, 12, 15, 17 and 18.

Newsletter, Individual

National Winner

AG-WIRE: THE LIVESTOCK AND FORAGE NEWSLETTER FOR UF/IFAS LAKE COUNTY COOPERATIVE EXTENSION SERVICE

Brew, M.N.¹

¹Extension Agent, Florida Cooperative Extension, Lake County, Tavares, Florida 32778

Mailing newsletters is no longer feasible financially feasible in most Florida counties. Unfortunately, engaging clients using electronic newsletters can be challenging. Electronic newsletters are often inadvertently passed over by the intended recipient. Anecdotal evidence also suggests that the majority of Extension clientele would prefer printed newsletters. In 2010, the UF/IFAS Lake County Livestock and Forage Newsletter (Ag-Wire) was revamped in order to better capture the attention of readers in an electronic format. Each newsletter contains four distinct sections which individually address timely topics relating to cattle production, forages, small farms and horses. Articles are written by the county livestock agent and summarized from other IFAS publications. In addition to providing timely, research based, information, Ag-Wire also serves as a source for program announcements. Ag-Wire is emailed to a list of 260 Lake County farmers, ranchers and horse owners once per quarter. The newsletter is also posted



Megan Brew (FL) receives National Award -
presented by Stephanie Darnell - Bayer Advanced (sponsor)

on the County Website and the link is provided through Facebook. Despite being only available electronically, Ag Wire readership is up 35% since 2009. Subscribers report that the reader-friendly format and interesting subject matter are important in their decision to read the newsletter. Of those surveyed (n=78), 95% indicated that they had learned something new and 89% reported that they had made a recommended practice change as a result of an article they had read.

Newsletter, Team

National Winner

A NEW LEAF NEWSLETTER

Delvalle, T.*¹, Brad Burbaugh², Erin Harlow³, Larry Figart⁴, Mary Puckett⁵

¹ EXT AGT IV MS Hort, Jacksonville, FL, 32254

² Agriculture/Natural Resources Agent, Duval County Extension, Jacksonville, FL, 32254

³ Commercial Horticulture Extension Agent, Duval County Extension, Jacksonville, FL, 32254

⁴ Urban Forester, Duval County Extension, Jacksonville, FL, 32254

⁵ Urban Gardening Program Assistant, Duval County Extension, Jacksonville, FL, 32254

This bi-monthly newsletter is produced to provide timely landscape and gardening information as well as promote Extension programs and services. A New Leaf Newsletter helps promote Florida Friendly Landscaping™ that encourage environmentally sound landscape practices. The document is produced in-house using Microsoft Publisher and sent to clients via hard copy, email and posted on our website (duval.ifas.ufl.edu) . In 2011, this cooperative publication was emailed to over 13,000 individuals and accessed over 41,500 times via the world wide web. Results of a reader survey (n=758) attached to the September/October issue indicate that 98.9% of readers learned new information, 93% used the information, and 94.2% adopted



Terry Delvalle (FL) receives National Award -
presented by Stephanie Darnell - Bayer Advanced (sponsor)

Florida Friendly Practices. Additionally, 56.9% attended a program advertised in the newsletter and of those 30% were new attendees to an Extension program. Specific practices adopted by respondents (n=714) included matching plants to the site (68.2%), adjusting irrigation systems when there was adequate rainfall (52.1%), fertilizing plants following IFAS Extension recommendations (55.5%), and using pesticides as a last resort (56.6%). A New Leaf has served as an effective tool to educate Duval County Citizens and recruit new individuals to Extension programs.

Personal Column National Winner

Butzler, T.*¹

¹ Horticulture Educator, Penn State Cooperative Extension, Mill Hall, PA, 17751

I have a column, in Lock Haven's *The Express*, under the standing line "Keeping It Green". In most instances, the column starts off with a personal anecdote or interesting paragraph to draw their attention to the rest of the article. I always submit several photographs, that I have taken, with the written column to add a visual component to attract the reader to the column. If I don't have photographs of my own to utilize for the column then I'll search for photos that compliment my article (but always giving credit). . My information is submitted via *The Express*'s virtual newsroom; therefore, it was not prepared with letterhead. I try to mix up the style of the column throughout the year. At times, I try to keep the writing light and a bit humorous but always with the goal that information is being disseminated to the reader. This style of writing was used in the December 23rd column titled *Horticulture Wish List*. There are times where the information and writing is a bit more straightforward and I try to attract the reader to these



Thomas Butzler (PA) receives National Award - presented by Stephanie Darnell - Bayer Advanced (sponsor)

columns with plenty of colorful pictures. A good example is the submitted article from September 23rd titled *Fruit in the Landscape*. An Olympus C-700 was used for submitted pictures. *The Express* has a daily circulation over 10,000. Small town and rural central Pennsylvania affords me the opportunity to interact with readers on a regular basis and I receive many positive comments on the column.

Program Promotional Piece National Winner

Barber, D.L.*¹

¹ Extension Agent II, UF/IFAS Extension, Lake City, FL, 32025

Columbia County, Florida has seen a forty-three percent increase in the number of farms. Over seven hundred farms are less than twenty acres in size. One of the most common questions asked by these landowners is "What can I do with my land"? To answer this question, a program called Living on a Few Acres was developed. This brochure was designed to give individuals who are interested in beginning or improving a small scale agricultural operation an overview of the series of monthly classes. The goal of this program was to give an introduction to basic production techniques in beginning or improving a small scale agricultural operation. Monthly meetings were held at the county extension office covering the following topics; small farm management, alternative enterprises, producing vegetable crops, backyard poultry, pasture management, beef and small ruminant production, pond management, equine management, organic production, fruit and nut crops, wildlife habitat, and marketing. The distribution of this brochure resulted in 63 participants attending monthly classes.



Derek Barber (FL) receives National Award - presented by Stephanie Darnell - Bayer Advanced (sponsor)

Publication National Winner

COOSA CREEKS TRAIL GUIDE/MAP

Vines, Roger^{*1}, Browne, Charles², Harris, Shane³

¹ County Extension Coordinator, Alabama Cooperative Extension System, Rockford, AL, 35136

² County Extension Coordinator, Alabama Cooperative Extension System, Opelika, AL, 36803

³ County Extension Coordinator, Alabama Cooperative Extension System, Dadeville, AL, 36853

Coosa County has two free flowing streams, Hatchet Creek and Weogufka Creek, which are very popular sites for canoe and kayak enthusiasts. However, many of those attempting to plan a float trip simply cannot find adequate information to plan a safe and enjoyable trip. In addition, many who float the creeks are simply unaware of the biodiversity of the creek, historical facts, and other reference information needed for planning a successful float trip.

The Coosa County Extension Office addressed this need by writing a grant to develop a detailed map and visitor guide to these two creeks. First various county maps, topographic maps, and references from Google Earth were collected to determine the best launch sites and the best



Roger Vines (AL) receives National Award - presented by Stephanie Darnell - Bayer Advanced (sponsor)

roads for accessing these locations. Then all sections were floated to create a photographic record of various landmarks and collect GPS coordinates.

The data collected was assimilated into a reference map showing Hatchet Creek on one side and Weogufka Creek on the other side. The maps were then printed on semi-water proof paper. These are being distributed through the Coosa County Extension Office

Published Photo & Caption National Winner

Kinder, C.*1

¹ Extension Educator, University of Idaho, Fairfield, ID, 83327

This picture was submitted to the Gooding County Fair & Rodeo Tabloid, printed a week before the county fair. Objective of the article was to show case the 1st Annual Chicken Races; a new event happening during fair week. The Tabloid is printed (1200) and distributed through the Lions Club for area residents to be informed of events that are happening at the fair. I co-wrote the article and took the photo and then gave it to the editor for printing.



Cindy Kinder (ID) receives National Award - presented by Stephanie Darnell - Bayer Advanced (sponsor)

Video Presentation

National Winner

Handley, D.*¹

¹ Vegetable & Small Fruit Specialist, University of Maine Cooperative Extension, Monmouth, ME, 04259

Red raspberries are an increasingly popular crop with home gardeners in Maine. Recent surveys show commercial acreage is also expanding, and our UMaine Extension bulletin "How to Grow Raspberries and Blackberries" has been among the most popular hard copy and most frequently viewed on-line publications for several years. To enhance the educational value of our information and to expand its accessibility, we've recently developed YouTube videos regarding raspberry growing. A pruning video was filmed at the Highmoor Farm Maine Agricultural and Forest Experiment Station in Monmouth in the fall of 2010. The script and staging were developed by the authors with an informal "friendly advice" atmosphere coupled with scientifically sound information. We wanted it to be short and relevant for both home gardeners and small commercial growers. The final eight minute video "How Do I Prune Raspberries?" was produced by the University of Maine and posted on YouTube in January of 2011 (<http://www.youtube.com/watch?v=pOzo4s9Z9jE>). The video was also embedded into our on-line raspberry growing factsheet (

David Handley (ME) receives National Award - presented by Stephanie Darnell - Bayer Advanced (sponsor)

umaine.edu/publications/2066e/) so readers have an alternate method of learning this topic and may click on the video to see a demonstration. In just over a year, the video has received over 36,000 hits. As a result of the posting the editors of *Fine Gardening* magazine requested we write an article for their periodical (circulation approximately 150,000), and posted the video on their web page. Over 30 comments are posted regarding the video and are very positive, indicating a greater understanding of pruning raspberries.

Website

National Winner

SMALL SCALE HOPS PRODUCTION IN THE GREAT LAKES REGION

Sirrine, R.*¹

¹ Extension Educator, Michigan State University Extension, Suttons Bay, MI, 49682

Based on increasing demand from potential hops growers in the Great Lakes Region we built a MSU website as an introduction to hops production. The site is a repository of information and offers information on: Getting Started, Pest Management, Weather and Climate, Markets, Resources, Research, Images, and Contacts.

The url was determined based upon previously successful MSU based websites including: <http://grapes.msu.edu> and <http://cherries.msu.edu> and has had thousands of visitors since its' launch. The site was built with collaboration from Mallory Fournier, Joy Landis, and Annette Kleinschmit.

We use google analytics to track the number of site visits and location of visitors. From December 2011-March 2012 we have had 1759 visits and 5284 pageviews from visitors in over 10 different countries.



Robert Sirrine (MI) receives National Award - presented by Stephanie Darnell - Bayer Advanced (sponsor)

<http://www.hops.msu.edu> offers information on every aspect of hops production that a potential grower would need to make a decision to enter into this new market.

Poster Session

Applied Research

1st Place

METHODS TO TRAIN MASTER GARDENERS TO MANAGE TELEPHONE RESOURCE LINES

Lentz, Edwin M.¹

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

Master Gardener candidates are expected to have the ability to address consumer horticulture questions after completing their training program. New Master Gardeners were often uncomfortable with this responsibility, especially operating the community Resource Line. To address this problem, different teaching methods were created and evaluated during the Master Gardener training. These methods included teaching a whole modular unit on managing the Resource Line, hands-on training with an experienced Master Gardener, physical availability of the Extension Educator for assistance while operating the Resource Line, and real experience questions from the Resource Line after completing each Master Gardener subject unit. A class of Master Gardener Interns participated in these different methods. Each intern completed an evaluation after becoming a Master Gardener to measure which training method gave them the most confidence to answer questions while managing the Resource Line. Even though each method had value, pairing with an experienced Master Gardener and having the Extension Educator available were the most useful in giving interns confidence. The evaluations also showed that 100% of the new Master Gardeners plan to volunteer for the Resource Line the following year.

2nd Place

EFFECTS OF ANGUS SIRE LINE AND BACKGROUNDING DIET ON BEEF CATTLE PROGENY POST WEANING PERFORMANCE AND CARCASS VALUE

Mills, R.R.¹; DelCurto, T.²; Mueller, C.L.³

¹Extension Livestock Agent, Oregon State University Extension Service, Umatilla County, Pendleton, OR, 97801

²Director, Eastern Oregon Agricultural Research Center, Oregon State University, Union, OR, 97883

³Assistant Professor, Eastern Oregon Agricultural Research Center, Oregon State University, Union, OR, 97883

One hundred seven Angus-sired calves were backgrounded for 45 days on either a starch-based or

fiber-based diet and finished in a commercial feedyard to evaluate the impact of two Angus sire lines and backgrounding diet on post weaning performance and carcass value. The two sire lines were represented by a conventional grain-based developed sire typical of US production (CONV) and a forage-based developed sire typical of New Zealand production (FORAGE). During the 45 day backgrounding period the primary dietary energy source was rolled barley (starch-based diet) or soybean hulls (fiber-based diet). Following backgrounding, calves were finished in a commercial feedyard in a common pen on a typical starch-based finishing ration. Sire line had no effect on backgrounding ADG (0.93 and 1.08 lbs/day) or final backgrounding weight (749 and 732 lbs) for CONV and FORAGE respectively, P>0.10. There were no diet type x sire line interactions during the backgrounding period (P>0.10). During the finishing period, CONV calves had higher ADG (3.64 vs. 3.43 lb/day; P=0.06) and heavier final weights at harvest (1312 vs. 1254 lbs; P=0.03). The CONV calves had heavier carcass weights (P<0.02), larger ribeye areas (P<0.04), and higher marbling scores (P<0.001) than FORAGE calves. The FORAGE calves had more backfat (P<0.02) and a higher numerical USDA yield grade (P<0.05). There was no backgrounding diet type x sire line interaction during the finishing period (P>0.10). Our results indicate no economical advantage for calves in conventional US starch-based feeding systems from Angus sire lines developed from forage based systems.

3rd Place

SWITCHGRASS PRODUCTION FOR SMALL FARMS AND MARGINAL LANDS IN NEW JERSEY: AN ALTERNATIVE ENERGY SOURCE AND HAY CROP

Hlubik, W.T.¹; Baculis, J.²; Bonos, S.³; Helsel, Z.⁴; Weidman, R.⁵

¹Agriculture Agent 1-Professor, Rutgers Cooperative Extension, NJAES, North Brunswick, NJ, 08902

²Graduate Student, Plant Science Dept., Rutgers University, New Brunswick, NJ, 08901

³Specialist Plant Breeding, Rutgers University NJAES, New Brunswick, NJ, 08901

⁴Specialist in Bioenergy Crops, Rutgers University NJAES, New Brunswick, NJ, 08901

⁵Program Associate, Agriculture, Rutgers Cooperative Extension, NJAES, North Brunswick, NJ, 08902

Research trials focused on growing switchgrass (*Panicum virgatum*), a native perennial grass, as an energy crop and as a mulch hay crop for New Jersey Growers. The cultivars Alamo, Carthage, Kanlow, High Tide, and Timber were tested at the Extension Center in South Brunswick, NJ. Seeding was done on July 13, 2010 with a Great Plains no-till planter in cereal rye stubble. Recommended rates of herbicides and fertilizers were

utilized at establishment. Each plot was 21 feet by 150 feet and replicated 4 times in a completely randomized block design. Establishment data was collected by using a standard frequency grid (Vogel and Masters 2001). Alamo, Carthage and Kanlow exhibited significantly faster germination and initial establishment rates than Timber and High Tide. Plot subsections 3 feet by 20 feet were harvested on August 15, 2011. Alamo and Timber had significantly higher yields than High Tide. Alamo had significantly higher yields than Carthage. The plots were bailed on December 5, 2011 with a New Holland Hayliner string baler. Bales averaged 35 pounds at a range of 12 to 14% moisture. Switchgrass bales were ground up in a Toro tub grinder in February 2012 and hauled to a local farmer for pelletizing. Pellets are currently being tested for use in a Maxim® Wood Pellet and Corn furnace for heating a farm shop and home and will be compared with corn and wood pellets. Economic analysis and value of energy use versus hay products will be evaluated.

Poster Session Extension Education

1st Place

POST STORM - TREE EDUCATIONAL EFFORTS

Glover, T.A.¹

¹County Extension Coordinator, Alabama Cooperative Extension System, Cullman, AL, 35055

Cullman County along with much of North Alabama experienced a series of tornadoes of historic proportions on April 27, 2011. The residents of the area lost thousands of trees and thousands more were damaged. Residents were faced with a need for good information relating to post-storm tree health assessment and reliable tree selection, planting and after-care instruction. The local Extension staff developed a plan to provide research-based information using a multi-pronged approach of mass media, social media, web based materials, volunteer and public training, utility bill inserts and public displays. A series of newspaper articles were developed that addressed the major issues surrounding tree health assessment, safety, tree selection, proper planting and after-care. Each article dealt with a different major concern but tied together as a unifying series. Facebook, Twitter and other web based media were used to provide tips and links to more detailed information. Extension Specialist's trained area Master Gardeners, local tree professionals and impacted citizens on tree health assessment, safety and replacement options. An Extension publication was "fast-tracked" for distribution in utility bills. Spinoff products included a poster and retractable banners.

2nd Place

AGSPLORATION: THE SCIENCE OF MARYLAND AGRICULTURE

Wilson, * K.M.¹; Barczewski, A.H.²; Bennett, S.³; Gordon, D.⁴; Hutson, T.⁵; Meagher, S.⁶; Pahlman, S.⁷

¹Extension Horse Specialist, University of Maryland Extension, Ellicott City, MD, 21042

²Extension Educator, University of Maryland Extension, Elkton, MD, 21921

³Extension Educator, University of Maryland Extension, Ellicott City, MD, 21043

⁴Faculty Extension Assistant, University of Maryland Extension, Derwood, MD, 20855

⁵Extension Educator, University of Maryland Extension, Easton, MD, 21601

⁶Faculty Extension Assistant, University of Maryland Extension, Forest Hill, MD, 21050

⁷Extension Educator, University of Maryland Extension, Denton, MD, 21629

AGsploration – The Science of Maryland Agriculture is a statewide curriculum designed to bolster middle school students' Science, Technology, Engineering and Mathematics abilities as it relates to agriculture. The curriculum includes a teacher's guide with 21 peer reviewed lesson plans incorporating inquiry and experiential based hands-on activities, agriculture based educational materials, and evaluation tools. The curriculum is aligned with the Maryland Voluntary Curriculum Standards and focuses on three main areas: production agriculture, the environment, and health and nutrition as it pertains to agriculture. In addition, a careers component is included to help youth think about pursuing post-secondary degrees and careers in agriculture and science-related fields. While written to Maryland Standards, this curriculum can easily be replicated and adapted for use in any state. The AGsploration team focused on partnering with stakeholders in an effort to integrate this program into Maryland public, private and home school settings, and out-of-school time educational programs. In 2011, a multifaceted approach was taken to pilot test the curriculum. This included twenty-seven teens being trained as instructors to teach the curriculum and expand outreach programming. Another element was the Summer Science Programs where youth experienced lessons, visited farms and learned about agro-science related degrees and career opportunities. The curriculum was taught in 2011 to over 6,000 Maryland youth. Initial evaluation data showed that 75% of participants indicated having a greater understanding of how Maryland Agriculture relates to science and 74% showed an understanding of how Maryland Agriculture benefits them and their communities.

3rd Place

THE FINANCIAL & TAX IMPLICATIONS OF OIL & GAS LEASES IN OHIO

Marrison, D.L.¹; Bruynis, C.²; Ward, B.³

¹Associate Professor, Ohio State University Extension, Jefferson, OH, 44047

²Assistant Professor, Ohio State University Extension, Chillicothe, OH, 45601

³Assistant Professor, Ohio State University Extension, Columbus, OH, 43210

Oil & gas exploration has hit Eastern Ohio with a flurry during the past year as oil companies are leasing the Marcellus & Utica Shale mineral rights for up to \$6,000 per acre. This leasing activity has the potential to provide landowners with substantial revenue. An important consideration for landowners who receive bonus payments or royalty income is how to manage the tax implications from this new revenue stream. OSU Extension developed two educational outreach initiatives to address the emerging tax and financial questions. Topics included taxes associated with oil & gas leases, what IRS forms to use to report income and expenses, how to calculate depletion, and strategies for reducing tax liability. During the fall of 2011, the teaching team taught 466 tax professionals at eight different sessions on oil & gas lease taxation as part of the OSU Income Tax Schools. Thus far in 2012, the team has offered eight meetings reaching 339 landowners owning 23,897 acres. Ten additional meetings are scheduled for landowners in the upcoming months. The landowners who attended the 2012 workshops reported mean knowledge gains between 1.74 and 2.01 on a 5 point Likert scale. The landowners also reported the following anticipated actions for 2012: 78.9% plan to meet with a tax accountant; 69.7% will meet with their lawyer; and 68.1% plan to sign an oil & gas lease.

Upcoming Issues of The County Agent Magazine

December, 2012

Awards/Committee Directory

Deadline for articles: December 1, 2012

Mail Date: December 28, 2012

April, 2013

Open Topic

Deadline for articles: March 15, 2013

Mail Date - April 4, 2013

NACAA Member Incentive to Secure New Sponsors

Since 2002, the NACAA Board of Directors has offered a Member incentive to assist in securing National Donors/Sponsors. The NACAA Board recognizes that securing a sponsor is often the matter of the right person making the request and that many times members personally know the proper contacts. Although it is the President Elect's responsibility to secure sponsorship, the Board encourages any NACAA member to assist in this search and is willing to offer incentives for successful efforts.

Members will be offered the following one-time incentives for each new NACAA sponsor:

Funds Secured Incentive

\$2,000 - \$4,999	Registration Fee reimbursement to the immediate upcoming AM/PIC
\$5,000 - \$9,999	Registration Fee reimbursement to the immediate upcoming AM/PIC and \$500 to be used for travel or other related expenses for attending the immediate upcoming AM/PIC. Payment of expenses will be according to NACAA policy.
\$10,000	Registration Fee reimbursement to the immediate upcoming AM/PIC and \$1,000 to be used for travel or other related expenses for attending the immediate upcoming AM/PIC. Payment of expenses will be according to NACAA policy.

To qualify for the donor incentive program an NACAA member must:

- 1) Contact the NACAA Executive Director and identify the contact for the donor/sponsor
- 2) Work with the Executive Director to identify sponsorship opportunities and develop a written proposal for the prospective donor/sponsor
- 3) Present the written proposal to the contact of the donor/sponsor
- 4) If needed, assist the NACAA Executive Director with follow-up after the initial presentation.

2012 Achievement Award Winners

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North Central Region

Illinois - Jennifer Schultz Nelson
Indiana - Amy Thompson
Iowa - Mark Licht
Kansas - Shannon Blocker
Kansas - Delta George
Michigan - Dr. Robert Surrine
Michigan - Phillip Tocco
Minnesota - Laura T Kieser
Missouri - James Quinn
Nebraska - Jessica Gwynne Jones
North Dakota - Lesley Lubenow
Ohio - Jim Jasinski
Ohio - C. Richard Stephens
South Dakota - Connie L. Strunk
Wisconsin - Adam A. Hady

Northeast Region

Maryland - Sudeep A Matthew
New Hampshire - Heather Bryant
New York - Joseph R. Lawrence
Pennsylvania - Stacie Hritz
Pennsylvania - Dana Rizzo
West Virginia - John Porter

Southern Region

Alabama - Elina D. Coneva
Alabama - Dr. Ayanava Majumdar
Arkansas - Craig Allen
Arkansas - Ron Baker
Florida - Leslie Baucum
Florida - Bradley J. Burbaugh
Florida - Elena M Toro
Georgia - David Shane Curry
Georgia - Timothy Daly
Georgia - Mary Carol Sheffield
Kentucky - Corey Payne
Kentucky - Jason Phillips
Kentucky - Amanda Sears
Louisiana - Robert E. Ferguson
Louisiana - Albert Orgeron
Mississippi - Reid A. Nevens
Mississippi - Lester Stephens
North Carolina - Eve Honeycutt
North Carolina - Katy Shook
North Carolina - Becky Spearman
Oklahoma - Brian Freking
Oklahoma - Brian Jervis
South Carolina - Patricia E DeHond
Tennessee - David Bilderback

Tennessee - Christopher Cooper
Tennessee - Chris Hicks
Texas - Zachary A Davis
Texas - David W. Groschke
Texas - Lawrence Perez
Texas - Roger Skipper
Texas - Wes Utley
Virginia - Wythe C. Morris

West Region

Alaska - Darren Snyder
Arizona - Channah Rock
Colorado - Adrian Card
Montana - Rene Kittle
New Mexico - Leigh Ann Marez
Oregon - Clive Kaiser
Utah - Jay Dee Gunnell
Washington - Carrie H. Wohleb
Wyoming - Bridger Feuz

2012 Distinguished Service Award Winners

North Central Region

Illinois - Richard Hentschel
Illinois - Mike Roegge
Indiana - Doug Akers
Michigan - Kevin S. Gould
Michigan - Phil Kaatz
Minnesota - David Nicolai
Missouri - Thomas R Fowler
Nebraska - Tom Holman
North Dakota - Andrew Swenson
Ohio - Wm Bruce Clevenger
Ohio - Chris Penrose
South Dakota - Paul O. Johnson
Wisconsin - Jerry Clark

Southern Region

Alabama - Ricky Colquitt
Alabama - Kathy L. Flanders
Arkansas - Sherry Beaty-Sullivan
Arkansas - Katie Teague
Florida - Christa L. Carlson-Kirby
Florida - Jennifer Pelham
Florida - Cindy Sanders
Georgia - Wade Hutcheson
Georgia - Jeremy Kichler
Georgia - Ted Wynne
Kentucky - Matthew Campbell
Kentucky - Kevin Lyons
Kentucky - Paul Sizemore
Louisiana - Keith Fontenot
Louisiana - Terrence S. Marshall
Mississippi - Ruby D. Rankin
Mississippi - Houston Therrell, Jr.
North Carolina - Arthur L. Bradley, Jr
North Carolina - Lenny Rogers
North Carolina - Debbie Roos
North Carolina - Phillip Rucker, JR.

Oklahoma - Albert Sutherland
Oklahoma - Mike Weber
South Carolina - Mike Loveless
Tennessee - Karla K Kean
Tennessee - Creig Kimbro
Tennessee - Jonathan Rhea
Texas - Michael L Clawson
Texas - Richie Griffin
Texas - Lonnie Jenschke
Texas - Reggie Lepley
Texas - Terry Millican
Texas - Todd Swift
Virginia - Jonathan M. Vest

West Region

Arizona - R. Dean Fish
Colorado - Thaddeus Gourd
Montana - Joe T. Broesder
New Mexico - Stan Jones
Oregon - John Williams
Utah - Michael G. Pace

Northeast Region

Maryland - Jeff Semler
New Jersey - William J. Bamka
New York - Betsy Hodge
Pennsylvania - Susan Boser
Pennsylvania - J. Craig Williams
West Virginia - Larry G. Campbell

2012 American/World Agriculture Award Recipient

Dr. Don Ball

Dr. Don Ball was born in Owensboro, Kentucky and grew up on a crop and livestock farm in Daviess County, Kentucky. He received a B.S. in biology and agriculture from Western Kentucky University in 1968, spent 3 years in the U.S. Army, and subsequently entered graduate school at Auburn University, from which he received the M.S. in 1973 and the Ph.D. in 1976, both in Agronomy.

Dr. Ball was hired as Extension Forage Crop Agronomist at Auburn University in 1976, and had statewide responsibility for extension educational programs with forage crops in Alabama from April, 1976 until January, 2011. He was awarded the rank of Professor in 1988, was named Alumni Professor in 1997 (the first Extension Specialist at Auburn University to receive this recognition), and is now Professor Emeritus.

He has been involved in many different forage/livestock programs and production systems and has worked closely with faculty members in numerous academic disciplines, at Auburn University and elsewhere. In his work he has placed particular emphasis on minimizing the impact of the tall fescue endophyte, use of forage legumes, reducing hay storage and feeding losses, and minimizing stored feed needs. All of these are of critical economic importance to forage/livestock production.

Dr. Ball has been an extremely active disseminator of information on forage crop topics. He is the author of more than 40 Auburn University bulletins and circulars, over 700 magazine or trade journal articles (surveys have shown that agricultural producers get much of their information from such articles), over 280 Auburn University "Timely Information" sheets, and dozens of other popular and technical articles of various types. The latter include articles in American Scientist and Encyclopedia of Agricultural Sciences.

He was the driving force behind, and first author of, several nationally-oriented publications that have addressed major educational needs in the area of forage/livestock production. Hundreds of thousands of copies of several of these publications have been distributed around the nation and around the world, and they have undoubtedly positively affected the understanding of these topics by scientists, extension workers as well as other agency personnel, livestock producers, and others.

He is first author of the book Southern Forages as well as the popular booklet Forage Crop Pocket Guide, and is sole author of the book Practical Forage Concepts. The book Southern Forages deserves special mention. This 322 page publication has become the most widely distributed practical forage book in the world. Since it was first published in 1991, it has been revised three times and has been translated into several foreign languages, including Chinese. It has been strongly endorsed by top forage scientists, and has been used as a textbook at over 60 colleges and universities in the U.S. and at several in foreign countries. Due to its practical orientation and easy-to-read



NACAA Vice President Henry Dorough and NACAA President Paul Wigley pictured with 2012 Service to American/World Agriculture Award Recipient Dr. Don Ball and family members.

style, it is also of great interest and value to producers of cattle, horses, sheep, and other forage-consuming animals, as well as to people who are interested in growing forages for wildlife or conservation purposes. This book has had an important influence on knowledge of forage crops, and philosophy of forage/livestock production, in the U.S. and in other parts of the world.

Several other accomplishments are noteworthy. A bermudagrass ecotype was registered by Dr. Ball as the variety 'Russell' after he documented its productivity, and today there are 50,000+ acres of this grass in the Southeast. He conducted dozens of on-farm demonstrations, and spoke at many Extension, other agency, or industry training meetings. During his career he served on the graduate committees of 24 students (5 Ph.D. and 19 M.S.).

Dr. Ball has been active in numerous professional and commodity organizations including the American Society of Agronomy, the Crop Science Society of America, and the American Forage and Grassland Council (AFGC). He is a former president of AFGC and was Chairman of the Southern Pasture and Forage Crop Improvement Conference. He served on the Alfalfa Council Advisory Board for many years, and is Technical Advisor to four Oregon Seed Commissions (Clover, Orchardgrass, Ryegrass, and Tall Fescue).

He has served on the Boards of Directors of AFGC, the Council for Agricultural Science and Technology, the Forage and Grassland Foundation, the American Registry of Certified Professionals in Agronomy, Crops, and Soils, and the Western Kentucky University Alumni Association. He also served on dozens of committees at Auburn University and Alabama Cooperative Extension System, and in various professional and trade organizations.

Frequent invitations to speak on educational topics provide evidence that the information being provided is of interest

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and value. Dr. Ball has been an invited speaker at over 2,000 events, ranging from county meetings to international conferences. These have included presentations at over 1,000 meetings in Alabama, over 100 out-of-state conferences in the U.S., and more than 20 presentations made at universities, conferences, or meetings of various types in foreign countries including in New Zealand, Argentina, Brazil, South Africa, Mexico, Croatia, the Czech Republic, and China.

Numbers and statements do not adequately reveal the impact of professional activities especially when the focus is a “cutting edge” topic. For example, prior to the printing of the publication “Minimizing Losses in Hay Storage and Feeding,” annual losses in the U.S. due to poor hay storage and feeding techniques were estimated at \$3 billion. If this publication (of which some 160,000 copies were distributed

nationwide) reduced losses by just one percent, annual savings amounted to more than 30 million.

Honors have included the USDA Superior Service Award, the AFGC Medallion Award, the Auburn University Extension Excellence Award, and the Alabama Extension Specialist Association Professional Recognition Award. He received the Auburn University Dean’s Award for Outstanding Contributions to Agriculture, the Alabama Cooperative Extension System Distinguished Career Award, and the National Association of County Agricultural Agents Distinguished Service Award. He is a Fellow of both the American Society of Agronomy and the Crop Science Society of America. In addition, he was Western Kentucky University Agricultural Alumnus of the year in 1990 and was inducted into the WKU Hall of Distinguished Alumni in 2001.

Public Issues Leadership Development: What We Can Do...

Public Issues Leadership Development Conference—2013

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The Westin Alexandria

Alexandria, Virginia

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Sunday—Washington by Water Tour

Washington Twilight Tour

Monday— USDA Outlook— Dr. Sonny Ramaswamy, Director, NIFA

The Relevance of Cooperative Extension in 2013 and Beyond

Daryl Bucholz, ECOP Chair

JCEP Excellence in Teamwork Award Presentation

Presentations on the Value and Telling the Extension Story

What you CAN do... a Look from Different Perspectives

Making your Visit to the Hill Count

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2012 NACAA Hall of Fame Inductees

NACAA established the NACAA Hall of Fame Award in 2006. Recipients were evaluated on their Extension programming, state and national association activities and humanitarian efforts beyond the normal call of duty.

The 2012 inductees were Harvey Buehring, Texas; Sandy Macnab, Oregon; David Stenberg, Nebraska; and W. Edgar Hooper, West Virginia.

This award was made possible by the generous sponsorship of Deere and Company.

Contratulations NACAA Hall of Fame Inductees. For a listing of all NACAA past recipients please view the gallery on-line at <http://www.nacaa.com/about/HallofFameGallery.php>



Southern Region Hall of Fame Award

Harvey L. Buehring
Texas - 35 Years - Retired



Western Region Hall of Fame Award

Sandy Macnab
Oregon - 32 Years



North Central Region Hall of Fame Award

David Stenberg
Nebraska - 40 Years - Retired



Northeast Region Hall of Fame Award

W. Edgar Hooper
West Virginia - 36 Years - Retired

2012 AM/PIC Sponsors/Donors

S P O N S O R S



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The County Agent

POSTMASTER: SEND ADDRESS CHANGES TO:
The County Agent - NACAA, 6584 W. Duroc Rd.,
Maroa, IL 61756 - Attn: Scott Hawbaker

ANNUAL MEETING AND PROFESSIONAL IMPROVEMENT CONFERENCE DATES

2013

Pittsburgh, PA (Galaxy IV).....Sept. 16-20

2015

Sioux Falls, South Dakota....July 12-16

2014

Mobile, Alabama.....July 20-24

2016

Little Rock, Arkansas....July 24-28