# The County Agent

A publication of the National Association of County Agricultural Agents

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## President's Corner

# Leading for a better future

At the Wednesday evening DSA Banquet, near the close of a great conference in West Palm Beach, I was installed as your 2022-2023 NACAA President. I am humbled to serve you as we work together for the development and recognition of Extension Agents/ Educators from sea to sea, and for the improvement of our association. Thank you for the trust you have placed in me and the commitment and love we share for this great association.

Thanks also to the many Florida members and volunteers who came together to host a wonderful conference, the first in-person AM/ PIC in three years. You decorated with foliage and flora, you greeted and guided, you taught us about, and showed us the uniqueness of your state and you welcomed us as friends. We will long remember our time with you!

Thanks to the many members who shared their work through presentation or poster. You helped us learn ways to be more effective with our own clientele. Congratulations to all who received recognition for excellence. Your work inspires us and gives us ideas.

I love the presentation of the state flags at the AM/PIC and was proud to carry Michigan's flag. Each state is unique with people and places and, apparently, little known facts. I was thrilled to see the flags for Puerto Rico and Guam carried by members from those places. Truly, this is an association that can benefit all who work in Extension in fields from agriculture to natural resources, adult and youth programming, no matter where or whichever institution they serve.

Extension work is more than a job, it is a great calling to serve families, communities and businesses. We are diverse and yet, I believe, all of us are driven by a commitment to extend knowledge to improve lives and livelihoods. NACAA is here to help you do it better.

Within your communities, you are leaders. People trust you and look up to you. When you write a news column, record a radio program or teach a workshop, people pay attention because they have come to respect you. Marcus Buckingham has said, "Great leaders rally people to a better future." That is the type of leader I want to be and that I call you to be.

We have the opportunity and the responsibility to build on strong foundations, an association that is even more relevant for all our members; an

*2022-2023 NACAA President Phil Durst*

association that is even more inclusive of others who do similar work; an association that is even more effective in changing farms and businesses, lives and hearts, communities and our world. I believe we do that by following a PATH to lead more effectively.

P: Passion. Lead with passion. You are passionate about your work as Extension professionals. Be passionate as you lead others with a love for them and what we can become together.

A: Awareness. Be aware of those who are lagging behind, those who have not caught your vision, or those who have been ignored or missed. Unless we bring all along on this journey we will not achieve as bright a future as we could and as we need.

*continued on page 3*

# Reflections from the 2022 AM/PIC

# President's Corner...cont. from pg. 1

T: Thoughtfulness. One doesn't have to be brilliant to be an effective leader, but one does need to consider different ways and other points of view so that the best ideas are tried. Be thoughtful of others, and be thankful for them.

H: Humility. There is no room for pride in the heart of an effective leader. Walk humbly, seek the benefit of others, consider others' ideas, don't cling too tightly to yours. If offended, forgive; if slighted, forget.

Be an effective leader in your community. Be involved in your state association. Be involved in NACAA. I am thankful for your NACAA Board, Council Chairs and committee leaders. They are dedicated and together we will work for a better NACAA.

Feel free to contact me at durstp@msu.edu or 989-387-5346 to share your thoughts, ideas and concerns, and let's have a great year!


## The County Agent

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President: Phil Durst

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# Professional Excellence 2022 Applied Research Poster Session National Winners

## *1st Place*

**EFFECT OF SEEDING RATE ON SOYBEAN YIELD – HOW LOW CAN WE GO?**
APPLIED RESEARCH
Stephanie Karhoff
OSU Extension Educator, Ag and Natural Resources
Bryan

Authors: Stephanie Karhoff[1], Elizabeth Hawkins[2]

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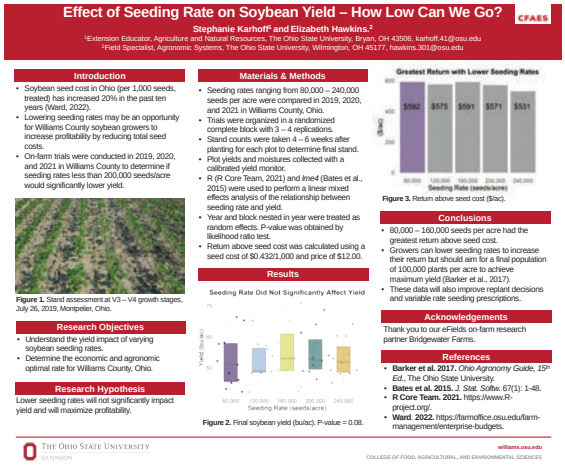
Soybean seed cost in Ohio has increased 20% in the past ten years, prompting growers to consider lower seeding rates. However, the optimum seeding rate of soybean [Glycine max (L.) Merr.] is highly dependent on the environment. Replicated on-farm strip trials provide growers with personalized data to better inform their seeding rate decision. The objectives of this study were to understand the yield impact of varying soybean seeding rates and determine the economic and agronomic optimal rate for Williams County, Ohio. On-farm strip trials evaluating five seeding rates ranging from 80,000 to 240,000 seeds per acre were conducted in 2019, 2020, and 2021 near Montpelier, Ohio. Stand counts were taken 4 – 6 weeks after planting to determine final stand, and yield and moisture was collected with a calibrated yield monitor. The effect of seeding rate on yield across years was determined using a linear mixed effects model. Seeding rate did not significantly affect yield from 2019 to 2021 in Williams County and seeding rates less than 200,000 seeds per acre had the greatest return above seed cost. This study demonstrates that Williams County soybean growers can lower seeding rates to increase their return, though a final population of 100,000 plants per acre is




recommended to achieve maximum yield. Overall, these data will improve seeding rate recommendations for northwest Ohio soybean growers and inform future replant decisions and variable rate seeding prescriptions.

## *2nd Place*

**THERMAL TOLERANCE OF COMMON SNOOK BY LATITUDE AND SALINITY**
APPLIED RESEARCH
Brittany Scharf
Marine Agent
UF/IFAS Extension
Brooksville

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Abiotic factors such as temperature and salinity can affect fish physiological and behavioral responses, resulting in environmentally induced variation in thermal tolerance. Such variation in ecological conditions may therefore influence species distributions across geographic ranges and habitat types. Local adaptations may account for differences in thermal tolerance to allow fish to survive in thermal refuges and thus persist in regions where environmental conditions

may be otherwise unsuitable. For example, euryhaline fishes may occupy waters of salinity near 12 ppt to be isotonic with their environment, maximizing energy available for growth and survival. The Common Snook Centropomus undecimalis is one of Florida's most popular sport fish. It occupies various coastal habitats spanning from artificial reefs to freshwater rivers where they are exposed to fluctuating temperatures and salinities. We ran chronic lower-lethal temperature experiments on juvenile Common Snook (239 - 377 mm total length) for three salinity treatments (3 ppt, 15 ppt, and 30 ppt) to better understand how salinity affects survival and ultimately the availability of thermal refuge habitat. Cessation of feeding, loss of equilibrium, and death were recorded. Unexpectedly, our finding showed that this species is the least cold-tolerant (10.49°C) at the mid-salinity treatment (15 ppt). Lower-lethal temperature (9.17°C) for the high-salinity treatment (30 ppt) was similar to previous studies; however, our lower-lethal temperature (9.21°C) for the low-salinity treatment (3 ppt) was much lower than published findings and suggests potential habitat and thermal refuge characteristics during cool winter periods. Furthermore, our latitudinal findings support that this species range expansion has occurred due to mild winters and the development of an overwintering behavior type. We plan to further investigate lower-lethal temperatures for this species at the northern limit of their range.


## *3rd Place*

### EFFECTS OF WHOLE-GRAIN SUPPLEMENTATION ON HEALTH, GROWTH, AND PROFITABILITY OF PASTURE-RAISED LAMB APPLIED RESEARCH

Amanda Grev
Forage Extension Specialist
University of Maryland Extension
Keedysville

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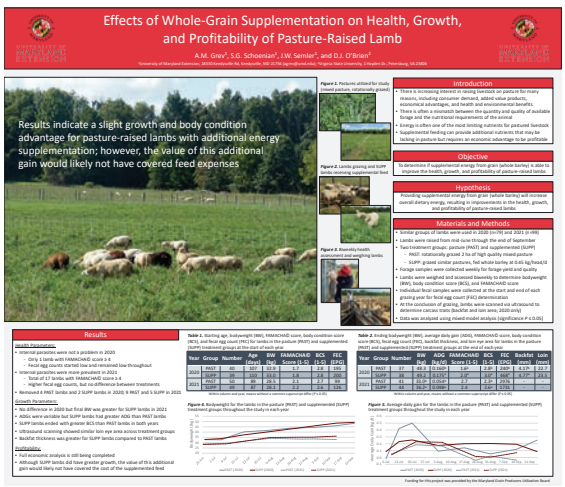
Energy is often the most limiting nutrient in pasture-based diets. The objectives of this project were to compare the health, growth, and market value of lambs raised on pasture with and without whole-grain supplementation to determine if the additional energy provided would improve the profitability of pasture-based lamb production. In mid-June 2020 and 2021, Katahdin ram lambs (n=79 in 2020; n=99 in 2021) arrived at the Western Maryland Research and Education Center. After a 10-d acclimation period, lambs were allocated into two equal treatment groups based on age, bodyweight (BW), body condition score (BCS), birth type, and fecal egg count (FEC). Lambs in the pasture group (PAST) rotationally grazed 2 ha of high quality, mixed pasture for 100 d. Lambs in the supplemented group (SUPP) grazed similar pastures and were hand-fed a daily energy supplement (whole barley) at 0.45 kg/head/d. Both groups were handled bi-weekly to determine BW, BCS, and FAMACHA© scores. Individual fecal samples were collected upon arrival and at 1-2 additional time points each year. At the conclusion of grazing in 2020, lambs were ultrasound scanned to determine carcass traits. Data was analyzed using mixed model analysis, with statistical significance set at $P \leq 0.05$. Average daily gain (ADG) varied considerably among weigh periods and standard deviations were large, indicating wide variation in individual performance. Final BW did not differ between groups in 2020 but was greater for SUPP lambs (36.2 kg) than PAST lambs (33.0 kg) in 2021 ($P = 0.02$). Across both years, SUPP lambs had higher ADG (0.14 kg/d) and final BCS



(2.8) compared to PAST lambs (0.11 kg/d; BCS 2.6; P ≤ 0.02). Final FEC and FAMACHA© scores were lower for PAST lambs (240 EPG; FAMACHA© 1.6) than SUPP lambs (468 EPG; FAMACHA© 2.0) in 2020 (P ≤ 0.05) but were similar between groups in 2021. SUPP lambs had greater backfat (4.77 mm) compared to PAST lambs (4.17 mm; P = 0.03), but loin area was similar between groups. Altogether, these results indicate a slight growth advantage for the SUPP lambs; however, the value of the additional gain likely would not cover feed expenses.

# Professional Excellence 2022 Extension Education Poster Session National Winners

## *1st Place*

**KEEPING LOCAL TRADITIONS ALIVE DURING COVID-19 WITH VIRTUAL FARM TOURS**

EXTENSION EDUCATION

Morgan Pinkerton
Sustainable Agriculture and Food Systems Agent
UF/IFAS Extension
Sanford

Authors: Morgan Pinkerton[1], James Yarborough[2]

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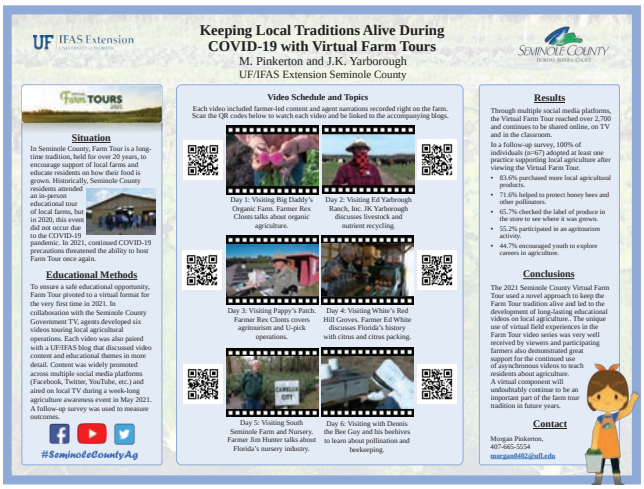
In Seminole County, Florida, Farm Tour is a long-time tradition, held for over 20 years, to encourage support of local farms and educate stakeholders on agriculture. Historically, participants attended an in-person educational tour of local farms, but in 2020, this event did not occur due to transition of extension faculty and the COVID-19




pandemic. Nonetheless, the community expressed strong interest and support for continuing the Farm Tour tradition. In 2021, due to continued COVID-19 precautions, Farm Tour pivoted to a virtual format for the very first time. University of Florida, Institute of Food and Agricultural Sciences (UF/IFAS) Extension Seminole County developed six high-quality videos in collaboration with Seminole County Government TV (SGTV). Each video included farmer-led content on topics like organic agriculture, agritourism, livestock, the nursery industry, pollinators and more. Short (<5 min) videos were also paired with an educational blog that dove deeper into the topics. Content was shared and promoted across multiple social media platforms during a week-long event in late Spring. A follow-up survey was used to measure outcomes. The 2021 Seminole County Virtual Farm Tour reached over 2,700 people which greatly exceeded the average 40-50 people at in-person Farm Tours in the past. In a follow-up survey, 100% of survey respondents (n=67) adopted at least one practice to support local agriculture after viewing the Virtual Farm Tour (ie. 83.6% purchased more local agricultural products, 71.6% helped to protect honey bees and other pollinators, 65.7% checked the label of produce in the store to see where it was grown, 55.2% participated in an agritourism activity, and 44.7% encouraged youth to explore careers in agriculture). The 2021 Seminole County Virtual Farm Tour used a novel approach to keep the Farm Tour tradition alive and led to the development of long-lasting educational content focused on local agriculture. Feedback from farmers and viewers was extremely positive and indicated a strong desire for more virtual Farm Tours. Without a doubt, a virtual component will continue to be a part of the Farm Tour tradition into the future.

## *2nd Place*

**FEMALE PRODUCERS INCREASE SKILLS AND EDUCATION THROUGH CATTLE W.I.S.E (WOMEN INCREASING SKILLS AND EDUCATION)**

EXTENSION EDUCATION
Jeannie Layton - Dudding
Extension Agent
Virginia Cooperative Extension
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Authors: Jeannie Layton - Dudding[1], Rebecca Roberts[2], Amy Byington[3], Cynthia Martel[4], Jennifer Ligon[5], Joanne Jones[6], Kate Lawrence[7], Berkeley Clark-Cassady[8], Amber Taylor[9], Cynthia Gregg[10], Rachel Henley[11], Mandy Fletcher[12], Elizabeth Mullins[13], Kayleigh Mize[14], Livvy Preisser[15], Nicole Shuman[16]

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The United States Department of Agriculture's (USDA) Census of Agriculture reported a 115% increase in farms operated principally by women between 2012 and 2017. Women make up 36% of all operators and 56% of farms have at least one female producer associated with the operation. Female producers are the backbone of many farm families where men are the principal operators. Cattle are ranked second in total sales of Virginia farms. Recognizing the impact that female producers have in the cattle industry (both dairy and beef), our group set-out to provide a female friendly environment to foster learning and to improve and build upon basic skills that may be overlooked in typical programming. This was accomplished by providing a daylong program stacked with cattle related topics taught through hands-on lessons by female instructors. Areas covered included reproductive and calving issues, trailer/tractor driving, and a BQA Certification including chute-side training and low-stress cattle handling. Funds were secured from the Virginia Beef Industry Council to support this program.

We had 47 women participate in the Cattle WISE program held in October 2021 at the Buckingham Agricultural Resource Network (BARN). During a post-conference evaluation, 97% of respondents stated that the program either met or exceeded their expectations. It was reported that 84% of participants indicated that they will or have already implemented some of the suggestions, management skills/techniques, and practices taught at Cattle WISE. One individual stated "I'm so glad I came! This was so empowering, it was so nice to be in a welcoming environment of capable and supportive women!" Based on these results and informal feedback from participants, we plan to conduct an Equipment WISE as well as other commodity specific WISE programs in the future.

## *3rd Place*

**NEW EXTENSION PROGRAM HELPS GOVERNMENT AG SERVICE PROVIDERS UNDERSTAND MARYLAND FARMING**

EXTENSION EDUCATION

Andrew Kness
Agriculture Agent
University of Maryland Extension
Street

Authors: Andrew Kness[1], Erika Crowl[2]

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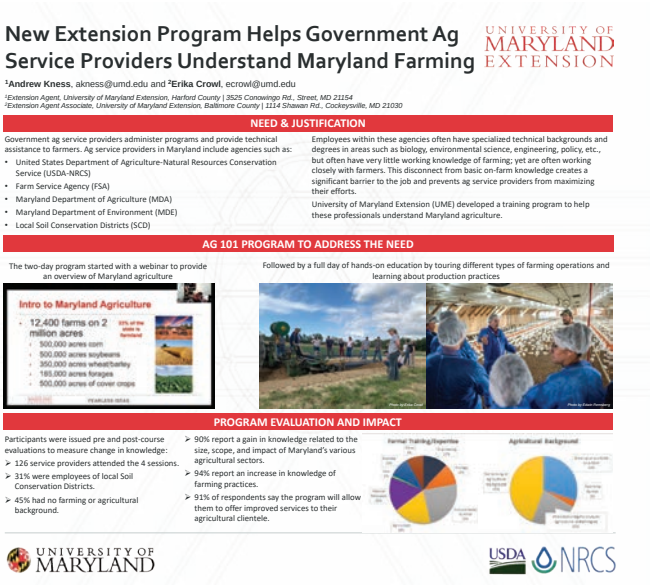
Government agricultural (ag) service providers are an integral part of the agriculture industry. Employees within these agencies often have degrees in areas outside of agriculture and do not typically receive extensive on-the-job training regarding agriculture or general farming practices. Recognizing this problem, the University of Maryland developed a training program to educate government ag service providers on basics of Maryland production agriculture. The training consisted of a two-day program, with the first day being online virtual classroom education and the second day being hands-on learning on working farms. Participants were able to learn about Maryland's agricultural sectors and common production practices in each sector, and got to experience what production looks like up-close during the farm tours. In total. 126 government ag service providers participated in the program. Post-course survey data indicate Ag 101 significantly improved their knowledge and understanding of agriculture, farming practices, and farm safety; and as a result, service providers will be able to offer better service to the farmers they serve.



New Extension Program Helps Government Ag Service Providers Understand Maryland Farming

UNIVERSITY OF MARYLAND EXTENSION

[1]Andrew Kness, akness@umd.edu and [2]Erika Crowl, ecrowl@umd.edu

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NEED & JUSTIFICATION

Government ag service providers administer programs and provide technical assistance to farmers. Ag service providers in Maryland include agencies such as:

- United States Department of Agriculture-Natural Resources Conservation Service (USDA-NRCS)
- Farm Service Agency (FSA)
- Maryland Department of Agriculture (MDA)
- Maryland Department of Environment (MDE)
- Local Soil Conservation Districts (SCD)

Employees within these agencies often have specialized technical backgrounds and degrees in areas such as biology, environmental science, engineering, policy, etc., but often have very little working knowledge of farming; yet are often working closely with farmers. This disconnect from basic on-farm knowledge creates a significant barrier to the job and prevents ag service providers from maximizing their efforts.

University of Maryland Extension (UME) developed a training program to help these professionals understand Maryland agriculture.

AG 101 PROGRAM TO ADDRESS THE NEED

The two-day program started with a webinar to provide an overview of Maryland agriculture

Intro to Maryland Agriculture
12,400 farms on 2 million acres
500,000 acres corn
500,000 acres soybeans
350,000 acres wheat/barley
185,000 acres forages
500,000 acres of cover crops

Followed by a full day of hands-on education by touring different types of farming operations and learning about production practices

PROGRAM EVALUATION AND IMPACT

Participants were issued pre and post-course evaluations to measure change in knowledge:

- 126 service providers attended the 4 sessions.
- 31% were employees of local Soil Conservation Districts.
- 45% had no farming or agricultural background.
- 90% report a gain in knowledge related to the size, scope, and impact of Maryland's various agricultural sectors.
- 94% report an increase in knowledge of farming practices.
- 91% of respondents say the program will allow them to offer improved services to their agricultural clientele.

Formal Training/Expertise
Agricultural Background

UNIVERSITY OF MARYLAND
USDA NRCS

# NACAA 2022 Communication Award Winners

## AUDIO RECORDING

***National Winner***

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Extension Educator
University of Minnesota Extension
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[3] Professor and Extension Specialist, University of Minnesota Department of Animal Science, Morris, Minnesota, 56267

The Moos Room is a weekly podcast from University of Minnesota Extension. Hosts include Extension Educators Emily Krekelberg and Dr. Joe Armstrong, as well as Extension Specialist Dr. Bradley J. Heins. The Moos Room's focus is to provide our listeners with informed conversations to help beef and dairy producers be more successful. Episodes focus on a wide range of production and business topics. Although the focus is cattle production,

we also dive into topics like mental health, wellness, and farm safety. For National Farm Safety and Health Week 2021, we recorded a special episode featuring a dairy farmer that had been injured in a farm accident in the early 1970s. That person happened to be my dad, Dale Krekelberg, who lost his leg in an accident with an auger. In the episode, I interviewed my dad about his accident, what he learned from it, and how it changed his life. It was a powerful episode and provided an important point of view on farm safety, and the mental toll of farm accidents. The episode premeried on September 20, 2021 and has been downloaded over 300 times. The response to the episode has been overwhleming; many listeners have contacted the podcast about how powerful and educational the episode was. Our goal with this episode was to promote farm safety and encourage farmers to think critically about the decisions they make while working on the farm and especially around dangerous equipment. The opportunity to share my family's story was powerful for me as well; my family allows people into our darkest days with the hopes it prevents them from walking the same path. This podcast episode was a testament to the power of storytelling, healing, and learning. The Moos Room is recorded via Zoom, and editing is completed by Joe Armstrong in Audacity; all episodes are hosted on Transistor.fm. Episode 84 can be found at https://moosroom.transistor.fm/episodes/episode-84-dale-krekelbergs-story-national-farm-safety-and-health-week-2021-umn-extensions-the-moos-room. Please consider 5:20-20:20 in the recording for judging.

## COMPUTER GENERATED PRESENTATION WITH SCRIPT

***National Winner***

**WILDFIRE DEFENSIBLE SPACE ON THE FARM PRESENTATION**

Jacob Powell
Assistant Professor (Practice)
OSU Extension Service
Moro

Powell, J*[1]
[1] Assistant Professor (Practice), Moro, Oregon, 97039

This presentation is part of an online course, Wildfire Preparedness for Agriculture (https://beav.es/w7b), created by Jacob Powell in March 2022 and managed by Oregon State University Professional and Continuing Education program. The audience for this presentation is crop and livestock producers, along with rural residents living in fire prone areas. Jacob Powell created this presentation providing an in depth overview of how defensible space for wildfire protection can be created on farms and ranches. Often defensible space education focuses on structures and forested environments, but agricultural areas have unique challenges that this presentation was designed to address. This presentation has also been given to in person and virtual audiences during February 2022, reaching 43 individuals. The presentation can be accessed here: https://oregonstate.box.com/s/ryikdklubb1ier5d8a8ssr2vb5h0i675

## PERSONAL COLUMN

***National Winner***

**"HOUSEHOLD WASTEWATER SYSTEMS" AND "DIVERSIFYING LANDSCAPE PLANTINGS IS A GOOD INVESTMENT"**

Heather Kolich
County Extension Coordinator
University of Georgia
Cumming

The purpose of my newspaper columns, published in the weekend issues of Forsyth County News (circulation 18,000), is to increase awareness, provide information, and recommend management practices to county residents about commonly encountered aspects of daily life. With "Household Watewater Systems," published July 18, 2021, my objective was to help new county residents who had never lived in a home with a septic system understand how these systems work and how to maintain them to prevent wastewater issues in the home and yard. I wrote "Diversifying landscape plantings is a good investment" in furtherance of my educational focus areas of sustainable landscapes and restoring biodiversity to developed areas. In this article, I use financial investing language to convey to homeowners the idea that landscapes are long-term investments with financial – as well as natural – rewards. This article also helped promote the Forsyth County Extension Fall Plant Sale, through which I make available some of the harder-to-find native and fruit plants that I recommend for increasing landscape biodiversity and sustainability. The 2021 fall plant sale enjoyed a more than 30 percent increase in client numbers than the previous sale, resulting in 338 fruit plants and native fruits, shrubs, trees, and grasses planted in

landscapes around the county. For both articles, I researched materials, wrote the content, and provided the images, including one of the photographs in "Diversifying landscape plantings," and wrote text for image captions.

## FEATURE STORY

***National Winner***

**GROWING ARTICHOKES IN FLORIDA**

Evelyn Fletcher
Commercial Agriculture Agent
UF/IFAS St. Johns County Extension
St. Augustine

Fletcher, P*[1]
[1] Commercial Agriculture Agent, University of Florida, St. Augustine, Florida, 32092

St. Johns County represents nearly 40,000 acres of commercial farmland, with the majority of production historically consisting of potatoes and cabbage since the early 1900s. Over the past two decades, other Brassicas, snap beans, sod and vegetables of Asian origins have expanded in the area to become highly profitable alternative crops. Due to regulations on transportation and fertilization practices, along with lower contract prices and higher wages for labor, profit margins have been steadily decreasing, along with land zoned as agriculture. With financial support from St. Johns County BOCC, more alternative crops are being trialed at UF/IFAS Hastings Agricultural Extension Center, ranging from artichokes to blackberries to pumpkins. For four years, Cynara scolymus variety and nutrient management trials have been conducted to assess the marketability of artichokes in Florida, considering that 99% of artichokes are grown in California. With promising yields and positive feedback from local chefs, this crop has the opportunity to be sold commercially on the East Coast, and locally in our family-owned restaurants. As an attractive thistle, florists are also eager to use these cut flowers in local markets. With a circulation of 20,000, Edible Magazine is an ideal media outlet to spread the word about this new possibility for North Florida palettes.

https://ediblenortheastflorida.ediblecommunities.com/food-thought/growing-artichokes-florida

## NEWSLETTER

***National Winner***

**THE COLD HARDY CITRUS CONNECTION, CONNECTING NORTH FLORIDA AND SOUTH GEORGIA CITRUS GROWERS**

Danielle Sprague
Agriculture and Natural Resource Agent
UF/IFAS Extension Jefferson County
Monticello

Sprague, D[1], Price, J[2], Olson, C[3], Strange, L[4], Dawson, J[5]
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[3]Agent Emeritus, UF/IFAS Extension Taylor County, Perry, Florida, 32347
[4]Agriculture and Natural Resources Agent, UF/IFAS Extension Taylor County, Perry, Florida, 32347
[5]Agriculture and Natural Resources Agent, Fort Valley State University Extension, Valdosta, Georgia, 31601

The Cold Hardy Citrus Connection, a newsletter for citrus growers, is a collaborative effort by University of Florida/IFAS, University of Georgia and Fort Valley State University Extension Agents to provide producers in North Florida and South Georgia with a quarterly educational resource. The newsletter addresses regional and timely production issues, pest and disease updates, and information on upcoming events. The newsletter also features a section with updates from the Cold Hardy Citrus Association. Articles are submitted every quarter to Danielle Sprague who designs and edits the layout of every edition of the newsletter using Canva, an internet-based graphic design program. Each edition is proofread by contributing Agents and Specialists before publication. The two issues submitted include the October 2021 and February 2022 editions. The newsletter is distributed in PDF form via email to a central list with 266 contacts and is further distributed by the contributing Agents and Specialists. Newsletters are also posted on the UF/IFAS Citrus Agent Newsletter website in PDF format. This multi-state newsletter has allowed North Florida and South Georgia Extension Agents to consistently deliver timely, science-based information to citrus clientele.

Issues of the Cold Hardy Citrus Connection can be accessed at: https://citrusagents.ifas.ufl.edu/newsletters/north-florida-archives/

# EDUCATIONAL VIDEO RECORDINGS

***National Winner***

**NITRATE IN NEBRASKA THE BASICS**

Katie Pekarek
Extension Educator-Water Quality
University of Nebraska-Lincoln Extension
Lincoln

Pekarek, K*[1], McCullough, C[2], Gilmore, T[3]
[1] Extension Educator, , Lincoln, Nebraska, 68583-0996
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[3] Associate Professor, University of Nebraska, Lincoln, Nebraska, 68583

Nitrogen is an essential element for plant growth and therefore, Nebraska's agricultural industry, state economy and rural prosperity. However, when nitrogen leaves the crop root zone it becomes a liability for groundwater and surface water. More than 85% of Nebraskan's use groundwater for drinking water and agriculture in the state is heavily dependent on it. For more than 40 years, nitrate concentrations in Nebraska's groundwater have been increasing, with several areas of the state now above the safe drinking water standard of 10 ppm. This video was developed as part of an effort, called NebraskaWAVES, to develop watershed science education focused on an influential subset of approximately 320 Nebraska citizens who make critical water management decisions: Nebraska Natural Resources District (NRD) Board Members. Nebraska has 23 NRDs established based on watershed boundaries and have statutory responsibilities relating to water quality and quantity. The objective of this video is to provide NRD Board Members and other water management leaders the knowledge on the role of nitrogen in Nebraska, the current state of nitrate in groundwater, the impacts of high nitrate concentrations, and a preview of how Nebraskan's are addressing nitrate challenges. This is the first of several videos about nitrate in Nebraska in development. Pekarek developed the script with assistance from McCullough and Gilmore. McCullough, Pekarek, and Sipp equally co-produced the video using Adobe Premiere Pro and Canva. "Nitrate in Nebraska - The Basics*" was posted to YouTube on February 9, 2022. As of March 15, 2022 the video has 68 views on YouTube. This version has since been reviewed by stakeholders, then subsequently revised and re-posted as "Nitrate in Nebraska The Basics." The YouTube versions have a total of 72 views. The video has been presented at the Nebraska Association of Natural Resources Districts Water Conference, at two local NRD board meetings, through multiple zooms, on two websites, and in two University of Nebraska classes. This video will be used in educational outreach of facilitated discussions in the next phases of NebraskaWAVES. https://www.youtube.com/watch?v=9koZIifdIGY

# FACT SHEET

***National Winner***

**RECOGNIZING SIGNS OF FREEZE DAMAGE IN BLUEBERRIES**

Kimberly Post
County Extension Agent
University of Georgia
Lakeland

Post, K[1]
[1]County Extension Agent, University of Georgia, Homerville, Georgia, 31634

The blueberry freeze damage fact sheet was developed by the ANR Agent for distribution to local blueberry producers. Clinch County is historically in the top three for blueberry producing counties in Georgia and the area experiences one or two freeze events every year. Oftentimes producers want to make a crop insurance claim based on a freeze, but lack the necessary documentation or waited too long to have the Agent verify the damage. Homeowners also have many questions about the viability of their berries after a freeze. In response to these frequent questions, the ANR Agent took on-farm photos of recent damage and compiled them with short descriptions and likelihood of blossoms being able to bear fruit. As an easy to read one-page image or PDF, the fact sheet can easily be printed, e-mailed, or texted to producers to use as a guide when taking photos of damage. "Recognizing Signs of Freeze Damage in Blueberries" offers visual examples of damage and reiterates the need to document signs of damage for on-farm record keeping or any type of claim. To date, it has been distributed to over 675 commercial growers and homeowners via e-mail, social media, and as hardcopies in the office. Small-scale and beginning growers have commented that it is especially helpful as they go through their first blueberry freeze experience.

# PUBLICATION

***National Winner***

**2021 SPOTTED LANTERNFLY MANAGEMENT GUIDE**

Emelie Swackhamer
Horticulture Educator
Penn State Extension
Colllegeville

Swackhamer, E*[1], Korman, A*[2], Walsh, B[3], Leach, H[4]
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[4] Orchard Manager, Cherry Bay Orchards, Suttons Bay, Michigan, 49682

An invasive insect, Lycorma delicatula, commonly known as the spotted lanternfly (SLF), was discovered in southeastern Pennsylvania in September 2014. SLF is a pest of grapes, hardwood trees, and other plants. Pennsylvania ranks fifth nationally for grape production and first for hardwood production. High populations of SLF also create a considerable nuisance in landscapes and some people have used unsafe management practices. Efforts to contain and suppress SLF populations are underway. The Pennsylvania Department of Agriculture has issued a quarantine order which currently includes 34 out of 67 counties. The quarantine regulations prohibit movement of any life stage of SLF and require businesses who move within and out of the quarantine area to have a permit and document inspections of vehicles and cargo. The 2021 SLF Management Guide was developed to provide a comprehensive source of research-based information that discusses SLF biology, effects on plants, recommended management options, and regulatory compliance. The guide offers new decision-making tools including a matrix to help residents assess the potential risk to their plants and a description of management options following an integrated pest management approach. This guide is also part of a broader effort to inform people about the quarantine and permit requirements and includes information about how to get an SLF permit. The authors developed the content and provided images and concepts for the graphics. Design and printing were done by the Creative Services Group in the College of Agricultural Sciences. The guide received 6,811 unique page views on the website at https://extension.psu.edu/spotted-lanternfly-management-guide. People from 8 eastern states have viewed it, including 44% from PA and 21% from NJ. It is also available as a printed copy through funding from the United States Department of Agriculture. 18,731 printed copies were distributed between August 2021 and March 2, 2022. 34,823 people from 28,141 companies have completed the permit training and 1,190,31 permits were issued for use in individual vehicles.

# WEB SITE / ONLINE CONTENT

***National Winner***

**GROWING FRANKLIN**

Timothy McDermott
Ext. Educ., ANR
Columbus

McDermott, T*[1]
[1] Ext. Educ., ANR, OSU Extension, Franklin County, Columbus, Ohio, 43210

Growing Franklin was started in January of 2018 when I started full time in Franklin County. The objective is to have an online content hosting hub for event information, informative articles, and supportive links to assist backyard growers, community gardeners, teacher educators, and urban farmers with local food production information. While I have tried to make the website as visually pleasing and engaging as possible, we at Ohio State are limited to what functionality and appearance features are allowed for us at our U.OSU.EDU WordPress websites. The real heart of what makes Growing Franklin impactful is the reach that it has achieved over time due to the extraordinarily large amount of content created, including the addition of recorded webinar, created video, and hybrid digital programming to address the COVID pandemic's increase in the number of new growers who were looking for research-based learning from a trusted source. This website truly shined in COVID as an information location. One highlight on the site that is an output from the COVID teaching period is the page titled "Full Year of Growing" which is a year-long four season chronological order listing of 22 videos, articles, and webinars designed to educate and support a new gardener from seed to harvest all 12 months of the year. Since inception, Growing Franklin contains 214 (over one post per week on average) website posts, has 770 subscribers, and its viewing data

includes 108,000 sessions from 75, 380 different viewers who have enjoyed 151,000 pageviews. It has been viewed by residents of 83 different countries, which is over half of the world. It is interactive with 191 comments to date from readers. It has been used for Master Gardener Volunteer continuing education, been referenced as an information source in the CFAES Chow Line newsletter, been linked nine times to other WordPress websites, and content has been used to populate the Ohio Department of Agriculture's Victory Garden website. I am administrator and created 100% of the content.

## LEARNING MODULE/ NOTEBOOK

***National Winner***

**BEGINNER BEEKEEPING SERIES**

Kimberly Post
County Extension Agent
University of Georgia
Lakeland

Post, K[1]
[1] County Extension Agent, University of Georgia, Lakeland, Georgia, 31635

The Beginner Beekeeping Series was developed to introduce adult beginners to the world of beekeeping. The Series was delivered in six classes throughout the year. The class slides with space for students' notes, supplementary information, instructions for certain tasks, and links to more reading or video resources were compiled in the learning notebook, divided into sections that align with each class. Materials were distributed to students in the 2020, 2021, and current 2022 iteration of the Series (31 participants). All PowerPoint presentations, lesson plan sheets, and surveys included in the learning notebook were created by the Ag Agent. Supplementary information about pollinator-friendly gardens, monitoring for mites, and the honey tasting guide from other land grant universities were compiled by the Ag Agent and are not being claimed as original work.

## PUBLISHED PHOTO

***National Winner***

**STRAWBERRY FARM LAND PREPARATION, HILLSBOROUGH CO., FL**

Wael Elwakil
Extension Agent II, Fruit & Vegetable Production
UF/IFAS Extension, Hillsborough County
Seffner

Florida strawberry industry dominates the winter berry's production in the United States with total annual sales estimated at more than 477 million dollars with more than 11,000 acers in 2021. Most strawberry production in Florida is concentrated in Hillsborough County because of historic reasons, the regions microclimate during the winter month, and the support of the University of Florida researchers based in the Gulf Coast Research and Education Center. The Fruit and Vegetable Extension Agent in Hillsborough County, who works very closely with the local fruit and vegetables producers, provides education, consultations, and applied research-based solutions. The agent uses aerial photography and mapping regularly in his extension program. It is a very useful tool and illustrative method of inspection and surveying that provides a clear unobstructed view and prospective of farms among many other uses. The agent captured this land preparation photo in October of 2021 over one of the largest local farms during land preparation for the strawberry production season. This aerial view published in October of 2021 shows multiple tractors, and a few more out of the frame, with different implements working in tandem forming raised planting beds, fumigating, compacting beds, and laying drip tape and plastic mulch. This is a true testament of the modern precision agriculture systems. This grower indicated preparing an average of 400 acres per day to complete all his farmland in about a week. This image is used as the fruit and vegetable page banner on the UF/IFAS Hillsborough county website which offers a variety of information and resources. It offers a representation of the majority of the stakeholders' production systems. The Fruit and Vegetable Production page URL: https://sfyl.ifas.ufl.edu/hillsborough/agriculture/vegetableproduction/

# EVENT PROMOTIONAL PACKAGE

***National Winner***

**SMALL RUMINANT WORKSHOP PROMOTIONAL PACKAGE**

Cassidy Dossin
Agriculture & Natural Resources Agent
UF/IFAS Extension
Green Cove Springs

Dossin, C*[1], Toledo, I*[2], Halbritter, A*[3], Tomlinson, A*[4], Harlow, L*[5], Jennings, E*[6], Fenneman, D*[7], Wynn, K*[8], Sanders, C*[9], Korus, K*[10], Jennewein, S*[11], Whitehead, E*[12], Pittman, H*[13], Beach, E*[14]

[1] Agriculture & Natural Resources Agent, UF/IFAS Extension Clay County, Green Cove Springs, Florida, 32043
[2] Dairy Regional Specialized Agent, UF/IFAS Extension , Gainesville, Florida, 32611
[3] Agriculture & Natural Resources Agent, UF/IFAS Extension Baker County, Macclenny, Florida, 32063
[4] Agriculture & Natural Resources Agent, UF/IFAS Extension Columbia County, Lake City, Florida, 32055
[5] County Extension Director, UF/IFAS Extension Union County, Lake Butler, Florida, 32054
[6] County Extension Director, UF/IFAS Extension Levy County, Bronson, Florida, 32621
[7] County Extension Director, UF/IFAS Extension Madison County, Madison, Florida, 32340
[8] Agriculture & Natural Resources Agent, UF/IFAS Extension Hamilton County, Jasper, Florida, 32052
[9] County Extension Director, UF/IFAS Extension Alachua County, Newberry, Florida, 32669
[10] Agriculture & Natural Resources Agent, UF/IFAS Extension Alachua County, Newberry, Florida, 32669
[11] Agriculture and Natural Resources/Small Farms & Alt Enterprises Agent, UF/IFAS Extension Duval County, Jacksonville, Florida, 32254
[12] Agriculture & Natural Resources Agent, UF/IFAS Extension Bradford County, Starke, Florida, 32091
[13] Agriculture & Natural Resources Agent, UF/IFAS Extension Gilchrist County, Trenton, Florida, 32693
[14] Agriculture & Natural Resources Agent, UF/IFAS Extension Lafayette County, Mayo, Florida, 32066

The Small Ruminant Workshop flyer, agenda, and email announcement were designed to catch the attention of clientele and highlight a new format for the annually recurring program. This year, collaborators emphasized three major presentation topics from university specialists to provide clientele highly technical information directly from the experts. To supplement this, displays were developed and manned by agents to present quick talks and hands-on demonstrations on a variety of topics in ten-minute rotations. Participants were free to attend displays on topics that interested them during structured breaks in the primary program. Communicating the new structure of the Small Ruminant Workshop and conveying the function of these displays was crucial for promotion of the event, therefore participants would know what to expect and would be able to get the most out of the workshop for their individual operations. To accomplish this, collaborators of the workshop developed and distributed an event agenda, explaining the displays, listing the major presentations and display topics, and providing an itinerary for the event concisely. A flyer was developed and distributed to feature the specialist presenters and their topics. An email announcement was written and distributed to a listerv of Northeast Florida producers. The program is targeted to reach an audience of both new and experienced small ruminant producers, as well as those prospective farmers interested in the industry. The flyer was distributed virtually through email along with the email announcement to a total of 357 subscribed producers and generated 22 direct ticket sales. Overall, promotion efforts were successful, and 41 tickets were sold. Program evaluations revealed that an average of 80% of participants increased their knowledge from display presentations and 90% intended to adopt recommended practices such as body condition scoring, weed identification, pasture fertility management, and animal health practices on their operations as a result of the program. Promotional pieces for the Small Ruminant Workshop were successful in increasing program attendance numbers, allowing for knowledge gain and recommended practice adoption for small ruminant producers.

# BOUND BOOK / eBook

***National Winner***

**SEASONAL PLANTING GUIDE AND CALENDAR FOR SOUTH CAROLINA SCHOOL AND COMMUNITY GARDENS**

Amy Dabbs
Statewide School & Community Gardening Coordinator
Clemson University
Charleston

Snipes, Z*[1], Snipes, Z*[2], Ballew, J*[3], Last, R*[4], Tanner, S*[5], Turner, S*[6], Whitener, P*[7]

[1] Statewide School & Community Gardening Coordinator, , Charleston, South Carolina, 29401
[2] Commerical Horticulture Agent, Clemson Extension, Charleston, South Carolina, 29401
[3] Commerical Horticulture Agent, Clemson Extension,

Lexington, South Carolina, 29072
[4] Horticulture Extension Agent, Clemson Extension, Barnwell, South Carolina, 29812
[5] Horticulture Program Team Director, Clemson Extension, Clemson, South Carolina, 29634
[6] Horticulture Extension Agent, Clemson Extension, Greenwood, South Carolina, 29648
[7] 4-H Youth Development Agent , Clemson Extension, Greenville, South Carolina, 29601

The Seasonal Planting Guide and Calendar for South Carolina School and Community Gardens serves as the textbook for two Clemson Extension statewide online courses: "School Gardening for South Carolina Educators" and "Cultivating Communities: A Clemson Extension Community Gardening Program." Authors from the Clemson Extension Horticulture Program Team and 4-H Youth Development Team designed the book as an "easy-to-follow guide that includes gardening checklists, crop profiles, common insect pests, vegetable diseases, a harvesting guide, sample planting calendars, and expanded plans for year-round vegetable gardening in South Carolina." The workbook format allows gardeners to quickly consult checklists and tables to find answers to common questions.

The book was designed by Torborg Davern Design. Reviewed by Thomas Litton, Janet Litton, and Dawn Anticole White. Published by Clemson University Press.

# NACAA 2022 Search For Excellence Award Winners

## Search for Excellence in Consumer or Commercial Horticulture

***NATIONAL WINNER***

**FORT PECK RESERVATION-GROWING TOGETHER MASTER GARDENER PROJECT**
SEARCH FOR EXCELLENCE IN CONSUMER OR COMMERCIAL HORTICULTURE
Wendy Becker
Agent
Montana State University
Culbertson

Team Members: Becker, W*[1], Spotted Bull, S[2], Azure, S[3], Snell, H[3]

[1] Agent, Culbertson, Montana, 59218
[2] Community Services Director, Fort Peck Tribes, Poplar, Montana, 59255
[3] Fort Peck Tribes, Poplar, Montana, 59255

The Growing Together Master Gardener Project 2021 was a collaborative effort between MSU Extension, the Fort Peck Tribes, Health Promotion and Disease Prevention, NRCS, Tribal Departments of Community Services and Natural Resources. Each department's goals were to educate our people in horticultural practices and new techniques, grow healthy food, learn how to prepare the foods grown, and donate all the food.

This was a direct response to combating food insecurity and the global pandemic crisis. The Fort Peck Tribes donated 3 acres of land with access to rural water, an outbuilding, and the NRCS and Natural Resources Department erected two high tunnels. Vegetables grown and donated included tomatoes, lettuce, summer squash, winter squash, peppers, cucumbers, beans, pumpkins, watermelons, melons, herbs, and potatoes. A colony of honeybees was placed near the garden and fifty pounds of honey was collected as well. The squashes and beans are staples of the Native American diet. A large portion of the potatoes grown were a variety that is low-glycemic and is especially promoted for Native American diets that are challenged with diabetes. Despite the worst drought on record, a grasshopper outbreak, and hail, the project produced over 4,694 lbs. of food. The food was

donated to the Tribal Elderly Program and to the food bank for use as fresh produce in over 1,000 households. Some of the food was used in cooking demonstrations to promote the foods grown and how to use fresh food. The kindergarten class enjoyed an agri-tourism trip to the pumpkin patch. Two Extension Master Gardeners engaged in the project with 520 volunteer hours contributed and twelve non-extension master gardener volunteers contributed 1,137 hours, representing approximately $55,000 of additional funds. In addition to the food classes, seeds were shared with two other communities to create community gardens, a container garden class for small spaces was held, and 200 seed kits were put together and provided to youth via a "drive-through," system. One student used the produce to create a fully indigenous meal with indigenous ingredients and won a video cooking contest.

## Search for Excellence in 4-H Programming

***NATIONAL WINNER***

**DRONE DISCOVERY TEACHES STEM SKILLS TO YOUTH**

SEARCH FOR EXCELLENCE IN 4-H PROGRAMMING
Kapil Arora
Field Agricultural Engineer
Iowa State University Extension
Ames

Team Members: Arora, K*[1]

[1] Field Agricultural Engineer, Winterset, Iowa, 50273

Unmanned Aerial Vehicles, a.k.a. drones, ignite curiosity to explore with instant spontaneity in youth wanting to learn more about them. Willing to learn, the students participating in the Drone Discovery Camp learn about STEM principles in a fun learning environment. Spanned over three days, the camp lessons and activities are designed to teach the concepts of three-dimensional air space, forces of flight, and the basic skills to control drone flights for aerial imagery. The camp uses a combination of classroom lectures, drone models, gliders, foam planes, prop-copters, hands-on experiments, competitions, interactions with stakeholders using drones, x-y-z coordinate grid, simulations for flight skill development, and actual drone flying to aid in teaching the camp objectives. Thirty-eight youth (both 4-H and non-4-H members) have attended the drone discovery camps held over the last three years. Lessons are taught in a manner so that the students can apply the skills learnt and can readily transfer the learnt skills in real world after the camp ends. In follow-up with students on the phone within 30 days after the camp, over half the participants purchased small drones to continue developing skills for flying drones. End of the camp survey completed by the students has shown over 90% increase in knowledge gained on all lessons taught in the camp. This three-day camp is a fun student-centered learning environment which teaches STEM principles to middle school aged

## Search for Excellence in Crop Production

**DEVELOPING CROP AUDITS (PRODUCTION PRACTICES) TO IMPROVE CROP YIELDS AND PROFITABILITY IN ALABAMA**

SEARCH FOR EXCELLENCE IN CROP PRODUCTION
D. Eddie McGriff
Regional Extension Agent - Agronomy
Alabama Cooperative Extension System
Cullman

Team Members: McGriff, D*[1]

[1] Regional Extension Agent - Agronomy, Alabama Extension, Cullman, Alabama, 35055

Northeast Alabama farmers annually plant 86,000 acres of corn; 95,000 acres of soybeans; 87,000 acres of cotton and 30,000 acres of other row crops, including wheat and peanuts, in the ten counties I cover. I, as the regional Extension agent for agronomic crops (row crops), am responsible for the educational programs and on-farm research to aid growers in making not only higher yields but, more importantly, to be more profitable and sustainable.

I accomplish these goals through field visits; production meetings; on-farm research trials; scout schools and field days; Extension publications, newsletters and e-mail updates; and producing crop scouting, as well in-studio and on-farm programs videos entitled "On The Farm in Alabama".

I have developed an ultra-early and early planted soybean

systems for Alabama that has lead to growers following it to have the only two documented 100+ bushel per acre soybean yields in Alabama and a record non-irrigated yield of 94 bushels per acre in the last three years. This system has also produced several growers that have had irrigated and non-irrigated fields to average 80-90 bushels per acre.

I have also developed corn and wheat audits (20+ production practices to higher yields and profits). NInety percent of the corn in NE Alabama is non-irrigated and yields have increased in Alabama's entries in the National Corn Growers Association (NCGA) yield contest in this category by 26% in my assigned area over the last three years. A state record 355 bushels per acre yield in the irrigated category. All five of Alabama's first-place winners in the NCGA's yield contest in 2021 came from NE Alabama.
This year, with fertilizer prices more than doubling, I have developed a seven-step program based on replicated trials, in both irrigated and non-irrigated fields, on reducing fertilizer use without reducing yields. I gave this presentation at our combination Extension auxin trainings and crop production meetings this year. Fifty-three percent of growers in evaluation surveys at production meetings indicate this program will save them between $50-100 per acre and 40% state it will save them $100-150 per acre.

## Search for Excellence in Environmental Quality, Forestry and Natural Resources

***NATIONAL WINNER***

**PENN STATE EXTENSION BACKYARD STREAM REPAIR PROGRAM**
SEARCH FOR EXCELLENCE IN ENVIRONMENTAL QUALITY, FORESTRY AND NATURAL RESOURCES
Danielle Rhea
Extension Educator
Penn State Extension
Brookville

Team Members: Rhea, D[1], Boser, S[2], Fetter, J[3], Yencha, A[4], Groh, T[5], Koch, K[6], Sjolander, S[7], Mansberger, J[8]
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[3] Water Resources Educator, Penn State Extension, Dauphin, Pennsylvania, 17018
[4] Water Resources Educator, Penn State Extension, Carlisle, Pennsylvania, 17013
[5] Watershed Management Extension Specialist, Penn State Extension, University Park, Pennsylvania, 16802
[6] Program Manager, Penn State Agriculture & Environment Center, Middletown, Pennsylvania, 17057
[7] Urban and Community Forestry Educator, Penn State Extension, Meadville, Pennsylvania, 16335
[8] Water Resources Educator , Penn State Extension, Greensburg, Pennsylvania, 15601

The Penn State Extension Backyard Stream Repair Program was developed to educate and empower small-scale landowners to make simple but effective stream improvements on their property that result in improved water quality. Penn State Extension Water Resources Team's Program Development Process identified a lack of educational and financial resources for landowners with short sections of streams and the opportunity to develop State-specific programs and publications related to improving stream health. The Backyard Stream Repair Program development began in 2019. The following year the publication, Simple Solutions for Your Eroding Backyard Stream, was finalized and then served as the backbone for program presentations. In 2021, Penn State Extension's Backyard Stream Repair Program Team delivered two, five-part webinar series to 608 participants supplemented by three in-person field days. Program participants were evaluated several times using Qualtrics surveys to assess knowledge gain and actions resulting from participating in the program. Overall, average confidence in understanding topics covered by this program increased after completing this program. Evaluation responses (N=70) indicated that as a result of participating in this program, participants installed 14.5 acres of riparian buffers and 2,746 linear feet of live stake plantings. The riparian buffers planted because of this program are estimated to remove 1,450 pounds of nitrogen, 116 pounds of phosphorous, and 36,000 pounds of sediment annually, providing a potential value ranging from $6,035.50 to $87,516.50 each year.

# Search for Excellence in Farm and Ranch Business Management

***NATIONAL WINNER***

**MIDATLANTIC WOMEN IN AGRICULTURE CONFERENCE**
SEARCH FOR EXCELLENCE IN FARM AND RANCH BUSINESS MANAGEMENT
Shannon Dill
Extension Educator - AGNR
University of Maryland Extension
EASTON

Team Members: Dill, S*[1], Rhodes, J*[2]
[1] Extension Educator - AgFS, University of Maryland, Easton, Maryland, 21601
[2] Extension Educator - AgFS, University of Maryland, Centreville, Maryland, 21617

The objective of this program is to provide farm management education for women involving the five areas of risk management (production, marketing, human resources, legal, financial). Project goals include increased knowledge of risk management education, empowering women to make decisions on the farm and to create a network of women in agriculture.

This regional conference is a combined effort of University of Maryland Extension (UME) as the lead with input and participation from Extension services from University of Delaware, Delaware State University, Virginia Tech and Rutgers University. Through grant funding, sponsorship and fees this two day conference reaches over 200 farm women annually, includes 2 preconferences, 3 keynote speakers, 15 breakout sessions, 28 exhibitor tables and evening reception.

In 2021 the MidAtlantic Women in Agriculture Conference was to celebrate its 20th anniversary. For continuity and time to meet as a network it was decided to conduct a virtual conference. It was a morning session including a keynote speaker, breakout discussion, reflection of 20 years and a closing speaker. There were 155 that attended the virtual event.

The program is evaluated following the conference for outcomes and impacts. Results include: 30% of participants have attended four or more conferences over the years, 36% made changes in their agricultural business as a result of past conferences, 99% rated the event as good or excellent, 96% rated the educational value as good or excellent, 94% rated the opportunity for discussion and networking as good or excellent. Impacts of the program include: 97% felt more prepared to make informed decisions on the farm, 81% gained information on risk management for their farm, 93% networked with other participants and 96% gained resources material including fact sheets, websites, software and contacts. (n=689, 6 years of data).

Evaluations have been conducted through paper, turning point and qualtrics over the years using the same set of questions. The survey is Institutional Review Board (IRB) approved.

# Search for Excellence in Livestock Production

***NATIONAL WINNER***

**LIVESTOCK WATER QUALITY PROGRAM**
SEARCH FOR EXCELLENCE IN LIVESTOCK PRODUCTION
Miranda Meehan
Ext. Livestock Enviromental Stewarship Specialist
NDSU Extension
Fargo

Team Members: Meehan, M*[1], Scherer, T[2], Wald, R*[3], Brummund, P*[3], Leier, E*[3], Nordby, H*[3], Klebe, B[3], Berg, L*[3], Hewson, S*[3], Racine, J*[3], Zimprich, B*[3], Ueckert, A*[3], Landeis, K*[3], Askim, C*[3], Folske, D*[3], Gress, R*[3], Osterbauer, T*[3], Schmidt, R*[3], Leo, D[3], Leo, K*[3], Gerhardt, S*[3], Crimmins, S*[3], Clemens, S*[3], Gale, J*[3], Binde, T*[3], Kralicek, T*[3], Schaunaman, C*[3], Miller, M*[3], Knoke, S*[3], Howard, C*[3], Marxen, H*[3], Kiser, B*[3]

[1] Ext. Livestock Enviromental Stewarship Specialist, Fargo, North Dakota, 58108
[2] Agricultural Engineer, NDSU Extension, North Dakota,
[3] Agriculture Natural Resources Extension Agent, NDSU Extension, North Dakota

Providing adequate water to livestock is critical for animal health and production. Elevated concentrations of total dissolved solids (TDS) and sulfates can be toxic to livestock. Water quality screening and analysis of livestock sources allows ranchers to ensure water quality is not impacting livestock performance and/or health, while aiding in making management decisions. While several agents have training in animal science, many do not, additionally livestock

water quality is a minor component of animal science curriculum. The objective of this program were to 1) increase knowledge and understanding of Extension agents regarding water quality and the impacts it has on livestock health and performance, 2) increase the interaction between Extension agents and producers in their county regarding livestock water quality and 3) increase producers' knowledge and understanding regarding water quality issues that can impact livestock performance and health, increase producer screening and testing quality livestock sources, resulting in reduced livestock losses due to toxic water condition and the development of alternative livestock water sources. In 2019 a program was launched to provide Extension agents with the equipment, technical skills and knowledge to monitor and engage with livestock producers on the topic of water quality. The program included in-service trainings, on-farm monitoring and the development of curriculum to share with stakeholders and present at meetings, tours and field days. Extension agents (110) that attended in-service trainings agreed to strongly agreed the training increased their knowledge of livestock water quality. Additionally, 100% of participants intended to incorporate the curriculum into their programing efforts. Extension agents' confidence to engage with stakeholders is reflected the total screenings (1,841), presentations (29), articles (50) and media interviews (25) on the topic. Management changes were made at 10 (24%) and 214 (65%) of the locations with water quality concerns in 2020 and 2021, respectively. Follow-up surveys indicated 50% of participants intended to monitor water quality and/or install water developments and 28 of participants had installed a livestock water development.

## Search for Excellence in Sustainable Agriculture

***NATIONAL WINNER***

**ADAIR COUNTY ANNUAL PASTURE TOUR**
SEARCH FOR EXCELLENCE IN SUSTAINABLE AGRICULTURE RECOGNITION PROGRAM
Jennifer Patterson
Ext Ed Ag/4H
Stilwell

Team Members: Patterson, J*[1], Pugh, B*[2]

[1] Ext Ed Ag/4H, , Stilwell, Oklahoma, 74960
[2] Northeast District OSU Extension Area Agronomist/ANR Program Leader, Muskogee, Oklahoma, 74403

Sustainable agriculture plays an important role in the future of our farmers and ranchers. Good stewardship of the land and animals not only benefits our environment but will increase efficiency and profitability of our local producers. The Adair County Annual Pasture Tour was introduced in the summer of 2021. Program information was shared via social media, newsletter, newspapers, and promotional flyers hung in the community. Producers were able to attend an in the field, hands on program in a comfortable, open setting. It included 3 tours hosted on local producers property. This event had numerous partnerships and cooperators. This program specifically addressed questions and concerns that were pertinent to Adair County OK producers. Producers witnessed firsthand demonstrations and results of proven recommended practices that would enhance long term environmental quality of their operations. Demonstrations included safe cattle handling with tub and bud box systems, cattle health and discussion of parasite resistance to dewormers, in the field presentations covering soil/forage testing, grazing management and its long-term effect on soil and livestock health and fertility, and results of field demo plot and options to consider when making decisions on your operation. Evaluations reported that participants gained a better understanding of soil fertility and health, invasive species, and recommended livestock practices.

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

***NATIONAL WINNER***

**GROWING FORWARD FARM**
SEARCH FOR EXCELLENCE IN YOUNG, BEGINNING, OR SMALL FARMERS/RANCHERS
Bonnie Hopkins Byers
County Extension Agent/Agriculture
New Mexico State University
Aztec

Team Members: Hopkins Byers, B*[1], Medlock, W[2], Webster, Z[3], Griffiths, R[4]
[1] County Extension Agent/Agriculture, New Mexico State University, Aztec, New Mexico, 87410
[2] Program Specalist, NMSU, Aztec, New Mexico, 87410
[3] 4-H Agriculture Agent, New Mexico State University, Aztec, New Mexico, 87410
[4] San Juan County FCS Agent, NMSU, Aztec, New Mexico, 87410

Growing Forward Farm is a cooperative project between the San Juan County Cooperative Extension, San Juan County Government, and NMSU Cooperative Extension to create an outdoor agricultural classroom and new farmer training area. The mission of the farm is to connect youth and community members to the legacy and future opportunities for agriculture in San Juan County and beyond. With our population ever increasing while simultaneously farm land decreasing, there becomes a great demand for agricultural education in order to sustain as a population. Especially sense it is shown that so many individuals lack the knowledge of where their food comes from, not to mention lacking the knowledge of how to grow one's own food. With that information in mind, San Juan County Cooperative Extension set out to create an outdoor agricultural classroom to target community members to help promote agriculture, empower individuals with the knowledge to grow their own food, teach sustainable farming practices, and hopefully create future agriculturalists through hands on learning opportunities.
The target audience for this project is community members, but more specifically, programs are targeted towards youth, specialty crop farmers, and produce consumers.
The 2021 accomplishments also included: hosted fourteen workshops with an average of fifteen participants; facilitated three new farmer training plots where community members where given plots of land to be trained how to farm effectively; built infrastructure for future programs including barn, and four healthy soils demonstration areas; hosted ten volunteer events totaling over 300 community members; hosted a 4-H agricultural summer camp which 23 youth attended; and hosted an open house which 107 people attended. The team also garnered $254,334 in funding for farm projects and events. The farm and new farmer training participants sold produce at a weekly farmer's market for county employees. In total, between workshops, volunteer work days, camps, and our open house, Growing Forward Farm has impacted well over 1,000 people in its first year of life.

# NACAA 2022 Agriculture Awareness and Appreciation Award

***NATIONAL WINNER***

**INCREASING AGRICULTURE AWARENESS THROUGH EVENTS, MEDIA AND SOCIAL MEDIA**

AGRICULTURE AWARENESS AND APPRECIATION AWARD
Joanna Coles
County Extension Agent for Agriculture and Natural Resources
UK Cooperative Extension Service
BOWLING GREEN

Team Members: Coles, J*[1]

[1] County Extension Agent for Agriculture and Natural Resources, University of Kentucky, BOWLING GREEN, Kentucky, 42101

*Award received by NACAA member Kristin Hildabrand - University of Kentucky*

The purpose of this agriculture awareness effort is to take our current challenges in agriculture and create opportunities to share agriculture's importance. With our population growing at a rapid rate in our community, it is more important than ever that agriculture's economical value and quality of life value are shared. The goal of this effort is to increase social media platforms to reach different audiences, increase outreach on traditional media and social media, increase attendance and participation in agriculture awareness events, and produce more agriculture awareness videos to be shared now and at future events. By adding social media platforms and improving the reach of our current platforms we were able to reach more people with our agricultural messaging. We were also able to secure better traditional media spots by offering good and relevant video and audio content valued at $858,000 a year. Through these efforts, we have witnessed an increase in agriculture awareness and have created solid relevance of the UK Cooperative Extension Service with farmers and consumers.

# 2022 SERVICE TO AMERICAN/WORLD AGRICULTURE AWARD RECIPIENT

**Dr. Robert Kemerait,**
**Professor and Extension Specialist**
**UGA Department of Plant Pathology**

Dr. Robert Kemerait, a professor of plant pathology at the University of Georgia (UGA), has spent his career at the Coastal Plain Experiment Station in Tifton, where he is an extension specialist responsible for management of diseases affecting agronomic crops. Dr. Kemerait has integrated international programming into every aspect of his work as an extension plant pathologist. It is this passionate dedication to agriculture outside of the U.S., and especially to students and poor farmers in developing countries struggling to provide for their families, which makes Dr. Kemerait deserving of the award.

As a professor at the University of Georgia, Dr. Kemerait is charged with providing extension outreach to agents and farmers for disease and nematode management of peanut, corn, cotton, and soybeans. These crops are planted on approximately 250 million acres annually and UGA Extension agents in well over half of Georgia's 159 counties must be able to effectively address pest management issues that affect them. Twenty years ago, this assignment was shared among three specialists. In addition to Extension agents, Dr. Kemerait has demonstrated extensive and sustained commitment to training graduate students to pursue careers in public service and outreach and to serving the needs of economically challenged farmers in developing countries across the globe.

***Previous Recognitions Presented to Dr. Kemerait***

In 2015, Kemerait was named a Fellow in the American Peanut Research and Education Society. This honor is bestowed on those who have made "outstanding contributions in an area of specialization whether in research, Extension or administration and whether in public, commercial or private service activities." In 2016, Kemerait received the "Peanut Research and Education Award" from the American Peanut Council, national recognition for sustained and significant contributions to the peanut industry. In 2017, Kemerait was presented with a Plaque of Appreciation by the President of Benguet State University, Republic of the Philippines, for his role as invited plenary speaker at the 1st International Conference on Food, Environment and Culture. In 2017, Dr. Kemerait was selected to serve as a board member in the Office of International Programs in the American Phytopathological Society. In 2018, Dr. Kemerait became the first nonFilipino to be elected to the Philippine Phytopathological Society Board of Directors. In 2019 Dr. Kemerait received the Research-Extension Award from the Georgia-Florida Soybean Producers Association for the second time.

***Dr. Kemerait's Support of Extension agents***

UGA Extension has undergone significant changes since 2013, most notably the retirement of many senior agents who have been steadily replaced by young agents with great enthusiasm but often little experience. Dr. Kemerait passionately believes that one of the most important aspects of his career is to mentor these agents, new to the system or otherwise, through his position as an Extension plant pathologist and professor at the University of Georgia. Since 2013, he has developed and conducted inservice trainings in each of the four districts to prepare agents for issues they will face with growers and homeowners regarding disease diagnosis and disease management. He has also developed a lecture, "How to survive your first troubleshooting visits without feeling like an idiot" which is presented multiple times in different districts as a part of "new agent training". Kemerait sends frequent updates to the agents through email and Twitter to ensure that they have the information they need to have the confidence to do their job.

Dr. Kemerait takes great pride in the UGA ANR Extension agents and collaborates closely with them to assist in their professional development and also their recognition on state, regional, and national levels. Every year, Dr. Kemerait works with agents to develop, plan, establish, rate and harvest disease and nematode management trials appropriate both for the growers in their county and for presentations at professional meetings. He assists in defining objectives, acquiring needed seed and agrichemicals, establishing treatments and experimental design, rating for disease severity, and collection of yield at harvest. Dr. Kemerait also assists in statistical analysis of the data and with review of publications and presentations for professional meetings.

In addition to the information the agents acquire from these collaborative research projects that can help to improve management recommendations for growers, these efforts are also important for professional development through formal oral and poster presentations. As a sample, for the period from 2014 to 2019, UGA ANR agents reported at least 11 oral presentations and at least 19 poster presentations that included Dr. Kemerait as a co-author, based upon

collaborative, on-farm field trials. Presentations were made at state, regional and national meetings and are critically important for success in the promotion process.Dr. Kemerait strives to provide leadership to all county agents in the UGA Extension for improved management of diseases and nematodes affecting agronomic crops in Georgia, especially when previously unknown situations arrive. In 2015, bacterial blight, a disease of cotton until recently of minimal significance in Georgia become of tremendous concern to cotton farmers in the state. The cause of the increase was primarily the introduction of new, more susceptible varieties. However, the reemergence of this disease coupled with the possibility that contaminated seed was the reason for the issue led to fear-mongering by some and unnecessarily extreme concern by some farmers. Dr. Kemerait assumed leadership of the situation and worked closely with researchers and Extension specialists in other states to both better understand the reasons for the new outbreak and to provide growers with answers for management. Kemerait also included UGA Extension agents and other specialists in his efforts. He played a significant role in the development of Extension material for growers and presented at multiple meeting both on the reality of bacterial blight and on the management options. By the 2017 season, growers have become much more comfortable with the reality of the disease and with management options available to them. In 2018, the presence of the Cotton Leaf Roll Dwarf Virus was confirmed in Georgia's cotton crop. Again, Dr. Kemerait has teamed with colleagues on the UGA Cotton Team, Auburn University, and other public institutions to address this issue through meetings, e-mails and newsletters and to keep our UGA ANR agents informed in current developments.

***International Work: Dr. Kemerait's Heart***

Dr. Kemerait is deeply committed to helping those less fortunate around the world and it was, in large part, this passion which led him to a career in plant pathology. He has been actively engaged in international programs, working to improve the lives of poor and impoverished farmers and their families, especially in the Philippines and in Haiti. Prior to that, he worked for years on a USAID CRSP project in Guyana. Haiti and Guyana are two of poorest countries in the Americas and the Philippines is one of the poorest in Asia. Today, Kemerait is the only member of that original Peanut CRSP project from the University of Georgia still participating in USAID programs. Dr. Kemerait has been an integral part of these programs, serving as the co-PI from the University of Georgia. In total, work in Guyana (2001-2012) was funded for $950,000, work in Haiti (2007-2017) was funded for $1,000,000, and work in the Philippines was funded for $180,000. Dr. Kemerait has been a leader and essential part of all of these projects funded by USAID since their inception.

***Conclusion***

In conclusion, although Dr. Kemerait is assigned as an extension specialist domestically, his passion and dedication to the farmers, students, agricultural professionals, and families in developing countries is evident in every aspect of his program. From training graduate students and farmers to conducting applied research and producing Extension materials, he is absolutely dedicated to the welfare and future of those domestically andin the developing world. His efforts demonstrate that the difference one makes has less to do with where one lives and all to do with the passion and creativity used to address the challenges faced by farmers throughout the world.

## JCEP CREATIVE EXCELLENCE AWARD

Kalyn Waters
CED/Agriculture Agent
University of Florida
Bonifay

Kalyn Waters[1]

[1] County Extension Director, Agricultural and Natural Resources, UF/IFAS Extension Holmes County

**PROGRAM OVERVIEW: CONSERVATIONS FOR GENERATIONS**

The United States has one of the most effective and established wildlife conservation plans in the world. Regulated hunting and fishing are a key part of the management strategy. While being regulated by scientific research, the purchases of conservation stamps and licenses provide nearly 60% of the annually funded U.S. Fish and Wildlife service's budget. Wildlife related recreation is a $156.9 billion industry in the United States. In 2016, nearly 40% of the entire population participated, however there is a concerning downward trend in this critical population. Hunting, fishing, and outdoor recreation are important parts of the heritage of many families and a key component to wildlife conservation within the United States. According to the most recent figures published by the U.S. Fish and Wildlife Service, there were 11.5 million hunters in 2016, representing a decline of 2.2 million from 2011. According to the survey, in 1991 28% of U.S. hunters were 25-34 but in the 2016 survey there was a decrease to 16% in that age category. Similarly, an aging trend is seen in the overall population, with the population of hunters 45-64 years of age increasing from 23% (1991) to 46% (2016). Hunters and anglers play a vital role in wildlife conservation by harvesting surplus animals to sustain healthy populations. In addition, they provide survey data, samples

from animals harvested and support wildlife management through license fees.

This aging trend of the hunting population causes a critical need for youth to become involved in wildlife conservation.

**Objectives of Program**

To address these issues the agent has developed a Progressive Natural Resource program with the objectives to: 1) increase the knowledge of conservation in the county/region, 2) increase the number of youth who participate in natural resources management and conservation minded hunting and fishing, and 3) provide platforms that facilitate multigeneration interactions and education that will increase mentorship of youth in conservation, while encouraging the aging populations of outdoorsmen/women to continue to participate in outdoor reaction and conservation activities.

Program Activities

The Conservation for Generations program is innovative and multifaceted program. Through both formal and informal learning models the UF/IFAS Extension Holmes County director works to facilitate generation to generation knowledge dissemination, access to science-based natural resource management training and build a network of mentors for youth conservationists in the region. The following platforms/programs are used to accomplish the programs objectives:

- Panhandle Outdoor Connection: A social media page is an intensive marketing program for UF/IFAS Extension Holmes County natural resource programming and provides science-based educational material. Page reach includes United States, Canada, Germany, Afghanistan, and Philippines. In addition to typical social media use, the page also hosts educational series such as Fish Camps, a virtual workshop on fishpond management that was viewed by 2,289. Overall, the page has had a total reach of 744,768 and 87,985 video views.
- Holmes County Outdoor Expo: An interactive educational Expo that focuses on hunting, fishing, and conservation. Vendors offer goods and services in a typical Expo fashion, while state specialists and agents provide hands-on learning experiences that are participated in through a scavenger hunt for attendants. This program has generated $45,325 in program enhancement and attended by 2,932. This program was cancelled in 2021 due to COVID restrictions.
- Long Spur Shootout: A National Wild Turkey Federation Grand National Qualifying/Sanctioned turkey calling contest and custom call makers contest that serves as the Florida State Championship calling contest is used as a platform to introduce new/youth hunters to turkey calling and increase turkey conservation in Florida. In addition, the custom call makers contest receives custom made turkey calls from across the nation, judges them, and then offers them for auction. Total revenue enhancement totals over $12,000 since 2016.
- Bad Cat Classic: A catfishing tournament that is hosted in the Choctawhatchee River. Team are that participate in the tournament are required to have a youth 16 years of age or younger on their team to facilitate youth participation. Total revenue enhancement to date is $3,700.
- Hunt Holmes: A program that develops relationships between youth and mentors who hunt and fish while teaching hunters safety certification for the state of Florida. A total of 88 participants have become certified in hunters' safety.
- Randy Adams Memorial Lifetime Hunting/Fishing License Scholarship: This program is the combined effort of all programs and uses the revenue enhancement funds generated from the creative and progressive Extension programs to offer scholarships that award Lifetime Hunting and/or Fishing License for the state of Florida to youth. This program incentivizes youth who participate in natural resource programming. A total of 14 youth has received lifetime hunting/fishing licenses in the state of Florida.
- In person and Virtual Workshops: Virtual and traditional workshops are hosted to provide formal educational platforms for the agent, state specialists and other agents to teach from. These workshops are hosted in person, as webinars, and broadcast virtually via social media platforms. These programs were viewed by 2,289 clients.

**Impacts**

Through programming that increased time spent participating in wildlife conservation via wildlife recreation, the family unit of the county was strengthened. A total of 81% of participants in programming indicated they take part in outdoor activities with youth, and research shows that positive time spent with youth results in positive youth development and reduction in risky behavior. In addition, ensuring and educating the next generation of hunters is critical for population management and wildlife viability in an ecosystem. In states such as Michigan, a lack of youth hunters and a declining number of overall hunters have resulted in disease issues that are spurred by over population.

Through programming provided, participants increased their knowledge of natural resource conservation and management. In addition, clientele planned to increase their time spent with youth in the outdoors as well as increased their knowledge of best management practices related to natural resources. Adult clientele stated that spending time in the outdoors and teaching youth about conservation increased their quality of life, and 100% of the youth said they increased their knowledge of conservation practices from their adult mentors they were spending time with.

Through program enhancement funds generated from this program the CED has given 14 scholarships to youth in the state to purchase lifetime hunting licenses and the $61,025 of revenue enhancement has been used to facilitate the mission of Conservation for Generations in Holmes County and the surrounding areas.

These programs challenge the means in which traditional Extension programming is being delivered. They are innovative in their ability to attract non-traditional audiences, generate revenue enhancement for program support and are impactful. Extension must continue to evolve to remain relevant. Programming platforms like Conservation for Generations proves that we can take Extension of the box and still be wildly relevant, science-based, and attractive to our clientele.

# DAN KLUCHINSKI MEMORIAL SCHOLARSHIP AWARD

Douglas Zemeckis
Ocean, Atlantic and Monmouth Counties
Ag and Resource Management Agent
Rutgers Cooperative Extension
Toms River

**Description of Training Event**

I am submitting a self-nomination for the Dan Kluchinski Memorial Scholarship Award to apply the funds to partially support my travel to attend the 2022 Annual Meeting/ Professional Improvement Conference (AM/PIC) of the National Association of County Agricultural Agents (NACAA) in West Palm Beach, FL, July 17-22. I've been working as a County Agent III with Rutgers Cooperative Extension since 2017 and have also since been a member of NACAA and the Agricultural Agents Association of New Jersey (AAANJ). I attended my first AM/PIC virtually in 2021 and the 2022 meeting will be my first in-person meeting with NACAA. I have submitted a proposal to deliver an oral presentation on my marine Extension programming in New Jersey which will offer the opportunity to obtain valuable input on my programming. Additionally, I have been selected for an Achievement Award – Regional Winner that I will be receiving at the 2022 AM/PIC. Having the opportunity to attend other oral and poster presentations at the AM/PIC, as well as networking face-to-face, will provide valuable training and professional improvement as I learn more about the field of Extension and programming offered by colleagues from throughout the country. The opportunity to learn more about my colleagues' work in my areas of expertise of natural resource and aquaculture, but also other subjects related to agriculture, will be valuable so that I can bring new knowledge and programming approaches back to New Jersey to better serve my clientele in fisheries and aquaculture. For example, I am looking forward to learning more about the educational programming and research in areas such as forestry, livestock and farm management, and economic development given the anticipated application to the needs of my clientele in New Jersey and valuable examples to be captured from other Extension professionals.

I understand that there are many similarities among forestry management and fisheries management, and learning more about Extension programming in this area can help inspire some innovative programming and creativity to address issues in New Jersey. Additionally, learning more about the programming going on around the country in areas from general agriculture to livestock management to economic development will also help me to address the many issues impacting the development and expansion of shellfish aquaculture. New Jersey is the most densely-populated state and there are many competing users for our marine waterways. Furthermore, the development of shellfish aquaculture in New Jersey relies on the adoption and application of many policies and practices from terrestrial agriculture, so learning more about the Extension programming in these areas will be helpful for improving my Extension programming that can bring innovative solutions and greater impact to New Jersey. Being chosen for the Dan Kluchinski Memorial Scholarship Award would be a great honor and help to make my travel to the 2022 AM/PIC possible so that I can have this valuable professional development opportunity that will aid in strengthening my Extension programming to meet stakeholder needs in New Jersey.

# NACAA 2022
# Distinguished Service Award Winners

## SOUTHERN REGION


Alabama
Cynthia Knowlton


Alabama
Joshua Elmore


Alabama
Bethany O'Rear


Arkansas
Brad Runsick


Arkansas
Sherrie Smith


Arkansas
Shawn Payne


Florida
Keith Wynn


Florida
Norma Samuel


Florida
Karen Stauderman


Georgia
Justin Shealey


Georgia
Andrew Sawyer


Georgia
Lucy Ray


Kentucky
Courtney Jenkins


Kentucky
Amanda Sears


Louisiana
Tara Smith


Mississippi
Eddie Smith


Mississippi
Melissa Morgan


North Carolina
Colby Lambert


North Carolina
Paul Smith


North Carolina
Allison J. Brown


North Carolina
Mark Seitz


Oklahoma
James Lee


South Carolina
Terasa Lott


South Carolina
Millie Davenport


Tennessee
Christopher Cooper


Tennessee
Chris Hicks


Tennessee
Anthony Shelton


Texas
Joshua Blanek


Texas
Sam Womble


Texas
Phoenix Rogers


Texas
Justin Hansard


Texas
Pasquale Steve
Swaner


Texas
Frank Escobedo


Virginia
Brad Mullins

## NORTH CENTRAL REGION


Indiana
Amy Thompson


Iowa
Fred M. Hall


Kansas
Carla Nemecek


Michigan
Christina Curell


Minnesota
Julie Weisenhorn


Missouri
Amie Schleicher


Nebraska
Brent Plugge

# NACAA 2022 Achievement Award Winners

## NORTHEAST REGION


North Dakota
Penny Nester


Ohio
James Jasinski


Ohio
Pam Bennett


South Dakota
Laura Edwards


Wisconsin
Aerica Bjurstrom


Maine
Ellen Mallory


Maryland
William Lantz

## WESTERN REGION


New Hampshire
Jeremy Delisle


Pennsylvania
Stacie Hritz


West Virginia
Brandy Brabham


Arizona
Ayman Mostafa


Colorado
Robin Young


Montana
Sharla Sackman


Nevada
ML Robinson


New Mexico
Chase Elkins


Idaho
Mario E. de Haro
Marti


Oregon
Jay Pscheidt


Utah
Taun Beddes


Washington
Don McMoran


Wyoming
Brian Sebade

## SOUTHERN REGION


Alabama
Heidi Tilenius


Alabama
Zachery Brannon


Alabama
Alice Moore


Arkansas
Rachel Bearden


Arkansas
Allison Howell


Arkansas
Adam Willis


Florida
Matthew VanWeelden


Florida
Bonnie Wells


Florida
Yvette Goodiel


Georgia
Ashley Hoppers


Georgia
Josh Fuder


Georgia
Jay Porter


Kentucky
Jessica Bessin


Kentucky
Chris Schalk


Louisiana
Randall Mallette


Mississippi
Jessica Sibley


Mississippi
Zach Yow


North Carolina
Travis Birdsell


North Carolina
Karen Blaedow


North Carolina
Colby Griffin


North Carolina
Andrew Baucom


Oklahoma
Jennifer Patterson


South Carolina
Amber Starnes


South Carolina
William Hardee


Tennessee
Sarah Orr


Tennessee
Rachel Painter


Tennessee
Jenni Goodrich


Texas
Landen Gulick


Texas
Justin Hale


Texas
Stephen Brueggerhoff


Texas
Whitney Ingram


Texas
Allen Homann


Texas
Corena Fitzgerald


Virginia
Jeannie
Layton - Dudding

## NORTH CENTRAL REGION


Indiana
Sara Dzimianski


Indiana
Gina Anderson


Iowa
Samuel Genson


Kansas
James Coover


Michigan
Heidi Lindberg


Minnesota
Nathan Hulinsky


Missouri
Jennifer Lutes


Nebraska
Erin Laborie


North Dakota
Angie Johnson


Ohio
Mark Badertscher


Ohio
Sarah Noggle


Wisconsin
Kaitlyn Davis

## NORTHEAST REGION


Maine
Jason Lilley


Maryland
Emily Zobel


New Hampshire
Jonathan Ebba


New Jersey
Douglas Zemeckis


New York
Mary Kate MacKenzie
(Wheeler)


Pennsylvania
Cassie Yost


West Virginia
Emily Morrow

## WESTERN REGION


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Blase Evancho


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Daniela Bruno


Colorado
Jenny Beiermann


Idaho
Carmen Willmore


Montana
Katie Hatlelid


New Mexico
Donald,
Don Martinez


Oregon
Andony
Melathopoulos


Utah
Reagan Wytsalucy


Wyoming
Chance Marshall

# NACAA Hall of Fame Award

The NACAA Recognition and Awards Committee is proud to present these three 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.

**Our thanks to Pipeline Ag Safety Alliance for sponsorship of the NACAA Hall of Fame Awards**

**2022**
**Southern Region**
**Hall of Fame Award**

## Eugene McAvoy

**Florida**
**25 Years**

Eugene (Gene) McAvoy has provided an exemplary role model during his 25-year career with the UF IFAS Extension service beginning in 1997 when he joined the Hendry County Extension Office as the Vegetable/Horticulture Agent providing direction and leadership to the Vegetable Horticulture Program.

In 2004, Gene became one of University of Florida IFAS' first Regional Specialized Extension Agents (one of 2) in which role he continued to provide direction and leadership for the development, implementation, and evaluation of Extension educational programs for vegetable producers in the five-county area of Southwest Florida in the following areas: crop production efficiency and sustainability, farm safety and regulatory compliance, integrated pest management, post-harvest quality, and food safety, and vegetable nutrition and irrigation management as well as planning and implementing the Environmental Horticulture program in Hendry County where he delivered Extension programming to area homeowners, civic groups, and 4-H youth.

McAvoy became the County Extension Director for Hendry County in 2005 and continued to serve in that role as well as Regional Specialized Vegetable/Horticulture Extension Agent IV until he retired in 2019.
Gene did not stay retired long and after 19 days he was invited back to join UF IFAS as the Associate Director for Stakeholder Relations at the UF IFAS Southwest Florida Research and Education Center a position in which he continues to serve the agricultural community of Southwest Florida and beyond.

During his Extension career, McAvoy served as President of the Florida Association of County Agricultural Agents and was President when Florida hosted the NACAA annual meeting in 2004. His dedication to agriculture and penchant for professionalism and service did not stop there, Gene went on to become President of NACAA in 2019 and was influential in helping steer the association through the Covid 19 pandemic helping transition the 2020 Annual Meeting and Professional Improvement Conference to the first-ever virtual AMPIC attended by nearly 1500 county agents from across the Country. As NACAA President, McAvoy welcomed Guam into the association.

He currently serves as the President of the Joint Council of Extension Professionals.

McAvoy was a late comer to Extension and in some ways an unlikely candidate to achieve all that he has during his career. Born in Orange, New Jersey, McAvoy spent his formative years in East Orange, New Jersey, just a few blocks from Newark, NJ. From his first part-time summer high school job on a farm, where he picked strawberries, peppers, and tomatoes, McAvoy developed a love for his lifelong passion - agriculture.

Gene received his BS (Plant Science) and MS (Horticulture) from Rutgers University.

After graduating from Rutgers, McAvoy joined the Peace Corps, serving in Niger. This led to 12 years with the US Agency for International Development, working with vegetable growers in Niger, South Africa, and Jamaica before moving his family north to Florida to join UF.

Gene has received multiple awards during his years of service and has spent over 50 years supporting and advocating for the agriculture industry in Florida and beyond.

DSA awarded in 2008.

**2022**
**North Central Region**
**Hall of Fame Award**

## Karl Hoppe

**North Dakota**
**32 Years**

Karl began working with North Dakota State University Extension in 1990 as Extension Associate at the Carrington Research Extension Center. His efforts were to increase sheep and goat production in North Dakota through collaborative programming with county extension agents and direct producer education. Sheep and goat numbers increased by 11% during this grant funded effort. In 1992, Karl's position transitioned to an Area Livestock Extension Specialist focusing on beef cattle nutrition and management for cow calf and feedlot.

With experiences in both livestock development and cattle feeding, cattle feeding education was delivered with several cattle feeding producer participation projects like the 'Dakota Finishers Project' which was a 1996 NACAA Search for Excellence National Finalist. The North Dakota Cattle Feedlot School was started in 1996 and has continued yearly for over 26 years showing the commitment to growing the cattle feeding industry in North Dakota. In 1997, Karl was recipient of the NACAA CME Chicago Mercantile Exchange Livestock and Dairy Hedging Seminar Award and in 2000 received the NACAA Achievement Award. He developed a deep appreciation for the nationwide efforts that extension professionals deliver as the 2001-2002 NACAA North Central Vice-Chair for the Search for Excellence Committee. His leadership experiences grew as a NC-NELD - North Central Extension Leadership Development recipient and as acting Extension District Director. Karl held various other leadership positions including election to the Midkota School Board and Grace City Park Board, and appointed as City Auditor-Grace City and Foster County Soil Conservation District Supervisor (16 years).

His involvement in farming, conservation and sustainability led to an additional appointment as SARE (Sustainable Agriculture Research and Education) State Coordinator for North Dakota. Education in sustainability led to outreach with 1994 land grant colleges and development of the North Dakota SARE Discovery program. Livestock production is a major emphasis in Karl's life with sole ownership of a cattle and sheep ranch. Ranching led to a 31-year member of the North Dakota Stockmen Association where he was a director on the NDSA Feeder Council and as Director for the ND Lamb and Wool Growers Association. Karl attended his first NACAA AMPIC at Little Rock, AR in 1992 and 24 years later received the NACAA Distinguished Service Award in Little Rock, AR. Karl participated or coordinated in seven NACAA AMPIC Animal Science Preconference Tours and was NACAA North Central Vice-Chair for the Animal Science Committee 2019-2021.

Karl continues to provide nutritional and management education for beef cow calf and feedlot as Extension Livestock Systems Specialist. For 28+ years, he has conducted cattle feedout projects where cow calf producers experience custom feeding, carcass data, and profitability of feeding cattle. He has worked with producers to develop a cattle finance cooperative, cattle feeding partnerships, and cattle slaughter and processing businesses. Working with agents, producers or youth, Dr. Hoppe provides a well-balanced extension program in livestock production. Karl serves in his state Association (NDAAEA) as chair and past-chair for the Search for Excellence, Professional Excellence and Animal Science committees.

DSA awarded in 2016.

**2022**
**Western Region**
**Hall of Fame Award**

## Woods Houghton

**New Mexico**
**44 Years**

Woods Houghton served New Mexico State University and the Cooperative Extension Service for 43 years as an employee and agent. Woods spent his career helping all citizens no matter their background, occupation, or creed and was often the key antagonist putting together coalitions to solve problems. He worked tirelessly on a wide variety of programming efforts which included natural resources, agronomic production issues, along with animal and human health.

New Mexico is an arid state and water is the lifeblood of the people. Woods helped establish the Lower Pecos River Water Users' Organization, which developed the Regional Water Plan for the southeastern portion of the state. He also facilitated the formation of the Lower Pecos River Watershed Alliance, a group dedicated to watershed health for the Pecos River. Additionally, he was nominated by the governor to serve on the Agriculture Water Conservation Task Force.

Woods worked to positively impact cotton and was instrumental in the Boll Weevil Monitoring and Eradication Program, Pink Boll Worm Monitoring Program, and facilitated the formation of the Boll Worm Eradication Committee. Woods promoted the permanent date for cotton plow-down completion for the Pink Boll Worm program and worked with the New Mexico congressional delegation seeking restitution for the farmers after catastrophic pesticide damage in the county.

Woods is steeped in tradition and firmly believed that an extension agent is an educator. Woods wrote over 650 articles since 1999 and did a weekly radio program and has delivered educational information through local television programming, newsletters, and email. He delivered the Worker Protection Standard trainings in Spanish as well as English to accommodate his diverse audiences. Woods headed a coalition of agencies to address the treatment and removal of over 300,000 acres of brush and weeds in the county. He also helped develop a coalition of agencies to establish noxious weed management activities throughout the county. Woods headed up community action groups to educate local producers and communities on Trichomoniasis and rabies education and prevention programs in the county.

Woods was a career member of the NACAA and NMACAA and has held all offices within the organization and served as president when New Mexico hosted the AM/PIC in 2001. Woods received the DSA in 2004, served as the state association Awards Committee chair for 15 years, and attended multiple AM/PIC conferences through the years.

Outside of his Extension role, he made an impact on the community. Woods played a key role in organizing three anti-drug coalitions in and around Eddy County since 2004. The purpose was to bring together stake holder groups and focus efforts to identify and solve drug-related problems. Woods used his experience as an Extension educator to provide classes on health, finances, and youth leadership. These coalitions are self-sustaining and have contributed to a decrease in drug and alcohol use in the county. Due to his anti-drug and anti-gang work in Eddy County, Woods was appointed by two separate governors to the New Mexico Behavioral Health Council.

DSA awarded in 2004.

**2022**
**Northeast Region**
**Hall of Fame Award**

## Eugene Schurman

**Pennsylvania**
**34 Years - Retired**

Eugene Schurman's Extension career began in 1974 in a new Dairy Educator position in Franklin County, Pennsylvania. Gene quickly started educational programs for dairy producers and 4-H dairy youth. One program was the creation of a 4-H Dairy Quiz Bowl Contest, which was the first in the state. In Virginia's 1977 Eastern Dairy Bowl Contest, the team represented Pennsylvania, placing fourth.

Gene left Franklin County to pursue her career as a 4-H Educator in Indiana County. Before rejoining Extension in 1982, Gene taught Vocational Agriculture and conducted the Young Farmer Program at Purchase Line High School.

Gene partnered with a fellow educator to conduct an intensive dairy calf and heifer growth study after returning to Extension in Indiana County. The study concluded that dairy calves and heifers in Southwest (SW) Pennsylvania were well below the standard growth charts, with delayed age at first calving well above the 24-month standard. This discovery led to creating programs to improve dairy calf and heifer nutrition, housing, and health care. As a result, the Regional SW Dairy Day Program was designed (continues today) to help educate area dairy producers. The study led to a new Extension and Research Position in the Dairy/Animal Science Department focusing on Dairy Calf and Heifer Management and developed national growth standards for dairy calves and heifers from the findings. Gene and his collaborator were award winners in the NACAA Search for Excellence in Livestock Production. The results of their study were published in "Successful Farming" magazine and "Hoard's Dairyman."

Gene's work with dairy producers was aimed at helping them remain profitable, improve efficiency, and adopt innovative technologies. He did this by developing dairy nutrition, calf and heifer, dairy cattle breeding/reproductive management, labor management, milk pricing/risk management, milk quality/milking management, and dairy herd management workshops. He organized and moderated three SW Pennsylvania dairy discussion groups and six dairy profit teams. Gene coordinated the formation of county animal response teams in two counties. He successfully obtained grant funding (NESARE) for two on-farm demonstrations and research projects to reduce excessive phosphorus and protein in lactating cow diets. He received funding from the Northeast Extension Risk Management Education Center to conduct programming to transition from conventional dairy production to organic and monitor income over feed cost to improve dairy farm profitability.

Gene developed extensive educational programs for southwest Pennsylvania youth in dairy production and management and farm, tractor, and equipment safety. He served as chair of the Pennsylvania 4-H Achievement Days Safe Tractor and Skid Steer Contest Committee for 20 years. Gene coordinated the Pennsylvania state delegation to the National 4-H Engineering Event for 20 years, with Indiana County sending 21 members to the contest. Active in encouraging young people in their 4-H projects, he worked on the Pennsylvania 4-H Animal Science Program Policies and Guideline Committee and served on the Pennsylvania Junior Dairy Show Advisory Committee. Gene's career focused on helping dairy farmers be profitable was the focus and gratification.

DSA Awarded in 1995.

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# The County Agent

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NACAA · 2023 IOWA

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**Des Moines, Iowa.....August 12-17**

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## Upcoming Issues of The County Agent Magazine

| December, 2022 | April, 2023 | June, 2023 |
|---|---|---|
| Committee/Awards Edition | Pre-AM/PIC Edition | Open Topic |
| Deadline for articles: November 15, 2022 | Deadline for articles: March 1, 2023 | Deadline for articles: June 1, 2023 |
| Mail Date: December 28, 2022 | Mail Date: April 15, 2023 | Mail Date: June 30, 2023 |