

National Association of County Agricultural Agents



Proceedings

**96th Annual Meeting and
Professional Improvement Conference**

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NACAA

Report to the Membership – 2011

President
Stan Moore, Michigan



As Jeff Davidson (Special Meals Chair from Kansas) sang in the Kansas invitation video, “We’re going to Kansas City, Kansas City here we come”. Well ... at least we will be close at our Overland Park, KS conference center location. I am excited to see registrations coming in, and all the excitement around coming together for our 96th Annual Meeting and Professional Improvement Conference (AM/PIC). Over 1000 agents, life members, family members, and others will travel to Kansas in August. If you haven’t signed up for this year’s AM/PIC you have missed the regular registration rate, but you can still sign up for the event at a rate that is lower than most association meetings of this quality and length. I would love to have you join us for what I am confident will be a conference that will impact you and your educational programming in your home state.

Those of you that have participated in hosting an AM/PIC, like I was fortunate to do in 2007, know the amount of work that goes into this meeting from the host state’s perspective. The Kansas Agricultural Agents have worked very hard to put together professional development tours, spouse and life member programs, and sons and daughters programs that are sure to please everyone. When you get to Kansas, make sure and thank every host agent you see for all of their hard work in hosting this year’s AM/PIC. Please be sure to give a special thank you to Richard Fechter, our 2011 AM/PIC Chair.

Our national committees have also worked hard to put together a combination of professional improvement sessions by your peers as well as awards and

recognition programs that will highlight great programs across this nation, and are sure to give you some great ideas to take home. It is our committees at the state and national level that allow NACAA to accomplish our mission and goals. They truly are the backbone of this great association. Each year committees work with the NACAA Board to bring new opportunities to our membership. This year the Early Career committee and the Animal Science Committee hosted and sponsored webinars for our members. In the Communications committee, all awards have now moved to an on-line submission. As we continue to look for ways to increase our association’s value to members, we need your involvement. We need your input to the state and national committees, and we also need individuals that are willing to step into committee leadership roles.

The NACAA board members also serve on internal committees. This year the Development and Planning Committee, in an effort to continually improve, is beginning a strategic planning process again. It has been five years since our last Futuring Committee survey, and we are beginning the process with a new survey of our membership. Please take a moment to fill out the survey if you have not already done so. The Publications Committee (chaired by Henry Dorough) has been working with John Dorner, our Electronic Communications Coordinator, to develop a new website for NACAA. We have contracted with an outside company to develop the page, but it has still required a great deal of effort from the committee and John to give input on design and to move all of our information over. Please be sure to thank Henry and John for all of their efforts. John will be moving out of the ECC role this year, and we all owe him a great debt of gratitude for his many years of service to NACAA. John has helped this association come a long way.

The NACAA Regional Directors work hard each year to develop the NACAA part of JCEP’s (Joint Council of Extension Professionals) Leadership Conference. The conference was held in San Antonio, TX in 2011. This year NACAA was able to provide some monetary help to states sending delegates to this meeting, and states reported that it did make a difference in their ability to attend. The NACAA Regional Directors did an excellent job of organizing our breakout sessions and attendees continue to recognize the association’s time as one of the most important parts of the program.

The Public Issues Leadership Development (PILD) conference is another great JCEP program that NACAA is involved in. Each year over 300 educators and volunteers attend the program. Mark Stewart,

North Central Regional Director, served as Chair of PILD and Steve Hadcock and Jerry Clemons, NACAA Vice Directors, served on the planning committee. The conference moved to a competitive “Call for Presentations” format this year, with great success. I have had several individuals say that this was the best PILD conference that they have attended. Thank you Mark, Steve and Jerry.

The past year has been a challenging year for Extension in many states. Restructuring seems to be the new buzz word. The restructuring looks a little different in each state, as it probably should, but the net effect is almost always fewer educators. It also means changes in the way that we do our work. I challenge you to remain engaged in the process as these restructuring’s take place. Agricultural agents/educators are in a unique position to provide valuable input on the importance of engagement with our agricultural producers. We need to help decision makers recognize the importance of face to face contact, not only for the producers but also for the Extension system. In 1929 C. B. Smith, Chief – USDA Office of Cooperative Extension Work, addressed the NACAAAM/PIC in Chicago. His address was titled “The Future of the Extension Worker”, and included discussion on the impact of Extension. He spoke about a study that was conducted to determine what factors in Extension were the great influences that cause farmers to change their practices. At the time of the meeting, the study had data from one-third of the States and nearly thirty thousand farms. So what factor most influenced a decision to change a farm practice? It was determined that faith in the integrity and knowledge of the county agent was the biggest factor that led to change. Obviously we have seen a lot of change in Extension over the years, and many may dismiss this notion as a thing of the past, but I would propose that faith and trust in an individual still influences change. I would also propose that if we lose direct relationships with farmers and their families, we undoubtedly will see a loss of faith and trust in the Agricultural Extension Agent/Educator and in the Extension System.

Reductions in educator/agent numbers also affect NACAA in potential membership numbers. It is very important that we continue to encourage Extension Agents/Educators to become members of our association and that NACAA continues to represent all Agricultural Extension Agents across the nation. As we have seen membership numbers drop in recent years, NACAA has made the necessary adjustments to remain financially viable. The NACAA Board continues to look forward toward potential changes and how our association can

adjust to these. We will continue to propose budgets that are fiscally sound and look for opportunities to grow our assets.

It has certainly been my pleasure to serve as your president this past year. It has been an experience that was beyond what I expected, and I treasured every moment of it. Through challenges and high points it was a great privilege to serve with my fellow NACAA Board Members and with our Executive Director, Scott Hawbaker. I would not trade a moment; I only wish there could be more. I have gained so much from the experience, and I hope that I have had some small positive impact on the future of NACAA and you, its members. I want to thank Michigan State University Extension and the Antrim County Board of Commissioners for their support. Thank you to my Antrim County co-workers for all of your support through this journey. A very special thank you to my wife Gayle and our children for their unending support. And most of all thank you to God for His blessings and provisions.

I can’t wait to see each of you in just a few short weeks. I look forward to joining you as we “Reach for the Stars” in Overland Park, Kansas.

**President Elect
Paul Wigley, Georgia**



First of all let me take this opportunity to thank you the members of NACAA for allowing me the opportunity to serve as your President Elect for the past year. It has been an experience that I will never forget and that I will treasure for the rest of my life. It has afforded me the opportunity to broaden my professional horizons and represent you in many capacities. One of my primary functions as your President Elect has been fund raising for the AM/PIC. We set our goals high, made requests and contacts and asked for help from potential new partners. As you can imagine the tight economic times in which we live worked against us. We were turned down by several potential new donors. All of these did say please see us again when we have an economic turnaround. We did secure a new donor for the Precision Ag Search for Excellence. For that we are very proud. We also gained a new sponsor for the Horticulture Pre Conference Tour and Educational Luncheon. We were also able to maintain almost all of our previous donors for another year. As always, we ask you the members for help in securing donors. If you bring a new donor

to NACAA there are financial incentives for you the member based upon the sponsorship level received. Don't hesitate to ask about this.

We face challenges as an organization. One of the biggest of these is declining membership. We all know that there have been many retirements, layoffs, and people leaving extension for other occupations. Because we are in an economic down cycle many Universities are not filling vacant positions. Many have done away with positions. Some have changed from county to regional based delivery systems. This has had an impact on membership. It is imperative that as we begin the economic recovery and new employees are hired that we explain the benefits of being a member of NACAA. The professional improvement opportunities, the networking, and the awards programs that are all vital to becoming a better professional can be found in NACAA activities. It is up to us to let the new people know of this opportunity. If we don't "blow our own horn" no one else will.

I was fortunate enough to be part of the leadership team that visited our contacts at NIFA in Washington. We strive to stay on top of issues that are important to our funding partners in Washington as well as our members. The highlight of this trip was a visit with Deputy Secretary of Agriculture, Kathy Wotecki who is responsible for research and education. We were granted a private audience with the Deputy Secretary of almost one hour. She was engaging and interested in our mission. She also asked us some very thought provoking questions about the next 150 years of Agriculture and how extension could remain relevant. She wanted to know what we thought were the biggest challenges we would face. These are the very same types of issues and questions that your board of directors has been discussing during recent times. If we fail to remain relevant and useful to our members, we will lose our relevance and usefulness as an organization.

NACAA has always taken pride in the fact that we are a member driven organization. We strive to do what the membership thinks is best and important. We as officers of your association welcome your comments and input.

Once again, thank you for the opportunity to serve you and our organization as President Elect for the past year. I ask for your continued support as I take on the biggest challenge both professionally and personally that I have ever taken on. I look forward to the time we can work together to accomplish good things for our association.

**NACAA Vice
President
Paul H. Craig,
Pennsylvania**



"We are, we are, we are, we are the County Agent Bunch" is the first line in The County Agent song written in 1915 by county agents in PA. It is sung annually at state gatherings of the PA association with great pride and enthusiasm! The term "bunch" is truly what the National Association of County Agricultural Agents is all about. If not for the efforts of the bunch of committee chairs, vice chairs and council leaders your association would not be able to function and serve your needs. My sincere thanks to all of the men and women who have taken the opportunity to support your associates and to contribute to the multiple tasks that are required for this strong organization to serve its members.

The role of vice president revolves around the support of committees and their leaders. Coordination of committee functions is through the Executive Program Council made up of 3 council chairs: Karen Vines, PA, Mary Sobba, MO, and JJ Jones, OK. These individuals provide the leadership that is necessary to conduct committee business. The EPC group meets monthly by telephone with the vice president to address topics that arise from committee meetings held throughout the year by the many NACAA committees. When questions or events require additional consultation the vice president then presents this information to the national board of directors for final decisions.

This past year has seen many committee actions for the benefit of our membership. The Extension Development Council has initiated a series of three webinars related to Ag Issues and Public Relations, Attending an AM/PIC for the first time and Teaching and Educational Technologies. If you were unable to participate in these sessions they were recorded and are available on the NACAA website.

The Scholarship Committee made a suggestion regarding the Scholarship Contribution Requirements that were approved and will be presented to voting delegates for adoption at 2011 AM/PIC. These changes include

- a. Scholarships to be awarded only to paid, active members of NACAA meeting eligibility guidelines
- b. Member vestment will be \$40.00 to qualify for up to \$1,000 scholarship and a vestment of \$100

(an additional \$60.00 contribution to scholarship fund) to qualify for additional scholarship funds from \$1,001 to \$2,000.

- c. Effective date for these changes will be the 2013 scholarship request
- d. Grandfathering will not be considered. All scholarships exceeding \$1,000 will require a vestment of \$100 or more effective in 2012.

The Public Relations Committee has requested and received approval to change name of the PRIDE program to "Agricultural Awareness and Appreciation Award"

In addition to these activities there are many behind the scenes that are required to conduct the many events at our annual meeting. Entry judging, poster evaluations, speaker contacts, notification of award winners, plaques, certificates, sponsorship and much more are important tasks your committee chairs and vice chairs and council chairs conduct throughout the year. A very special note of appreciation to you for your contribution to NACAA.

Each year recruitment of committee positions is needed. Look over the list of committees and consider nominating yourself next year. Applications are taken during the winter and your contributions will be welcomed.

Another function of the vice president is to maintain communication with our Life Members. Many of my most favorable Extension activities involve chatting with individuals who have walked the walk and talked the talk ahead of me. I truly enjoy hearing about the many challenges and successes these men and women had in a previous time. I look forward to my time as a Life Member someday. However across our association the Life Members wish to remain a part of our association. A request from the group to state associations is that each state has 2 contacts for the Life Members. Typically the state president is a contact but an active Life Member assigned to the state will ensure open communication channels.

It has been a career highlight for me to have been elected to the position of vice president of NACAA in 2010. I look forward to working closely with the national leadership in the coming years but we cannot do it without your support. Thank you.

NACAA Secretary Henry D. Dorough, Alabama



What an incredible year this has been. Serving the third and final year of my term as NACAA secretary has been full of many rewarding challenges and great moments. It's hard for me to believe three years could have passed by so quickly.

The past year has been busy, starting with the end of an excellent AM/PIC in Tulsa. As chair of the internal Publication Committee I was charged with taking the Journal of NACAA to the next level; a task made much easier than I imagined when Stephen Brown from Alaska accepted the position as chair of the Journal of NACAA Committee. With Stephen's leadership, the Journal is now publishing two volumes on June 1 and December 1 of each year. The Journal of NACAA now has an International Standard Serial Number (ISSN) with the Library of Congress making it more credible and visible around the world. Our Journal is a great place for members to publish peer reviewed articles and will be the perfect "training ground" for those without publishing experience. A credibility crowning moment happened recently when an Extension director publicly commended an agent for publishing in our Journal. Let's spread this moment like a virus and swamp the committee with article submissions.

The Publication Committee was also handed the task of over-seeing a complete overhaul of the NACAA website located at www.nacaa.com. This task proved more challenging than originally thought but through the hard work of Electronic Communications Coordinator John Dorner, and the professional services of Evolv, Inc., NACAA's new website is much easier to navigate and will open numerous opportunities for the association to dive deeper into the new age of information technology to incorporate more professional development and membership service opportunities for you.

Speaking of the ECC position, John Dorner is completing his third term and will not be seeking a fourth. My job as NACAA secretary would be much more difficult if it were not for the dedicated work of John Dorner. John created many new tools on the NACAA database and website that expedited the posting of all board meeting minutes and attachments so that members can be informed in a timely manner. Several other

new features John created in the database allowed me to electronically communicate with state leaders and voting delegates in a well-timed manner. Thank you John for all of your service to NACAA and for making my job as secretary a lot easier.

Replacing John Dorner as ECC has proven to be a much harder task than anyone on the board thought it would be. Finding someone with John's talents and expertise and asking them to volunteer to manage the website and database has not been easy. The website has evolved light-years from the time when John began his duties as ECC. The database didn't even exist prior to John's service. Because of the complexities of our website and database and the skill set needed to take them to the next level, the board considered hiring an outside professional to take over the ECC duties. However, as we soon discovered, hiring a professional to do what John has been doing as a volunteer all this time would cost the association tens of thousands of dollars each year.

As a one-year, stop-gap measure, the board approved a small stipend to be paid to NACAA Executive Director Scott Hawbaker to oversee the website and database and if necessary to hire a part-time consultant for database programming needs. This move will buy a little time for the board to find a member to volunteer for the ECC position, but it is not the final solution. The board will soon be seeking applicants for this very critical position. If you have experience in website management and/or database programming, we have the perfect opportunity for you.

When I began this term as secretary, the permanent storage of NACAA historical records at the USDA National Agricultural Library was a growing issue. Record submission to the NAL is a duty of the secretary as prescribed in Policy but had not occurred since 1992. Following the efforts to resolve the issue by my predecessor, Leon Church, I set out to finish the job. Much like Cooperative Extension, the Library is facing funding issues and has been mandated to be self-supported. As a result of this fiscal directive by USDA, the NAL instituted a fee schedule for archival storage. To save space and funds, the board carefully reviewed the historical significance of all stored documents as prearranged in Policy and cut the list in half. Collection and scanning of records dating back to 1992 has begun and a new memorandum of agreement and fee structure is being negotiated with the NAL. Hopefully this groundwork will enable my successor to complete the task and secure the history of NACAA.

Another task the Publication Committee has undertaken deals with NACAA memorabilia. Inventory acquired from an old vendor contract was disbursed at the 2010 AM/PIC and new efforts are being made to initiate a new vendor agreement. Rather than maintaining an inventory and operating a store at the AM/PIC, the board began efforts to set up an online store with Sheffield's Sports and Trophies in Jessup, GA, with no cost to NACAA. Through a link on the NACAA website, members will be able to order apparel with an embroidered NACAA logo and other types of merchandise with a laminated logo.

As secretary, my primary job is to maintain accurate records of board and association activities and to keep the membership informed. Board meeting minutes are now approved and posted on the NACAA website as soon as Policy review requirements are met; potentially in as little as a month after the meeting. New this year is the linking of all board meeting documents, with the exception of financial reports, as attachments to the minutes posted online. Financial security with the internet is of major concern so the board agreed to classify all financial documents and withhold them from the website. However, all members are entitled to a copy of association fiscal reports and may receive a copy by submitting a request to the NACAA Treasurer. These new features complete the open communication promise I made when I first ran as a candidate for NACAA secretary.

In closing, I would like to express my sincere appreciation to the members of NACAA for giving me this incredible opportunity to serve as NACAA Secretary. I am deeply grateful to all of my Alabama colleagues for their support and encouragement and for all of the lifelong friendships I have made along the way. A quote I ran across says "There is a difference between where a trail goes and where it takes you." When I began my Extension career almost 22 years ago I was very naïve and primarily focused on the next step rather than what was laying up the trail ahead of me. When I attended my first AM/PIC in Casper, Wyoming I never imagined I would one day serve on the NACAA Board of Directors. I am very thankful for the friends who taught me to glance up every once and a while and look forward to what's ahead on the trail. The past three years have been professionally rewarding and incredibly satisfying personally and will lead to new and exciting ventures ahead. I now stand at the end of my current trail and I look forward to trekking along the next segment into new territory with many rewarding challenges.

**NACAA Treasurer
Parman R. Green,
Missouri**



The financial condition of the NACAA is very sound. The NACAA assets have increased substantially over the last several years and the organization has no liabilities on its balance sheet. The NACAA leadership (historically and currently) has been good stewards of the organization's resources. The board could be best described as "conservative and frugal" in its financial management.

One of the primary financial concerns the board is struggling with is the continuing decline in active memberships. The active membership dues have declined from \$178,300 in the 2007 membership year to \$154,300 in the 2011 membership year. Budgetary constraints have negatively impacted the number of extension educators across the country and many people do not believe we will return to the number of extension educators of the recent past.

The NACAA board is dedicated to the transparency and availability of the organization's financial information to its members. However, in an attempt to discourage unauthorized access to the organizational financial reports, the treasurer's financial reports are classified and are not included in the organization's minutes posted on our web site. However, any current NACAA member may make a written request for any financial statement presented to the board as part of the treasurer's report.

Electronic communication and transfer of documentation has greatly facilitated the timely payment of organizational expenditures. It is not uncommon for the president to receive, approve, and transfer an expense voucher - and I am able to issue and mail a check the same day the voucher was received by the president.

The NACAA board continues to provide exceptional financial oversight and is very engaged in the financial management of the organization's resources. We have moved our investments to a different manager within the Raymond James Financial organization and have been very satisfied with his investment philosophy and responsiveness to the NACAA board.

**NACAA
Past President
Phil Pratt, Oklahoma**



My days in the sun are just about done. Like most, if not all, of those who have served in the NACAA presidential rotation, the four years go by in a flash. I knew my time on the NACAA Board would be full of wonderful experiences and would pass faster than I wanted. I am amazed at how quickly the time passed but grateful for the opportunity to experience so many educational, entertaining and once in a life time experiences. Most important are the friends I made as a result of my membership and participation in NACAA. Those friendships are priceless.

As NACAA Past President you are charged with four main duties...the first is to utilize your experience as a past leader to help guide NACAA. Second...chair the NACAA fiscal committee, monitoring and guiding the fiscal activities of the association, plus the development and presentation of a new annual budget. Third...serve as an NACAA's representative at the national meeting of the Outstanding Young Farmers. Fourth...represent NACAA on the JCEP board and serve in one of the elected positions of that organization. All four duties provide special opportunities.

Stephen Komar, NACAA chair of the Agriculture Issues and Public Relations Committee and I served as your representatives at the 2011 Outstanding Young Farmers annual meeting in Louisville, Kentucky. It is an understatement to say the Outstanding Young Farmers program is special. During the meeting in Louisville, I had the chance to meet, interview and visit with ten young farmers and their spouses. I was a part of a panel of judges who had the difficult task of help selecting the four national OYF finalists. The best part was meeting and getting acquainted with the outstanding young men and women representing farmers from across the U.S. If you haven't taken the opportunity to nominate a young farmer from your county and state for OYF, I encourage you to do so. The satisfaction and pride these farmers have in being selected to represent their profession is impossible to describe.

NACAA continues to nominate over 55% of the OYF nominees and often over 50% of the ten finalists have been nominated by Extension Agriculture Agents. NACAA members who nominate a national winner are

eligible for reimbursement of registration fees for the next year's NACAA AM/PIC. Every year the award application deadline is announced in the County Agent Magazine so keep an eye open for announcements concerning the OYF program.

During my final year on the NACAA Board I served as a JCEP (Joint Council of Extension Professionals) board member and JCEP treasurer. JCEP is comprised of the six Extension professional improvement associations – NACAA, NEAFCS, NEA4-HA, ANREP, NACDEP and ESP. If you are a member of NACAA you are a member of JCEP. The JCEP board is comprised of the Presidents, President-Elects and Past Presidents of each of the member associations. Also on the JCEP board as ex officio members are representatives from NIFA, ECOP, APLU and a past JCEP board member serving as JCEP Representative to the ECOP Budget and Legislative Committee. The current JCEP Representative to the ECOP Budget and Legislative Committee is Chuck Otte, a past NACAA president.

JCEP plans and facilitates the National Leadership Conference and Public Issues and Leadership Development Conference (PILD). This year we had an outstanding PILD. Evaluations of the meeting indicated this was one of the best PILD's to be facilitated by JCEP. Much of the success for the 2011 PILD has to be credited to Mark Stewart (Missouri), NACAA North Central Director who chaired the PILD planning committee.

JCEP also serves as the umbrella organization for Galaxy conferences. Galaxy IV is currently in the early planning phase. NACAA is represented very well on the Galaxy IV Planning Committee. Chuck Schwartau (Minnesota) is the co-chair of the Galaxy IV Planning Committee, Mark Tucker (North Carolina) and Andy Londo (Mississippi) serve as NACAA representatives on the Galaxy IV Planning Committee. These three NACAA members are making sacrifices in their professional and personal lives to represent our association on this committee and we all need to thank them for their efforts and their service to our association.

Finally I want to thank Oklahoma State University, Oklahoma Cooperative Extension Service and the members of the Oklahoma Association of Extension Agriculture Agents for the past four amazing years. I also want to thank my wife, Mary Carole, for being a wonderful representative of Oklahoma and serving as my first lady. I encourage each of you to seek opportunities to serve as committee chairs and officers in your state and in NACAA. The rewards are lifelong!

NACAA North Central Region Director Mark Stewart, Missouri



The past two years as a director have been a great experience and I have enjoyed the opportunity to get to know many of you better as you hosted me at your state conferences. Often you hear people say "I received more than I gave" and that was the case with this experience. Serving as the North Central Region Director provided me with many professional development experiences. Thanks for the opportunity to serve and learn!

In the last couple of years the North Central Region (NCR) experienced many of the same budget challenges as other regions faced, however it seemed we were somewhat buffered and not impacted to the same degree. This year we were not as fortunate. Several NCR extension programs proceeded to down size and re-organize. However, the "can do" attitude I noticed last year is still evident.

Budget constraints are continuing to cause states to cancel or shorten their state annual conference thus many state associations are finding it difficult to find the time at the annual conferences for association work. More state associations have moved to a spring and fall (or twice a year meeting format). Several states now hold separate state meetings for associations during which they provide professional improvement opportunities as well as conduct their necessary business. Comments indicate, engagement at the state meetings is increasing. Larry Howard (NC Region Vice-director, NE) and I have made twelve state association meetings this year. We observed that these events increase the camaraderie and teamwork in the state's membership.

As you are aware, NCR will be hosting the 2011 AM/PIC in Overland Park, KS in early August. President Stan and I again attended the Kansas association state meeting this spring. Total commitment to a quality AM/PIC was obvious and their committees were beginning the finishing touches. The Kansas association expressed their appreciation of assistance offered by other states.

Commitment from leadership was evident at all levels of our association. Committee work went smoothly and

I believe as I write this, all committee appointments for national chairs and vice-chairs have been approved. As Larry and I met with state associations, we both encouraged all of you to consider applying for committee chairs as openings occur. These are great opportunities to serve and grow as a professional.

As I write this report, I feel we can all look back on another very successful year for our association – the Journal of NACAA continues to grow, a new web interface will be introduced at Overland Park and our members are successfully engaged in planning for Galaxy IV in 2013.

As we look forward to the AM/PIC in Overland Park, KS, South Dakota is preparing a bid for the 2015 AM/PIC. Bruce Clevenger will be representing the region on the nomination committee. North Dakota will be presenting Brad Brummond for the incoming vice-director for the region. At the conclusion of the AM/PIC, Larry Howard will be stepping up to serve as your director.

Northeast Regional Director Betsy Greene, Vermont

Some key topics that I will address in this Northeast Regional report include regional membership issues, national funding challenges and strategies to document extension impact to decision makers, the upcoming Galaxy IV meeting in 2013, and a new Futuring Survey that has been distributed to the active membership.



Northeast Membership: At our JCEP Leadership Conference in San Antonio, much discussion revolved around maintaining current members on a national level and encouraging all eligible members at the state level in light of work force reductions and retirements. The northeast region was represented at JCEP by 8 members from New Jersey, New York, Pennsylvania, and Vermont. We currently have no NACAA membership in the following states: CT, DE, MA, and RI. Northeast has 282 active members from 8 states. It is critical that we as an organization work to try to maintain and hopefully build membership from all eligible members throughout our region.

Proactive in a reactive environment: Extension Directors throughout the nation stepped out of their

traditional methodology (and perhaps comfort zones) to promote the impact and value of extension when the announcements came out about the Smith Lever potential cuts. Doug Lantagne (VT Dean/Director of Extension and current President of ECOP) utilized the skills of the national eXtension team; they set up and conducted some webinars on strategies for informing clientele and legislators on the importance of extension. eXtension also coordinated and promoted a social media strategy to gather constituent responses and reports on impacts of extension on their lives and livelihoods. I encourage folks to go to the Facebook page “Cooperative Extension System” and promote it to your own program successes and encourage your clientele to put their feedback on the page. These efforts have already done a better job of promoting and marketing extension impacts on a national level than we as an organization have done for ourselves.

Pennsylvania and the Northeast continue to move forward with plans for Galaxy IV, and we will continue to work as a region to be a full partner with our Galaxy member organizations. It is still a challenge to plan and move forward on NACAA time schedules with NACAA aspects of the conference while the meeting is on JCEP timelines, but committee members are being identified and we are working proactively to ensure that NACAA as an organization is well represented and that key characteristics of AM/PICs will be reflected at Galaxy IV.

Another exciting activity that I was involved in was updating and revising the Futuring Survey that was created by an excellent committee of NACAA members several years ago. The Development and Planning Committee has spent the last several years addressing the points and issues from survey results that were compiled by the original Futuring Committee. Successes resulting from the feedback and action include a searchable database on the website and the Journal of NACAA, to name a few. The results from the newly revised survey will be turned over to a committee consisting of active members to compile and summarize the more recent needs, desires, and suggestions for a stronger organization.

I have had the opportunity to see several of our states in action, when I was able to participate in NY, NJ, VT and Maryland state meetings this past fall/spring. It is great to see how individual states address their challenges head on, support and encourage their members, and engage their state leaders. It has been an honor to serve as the Northeast Director and I look forward to staying active in our great organization.

Southern Region Director's Report Charles W. Davis, Jr., South Carolina

It seems like just yesterday that I was assuming my role as Southern Region Junior Vice Director of NACAA, but three AM-PICs later here I am about to end my role as Southern Region Senior Director. Where has the time gone? Well, there are a lot of miles, board meetings, and conference calls behind me and two state visits left ahead of me, and I can honestly say I have loved every minute of my time serving you as your director. It is hard to explain why having this opportunity is such an honor. No other officer in NACAA gets the chance to be as close to the membership as the Director does. I have had the opportunity to have a lot of wonderful relaxed conversations at your state meetings. I have seen where YOU work, and met the people YOU work with during your tours. I have had the honor of meeting YOUR administrators and was able to tell them how important YOU are to NACAA, and hopefully how important NACAA was to YOU. A few months ago, my Extension Director gave me the opportunity to speak to the Southern Region Extension and Experiment Station Directors when they met in South Carolina. I told them just what I have told you, and encouraged them to support YOU and YOUR association with NACAA. I hope it made a difference. I know I had a lot of questions after the meeting, and a lot of Directors thanked me for my comments, as they understood more clearly what NACAA had to offer YOU as a member.



I have enjoyed eating YOUR food, and seeing YOUR historic places, and getting a feel for the lay of the land in YOUR neck of the woods. These are things that will stick with me for the rest of my life. I sincerely thank you for your hospitality and kindness shown to me during my tenure as Director. No one else in NACAA gets these opportunities. When it is time for your state to nominate a new Vice Director, I hope you will give consideration to taking on the job. It is one that pays benefits you can't imagine.

I also want you to know how deeply your national board is interested in your welfare. The membership is the primary point of discussion at all board meetings. I cannot emphasize this strongly enough. I can't tell you how many times the question of "how is this going to benefit the membership" has come up during board

discussions. Your national officers and board members are committed to improving YOUR association, making it proactive, not reactive. They have worked hard to manage YOUR funds, give YOU excellent educational opportunities, and listen to YOUR concerns. It has been a pleasure to work with such a group of committed people.

As I come to the close of my service to you, I want to thank you for all the opportunities you gave me to get to know you better, and to represent you on your national board. It is a time in my life that I will always look back on with wonderful memories and a smile on my face. Just remember, NACAA is all about YOU!

Southern Region Director's Report Tim Varnedore, Georgia

"One never knows what each day is going to bring. The important thing is to be open and ready for it." This quote by Henry Moore, the great sculptor never rang more true for me than on the day that I learned Billy Skaggs would be relinquishing his role as Southern Region Director and leaving Georgia's Cooperative Extension. He had accepted the role as Chief Operating Officer for the Georgia Department of Agriculture under the leadership of newly elected Commissioner-Gary Black. At the time, I had no idea what the long term implications of Billy's decision were going to mean to me. However, I did realize this was a great opportunity for me to take on this leadership role in NACAA and give back to the organization some of what had been given to me over the years. Therefore, I seized the opportunity. After my first NACAA Board meeting I realized I was facing a steep learning curve, but going back to the old saying in my opening line, I was open and ready for it.



As of this writing, I have just returned from my third state meeting visit in three weeks. Yes, the pace is fast and the miles are adding up but as the song goes, "I love my job." I'm looking forward to visiting with the members of the other ten Southern Region states in the coming months.

With this being my first appointment to the National Board of NACAA I was astonished to discover the tremendous amount of hours the officers and Directors devote on your behalf. I have been introduced to a truly amazing group of individuals who never seem

to tire of working to make your organization not only grow but prosper. There are certain experiences that you should not let pass you by and I feel strongly that one of them is serving the NACAA organization in a leadership role. It is a truly rewarding experience and I encourage you to seek this opportunity. First, you can make a difference at your state level working within a committee, serving as a committee chair, officer or director. The main thing is have a presence in your state association; you never know where it could take you. I know it can be an enriching personal experience for you.

It is my desire as your Southern Region Director to seek out your thoughts concerning NACAA, ways you think we can make it better, things you believe should change and the things we should leave alone. I want to hear from you as I encourage leadership decisions that will positively affect the future of our organization. The members of NACAA are a cohesive group of individuals working toward a common goal; however, I feel there are two critical groups in our organization in which we need to place great value. These two groups are our new agents and specialists as well as our lifetime members. If we utilize the knowledge possessed by these two groups great things are bound to happen. I challenge you to encourage and mentor new members, listen to what they have to say and honor the lifetime members for the roads they have paved for us.

We are experiencing budget crisis, weather related issues, and discouraging Agricultural news in every state, some worse than others. Many of us have not seen times like these in our careers and it has a tendency to drain us as extension agents, extension educators and specialists. A good way to recharge our batteries is by attending and participating in State and National AM/PIC's. You cannot put a value on meeting and visiting with people that are in similar situations. As the commercial says, "It is Priceless". We live in a great nation and are fortunate to have an organization such as NACAA that affords us the opportunity to learn what is unique about each state's Agriculture industry while at the same time finding out how similar we all are.

I feel privileged to have been chosen by my counterparts in Georgia to serve as your NACAA Southern Region Director. Also I would be remiss if I did not express my appreciation to the Georgia Extension Administration, my office staff, and to the folks of Jeff Davis County for allowing me the opportunity to take the necessary time to fulfill this appointment.

Western Region Director Mary Small, Colorado

Recently, I gave a presentation to an alternative high school botany class. Consisting of at-risk youth, I was trying to give them a taste of what I love- plants, plant diseases and diagnosis. I brought along some samples, hand lenses and a microscope. Maybe these urban kids would become interested in career in the plant world...



It was a lot of work (and fun!) preparing and presenting. The students were very engaged and enthusiastic. The time flew by. I was asked to return again and eagerly agreed. Then it dawned on me: that's what it's really about isn't it – finding your passion and going with it!

The Merriam-Webster Dictionary defines passion as "a strong liking or desire for or devotion to (something)". As regional director this past year, I've seen a lot of passion for our work in travels to different states and at various meetings. Your board consists of very passionate NACAA members. This group of men and women is dedicated to our organization, working hard to offer members new and different educational opportunities, looking for funding in tight economic times, bringing new technologies to our organization and trying to make the best decisions for current and future operations.

Some really passionate discussions took place at state meetings as agents tried to figure out how to continue doing their work with increasingly limited funding, reorganization and large distances to cover. Then there's learning and implementing new technology... and jumping in to assist with natural disasters and exotic pest issues... and.... whew!

The 9th annual Western Region mini PIC was sponsored by the Montana Ag Agents Association. Over 50 enthusiastic agents attended to learn and to teach. Twenty five agents representing 5 different states gave presentations the first day, followed by educational tours the second day. The Washington state association is preparing to host the meeting in Kennewick, WA from Oct 11-13th. Details can be found on the NACAA web site. I'm going and hope you are too!

San Antonio was home for the annual JCEP officers workshop in February. For the first time, all states met together in one location. I think one of the highlights of the workshop was the excellent NACAA section sharing session of activities, programs, and problem solving ideas.

Many thanks to the Western Regional membership for stepping up to become committee chairs and vice chairs, journal reviewers, proofreaders, discussion leaders and entrants in the many awards and recognition programs. Your passion shows in the work you do every day for your county citizens and state and national associations!

Professional Improvement Council Chair Mary Sobba, Missouri

The Professional Improvement Council is one of the three Councils that make up the committee structure of NACAA. Members wanted more opportunities to present and receive specific subject matter information, therefore several years ago this Council was created and designed to better fulfill our mission: "...to further the professional improvement of our members..." as written in the NACAA mission statement.



The Professional Improvement Council consists of six committees: Ag Economics & Community Development, Agronomy & Pest Management, Animal Science, Horticulture & Turfgrass, Natural Resources/Aquaculture and Sustainable Agriculture.

There will be excellent variety of presentations in Overland Park by NACAA members. Sixty presentations are being planned, so there will be something of interest for everyone.

Horticulture and Animal Science committees have planned educational and fun preconference tours. Sustainable Agriculture has chosen four new fellows and will have a special workshop on Tuesday for that program.

New this year a workshop on Thursday afternoon called "Keeping the Farm within the Family for Another Generation". The Ag Economics committee worked hard to plan and offer this program for NACAA

members. This is open to all NACAA members – let's fill the room!

The NACAA committee structure is an excellent way that members can share their time and talents for the benefit of our organization. If you have never been involved with a committee, I encourage you to consider it. There are many opportunities and you will learn much about our organization.

Finally, a great big thank you to the committee chairs and vice chairs. Your hard work and dedication is greatly appreciated and it truly takes each of you to make our organization successful. I am looking forward to seeing the results of our committee work in Overland Park.

Agronomy & Pest Management Johnny P. Whiddon, Georgia

The Agronomy and Pest Management Committee has selected a good assortment of presentations for this year. I am sure they will be worth your time to join us on Tuesday. The Vice Chairs and I also want to invite you to join us this year for the committee meeting because we are planning on using Wikki more next year and we want your input. I asked Joni Ross to lead this endeavor and now that she's had her baby (Congratulations Joni) we hope to get that going. The committee also plans to redo our poster with new information and pictures. If you have some good pictures that you would like to see on the poster we want to see them. We decided last year to set specific topics to Session I and leave Session II as general. We will continue to move forward with GMO's and Biofuels as Session I topics for 2012.



Nothing has been done on the training program for committee work so we will give that to a sub-committee to take charge. Each time we look at it it seems to grow on us. There is plenty to do for everyone and we welcome any and all ideas. See you in Kansas and if you cannot come just email your ideas and comments.

Ag Economics & Community Development

Lyle Holmgren, Utah

The Agricultural Economics and Community Development committee met July, 2010 in Tulsa, OK. Several ideas and suggestions were discussed including promoting the presentation opportunities, potential educational seminar and general needs of extension educators working with ag economics and community development.



NACAA member, Timothy Lemmons suggested that we have Dr. Ronald Hanson, Agricultural Economist with the University of Nebraska talk to the membership about transfer farmland to the next generation. The committee felt good about this idea and pursued it. We invited Dr. Hanson as a special speaker on Thursday of the NACAA Annual Meeting. He has counseled with Nebraska farm families for more than 30 years to help them resolve family conflicts in a more positive manner and to improve family relations through better communications. NACAA Extension Educators will benefit from this training so they can better assist farm families in their own states dealing with transferring the farm to a new generation.

This year all abstracts were peer reviewed twice. They were reviewed at the regional level and again at the national level. Eleven abstracts were chosen for presentations in Overland Park, KS. The topics varied from farm succession to farm profitability through marketing, financial management and developing farm management skills.

Thank you to the National Vice Chairs for their leadership, assistance and ideas. I hope many of the ideas from this past year will be implemented in the future.

Animal Science

Ron Graber, Kansas

Committee Members:

North Central Region Vice-Chair and National Chair – Ron Graber, KS
Southern Region Vice-Chair – Tammy Cheely, GA
Northeast Region Vice-Chair - Richard Smith, PA
Western Region Vice-Chair – Cory Parsons, OR



Each year the Animal Science Committee is responsible for planning and conducting the two-day Pre-AM/PIC Animal Science Seminar and Tour. This is a tremendous professional improvement opportunity for our members and a great way to network with colleagues from across the country having similar interests. This year Kansas agents Elly Sneath (Meade County), Clint Milliman (Thomas County) and Cade Rensink (Central Kansas District) organized the tour and will serve as our tour hosts.

The tour will begin in Wichita heading south to Arkansas City and then west through the scenic gyp hills before traveling north and east ending in Overland Park at the conference site. The trip will provide an opportunity to see parts of Kansas and its livestock industry not possible during the Wednesday professional improvement tours. Tour stops will highlight seedstock production, backgrounding operations, custom grazing, feedlots, feed formulation and beef processing. We will also see ranch horses, a dairy with their own bottling facility and a greyhound training facility. In addition, participants will hear about a recently developed smoke management plan that will allow ranchers to continue range burning while allowing nearby cities to meet EPA air emission regulations. Participants will also enjoy a bit of Kansas cowboy history and a delicious rib-eye steak Friday evening. And for the first time ever, we will have a former Kansas agriculture agent and current farm radio broadcaster, Duane Toews from KFRM 550, along for the tour. He will be doing live interviews with participants as we travel.

We have great interest in the tour this year with 31 NACAA members, three spouses and one sponsor from 16 states planning to participate. Each year the committee seeks sponsorship for the tour with participants funding the remainder. This year we want to express appreciation to our sponsors: Monsanto,

Certified Angus Beef, KFRM Radio, Kansas Livestock Association, Pratt Feeders, Xtra Factors, Kansas Section of Society for Range Management, KS Grazing Lands Coalition, Kansas Center for Agricultural Resources and the Environment, Kansas Dairy Association and Thomas County Extension Council.

Tammy Cheely, Animal Science Southern Region Vice-chair, took the lead on the professional improvement seminars. She has done this each year while on the committee and continues to do a great job! Twelve of our co-workers will be sharing the results of successful research and extension programs during the Tuesday afternoon seminars. One session will focus primarily on forages and forage utilization programs while the other session will highlight cattle health issues, a value added approach to meats, and a poultry education program.

The Animal Science committee has made arrangements with the American Registry of Professional Animal Scientists (ARPAS) to offer certification exams during the AM/PIC on Thursday afternoon. Contact any member of the animal science committee for more information. In addition, two continuing education unit's (CEU's) will be available for those who participate in the seminars.

The committee has worked hard to offer other professional improvement opportunities throughout the year. One method has been to develop electronic training via webinars in collaboration with other professional organizations, i.e. the DAIReXNET webinars.

Another goal of the animal science committee was to update the promotional poster utilized at AM/PIC. Former Animal Science Committee Chair and Vice-Chair, Randy Mills from Oregon, volunteered to complete this task. As a result of his hard work, the committee will have a new poster promoting participation and highlighting past committee activities. The committee offers a big thanks to Randy!

Thank you to each of the vice-chairs! Each of you contributed great suggestions and ideas and willingly provided leadership, time and lots of effort over this past year. Also a special thank you goes to outgoing Southern Region Vice-chair, Tammy Cheely, for her contributions over the past four years. In addition, the committee would like to welcome two new members: Brian Beer (SC), Southern Region Vice-chair and Eldon Cole (MO), North Central Region Vice-chair. See you in Kansas!

Natural Resources and Aquaculture Bill Sciarappa, New Jersey

Committee members include :
Dan Downing – North Central Region - Vice Chair – University of Missouri
Matt Palmer – Western Region - Vice Chair – Utah State University
Steven Patrick – Southern Region - Vice Chair – University of Georgia
Bill Sciarappa – Northeast Region - Vice Chair – Rutgers University



Committee members communicated throughout the year with 3 teleconferences, several individual phone calls and numerous emails. We discussed directions and opportunities in Natural Resource topics and planned to create a new committee poster for promotion and outreach. In order to create more stability and ease transitions, we established our Committee leadership for the next 2 years. Current Chair Sciarappa will turn over the position to Steven Patrick in 2011-12 who will be conveniently located in the Southern Region for the 2012 Conference in Charleston, South Carolina to be followed by Dan Downing as Chair in 2013. We confirmed that Vice Chairs sit for two years and National Chairs for 1 year.

Two concurrent sessions were organized for the 2011 National NACAA Conference by peer reviewing 13 submissions and selecting 10 topics to have 5 speakers each per session. The moderator for the Education and Extension Outreach session is Dan Downing. Program titles and presenters are NATURAL RESOURCE FIELD DAYS: A HIGHLY SUCCESSFUL EDUCATIONAL EVENT FOR THOUSANDS OF YOUTH by Taun Beddes, EDUCATION AND OUTREACH ABOUT WATER CHESTNUT (TRAPA NATANS) IN NJ by Pat Rector, EXTENSION COLLABORATION RESULTS IN NATURAL RESOURCE IMPROVEMENT by Cory Parsons, BUILDING COMMUNITY CAPACITY INTO THE OZARK NATIONAL SCENIC RIVERWAYS by Dan Downing, and REACHING ABSENTEE WOODLAND OWNERS THROUGH A FORESTRY LETTER SERIES by Laurel Gailor.

The moderator for the Applied Research session is Steve Komar. Program titles and presenters are ESTIMATING THE VALUE OF NATURAL CAPITAL IN A MODEL WATERSHED by Bill Sciarappa, NORTH DAKOTA DISCOVERY FARMS: A CASE STUDY ON

GRASS ROOTS SUPPORT FOR ON-FARM RUNOFF MONITORING by Ron Wiederholt , EQUINE BEDDING MATERIALS EFFECT ON PHYSICAL AND CHEMICAL PROPERTIES OF COMPOSTED STALL WASTE by Stephen John Komar, Jr. , BIOENERGY CROP YIELDS IN MICHIGAN by M. Charles Gould and THE CATSKILL GRASS BIOENERGY PROJECT by Paul Cerosaletti.

We all look forward to the tours planned by the Kansas crew that showcase the wide range of natural resources of the region.

Horticulture and Turfgrass Nick Polanin, New Jersey

Participation in the Horticulture and Turfgrass committee activities of the NACAA provides members with excellent professional improvement opportunities in all areas of horticulture, from landscaping and turfgrass to commercial production and Master Gardeners, and so much more.



Whether your job responsibilities in horticulture are full or part time, we believe you'll find valuable education and networking opportunities at this and every NACAA AM/PIC. While many of us in horticulture have other opportunities for professional advancement and networking, we believe our AM/PIC can provide a more direct application and collegial atmosphere to meet your horticulture professional development needs.

This committee plans a pre-conference tour prior to each AM/PIC. This year the tour encompasses 2 full days, featuring selected sites of horticultural interests throughout the Overland Park area. This year, we are most fortunate to have sponsorship and funds from Scotts Miracle-Gro, who will also host a Monday morning breakfast seminar at the AM/PIC on "The New Face of Scotts Miracle Gro," which is open to the general membership. Please make sure you click on the breakfast selection when you register online for this year's AM/PIC, and say thanks to Scotts Miracle Gro wherever you see their representatives at the conference.

A special thanks to our men on the ground, co-chairs Larry Crouse, Butler County Horticulture Agent and Dennis Patton, Johnson County Horticulture Agent, for planning, organizing, and facilitating our 2011 tour. Headquartered out of the Sheraton Hotel in Overland

Park, tour stops highlight local horticultural industries and to learn new concepts that can be applied back in your home programming.

Highlights of the tour include:

- Kat Nurseries, a wholesale supplier of nursery stock and a complete line of perennials, grasses, shrubs, evergreen, shade and ornamental trees.
- Bird's Botanicals, known around the country as one of the premier orchid growers, has 10,000 orchids being grown in underground caves in the Kansas City area.
- Suburban Lawn and Garden, a full service independent retail garden center, will highlight their yard waste recycling center in which they process a million pounds of organic material every year into mulch and soil amendments.
- Ryan Lawn and Tree, one of the premier full service grounds maintenance firms in the region, is on the cutting edge of industry trends and is known as a leader in the region with their attention to detail, marketing and keen insight into issues facing the industry.
- Made in the Shade Gardens, a home based business owned by Rob Mortko (aka "The Hosta Guy") and his wife Sheri, have opened their gardens to the public while retailing over 400 of the most popular varieties of hosta.
- Johnson County Kansas State Research and Extension office housed in a Gold LEED building.
- Kansas State University Horticulture Research Center in Olathe
- Loma Vista Nursery produces high quality products and experienced industry professionals dedicated to customer satisfaction. The nursery operation encompasses a 300 acre container production farm and maintains two tree farms totaling more than 650 acres of B&B field production.
- Specialty and Alternative Cropping Systems throughout the Douglas County, Kansas area feature grower stops highlighting such crop diversity as mushrooms and chestnut production, fruit, vegetable and cut flower production.
- The Tour concludes with a relaxing evening at the home and garden of Johnson County Extension Master Gardener, Frank Livingston, in Overland Park. The Livingston's garden has been featured on the Johnson County Extension Master Gardeners Public Tour, local magazines and tour bus trips.

Please don't forget to join us for a full committee meeting on Monday afternoon where we will be announcing changes to our committee structure and leadership and

discuss changes to the pre-tour application process and other important committee activities for the 2012 AM/PIC in South Carolina.

Our Tuesday afternoon presentations during the 2011 AM/PIC include something for everyone's interest in horticulture, from online training opportunities for Master Gardeners and respirator fit testing programs to produce safety, urban and greenhouse pests, school and corporate community gardens, and Extension factsheets. Be sure to check out the full schedule for our presentations in the AM/PIC conference announcement. We'll see you there!

Lastly, I want to offer my gratitude to a great committee - Jennifer Schutter-Barnes (MO), who finishes her term as North Central Region Vice-Chair at the conclusion of this AM/PIC, Brian Jervis (OK), Southern Region Vice-Chair, and Stacey Bealmear (AZ), Western Region Vice-Chair. Hopefully members in every region realize how important these regional vice-chairs are in the success of this committee, and we welcome everyone to consider participating in the leadership and growth of this committee through the future of NACAA.

Sustainable Agriculture Adam Hady, Wisconsin

The Sustainable Agriculture Committee was again generously supported by the USDA/NACAA Sustainable Agriculture Research and Education (SARE) program to fund the NACAA Fellows Seminars. Four SARE Fellows were selected in 2011 from the four NACAA regions. They are: Marlin Bates (Missouri) - North Central; Thomas Maloney (New York) - Northeast; Brad Burbaugh (Florida) - Southern; Aaron Esser (Washington) - West. The 2011 SARE Fellows have been notified and will receive recognition at the NACAA AM/PIC in Overland Park, KS. Each group of Fellows participates in four sustainable agriculture seminars over a two year period. The four seminar tours will be rotated in the four regions. In the fall of 2010 the fellows visited Maine (Northeast), in the spring of 2011 fellows had tour in Florida (Southern), and plans are for the tour to be held in Ohio (North Central) in the fall.



Travel costs to all four seminar tours are covered by USDA SARE. In addition to the educational opportunity,

successful participants of the Fellows Program receive a USDA SARE library courtesy of the Sustainable Agriculture Network (SAN) in Washington, DC, and a \$1,500 stipend to be used for program support, materials or hardware after completing the entire two year program. Before the completion of the fellowship, each participant will be expected to conduct an educational or research program in their home state discussing or exploring some element of sustainable agriculture.

The second round of SARE Fellows that were selected 2008 will be giving a presentation of their experiences at the SARE Fellows Brown Bag lunch presentation on Tuesday, of the NACAA AM/PIC in Kansas. The new round of SARE Fellows will also be recognized at this event. This event is sponsored by USDA SARE. The SARE Fellows also be hosting a hospitality room in Kansas.

The SARE Fellows program is not our only task. Our committee has spent much time in reviewing abstracts that will be presented at the sustainable agriculture professional improvement seminars on Tuesday afternoon. The topics are heavily focused on cover crops as nitrogen source, however there are other topics that should interest everyone interested in sustainable agriculture and I think you will enjoy them. This is our third year in providing these professional improvement seminars under the topic of "Sustainable Agriculture."

It has been a pleasure serving as the National Chair for the Sustainable Agriculture committee this past year. The regional vice-chairs on the committee have been instrumental in getting things done. I want to thank them. Without the work and insight they have provided this committee would not have functioned in the smooth manner it has.

The Sustainable Agriculture Committee looks forward to future experiences and successful outcomes from the Sustainable Agriculture programs through this valuable partnership with NACAA and USDA/SARE. Everyone involved in this NACAA program would like to give a special thank you to USDA SARE and in particular Kim Kroll, Associate Director of the USDA SARE Program, and the folks in Wyoming in particular, Joleen Pantier, for the tremendous support we have had and look forward to continuing for many years to come.

Extension Development Council Chair Karen Vines, Pennsylvania

As I near the end of my three year term as council chair it is rewarding to highlight some of the new opportunities provided by this council over the past three years.

The number of professional development workshops provided by the committees has expanded beyond the original Tuesday morning sessions to include offerings for membership, life members and spouses on Sunday and Thursday afternoons. Educational programming has extended beyond the confines of the conference through educational web conferences provided regularly by the committees. This means increased delivery methods, utilizing online conferencing through various mechanisms to provide programming. In the process of delivering training through these we also increase the capacity of our membership to adapt in ever-changing, online environments.

Interaction with membership has expanded beyond the face-to-face component at AM/PIC committee meetings with increased email interaction between regional vice-chairs and state chairs as well as a membership needs assessment by the Teaching & Educational Technologies committee.

Online interaction has also increased through utilization of Facebook by the Early Career Development committee and the organization as a whole, largely with the support of this council. Membership was introduced to two new ways to collect evaluation data through clicker technology and online surveys. Relationships with the Young Farmer program co-sponsored with Jaycees was strengthened and continues to develop with participation of the national Ag Issues and Public Relations chair and a national officer in this group's annual meeting.

Thanks to the leadership of our committee chairs, regional vice-chairs and state chairs for allowing the council to remain poised to accept the challenges of an ever-changing environment and guide membership in expanding their understanding and capacity to excel in that environment.



Administrative Skills James Cowden, North Carolina

The Administrative Skills committee has developed committee workshops to be presented at our 2011 AMPIC related to media relations and successful writing. They will also be featuring invited guests, administrators from North Carolina Cooperative Extension to talk about the impact of advocacy.



Ag Issues and Public Relations Stephen Komar, Chair, New Jersey

The AI&PRC had a productive year thanks to the efforts of the committee members including Scott Gabbard, Purdue, Mark Heitstuman, Washington and Janet Spencer, Virginia Tech. Although the committee as a whole was relatively new to NACAA leadership positions, we were fortunate to have excellent leadership, both from Karen Vines, Pennsylvania and outgoing chair Dan Downing.



The 2010 NACAA-AMPIC ended with an excellent professional development program focusing mainly on the use of technology to meet our clientele needs. This theme carried on into the following year with an the AI&PRC sponsoring one of the first NACAA educational webinars. The presentation, given by Dan Downing, focused on the Outstanding Young Farmer Program (OYF). Use of web-based educational programs was continued with AI&PRC hosting the first of a series of webinars during 2011. Dan Kluchinski, Rutgers, hosted a webinar to educate new NACAA members on the benefits of having accepting a leadership role in NACAA. The committee will continue to investigate the potential for web-based programs as a way to continue our mission.

The OYF program continues to be one of the core programmatic responsibilities of the AI&PRC. This past year I had the privilege of joining Mr. Phil Pratt, past-president, Oklahoma at the OYF congress in Louisville, KY. We were both proud to represent NACAA at this event and were extremely impressed with the outstanding candidates from all across the United States. The

OYF is coordinated by the United States Chamber of Commerce, The Outstanding Young Farmers of America Fraternity and the NACAA with corporate sponsorship provided by John Deere.

The AI&PRC would like to challenge Extension professionals from every state to submit at least one candidate from their state for this honor.

In the future, the AI&PRC will continue to support the OYF program and will continue to seek new and innovative ways to share the outstanding Extension programs from across the United States with our clientele.

Early Career Development Mahlon Peterson, Wisconsin

The Early Career Development (ECD) Committee is responsible for developing educational programs and resources to orient, assist and address the needs of NACAA members with five years or less of tenure. Although this is our primary audience, the topics we cover are relevant to many agents regardless of their years of NACAA membership and employment with Cooperative Extension.



During 2010-2011, the Committee focused efforts based on the plan of work developed at the 2010 AM/PIC in Tulsa, OK with the following goals, objectives and plans:

Goal 1. Develop educational sessions at the 2011 AM/PIC. Three sessions will be held in Overland Park that will focus on topics and issues related to technical and extension practice skills development.

Speakers at our Tuesday morning seminars held in SH Leatherwood 1 on Tuesday morning:

Program 1: 8:30 am "PowerPoint: How to Blow them Away without Using Bullets"

Presenter: Jim Ochterski, Agriculture Program Leader, CCE of Ontario County, Canadaigua, NY

Program 2: 9:30 am "Strategies for New Agricultural Agents to Increase Attendance of Agricultural Producers at Extension Events"

Presenter: T. W. Wilde, Extension Agent, Utah State University Extension, Millard County, UT

Program 3: 10:30 am "Working Smarter not Harder as a New County Agent or Educator"

Presenter: Jennifer Rees, Extension Educator, UNL-Extension, Clay Center, NE

Our Thursday AM/PIC session revolved around using social media in the workplace and was co-sponsored with the Teaching and Educational Technologies Committee

Goal 2. Look into ways to increase interaction and engagement of early career agents (blogs, mentors, etc.) beyond the AMPIC throughout the year.

The ECD Committee established the "NACAA - Early Career Development Group" on Facebook in 2009-10. The goal is to use Facebook to facilitate discussion and interaction of NACAA members on relevant topics related to their careers, daily work, and programming. All are invited to join regardless of career stage.

The committee also maintains a wiki page on the NACAA web site. The wiki can be found at <http://nacaa.pbworks.com/Committees> and provides information on the committee, its activities and leadership contacts.

A First Timers Webinar was held on May 11, 2011 to better prepare first timers for their initial AM/PIC with over 20 participants.

We strongly believe that professional improvement program ideas should come from the total NACAA membership to this committee through the State Chairs. As ideas for professional improvement are brought to the Early Career Development Committee, it will be the responsibility of the committee to determine if the idea for professional improvement is feasible, and if so, then determine what course should be taken to offer this opportunity to members.

State ECD Chairs, state association presidents, or those interested in early career development issues are encouraged to attend the Early Career Development Committee Meeting at the AM/PIC. Your ideas will be useful for the development of goals for the 2011-12 year and the AM/PIC in 2012.

If you're unable to attend, please share your thoughts any time throughout the year.

I would like to thank the ECD Committee Vice-Chairs for their service, support and guidance during 2010-11 year: Taun Beddes, Western Region; Dan Kluchinski, Eastern Region and Laura Griffeth, Southern Region for

their outstanding work. Laura will chair the committee in 2011-12. Special thanks to Karen Vines for her work as Extension Development Council Chair.

Thanks for the opportunity to serve NACAA.

Teaching and Educational Technologies (TET) Jenny Carleo, New Jersey

The TET committee has been active and productive due to the efforts of the committee members including Mark Blevins - North Carolina State, Chris Zoller - Ohio State and Janet Schmidt - Washington State. We are also lucky to have Karen Vines, PennState as Extension Development Council Chair.



The TET committee has planned a great line-up of speakers and in-depth sessions for the NACAA 2011 AM/PIC in Overland Park, KS:

We will kick-off on Sunday afternoon from 2:00-3:00 pm with a session that will delve more deeply into audience response technology systems. These two presenters, Pam Bennett and W. Bruce Clevenger will present on: "Using Instant Polling to Determine Effectiveness of Teaching" and, "Utilizing Audience Response Technology to Evaluate Program and Capture Data". This seminar will go into detail on how to improve impact assessment and reporting using instant polling technology such as "Turning Point". In previous years NACAA has performed educational programming revolving around the audience response system technology. This seminar, however, will focus on improving impact evaluation through the use of this emerging technology.

Monday from 1:30 to 2:30 we will have our committee meeting. Topics will be planning themes for next year's AM/PIC sessions, reviewing the technology survey results and discussing topics for mid-year webinars.

Tuesday from 8:30 AM - 11:30 AM we will have our regular session with many great presentations on topics such as using Windows 7, public service announcements, teaching with webinars and hybrid courses, using Skype and more! Each presentation will be 17 minutes, with 3 minutes for Q & A. We will also take a 20 minute break half-way through.

Thursday afternoon from 1:30 - 3 PM we are sponsoring a joint session with Early Career Development! This seminar will focus on using social media to assist your clients. Glenn Brunkow of Kansas State University will be speaking on this topic. We will be having a break with light refreshments.

In 2011 we also conducted the technology use survey. As of the writing of this report, we have had over 500 survey respondents! Thank you to all who participated, the information is invaluable in determining the direction of our future educational programs.

In the coming year, we hope to host at least one webinar on technology use that would be an important tool for all of us. It looks like the webinar will be on Digital Asset Management (DAM) which will help all of us maintain the integrity of our data and photographs over the years to come, despite ever-changing software and technologies. So keep your eye out for more information on this topic in the months to come!

The Teaching and Educational Technologies Committee has something for everyone. If you want to keep up with new technology and learn about how others are successfully using it in their Extension programming than this is the place for you!

Program Recognition Council Chair JJ Jones, Oklahoma

It is the responsibility of the Program Recognition Council to oversee and conduct the numerous award programs offered by NACAA for its members. There are seven committees that make up the Program Recognition Council. Without these committees and the members that have stepped up to participate in the committee leadership, it would be impossible for the NACAA to offer such an award program.



In 2010-2011 these seven committees were chaired by: 4-HandYouth, Sherry Beaty, AR; Communications, Larry Williams, FL; Professional Excellence, Gary Zoubek, NE; Public Relations, Keith Mickler, GA; Recognition and Awards, Cynthia Gregg, VA; Scholarship, Chris Bruynis, OH; and Search for Excellence, Dick Brzozowski, ME. These seven individuals along with the regional vice chairs and state chairs have put forth

a lot of effort and time to make sure that the NACAA membership are recognized for their outstanding educational programming. These committees have made my first year as Program Recognition Council Chair an extremely easy transition. Sherri Beaty, Larry Williams and Chris Bruynis have completed their terms as national chairs. I would like to thank them for all of the hard work that they have done.

These committees help the NACAA recognize the outstanding work that our members do for their respective states. Each year the committees go through hundreds of submitted entries to determine regional and national winners. Without these members willing to take the time to perform these tasks the NACAA would not be able to have such a program. Each year it is a challenge to fill vacancies within the national committees. Members should take a look at becoming a committee member. If any member is interested or curious about being a committee member and the time commitment, I encourage them to speak to the current committee members or attend the committee meetings during the AM/PIC. I think that they will find that the fulfillment of the committee work far outweighs the time commitment.

There are several categories of awards for which members can apply. Recognition is provided to those selected at the state, regional and national levels. Most awards carry a cash award as well as certificate and plaques. Members need to become familiar with these awards and apply. There is outstanding extension programming being conducted all over the U.S. Our membership needs to be encouraged to apply for these awards and be recognized for their effort.

As of this year all award programs have gone to an electronic entry process. As with any new system the committees are working to iron out any bugs. I must thank the John Donner along with the committee chairs and vice chairs for all of their hard work in making the application process a more modern process.

I have thoroughly enjoyed my first year as Program Recognition Council Chair. Working with the national chairs and regional vice chairs have made this first year an easy transition. I look forward to another successful year in 2012.

Communications Larry Williams, Florida

The communications Committee is pleased to report continued strong participation in the communications awards program for 2011. We are happy to report that Bayer Advanced has continued sponsorship of the Communications Awards Program for 2011. We are also pleased to report that for the first time all communications award entries were submitted electronically this year.



We continue to have a large number of entries in the 14 communication award categories. The national level entries are evidence of the high quality of work and communications efforts that are being conducted by extension educators throughout the country. Our members are producing excellent materials. Judges at the national level report the difficulty in judging the entries due to consistent quality.

While at the Annual Meeting and Professional Improvement Conference, the Communications Committee asks that you take a few minutes to visit the posters of the winning entries in the poster display area. While there, you may even possibly gather some new ideas for your own communication efforts. The abstracts of the national winners, national and regional finalists for all 14 categories are published in the proceedings. These provide further opportunities to gain ideas, improve our communication abilities and extension programming.

Many thanks go to the regional vice-chairs who have worked diligently over the past year or more. I appreciate their hard work to help make this program a success. The regional vice-chairs are North Central Region Chair Gary Wilson (Ohio), North East Region Chair Lee Stivers (Pennsylvania), Southern Region Chair Terry DeValle (Florida) and Western Region Chair Jack Kelly (Arizona).

Through the help of the regional vice-chairs, John Dorner and the NACAA Board, this committee was able to make electronic entry submission of all communications award entries a reality in all 14 categories. This saved postage, time and minimized problems with entries making it to all levels of judging (state, regional and national) when required. The process went very smoothly.

Search for Excellence Richard J. Brzowski, Maine

The current Search for Excellence (SFE) committee is comprised of four regional vice chairs and me. The regional chairs include Stanley McKee of Pennsylvania; Jesse Clark of Arkansas; Tom Dorn of Nebraska and Ronald Patterson of Utah.



A new SFE category of Farm Health & Safety was established in December following the financial commitment of a new sponsor, the CHS Foundation based in Minnesota. An article announcing and promoting this new category appeared in the December 2010 issue the County Agent Magazine.

To get things underway for the 2011 SFE awards, our team held a meeting via a conference call in December. We discussed procedures for promoting SFE entry submissions and for scoring the entries to be received. It was decided to post a description of the criteria on the awards section of the NACAA website for consistency in judging entries. We also confirmed the division of responsibilities as to the SFE categories each would lead. The responsibilities were as follows for 2011:

Landscape Horticulture – Jesse Clark, jclark@uaex.edu
 Livestock Production – Ronald Patterson ronald.patterson@usu.edu
 Crop Production – Thomas Dorn tdorn@unlnotes.unl.edu
 Young, Beginning or Small Farmer/Rancher – Stanley McKee sam36@psu.edu
 Remote Sensing & Precision Agriculture – Stanley McKee sam36@psu.edu
 Farm & Ranch Financial Management – Ronald Patterson ronald.patterson@usu.edu
 Farm Health & Safety - tdorn@unlnotes.unl.edu
 Sustainable Agriculture – Richard Brzowski richard.brzowski@maine.edu

Each regional chair was responsible for organizing the team of judges for their respective category(s); judging the entries and submitting scores to me by a certain date (May 1, 2011).

An organizational approach for state contacts was developed by North Central Regional Vice Chair, Thomas

Dorn. Tom copied a message to the other 3 regional vice chairs and to me that he had sent to his state contacts as a way to make sure everything was in order. This message has become a model for others to use in their own region. The message included the following checklist for the state chairs:

- Step by step procedure to identify state winners
- Log on to the NACAA Awards and Recognition page <http://nacaa.com/awards/>
 - Click on My Award Applications, Nominations & Chair Approvals
 - Log in with your Login and password click on the Continue button
 - The screen will show your state Applications and all the entries from your state will be listed by category.
 - Click on the little box at the extreme left of the entry you have judged to be the state winner in each category.
 - Click on the button Transmit Winners to Regional Vice-Chair

All entries received and screened by the states were judged by early May and national and state winners were notified by mid-May. The number of entries per category was as follows:

Landscape Horticulture	8 completed entries; 2 incomplete
Livestock Production	17 completed entries; 1 incomplete
Crop Production	12 completed entries; 3 incomplete
Young, Beginning or Small Farmer/Rancher	12 completed entries; 2 incomplete
Remote Sensing & Precision Agriculture	4 completed entries
Farm & Ranch Financial Management	9 completed entries
Farm Health & Safety	4 completed entries; 1 incomplete
Sustainable Agriculture	5 completed entries; 3 incomplete

As the numbers indicate, there were several entries (covering almost all categories) that were not judged for national recognition as they were deemed incomplete. Several members who submitted incomplete entries were contacted and encouraged to complete their entry.

Suggestions for 2012:

- It is evident that the Search for Excellence program continues to be underused and perhaps underappreciated by NACAA members. The entry process is not that difficult. It is probably easier to assemble than many reports they are writing for their accomplishments and work. The number of entries in each of the eight categories should be increased. I recommend we (the committee and NACAA) do a better job of promoting the SFE program and in recruiting members to enter projects and programs. This might mean using a targeted approach of articles, special email messages, setting state targets, etc.
- It appears that not all SFE state contacts know what to do with entries in making sure they are received and complete. Scoring all entries is also a weakness for some states.
- As a committee, we need to discuss the fairness of judging team entries along side entries submitted by one or two people.

Thanks:

- Each of the Regional Chairs is to be commended for performing effectively this past year. This was not an easy task for them especially during one of the busiest times of their year in Extension work.
- Thanks to Program Recognition Council Chair, JJ Jones of OK for his support and encouragement during the process. JJ always had thoughtful and accurate answers to the questions I posed.
- NACAA Information Technology expert, John Dorner of NC was a great help to me and others throughout the process. John responded to my emails and phone calls in a timely fashion and was very helpful in dealing with the NACAA web site and entries.
- Thanks to Scott Hawbaker for leading the way in securing financial sponsorship for all categories especially the new category of Farm Health & Safety. I also appreciate Scott's support and encouragement to me with problems and situations that arose with entries and other related situations.

Everyone with whom I have dealt has been supportive in this process.

4H and Youth Sherry Beaty, Arkansas

I have truly enjoyed my time as National Chair for Excellence in 4H and Youth Programming. I have learned a lot about our organization and about the different programs that are conducted throughout the United States. We have some amazing agents conducting innovative programs to prepare our youth for the future. This year was no different there were 9 awards applications and 8 applications for presentations. This is only the second year for presentations for 4-H and Youth work and I'm so excited the have this big of a response for people to share their program ideas. Thank you to the NACAA for giving me this opportunity to serve as National Committee Chair. I hope that others will choose to take these opportunities to get more involved in our organization.



Professional Excellence Gary Zoubek, Nebraska

The Professional Excellence committee is responsible for organizing the poster session at the AM/PIC. The poster abstracts are reviewed the Vice Chairs and Chair, numerous judges are secured so that all posters are peer reviewed at the AM/PIC. NACAA continues to endorse the poster session as an important means of presenting Extension Programs and Applied Research results to its members. Syngenta Crop Protection is again the primary sponsor for 2011 and is sponsoring the awards breakfast. Again in 2011, all abstracts were completed on-line. We have a few issues to work out, but the process overall went really well, thanks to John Dorner, NACAA Electronics Communications Coordinator! All lead authors were contacted and informed that their abstracts were accepted and asked to inform co-authors of the same! After several emails and a few phone calls, this was accomplished by the end of May!



Poster abstracts are peer reviewed at the state level by state chairs and at the regional level by Regional

Vice-Chairs. Thanks for a job well done! The current regional Vice Chairs are Scott Jensen '11 Western Region, Brian Cresswell '12 Southern Region, Virginia Rosenkranz '12 North East Region and Jefferson McCutcheon '11 North Central Region.

This year, we had 125 abstracts accepted for the meeting in Overland Park; 41 entries in the Applied Research category and 84 entries in Extension Education programs. Summary sheets listing poster authors and titles were prepared and distributed to NACAA members at the entrance of the poster session so that they could more easily find poster that they're interested in. The times for "Meet the Author" sessions were move away from meal function times to the morning and afternoon breaks on Monday. Hopefully this change will increase member participation in the "Meet the Author" sessions.

A goal of the Professional Excellence Committee has been to improve the quality of the abstracts and poster entries. We've continued to see improvement over the past few years. Copies of the judging score sheets and criteria are posted on the website for participants to consider prior to preparing abstracts and poster. Judges' scores are also shared with participants in an effort to improve future posters.

The Professional Excellence Committee continues to utilize more judges to reduce the amount of time it takes for judging. Each judge was asked to evaluate 10-15 posters. The top three or four posters from each group are then evaluated by additional judges to select the top poster recipients in each category! Awards were presented at the AM/PIC Poster Session Breakfast on Tuesday morning. The top three posters in each category received cash awards and plaques, the regional winners received a certificate and the remaining top 20% received finalist recognition ribbons.

I want to thank each of the volunteers that have helped, it is really appreciated! I also want to thank the state Professional Excellence Committee Chairs and my fellow committee members for the job they have done. This is not an easy assignment. The Professional Excellence committee has to get the Poster Session set up, organized, judged, and finally recognized in a span of three days. It takes a lot of dedication and hard work to make this happen, and without the Vice Chairs on this committee, it would not happen.

Public Relations Keith Mickler, Georgia

The Public Relations committee is responsible for conducting the Agriculture Awareness and Appreciation Awards (A4) program formally known as PRIDE (Public Relations in Daily Efforts) program. The A4 program is a great way for NACAA members to highlight educational programs that demonstrate the public relations side of extension work, as well as enhance the understanding of agriculture in our communities.



The A4 program had 16 entries this year, up 100 % from last year's entries of 8. As always the entries were of outstanding quality and examples of the public relations work we all do in our roles as extension agents. There is a tremendous amount of work that many are doing, some of which would make excellent entries in the A4 program. We challenge all of you to make an effort to enter the A4 Awards program in 2012.

Congratulations to Carol Schurman from Pennsylvania, who is the A4 program National winner. Carol presented her winning entry titled "Agriculture, Kids and Camp" – Teaching Agriculture Science Principles to Youth in Southwest and Indiana County, Pennsylvania. Congratulations also go Mickey Cummings from Georgia; Libby Johnson from Florida and Shannon Williams from Idaho.

An enormous thank you goes to all of the Public Relations Committee regional and state chairs; these are the folks who get the work done.

I want again thank everyone for their work and dedication this year and welcome you back or on board with the Public Relations Committee. I also want to thank J. J. Jones, Scott Hawbaker and the revered Paul Craig for all their help in guiding and keeping all the NACAA committees on a course of greatness.

The Public Relations committee is looking forward to next year's challenge of even having more participation. This year's participation even though up 100% from 2010 can still improve. The Public Relations committee challenges each of you to submit an entry in the NACAA awards programs especially A4. This is a great opportunity; all of you make great strides in the public

relations arena each day, so why not submit your work, We are certain many of you have efforts worthy of winning.

The Public Relations committee especially wants to thank NACAA for sponsoring of the A4. If not for their sponsorship this award and luncheon would not be possible. Please show your appreciation to NACAA and our sponsors when the opportunity presents itself.

“The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty.” Winston Churchill

Recognition and Awards Cynthia L. Gregg, Virginia

To begin let me say thank you to the Committee members of the Recognition and Awards Committee: Ted Wiseman, North Central Region Vice-Chair; Ronnie Helmondollar, Northeast Region Vice-Chair; Sid Mullis, Southern Region Vice-Chair; Kurt Nolte, Western Region Vice-Chair and all of the State Chairs. You did a fantastic job this year! Thank you for all you do for your respective states and NACAA.



This year in Overland Park, the Committee is responsible in the awarding of the Hall of Fame Awards for the sixth year. The four outstanding individuals will receive their awards on Monday during the Opening Ceremonies. The recipients have done amazing things during their careers and beyond in assisting the clientele, agents, and specialists of the Extension Programs in their respective states and regions of the country. They also have extensive achievements in professional organizations and humanitarian service. This year's inductees make one proud to be a member of NACAA. The Committee wishes to express a special thank you to John Deere and Company for their sponsorship of this award again for the fifth year.

On Tuesday Morning, forty-seven Achievement Award recipients will receive their respective awards at a Breakfast in their honor. This is the thirty-eighth year that NACAA has presented this award with this year's recipients joining 1,766 fellow Achievement Awards winners. This year's winners have provided quality programming for their clientele, have respect of co-

workers and represent one percent of their respective state membership with all of this accomplished in less than 10 years. American Income Life is the sponsor of this program for the thirty-eighth year (forty-three years total NACAA sponsorship). The Committee wishes to express our appreciation for the continued support of the Achievement Awards Breakfast. We also want to thank American Income Life's Bill Viar and NACAA President Stan Moore for assisting with the awards presentation.

This year is the seventy-third year for presenting the Distinguished Service Award. Thursday evening is the Distinguished Service Award Annual Banquet and awards will be presented to sixty-seven NACAA members from across the country. These members will be receiving one of the highest awards presented by the NACAA and will join 6,908 past recipients. The members represent two percent of their state membership, providing outstanding educational programming, are respected by their clientele and co-workers, and have worked for more than ten years. Philip Morris USA is once again the sponsor of the DSA Banquet Booklet and the committee wishes to say thank them for their continued support.

I would like to express the Recognition and Awards Committee's Congratulations to all of the Achievement Award, Distinguished Service Award and Hall of Fame Award winners this year.

It has been a busy year for the Recognition and Awards Committee. We have continued to work on electronic submission of all three awards: Achievement Award, Distinguished Service Award, and Hall of Fame.

I would be remised if I also did not thank the NACAA Board, President Stan Moore and the Regional Directors along with Program Recognition Council Chair JJ Jones and Scott Hawbaker for your assistance to the Recognition and Awards Committee this year. John Dorner has been invaluable with his assistance with electronic submission and web based documentation, therefore a big thank you goes to you as well for all of your assistance this year. Alan Galloway's work on getting the plaques and certificate frames completed as this is very much appreciated by the Recognition and Awards Committee. Another thank you goes to Carol Schurman, past Vice Chair for her assistance preparing for this meeting. Thank you also goes to the Kansas Agents for planning such a wonderful meeting, along with a special thank you to Chuck Otte, Bill Wood, and Ray Ladd for all of your assistance with the three awards programs!

To our membership the Recognition and Awards Committee would like to encourage you to provide recognition for some of the outstanding extension educators in your respective states. In your state association you have members who you can nominate for the Achievement Award and Distinguished Service Award. There are also some agents both active and retired who would be outstanding nominees for the Hall of Fame.

It has been truly a pleasure to serve as the Recognition and Awards Committee National Chair this year. To all NACAA members keep up the great work you do as you do make a difference in your communities, counties, parishes, areas, states, and regions.

Scholarship Chris Bruynis, Ohio

The scholarship committee wants to recognize the following members for reaching designated giving levels to the NACAA Scholarship Fund.



\$100 – \$249

Ricky Colquitt, J. B. Coltrain, Jr., Danny Cook, Allie Ruth Correll, Keith Dickinson, Walter F. Earle, Laura Griffeth, John E. Hall, David Handley, Ronnie Helmondollar, Howard Hiller, Woods Houghton, Wade Hutcheson, Janna J Kincheloe, Bill Lindenmier, Jefferson McCutcheon, Justin McDaniel, Shelley Mills, Rebekah Norman, Herb Reed, Phillip Rucker, Jr., Robin Salverson, Jeff Semler, Matthew G Stockman, Connie Strunk, Joe Taylor, Carl Varnadoe, and Cori Woelk.

\$250 - \$499

Elvin Andrews, Erwin Elsner, Parman R Green, William A Hogan, Jr., Stephen John Komar, Jr, Mary Sobba, and James Welshans.

\$500 - \$999

Sherry Beaty, Frank L Fitzsimons, Curtis Grissom, James Jones, Wayne Shearhart, and Jimmy D. Walker.

\$1,000 - \$2,499

Creig Kimbro and Glenn Rogers

\$10,000 and over

Eddie R. Holland

The scholarship committee has been working with

state scholarship chairs to encourage donations to the scholarship fund. NACAA members and friends have donated \$20,428.50 to the scholarship fund from July 1, 2010 through June 30, 2011. The majority of this money was from the silent auction and special drawing sales during the 2010 NACAA Annual Meeting.

Scholarship committee members continued to work on the accuracy of members' donation records and recording donations into the data base. Additionally, we have been working with state scholarship chairs to understand the proposed change in scholarship donation levels. Voting delegates will be voting on the proposed guidelines:

- Members need to be vested at \$40 in the scholarship fund to eligible for up to \$1,000 in scholarships awards.
- Members need to be vested at \$100 in the scholarship fund to be eligible for up to \$2,000 in scholarship awards. No more than \$1,000 can be awarded in any year.

The national chair and the regional vice chairs created a FAQ's that was distributed in October for state chairs to use with their association meetings to inform their colleagues.

The committee worked with John Dornier to make the scholarship application an on-line process. Even though there were a few glitches, this process went relatively smooth. This year fifteen scholarship applications were submitted to the Scholarship Committee that will be reviewed at the annual meeting.

Policy Chair Glenn Rogers, Vermont

The policy Committee has the responsibility of safeguarding the intent of the NACAA By-laws, assist in the preservation of the NACAA professional standards, review reports and proposed actions before they are presented to the Board of directors and to offer an opinion (when requested) on new measures before action by the Board of Directors and membership. We also try to offer a historical perspective, to clarify/interpret policy and propose measures to meet the challenge of change, as well as revise the pages of the NACAA Policy Manual as needed.



The last two years as your NACAA Policy Chair have been wonderful for this member. It's been great to see your NACAA Board so concerned about NACAA Policy and about keeping NACAA up with all the changes taking place in the states across the country. Consequently, your Board has been keeping the Policy Chair and the Policy committee busy with many revisions of the NACAA Policy manual. We've also had two major chapter reviews with the biggest being chapter 7, the annual meeting chapter. The last time this was reviewed was in 2005 when we changed the allocation of host state/region and NACAA Annual Meeting expenses. Your NACAA Board is in the process of reviewing a proposal to combine the Annual Meeting Handbook and chapter 7 of the Policy Handbook and determine if such a combination is appropriate.

The work of your Executive Director is critical to the success of our organization. Scott Hawbaker has done an outstanding job of keeping the policy manual up to date on the web and interpreting my hieroglyphics.

The Policy Chair has the duty of also on occasion offering a historical perspective and to relate some possible interpretations of various proposals that come before your Board. There have been many proposals over the past two years and some have been challenging but the Policy Committee and your Board have met them with optimism, openness and discussed them in detail prior to adopting, changing, referring to committee, or other actions as necessary.

The committee is constantly changing as your past Presidents retire from their respective Universities and another Past President becomes a member of the Policy Committee. Currently we have as members of the committee: Dave Phillips, Gary Hall, Steve Munk, Mickey Cummings, Chuck Otte, Rick Gibson, Phil Pratt and myself.

NACAA Electronic Communications **John Dorer, North Carolina**

Online applications

This year, all awards, posters, presentation proposals, journal articles and the most recently added, scholarship applications have been submitted online. They were judged, approved (or rejected) by the state committee chairs, regional vice-chairs and national chairs



all online. There have been a lot of 'behind the scenes' work done, like posting the board minutes, and recently creating a way for the secretary to post the minutes so the board can review them before they are approved to be posted for the general membership to see.

The biggest problem we have run into is getting the state officers and committee chairs identified. Each state MUST keep their list of committee chairs up-to-date or the the committees can't function properly.

Facebook

A couple Facebook groups and pages have been created - just search for NACAA. The Early Career Development Group (http://www.facebook.com/home.php#!/home.php?sk=group_143382342384739) is doing some great things with their page and the NACAA group (http://www.facebook.com/home.php#!/home.php?sk=group_50585134820) is just getting started. I can see Facebook being a great avenue for committees to get a lot of their work done.

News

Our blog/news site "The NACAA e-County Agent" <http://blog.nacaa.com/> has had some activity this year. This is another area where I think we could improve our communications. There are several ways for you to subscribe to get the news the way you prefer. Click on one of the "Subscribe" buttons or links on the right. If we could get all the members (or at least most) to subscribe to this blog, I think it would get used more and be more useful to everyone.

Email lists

The email mailing list has been updated and maintained with more than 3,200 members and life members. If you are not receiving messages from this list, check your email address in the NACAA Database. If that is correct, then you didn't click on the link in the invitation message. To subscribe, go to: <http://lists.nacaa.com/mailman/listinfo/members--7>.

New look for website

At the 2011 AM/PIC, we will be revealing a new look for the NACAA website. Hopefully, you will find it easier to use and more up-to-date.

Stepping down

Regrettably, I will be unable to continue to serve the association as the Electronic Communications Coordinator. I feel the association has taken some big steps forward since I took this position six years ago. I'm proud of our accomplishments and want to thank everyone who has found a problem, or suggested

improvements. I have learned a lot about programming since I first started in this position.

As with every job, there are just more “I want to dos” than I have time to do. Without support from my administrators, I cannot continue to give the time necessary to do this job. I’ve truly enjoyed working with all the boards, committee chairs and members.

Journal of NACAA Stephen C. Brown, Alaska

This past year has seen some very exciting and significant changes for the Journal of the NACAA. The journal is now recognized by the Library of Congress and has been issued an ISSN (International Standard Serial Number). The ISSN is the standardized international code which allows the identification of any serial publication, including electronic serials, independently of its country of publication, its language or alphabet, its frequency, medium, etc. This also allows articles appearing in the Journal of the NACAA to be more accurately cited by scholars and therefore more prestigious.



2010/2011 has also seen the journal increase its publication rate from annually to biannually. The journal now publishes on June 1st and December 1st. Submissions must be electronically submitted by March 15th for the summer publication and October 15th for the winter edition. This means it is possible for authors to have as little as a 2 1/2 month turnaround from submission to publication!

The purpose of the journal is to give NACAA members the opportunity to publish in a peer reviewed journal and thereby advance their credentials. Because the Journal of the NACAA does not focus exclusively on research, it is an opportunity for county based Agents to publish articles on innovative activities, case studies or emerging opportunities. Finally, the journal is an opportunity for first time authors to gain experience and confidence in publishing. As the editor, I am committed to helping any first time author successfully navigate the process. Look for a workshop on how to get published in the Journal of the NACAA this summer in Kansas City.

Journal of Extension Keith Mickler, Georgia

Again I take this opportunity to thank the NACAA officers and board for allowing me the opportunity to represent NACAA on the Journal of Extension Board (JOE).



Presently I serve as treasurer on the Journal of Extension Board. One of the most important elements of JOE board is the marketing of JOE and to make sure you know what JOE is. JOE is no longer just your average cup of coffee but is a scholarly online journal representing the best of Cooperative Extension across the U.S.

With that said I will say publishing in JOE is not a tranquil task nor should it be. All JOE submissions are double blind peer reviewed with extraordinary editorial standards and scholarly rigor expected from all papers submitted and by those who review. Should your paper be published in JOE consider that a gargantuan achievement towards tenure and/or promotion.

As of March 31, 2011, 69 submissions were received for 2011 and reviewed with 16% being rejected as unsuitable for JOE, 50% returned to author for revision and 34% accepted for publication. Currently there are 125 accepted submissions waiting to be published. JOE is running neck and neck with its 2009 numbers where we received 323 submissions which was also an all-time high for submissions. JOE is published six times per year.

Another function of JOE is the National Job Bank <http://jobs.joe.org/>. The National Job Bank provides access to a broad range of faculty positions across teaching, research, extension and outreach along with other professional positions involving education, research and/or outreach missions.

Check it the JOE website at <http://joe.org>.

The newly redesigned National Job Bank website should be up and going by now. I use the term should be because as I write this update (June 1, 2011) the web site is in the testing phase. I can tell you the new website will allow the job seeker to post resumes and cover letters for potential employers to search through and find key individuals for positions they wish to fill.

Don't forget to visit JOE <http://www.joe.org> and National Job Bank <http://jobs.joe.org> websites, you just might stumble upon a new educational method or find that dream job you have been yearning for.

Executive Director Scott Hawbaker, Illinois

I'm often asked "What do you do for a living"? Even though I know exactly what I do, it's sometimes hard to truly explain my responsibilities - as they change day by day. I imagine as Extension Agents/Specialists - you run into the same thing.



You may ask - what is your role with NACAA...or just exactly what does the NACAA Executive Director do? First let me start out by saying, this role was first created in 1998 by the Voting Delegates of NACAA at the San Antonio, TX AM/PIC. I actually began serving at the Editor/Publisher of The County Agent magazine in 1996, so I was already actively involved with NACAA. When the NACAA Board of Directors began discussing the creation of this position, I asked if I could be considered. I guess I was glad I asked to submit a proposal.

The end of this years AM/PIC will make 13 years of serving as your Executive Director. During those past 13 years, my main responsibilities have remained consistent, with additional roles added on as the years have passed. I provide a headquarters office with phone/fax/e-mail and storage of NACAA documents. On a daily basis I'm in contact with NACAA members, National Donors/Sponsors, and the general public seeking information on how to reach their "County Agent".

I work under the direction of the NACAA Board of Directors (so yes, my boss changes every year). I coordinate NACAA Insurance policies, handle updates to the NACAA Policy Handbook, collect membership dues, send out "E-County Agent" communication pieces for member updates and the list goes on and on. The NACAA Board also contracts with me to publish "The County Agent" magazine, and coordinate registration/lodging for the NACAA AM/PIC each year.

One of the additional roles I took on several years ago was to assist with the sponsorship solicitation to fund various award categories within the Program Recogni-

tion area. I work closely each year with the NACAA President-Elect in securing this annual support from our sponsors/donors.

Over the last 13 years - over \$1,000,000 has been raised. I'm not claiming credit for all of that support - just letting you know how important our National Donors/Sponsors are financially to NACAA. Without their support, additional revenues would be desperately needed...or our award programs would not have monetary incentives to our members.

Several years ago, I also took on the responsibility of creating the NACAA AM/PIC Proceedings. It is a daunting task, yet with all of the abstracts now available on-line, it has become a much easier process of piecing together that 100+ page electronic document.

This coming year I will be assuming the responsibility of the web site management while the NACAA board seeks to find a replacement for John Dornier, our current Electronic Communications Coordinator. John has done an absolutely wonderful job of helping NACAA with our on-line presence. I plan to continue utilizing John's expertise in the coming year as we change to a new look on our web site. I ask for your patience during the next year as we continue developing our web site and on-line databases.

I wish to thank all of you for your continued support of my role and position with NACAA. I have thoroughly enjoyed serving as your Executive Director and look forward to a continued relationship in the years to come.

**96th ANNUAL MEETING
and
PROFESSIONAL
IMPROVEMENT CONFERENCE
of the
NATIONAL ASSOCIATION OF
COUNTY AGRICULTURAL AGENTS
OVERLAND PARK, KANSAS
August 7-11, 2011**

FRIDAY, AUGUST 5

7:00 am - **PRE-CONFERENCE LIVESTOCK TOUR**
Place: Sheraton, Overland Park
Presiding: Ron Graber, National Chair of
Animal Science Committee
Sponsor: Monsanto, Certified Angus Beef,
KFRM Radio, Kansas Livestock Assn.

7:00 am - **PRE-CONFERENCE HORTICULTURE TOUR**
Place: Sheraton, Overland Park
Presiding: Dennis Patton, Johnson County
K-State Research and Extension Horticulture
Sponsor: Scott's Miracle-Gro

8:00 am - **NACAA BOARD MEETING**
5:00 pm **Place:** SH - Redbud Room

SATURDAY, AUGUST 6

7:00 am - **PRE-CONFERENCE LIVESTOCK TOUR**
Place: ON TOUR

7:00 am - **PRE-CONFERENCE HORTICULTURE TOUR**
Place: ON TOUR

8:00 am - **PRE-CONFERENCE BIO ENERGY TOUR**
5:00 pm **Title:** Biomass supply to energy generation
Place: Sheraton, Overland Park
Presiding: Charles Gould
Sponsor: USDA AFRI Conference Grant

8:00 am - **NACAA BOARD MEETING**
3:00 pm **Place:** SH - Redbud Room

12:00 pm - **REGISTRATION**
8:00 pm **Place:** OPCC Main Lobby

SUNDAY, AUGUST 7

8:00 am - **REGISTRATION**
7:00 pm **Place:** OPCC Main Lobby

9:00 am - **REGIONAL DIRECTORS AND VICE**
Noon **DIRECTORS WORKSHOP**
Place: SH Juniper
Presiding: Betsy Greene, NACAA North East
Region Director

9:00 am - **COMMERCIAL EXHIBITS & NACAA**
1:00 pm **EDUCATIONAL EXHIBITS SET UP**
Place: OPCC Exhibit Hall A

9:00 am - **SCHOLARSHIP SELECTION COMMITTEE**
5:00 pm **Place:** SH Hawthorne 2

9:00 am - **NOMINATING COMMITTEE MEETING**
Noon **Place:** SH Redbud Room
Presiding: Phil Pratt, NACAA Past President

12:00 pm - **PAST NATIONAL OFFICERS AND BOARD**
2:00 pm **LUNCHEON (Dutch treat)**
Place: OPCC Meeting Room 2
Coordinator: Phil Pratt, NACAA Past President

Noon - **NATIONAL COMMITTEE CHAIRS AND VICE**
2:00 pm **CHAIRS LUNCHEON AND WORKSHOP**
(For all Present and Incoming)
Place: OPCC Meeting Room 1
Presiding: Paul Craig, NACAA Vice President
Courtesy: NACAA

Noon - **PROGRAM: Bioenergy Luncheon Seminar**
(Tickets Required) - On-farm Energy Audits
Place: SH Cottonwood 2
Presiding: Dennis Pennington, Michigan State
University Extension
Presenter: Al Go, Michigan State University
Courtesy: USDA AFRI Conference Grant

Noon - **PROGRAM: Bioenergy Luncheon Seminar**
(Tickets Required)- Farm Practices to Improve
Energy Efficiency
Place: OPCC Meeting Room 3

Presiding: John Hay, University of Nebraska-
Lincoln Extension
Presenters: Fred Luckey, Bunge North America
Courtesy: USDA AFRI Conference Grant

1:00 pm - **SET UP NACAA POSTERS**
6:00 pm **Place:** OPCC Exhibit Hall A
Coordinator: Gary Zoubek, Professional
Excellence Committee Chair

1:00 pm - **COMPUTER TECHNOLOGY CENTER**
6:30 pm **Place:** SH Birch Room

1:00 pm - **COMMERCIAL EXHIBIT TRADE SHOW**
6:00 pm **Place:** OPCC Exhibit Hall A

1:30 pm - **STATE OFFICERS WORKSHOP**
3:00 pm **Place:** SH Maple Room
Presiding: Charles Davis, NACAA South Region
Director

1:45 pm - **BIO ENERGY PROFESSIONAL IMPROVEMENT**
4:45 pm **SEMINARS I**
Place: SH Cottonwood 2
Presiding: Dan Downing, University of Missouri
Extension

1:45 pm - Analyzing the Economics of Bioenergy Crop
Production
Presenter: Cole Gustafson, North Dakota State
University

2:45 pm - Bioenergy Crop Production: a crop-by-crop
analysis
Presenter: Rob Mitchell, ARS, University of
Nebraska-Lincoln

3:45 pm - Bioenergy and Water Quality and Quantity Issues
Presenter: Bob Broz, University of Missouri

1:45 pm - **BIO ENERGY PROFESSIONAL IMPROVEMENT**
4:45 pm **SEMINARS II**
Place: OPCC Meeting Room 3
Presiding: Charles Gould, Michigan State

- University Extension
1:45 pm - Community digester projects
Presenter: Curt Gooch, Cornell University Extension
- 2:45 pm - Digesters for small and medium sized dairy farms
Presenter: Vance Haugen, University of Wisconsin-Madison
- 3:45 pm - Community Bioenergy Economic Development Issues
Presenter: Jill Euken, Iowa State University
- 2:00 pm - **HOW TO GET PUBLISHED IN THE JOURNAL OF NACAA**
3:00 pm **Place:** SH Hawthorne 1
Presenter: Stephen Brown, Journal of NACAA Committee Chair
- 2:00 pm - **TEACHING AND EDUCATIONAL TECHNOLOGIES HANDS-ON TEACHING SESSIONS**
3:00 pm **Place:** OPCC Meeting Room 4
- Topic 1:** Using Instant Polling to Determine Effectiveness of Teaching
Presenter: Pam Bennett
- Topic 2:** Utilizing Audience Response Technology to Evaluate Program and Capture Data
Presenter: Wm Bruce Clevenger
- 2:00 pm - **PROGRAM RECOGNITION COUNCIL WORKSHOP**
5:00 pm **Place:** SH Leatherwood 3
Presiding: J.J. Jones, Council Chair
- 3:15 pm - **EXTENSION DEVELOPMENT COUNCIL WORKSHOP**
4:30 pm **Place:** SH Leatherwood 1
Presiding: Karen Vines, Council Chair
- 2:00 pm - **PROFESSIONAL IMPROVEMENT COUNCIL WORKSHOP**
5:00 pm **Place:** SH Leatherwood 2
Presiding: Mary Sobba, Council Chair
- 2:00 pm - **LIFE MEMBER COMMITTEE MEETING**
3:00 pm **Place:** SH Redbud
Presiding: Duane Duncan, Life Member Chair
- 2:00 pm - **NACAA EDUCATIONAL FOUNDATION ANNUAL MEETING AND BOARD OF DIRECTORS MEETING**
3:00 pm **Place:** SH Juniper
Presiding: Dave McManus, Educational Foundation President
- 3:00 pm - **FIRST TIMER ORIENTATION AND RECEPTION**
4:00 pm **Place:** SH Cottonwood 1
Presiding: Cade Rensink and John Stannard, KACAA
Presenters: Phil Pratt, NACAA Past President & Richard Fechter, Chair NACAA AM/PIC
(All first time attendees and spouses invited)
- 4:30 pm - **WELCOME TO KANSAS BBQ DINNER**
6:30 pm **Place:** Enter through Exhibit Hall A - OPCC Ballroom ABC
Courtesy: Iowa State University College of Agriculture and Life Sciences Agricultural Natural Resources Extension, Iowa Ag Extension Association, and Kansas Association of County Agricultural Agents
- 5:30 pm - **STATE PRESIDENT REHEARSAL FOR FLAG CEREMONY**
- Place:** OPCC Exhibit Hall B
Presiding: Cheri Nelsen, KACAA
- 6:00 pm - **NATIONAL LEADERSHIP REHEARSAL**
6:15 pm **Place:** OPCC Exhibit Hall B
Presiding: Stan Moore, NACAA National President
- 6:00 pm - **PARENTS ORIENTATION FOR SONS AND DAUGHTERS PROGRAM**
6:45 pm **Place:** SH Cottonwood 3
Presiding: Greg McClure, Amy Jordan, Ginger Kopfer and Andrea Feldkamp, KACAA
- 7:00 pm - **OPENING SESSION AND INSPIRATIONAL PROGRAM**
8:30 pm **Place:** OPCC Exhibit Hall B
Presiding: Stan Moore, NACAA President
Introduction of NACAA Board: Stan Moore, NACAA President
Invocation: Phil Durst, Michigan
Presentation of Colors – Kansas Army National Guard, 169th Combat Sustained Support Battalion
Pledge
National Anthem- Jackie Newland, Wilson County Kansas 4-H'er
Presentation of State Flags: Announced by Eric Atkinson, Extension Radio Specialist, Kansas State University
Remarks and Introduction: Dr. Kirk Schulz, President of Kansas State University
Inspirational Address: General Richard Myers, Retired and the 15th Chairman of the Joint Chiefs of Staff
Closing Announcements: Richard Fechter, AM/PIC Chair
Background Music: Provided by Jeff Davidson, KACAA
- 8:30 pm - **ICE CREAM SOCIAL**
11:00 pm **Place:** Just outside OPCC main entrance
Courtesy: Southwest Dairy Farmers
- 8:30 pm - **STATE PICTURES**
11:00 pm (See schedule in back of program)
Place: OPCC Ballroom B,C Pre-Function Area
- 9:30 pm - **HOSPITALITY**
11:30 pm **Place:** Courtyard by Marriott
- 10:00 pm **KANSAS MEETING**
Place: SH Cottonwood 1

MONDAY, AUGUST 8

- 6:30 am - **VOTING DELEGATES BREAKFAST (Meal by invitation & ticket)**
7:45 am **Place:** OPCC Meeting Room 1
Presiding: Henry Dorough, NACAA Secretary
Courtesy: NACAA
- 6:30 am - **THE NEW FACE OF SCOTTS MIRACLE-GRO, NEW TECHNOLOGIES, NEW PRODUCTS, NEW INNOVATIONS**
7:45 am **Place:** OPCC Ballroom A2
Presiding: Nicholas Polanin, Horticulture & Turfgrass Chair
Presenting: Dr. James D. Hruskoci
Courtesy: Scotts Miracle-Gro
- 7:00 am - **COMPUTER TECHNOLOGY CENTER**
7:00 pm **Place:** SH Birch Room

8:00 am - **REGISTRATION**
5:00 pm **Place:** OPCC Main Lobby

8:00 am - **NACAA Poster Judging**
Noon **Place:** OPCC Exhibit Hall A

8:00 am - **GENERAL SESSION**
10:00 am **Place:** OPCC Exhibit Hall B
Presiding: Stan Moore, NACAA President
Call to Order and Welcome
Introductions: National Committee and Council Chairs, Special Assignments, and Executive Director
Report to the Association, Stan Moore, NACAA President
Recognition of Donors and Introduction of New Programs:
Paul Wigley, NACAA President Elect
Presentation by Bidding States for 2015 AM/PIC National Outstanding Young Farmer Recipient Hall of Fame Awards Presentation
EPA R7 Presentation: Karl Brooks, EPA Region 7 Administrator
Comments and Introduction of Keynote
Speaker: Dr. Daryl Buchholz, Associate Director for Extension and Applied Research, Kansas State University
Keynote Address: Dr Ron Trewyn, Vice President for Research of Kansas State University
Closing Comments: Richard Fechter, AM/PIC Chair

9:00 am - **COMMERCIAL AND NACAA EDUCATIONAL EXHIBITS OPEN**
5:00 pm **Place:** OPCC Exhibit Hall A

10:00 am - **BREAK**
10:30 am **Place:** OPCC Exhibit Hall A and Prefunction Areas
Courtesy: Minnesota Association of Extension Agricultural Professionals, Missouri Agricultural Extension Professionals

10:00 am - **MEET THE AUTHORS POSTER SESSION**
10:30 pm **Place:** OPCC Exhibit Hall A

10:30 am - **TRADE TALK CONCURRENT SESSIONS**
11:40 am **Seminars -**

Animal Science
Merial
AllFlex
Place: OPCC Ballroom C

Horticulture
Bayer Advanced
TruGreen
Kansas State University Horticulture Department
Place: SH Cottonwood 1

Crop Science/Agronomy
Syngenta
Agrotain
Place: OPCC Ballroom A2

Crop Science/Agronomy II
United Soybean Board
SFP
Pioneer
Place: OPCC Ballroom B

Crop Science/Agronomy III
Trimble

Kansas Wheat Commission
Dupont
Place: SH Leatherwood 2

Bio Energy
Title: **The Current State of Cellulosic Biofuels**
Place: SH Cottonwood 2
Speaker: Bruce Dale, Michigan State University
Sponsor: USDA AFRI Conference Grant

Sunflower Production
Place: SH Leatherwood 1
Presenter: Ron Meyer, Colorado State University
Sponsor: National Sunflower Association/Kansas Sunflower Commission

11:45 am - **AGRICULTURE AWARENESS & APPRECIATION AWARD LUNCHEON (Invitation Only)**
1:15 pm **Place:** OPCC Meeting Room 2
Presiding: Keith Mickler, Public Relations Committee Chair
Speaker: Carol Schurman, PA
Topic: Agriculture, Kids and Camp” – Teaching Agricultural Science Principles to Youth in Southwest and Indiana County, Pennsylvania
Courtesy: NACAA

11:45 am - **FIRST TIME ATTENDEE LUNCHEON (Tickets Required)**
1:15 pm **Place:** OPCC Ballroom A1
Presiding: Mary Small, Western Region Director, Cade Rensink and John Stannard, KACAA
Speaker: Gary Kilgore, KSU Professor Emeritus
Courtesy: Phil Niemeyer, NASCO Division Past President

11:45 am - **PROFESSIONAL IMPROVEMENT AND SEARCH FOR EXCELLENCE LUNCHEONS (Tickets Required)**
1:15 pm

Crop Production
Place: OPCC Meeting Room 6
Presiding: Thomas Dorn
Program: Profitable Wireworm Management
Presenter: Aaron Esser, Washington
Courtesy: Pioneer

Farm and Ranch Management
Place: OPCC Meeting Room 1
Presiding: Ronald Patterson
Program: Wyoming Master Cattleman Program
Presenter: Bridger Fuez, Wyoming
Courtesy: SFP

Landscape Horticulture
Place: OPCC Meeting Room 3
Presiding: Jesse Clark
Program: Estimating & Bidding for Profitability of Landscape Installation Companies
Presenter: Emelie Swackhammer, Pennsylvania
Courtesy: TruGreen

11:45 am - **EXCELLENCE IN 4-H PROGRAMMING LUNCHEON (Tickets Required)**
1:15 pm **Place:** OPCC Meeting Room 7
Presiding: Sherry Beaty, Chair, NACAA 4-H & Youth Committee
Program: 4-H S.E.T Initiative: Preparing Youth for the Work Force
Presenter: Steven Munk, SD
Courtesy: Syngenta

11:45 am - **EDUCATIONAL LUNCHEON SEMINARS**
1:15 pm (Tickets Required)
Program: Sunflower Production Techniques & Extension Education Strategies
Place: SH Leatherwood 1
Presenter: Ron Meyer, Colorado State University
Courtesy: National Sunflower Association/
Kansas Sunflower Commission

Program: Great Plains Sustainable Agriculture Research Educational Seminar
Place: OPCC Ballroom A2
Presiding: Pat Murphy, Kerri Ebert, KSU
Courtesy: USDA Sustainable Agriculture Research and Education (SARE)

Program: Improving Nitrogen Use Efficiency
Place: OPCC Ballroom B
Presenter: Timothy Walker Ph.D., Associate Agronomist, Mississippi State University
Courtesy: AGROTAIN

Program: Merial - Latest trends in Animal Science
Place: OPCC Ballroom C
Presenter: Ray Kaplan, DVM, Ph.D. DEVPPC, University of Georgia
Courtesy: Merial

Program: Bio Energy - The Educator's role as Facilitator: Asking the right questions
Place: SH Cottonwood 2
Presenter: Pete Kling, University of Wisconsin Extension
Courtesy: USDA AFRI Conference Grant

Program: The triple bottom line: Bioenergy sustainability dimensions
Place: SH Cottonwood 3
Presenter: Chris Peterson, Michigan State University
Courtesy: USDA AFRI Conference Grant

1:30 pm - **COMMITTEE WORKSHOPS FOR ALL NACAA**
2:30 pm **MEMBERS**
"How to Host an AM/PIC"
Place: OPCC Ballroom A1
Presiding: Richard Fechter

Communications
Place: SH Cottonwood 1
Presiding: Larry Williams

Search for Excellence
Place: SH Cottonwood 2
Presiding: Dick Brzozowski

4-H & Youth
Place: SH Leatherwood 1
Presiding: Sherry Beaty

Professional Excellence
Place: SH Hawthorne 2
Presiding: Gary Zoubek

Public Relations
Place: OPCC Meeting Room 1
Presiding: Keith Mickler

Recognition & Awards
Place: SH Leatherwood 2

Presiding: Cynthia Gregg

Scholarship
Place: SH Hawthorne 1
Presiding: Chris Bruynis

Agronomy & Pest Management
Place: OPCC Meeting Room 6
Presiding: Johnny Whiddon

Agricultural Economics & Community Development
Place: OPCC Meeting Room 3
Presiding: Lyle Holmgren

Animal Science
Place: SH Cottonwood 3
Presiding: Ron Graber

Natural Resources/Aquaculture
Place: SH Leatherwood 3
Presiding: Bill Sciarappa

Horticulture and Turf Grass
Place: OPCC Meeting Room 5
Presiding: Nicholas Polanin

Sustainable Agriculture Committee
Place: SH Maple Room
Presiding: Adam Hady

Agricultural Issues and Public Relations
Place: OPCC Ballroom C
Presiding: Stephen John Komar

Early Career Development
Place: OPCC Meeting Room 2
Presiding: Mahlon Peterson
Administrative Skills
Place: OPCC Ballroom B
Presiding: James Cowden

Teaching and Educational Technologies
Place: OPCC Meeting Room 4
Presiding: Jenny Carleo

1:30 pm - **LIFE MEMBERS BUSINESS MEETING**
3:00 pm **Place:** OPCC Meeting Room 7
Presiding: Duane Duncan

1:30 pm - **AGRICULTURE AND NATURAL RESOURCES**
5:00 pm **PROGRAM LEADERS MEETING**
Place: SH Redbud Room
Presiding: Pat Murphy, K-State Research & Extension Interim Asst Director Ag & Natural Resources

2:30 pm - **BREAK**
3:00 pm **Place:** OPCC Exhibit Hall A and Prefunction Areas
Courtesy: Michigan Association of Extension Agents

2:30 am - **MEET THE AUTHORS POSTER**
3:00 pm **SESSION**
Place: OPCC Exhibit Hall A

3:00 pm - **REGIONAL MEETINGS AND CANDIDATE**
5:00 pm **PRESENTATIONS**
Southern **Place:** OPCC Ballroom C
North Central **Place:** OPCC Ballroom B
Northeast **Place:** OPCC Ballroom A2

Western **Place:** OPCC Ballroom A1

5:00 pm - **DINNER ON YOUR OWN**
7:00 pm (Bus available to Town Center Plaza from 4:00 to
8:00 pm)

7:30 pm - **4-H TALENT REVUE**
9:00 pm **Place:** OPCC Exhibit Hall B
Courtesy: Farm Credit

9:00 pm - **ICE CREAM SOCIAL**
10:00 pm **Place:** Just outside OPCC main entrance
Courtesy: Southwest Dairy Farmers

9:30 pm - **HOSPITALITY ROOMS**
11:30 pm **Place:** Courtyard by Marriott

9:00 pm - **STATE PICTURES**
11:00 pm (See schedule in back of program)
Place: OPCC Ballroom B,C Pre-Function Area

10:00 pm - **KANSAS MEETING**
Place: SH Cottonwood 1

TUESDAY, AUGUST 9

SPOTLIGHT SPONSOR **K-State Research & Extension**

6:30 am - **ADMINISTRATORS' BREAKFAST**
7:45 am (By invitation)
Place: OPCC Ballroom A1
Presiding: Phil Pratt, NACAA Past President

6:30 am - **POSTER SESSION BREAKFAST**
7:45 am **Place:** OPCC Ballroom A2
Presiding: Gary Zoubek, Chair
Professional Excellence Committee
Courtesy: Syngenta
Host: Teresa McNeal

7:00 am - **ACHIEVEMENT AWARD RECOGNITION BREAKFAST**
8:00 am **Place:** OPCC Ballroom B
Presiding: Cynthia Gregg, Chair
Recognition & Awards Committee
Courtesy: American Income Life Insurance Company
Host: Bill Viar

7:00 am - **KANSAS ETHANOL INDUSTRY BREAKFAST**
8:00 am (**Tickets required**)
Place: OPCC Meeting Room 5
Presiding: Jill Zimmerman
Title: Ethanol in the US – Continuing to Break
New Ground & Grow Globally - Greg Krissek, ICM
Courtesy: Kansas Ethanol Industry - ICM, East
Kansas Agri-Energy, Kansas Corn Commission

7:00 am - **COMPUTER TECHNOLOGY CENTER OPEN**
4:30 pm **Place:** SH Birch Room

8:00 am - **REGISTRATION**
5:00 pm **Place:** OPCC Main Lobby

8:30 am - **DELEGATE SESSION**
11:30 am **Place:** SH Cottonwood 3
Presiding: Stan Moore, NACAA President
Invocation: Paul Craig, NACAA Vice President
Delegate Roll Call: Henry Dorough, NACAA
Secretary

Nominating Committee Report: Phil Pratt, Past
President
Election of Officers
Selection of 2015 AM/PIC Site
NACAA Foundation Report
Scholarship Committee Report
NACAA Futuring Survey Report
Treasurer's Report and Adoption of Budget,
Parman Green, NACAA Treasurer
Confirmation of Committee Appointments,
Paul Craig, Vice President
New Business
Remarks: Paul Wigley, NACAA President-Elect

8:30 am - **EXCELLENCE IN 4-H PROGRAM WORKSHOP**
11:30 am **Presiding:** Cindy Ham, Southern Region Vice Chair
Place: OPCC Meeting Room 7

8:00-8:20 Mosaica: Making Outdoor
Sciences Available in Classrooms
Theresa Fridsay, Florida
8:20- 8:40 From Farm to Table, A Virtual
Farm
Kent Stanford, Alabama
8:40- 9:00 Creating a Leadership Academy
for Teens
Susan Alexander, Pennsylvania
9:00-9:20 Natural Resource Education for
Youth
Stephen Sagers, Utah

9:20-9:30 Break

9:30- 9:50 A Study of Physical & Genetic
Indicators of Pork Quality in
Asotin County Fair Pigs
Mark Heitstuman, Washington
9:50-10:10 Increasing Civic Awareness in
High School Students
Dr. Chris Bruynis, Ohio
10:10-10:30 Attracting Youth in Crop Sciences-
CSI
Brandy Vandewalle, Nebraska
10:30-10:50 "KIDZONE" Provides Primary
Focal Point of Fairgrounds
Tracy Behnken, Nebraska

8:30 am - **EXTENSION DEVELOPMENT COUNCIL SEMINAR**
11:30 am **Administrative Skills Workshop**
Place: SH Maple Room
Presiding: Jim Cowden, (NC) National
Committee Chair

Program 1: 8:30-9:30 am Extension Awareness
Through Media Relationships
Presenter: Gary Hall, Iowa State University
Extension

Program 2: 9:30-10:30 am Advocacy Makes A
Powerful Difference
Presenter: Tom Melton and Mark Tucker, North
Carolina Cooperative Extension

Program 3: 10:30 - 11:30 am Communicating
Success In Your Writing
Presenter: Sorrell Brown, Iowa State University
Extension

8:30 am - **EXTENSION DEVELOPMENT COUNCIL SEMINAR**
11:30 am **Early Career Development Workshop**
Place: SH Leatherwood 1
Presiding: Mahlon Peterson, (WI) National
Committee Chair

Program 1: 8:30 am Powerpoint: How to Blow them Away Without Using Bullets
Presenter: Jim Ochterski, Agriculture Program Leader, CCE of Ontario County, Canadaigua, NY

Program 2: 9:30 am Strategies for New Agricultural Agents to Increase Attendance of Agricultural Producers at Extension Events
Presenter: T. W. Wilde, Extension Agent, Utah State University Extension, Millard County, UT

Program 3: 10:30 am Working Smarter not Harder as a New County Agent or Educator
Presenter: Jennifer Rees, Extension Educator, UNL-Extension, Clay Center, NE

8:30 am - 11:30 am **EXTENSION DEVELOPMENT COUNCIL SEMINAR Teaching & Educational Technologies Workshop**
Place: OPCC Meeting Room 4
Presiding: Jenny Carleo, (NJ) National Committee Chair

Program 1: 8:30 am Successful Use of Webinars for Cooperative Extension Programming
Presenter: Jenny Carleo

Program 2: 8:50 am Evaluating Learning Experiences with Hybrid and Online Formats in Agricultural and Environmental Courses
Presenter: William Sciarappa

Program 3: 9:10 am Utilizing Skype Technology to Increase Opportunities at Small Farm College Programs
Presenter: Mark Landefeld

Program 4: 9:30 am Electronic Ag News for Farmers, Agribusiness and Community Leaders
Presenter: Rome Ethredge

Break

Program 5: 10:10 am Windows 7 for the Technologically Challenged!
Presenter: Janet L. Schmidt

Program 6: 10:30 am Ready-Ag, Disaster and Defense Preparedness for Production Agriculture, a USDA/NIFA Funded Special Needs Project
Presenter: T. David Filson

Program 7: 10:50 am So, You Want to Farm in Maine? Delivering a Short Course with Technology
Presenter: Kathryn Hopkins

Program 8: 11:10 am Producing Horticulture Tips Public Service Announcements
Presenter: Tim Baker

8:30 am - 11:30 am **EXTENSION DEVELOPMENT COUNCIL SEMINAR Ag Issues & Public Relations Workshop**
Place: SH Cottonwood 2
Presiding: Stephen John Komar (NJ) National Committee Chair

Program 1: 8:35 am Extension Disaster Education Network (EDEN) Agrosecurity Resources for Use with Local Extension Programming
Presenter: Curt Emanuel

Program 2: 9:05 am Utilizing Industry Partners in Public Relations Efforts
Presenter: Brad J. Burbaugh

Program 3: 9:40 am Extension Programming Helping Growers with Food Safety
Presenter: Wythe C. Morris

Program 4: 10:15 am Growing Farms: The Impacts of Oregon's Beginning Farmer Program
Presenter: Melissa Fery

Program 5: 10:50 am- From the Corral to the Kitchen
Presenter: Shannon Williams

9:00 am - 4:00 pm **COMMERCIAL EXHIBITS AND NACAA EDUCATIONAL EXHIBITS OPEN**
Place: OPCC Exhibit Hall A

9:00 am- 4:00 pm **NACAA POSTER SESSION OPEN**
Place: OPCC Exhibit Hall A

10:00 am - **BREAK**
10:30 am **Place:** OPCC Exhibit Hall A
Courtesy: Nebraska Agriculture Agents

11:45 am - **STATE PRESIDENTS AND VICE PRESIDENTS LUNCHEON**
1:15 pm **Place:** OPCC Ballroom A2
Presiding: Paul Wigley, President Elect

11:45 am - **COMMUNICATION AWARDS LUNCHEON**
1:15 pm **Place:** OPCC Ballroom A1
Presiding: Larry Williams, Communications Committee Chair
Courtesy: Bayer Advanced

11:45 am - **SEARCH FOR EXCELLENCE IN LIVESTOCK PRODUCTION LUNCHEON AND AWARDS PROGRAM**
1:15 pm **Place:** OPCC Meeting Room 3
Presiding: Ronald Patterson
Program: Beef 300/Lamb 300 Short Course
Presenter: Mark Heitstuman, Washington
Courtesy: NACAA

11:45 am - **SEARCH FOR EXCELLENCE IN REMOTE SENSING AND PRECISION AGRICULTURE LUNCHEON**
1:15 pm **Place:** OPCC Meeting Room 5
Presiding: Thomas Dorn
Program: Nebraska Agricultural Technologies Association
Presenter: Dave Varner, Nebraska
Courtesy: Trimble

11:45 am - **SEARCH FOR EXCELLENCE IN YOUNG, BEGINNING OR SMALL FARMS/RANCHER PROGRAM**
1:15 pm **Place:** OPCC Meeting Room 6
Presiding: Stanley McKee
Program: Start Farming, the Pennsylvania Beginning Farmer and Rancher Program
Presenter: Tianna Dupont, Pennsylvania
Courtesy: Farm Credit System

11:45 am - **EDUCATIONAL LUNCHEON SEMINARS (Tickets required)**
1:15 pm **Place:** SH Hawthorne 2
Program: Organic Agriculture Primer
Presenter: Rhonda Janke, Kansas State

University
Courtesy: USDA Sustainable Agriculture
Research and Education (SARE)

**Program: The Importance of Fall Applied
Phosphorus**
Place: OPCC Ballroom B
Presenters: Dr. Barney Gordon
Courtesy: SFP

**Program: Educating the Public on Today's
Modern Dairy Industry**
Place: SH Cottonwood 1
Presenting: Mike Brouk, Associate Professor
Extension Specialist, Dairy, Kansas State
University Department of Animal Sciences and
Industry K-State Research and Extension
Speakers: Ted Boersma, Owner, Forget-Me-Not
Farms, Cimarron, KS (Large Dairy Producer)
Bob Seiler, Owner, Seiler Dairy Farm, Valley
Center, KS (Small Dairy Producer)
Jim Hill, CEO, Southwest Dairy Farmers, Sulphur
Springs, TX
Presiding: Rick Miller
Courtesy: Southwest Dairy Farmers

**Program: Johnson County Extension Master
Gardeners-Our Success Story**
Place: OPCC Meeting Room 1
Courtesy: Johnson County Extension Master
Gardeners

11:45 am - **SARE Fellows Luncheon**
1:15 pm **Program:** Awards Luncheon
Place: OPCC Meeting Room 2
Presiding: Adam Hady
Presenter: Richard Brzozowski (Maine), Steve
Van Vleet (Washington), Mike Gastier (Ohio)
Courtesy: USDA Sustainable Agriculture
Research and Education (SARE)

1:30 pm - **PROFESSIONAL IMPROVEMENT COUNCIL
SEMINARS**

Ag Economics I
Place: OPCC Meeting Room 6
Moderator: Stephen Hadcock

- 1:30 UVM Extension Farm Viability
Program©
Presenter: Rick Levitre, UVM Extension,
University of Vermont
- 1:55 Agritourism: Resources for Extension
Professionals to Assist Clientele
Presenter: Eric Barrett, Ohio State
University Extension
- 2:20 Farm Transfer: Choosing the Best Tax
Strategy
Presenter: Chris Bruynis, Ohio State
University Extension
- 3:10 **Break**
Place: OPCC Exhibit Hall A and
Prefunction Areas
- 3:35 Team Teaching Farm Leasing Program
From Multiple Locations
Presenter: Joseph Koenen, University of
Missouri Extension

4:00 Top 10 Strategies for Farmers Market
Vendors
Presenter: Eric Barrett, Ohio State
University Extension

Ag Economics II
Place: OPCC Meeting Room 7
Moderators: Lyle Holmgren & Willie Huot

- 1:30 Amplifying Agricultural Profitability in
Northwest Georgia: Beginners School for
Small Farmers "Too Much to Mow, What do
I Grow?"
Presenter: Keith Mickler, University of
Georgia Cooperative Extension
- 1:55 Agri-Tourism Identifying a Need to
Effect Change in Harris County Zoning
Regulations
Presenter: Steven Morgan, University of
Georgia Cooperative Extension
- 2:20 Creating a Local Agriculture Economic
Development Strategy
Presenter: Jim Ochterski, Cornell
Cooperative Extension
- 2:45 Increased Utilization of Grass Improves
Economics of Beef Production in Missouri
Presenter: Wayne Prewitt, University of
Missouri Extension
- 3:10 **Break**
Place: OPCC Exhibit Hall A and
Prefunction Areas
- 3:35 Expanding Women in Agriculture Programs
Through Creative Networking
Presenter: Jennifer Rhodes, University of
Maryland Extension
- 4:00 On-Farm Tours Promote Agriculture to the
General Public
Presenter: Paula Schafer, Cornell
Cooperative Extension

Agronomy and Pest Management I
Place: OPCC Meeting Room 4
Moderators: Paul Carter & Johnny Whiddon

- 1:30 Inland Pacific Northwest Direct Seeding
Adoption Assessment: A Roadside Survey
Presenter: Paul Carter, Washington State
University Extension
- 1:55 Evolution of Glyphosate Based Weed
Management Systems in Minnesota
Presenter: Ryan Miller, University of
Minnesota Extension
- 2:20 How Did Water Quality Education
Programs Affect Soil Phosphorus Levels in
the Beaver River Watershed?
Presenter: Mark Nelson, Utah State
University Extension
- 2:45 Irrigation Extension Program Opportunities
in Northern Indiana
Presenter: Eugene Matzat, Purdue
University Extension
- 3:10 **Break**
Place: OPCC Exhibit Hall A and
Prefunction Areas

3:35 2011 Arkansas Corn Quick Facts
Presenters: Kevin Lawson, University of Arkansas Extension

4:00 2010 Utah Safflower Research Results
Michael Pace, Utah State University Extension

Agronomy and Pest Management II

Place:OPCC Meeting Room 5

Moderators: John Rowehl & Joni Harper

1:30 Evaluation of Torque and Vitazyme as Corn Starter Fertilizer Additives
Presenter: Michael Retwisch, University of Nebraska Extension

1:55 Soybean Response to Special Inputs
Presenter: Gregory Endres, North Dakota State University Extension

2:20 Soil pH Adjustment with Top-Dressed Liming Materials
Presenter: Wayne Flanary, University of Missouri Extension

2:45 Using Controlled Drainage to Reduce Total Annual Loads of Nitrate-Nitrogen and Phosphate-Phosphorus from Subsurface Drainage Water from Cropland
Presenter: William Bruce Clevenger, Ohio State University Extension

3:10 **Break**
Place: OPCC Exhibit Hall A and Prefunction Areas

3:35 Competing for the U.S. Edamame Market and Beyond Using U.S. Edamame Varieties and Production
Presenter: Craig Altemose, Penn State Extension

Animal Science I

Place: SH Cottonwood 2

Moderator: Richard Smith

* 2 CEU's available for ARPAS members

1:30 Utilizing Technology to Measure and Monitor Forages in Northern Missouri
Presenter: James Humphrey, University of Missouri Extension

1:55 Reduce Winter Hay Feeding & Expenses by Stockpiling Fescue
Presenter: Mark Keaton, University of Arkansas Extension

2:20 Converting a Pasture into a Management Intensive Grazing System
Presenter: Matt Palmer, Utah State University Extension

2:45 An Extension Team Approach to Forage Fertility Research and Education in Central Missouri - Forage Yield and Quality Results
Presenter: Gene Schmitz, University of Missouri Extension

3:10 **Break**

Place: OPCC Exhibit Hall A and Prefunction Areas

3:35 Grassland Evaluation Contest
Presenter: Wayne Shannon, University of Missouri Extension

4:00 Three Year Comparison of Summer Annual Grasses for Forage Yield and Quality Planted After Winter Wheat
Presenter: Gary Wilson, Ohio State University Extension

Animal Science II

Place: SH Cottonwood 3

Moderator: Cory Parsons

* 2 CEU's available for ARPAS members

1:30 Maryland Poultry Educational Program
Presenter: R. Nottingham, J. Rhodes & J. Timmons, University of Maryland Extension

1:55 Make Calves the Focus for Johne's Disease Control
Presenter: Phillip Durst, Michigan State University Extension

2:20 A Win-Win for Producers and Consumers - Demonstrating the Fabrication of Value Added Cuts From the Beef Chuck Roll
Presenters: Sara Ellicott & Jessica Jones, University of Nebraska Extension

2:45 Beef Excellence Education for You
Presenters: R. Colquitt, R. Ebert, J. Elmore, L. Kriese-Anderson & M. Standford, Alabama Cooperative Extension

3:10 **Break**
Place: OPCC Exhibit Hall A and Prefunction Areas

3:35 Western Juniper-Induced Late-Term Abortions in Beef
Presenter: Cory Parsons, Oregon State University Extension

4:00 The Year of the Open Cow?
Presenter: Shawn Deering, University of Missouri Extension

Horticulture and Turf Grass I

Place: SH Leatherwood 1

Moderator: Brian Jervis

1:30 Urban Pests in Landscapes? What's an Agent Going to do?
Presenter: Brian Clark, University of Maryland Extension

1:55 Developing a Respirator Fit Testing Program for Fumigation Law Compliance
Presenter: Dave Myers, University of Maryland Extension

2:20 County Extension Agents or Educators as Authors of Yard and Garden Fact Sheets
Presenter: Gary Gao, Ohio State University Extension

2:45 Produce Safety for Fruit & Vegetable Growers: The Ohio Model

Presenter: Eric Barrett, Ohio State University Extension

3:10 **Break**
Place: OPCC Exhibit Hall A and Prefunction Areas

3:35 Replant Blueberry Sites in South Georgia and Discovery of Possible Nematode Association with Replant Disorder
Presenter: Elvin Andrews, University of Georgia Extension

Horticulture and Turf Grass II

Place: SH Leatherwood 2
Moderator: Nick Polanin

1:30 School Grant Program: Providing "Seed" Money for Classrooms
Presenter: Mark Mechling, Ohio State University Extension

1:55 Interactive Online Plant Health Advisor Course Teaches Master Gardeners Plant Diagnostics
Presenter: Barbara Larson, University of Wisconsin Extension

2:20 Corporate Community Gardens
Presenter: Pam Bennett, Ohio State University Extension

2:45 Whitefly Management in Arizona Ornamental Plants
Presenter: Stacey Bealmear, University of Arizona Extension

3:10 **Break**
Place: OPCC Exhibit Hall A and Prefunction Areas

3:35 Cottony Grass Scale, a New Minnesota Turfgrass Insect Pest?
Presenter: Bob Mugaas, University of Minnesota Extension

4:00 Surveying Consumer Preferences for Specialty Greens and Herbs
Presenter: William Sciarappa, Rutgers Cooperative Extension

Natural Resources/Aquaculture/Sea Grant I

Place: SH Leatherwood 3
Moderator: Dan Downing

1:30 Natural Resource Field Days: A Highly Successful Educational Event for Thousands of Youth
Presenter: Taun Beddes, Utah State University Extension

1:55 Education and Outreach About Water Chestnut (*Trapa Natans*) in NJ
Presenter: Pat Rector, Rutgers Cooperative Extension

2:20 Extension Collaboration Results in Natural Resource Improvement
Presenter: Cory Parsons, Oregon State University Extension

2:45 Building Community Capacity into the Ozark National Scenic Riverways

Presenter: Dan Downing, University of Missouri Extension

3:10 **BREAK**
Place: OPCC Exhibit Hall A and Prefunction Areas

3:35 Reaching Absentee Woodland Owners Through a Forestry Letter Series
Presenter: Laurel Gailor, Cornell Cooperative Extension

4:00 North Dakota Discovery Farms: A Case Study on Grass Roots Support for On-Farm Runoff Monitoring
Presenter: Ron Wiederholt, North Dakota State University Extension

Natural Resources/Aquaculture/Sea Grant II

Place: SH Cottonwood 1
Moderator: William Sciarappa

1:30 Estimating the Value of Natural Capital in a Model Watershed
Presenter: William Sciarappa, Rutgers Cooperative Extension

1:55 The Catskill Grass Bioenergy Project
Presenter: Paul Cerosaletti, Cornell Cooperative Extension

2:20 Exploring the Feasibility of Growing, Harvesting and Utilizing Bioenergy Crops on Non-traditional Cropland in Michigan
Presenter: M. Charles Gould, Michigan State University Extension

3:10 **BREAK**
Place: OPCC Exhibit Hall A and Prefunction Areas

Sustainable Agriculture

Place: OPCC Meeting Room 2
Moderator: Adam Hady

1:30 A Background Study on Soils Being Converted to Rotational Grazing
Presenter: Brad Carlson, University of Minnesota Extension

1:55 Making Money with Cover Crops
Presenter: James Hoorman, Ohio State University Extension

2:20 The Effects of Cover Crops on Corn Production
Presenter: Alan Sundermeier, Ohio State University Extension

2:45 Nitrogen Production and Cycling with Cover Crop Blend
Presenter: Jim Schneider, University of Nebraska Extension

3:10 **Break**
Place: OPCC Exhibit Hall A and Prefunction Areas

3:35 Reducing Commercial Nitrogen Fertilizer by Growing Legumes
Presenter: James Hoorman, Ohio State University Extension

4:00 Equine Bedding Materials Effect on Physical and Chemical Properties of Composted Stall Waste
Presenter: Stephen Komar, Rutgers Cooperative Extension

3:00 - **Break**
3:30 **Place:** OPCC Exhibit Hall A and Prefunction Areas
Courtesy: Wisconsin Association of County Agricultural Agents

4:00 pm - **COMMERCIAL EXHIBITS CLOSE AND TAKE DOWN**
6:00 pm

4:30 pm **STATES NIGHT OUT**
Place: States make own arrangements

7:00 pm **SILENT AND LIVE AUCTION PREVIEW**
Place: OPCC Exhibit Hall B

8:00 pm **LIVE AUCTION**
Place: OPCC Exhibit Hall B

10:00 pm **Kansas Meeting**
Place: SH Cottonwood 1

WEDNESDAY, AUGUST 10

SPOTLIGHT SPONSOR

ADM Grain Co.

6:00 am - **CHRIS CAKES BREAKFAST**
8:00 am **Place:** OPCC Meeting Room 1,2,3
Courtesy: Illinois Extension Agricultural Association

6:30 am - **ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS**
9:00 am Arrive 30 minutes before tour departure time
Place: OPCC Meeting Room 4, 5, 6, 7

8:00 am - **PROFESSIONAL IMPROVEMENT TOURS**
6:00 pm

5:00 pm - **Shuttle buses will leave Convention Center to take people not participating in tours to the Ag Hall of Fame**

5:00 pm - **KANSAS PORK ON A STICK DINNER**
7:00 pm **Place:** National Agriculture Hall of Fame, Bonner Springs, KS
Courtesy: Cargill

6:00 pm - **Buses Bring Back Participants to the Convention Center**
8:30 pm

7:30 pm **SARE HOSPITALITY**
Place: Sheraton Hotel - 1524 Hospitality Room
Courtesy: USDA Sustainable Agriculture Research and Education (SARE)

10:00 pm **KANSAS MEETING**
Place: SH Cottonwood 1

THURSDAY, AUGUST 11

7:00 am - **NATIONAL COMMITTEE MEMBERS BREAKFAST**
8:30 am Recognition of Retiring Chairs, Vice Chairs and Special Assignments
Place: OPCC Ballroom C
Presiding: Paul Craig, NACAA Vice President
Courtesy: United Soybean Board

7:00 am - **COMPUTER TECHNOLOGY CENTER**
4:00 pm **Place:** SH Birch Room

9:00 am - **REGISTRATION**
5:00 pm **Place:** OPCC Main Lobby

8:30 am - **NACAA POLICY MEETING**
10:00 am **Place:** SH Redbud Room
Presiding: Glenn Rogers, Chair, NACAA Policy Committee

8:30 am - **GENERAL SESSION**
10:30 am **Place:** OPCC Exhibit Hall B
Presiding: Stan Moore, NACAA President
Recognition of Retiring Officers and Installation of Incoming Officers, Directors and Vice Directors
Looking Ahead to the New Year: Paul Wigley, NACAA President Elect
Greetings from JCEP
Comments and Introduction: Jill Zimmerman, KACAA
Capstone Speaker: Dr. Barry Flinchbaugh, Professor of Agricultural Economics and Policy at Kansas State University
Outstanding Service to American and World Agriculture Award
Presentation and Response: Dr. Barry Flinchbaugh
Announcements: Richard Fechter, AM/PIC Chair

10:30 am - **BREAK**
10:45 am **Place:** OPCC Prefunction areas
Courtesy: Purdue Agricultural Extension Educators, North Dakota Association of Extension Agents, Ohio Association of Extension Professionals.

10:45 am - **SEARCH FOR EXCELLENCE, FARM HEALTH AND SAFETY**
12:00 **Place:** OPCC Meeting Room 5
Presiding: Thomas Dorn
Topic 1: Certified Food Safety Programs for Growers
Presenters: Alicia Whidden and CA Snodgrass, Florida
Topic 2: Progressive Agricultural Safety Day Camps
Presenters: Rachel Boyle, Kansas
Topic 3: Farm Safety Day Camp
Presenters: Jerrold Tesmer, Minnesota
Topic 4: Sun Safety, A Skin Cancer Prevention Program
Presenters: S. Dee Jepsen, Ohio
Courtesy: CHS, Inc.

10:45 am - **SUPER SEMINARS (including Lunch – Tickets Required)**
3:30 pm **Place:** OPCC Meeting Rooms 2 & 3

Bioenergy Curriculum: A Resource for Extension Educators to use with

Farmers, Communities and for Professional Improvement

Curriculum 1: Introduction to sustainability considerations

Presenters: Carol Williams, University of Wisconsin-Madison

Curriculum 2: Feedstock production and logistics

Presenters: Dennis Pennington, Michigan State University Extension

Luncheon Topic: Community Preparedness:

Understanding the issues and opportunities associated with bioenergy development

Presenter: Dan Downing, University of Missouri Extension

Curriculum 3: Best management practices for soil and water conservation

Presenter: Tom Franti, University of Nebraska-Lincoln

Curriculum 4: Community economic development and bioenergy

Presenter: Dan Kahl, Kansas State University Research and Extension

Curriculum 5: Anaerobic digester establishment and logistics

Presenter: Charles Gould, Michigan State University Extension

Courtesy: Bio Energy AFRI Grant

11:45 am - **SEARCH FOR EXCELLENCE LUNCHEON-SUSTAINABLE AGRICULTURE RESEARCH AND EDUCATION (SARE)**

1:30 pm **Place:** OPCC Meeting Room 6
Presiding: Richard Brzozowski

Topic 1: Evaluation Market Channel Options for Small Scale Fruit and Vegetable Growers

Presenters: Matthew LeRoux, New York

Topic 2: On-Farm Mortality Composting

Presenters: Brian Pugh, Oklahoma

Topic 3: Cover Crops Program

Presenters: James Hoorman, Ohio

Topic 4: Growing Grains on a Small Farm

Presenters: Maud Powell, Oregon

Courtesy: SARE

11:45 am - **EDUCATIONAL LUNCHEON SEMINARS (Tickets Required)**

1:15 pm

Sustainable Grazing Strategies for the Great Plains Region

Place: OPCC Meeting Room 7

Presiding: Dale Kirkham - Kansas Rural Center

Courtesy: USDA Sustainable Agriculture Research and Education (SARE)

Focus on Soybeans

Place: OPCC Ballroom A-2

Presenters: Seth Naeve, University of Minnesota Soybean Agronomist

Jennifer Rees, Clay County Extension Educator, University of Nebraska-Lincoln

Courtesy: United Soybean Board

3:00 pm **DEVELOPMENT WORKSHOP**

Place: OPCC Meeting Room 1

Topic: Keeping the Farm within the Family for Another Generation

Presenter: Dr. Ron Hanson, Neal E. Harlon Professor of Agribusiness, Department of Agricultural Economics, University of Nebraska

1:30 pm - **TEACHING AND EDUCATIONAL TECHNOLOGIES & EARLY CAREER DEVELOPMENT- Hands on Teaching Sessions**

3:00 pm (Participants are encouraged to bring their laptops)

Place: OPCC Meeting Room 4

Topic: Using Social Media in the Workplace

Presenter: Glenn Brunkow

1:30 pm - **HOW TO GET PUBLISHED IN THE JOURNAL OF NACAA**

2:30 pm

Place: SH Hawthorne 1

Presenter: Stephen Brown, Journal of NACAA Committee Chair

1:30 pm - **AMERICAN REGISTRY OF PROFESSIONAL ANIMAL SCIENTISTS CERTIFICATION EXAM**

4:00 pm

Place: SH Cottonwood 2

2:00 pm - **SFP OPEN FORUM ON AVAIL AND NUTRISPHERE-N**

3:00 pm

Place: SH Cottonwood 1

Topic: Meet the CEO/President of SFP and ask your questions regarding crop nutrient improvement/research and propriety products AVAIL and NutriSphere-N

Presenter: Dr. J. Larry Sanders, Ph.D, CEO/President SFP

3:30 pm - **NACAA BOARD IN PRESIDENT'S ROOM**

4:30 pm - **FORMAL PICTURE OPPORTUNITY**

5:00 pm

Place: OPCC Ballroom A1

5:00 pm - **DSA & AA Recipients, Hall of Fame**

6:30 pm

Recipients, NACAA Board Members, Region Directors, Past Officers, Special Assignments, Special Guests, Council Chairs, Committee Chairs and Vice Chairs Assemble for Banquet

Place: OPCC Ballroom A1

6:30 pm - **ANNUAL BANQUET**

9:00 pm

Place: OPCC Exhibit Hall B

9:15 pm - **PRESIDENT'S RECEPTION**

11:00 pm

Place: Courtyard by Marriott Lounge

10:00 pm **KANSAS MEETING & CELEBRATION**

Place: Courtyard by Marriott

FRIDAY, AUGUST 12

8:00 am - **NACAA BOARD MEETING**

5:00 pm

Place: SH Redbud Room

SATURDAY, AUGUST 13

8:00 am - **NACAA BOARD MEETING**

12:00 pm

Place: SH Redbud Room

1:30 pm - **AGRICULTURAL ECONOMICS/COMMUNITY**

LIFE MEMBER PROGRAM 2011 NACAA ANNUAL MEETING

SATURDAY, AUGUST 6

12:00 pm - **REGISTRATION**
8:00 pm **Place:** OPCC Main Lobby

SUNDAY, AUGUST 7

8:00 am - **REGISTRATION**
7:00 pm **Place:** OPCC Main Lobby

12:00 pm - **PAST NATIONAL OFFICERS and BOARD
LUNCHEON (Dutch Treat)**
2:00 pm **Place:** OPCC Meeting Room 2
Coordinator: Phil Pratt, Past President

1:00 pm - **LIFE MEMBER AND SPOUSES HOSPITALITY**
5:00 pm **Place:** SH Linden Room

1:00 pm - **COMMERCIAL EXHIBIT TRADE SHOW**
6:00 pm **Place:** OPCC Exhibit Hall A

2:00 pm - **LIFE MEMBER COMMITTEE MEETING**
3:00 pm **Place:** SH Redbud Room
Presiding: Duane Duncan, Life Member Chair

4:30 pm - **WELCOME TO KANSAS BBQ DINNER**
6:30 pm **Place:** Enter through Exhibit Hall A - OPCC
Ballroom ABC
Courtesy: Iowa State University College of
Agriculture and Life Sciences, Iowa Agricultural
Extension Association, and Kansas Association
of County Agricultural Agents

7:00 pm - **OPENING SESSION AND INSPIRATIONAL
PROGRAM**
8:30 pm **Place:** OPCC Exhibit Hall B
Presiding: Stan Moore, NACAA President
Introduction of NACAA Board: Stan Moore,
NACAA President
Invocation: Phil Durst, Michigan
Presentation of Colors – Kansas Army
National Guard, 169th Combat Sustained
Support Battalion
Pledge
National Anthem- Jackie Newland, Wilson
County Kansas 4-H'er
Presentation of State Flags: Announced by
Eric Atkinson, Extension Radio Specialist,
Kansas State University
Remarks and Introduction: Dr. Kirk Schulz,
President of Kansas State University
Inspirational Address: General Richard Myers,
Retired and the 15th Chairman of the Joint
Chiefs of Staff
Closing Announcements: Richard Fechter,
AM/PIC Chair
Background Music: Provided by Jeff Davidson,
KACAA

8:30 pm - **ICE CREAM SOCIAL**
11:00 pm **Place:** Just outside OPCC main entrance
Courtesy: Southwest Dairy Farmers

8:30 pm - **STATE PICTURES**
11:00 pm (See schedule in back of program)
Place: OPCC Ballroom B,C Pre-Function Area

9:30 pm - **HOSPITALITY**

11:30 pm **Place:** Courtyard by Marriott

10:00 pm **KANSAS MEETING**
Place: SH Cottonwood 1

MONDAY, AUGUST 8

8:00 am - **REGISTRATION**
5:00 pm **Place:** OPCC Main Lobby

8:00 am- **GENERAL SESSION**
10:00 am **Place:** OPCC Exhibit Hall B
Presiding: Stan Moore, NACAA President
Call to Order and Welcome
Introductions: National Committee and
Council Chairs, Special Assignments, and
Executive Director
Report to the Association, Stan Moore,
NACAA President
**Recognition of Donors and Introduction of
New Programs:**
Paul Wigley, NACAA President Elect
**Presentation by Bidding States for 2015 AM/PIC
National Outstanding Young Farmer Recipient
Hall of Fame Awards Presentation**
EPA R7 Presentation: Karl Brooks, EPA Region
7 Administrator
**Comments and Introduction of Keynote
Speaker:** Dr. Daryl Buchholz, Associate Director
for Extension and Applied Research, Kansas
State University
Keynote Address: Dr Ron Trewyn, Vice
President for Research of Kansas State
University
Closing Comments: Richard Fechter, AM/PIC
Chair

8:00 am - **LIFE MEMBER AND SPOUSES HOSPITALITY**
5:00 pm **Place:** SH Linden Room

9:00 am - **COMMERCIAL AND NACAA EDUCATIONAL
EXHIBITS OPEN**
5:00 pm **Place:** OPCC Exhibit Hall A

10:00 am - **BREAK**
10:30 am **Place:** OPCC Exhibit Hall A and Prefunction Areas
Courtesy: Minnesota Association of Extension
Agricultural Professionals, Missouri Agricultural
Extension Professionals

10:00 am - **MEET THE AUTHORS POSTER
SESSION**
10:30 pm **Place:** OPCC Exhibit Hall A

1:30 pm - **LIFE MEMBERS BUSINESS MEETING**
3:00 pm **Place:** OPCC Meeting Room 7
Presiding: Duane Duncan

2:30 pm - **BREAK**
3:00 pm **Place:** OPCC Exhibit Hall A and Prefunction Areas
Courtesy: Michigan Association of Extension
Agents

2:30 am - **MEET THE AUTHORS POSTER
SESSION**
3:00 pm **Place:** OPCC Exhibit Hall A

5:00 pm - **DINNER ON YOUR OWN**
7:00 pm (Bus available to Town Center Plaza from 4:00
to 8:00 pm)

- 7:30 pm - **4-H TALENT REVUE**
9:00 pm **Place:** OPCC Exhibit Hall B
Courtesy: Farm Credit
- 9:00 pm - **ICE CREAM SOCIAL**
10:00 pm **Place:** Just outside OPCC main entrance
Courtesy: Southwest Dairy Farmers
- 9:30 pm - **HOSPITALITY ROOMS**
11:30 pm **Place:** Courtyard by Marriott
- 9:00 pm - **STATE PICTURES**
11:00 pm (See schedule in back of program)
Place: OPCC Ballroom B,C Pre-Function Area

SPOTLIGHT SPONSOR
K-State Research & Extension

- 7:00 am - **LIFE MEMBER BREAKFAST (ticket required)**
8:30 am **Place:** OPCC Ballroom C
Presiding: Duane Duncan, Life Member Chair
Speaker: Jeff Davidson, "Bringing Kansas History to Life Through Song"
- 7:00 am - **LIFE MEMBER AND SPOUSES HOSPITALITY**
5:00 pm **Place:** SH Linden Room
- 8:00 am - **REGISTRATION**
5:00 pm **Place:** OPCC Main Lobby
- 8:30 am - **LIFE MEMBER AND LIFE MEMBER SPOUSES TOURS**
4:30 pm **FULL DAY TOURS**
Gather at: Meeting Room 6
Tour #1 – Pioneers of Kansas
Tour#3- Frontier Trails and President Truman
Tour #4- Steamboat Arabia, WW I Museum, Downtown Farmers Market
- 9:00 am - **COMMERCIAL EXHIBITS AND NACAA EDUCATIONAL EXHIBITS OPEN**
4:00 pm **Place:** OPCC Exhibit Hall A
- 9:00 am - **NACAA POSTER SESSION OPEN**
4:00 pm **Place:** OPCC Exhibit Hall A
- 4:30 pm **STATES NIGHT OUT**
Place: States make own arrangements
- 7:00 pm **SILENT AND LIVE AUCTION PREVIEW**
Place: OPCC Exhibit Hall B
- 8:00 pm **LIVE AUCTION**
Place: OPCC Exhibit Hall B

WEDNESDAY, AUGUST 10

SPOTLIGHT SPONSOR
ADM Grain Co.

- 6:00 am - **CHRIS CAKES BREAKFAST**
8:00 am **Place:** OPCC Meeting Room 1, 2, 3
Courtesy: Illinois Extension Agricultural Association
- 6:30 am - **ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS**
9:00 am **Place:** OPCC Meeting Room 4, 5, 6, 7
Arrive 30 minutes before tour departure time

- 8:00 am - **PROFESSIONAL IMPROVEMENT TOURS**
6:00 pm
- 5:00 pm **Shuttle buses will leave Convention Center to take people not participating in tours to the Ag Hall of Fame**
- 5:00 pm - **KANSAS PORK ON A STICK DINNER**
7:00 pm **Place:** National Agriculture Hall of Fame, Bonner Springs, KS
Courtesy: Cargill
- 6:00 pm - **Buses Bring Back Participants to the Convention Center**
8:30 pm

THURSDAY, AUGUST 11

- 8:00 am - **LIFE MEMBER AND SPOUSES HOSPITALITY**
5:00 pm **Place:** SH Linden Room
- 8:30 am - **NACAA POLICY MEETING**
10:00 am **Place:** SH Redbud Room
Presiding: Glenn Rogers, Chair, NACAA Policy Committee
- 8:30 am - **GENERAL SESSION**
10:30 am **Place:** OPCC Exhibit Hall B
Presiding: Stan Moore, NACAA President
Recognition of Retiring Officers and Installation of Incoming Officers, Directors and Vice Directors
Looking Ahead to the New Year: Paul Wigley, NACAA President Elect
Greetings from JCEP
Comments and Introduction: Jill Zimmerman, KACAA
Capstone Speaker: Dr. Barry Flinchbaugh, Professor of Agricultural Economics and Policy at Kansas State University
Outstanding Service to American and World Agriculture Award
Presentation and Response: Dr. Barry Flinchbaugh
Announcements: Richard Fechter, AM/PIC Chair
- 9:00 am - **REGISTRATION**
5:00 pm **Place:** OPCC Main Lobby
- 9:00 am - **TRAVELOGUE**
10:00 am **Place:** Hawthorne 1
Presiding: Duane Duncan
- 10:30 am - **BREAK**
10:45 am **Place:** OPCC Prefunction areas
Courtesy: Indiana Extension Educators Association - Agriculture and Natural Resources Section, North Dakota Association of Extension Agents, Ohio Association of Extension Professionals.
- 4:30 pm - **FORMAL PICTURE OPPORTUNITY**
5:00 pm **Place:** OPCC Ballroom A1
- 5:00 pm - **DSA & AA Recipients, Hall of Fame Recipients, NACAA Board Members, Region Directors, Past Officers, Special Assignments, Special Guests, Council Chairs, Committee Chairs and Vice Chairs Assemble for Banquet**
6:30 pm **Place:** OPCC Ballroom A1

- 6:30 pm - **ANNUAL BANQUET**
 9:00 pm **Place:** OPCC Exhibit Hall B
- 9:15 pm - **PRESIDENT'S RECEPTION**
 11:00 pm **Place:** Courtyard by Marriott Lounge

Inspirational Address: General Richard Myers, Retired and the 15th Chairman of the Joint Chiefs of Staff
Closing Announcements: Richard Fechter, AM/PIC Chair
Background Music: Provided by Jeff Davidson, KACAA

SPouses Program 2011 NACAA Annual Meeting

(Spouses are welcome to attend General Sessions and Voting Delegate Session)

SATURDAY, AUGUST 6

- 12:00 pm - **REGISTRATION**
 8:00 pm **Place:** OPCC Main Lobby

SUNDAY, AUGUST 7

- 8:00 am - **REGISTRATION**
 7:00 pm **Place:** OPCC Main Lobby
- 1:00 am - **LIFE MEMBER AND SPOUSES HOSPITALITY**
 5:00 pm **Place:** SH Linden Room
- 3:00 pm - **FIRST TIMER ORIENTATION AND RECEPTION**
 4:00 pm **Place:** SH Cottonwood 1
Presiding: Cade Rensink and John Stannard, KACAA
Presenters: Phil Pratt, NACAA Past President & Richard Fechter, Chair NACAA AM/PIC
(All first time attendees and spouses invited)
- 4:30 pm - **WELCOME TO KANSAS BBQ DINNER**
 6:30 pm **Place:** Enter through Exhibit Hall A - OPCC Ballroom ABC
Courtesy: Iowa State University College of Agriculture and Life Sciences, Iowa Agricultural Extension Association, and Kansas Association of County Agricultural Agents
- 6:00 pm - **PARENTS ORIENTATION FOR SONS AND DAUGHTERS PROGRAM**
 6:45 pm **Place:** SH Cottonwood 3
Presiding: Greg McClure, Amy Jordan, Ginger Kopfer and Andrea Feldkamp, KACAA
- 7:00 pm - **OPENING SESSION AND INSPIRATIONAL PROGRAM**
 8:30 pm **Place:** OPCC Exhibit Hall B
Presiding: Stan Moore, NACAA President
Introduction of NACAA Board: Stan Moore, NACAA President
Invocation: Phil Durst, Michigan
Presentation of Colors – Kansas Army National Guard, 169th Combat Sustained Support Battalion
Pledge
National Anthem- Jackie Newland, Wilson County Kansas 4-H'er
Presentation of State Flags: Announced by Eric Atkinson, Extension Radio Specialist, Kansas State University
Remarks and Introduction: Dr. Kirk Schulz, President of Kansas State University

- 8:30 pm - **ICE CREAM SOCIAL**
 11:00 pm **Place:** Just outside OPCC main entrance
Courtesy: Southwest Dairy Farmers
- 8:30 pm - **STATE PICTURES**
 11:00 pm (See schedule in back of program)
Place: OPCC Ballroom B,C Pre-Function Area
- 9:30 pm - **HOSPITALITY**
 11:30 pm **Place:** Courtyard by Marriott

MONDAY, AUGUST 8

- 8:00 am - **REGISTRATION**
 5:00 pm **Place:** OPCC Main Lobby
- 8:00 am - **LIFE MEMBER AND SPOUSES HOSPITALITY**
 5:00 pm **Place:** SH Linden Room
- 8:00 am - **GENERAL SESSION**
 10:00 am **Place:** OPCC Exhibit Hall B
Presiding: Stan Moore, NACAA President
Call to Order and Welcome
Introductions: National Committee and Council Chairs, Special Assignments, and Executive Director
Report to the Association, Stan Moore, NACAA President
Recognition of Donors and Introduction of New Programs:
 Paul Wigley, NACAA President Elect
Presentation by Bidding States for 2015 AM/PIC National Outstanding Young Farmer Recipient Hall of Fame Awards Presentation
EPA R7 Presentation: Karl Brooks, EPA Region 7 Administrator
Comments and Introduction of Keynote Speaker: Dr. Daryl Buchholz, Associate Director for Extension and Applied Research, Kansas State University
Keynote Address: Dr Ron Trewyn, Vice President for Research of Kansas State University
Closing Comments: Richard Fechter, AM/PIC Chair
- 8:00 am - **SPOUSES TOURS**
 5:00 pm **Place:** OPCC Meeting Room 7
FULL DAY TOURS
Tour #1 – Atchison
Tour #2 – Tallgrass Prairie/Chase County
Tour #3 – Fiber Fest Tour
Tour #4 – Topeka
Tour #5 - Bourbon County/Ft. Scott
- HALF DAY TOUR**
Place: OPCC Meeting Room 7
Tour #7 – Golf Outing
- 9:00 am - **DINNER ON YOUR OWN**
 12:30 pm (Bus available to Town Center Plaza from 4:00 to 8:00 pm)
- 7:30 pm - **4-H TALENT REVUE**

- 9:00 pm **Place:** OPCC Exhibit Hall B
Courtesy: Farm Credit
- 9:00 pm - **ICE CREAM SOCIAL**
10:00 pm **Place:** Just outside OPCC main entrance
Courtesy: Southwest Dairy Farmers
- 9:30 pm - **HOSPITALITY ROOMS**
11:30 pm **Place:** Courtyard by Marriott
- 9:00 pm - **STATE PICTURES**
11:00 pm (See schedule in back of program)
Place: OPCC Ballroom B,C Pre-Function Area

TUESDAY, AUGUST 9

SPOTLIGHT SPONSOR **K-State Research & Extension**

- 8:00 am - **REGISTRATION**
5:00 pm **Place:** OPCC Main Lobby
- 8:00 am - **SPOUSES HOSPITALITY**
5:00 pm **Place:** SH Linden Room
- 9:00 am - **SPOUSES WORKSHOPS**
11:00 am **(Tickets Required)**
#1 - It's a Piece of Cake
Place: OPCC Meeting Room 1
#4 - Zumba Dance Exercise
Place: SH Hawthorne 1
#5 - Everyone Say "Cheese"
Place: SH Redbud Room
#6 - Yes you KAN Arrange Flowers
Place: SH Hawthorne 2
#8 - Made in the Shade Gardens
Place: Meet in front of the conference registration desk in the Convention Center
- 11:30 am - **SPOUSES LUNCHEON**
1:30 pm **(Ticket Required)**
Place: OPCC Ballroom C
Presentation: Marci Penner, Kansas Sampler Foundation
- 2:00 pm - **SPOUSES WORKSHOPS**
4:00 pm **(Tickets Required)**
#9 - It's a Piece of Cake
Place: OPCC Meeting Room 1
#11 - Birdwatching 101
Place: OPCC Meeting Room 3
#12 - Zumba Dance Exercise
Place: SH Hawthorne 1
#13 - Everyone Say "Cheese"
Place: SH Redbud Room
#15 - Improve Your Hunting & Fishing Experience
Place: SH Hawthorne 2
#16 - Made in the Shade Gardens
Place: Meet in front of the conference registration desk in the Convention Center
- 4:30 pm **STATES NIGHT OUT**
Place: States make own arrangements
- 7:00 pm **SILENT AND LIVE AUCTION PREVIEW**
Place: OPCC Exhibit Hall B
- 8:00 pm **LIVE AUCTION**
Place: OPCC Exhibit Hall B

WEDNESDAY, AUGUST 10

SPOTLIGHT SPONSOR **ADM Grain Co.**

- 6:00 am - **CHRIS CAKES BREAKFAST**
8:00 am **Place:** OPCC Meeting Room 1, 2, 3
Courtesy: Illinois Extension Agricultural Association
- 6:30 am - **ASSEMBLE FOR PROFESSIONAL**
9:00 am **IMPROVEMENT TOURS**
Place: OPCC Meeting Room 4, 5, 6, 7
Arrive 30 minutes before tour departure time
- 8:00 am - **PROFESSIONAL IMPROVEMENT TOURS**
6:00 pm
- 5:00 pm **Shuttle buses will leave Convention Center to take people not participating in tours to the Ag Hall of Fame**
- 5:00 pm - **KANSAS PORK ON A STICK DINNER**
7:00 pm **Place:** National Agriculture Hall of Fame, Bonner Springs, KS
Courtesy: Cargill
- 6:00 pm - **Buses Bring Back Participants to the**
8:30 pm **Convention Center**

THURSDAY, AUGUST 11

- 8:00 am - **LIFE MEMBER AND SPOUSES HOSPITALITY**
5:00 pm **Place:** SH Linden Room
- 9:00 am - **REGISTRATION**
5:00 pm **Place:** OPCC Main Lobby
- 9:30 am - Buses leave for shopping at Legends Mall, Cabelas, Bass Pro Shop and Oak Park Mall
- 8:30 am - **GENERAL SESSION**
10:30 am **Place:** OPCC Exhibit Hall B
Presiding: Stan Moore, NACAA President
Recognition of Retiring Officers and Installation of Incoming Officers, Directors and Vice Directors
Looking Ahead to the New Year: Paul Wigley, NACAA President Elect
Greetings from JCEP
Comments and Introduction: Jill Zimmerman, KACAA
Capstone Speaker: Dr. Barry Flinchbaugh, Professor of Agricultural Economics and Policy at Kansas State University
Outstanding Service to American and World Agriculture Award
Presentation and Response: Dr. Barry Flinchbaugh
Announcements: Richard Fechter, AM/PIC Chair
- 4:00 pm Buses return from shopping
- 4:30 pm - **FORMAL PICTURE OPPORTUNITY**
5:00 pm **Place:** OPCC Ballroom A1
- 5:00 pm - **DSA & AA Recipients, Hall of Fame**
6:30 pm **Recipients, NACAA Board Members, Region Directors, Past Officers, Special Assignments, Special Guests, Council Chairs, Committee Chairs and Vice Chairs**

Assemble for Banquet
Place: OPCC Ballroom A1

6:30 pm - **ANNUAL BANQUET**
9:00 pm **Place:** OPCC Exhibit Hall B

9:15 pm - **PRESIDENT'S RECEPTION**
11:00 pm **Place:** Courtyard by Marriott Lounge

SONS & DAUGHTERS PROGRAM 2011 NACAA ANNUAL MEETING

Youth Headquarters
Place: SH Leatherwood 3

SATURDAY, AUGUST 6

12:00am - **REGISTRATION**
8:00 pm **Place:** OPCC Main Lobby

SUNDAY, AUGUST 7

8:00 am - **REGISTRATION**
7:00 pm **Place:** OPCC Main Lobby

4:30 pm - **WELCOME TO KANSAS BBQ DINNER**
6:30 pm **Place:** Enter through Exhibit Hall A - OPCC Ballroom ABC
Courtesy: Iowa State University College of Agriculture and Life Sciences, Iowa Agricultural Extension Association, and Kansas Association of County Agricultural Agents

6:00 pm - **PARENTS ORIENTATION FOR SONS AND DAUGHTERS PROGRAM**
6:45 pm **Place:** SH Cottonwood 3
Presiding: Greg McClure, Amy Jordan, Ginger Kopfer and Andrea Feldkamp, KACAA

6:45 pm - **GET ACQUAINTED PARTY**
8:30 pm **Place:** SH Cottonwood 3

8:30 pm - **ICE CREAM SOCIAL**
11:00 pm **Place:** Just outside OPCC main entrance
Courtesy: Southwest Dairy Farmers

8:30 pm - **STATE PICTURES**
11:00 pm (See schedule in back of program)
Place: OPCC Ballroom B,C Pre-Function Area

8:00 am - **REGISTRATION**
5:00 pm **Place:** OPCC Main Lobby

8:15 am **SONS AND DAUGHTERS GATHER FOR DAY'S ACTIVITIES**
Place: SH Leatherwood 3

8:30 am - **Load Buses to Deanna Rose Children's Farmstead & Schlitterbahn Water Park**
4:45 pm Buses return from day's activities

5:00 pm - **DINNER ON YOUR OWN**
7:00 pm (Bus available to Town Center Plaza from 4:00 to 8:00 pm)

7:30 pm - **4-H TALENT REVUE**
9:00 pm **Place:** OPCC Exhibit Hall B
Courtesy: Farm Credit

9:00 pm - **ICE CREAM SOCIAL**
10:00 pm **Place:** Just outside OPCC main entrance
Courtesy: Southwest Dairy Farmers

9:00 pm - **STATE PICTURES**
11:00 pm (See schedule in back of program)
Place: OPCC Ballroom B,C Pre-Function Area

TUESDAY, AUGUST 9

SPOTLIGHT SPONSOR K-State Research & Extension

8:00 am - **REGISTRATION**
5:00 pm **Place:** OPCC Main Lobby

8:15 am **SONS AND DAUGHTERS GATHER FOR DAY'S ACTIVITIES**
Place: SH Leatherwood 3

8:30 am **Load Buses to Worlds of Fun**

5:30 pm - First Bus returns to Convention Center
9:00 pm - Other Buses return to Convention Center

4:30 pm **STATES NIGHT OUT**
Place: States make own arrangements

7:00 pm **SILENT AND LIVE AUCTION PREVIEW**
Place: OPCC Exhibit Hall B

8:00 pm **LIVE AUCTION**
Place: OPCC Exhibit Hall B

WEDNESDAY, AUGUST 10

SPOTLIGHT SPONSOR ADM Grain Co.

6:00 am - **CHRIS CAKES BREAKFAST**
8:00 am **Place:** OPCC Meeting Room 1, 2, 3
Courtesy: Illinois Extension Agricultural Association

6:30 am - **ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS**
9:00 am **Place:** OPCC Meeting Room 4, 5, 6, 7
Arrive 30 minutes before tour departure time

8:00 am - **PROFESSIONAL IMPROVEMENT TOURS**
6:00 pm

5:00 pm - **Shuttle buses will leave Convention Center to take people not participating in tours to the Ag Hall of Fame**

5:00 pm - **KANSAS PORK ON A STICK DINNER**
7:00 pm **Place:** National Agriculture Hall of Fame, Bonner Springs, KS
Courtesy: Cargill

6:00 pm - **BUSES BRING BACK PARTICIPANTS TO THE CONVENTION CENTER**
8:30 pm

THURSDAY, AUGUST 11

- 8:15 am **SONS AND DAUGHTERS GATHER FOR DAY'S ACTIVITIES**
Place: SH Leatherwood 3
- 8:30 am **LOAD BUSES TO SHAWNEE MISSION PARK AND MOON MARBLE COMPANY**
- 4:00 pm **Bus Returns to Convention Center for Those Attending the Banquet**
- 5:30 pm - **LOAD BUSES FOR FAREWELL PARTY**
Place: SH Leatherwood 3
- 6:00 pm- **Farewell Party for Sons and Daughters at**
9:00 pm **PowerPlay Family Entertainment Center**
- 9:30 pm - **PARENTS PICKUP SONS AND DAUGHTERS**
Place: SH Leatherwood 3

Poster Session

Applied Research

2011 NACAA

96th

Annual Meeting

and

Professional Improvement Conference

Overland Park, Kansas

A LOW COST METHOD TO ENHANCE STORMWATER BASINS AND REDUCE MAINTENANCE COSTS

Haberland, M.¹, McGee, C.², Williams, C.³

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² Project Director, Camden County Soil Conservation District, Berlin, NJ 08091

³ Watershed Management Specialist, Camden County Soil Conservation District, Berlin, NJ 08091

Stormwater detention basins are primarily designed for flood control but can be “retrofitted” by increasing native vegetation, altering flow through structures and minimizing mowing to provide increased infiltration and increased wildlife habitat. Retrofitting, or “naturalizing” basins can provide a benefit to the surrounding ecosystem by providing sufficient time and area for stormwater to infiltrate on site, while incorporating native vegetation for pocket suburban habitats. Naturalizing a basin can also provide valuable environmental education opportunities. This project was designed to implement and report on the efficiency of a cost effective stormwater basin retrofit option using native switchgrass. The current basin retrofit and renovations took advantage of the existing basin soil conditions and topography to improve the basins effectiveness in reducing peak rates of runoff and treating stormwater for nutrients, bacteria and total suspended solids, while increasing infiltration. The use of native switchgrass resulted in a decrease in maintenance costs, as mowing now occurs only once per year.

A STUDY OF PHYSICAL AND GENETIC INDICATORS OF PORK QUALITY IN ASOTIN COUNTY FAIR PIGS

Heitstuman, M.D.¹, Busboom, J.R.², Larson, N.J.³, Nelson, M.L.⁴

¹ WSU Asotin County Extension Director, Washington State University Extension, Asotin, WA 99402

² WSU Extension Meats Specialist, Washington State University Department of Animal Sciences, Pullman, WA 99164

³ Undergraduate Major, Washington State University Department of Animal Sciences, Pullman, WA 99164

⁴ Animal Science Nutritionist, Washington State University Department of Animal Sciences, Pullman, WA 99164

Local consumers and processors of Asotin County Fair (ACF) 4-H and FFA pigs indicate the meat from fair pigs lack marbling, are pale colored and exhibit excessive water loss compared to non-fair pork. Research indicates pigs bred specifically for the show ring are leaner and more heavily muscled than commercial pigs. Show pigs are also often carriers of the Rendement Napole (RN) and Halothane Stress genes. Hogs expressing the dominant RN allele will have lower ultimate pH levels, affecting the water-holding capacity of pork. Both genes are known to affect pork quality. All 152 pigs were ultrasounded for backfat and loineye area at weigh-in during the 2010 fair. Sex and breed were recorded and hair samples collected for DNA analyses of each pig. Carcass data were collected on 50 pigs that were processed locally following the fair. Sixty percent (30 of 50) of the sampled pigs were carriers of the RN gene. RN carriers produced pork that had lower pH values ($P < 0.0001$), lower daily gains and were more muscular than non-carriers. Carriers also had loin muscles that tended to be paler in color with less marbling, and greater drip loss. As expected, gilts grew slower, were leaner, had larger loineyes and less marbling than barrows (All significant $P < 0.05$). Genetic differences are probably contributing to the poor pork quality of ACF pigs; however, pre-harvest handling and post-harvest chilling could also be factors. Educational programs and materials will be developed to address pork quality issues with breeders, youth exhibitors, processors and consumers.

AGRICULTURAL ENERGY INFORMATION NEEDS AND INTERESTS OF NACAA MEMBERS AND THEIR CLIENTELE

Kluchinski, D.¹

¹ County Agent I, Rutgers NJAES Cooperative Extension, New Brunswick, NJ 08901

A nationwide survey of National Association of County Agricultural Agents (NACAA) members was conducted by eXtension’s Farm Energy Community of Practice (CoP) in 2008 to determine interests and educational needs related to energy and agriculture. Questions included the respondent’s ranking of 40 informational topics that were of most interest to them and their clientele. There were 1355 respondents from 47 states, a 42% response rate. The highest ranked interests of respondents were renewable energy (wind, solar), farm system conservation and efficiency, and biodiesel. They perceived their clientele’s greatest interest in the topics of biodiesel, wind energy, farm system conservation and efficiency, and solar energy.

Regional differences were found, but similar interests included renewables, conservation and efficiency, and inputs (feedstocks) rather than outputs (end products) and processes. The results identify and prioritize the need for information on topics related to farm energy, and are useful for planning educational training and developing educational materials.

BODY GROWTH RATES AND FIRST LACTATION MILK PRODUCTION OF PREGNANT HOLSTEIN HEIFERS REARED ON PASTURE OR CONVENTIONAL DIETS

Fultz, S.W.¹, Erdman, R.A.², Peters, R.R.³, Semler, J.W.⁴

¹ Extension Agent, Dairy Science, University of Maryland Extension, Frederick County, Frederick, MD 21702

² Professor, University of Maryland, College Park, College Park, MD 20742

³ Extension Specialist, Dairy Management, University of Maryland, College Park, College Park, MD 20742

⁴ Extension Agent, Agriculture and Natural Resources, University of Maryland Extension, Washington County, Boonsboro, Boonsboro, MD 21713

Objective was to compare body growth rates and first lactation milk production of pregnant heifers on intensively-grazed pasture (P) to those fed conventional (C) diets. Pregnant Holstein heifers were assigned to P (n=15) or C (n=15) using breeding dates. Control heifers were fed a TMR including corn and rye silages, grass hay, and monensin-supplemented grain mix. Pastured heifers were fed one lb/animal/day of ground shelled corn with minerals and monensin. Grazing ran from March 25 to June 30. Pasture consisted primarily of endophyte-infected tall fescue. Pasture-fed heifers were rotated daily to a new paddock of 0.25 to 0.75 acre, based on available dry matter. Biweekly measurements included: body weight (BW), wither height (WH), hip height (HH), body condition score (BCS). Growth measurements were fitted by quadratic regression to generate growth curves for individual animals. First derivatives of individual regression equations were used to estimate average daily growth rates for BW, WH, and HH. Growth rates and projected first lactation 305 day actual milk, fat, and protein production from DHI records were analyzed using analysis of variance. Pastured heifers had increased ($P = 0.043$) average daily gain (ADG), reduced ($P = 0.001$) BCS, a trend for decreased ($P = 0.06$) HH gain and no differences in WH gain as compared to C heifers. Projected milk and fat yields did not differ while protein yields were

increased ($P = 0.043$) by P. While P reduces BCS, it can be used in pregnant heifers without detrimental effects on skeletal development or milk production.

CARCASS CHARACTERISTICS OF PASTURE-RAISED MEAT GOATS

Semler*, J.W.¹, Bennett, M. B.², Escobar, E. N.³, Gordon, D. G.⁴, Schoenian, S. G.⁵, Updike, M. S.⁶

¹ Extension Educator, University of Maryland Extension, Boonsboro, Boonsboro, MD 21713

² Extension Agent, WVU Berkeley Co. Extension Service, Martinsburg, Martinsburg, WV 25401

³ Assistant Professor-Small Ruminant Production and Management, University of Maryland-Eastern Shore, Princess Anne, Princess Anne, MD 21853

⁴ Extension Educator, University of Maryland Extension, Derwood, Derwood, MD 20855

⁵ Sheep & Goat Specialist, University of Maryland Extension, Keedysville, Keedysville, MD 21756

⁶ Assistant Professor, University of Maryland; Animal & Avian Sciences, College Park, College Park, MD 20740

One of the goals of the Western Maryland Pasture-Based Meat Goat Performance Test is to evaluate and compare carcass characteristics of meat goats consuming a pasture-only diet. From the 2009 and 2010 tests, nineteen mostly Kiko bucks (29.2 ± 10.8 kg) were selected for harvest and deboning at LambCo LLC, a USDA/custom abattoir in New Windsor, Maryland. The following data were collected on each buck: live weight (LW), hot carcass weight (HCW), cold carcass weight (CCW), body wall thickness (BWT), kidney and heart fat weight (KH), ultrasound rib eye area (U-REA), actual rib eye area (A-REA), fat weight (F), bone weight (B), and lean weight (L). Dressing percentages and carcass percentages of kidney and heart fat (%KH), fat (%F), bone (%B), and lean (%L) were calculated, along with overall carcass yields (CY). Regression analysis showed U-REA and BWT to be the best indicators of percent lean in a goat carcass. The equation to predict percent lean was determined to be $0.47 + 0.07 \text{ U-REA} + 0.1 \text{ BWT}$ ($r^2 = 0.78$). The equation to predict total pounds of meat in a goat carcass was determined to be $-0.22 + 0.18 \text{ LW} + 4.93 \text{ U-REA}$ ($r^2 = 0.69$). The lighter live and carcass weights and lower fat measurements of the goats harvested in 2010 were attributed to the extreme drought conditions. The higher dressing percentages of the goats harvested in 2010 can be explained by the inclusion of the organ meats in the carcasses.

COMPARISON OF WATER USE AND CROP WATER USE EFFICIENCY OF MAIZE, SORGHUM, AND SOYBEAN IN NEBRASKA

Rees,* J.M.¹, Andersen, D.², Irmak, S.³

¹ Extension Educator, UNL Extension Clay County, Clay Center, Clay Center, NE 68933

² Water Quality Specialist, Little Blue Natural Resources District, Davenport, Davenport, NE 68335

³ Soil and Water Resources Engineer, UNL Biological Systems Engineering Dept., Lincoln, Lincoln, NE 68583

Water is a crucial resource for agricultural production. As the availability of freshwater resources is decreasing in parts of Nebraska and the world, newer hybrids and varieties have been developed for handling stresses like water-limited conditions. While the trend of losing rainfed sorghum acres to maize acres continues, data lack in terms of water use efficiency between maize, sorghum, and soybean. Field studies were conducted in two rainfed fields in South Central Nebraska to determine crop water use efficiency of these three crops over several years. Watermark granular matrix sensors measured soil water status every 1 ft up to 4 ft for the entire growing season and a general soil water balance equation was used to quantify seasonal crop water use and water use efficiency. In 2009, the evapotranspiration (ET) of maize, soybean, and sorghum was 14.5, 14.0, and 13.7 inches and in 2010, 23.3, 22.0, and 21.3 inches, respectively. By accounting the final grain yields, the overall crop water use efficiency of maize was 6.7 bu/inch in 2009 and 4.3 bu/inch in 2010; for soybean it was 2.4 bu/inch in 2009 and 2.0 bu/inch in 2010; and for sorghum it was 5.6 bu/inch in 2009 and 5.5 bu/inch in 2010. Rainfed maize was most efficient in the drier year of 2009. However, sorghum was the most consistent water use-efficient crop between the two years of varying environmental conditions with rainfall received from crop emergence to physiological maturity of 10.1 inches in 2009 and 16.4 inches in 2010.

CONCENTRATIONS OF NITRATE-NITROGEN AND PHOSPHATE-PHOSPHORUS IN SUBSURFACE DRAINAGE WATER FROM CROPLAND WITH FREE DRAINAGE AND CONTROLLED DRAINAGE MANAGEMENT

Clevenger,* W.B.¹, Allred, B.J.²

¹ Extension Educator, Assistant Professor, Ohio State University Extension, Defiance, Defiance, OH 43512

² Adjunct Assistant Professor, Ohio State University, Columbus, Columbus, OH 43210

Ohio's fresh water streams, rivers and lakes can be impaired by high levels of soluble nutrients such as nitrate-nitrogen (N-NO₃) and phosphate-phosphorus (P-PO₄). A portion of the total impairing nutrient load is suspected to come from production agriculture. The research goal was to document the water quality and crop yield differences between controlled subsurface drainage versus free subsurface drainage. The site selected and modified included 2.5 acre plots with drainage systems of 2 inch and 4 inch corrugated plastic tubing at 10 foot; 20 foot lateral drainage spacing and 20 foot; 40 foot lateral drainage spacing, respectively. The four drainage systems have a replicate pair to apply the treatments of controlled drainage and free drainage on an annual basis. All eight plots were equipped with outlet controlled drainage structures and were continuously monitoring subsurface drainage water quality and discharge rate. The cropping system was a no-till, corn-soybean rotation utilizing the Tri-State Soil Fertility Recommendations for crop nutrient applications and soil testing every two years. During 2008 through 2010, N-NO₃ and P-PO₄ drainage water concentrations were not significantly different comparing controlled drainage and free drainage. N-NO₃ and P-PO₄ drainage water concentrations did increase significantly in all plots as a result of field applied fertilizer applications. Preliminary conclusions suggest that water quality concentrations of N-NO₃ and P-PO₄ do not change by implementing controlled drainage. Implication: Production agriculture must control the total annual water flow leaving the farm to have a positive impact on total annual load of impairing nutrients.

CONTROL OF GRAPE COLASPIS AND RICE WATER WEEVIL BY SELECTED SEED TREATMENTS IN ARKANSAS RICE

Craig,* A.¹, Fortner, J.², Lorenz, G.³, Taillon, N.⁴

¹ County Extension Agent- Agriculture, University Of Arkansas Division of Agriculture, Harrisburg, Harrisburg, AR 72432

² Program Associate, University Of Arkansas Division of Agriculture, Lonoke, Lonoke, AR 72086

³ Extension Entomologist, University Of Arkansas Division of Agriculture, Lonoke, Lonoke, AR 72086

⁴ Program Associate, University Of Arkansas Division of Agriculture, Lonoke, Lonoke, AR 72086

With the loss of Icon Seed treatment for use in rice, farmers have had few options for control of two of

the major pests in Arkansas rice culture. It has been a struggle for rice producers in Poinsett County and surrounding areas to deal with grape colaspis and rice water weevil. Grape colaspis is especially detrimental to rice seedlings and causes stand loss especially under adverse environmental conditions. The larvae stage of these insects feed on the plants causing root pruning and girdling resulting in plant death. In conjunction with the Extension Entomologist a protocol was developed for on-farm testing to evaluate the efficacy of three new seed treatments aimed at controlling these two pests. Replicated trials were established in grower fields in Poinsett County during the 2008, 2009 and 2010 growing seasons. These fields had a history of reduced stands and yield loss caused by these pests. The three seed treatments evaluated were Dermacor, Cruiser and Nipsit Inside. University of Arkansas recommendations for fertility and crop management were utilized in all trials. Control ratings were taken at standardized timings. Results of these studies indicated differences among treatments, including increased stand counts, plant height and enhanced seedling vigor. Core samples indicated a reduction in insect numbers. Yield increases of 8-10 bushels per acre were also common. Further results of these studies will be presented to fellow agents and producers.

CONTROLLING WIREWORMS WITH NEONICOTINOID INSECTICIDES IN WHEAT

Esser, * A. E.¹, Dewald, R.², Pike, K. S.³

¹ Extension Educator, WSU Extension, Ritzville, Ritzville, WA 99169

² Wheat Producer, Lincoln County, Davenport, Davenport, WA 99122

³ WSU Entomologist, WSU IAREC, Prosser, Prosser, WA 99350

Wireworm (*Limonius* spp.) populations and crop damage have been increasing in wheat (*Triticum aestivum* L.) production across eastern Washington. Today nearly all cereal crop acres throughout eastern Washington are treated for wireworm control with neonicotinoid insecticides such as Cruiser® (thiamethoxam) and Gaucho® (imidacloprid) at rates between 0.190-0.315 oz/cwt. At these rates, the neonicotinoids are toxic to wireworms but at sub-lethal doses, or in other words they repel or provide some seedling protection only. Our objective is to determine if we can find a lethal dose of neonicotinoid insecticide and reduce wireworm populations. An on-farm test

(OFT) was initiated in the spring of 2008 to examine spring wheat treated with 2.00 oz/cwt of Gaucho vs. a non-Gaucho treated spring wheat control. At this location 2.00 oz/cwt Gaucho had a trend for improved yield, economic return over costs, and reduced wireworm populations and concluded additional research is needed. A second OFT was repeated in the spring of 2010. Spring wheat treated with 2.00 oz/cwt Gaucho significantly improved yield, economic return over costs, and wireworm population data will be collected this spring using a modified wireworm solar bait trap and this data will be presented.

DETERMINING NUTRIENT REMOVAL RATES FOR SELECTED HERBACEOUS PERENNIAL CROPS

Dudek, *T. A.¹, Gould, M. C.²

¹ Senior District Extension Horticulture and Marketing Educator, Michigan State University Extension, West Olive, West Olive, MI 49460

² Extension Educator, Michigan State University Extension, West Olive, West Olive, MI 49460

Michigan field-grown herbaceous perennial plant growers lack science-based information to help them make informed phosphorus (P_2O_5) application decisions. Phosphorus removal rates for major herbaceous perennial crops (Coreopsis, Daylily, Hosta, Iris, Penstemon, Creeping phlox and Wormwood) grown in Michigan were not known. The purpose of this study was to determine the phosphorus removal rate for eleven common herbaceous perennial varieties grown in fields in West Michigan. Plant samples were harvested from commercial nursery fields near Hamilton, Michigan and sent to MSU for whole plant nutrient analysis. From the analysis, calculations were made to determine nutrient removal rates based on harvest yields and nutrient content of each variety. This study found that field-grown herbaceous perennial crops remove significant amounts of P_2O_5 , as well as nitrogen and potassium (K_2O). The phosphorus removal rate for all varieties ranged from 7.1 to 21.5 lb./ton or 14.2 to 191.4 lb./acre (root mass only). When vegetative tops were removed along with the root mass for *Phlox subulata* 'Redwings', phosphorus removal rates increased from 10.5 lb./ton to 23.4 lb./ton. Data generated from this study will be used by growers to comply with Michigan's Right to Farm guidelines with respect to phosphorus applications to their farms.

EFFECT OF TIME-OF-YEAR ON CUT STUMP GLYPHOSATE TREATMENT OF RUSSIAN OLIVE (ELAEAGNUS ANGUSTIFOLIA) IN EAST-CENTRAL UTAH

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¹ Extension Assistant Professor, Utah State University, Price, Price, UT 84501

² Extension Faculty, Utah State University, Castle Dale, Castle Dale, UT 84513

Russian olive is an invasive, woody species that is overtaking riparian areas and pastures in the Western United States. Studies show that diversity of avian and mammalian species decrease as Russian olive replaces native vegetation. Its thorns discourage livestock grazing and are hazardous to humans and farm equipment. A frequent treatment in western pastures is to simply remove the trees with heavy equipment. The result is shrubby, sucker growth. For effective initial control the roots must be killed, which will require either regular tillage or chemical application. The label of one glyphosate product states, "For best results, [cut stump] applications should be made during periods of active growth and full leaf expansion." The major concern with the growing season application is that farmers and ranchers are busiest during that time of year, so Russian olive control is moved toward the bottom of the list of things to do. This field trial was to determine which times of year a cut stump application of glyphosate would be most effective. From December 2009 through November 2010, six Russian olive trees were cut down each month. Three stumps were immediately treated with undiluted 41% glyphosate herbicide applied to the cambium layer at the rate of 1 cc herbicide per inch of trunk diameter. Three stumps were untreated controls. The results indicate that 100% dormant and growing season control can be achieved with cut stump treatments of glyphosate on Russian olive, thus allowing farmers and ranchers more time to schedule Russian olive control.

EFFECTS OF SUPPLEMENTAL VITAMIN E AND OIL SOURCE ON THE PERFORMANCE OF PRECONDITIONED BEEF CALVES

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Sixty-four Angus-cross calves were used to evaluate supplemental vitamin E with or without supplemental oil sources during a 35-day preconditioning period on subsequent feedlot gain and immune response. Preconditioning dietary treatments were: CON (corn-soybean meal base diet), SE (base diet plus 68 IU supplemental vitamin E per lb diet), ELA (SE diet plus 1.5% safflower oil), and ELNA (SE diet plus 1.5% linseed oil). Following preconditioning, calves were shipped to a commercial finishing feedyard. On arrival at the feedyard and again at 20 days post-arrival, all calves received a modified live intranasal vaccine for Infectious Bovine Rhinotracheitis (IBR) and Parainfluenza-3 (PI₃) to stimulate an immune response. No differences ($P>0.10$) were detected for ADG (1.32, 1.14, 1.48, and 1.18 lbs/day respectively for CON, SE, ELA, and ELNA) during the preconditioning period or the finishing period (2.61, 2.62, 2.59, and 2.46 lbs/day respectively for CON, SE, ELA, and ELNA). There were no differences in carcass characteristics across dietary treatments ($P>0.10$). Morbidity rates were less than 1% and consistent across treatments. Supplementation of vitamin E resulted in greater amounts of IBR titer at day 35 and day 36 ($P<0.05$). The SE calves had higher PI₃ titers ($P<0.05$) at day 35 compared to ELA or ELNA calves. However, no differences ($P>0.10$) were detected for PI₃ titers after the preconditioning period. Supplementation of preconditioning diets with vitamin E with or without dietary essential fatty acids showed limited improvement in subsequent feedlot gain or immune response indicators in weaned beef calves.

EFFICACY OF TWO NEW INSECTICIDES: DUPONT'S CORAGEN 1.67 SC AND SYNGENTA'S DURIVO SC FOR CONTROL OF TOBACCO BUDWORM IN FLUE-CURED TOBACCO

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Two new systematic insecticides, Coragen 1.67 SC and Durivo SC applied as tray drenches in the greenhouse, as transplant water treatments in the field, and foliar treatments were compared to several

foliar insecticides for tobacco budworm control in flue-cured tobacco. These trials were conducted with two tobacco growers on their farms located in Jeff Davis County, Georgia in 2010. Both Coragen 1.67 SC and Durivo SC were controlling tobacco budworms on both the Kenneth Williams and Jerry Wooten farms for forty-five days after the tray drench treatments and for forty days after the transplant water treatments. Even though Coragen 1.67 SC and Durivo SC transplant water and tray drench treatments were slower acting when compared to the foliar treatments, they provided tobacco budworm control equal to the foliar treatments on both farms. Using Coragen 1.67 SC or Durivo SC as a tray drench or transplant water treatments saved both tobacco growers from one to two insecticide sprays across the field.

ENCOURAGING CITIZEN SCIENCE ACTIVITY TO OBTAIN DATA ON BUTTERFLY DISTRIBUTION IN MICHIGAN

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“Michigan Butterflies & Skippers” by Mogens C. Nielson, Michigan State University Extension bulletin E-2675, was first published in 1999. Although information was gathered through many decades of personal study and examination of museum specimens by Mr. Nielsen, county distribution data appeared to be incomplete. Even for some very common species that are found virtually anywhere, there were no actual collection records for many Michigan counties. Rather than providing speculative distribution maps in the bulletin, it was decided to show only the verified county species records. This was done to spur the interest and activity of readers to become “citizen scientists”, hoping they would be encouraged to examine their personal collections of specimens and photographs, as well as make specific efforts to search for species in certain counties, and submit further data on the distribution of Michigan butterfly species. The response was impressive, with numerous individuals providing data accounting for hundreds of new county records for the state. The data collected from this process was extensive enough to remove one species from the “special concern” list in the state, based on new information about populations of the butterfly. Published

county distribution maps of selected species and the updated maps after public input will be presented, along with the protocols that were used to assure accuracy of identifications by the data contributors.

ENDOPHYTE TESTING OF TALL FESCUE: A BENCHMARK FOR PRODUCERS

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Many pastures and hay fields in northwest Missouri are primarily composed of tall fescue, most of which are infected with a fungal endophyte. It is consumption of the endophyte by livestock species that can result in fescue toxicosis, causing numerous negative effects on animal performance. Management practices can be employed that help reduce the consumption of the endophyte. In some cases, however, renovation of those pastures with an improved variety of tall fescue, or a different species altogether, is the best course of action. This is dependent upon the level of infection in the pastures. Tall fescue can be tested for endophyte infection levels. These results, reported in the percentage of tillers infected, can then be used to determine if the infection rate is high enough to warrant consideration of additional preventative steps or renovation. In fall 2010, two producers in northwest Missouri that had previously expressed interest in testing their tall fescue pastures were willing to allow several Extension specialists to sample their pastures and have the tillers analyzed. Numerous photos were taken during sampling to document the process and for use in developing educational materials. Both pastures sampled were old stands of tall fescue, likely Kentucky 31 and likely highly infected. Results indicated infection levels of 84 and 79% on the two farms. Both are considered high levels of infection and must be managed to reduce the consumption of the endophyte and resulting fescue toxicosis. Producers were consulted on options to manage these highly infected tall fescue pastures.

EPSOM SALTS ON FERNS 2010

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In 2008, 30 Alabama Master Gardeners participated in a large study to evaluate the effect of Mg as epsom salts on 2 types of ferns. Treatments included 3 potting mixes and 2 epsom salt treatments. The results indicated no measured response to any of the soil treatments in spite of the fact that efforts were made to use fertilizers that did not include Mg. After further testing, we discovered that both the Osmocote® 19-6-12 slow-release fertilizer and a water soluble 20-20-20 fertilizer both contained significant concentrations of Mg that were not included on the fertilizer label. The experiment was repeated in 2010 with 40 Master Gardeners participating by evaluating the same treatments with 3 types of fern. A water soluble 25-5-15 grade fertilizer was custom formulated that did not contain Mg. After growing the ferns in hanging baskets from May through October and evaluating frond length, color and size at the end of the growing season, there were no statistical differences due to treatment on any of the three types of ferns studied. In spite of the fact that many gardeners use epsom salts to fertilize ferns, we concluded that sufficient Mg was in the potting mix (peat and pine bark) to satisfy the needs of these three fern cultivars.

EQUINE BEDDING MATERIALS EFFECT ON PHYSICAL AND CHEMICAL PROPERTIES OF COMPOSTED STALL WASTE

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In recent years new bedding materials have been marketed to the equine industry. Limited research has been conducted to evaluate how composting impacts the physical and chemical properties of these materials. In 2010, a study was conducted to evaluate the effects that bedding materials have on the physical and chemical properties of composted equine stall waste. Two bedding materials were evaluated including a pelletized straw product and wood shavings. Materials were composted for 110 days using an aerobic composting system. Differences were observed in final mass, organic matter, particle size distribution and several chemical parameters including TKN, nitrate-N,

carbon and pH.. Composting resulted in significant reductions in final C:N ratio for all bedding materials with the greatest reductions occurring in the straw-based material. Bedding materials appear to influence the physical and chemical properties of composted equine stall waste and can have dramatic impacts on the potential of using composted equine stall waste as a soil amendment.

ESTABLISHING A BASELINE DATA SET BEFORE THE ARRIVAL OF SEVERAL INVASIVE PESTS OF KENTUCKY FIELD CROPS

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Kentucky is surrounded on all sides by invasive insects of importance to field crops. Specifically we are interested in two groups of pests of corn and soybean. The “variant” western corn rootworm, *Diabrotica virgifera virgifera* LeConte, is spreading eastward and southward in Illinois and Indiana. This insect has become a pest of first year corn by overcoming rotation as a control. The pest has succeeded in this through adapting the behavior of laying eggs in soybeans in a year preceding corn production. Two stink bugs that are of importance to corn and soybean production are found in adjacent states. The brown marmorated stink bug, *Halyomorpha halys* (Stal) is known to be present in bordering states of IL, IN, OH, WV, VA and TN while the red banded stink bug, *Piezodorus guildinii* (Westwood) is known to be present in TN and MO. Our objectives in this study are twofold: (1) early detection of the invasive pests and (2) developing a robust data set describing the current pest situation. In 2010 twelve counties were surveyed. None of the targeted invasives were collected. Data were obtained on three species in the brown stink bug complex, two species in the green stinkbug complex and a single predatory species. Estimates were made on relative frequencies and sex ratios. These serve as baseline data prior to entry of the invasive species.

EVALUATING GPS GUIDANCE TECHNOLOGIES FOR ENERGY SAVINGS

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GPS (Global Positioning System) and other electronic technologies have facilitated many innovations in agricultural field machinery. One of these innovations is the development of GPS-based guidance systems. The primary advantage of using a GPS-based guidance system is a reduction in application errors (overlaps and skips). One other benefit often overlooked is the potential energy savings. Using a set of 25 example fields in Central Missouri ranging in size from 33 to 221 acres for a total of 2200 acres, potential energy savings in fuel were analyzed using GPS technology to apply fertilizer to a corn/soybean rotation. Comparisons were made looking at overlap reductions from 5% and 2.5% to 0% for nitrogen application and 10% and 5% to 0% for phosphorus

and potassium applications. These overlap reductions affect the distance traveled and area covered. Potential fuel savings ranged from 0.11 to 0.14 gallons of diesel fuel per acre or \$0.35 to \$0.42 per acre using a price of \$3.10 per gallon of diesel fuel. With GPS-based guidance systems costing from \$1000 to \$15,000, a return on investment can be realized by considering fuel savings alone.

EVALUATING MICROBIAL MAPLE SYRUP CONTAMINATION AND POTENTIAL FOOD SAFETY RISKS

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An increasing number of maple syrup samples containing floating masses or surface mold have arrived at the University of Maine Cooperative Extension. These samples have originated from Maine, Minnesota, Rhode Island and Vermont. Conventional practices have been to discard obvious mold growths, reboil and consume the syrup. This practice may be risky, especially with the increasing number of food borne illness outbreaks with other food products. Some mold species are known to produce toxins, called mycotoxins, which are toxic chemicals and can be harmful to human health. Some mycotoxins are heat stable, such as patulin, which cannot be destroyed by cider pasteurization temperatures. Patulin can be produced by several fungal species including *Penicillium* and *Aspergillus*. Investigation of assumed fungi-contaminated syrup samples yielded *Penicillium*, *Wallemia*, *Zygomycetes*, and *Aspergillus* species from preliminary research at the University of Maine. The objectives of this research were:

1. To determine the identity of floating masses or “mother” from contaminated syrup samples and
2. To determine if Brix levels are related to microbial growth (at levels below 66 degrees Brix).

EVALUATION OF ARONIA BERRY YIELDS, CULTIVAR ADAPTABILITY AND OPTIMUM NITROGEN REQUIREMENT FOR ORGANIC PRODUCTION IN MARYLAND.

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The Black Chokeberry [*Photinia melanocarpa* (Michx.) Robertson and Phipps], also known as "Aronia", is a northeastern U.S native with a long history of fruit production in Eastern Europe. As an alternative crop, this fruit is part of a growing industry in the mid-western States with great marketing potential. Recent studies have shown that Aronia has a very high Oxygen Radical Absorbance Capacity (ORAC) compared to other fruit, including blueberries and the tropical palm fruit Açai. Increased interest by consumers to the health-promoting effects of fruits and vegetables containing high concentrations of flavonoids, considered potent antioxidants, makes Aronia a highly marketable fruit crop. Research conducted at University of Maryland, Wye Research and Education Center has been evaluating Aronia's cultural management, including cultivar adaptability, disease and pest resistance, and fertility requirements to produce optimum yield. Two popular varieties, 'Viking' and 'Nero' were selected because of their availability in the U.S. nursery trade. Our research has been showing that this fruit seems relatively easy to grow, requiring little fertilizer and pesticide input, which maximizes profit and reduces time for return on investment. A University of Maryland Extension program is presently underway to promote the interest of this fruit as an alternative crop for farms.

EVALUATION OF CO-GRAZING CATTLE AND GOATS TO REDUCE UNDESIRABLE PLANT SPECIES ON STEEP SLOPE PASTURES IN CARTER COUNTY KENTUCKY

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This study investigated weeds control and pasture improvement when grazing a meat goat herd with a beef cow/calf operation. A Boer x Kiko meat goat herd, (113 does w/kids) was grazed with 70 Angus cows' w/ calves on steep mountain pastures. Five 100 ft. plots were placed randomly within a (100ac) paddock for the purpose of determining change in undesirable plant canopy. The line intercept method was applied to the plots and canopy measurements were taken at (6in) intervals along a (100 ft) rope suspended (46 in) from the soil surface. A plum bob was dropped and plant contact beneath the rope was recorded at three canopy levels, top (44in-34in), middle (34in-24in) and bottom at ground level. Data was collected in three sampling periods corresponding to spring, summer and fall. Plant canopies were composed of brambles, forbs, trees/shrubs and vines. Top canopy brambles decline 30% from periods spring, summer to fall and 44% at the middle level for the same sampling periods. Brambles were not apparent at level bottom. With decline of brambles, forbs and vines increased 90% and 42% respectively at the middle level. The percentage of grass increased from 30% at bottom in spring to 42% in summer and 52% in the fall. Simultaneously, the forb cover increased from spring, 14% to 19%, summer and declined to 5% in the fall. As bramble, tree/shrub canopies decline, grass and forb ground cover appear to increase with time for a single growing season.

EVALUATION OF CURRENT AND POTENTIAL INSECTICIDES FOR STINK BUG CONTROL IN COTTON

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Stink bug is an annual pest of cotton which cause nearly 2% yield loss statewide annually with economic reduction being approximately \$15 million. Field studies were conducted in Irwin County, Ga and Worth County, Ga from 2006 through 2010 to evaluate efficacy of novel, new insecticides against stink bugs in cotton.. Plots were arranged in a randomized complete block design and sprayed using an articulated four row plot sprayer

with flat fan spray tips calibrated to apply 15 GPA. Plots were located beside peanut fields to provide a uniform distribution of insect pressure to all plots. Plots were sprayed at two week intervals beginning at three weeks after bloom. Insect counts were made using drop cloths between the inside two rows of plots. Counts were made at three days and seven days after spraying. Insecticide treatments included various pyrethroid, organophosphate, and neonicotinoid products applied alone and in combination. Results indicated that all classes of insecticide had varying degrees of efficacy against green, brown, and quadrate stink bug. These studies indicate that many novel new insecticides provide efficacy against stink bug species found in the Southeastern United States. Brown stink bug proved to be the most difficult to control, and pyrethroid insecticides did not perform well against this species when applied alone. These results indicate there is potential for large economic return by using novel new products in combination with a scouting program to control stink bug in cotton.

EVALUATION OF SEED TREATMENTS FOR SWEET CORN IN THE COLUMBIA BASIN OF WASHINGTON

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The International Sweet Corn Development Association (ISCDA) selects treatments for a multi-location seed treatment trial every year. Researchers from across the country evaluate the selected treatments for their effectiveness against seed-borne and soil-borne diseases that affect sweet corn stand and vigor. WSU Extension and the sweet corn industry in the Columbia Basin of Washington have participated in the trial for many years. The 2010 ISCDA Columbia Basin Seed Treatment Trial was established in a sweet corn field near Mattawa, WA to evaluate 27 seed treatments, including conventional and organic products, on sweet corn (var. SS Jubilee). Experimental design was a randomized complete block with four replications. Seeds were planted on 5 April, 2010. Stand counts and vigor ratings were recorded on 19 May, 2010. Data were subjected to ANOVA and means were separated using the Student-Newman-Keuls Test. Cool weather conditions at planting delayed germination and contributed to reduced stands and poor seedling vigor in the trial. The average stand count was only 24%,

but mean stands for the treatments ranged from 1% to 72%. Ten of the 27 treatments had significantly higher stand counts compared to the untreated check (UTC). Seed treatments with the active ingredients captan, thiram, or carboxin consistently resulted in higher stands compared to the UTC. The seed treatments containing the organic fungicide, Agricoat Organic, did not perform any better than the UTC. This trial provides unbiased information about seed treatment products and helps identify the best performing seed treatments for sweet corn in the Columbia Basin.

EVALUATION OF THE EFFECTIVENESS OF GYPSUM APPLICATIONS ON WATER INFILTRATION RATES AND CROP YIELD

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Gypsum is promoted to increase water infiltration and increase crop yields on poorly drained soils in northwest Missouri. A gypsum rate of a check, 300, 500 and 1,000 pounds of commercially sold gypsum was applied to a randomized complete block design experiment. Typical rates are 300 pounds of material per acre because of cost. Rates were increased to 1,000 pounds per acre to determine if a higher rate would provide the desired impact. Crop yields were measured along with water infiltration rates. The application of different rates of gypsum did not result in an increase of water infiltration compared to that of the check. Crop yields were measured for three years and gypsum did not significantly increase crop yields. The educational impact of this experiment resulted in growers discontinuing their use of the product. The research results were communicated to growers during the Graves-Chapple Farm field days with attendance in 2006 of 146. Data were published in the Graves-Chapple Farm annual reports of 2004 and 2005. Copies are distributed to 250 growers per year. Summary data were presented in Agricultural update meetings to growers in the 15-county Northwest Missouri Extension Region in 2007.

EVALUATION OF THE EFFICACY OF MAINE'S MASTER GARDENER VOLUNTEERS PROGRAM: A TWO-YEAR STUDY

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As Master Gardener Volunteer (MGV) program facilitators, we want to know to what extent our work makes a difference. Our two essential questions were: 1) are Cooperative Extension's goals for the MGV program being attained, and 2) are MGV program participants realizing their aspirations? Cooperative Extension wishes to see program participants gain horticultural knowledge, increase use of sustainable gardening practices, and increase community volunteer activity. Participants' primary aspirations, as defined by a survey, are to become better gardeners, to become more active volunteers, and to increase their association with like-minded people. The tools we used included pre- and post-tests, an in-class survey for baseline data, and a follow-up survey one year after graduation (74% response rate). All documents were coded to track participant responses. Mean scores on the pre- and post-horticulture test were 59.6% and 83.3% respectively, indicating participants gained horticultural knowledge. The follow-up survey showed that graduates initiated new sustainable gardening practices (e.g. 40% had their soil tested for the first time) or improved certain practices (e.g. 63% improved composting methods). The follow-up survey also showed that 89% increased their commitment to volunteerism, a result confirmed by reported volunteer hours. Levels of achievement for participants' three primary aspirations were: become a better gardener, 95%; increase community volunteering, 82%; and associate with like-minded people, 76%. Our results demonstrate that the Maine Master Gardener Volunteers program is meeting both Cooperative Extension's and participants' goals to a great degree. We have also discovered ways in which we can further improve the program.

EXTENSION ASSESSMENT OF LEGUME INDUCED BLOAT PRODUCTION LOSSES

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During the spring grazing season of 2010, reports of cattle losses due to ruminal tympany or bloat began to come in from county agriculture extension agents. However, it was not clear at that time the magnitude of the situation. During the week of April 12th, several agents indicated that some producers were experiencing an exceptionally large number of bloat cases in grazing cattle. During this same time, the Farm Service Agency (FSA) also contacted Extension specialists to determine whether or not this situation was weather related and if an estimate of the number of livestock impacted could be provided. Extension specialists formulated a brief questionnaire to gather information that might assist in answering questions posed by FSA and the Kentucky Cattlemen's Association (KCA). The questionnaire was emailed to the Cooperative Extension Service Agriculture Agent listserv and KCA members. A total of 295 questionnaires were received. At least one completed questionnaire was received from 42 counties across the state. Farmers represented by the survey experienced a 1 % mortality rate due to bloat, most of whom had seeded clover in pastures and had used bloat prevention strategies.

KENTUCKY CORN SILAGE VARIETY TRIALS

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In 2007, Kentucky beef and dairy producers grew 84,781 acres of corn for silage with an average yield of 13.7 tons per acre. The Agriculture & Natural Resources agents of the University of Kentucky Cooperative Extension Service saw this as an opportunity to educate producers about corn silage hybrid selection and increase silage yields and quality in Kentucky. In 2010, a group of agents from 12 counties cooperated with the University of Kentucky Grain Crops Specialist, Dr. Chad Lee to perform corn silage variety trials in three locations across Kentucky. The county agents chose the cooperators, the fields, and organized the hybrid submission process. The agents were actively involved in harvesting the plots. The objective of the variety trial is to provide unbiased forage yield, quality data and disease presence for corn hybrids commonly grown in Kentucky. The trials displayed nearly a 10 ton/acre difference between hybrids in the trials. This type of information can help producers choose better hybrids and improve productivity and profitability.

MICRONUTRIENTS ROBBING CORN YIELDS ON LONEWOOD SOIL

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Russell County experienced a reduction of its corn acreage from 1982-2007 while soybean acres increased. A grain farmer contacted the Russell County Agriculture Agent³ with a problem where some fields were yielding more bushels of soybeans (67) than corn (63) and corn yields were declining over time. However, that community produced an average of 188 bushels per acre of corn in 2002. Dr. Greg Schwab was contacted and he reviewed the farmer's crop history and designed a nutrient study. In 2008 replicated plots were established on the worst-yielding fields that contained the Lonewood soil series. Two other sites were added in 2009 by Dr. Grove to study zinc soil amendments. Three seasons of replicated studies revealed no impact on soybean yields from treatments of zinc, boron, copper or sulfur. Under extreme environmental conditions corn yields were reduced by the following nutrients in order of importance: Zinc, Boron, Copper, and Sulfur. These data are not cumulative since soil moisture is a factor in determining which nutrient is most limiting. A protocol was developed to predict boron deficiencies in corn by tissue-testing soybeans during the previous season. CEC is used to flag boron deficient soils. Liming recommendations were modified to reduce copper & zinc deficiencies by controlling soil pH.

ON-FARM EVALUATION OF TWIN-ROW CORN AND SOYBEAN IN SOUTHERN MINNESOTA

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Growers are questioning if crops planted in twin rows, a system where crops are planted in row pairs six to eight inches apart and the center of row pairs are separated by 30 inches, yield greater than crops planted in 30-inch rows. This study was initiated to determine 1) if corn and/or soybean yield could be increased by planting in twin-rows compared to 30-inch

rows and 2) if the response to planting population differs in twin rows compared to 30-inch rows. Replicated trials were established by Welcome and Wilmont, MN with two producers who had been planting crops in twin rows for a number of years. Twin rows were compared to 30-inch rows at 3 planting populations in corn (33,000, 38,000, and 43,000 live seeds/ac) and soybean (100,000, 140,000, and 180,000 live seeds/ac). Stand counts were taken after emergence in both crops and again in soybean prior to harvest. Grain yield and moisture were recorded at harvest. Results were analyzed by ANOVA and means separated using Fisher's Protected LSD at the 0.05 and 0.10 significance levels. Row spacing and population had no effect on soybean yield at either site in 2010. Corn yield was greatest in twin-rows at the highest population at the Wilmont site while row spacing had no effect on yield at the Welcome site. This study suggests planting corn in twin-rows can result in a slight yield increase at very high populations, although there was no clear advantage to planting at very high seeding rates.

PEANUT FUNGICIDE TRIAL TO ASSESS STANDARD PROGRAMS TO TEBUCONAZOLE TREATMENTS

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Peanut producers must find acceptable means to increase yields while minimizing cost of production. Fungicide disease management is one of the single greatest expenses associated with peanut production in Georgia. This large on farm research trial is to assess the efficacy of different standard commercial fungicide programs in comparison to a 4-block tebuconazole/chlorothalonil program. Using the University of Georgia 2010 Peanut Fungal Disease Risk Index, this research was established on River Bottom Farms in Lanier County, GA in a field with low-to-moderate disease risk (non-irrigated, long rotation, twin row, minimum tillage, Georgia Greener variety) for fungal disease. Nine fungicide programs were included in the study. These plots were randomized complete block experimental design with four replications. They were managed according to production practices recommended by UGA Cooperative Extension. The data results of this large field trial will be reported in terms of disease control, final yields and cost of the fungicide program.

PRELIMINARY INVESTIGATION OF ROOF RUNOFF WATER QUALITY FOR SMALL SCALE RAINWATER HARVESTING

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In New Jersey, as in many other states, residential rain water harvesting using rain barrels has become a popular method for watering backyard and community gardens. Communities often turn to rain barrels as a first step in promoting water conservation and reducing stormwater runoff with their constituents. Many homeowners and community gardens use harvested water to irrigate vegetable gardens, leading to compelling questions about the safety of roof runoff. Usually, simple rainwater harvesting systems such as rain barrels are connected to homes without the protection put on larger cisterns such as downspout diverters, which divert the first flush of contaminated water from the container. Additionally, rainwater harvesting in older, urban communities presents a number of unique safety concerns because of the increase in pollutants, such as PAHs, from air deposition. Little research has been done directly investigating the chemistry of rain barrel water or the safety of using harvested rain water on vegetable gardens. This poster will present an overview of the issues surrounding rooftop runoff and potential impact on rain barrel water. Potential chemical and biological parameters in need of investigation will be reviewed. Preliminary data collected in order to determine whether harvesting rainwater in a rain barrel poses a potential risk for the end user will be presented.

PRODUCERS PERCEPTIONS OF ELECTRONIC MARKETING

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The purpose of this study was to investigate the perceptions of beef producers concerning electronic marketing versus traditional marketing. Data was gathered by administering a nonbiased

survey to 20 farmers from the Ozark District of the University of Arkansas Division of Agriculture Cooperative Extension Service program area. The mean age of respondents was 50 years. Respondents were 90% male and 10% female. The average farm size of respondents was 407 acres. The average farm income of respondents was \$25,000 to \$50,000. Seventy five percent of farmers were second generation farmers with 20% being first generation farmers and 5% not responding to the question. On average respondents indicated they had been farming for 27 years. Respondents indicated that they spent as an average \$2,870 on marketing their animals annually. Most respondents were neutral in their responses but they did identify that they felt live stock auction barns were still an effective way of marketing their livestock. Although they did not favor trying internet marketing they did agree that it would allow for more exposure of their livestock to a larger market. They also expressed that internet marketing is an important tool for producers in Arkansas and across the country. The findings of this study conclude that there is an interest in internet marketing but there is a lack of knowledge about internet marketing. Producers are content with their present marketing strategy but they do realize the potential for expansion and higher premiums for their livestock through internet marketing.

SPECIALTY GREENS AND HERBS SELECTIONS FOR THE EAST COAST

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Research teams at Rutgers University, University of Massachusetts, University of Florida and the University of Penn State assessed the demand for specialty greens and herbs. This USDA– SCRI grant project stresses the importance of locally grown produce, estimates east coast demand and then translates expected demands into local production possibilities towards the benefit of small and mid-size farms. The specific ethnic market segments are Asian and Hispanic consumers, selected for their strong recent population growth and continued growth expectations. The top four sub-groups within each major category are Chinese, Asian Indian, Puerto Rican and Mexican consumers. The geographic target is the sixteen states bordering the East Coast. First year priorities were collecting literature on food habits, reviewing ethnic greens and herbs, preparing consumer surveys and conducting focus group bulletin board interviews. Project team members identified ethnic greens/herbs of culinary interest with help from respective ethnic consumers and a crop expert panel. Over 100 leafy greens and herbs were identified as known food crops from all four ethnicities and 40 key crops were selected from the focus group bulletin board and telephone survey. A follow-up survey then included the top 10 crops for each ethnicity to document consumer demand in terms of frequency, quantity and cost of purchase. This information will direct 2011 field production trials on the East Coast to assess the production feasibility of these selected high-market-potential greens and herbs.

THE IMPACT OF FERTILITY AND MOWING HEIGHT ON WEED POPULATION IN TALL FESCUE TURF

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Mowing height and fertility management are major factors affecting weed population in urban lawns in Southwest, Virginia. Four mowing heights (1.5 inches, 2 inches, 3 inches, and 4 inches) were evaluated within three fertility treatments. The fertility treatments were low (no additional fertilizer after establishment), medium (1 lb/1,000 ft² N in the fall and 0.5 lb/1,000 ft² N in the spring), and high (1 lb/1,000 ft² N 2X in the fall and 0.5 lb/1,000 ft² N 2X in the spring). Plots were seeded with the tall fescue variety Falcon III on August 25, 2008. Plots were mowed with a rotary push type mower weekly (spring into fall). The experiment was conducted as a randomized complete block

with a split plot arrangement of treatments. Whole plots were fertility levels and sub-plots were mowing height. Weed population ratings were analyzed using ANOVA techniques and means were separated using Least Significant Difference (LSD, $\alpha = 0.05$). Weed population was statistically different for all fertility treatments with weed population decreasing as fertility level increased. Mowing heights of 1.5 and 2.0 inches were not statistically different from each other but were statistically different from the 3.0 and 4.0 inch treatments (which were not statistically different from each other). This study suggests that fertility and mowing height can be useful in reducing weed populations and improving turf quality while reducing herbicide treatments. Low and medium fertility levels and mowing heights of 2.0 inches or less (in tall fescue) result in significant increases in weed population over time.

THREE YEAR COMPARISON OF SUMMER ANNUAL GRASSES FOR FORAGE YIELD AND QUALITY PLANTED AFTER WINTER WHEAT

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Limited forage availability is often a major problem during the later part of a growing season. Hancock County in northwestern Ohio normally plants approximately 40,000 acres of winter wheat each year. Research plots were designed to compare various commonly planted summer annual grasses popular to the area and each were planted and harvested each year from 2008 to 2010. The species planted were various combinations of feed bin (Canadian) oats, forage oats, BMR sudangrass and also pearl millet and teff in 2008. The plots were planted in a randomized block design with each specie having three replications in a regular farm field. The plots were no-tilled into wheat stubble at the end of July and all forage was harvested as baleage at mid to the latter part of October. Yield and forage quality data were recorded for all varieties. The weather conditions varied from very dry to wet. For the five summer annual grasses tested, yields varied from 1795 to 3995 pounds per acre of dry matter forage. Quality measurements for crude protein varied from 8.7% to 13.3%. This study did suggest that substantial forage can be produced after winter wheat even in a variety of weather and growing conditions.

UNIVERSITY OF KENTUCKY SOYBEAN MANAGEMENT VERIFICATION PROGRAM

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The 2010 Soybean Management Verification Program (SoyMVP) consisted of 16 fields, totaling 379 acres and averaged 27 acres, across western Kentucky. The fields were split giving seven direct comparisons between University of Kentucky recommendations and producer practices for soybean production. Weekly scouting was conducted on all fields and recommendations made on the university portion of the field based on established thresholds and observations from agronomic research. The purpose of these comparisons is to determine the applicability of university research to producer fields in Kentucky. The 2010 growing season was quite varied across the SoyMVP fields, mainly being the lack of rainfall. Planting was much earlier in 2010, with the earliest field planted in April and the latest the first week of June. With the hot, dry conditions in August, harvest was much timelier than the 2009 season. Weed pressure varied with the most common species being Johnsongrass, crabgrass, pigweed, marehail, Eastern Black Nightshade, Virginia Copperleaf, and common lambsquarters. Disease pressure was light, likely due to the hot, dry conditions. Septoria leaf spot was seen at some level across most fields, with the higher incidence being at the locations that received more early-season rainfall. Sudden Death Syndrome

and Frogeye Leaf Spot were also present at very low levels. The University of Kentucky recommendations averaged 44.3 bushels per acre, compared to 45.6 bushels per acre in those using producer practices. Partial economic net returns per acre averaged \$400.56 under University of Kentucky recommendations, compared to \$397.38 using producer practices.

USE OF DUAL MAGNUM HERBICIDE FOR SWEET POTATO WEED CONTROL

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Vegetable producers in Arkansas have relatively few options for weed control. Arkansas' 3,000 acre sweet potato crop is in need of more registered herbicides to address this issue. A research effort was established to evaluate the effects of Dual Magnum herbicide in a sweet potato weed control program for use in Arkansas. In conjunction with the Extension Weed Specialist a protocol was developed and trials were established in Lonoke County in a producer's field. Plot size was 5' x 20' and the experimental design was a randomized complete block with four replications. Plots were sprayed at transplanting utilizing a CO₂back pack sprayer and handheld boom. University of Arkansas recommendations for fertility and crop management were utilized in all trials. Control ratings will be taken at standardized timings. Yield data and weed control results were analyzed using ANOVA techniques and means were separated using Duncan's Multiple Range Test. Results of this study will be presented to fellow agents and producers.

USE OF HIGH STOCKING RATE GRAZING TO CONTROL SMUTGRASS INFESTATION IN BAHIAGRASS/LIMPOGRASS PASTURES

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Situation: Smutgrass (*Sporobolus indicus*), a significant weed in bahiagrass (*Paspalum notatum*) pastures reduces forage and per acre beef yields. Effective chemical control treatments exist. These treatments can require significant capital, labor, and equipment in addition to grazing restrictions rendering their incorporation impractical into pasture management rotation. Chemical treatments require the use of herbicides and equipment that emit greenhouse gases or may negatively affect water quality. **Procedure:** A cooperative, multi-agency field study was implemented on 56 acres of a commercial ranch in Central Florida. The objective evaluates combinations of grazing management (mob grazing) and cultural practices for effective control measures. Four replicates of three treatments (burn and graze, mow and graze, and graze only) in a randomized block were imposed in November 2009. Eighteen sampling points per treatment plot (4.5 acres) were established via GIS mapping. The number of plants and basal circumference were recorded at the start of the project and one year later. Head fires were utilized on burn treatments. Rotary mower (8" stubble height) were utilized on mowed blocks. Cattle grazed the entire 56 acres monthly during 3-4 days at 5.5 au/acre, totally 8 grazing events. **Results:** Plants size and numbers were significantly reduced on burn treatments. Previously covered smutgrass areas began infilling with desirable grasses one year post treatment. **Conclusion:** Control burning and mob grazing of smutgrass infested bahiagrass/limpograss pasture in Florida provides effective control. Additional evaluation is needed to capture long term effects control of smutgrass and increase of desirable species.

USING ULTRASOUND ESTIMATES OF LOIN MUSCLE MEASUREMENTS TO OBTAIN WEIGHT-ADJUSTED RIBEYE AREA IN TARGHEE RAMS

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In recent years, ultrasound measurement of ribeye area (REA) has allowed objective measurements of important carcass traits to be used in livestock selection programs. However, there are no standardized procedures to accurately ensure repeatability among technicians, and, due to differences in production and management, no established weight and/or age at which to measure REA. The objective of this research is to develop a recommended method to adjust ram ultrasound scanning estimates. Forty-two MSU Targhee rams were measured for REA at 12th/13th rib transverse using ultrasound approximately every 4 weeks from November through May under a typical ram development program for western range rams. Data indicated that a 190-lb ram should have a 3-inch REA, and that REA changed by ± 0.015 inches for every 10-lb change above or below 190 lb. Body weight differences accounted for 67% of variation in REA. Our ultrasound procedures will be used to develop a standardized protocol for ultrasound scanning of sheep and will assist in development of a carcass merit EPD in the Targhee breed.

YIELD RESPONSE OF SOYBEANS TO RECOMMENDED INSECT MANAGEMENT PRACTICES IN ALABAMA

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Numerous Insect pests can often reduce soybean yields in Alabama and more information is needed on the yield response of soybeans to insecticide seed treatments and foliar insecticide applications to control individual insect pests and insect pest complexes. Studies were conducted in Alabama from 2008-2010 to determine the yield response of soybeans to insecticide seed treatments and foliar applications of

insecticides to control individual pests and insect pest complexes. General seed treatments evaluated were (1) Insecticide (2) Fungicide + Insecticide (3) Fungicide + Early Season Insecticide Foliar Overspray and (4) Untreated. Additional tests were conducted to evaluate efficacy of several insecticides in controlling and preventing yield losses to soybean loopers infesting R3 beans; a complex of Brown and Green stink bugs infesting R7 beans ; a complex of 3-Cornered Alfalfa Hoppers (3CAH's) and Grasshoppers infesting R5 beans and a complex of Bean Leaf beetles and Katydid infesting late R2 beans. Sixteen insecticide seed treatment tests were conducted and in two tests the Insecticide + Fungicide seed treatment yielded significantly more soybeans than the untreated beans. In one seed treatment study the Fungicide + Early Season Pyrethroid Overspray treatment yielded significantly more than the untreated check. Neither the complex of Bean Leaf beetles and Katydid or the complex of Brown and Green stink bugs significantly reduced yields. Soybean loopers and the complex of 3CAH's plus grasshoppers did significantly reduce yields.

2011 ARKANSAS CORN QUICK FACTS

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The 2011 Arkansas Corn Quick Fact Sheet was developed for County Extension Agents, producers, and crop consultants to have a one page, easy to read, quick reference guide for University of Arkansas corn growing recommendations and other corn facts. Information contained in the quick fact sheet includes answers to many often asked questions by agents and producers throughout the growing season about crop growth and development, plant populations, seed spacing, planting dates, fertility recommendations, herbicides, and irrigation. All of the information on the fact sheet is in black in white so it is easy to print and doesn't cost the county extension offices a lot of money to reproduce. The Corn Quick Fact Sheet has been distributed to all 35 counties in Arkansas that grow corn and each county has on average sent 100 copies out to their clientele, totaling more than 3500

copies statewide. Many county agents have provided their clientele with laminated copies to carry with them in the field. The quick fact sheet is available at, http://www.agriculture.org/crops/corn/quick_facts/default.htm and has had 1621 downloads in the first two months. Media articles about the quick fact sheet have been produced and have appeared in several regional publications. Feedback about the quick fact sheet has been very positive.

2011 OHIO BEEF SCHOOL

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A five session Ohio Beef School was conducted in February and March to address issues for beef producers in Ohio and across the country. Topics included reproduction, mineral nutrition, third trimester nutrition, optimizing animal performance, marketing and animal welfare audits. Webex based technology was utilized to reach over 200 participants at 15 locations across the state and two out-of-state locations. Materials presented were sent to each host location prior to meetings so that all attendees received hard copies. Throughout the evening producers had the opportunity to ask questions to presenters. After some technical issues the first night, the subsequent programs were well received. This was the first virtual educational program for 45% and 93% said they would recommend this school to others. Overall level of knowledge increased for a 2.3 to a 3.4 (five point Likert type scale). Participants estimate that due to this program, they will save on average \$34/head.

Poster Session

Extension Education

2011 NACAA
96th
Annual Meeting
and
Professional Improvement Conference

Overland Park, Kansas

4-H AND FFA YOUTH HORSE FIELD DAYS: BUILDING COMPETENCIES FOR SUCCESS

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In Southeast Washington and North Idaho, 30% of the youth enrolled in the 4-H program are enrolled in equine projects. With concerns over liability, personal safety, animal care, and youth desiring to improve their judging, riding and handling skills, there was a need to provide subject matter information to a diverse audience from a large geographic area. Youth Horse Field Days focused on providing knowledge and skills to youth, leaders and parents to insure safety and success in the equine project. During late winter, the field days were held in a central location in the region. Topics for the field days included: Horse Judging, Conformation and Oral reasons, Equine First Aid, Fitting & Showing, Western & English Pleasure, Stockseat & English Equitation, Trailer Safety, Horse Nutrition and Trail Horse, Reining and Dressage Demonstrations. Speakers for the field days included: professionals, extension staff, veterinarians, 4-H leaders, and WSU students. Registration was set at a nominal \$5 per person and included lunch. The field days were well attended with audience size ranging from 20 to 100 participants. Each field day was evaluated using a retrospective evaluation. Knowledge gains were reported in judging, oral reasons, understanding the judge's point of view, first aid, riding and handling skills, and health care. Participants rated the field days as an excellent opportunity to gain relevant knowledge, skills and competencies in the 4-H Equine Project. The Youth Field Day methodology has proven to be a very effective means of presenting relevant information to the 4-H Equine audience.

A DAY ON THE FARM: STUDENTS INCREASE KNOWLEDGE OF AGRICULTURE

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Understanding the need to educate youth about the various aspects of agriculture and how it affects their daily lives, a county-based Extension professional applied and received the Governor's Agricultural Excellence

Award which provided funding for the first annual "A Day on the Farm" event. As grant funding diminished over a two-year period and the need to educate a greater number of students, the original event organizer began collaboration with a neighboring Extension faculty member to assist in seeking grant funds as well as assist with general organization. Since joining forces in 2002, more than 5,200 third grade students from a five-county area have been educated and nearly \$25,000 in support has been obtained from local and state commodity associations, local banks and county Farm Bureaus. "A Day on the Farm" was designed as a half-day event for local third grade students. The program strives to increase youth's positive attitudes about agriculture products as healthful, nutritious, safe, convenient, versatile, consumer-friendly and environmentally-friendly products and a strong, positive image of agribusiness professionals, agriculture producers and agriculture production. Students learn by attending six 15-minute hands-on sessions about agricultural technology, beef, corn/soybeans, dairy, swine, and alternative agriculture. In 2010, 83.3% of the teachers reported their students gaining a moderate to an extreme increase in knowledge for the six sessions attended. Evaluation data was collected by utilized a hard copy evaluation form distributed to the 36 classroom teachers attending the events. When evaluating the individual sessions, the average overall "Increase in Knowledge" was 4.11/5.00.

ACCEPTANCE OF WEB-BASED EXTENSION AGRITOURISM PROGRAM DELIVERY

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In recent years, distance education has become an important outreach tool in some areas of cooperative extension. This tool allows educators the ability to host what would traditionally be viewed as face-to-face

educational programs over the internet using specialized software. In 2010, a series of educational webinars were conducted. The program entitled, *The East Coast Agritourism Webinar Series* was developed to introduce participants to the fundamentals of establishing an agritourism venture on-farm. The objectives of this study were to evaluate participant's acceptance of web-based technologies and to quantify the impact of web-based programs on Extension clientele. Two hundred fourteen (214) individuals participated in five webinars hosted during 2010. Participants were surveyed to quantify the educational impact of these programs and to determine the effectiveness of the program. Most respondents (92.4%) were satisfied or very satisfied with the program with 100% reporting that they would recommend the program to others. The majority of respondents (80.3%) reported learning strategies that would improve their operation with 59.7% reporting that they would implement at least one strategy on their farm. Most respondents (75%) reported having little to no problem utilizing the technology. Among respondents, >76% reported attending traditional extension programming. However, 23.7 % reported never attending any Extension programs. Webinars appear to be a viable alternative to traditional classroom extension programming and may increase efficiency for certain programs while attracting new participants to Extension programming.

AGRICULTURAL EDUCATION FOR NON-TRADITIONAL URBAN GROWERS

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Traditional agriculture education has always been provided to large and small growers seeking to enter the local produce market or to branch off into niche markets. The local foods movement combined with urban redevelopment has merged the need for traditional grower outreach with small market garden entrepreneurs having little or no experience with agricultural endeavors. Most urban market gardeners have no experience growing crops for market. They do not recognize traditional agriculture supply chains and many of the supplies are not available within urban areas. Ongoing "market gardener" programs in the Greater Cleveland area have honed grower educational programs to cater to new urban farmers.

This new group of extension clientele approach their business with new eyes—recognizing and using non-traditional inputs that rural growers would not consider. This same lack of experience redirects education efforts to more hands-on and anecdotal teaching. In one market gardener program, of the thirty growers that participated about one-third made extensive use of programs, resources, and on-site, phone and eMail consulting. A subjective evaluation of sites at the close of the year indicated that the same one-third were the most successful of the original group. This suggests that the group was either more engaged in the process leading them to seek (and use) more input or that the availability of the assistance was sufficient to increase their rate of success. Successful extension education to urban growers requires acknowledgement that these non-traditional farmers require frequent contact and resources that account for their level of experience.

AGRICULTURAL SOLUTIONS FOR COUNTY ROAD DEPARTMENTS

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Mowing roadside vegetation is a large expense for county road departments in sub-tropical environments such as those found in Florida. Weed management on highway right-of-way is important for both safety reasons and aesthetics. Roadside weeds often out-compete desirable plants that are put in place to stabilize the highway shoulder. During winter months, when warm season weeds die, bare ground is exposed. This bare ground is more susceptible to erosion. Erosion of road shoulder can lead to instability of driving surface resulting in cracks and other costly maintenance issues. The current weed management plan in Pasco County Florida is repeated mowings throughout the season at an annual cost of over five hundred thousand dollars. Research has shown that judicious use of selective agricultural herbicides can improve roadside weed control, improve turf grass quality, and reduce the overall number of mowing cycles thereby saving money and other resources. In 2010, with assistance from the Pasco County Road and Bridge Department and University of Florida Weed Science Faculty, four demonstration sites were set up on county roads to test and illustrate the feasibility of this alternative. County leadership and maintenance staff attended an Extension program in September to view results and review economic impacts of these practices. As a result, larger areas will be treated in

2011 to receive public feedback and evaluate strategies for full scale implementation which will save the county approximately three hundred thousand dollars annually.

AGRICULTURE/NATURAL RESOURCES AND 4-H YOUTH DEVELOPMENT COOPERATIVELY USING A PRIVATELY FUNDED COMPUTER LAB FOR FARM MANAGEMENT EDUCATION AND JR. FAIR LIVESTOCK AUCTIONS

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Computer technology has vastly improved the efficiency of farm business across the U.S. Computer software has also been successfully adapted to clerk the Jr. fair livestock auction of many county and state fairs. In 2000, Northwest Ohio 4-H Educators solicited Ag Credit to financially support the purchase 5 laptop computers to clerk multiple county Jr. fair livestock auctions and sales. Ag Credit agreed to purchase 5 laptops, 1 laser printer, 1 wireless router, 1 monitor and 4 power back up packs to support the Jr. fair livestock auction at 8 Northwest Ohio county fairs. County Sr. fair boards agreed to lease back the computer equipment at approximately \$400 annually for 4 years. While the computer lab was primarily used July through September for Jr. fair sales, the computer lab remained stored and unused October through June. ANR and 4-H educators determined the potential to use the computer lab year round. 4-H and ANR educators requested of Ag Credit permission to use the lab for farm management education offered by OSU Extension. Ag Credit generously approved the use and continues to support the dual use of their investment and gift to 4-H and ANR farm management education. Annually, 8 county fairs benefit by having the computer lab available for the livestock auctions. ANR has used the computer lab during the winter 2010/2011 for three computerized farm recordkeeping workshops serving over 40 farm families.

AMPLIFYING AGRICULTURAL PROFITABILITY IN NORTHWEST GEORGIA: BEGINNERS SCHOOL FOR SMALL FARMERS “TOO MUCH TO MOW, WHAT DO I GROW?”

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Northwest Georgia encompasses a region marked by a rapidly growing population and changing land use patterns due to close proximity to metro Atlanta. During the past few decades there has been a shift in land uses away from traditional farms. Increasing residential growth in Bartow, Cherokee, Floyd, Haralson, Paulding, and Polk Counties has resulted in rural farm and forest land being converted to suburban land. While this shift has changed the landscape, it has resulted in new opportunities for small-scale production agriculture, as a result of increasing demand for locally grown products and a greater opportunity for the direct marketing of these products to consumers in the region. Agriculture is still a large part of the economy and landscape, but the typical small or beginning farmer may be new to production agriculture and needs an understanding of resources available. Many small acreage landowners are looking for profitable ways to keep their land in agricultural production. Agents in this region have witnessed a lack of knowledge and understanding of key issues such as the importance of marketing, local agricultural networking, business practices, insurance, tax issues, in addition to basic sound agricultural production practices. Agricultural stakeholders find the various resources available to them difficult to track down. In order to address these needs, agents initiated a program aimed at small and beginning farmers, “Too Much to Mow, What Do I Grow?”

AN “EERA” FOR EXCELLENCE IN PROGRAM AND EDUCATOR DEVELOPMENT

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Decreased Extension funding necessitated reorganization of program delivery through creation of Extension Education and Research Areas (EERAs). The Ohio Valley EERA is comprised of ten counties in south-central Ohio staffed by five Agriculture and Natural Resource (ANR) Educators. Quarterly meetings determine program needs, delivery, specialization, and applied research. Educators are required to deliver “Signature Program” education at the county level. This EERA took a new approach and switched emphasis from programming in agronomic crops, crop insurance, and farm programs to collectively work on forages which better reflected the need in our EERA and utilized our expertise. Collaboration with an Ohio Agricultural Research and Development Center, allowed the educators to conduct applied research in forage management, heifer development, and environmental concerns on grass based livestock operations. Subsequent field days were held to report and demonstrate research initiatives. One project example utilized annual forages to extend the grazing season, reduced the need for stored forages, and provided an emergency source of forage. In this demonstration, 41 crossbred heifers grazed a rotation of oats, turnips and rye over a 58 day period. Heifers gained 1.29 pounds/day. Variable feed costs averaged \$1.18 per head/day which is significantly below industry average for replacement heifers. This project demonstrated how to synergistically reduce costs with heifer development and forage production. Educator specializations have been developed in farm management, marketing, and technology. This enhanced programs for clientele and improved recognition of ANR educators as specialists in signature programs and innovators in program delivery within the EERA and beyond.

ANNIE’S PROJECT INCREASES KNOWLEDGE AND CHANGES BEHAVIORS OF FARM WOMEN IN MISSOURI

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Annie’s Project encompasses many learning techniques necessary for a farm business. The class was designed based upon topics that would have helped Annie (an Illinois farm wife) become better partners. The objective of Annie’s Project is to empower farm women to become better business partners through networks and by managing and organizing critical information. Participants had hands-on experience in the learning environment. Curriculum covers many aspects of risk management including: financial, marketing, production, legal and human resources, taught in various locations throughout the state to reach new audiences. At the end of class, learners are asked to rate their knowledge gain and behavior changes. Five years of results include recognizing the difference between lease types (61%), identifying goals (42%), and utilizing financial ratios (29%). A Likert scale was used to report changes in behavior; where 2 = sometimes and 3 = will do. Learners indicated they prepared a balance sheet (3.0), checked insurance policies (2.96), set goals (2.88), and added POD/TOD on titles and accounts (2.79). Learners gained knowledge and developed skills to write business plans, compare insurance, construct financial statements, calculate financial ratios, evaluate leases, and develop marketing plans.

ANNIE’S PROJECT NEW JERSEY: A TECHNOLOGICALLY ADVANCED APPROACH

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Female owners account for 21% of New Jersey farmers. (New Jersey has 2,261 women farmers who define themselves as the principal operators on their farms.) Anecdotal evidence suggests that women are often in charge of the books and marketing, either as the sole owner, or in partnership with their husband or other family members. Thus, a series of targeted workshops were conducted to give them information, ideas and tools related to farm business management, marketing and financial planning. In 2010 grants were secured from The Risk Management Agency and the Northeast Center for Risk Management. Further resources were secured from local agricultural boards and service agencies. A series of listening sessions were conducted in which potential participants were encouraged to share their educational needs on farm risk management. This information was then used to generate a new curriculum for Annie's Project in New Jersey. The curriculum included educational resources from Rutgers Cooperative Extension and other useful Extension publications. Guest lecturers from industry were selected to present on five areas of farm risk management- production risk, financial risk, human/personal risk, legal risk and marketing risk. One of the sessions was held in a computer lab where the women were educated on website marketing, Facebook, Twitter, and social media skills. Participants communicated via various social media tools including a Facebook page "Annie's Project NJ". Thirty-nine women participated in the program and were given the tools to develop an in-depth marketing and business plan for their farms.

BATTLING THE BORER THROUGH RESEARCH, OUTREACH, AND EDUCATION

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The emerald ash borer (*Agrilus planipennis*) (EAB) is an exotic insect found in 15 states. This invasive wood borer is responsible for killing millions of ash (*Fraxinus* spp.) trees, and offers an opportunity for unlimited natural resource outreach opportunities. Its devastating impact, often compared to the chestnut blight and Dutch elm disease before it, shows that EAB is capable of eliminating an entire tree species from forests and cities throughout the land making it one of the most serious environmental threats now facing North American forests. In 2004, The Ohio State University (OSU) has responded to this developing disaster by bringing program experts together from across the state to create the OSU EAB Outreach Team. The team, with expertise in entomology, urban forestry, woodland management, forest products, wood utilization, forestry, community development, communications, and evaluation; has identified key internal and external audiences and immediately engaged each of those audiences. Members are involved at all levels, including research, communications, educational material development, and outreach. Our team learns from each other, which benefits the broader messages that are communicated in Ohio and beyond. This session will highlight the team's interaction and the benefits gained through the team in the buckeye state.

BEAVER LAKE SHORELINE RESIDENTS BECOME LAKESMART

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Beaver Lake serves as the drinking water supply for more than 350,000 Northwest Arkansas residents and garners \$34 million from recreation and tourism activities. To protect the quality of this important regional water resource, the *LakeSmart* program engages shoreline residents in reducing their contribution of nutrients, sediment, bacteria, and other pollutants to the lake. A series of *LakeSmart* workshops have been conducted for cove neighbors to discuss the role of their property management in protecting the lake.

Trained volunteer leaders facilitate these discussions through a series of short educational videos and interactive quizzes. The accompanying *LakeSmart* environmental self-assessment notebook serves as a personal resource guide that begins with a 22-question checklist to help participants identify their potential pollution risks. Their confidential responses then guide them to topical chapters with more detailed assessments and descriptions of Best Management Practices that will help them minimize their water quality impacts. The *LakeSmart* program emphasizes the importance of Beaver Lake as a water resource, lake home site assessment, proper landscape and runoff management, water well management and home water conservation, septic system maintenance, the use and disposal of household hazardous products, and boat and dock maintenance. To date, 11 *LakeSmart* Leaders have been trained and 9 workshops have been conducted for 83 participants. Follow-up evaluations have documented measurable changes in knowledge, attitudes and behavior. As the program continues, plans are underway to expand the guide to address watershed-wide residents' home management decisions and actions.

BEEKEEPERS ADDRESSING HONEY HOUSE INSPECTION REGULATIONS

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Clinch County is the leading honey producer in the state of Georgia with \$4 million farm gate value. New honey house inspection requirements by the Georgia Department of Agriculture led to confusion for honey producers about what they needed to do to keep houses in compliance. Noncompliance could lead to closure or costly remodeling. Lanier/Clinch Extension Coordinator and beekeepers met with the Georgia Department of Agriculture, Georgia Beekeepers Association and industry representatives in Perry, Georgia to discuss requirements for inspecting honey houses. As a result of this meeting, the Georgia Department of Agriculture sought input from Extension and beekeepers to help update this building inspection code. The guidelines drawn up by this cooperative group was titled, *Basic Regulatory Requirements for Licensing Honey Producer*. It described the basic requirements which must be met before licensing honey producers. These guidelines then needed to be delivered to honey

house owners and producers. Lanier CEC facilitated a meeting in Homerville, Georgia with 96 beekeepers, Georgia Department of Agriculture presenters, and legislative representatives in attendance. This public meeting allowed the Georgia Department of Agriculture to review the inspection process of honey houses with Georgia beekeepers and honey processors. One honey producer commented, "These are the timely kind of meetings beekeepers need so we know what inspectors are looking for." This collaborative work has led to 100% compliance of honey houses inspected in 2010.

BOYD COUNTY FEDERAL INMATES FEED THOUSANDS WHILE BECOMING MASTER GARDENERS

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Over the past 11 years there have been approximately 200 inmates at the Federal Correctional Institution in Ashland, Kentucky to receive Kentucky Master Gardener certification. This program was originally started to raise produce in a 6 acre garden to be taken into the facility to help offset the rising cost of fresh fruits and vegetables. However, it has evolved into one of only two vocational educational programs that will allow the inmates to receive certification for use in securing employment upon release from the facility. It has also become one of the largest donors to the local food pantry system in the area. Because some of the federal guidelines for the food service department have changed, they are no longer able to use the produce from the garden. This prompted the education department to try to find a way to keep the garden so that the inmates would still be able to qualify for their certification (because volunteer time requirement was met by working in the garden). Now all the produce from this garden is given to a local agency and redistributed to 16 social service agencies to feed the hungry. Not only do the inmates get an education in horticulture practices, but they also get the opportunity to learn a new skill to aid them in getting a job upon release and they are able to experience what it feels like to truly help someone else in need.

CELEBRATING KANSAS DAY WHILE TEACHING ACROSS DISCIPLINES

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The state of Kansas celebrated its 150th birthday on January 29, 2011. To teach school students about Kansas history, K-State Sunflower District family and consumer science agent and agronomist teamed up to deliver programs on Kansas crops. This is a program that is presented in various forms every year; however this year was special of Kansas' sesquicentennial. Programs were delivered to five elementary classes in two school districts. These programs were delivered on wheat and sunflowers. In the wheat lesson, the agronomist taught about growing wheat in Kansas. Students learned what wheat needs to grow, why it is grown in Kansas, and wheat's life cycle. Seeds and plants were brought for students to examine. Finally, students ground flour from wheat kernels with a wheat grinder. From there, the family and consumer science agent taught students about the parts of a wheat kernel. She also showed the difference in whole wheat and white flour and discussed the nutritional differences of each. Finally, the students turned into cooks! They made products from the grains group, loaves of bread or pretzels. The sunflower lesson was very similar. Students learned about the two types of sunflower seeds, confection and oil seeds. In the cooking section, students used sunflower meats in sunflower cookies, granola cereal, and granola bars. Since this was a lesson that is taught in various forms every year, the program builds on last year's lesson. This is rewarding because you can see retention of knowledge as students grow.

CITY KIDS, HEALTHY NUTRITION, AND SUSTAINABLE URBAN AGRICULTURE

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In 2009 the City of Dayton and The Ohio State University Extension formed a partnership to determine if vacant city lots could be used for urban agriculture. These urban agriculture lots would be located in "food deserts." The Ohio State University Extension, Montgomery County Agriculture and Natural Resources Program requested the assistance of the Expanded Food and Nutrition Education Program in Montgomery County to assist with the project as nutrition education was a missing link in "food deserts." With the increase in childhood obesity and a generational knowledge void as to where food actually comes from, in 2011 a pilot group of youth, 9 to 12 years old, will be introduced to sustainable urban agriculture and healthy nutrition. The five week workshop will introduce the children to sustainable urban agriculture by utilizing the existing urban production lot for hands-on instruction. As an additional benefit the children will be introduced to the Dayton immigrant population who are using the lot as a sustainable urban agriculture training facility. The Expanded Food and Nutrition Education Program will provide instruction on healthy nutrition using fresh, locally grown produce. Field trips to area sustainable agricultural enterprises and research areas will broaden the youths' perspective on sustainable urban agriculture and its role in their lives. Nutrition information will focus on making healthy food choices, keeping food safe, and increasing food security.

COLLABORATING WITH COUNTY PARTNERS TO DEVELOP AGRI-TOURISM ZONING IN HARRIS COUNTY

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Harris County Georgia is home to a very diverse group of 30,000 residents. Because of this diverse mix of farming and residential housing, agricultural zoning is an important part of the local zoning as it provides the community with balance. However, as recent as 2007 zoning restrictions limited or prohibited some

farming practices critical to the farm's survival. Among these are Agri-Tourism activities. Zoning rules required farmers to apply for variances or special use permits to expand their business with new buildings or Agri-Tourism related activities. Some even require land to be zoned C4 (commercial). Steve Morgan, working with his Extension Leadership Team collaborated with UGA Center for Agribusiness and Economic Development and the Georgia Department of Economic Development to conduct educational programs on Agri-Tourism to clientele in 2008 and 2009. These programming efforts reached over 100 key leaders and potential Agri-Tourism participants. As a result of these educational efforts, the Harris County Board of Commissioners requested that Mr. Morgan work with the county manager to create and serve on a committee that would expand the agricultural zoning ordinance to recognize and include Agri-Tourism. A new zoning ordinance will come forth from these efforts thereby making it possible for more Agri-tourism events and activities to occur in Harris County. This new zoning ordinance could have an estimated economic impact of 1.3 million dollars. This totals 6.75% of the farm gate value in Harris County.

COMMUNITY GARDEN OUTREACH GROWS LOCAL LEADERS AND "TONS" OF FRESH FOOD TO SHARE

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Interest in community gardens is increasing as more Idahoans struggle with unemployment, economic hardship and food insecurity. Treasure Valley Extension offices are approached by dozens of individuals, faith-based groups and community organizations every year requesting information and resources related to starting or participating in community gardens. University of Idaho Extension horticulture educator Ariel Agenbroad successfully sought University of Idaho Extension Critical Issues funding to present Growing Together: a Treasure Valley Community Gardening Conference in April 2010 with Extension and community partners. The conference offered a hands-on approach to horticultural and leadership education, and gave participants opportunities to learn, connect, communicate and collaborate. Fifty individuals attended the one-day conference, held both indoors and outside, at a local faith-based community garden and conference facility.

Attendees represented a diverse group of youth and adults from thirteen Idaho communities. A follow-up survey of conference attendees in fall 2010 found that respondents had made significant progress in starting and sustaining garden projects in their communities and inspiring success stories were shared. With the poverty level in Canyon County at 12%, food insecurity is likely to continue. Community gardens of all shapes and sizes are playing a significant role in easing Treasure Valley hunger, improving nutrition among those gardening or receiving food assistance during the summer months, and increasing community cohesion and collaboration.

COMPARING THE ECONOMIC ENERGY VALUE OF CORN AND BERMUDAGRASS HAY

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When forage or hay quality drops below the minimum nutritional requirements for beef cattle, producers usually utilize corn to satisfy their energy requirements. As corn prices rise, Arkansas producers are utilizing high quality bermudagrass hay as an economic feed option. By participating in hay shows, hay analysis programs and forage production meetings, producers have improved their ability to produce quality bermudagrass hay. In a study that was conducted in Logan and Johnson Counties in 2010, 78% of the bermudagrass hay had an average analysis of crude protein (CP) 13.2% and total digestible nutrients (TDN) 64.1%. Hay of this quality can supply the nutritional needs of most Arkansas cattle herds without any additional supplementation. If you compare the cost of corn and high quality bermudagrass hay based on energy value, the bermudagrass is a much more economical option. Corn has a TDN of 90% and is currently selling for \$240/ton. Bermudagrass with a TDN of 64.1% has a TDN value of \$170/ton compared to corn. Since a 900 lbs bale of hay usually sells for \$30 – \$40 the energy cost would be one half that of corn. Producers have learned to compare energy costs to reduce their feeding expenses.

CROP SCIENCE INVESTIGATION (CSI): ENGAGING YOUTH IN PLANTS AND SCIENCE

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As rural populations decline and fewer youth are raised in rural settings, there is concern that our youth will become more removed from an interest in agriculture, crops, and science which can lead them to careers in these areas. 4-H can provide an opportunity for educating these youth about crops and science in an exciting way! Crop Science Investigation (CSI) for youth was developed to increase youths' knowledge and interest about plants and science. The Iowa State 4-H Crops Curricula is used for some sessions, while many other sessions are the result of questions received in the Extension Office or field and home visits. CSI meetings are held monthly for youth ages 8-18 and weekly during the summer months of June-August. All sessions are hands-on and allow the youth to be investigators as they determine the cause of a problem and find the solution. These sessions build life skills such as plant, insect, and disease identification; understanding natural resources; researching scientifically based answers; and public speaking. Pre and post-survey results showed the largest increase of knowledge on a 5 point scale (3.0) occurred in areas such as taking stand counts, determining plant problems, and identifying weeds. One youth said, "I can actually have a farmer conversation with my dad! I actually know what he's talking about!"

DAIRY HEIFER DEVELOPMENT IN GALLIA COUNTY

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Ohio's dairy industry has expanded greatly in the last 10 years as Dutch immigrants are building new confinement facilities. These facilities want to specialize in the milk production process. The dairies are having their heifers custom raised from birth to parturition. Throughout modern history, Gallia County has been a large burley tobacco producing county until the Master Settlement Agreement took place in 2004.

Now many farm families are lacking farm income and have empty barn facilities and have transitioned into a predominantly into beef cow/calf operations. The agricultural leaders in Gallia County set out to capture a piece of the custom dairy heifer raising market by using the counties existing tobacco barns and the animal husbandry skills of the county farmers. In 2009 the leaders formed a committee and procured \$170,000 in grant monies from the Southern Ohio Agriculture and Community Development Foundation, The Gallia County Agricultural Center Board Inc., and the Ohio Department of Agriculture to develop an educational program for new growers & facility renovation. The committee contracted with OSU Extension to develop and implement the program. With two custom dairy heifers growers in existence, the extension educator procured contracts for four additional growers in the county. Over the two years of the program, the four farm families developed 1,497 head of dairy heifers for contracted dairies and added an estimated gross farm income of \$745,000 to their operation, all while keeping a death/cull rate below 2%.

DEMONSTRATING THE FABRICATION OF VALUE ADDED CUTS FROM THE BEEF CHUCK ROLL

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The objective of the chuck roll fabrication demonstration is to educate producers, processors, and retailers about the potential of these cuts to increase profits. Also, the demonstration seeks to increase consumer awareness and acceptance of these easy to prepare, moderately priced cuts. The beef chuck roll

is the portion of the chuck wholesale cut that lies along the thoracic vertebrae under the scapula. Typically, retailers merchandise the chuck as pot roasts and other low-value products. Muscle profiling research has identified muscles, including those in the chuck, having eating characteristics that would increase their value if properly merchandised. Across Nebraska, UNL Extension demonstrations showcasing the fabrication and preparation of value-added products from the beef chuck roll have educated over 650 individuals during 30 programs, plus over 15,000 attendees at Husker Harvest Days 2010. As a result of these efforts 23% of attendees requested one or more of these cuts at a retail store. Of those who raise their own beef, 9% requested their local meat processing facility fabricate these new cuts, and a few participants reported they purchased a chuck roll and fabricated the cuts themselves. Attendees sampled the new cuts and provided feedback on a scale (1-5). Results indicate the demonstration was important and relevant (4.50), and attendees were satisfied with the flavor and juiciness of the new cuts (4.66). These results indicate, an interest and value to producers, processors, retailers, and consumers. Continued education is necessary because these cuts are currently not widely available at retail or foodservice outlets.

DEMONSTRATION OF MANAGEMENT INTENSIVE GRAZING SYSTEMS FOR DAIRY PRODUCTION

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In an effort to increase the adoption rate of management intensive grazing (MIG) in Maryland and to demonstrate environmental benefits of water and soil quality and grassland health using MIG systems, a USDA Conservation Innovation Grant was obtained to provide \$200 to \$300 per acre incentives to transition to grazing. Funding was in addition to other federal and state cost share. Goal was to recruit eight new producers in two counties. Local USDA-NRCS, Maryland Department of Agriculture soil conservation districts, and extension agents provided technical support. Sixteen farmers from three counties

participated, enrolling 788.7 acres into the program. Average contract was written for 44 acres. Participants had an average of 125 cows and 65 heifers. Prior to the project, 62% of the farms didn't graze lactating cows and most of the remaining farms using pasture had 5 days between rotations. All farms now rotate to new pasture at least daily. Tons per acre of soil saved ranged from 0.3 to 8.0 as calculated using RUSLE2 both pre and post MIG conversion for a total of 2,337.9 tons of soil saved per year. In addition, 13,152 feet of stream fencing, 3.6 acres of heavy use area protection, 12 permanent watering facilities and 67,343 feet of permanent non-stream fencing was installed. Extension agents held 28 pasture walks each reaching 20 to 55 producers on project farms with producers from five states participating. Nearly 20% of the producers were new Extension clients. Farmers indicated they would not have participated without the incentive payment.

DETERMINING COVER CROP PRACTICES OF NORTHWEST OHIO FARMERS

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A survey was conducted in an effort to understand how farmers make decisions regarding cover crop usage. Attendees of the 2011 Midwest Cover Crop Council annual meeting held in Ada, Ohio were asked to respond to survey questions. Audience response system technology was used as the survey instrument. Key findings included the following: 57% responded that improving soil quality is the primary factor that would cause them to adopt cover crops; 38% would plant more cover crops if custom planted; reduction of soil compaction was the most common characteristic respondents look for in a cover crop; 44% responded that not enough time to get a cover crop established with harvest challenges prevented using cover crops. As a result of attending the conference, 93% of respondents increased their knowledge of cover crops. Research projects can be designed to address issues of concern with cover crop practices which the survey brought forth. These findings will enable Extension Educators to better plan subject matter for future conferences and workshops.

DEVELOPING AGRICULTURAL LEADERS THROUGH THE 4 COUNTY LEAD PROGRAM

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Developing aspiring leaders to represent agricultural interests within their community was a need identified by the local Farm Bureau and Extension programs in a four-county region in East-Central Ohio. The region represents a diversity of agriculture, including row crops, forages, beef cattle, dairy production, and forestry. Annually, this region generates more than \$170 million in gross agricultural receipts. Agriculture is a significant part of the culture and economy of this region. Fifteen young future leaders were identified to participate in this eighteen-month long dynamic experiential learning opportunity to expand their exposure to a variety of issues while enhancing and learning new leadership skills. A total of eight institutes were developed with each focusing on a different topic. Some institutes were one-day, while others were multiple days in length. Institute topics included: leadership skill development; enhancing communication skills; learning about local, state, and federal government; natural resources and the environment; urban issues; and ethics and problem solving. Participant feedback and evaluations were positive and indicated knowledge gain. Some credit the program with providing them the knowledge and skills to pursue elected positions and serve in leadership capacities within various groups and organizations. Evaluation results indicated that participants gained new communication skills, developed a better understanding of how government at all levels functions, and re-affirmed the belief that agriculture has to represent its interests in public policy debates.

DEVELOPING SUCCESSFUL SMALL FARM ENTERPRISES

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Small farm owners in the south central middle Tennessee area have shown an increased interest in recent years in developing both traditional and non-traditional enterprises. The Developing Successful Small Farm Enterprises program, held in the winter of 2010, consisted of five educational sessions to address the major factors involved with selecting, planning and successfully operating a small farm. The program series was a joint venture involving agents and area specialists in five counties. The educational objectives of the program were to (1) provide small farm owners with information to assist in making informed decisions, (2) show the importance of in-depth planning when selecting enterprises, and (3) identify resources to assist in planning and implementation of enterprises. Forty-nine individuals enrolled in the program. Participants indicated a composite score of 7.95 on a ten-point scale that the information presented helped them make decisions on how to proceed with their small farm. There was a composite score of 7.41 as to whether the information had caused them to re-evaluate their current plans. Participants were surveyed in December 2010 to determine implementation of new enterprises and/or adjustments to existing enterprises. Fifty-seven percent of participants responded to the survey. Thirty-eight percent had started a new enterprise. Thirty-three percent revised plans for or discontinued an enterprise. Sixty-seven percent plan to make changes in 2011. Survey respondents reported a total of \$33,000 in increased revenue, \$5,000 in increased savings, \$7,000 in reduced production expenses, \$66,000 in machinery and equipment investment, and \$83,000 in buildings and infrastructure investment.

EDUCATING SOUTHEAST OHIO LANDOWNERS ABOUT DRILLING AND LEASING LAND FOR THE MARCELLUS AND UTICA SHALE

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Drilling for gas in the Marcellus and Utica shale is starting in Southeast Ohio. As of June, 2010, 26 wells have been drilled in Eastern and Southern Ohio and interest is growing. Over 15 programs have been provided by OSU Extension Educators over the past four years. A program was provided to landowners in Morgan County Ohio, February 2011 and 100 people representing 10% of the farmland in Morgan County, Ohio attended the meeting. The authors taught the participants about the process of drilling; the consequences, pro and con for the landowners, land and community; and what to plan for prior to signing a lease. Based on an evaluation at the end of the program, over 95% learned new information from the program, and 95% received information to make a more informed decision about leasing property. Twenty nine provided suggestions for future meetings which will be utilized for additional programs planned for Ohio.

ELECTRONIC AG NEWS FOR FARMERS, AGRIBUSINESS AND COMMUNITY LEADERS

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Seminole County Extension responds to need for farmers, agribusiness and general public to have timely tips and educational information. New era of electronic communication brings need for timely agricultural information through email and the internet. Agricultural awareness for community leaders and the general public is important as decisions are made by these folks who need to be more informed and up to date about what is going on in agriculture. New generation of farmers want information electronically available. The agent developed "Seminole Crop E News" electronic newsletter to disseminate breaking news concerning agriculture. He developed an email list of farmers,

agribusiness folks, and local community leaders and is continually expanding it. This newsletter contains many photos of crops, insects, disease problems and farm activities. It includes hot topics of concern to growers and excerpts from scientist's newsletters and links to websites and downloads of timely interest. "Seminole Crop E News" has been well received by farmers and others on the over 260 person email list that receives the newsletters, many pass it on, an estimate of views is 800 per issue.. Newsletters are placed on our UGA Seminole County Extension website (<http://www.ugaextension.com/seminole/>) and can also be accessed on other websites such as sowegalive.com, Agfax.com, and WTVY.com.

ENHANCING THE OPPORTUNITY FOR PRACTICING PROFESSIONALS TO BECOME A CERTIFIED CROP ADVISER

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A two day seminar has provided the opportunity to deliver plant and soil science information to enhance participants' success when taking the Certified Crop Adviser (CCA) exam. The seminar was designed to help students understand the principles necessary to become a certified crop adviser and to assist in preparation for the international and tri-state exams. It was not a crash course that covered all specific information necessary to pass the CCA exam. However, it has provided better direction for independent study. The seminar content focused on four competency areas of Nutrient Management, Soil and Water Management, Integrated Pest Management, and Crop Management. Within each competency area many of the International and Tri-State Performance Objectives were addressed. Information was delivered in a two-day format such that one-half day was devoted to each competency area. Student interaction has been critical to success of the program; therefore, multiple methods of presentation have been employed including lecture, question/answer, and "hands-on". Each seminar has been scheduled three weeks prior to the exam date. Participation has included students from Ohio, Indiana, Illinois, Michigan, Pennsylvania, and Maryland. Average attendance has been fifteen individuals per class which has provided excellent instructor to student ratio which facilitated greater student interaction.

FARM FINANCE FOR WOMEN

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The Farm Finance for Women workshops are designed to address the area of financial risk management. After completing several Annie's Project workshops, educators realized a need to provide more in-depth workshops focusing on the development of financial statements, recordkeeping, relationship with money and financial analysis of the farm business. As a result, the Annie's Project co-coordinators wrote and received a North Central Risk Management Education Center Grant to develop a new Annie's Project, level two workshop. It is designed for a class size of ten women, meeting four times for three hours. Session one includes exercises related to relationship with money, how money is utilized, and cash flow for both the household and the farm. Session two focuses on recordkeeping. Participants have an opportunity to learn about the Quicken software package while completing exercises on a computer. The last two sessions focus on financial statements, how to development the statements, where to find the numbers and how to evaluate your financial situation using financial ratios. Class exercises and homework were utilized as teaching tools. A guest speaker from one of the local lending institutions serves as part of the teaching team, providing information from the lender's point of view. Three workshops were piloted this winter with 47 women participating, with one workshop still to come this summer. Evaluation results showed that women improved their knowledge of the balance sheet, increased their confidence level with financial matters and improved their ability to conduct a financial analysis of their operation.

FARMERS' MARKETS AT WIC CLINICS INCREASE ACCESS TO FRESH FRUITS AND VEGETABLES

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Fruit and vegetable check redemption rates are historically low for the Women, Infants and Children (WIC) program in Baltimore County. In response to this situation, University of Maryland Extension Educators collaborated with the Baltimore County Department of Health and local growers to provide one-day farmers' markets in WIC Clinic parking lots on the day fruit and vegetable checks were distributed. Eleven, one-day markets have occurred since 2005. WIC participants experienced shopping in a farmers' market and the increased access allowed them to more easily redeem their checks. Extension Educators selected growers, assisted in the site selection, guided WIC participants with how to shop at farmers' markets, know what's in season, and choose, store and prepare fresh produce. The evaluation of the market project was done by University of Maryland Extension Educators who observed the one-day (WIC) farmers' markets, reviewed fruit and vegetable check distribution, and recorded the revenues of participating local growers. The results of the market project showed that WIC participants learned about and experienced shopping in a farmers' market; farmers' market check redemptions increased indicating that WIC participants selected more fresh produce over baseline; and local growers increased their revenues by ≈\$700 –to over \$1,000 during each of the one-day WIC farmers' markets.

FARMSCOOL WEEK

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Local agriculture groups have identified agricultural awareness as an important issue. With less than 2% of the US population being involved in production agriculture it is important for the agricultural industry to share its story. It was only fitting to try to reach this objective by targeting elementary school students. Objectives for FarmsCool Week, held May 10-14, 2010, were to teach students where their food comes from, how much we depend on farmers every day, ways

farmers are caretakers of livestock and stewards of the environment, and to give them an opportunity to have a hands-on learning experience with farm animals. This week was designed similar to other weeks that are celebrated in school such as Red Ribbon Week. Each day of the week had a different theme for the students to participate in. For example, Monday was Grow Green Monday so students wore green to show their support for farmers who take care of the environment while growing our food. In addition, curriculum and educational materials were given to teachers at each grade level to supplement and reinforce the theme for the day. One day of the week students got to enjoy Farmin' on the Playground, a hands-on learning venture where students rotated between ten stations that featured farm animals, tractors, crops and farm by-products. Over 1300 elementary school students participated in FarmsCool Week and were presented with numerous opportunities to learn more about farming, their food and farm by-products that they use every day.

FLOWERS AND GARDENS BLOOM FROM SPECIAL HANDS

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Wyoming is blessed with a beautiful landscape, wide open spaces and friendly people. However, the long Wyoming winters and harsh climate can prove challenging for individuals with limited mobility and resources. The sparse population of the state makes services to the disadvantaged difficult to come by. Ark Regional Services is one of the few agencies which serve to enrich the lives of Wyoming's special needs residents. The University of Wyoming Cooperative Extension educator works in conjunction with the local Albany County Master Gardeners to facilitate a horticulture therapy program with the disabled residents of the community. Ark clients start seeds in the spring and eagerly await the snow melt and warmer temperatures to move plants outside. The Ark clients select the vegetable and flower seeds and plant them in their raised-bed gardens. The vegetables are harvested and prepared using recipes that are new to them and offer healthy alternatives. The flowers are cut

and enjoyed indoors. The collaboration has allowed the clients to have ownership in their gardens and beautify the grounds too. In addition, the Ark clients feel like they are making a large contribution by growing the food they are consuming.

FOSTERING A PRODUCER ASSOCIATION'S GROWTH WITH GRANT FUNDING

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Missouri Vegetable Growers Association (MVGA) experienced a boon in membership growth the past four years. Key to this growth were grants awarded in three of those four years funding a range of outreach activities. The first grant submitted requested \$2700 for a project titled 'Partnering with MVGA to Sponsor Farm Tours Featuring Best Management Practices'. It was funded for activities in 2007 by University of Missouri Extension's Plant Protection Program. Then in 2009 MVGA received funding for a project submitted to Missouri Department of Agriculture's Specialty Crops Program (MDA-SC) for \$4430. The title was 'Growing Missouri's Vegetable Industry Using Statewide On Farm Education'. For 2010 and 2011, MVGA received \$38,181 for a project titled 'Positioning MVGA to Lead the Industry in Growth and Competitiveness' from MDA-SC. MU Extension was a consistent project partner. For 2007 and 2009 farm tours were the primary outreach activities, with five and eight conducted, respectively. Total attendance was 242 in 2007 and 566 in 2009. Membership doubled from sixty to over 120 in 2007; for 2009 the increase was from 160 to 237. Project activities for 2010 & 2011 were expanded to include provide publications as an incentive to join the association, improve electronic communications capabilities, explore alliances with related specialty crop groups, and offer leadership training to the association officers and directors to enhance their skills. Membership increased to 345 in 2010 and farm tours remained popular with 335 attending 5 tours.

GARDEN OF HOPE

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The Bridges of Hope is a women's shelter with the purpose of helping women with alcohol and drug abuse. The vegetable garden was basically a source for therapeutic activity, but they wanted to utilize the garden to improve the quality of food at the center. Over the past four years the Extension agents have trained the women and worked with them to plant, maintain, and harvest the garden. Local businesses donated the lime, seeds, transplants, and a drip irrigation system to assist in the program. The Bridges of Hope set up a garden team that works together on planning and caring for the garden. The women harvested peas, sweet corn, okra, tomatoes, bell peppers, yellow squash, and zucchini. They ate very well this year and also preserved 80 gallons of yellow squash, 120 gallons of zucchini, 75 gallons of cream corn, 60 gallons of corn on the cob, and 90 gallons of okra. The Bridges of Hope Board has built a 12 x 12 shelter to be fitted for harvesting and prepping vegetables for future gardens. In 2010 the garden and the gleaning program saved BOH \$500 per month. During the past year the Extension agents worked with 24 to 51 women from nine states. As the women leave the Bridges of Hope they take the knowledge of gardening with them to use in their new lives and to teach their children and families.

GLOPHYSATE RESISTANT PALMER PIGWEED EDUCATIONAL EFFORTS

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Because of the dependence of glyphosate in row crop agriculture for weed control, palmer pigweed has developed resistance to the herbicide. This was first noted in 2006. Over the past 5 growing seasons this has become the major weed to row crop producers. To

combat the issue, an educational program was begun to inform producers of the issue, and then to assist with control of this weed. In the early years, educational efforts were geared toward informing clientele that there was a resistance problem. This was done by testing seed with both public and private entities, verification programs, farm visits, result demonstrations and production meetings. As the resistance spread, the efforts expanded from informing producers of the problem to educating producers on alternatives to glyphosate. Efforts included information on residual herbicides, a four county field day, presentations to local civic organizations and even publicity through a national news presentation on ABC Nightly News. Over the past growing season, two different educational opportunities began. One was a zero tolerance in cotton, which is where no weeds were allowed to go to seed. This was done to demonstrate how an intensive control program over an extended period could reduce the number of plants by reducing seed bank numbers. The second method was using Liberty Link herbicide technology. The success of the program was measured by the increase awareness of producers to the resistant issue and the number of producers that were following Extension recommendations to control palmer pigweed in their fields.

GOING 4-H GREEN WITH SOLAR ENERGY - INTRODUCING SOLAR ENERGY IN RURAL NORTH FLORIDA

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Solar energy is expanding throughout the U.S. as a renewable energy source. In a follow up survey, from an alternative energy program, clientele expressed a desire to learn how to design and use solar energy for home and commercial projects. Clientele wanted to learn how to build solar panels, design photovoltaic cells for maximum energy output, and integrate solar power into their homes and businesses. Using LEGO educational materials we taught both adults and youth, the following: introduction to photovoltaic systems, solar radiation, conversion of solar energy to electricity, and applications of solar power. Demonstrated the components of solar panels and their applications.

Demonstrated how to utilize solar to offset current energy consumption in homes/businesses, following current policies from local electric providers. Local greenhouse completed installation of photovoltaic system which reduced electric consumption by 62%. Participants used solar cells to build solar panels which powered small devices. Solar education display was constructed for use in future programs. Pre-tests showed 98% (49) of the 50 participants had limited knowledge of solar panel function, installation, and how to connect to local grid. Post-test results showed that 70% (35) of participants plan to use information learned to implement the use of solar energy in their homes/business. This program suggests there is a need for more educational programs/information for homeowners, small businesses and local electric providers on incorporating solar energy.

GROWING SUCCESSFUL AG MARKETING CLUBS

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Over the past 10 years, Iowa State University Extension has established and now maintains 4 successful Ag Marketing Clubs across Central Iowa. The need grew from grass roots efforts to improve the understanding that crop producers, crop share landowners and agribusiness professional have for a variety of crop risk management issues including crop marketing, government farm programs, crop insurance and emerging agronomic and economic issues. Each of the 4 site sites are hosted and facilitated by county Extension professionals with financial support provided by participant registration fees and agribusiness sponsorships. Club meetings are open to the public and are typically held monthly during the winter months and less frequently during the summer. A total of 765 participants have been involved in one of the 4 clubs over the past 10 years with nearly 425 participants attending club events each year. Each club has a leadership team that serves in an advisory capacity to identify and arrange with speakers and topics on a variety of crop risk management tools and strategies. Program evaluation data collected annually indicates that club participants have net farm incomes attributed to active club participation that are \$2,382 higher. As a result of the Central Iowa Ag Marketing Clubs, an annual contribution of more than \$1,000,000 is realized for participating club members and the Iowa economy annually.

HELPING FARMERS' MARKETS BE THE BEST

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Based on a study tour of farmers' markets in New York State, these educators have compiled the details of what the best is when it comes to farmers' markets. The results of this July 2010 trip have given insight on farmers markets based on discussions and interviews with vendors and market managers. From Niagra Falls all across the state to New York City, these educators toured markets new and old, markets in urban and in rural settings, small ones and very large ones. No matter the size, location or customer base – all markets had many common threads. They found markets vary wildly in price points, vendor participation, management and community support. Some vendors were happy, some were not. Some markets were thriving, others took down their displays and packed up their produce before the market was supposed to close. It takes many hands to make a farmers' market successful. A supportive community, an empowered manager and profitable vendors are key to making things work in harmony. These educators have outlined what makes each aspect of a market the best. Their poster shares the tools and information needed to work with local communities so that farmers markets' can have more impact on the local community and economy.

HOME GARDENING SCHOOL - A LOCAL FOODS PROGRAM FOR THE "HEART OF OHIO" EXTENSION EDUCATION AND RESEARCH AREA

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Home gardening is defined as the production of fruits, vegetables, herbs and other edible plants in a non-commercial setting. There has been a strong demand for information on growing food crops by home gardeners due to slow economy and concerns for food safety. "Home Gardening School" has been offered in 2010 and 2011 to address this need. The educator offered this program as a Local Foods Program for the "Heart of Ohio" Extension Education and Research Area

(E.E.R.A.). EERA is a new concept that fosters multi-county collaboration and addresses challenge with reduced field personnel in county offices. A program flyer was created by the Extension Educator with MS Word and was emailed to home gardeners and master gardener volunteers. Press releases have been sent to local newspapers. The program fee was \$25 per person. This program drew a combined attendance of 74 in 2010 and 2011. Some of the topics were "Container Gardening, Growing Tomatoes, Peppers and Green Beans, Growing Herbs, Growing Berries, and Growing and Using Microgreens." More than 94% of have found our program topics helpful. Based on a 2010 survey, the meeting attendees estimated that "their new gained knowledge was worth \$869 per person." A similar trend followed in 2011. One attended wrote "priceless!" Another person wrote "Great program, Great Speakers, Great Location, and Great Lunch!" This program also generated approximately \$700 in cost recovery back to our office and can serve as a good model for other county educator or agents.

HORSE FARM MANAGEMENT EDUCATION TAILORED FOR SMALL ACREAGE LANDOWNERS

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Poorly managed small acreage horse farms impact natural resources throughout the U.S. They create a high risk of groundwater infiltration and runoff containing significant levels of bacteria and sediment from horse pastures, feeding and holding areas, manure storage areas, and paddocks. In Oregon, the OSU Extension Service Small Farms Program has been a leader in raising the awareness of horse farm operators about potential water quality impacts from their farms, management practices that can be readily adopted to reduce water quality problems, and sources of technical and financial assistance. Handy, full-color publications for high and low rainfall regions and a full-day workshop curriculum titled "Horses and Mud" have been designed to provide horse owners in-depth information about manure management, reducing and composting stall waste, mud management and options for creating all-weather paddocks, pasture management, streamside buffers, and filter strips. Longitudinal survey data collected from Horses and Mud participants nearly a year after the workshops

show that participants readily adopted management practices as a result of the workshops. Over ninety percent of participants implemented at least one or more management practice on their property as a result of the workshop. Thirty-eight percent of the participants implemented 4 or more practices. Seventy-two percent of the participants still plan to implement practices. Of interest, 66 percent of the participants indicated that "protecting the environment" was one of their motivations to complete management practices. The combination of well-targeted educational materials and motivated landowners is leading to better managed horse farms and improved water quality.

IDAHO2O: MASTER WATER STEWARDS SERVING IDAHO THROUGH VOLUNTEER MONITORING

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Maintaining water quality integrity in the state of Idaho is necessary to ensure a safe water source for drinking, recreating and to support fisheries and wildlife. Pollutants are loaded into water bodies each day which have the potential of threatening these uses. Through education and outreach, citizens gain a better understanding of their interaction with the land and learn how to best preserve resources. Water monitoring is an integral tool in this outreach; however, most programs once supported by state agencies have been cut or suspended due to budget shortfalls. Monitoring by IDAH₂O Master Water Stewards fills substantial gaps in data created by termination of these programs. IDAH₂O was developed into a 'Master' program to make use of a highly successful Extension model. IDAH₂O volunteers receive training and in return, conduct monitoring in Idaho watersheds. Collected data is published and used to inform citizens and agencies about watershed conditions. IDAH₂O targets established watershed groups that want to participate in organized water monitoring. Extensive outreach has occurred with these groups to heighten their awareness of watershed processes and comprehension of results. Since the program launch in fall 2010, over twenty volunteers have been certified, monitoring ten different watersheds. In 2011, fifty Stewards will be added covering an additional fifteen watersheds. Participants have noted an increase in knowledge and plan to be more participatory in watershed restoration efforts.

IN SCHOOL 4-H STEM CLUB IN BAXTER COUNTY

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The need to educate our youth about Science, Technology, Engineering, and Math (STEM) is a tremendous responsibility of county agents. Over the past decade Arkansas has seen a decline in students pursuing degrees in these fields. 4-H provides many opportunities for school age children to experience STEM programs in the classroom that are conducive to the State Mandates of Student Learning Expectations. These avenues are designed to encourage elementary students to pursue further knowledge in STEM. One example is the 4-H STEM Club at Hackler Intermediate School in Mountain Home. At the beginning of the year, 4th grade students are given information about the club and are encouraged to take the materials home for their parents to read. Students showing an interest are selected by their teacher to participate in the club based on their behavior during the first month of school. Club members elect officers during the first meeting and are given journals to record each experiment throughout the year. Educational impacts of this club are measured through discussion questions at the end of each experiment and journal completion. Evaluations will continue throughout the life of this program and I would like to share this information with other agents in the NACAA.

INITIATION OF FUNGICIDES FOR CONTROL OF ASIAN SOYBEAN RUST: A NEW PERSPECTIVE FROM JEFF DAVIS COUNTY

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Since 2004, considerable research and Extension efforts have been expended in developing strategies to provide early detection of Asian soybean rust (ASR), *Phakopsora pachyrizi*, and to monitor the spread of this disease in Georgia and across the soybean production regions of the country. A network of sentinel plots

planted to three maturity groups of soybeans or defined from native stands of kudzu, have been established annually since 2005. On a weekly basis; 50 leaves per plot were collected and brought to the diagnostic laboratory for assessment. Diagnostic results were made available to the public at www.sbrusa.net. Based upon early detection of ASR from sentinel plots, recommendations for timely, cost-effective fungicide applications had been utilized by Georgia soybean producers. Prior to September of the 2009 production season, ASR had not been detected in Georgia's sentinel plots east of Interstate-75. Thus, growers were assured that fungicide applications were not needed. In early September, a producer in Jeff Davis County asked for assistance from the University of Georgia Cooperative Extension to diagnose extensive areas of disease in his soybean fields. The county agent determined that ASR was rampant in the fields, which had not been sprayed in accordance with Extension guidelines. However, a neighboring field that had been sprayed with fungicides was unaffected. As a result of this discovery by a county agent, and subsequent field days conducted for growers, recommendations for management of ASR in Georgia are no longer based solely on the use of sentinel plots.

IOWA STATE UNIVERSITY GREEN EXTENSION TEAM

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ISU Extension has a history of providing the citizens of Iowa with useful and relevant science-based information. The Green Extension Team was formed December 2009 with the goal of working within Extension communication channels to promote sustainable lifestyles. The GET is comprised of representatives from across the state and campus, yet, given the numerous Extension offices and differences in organization, our team efforts have presented unique challenges. Most of these relate to communications, current practices, and motivation to change. The first year consisted of organizational formation and goal setting. Our initial focus has been internal, helping Extension model sustainability by raising awareness among staff and greening our offices and practices. The poster will provide an overview of our actions taken to date. A short questionnaire assessing current practices related to sustainability has been sent to all ISU Extension staff. Information that has been gathered and analyzed will be useful to other groups interested in promoting sustainability.

LARGE ROUND BALE HAY STORAGE IN KENTUCKY

Tom Mills¹

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Hay is the largest expense for Kentucky livestock herds. On average cows are fed 120+ days. Depending on storage method, five to eight 4'x5' large round bales are required to winter each mature cow. Extension Specialist note that 4" and 6" circumference around the standard 4'x5' hay bale equals 25% and 36% respectively. Weather damage to unprotected hay stored outdoors generally runs in the 25 to 33% range. Extension demonstrations on hay storage started with commercial hay tarps constructed of heavy weight UV resistant material. Hay tarps allow livestock producers to uncover hay on a weekly basis securing the tarp on remaining hay, which allows for continued protection from rain and snow. Hay Storage demonstrations prompted Agriculture Leadership to utilize Agriculture Development funds for permanent Hay Storage Structures. A50/50 Cost Share has helped farmers construct a 32'x64'x14' pole barn averaging \$7500 thier cost. Hay savings will pay for their cost in less than 4 years on a building which has a life of 25 years. During 2010 the 100th Hay Barn was constructed.

This program has reached 1/3 of total livestock farms, but represents over 1/2 of total cattle. Farmers seeing the benefits of indoor storage have converted tobacco barns as well as constructed hay barns outside the cost share program. This means nearly 75% of cattle are reached. Indoor storage reduces winter feeding needs by 3 large bales per cow or \$75 per head. Indoor storage provides farmers with options to utilize savings by selling excess hay or decreasing acres devoted to hay production.

MANURE SCIENCE REVIEW - EDUCATING OHIO LIVESTOCK PRODUCERS

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² Program Coordinator, Environmental Management, Ohio State University Extension, Columbus, Columbus, OH 43210

The Ohio State University Extension annual Manure Science Review (MSR) was held in Putnam County to continue our efforts to educate farmers to better utilize liquid livestock manure. The program consisted of morning educational presentations on Liquid Manure Plot Study Results, Lake Erie Phosphorus Task Force, Lake Erie EQIP, Control Structures for Managing Field Tile Nutrients, and the Use of Nitrification Inhibitors with Liquid Manure. The afternoon field portion of the MSR consisted of Shallow Tillage Machinery Demonstrations, Touring Established Cover Crop Plots, Liquid Manure Corn Sidedress Demonstrations, Viewing Tile Control Structures, and Smoking Field Tile to Reveal Preferential Flow Avenues. The MSR was held at a working farm. Nine varieties of cover crops were drilled or broadcast and tilled seven weeks in advance of the program. Cover crops included low-cost commonly available crops such as oats and rye. More expensive legume cover crops were also planted. All cover crop plots were labeled with variety, seeding rate and seed costs. Local equipment dealers provided equipment for the demonstrations. Pressurized white smoke was forced into field tile and escaped through soil cracks over a distance of several hundred feet. More than 80 farmers and agency personnel attended. Evaluations completed indicated the afternoon field day activities helped support the morning educational programs by allowing farmers to view the smoking field tiles, cover crops, tile control structures and equipment demonstrations.

MISSOURI MASTER NATURALIST PROGRAM BUILDS VOLUNTEERS

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The Missouri Master Naturalist program is an adult community based natural resource education and volunteer service program cooperatively developed by University of Missouri Extension and the Missouri Department of Conservation. A program was initiated in Franklin County, Missouri in 2009 with 40 participants completing the approximately 60 hours of training over a three month period. Upon completing training the participants formed the Miramiguoa Master Naturalist chapter and began volunteering first using “capstone” projects and then through a variety of volunteer opportunities. To become certified volunteers must also complete eight hours of advanced training and 40 hours of volunteer service. Each year they must complete eight hours of advanced training and 40 hours of volunteer service to maintain their certification. Training was also held in 2010 in a joint arrangement with two other counties. Fourteen graduates from the 2010 program joined the Miramiguoa chapter. Miramiguoa Master Naturalist volunteers use the science based education they gained to provide over 3300 hours of volunteer service to natural resource organizations in 2010.

MONITORING INCOME OVER FEED COST TO IMPROVE DAIRY FARM PROFITABILITY

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Income Over Feed Cost (IOFC) was determined on 55 Pennsylvania dairy operations from January 2010 through January 2011. The objectives were to 1) provide immediate feedback to dairy producers on a monthly basis about their IOFC and 2) build a database with the calculated IOFC. Income Over Feed Cost is a simple approach to determine the profitability

of a dairy operation. Feed costs usually represent the biggest expense on a dairy operation and can be easily tracked. Dairy producers voluntarily submitted their milk production and diet formulation with ingredients and purchased feed costs on a monthly basis. Home grown feeds were assigned a market value for the month it was fed derived from the Penn State Feed Price List and reflects a compilation of current market prices throughout Pennsylvania. The average IOFC was \$7.52 (\$3.08-\$12.57) with the highest month's average at \$8.77 in October and lowest at \$6.43 in January. The dairy producer receives their monthly report with their current IOFC and a graph illustrating their IOFC over time in relation to high (feed cost represents 40% of income) and low (feed cost represents 60% of income) benchmarks. This information enables the dairy farmer to make more informed decisions about feed purchases, know when to lock in milk price, or adjust the diet formulation to accommodate price volatility. Tracking IOFC over time allows dairy producers to make informed, timely decisions about feed purchases and can positively affect the overall operation's profitability.

MOTIVATING AND EDUCATING AGRICULTURAL LEADERS

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Rural communities have experienced major changes. An increase in environmental regulations; food safety concerns; and an increase in urban and non-farm residents moving into rural farmlands are a few of the challenges facing today's agricultural producers. Issues being decided in local communities need strong agricultural advocates. To ensure the voice of agriculture is heard in the future, “Motivating and Educating Agricultural Leaders” (MEAL) was offered

for clientele in Allen, Butler, Logan, Monroe, Simpson, and Warren counties. Eighteen participants enrolled in the class. MEAL consisted of nine sessions lasting two days each. Topics included: The Leader Within You; Communications; Issues Management; Media Training; Our Connection To Consumers; Economics & Legal Issues; and Working With Elected Officials. The program culminated with a trip to the state capital in Frankfort to visit members of the General Assembly. The ANR Agents developed the curriculum, secured speakers, delivered presentations, and raised the necessary funds. The MEAL program has already produced significant impact. Evaluations show 100 % of class members have: (1) increased their awareness of the opportunities and challenges facing farmers and ranchers (2) strengthened their communication skills (3) and feel more empowered to be an influential agricultural leader. Class members have organized events on their farms to build relationships with consumers; placed public awareness ads in newspapers; served on agricultural committees; and discussed concerns with Commissioner of Agriculture Richie Farmer. Actions by the class members are clear indicators that the goals of MEAL are being attained by the participants.

NATIVE WARM SEASON GRASSES - "A DUAL PURPOSE APPROACH"

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Native warm season grasses have grown naturally in Tennessee since before man walked across the volunteer state. These grasses were indigenous to many states across the U.S and provided some food, great cover, and nesting habitat for a vast host of wildlife species. Due to urbanization, lack of controlled burning, and the introduction of some of the more prevalent cool season grasses such as fescue, many of the native warm season grasses have slowly disappeared across the landscape. The University of Tennessee Extension has continually educated landowners and cattle producers on the benefits of native warm season grasses. Due to several years of prevailing drought across the Southeast, native warm season grasses have become the perfect match as a "dual purpose" grass. After establishment, many native warm season grasses have a tendency to be a little hardier to dry weather because of their ability to produce deep roots. UT Extension cooperatively partnered with one

Grundy County hay producer and wildlife enthusiast to create a model "dual purpose" native warm season grass plot. The plot is being used to capture the true idea of having an alternative hay crop during times of unfavorable conditions or growing seasons while at the same time providing a partial benefit to wildlife on his farm. As a result, farmers in the area are finding ways to incorporate native warm season grasses into their hay rotations while at the same time noticing the true benefit these grasses provide to declining populations of some ground nesting birds.

OPERATION S.A.F.E. - AGRICULTURAL EXTENSION TEAMS UP WITH THE FLORIDA AGRICULTURAL AVIATION ASSOCIATION TO PROVIDE CALIBRATION TRAINING FOR AERIAL APPLICATORS

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"Spray Smart" is a popular large-boom ground-rig sprayer calibration offered by Agricultural Extension Agents from Hendry and Palm Beach Counties. Aerial applicators needing aerial CEUs often attend these sessions. In order to provide more specific aerial calibration training, we coordinated with the Florida Agricultural Aviation Association to provide an Operation S.A.F.E. (Self-Regulating Application and Flight Efficiency) calibration training. Objectives: Following the Operation S.A.F.E. Field Calibration Fly-In and Seminar Workshop, participating pilots representing 40% of the aerially-sprayed sugarcane acreage in Florida will quantify in-flight baseline spray patterns, make recommended calibration adjustments and equipment re-configurations, and repeat with additional flight tests until optimum spray patterns and calibrations are confirmed. Methods: Florida aerial applicators were invited to a 2-day workshop designed to increase spray application accuracy with improved coverage uniformity and reduced drift potential. Day 1 included in-flight spray pattern and swath uniformity testing with calibration measurements using fluorescent dyes, a software-driven fluorometer, and water sensitive media. Day 2 included seminars on drift mitigation, spray droplet control technologies, and web-based calibration software tutorials. Results: The 10 participating aircraft represented 70% of the aerially-

sprayed Florida sugarcane acreage and initially tested below optimum calibration and/or exhibited airflow vortexes that compromised droplet patterns. Equipment reconfigurations and re-calibrations led to a 5 to 10% improvement in spray spectrums. Conclusions: The improved spray uniformity profiles resulting from the Operation S.A.F.E. Workshop translate into appreciable savings in flight time and cost of total applied materials. A single large aircraft spraying roughly 150,000 acres/year would save an estimated \$112,500/year.

PASTURE WEED CONTROL - SEARCY COUNTY

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Control of common pasture weeds is one of the biggest struggles facing producers in Searcy County, Arkansas. A variety of methods were used to educate producers on the benefits, both in forage quality and quantity, of controlling undesirable weeds in grass or grass/legume pasture systems. Among these methods were: a cool season weed demonstration containing 6 different herbicide treatments, a warm season weed demonstration with 6 treatments, replicated three times, a pasture weed control meeting with information concerning herbicide recommendations and sprayer calibration, newsletters containing information on weed control and demonstration results, and articles in the local newspaper with timely pasture spraying information. Through these methods, coupled with numerous phone calls and one on one consultations, the pasture weed control program in Searcy County reaches most producers in the county. Of the 617 farms in the county, the agriculture newsletter reaches 70 of those, and the news paper is distributed to 3500 in a county of less than 8,000. Several county clientele have mentioned how beneficial and pertinent the information in the news article has been, and the county office is known as the “go to” place for weed control recommendations.

PERFORMANCE HORSE SHORT COURSE & TRADE SHOW

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Revenue generated from the performance of a horse, is dependent on overall health and fitness of the animal. Sustainability of performance horses and profitability of equine operations can be improved by implementing these management practices: proper tack selection, adequate nutrition, parasite control, proper forage selection, maintain body condition, and pasture management. SFBFP offered Performance Horse Short Course & Trade-Show in 2009 and 2010 to educate participants about proper management of performance horses and provide them the opportunity to network with trade-show exhibitors. Concepts taught in classrooms are supported by demonstrations and hands-on activities; such as: gastroscopic examination of a live horse to determine gut health by UF Mobile Equine Diagnostics Service director and tack fit and selection demonstrations by nationally recognized saddle maker Dale Martin. These activities provide participants rare opportunities; including, looking inside a horse stomach, projected on screen. Programming

efforts are made by livestock agents from multiple counties, state specialists from the Range Cattle REC and the Department of Animal Sciences, and professionals in the allied industry. 1,000 brochures were distributed to the public via newsletters and through news stands. 60 horse owners; including 4-H, FFA, and Junior/High School Rodeo members, participated in the Short Course. Pre/post test evaluations indicated 100% of participants experienced a 41.2% increase in equine management knowledge and 100% of participants plan to change current or implement new production practices. As a result of knowledge gain and subsequent adoption of management practices, improvements in competitiveness and overall health and well being are certain.

POULTRY FARM MANAGEMENT TRAINING AND CERTIFICATION FOR NEW AND EXISTING GROWERS

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A *Poultry Farm Management Training & Certification for New and Existing Growers* workshop was developed for potential and existing poultry growers as part of the New Source Performance Standard for the Environmental Protection Agency Concentrated Animal Feeding Operations (CAFO) permit. This University of Maryland Extension (UME) program was developed by J. L. Rhodes, J.R. Timmons, and J.R. Nottingham, with cooperation from Natural Resource Conservation Service (NRCS), Delmarva Poultry Industry, Maryland Department of the Environment, and Maryland Department of Agriculture (MDA). The course includes an introduction to poultry farm management, best management practices, site and production area management and maintenance, mortality and manure handling, state and federal regulation compliance, vegetative environmental buffers, financing, and emergency preparedness. In addition, this program has been translated into Vietnamese and Korean. Two classes were held in 2010 training over seventy people. Fifty seven percent rated the workshop excellent, and eighty nine percent had a better understanding of a broiler operation. Unexpected outcomes included the attendance of existing poultry growers, government

employees (Farm Service Agency, NRCS, MDA and UME), poultry company employees, and bank and farm credit loan officers. This group indicated that this training would help them have a better understanding of the many aspects of a poultry operation and would help them serve their customers better.

PRODUCING HORTICULTURE TIPS PUBLIC SERVICE ANNOUNCEMENTS

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In the 1980's, the Federal Communications Commission deregulated the broadcast industry and dropped the requirement that radio and television stations run public service announcements (PSAs) to fulfill their public interest obligation for FCC licensing. This means that running these sorts of announcements at no charge is totally up to the local station. Many rural radio stations are very willing to run Extension-related programming if they perceive it to be valuable to their listeners. Interviews and special programs are usually one-time events. Radio stations are willing to run PSAs more frequently, unless they are too lengthy. A series of weekly PSAs called "Horticulture Tips" has been developed to meet that need. These are 30 seconds in length, and fit in well to commercial breaks. Radio stations have indicated that the short length works well in their programming, and these PSAs will receive more frequent play because of the short length. "University of Missouri Extension" is mentioned at the beginning and end of each tip, for consistency and name brand recognition. Numerous client contacts indicate that these PSAs are being heard and noted. This provides excellent public relations for MU Extension. This poster will explore the need, background, and development of the series, as well as the equipment and software that can be used by County Agents to record similar PSAs. Examples may be heard at: <http://extension.missouri.edu/nwregion/hort/horttips.shtml>

PURDUE MANAGEMENT ACADEMY: TARGET 2015

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⁶ Extension Educator, Agriculture & Natural Resources, Purdue Extension -Knox County, Vincennes, Vincennes, IN 47591

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The Purdue Management Academy: Target 2015 was developed to provide Indiana agricultural producers with strategic risk management tools to remain competitive in a volatile agriculture industry. Because Indiana farms over 2,000 acres have increased by 90% since 1992, agricultural producers are requesting educational programs to improve management skills in financial analysis, price risk, employee relations, transition and estate planning. To meet the needs of these agricultural producers a 4 day, multi week

program was created to enhance their strategic risk management decision making skills. The Academy was developed by Purdue Extension Educators and Specialists and offered to 40 Indiana producers. After completion of the program, 50% of the participants shared they would change the way they operate their farm operation. Skills with the most immediate impact in their operations were: standard operating procedures, setting goals, financial analysis, contingency plans, and conflict management skills. Eight months after the completion of the program, 100% of the participants implemented one new risk management tool or idea into their farm operation while completing business, contingency, public relations, marketing, and estate plans. Producers estimated that new ideas or tools implemented increased their income anywhere from \$3,000 up to \$20,000.

REACH REAL ESTATE PROFESSIONALS

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New property owners were contacting the county educator after they had purchased land with unfamiliar challenges they could not easily solve. Real estate agents have first contact with potential property owners and could provide information on Wyoming climate, soils and plants. In 2008 the educator developed a six hour course for realtors, Wyoming Climate, Soils, and Plants, approved for credit by the Wyoming Real Estate Commission. The educator taught the course in four counties. The one day workshop included power point, handouts, extension publications and hands-on demonstrations. The educator prepared and circulated state-wide to Extension educators an instruction sheet on how to get courses approved by the Wyoming Real Estate Commission. A follow-up survey was taken February 2011 of 38 real estate agents who had taken the course. Survey analysis of 17 respondents (45%) shows that, as a result of the course, eighteen percent described soil to clients, handed out soil test forms, or handed out water test forms. Twenty-four percent answered client questions on plants or described Wyoming and local climates to clients. Twenty-nine percent gave *Barnyards & Backyards*, a UW-CES publication, to clients. Fifty-three percent gave UW CES publications to clients. Fifty-nine percent directed clients to other information sources or gave class handouts to clients. Agents found course information useful "seldom", "sometimes", "often" (18%, 59%,

18%). Sixty-five percent of survey respondents felt the course contributed to their professionalism.

SEBASTIAN COUNTY PULLET CHAIN - FROM PROJECT TO CAREER

Jesse Bocksnick¹

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The University of Arkansas Cooperative Extension Service conducts the oldest Pullet Chain Project in the United States. The program is designed to provide 4-Hers with small scale poultry project while teaching them a multitude of life skills. The project begins with 4-Hers placing their orders for pullets with their local extension offices in February and then receiving their one day old chicks approximately one month later. The 4-Hers then follow a vaccination schedule and ultimately show them at their county fairs in the fall usually in late August or September. The Sebastian County Extension office takes this process a couple of steps further by requiring the 4-Hers to attend a "Growing Blue Ribbon Poultry" workshop. During the workshop the members learn how to raise the chickens from day old chicks through egg production age. This year we also planned an educational field trip for the pullet chain participants to attend. The students spent a day at the University of Arkansas Poultry Science Department learning about all the available educational opportunities and careers that their 4-H pullet chain project can lead to in the future

SMALL FARM EXTENSION EMAIL LISTSERVE

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Many Minnesotans with, or starting, small farms are unfamiliar with Extension. Due to diverse interests, prior to the listserv, there was not one venue to reach them all. Betsy Wieland, Extension Small Farm Team member, created the Small Farm Extension Email Listserv to build a relationship with this audience. The listserv began in September 2009 with 100 email addresses from an Extension event. Distribution began with occasional emails regarding upcoming events,

evolving into weekly emails. Membership grew by word of mouth to 500 in February 2011. The emails have five parts; a casual introductory paragraph, summary, upcoming educational events, news, and job/internship/grant opportunities. An online survey was sent to the listserv members to understand the listserv's impacts. Of the 500 listserv members, 158 responded within 7 days (31.6% response rate). Results indicate 71.4% of respondents have a small farm, 26.5% are thinking of starting a small farm, 52.3% have forwarded an email 1-5 times, 63.2% of those emails were forwarded to 1-5 people, 94.8% approve of the casual style (some finding it more inviting than other University newsletters), and 60.9% have attended one or more events because of the emails. News items that caught people's attention include; Farm Bill and state legislative news, vegetable farming information, and poultry information. Eight people have applied for a position or grant seen in the emails. The Small Farm Extension Email Listserv is building a strong relationship between Extension and Small Farms in Minnesota by providing relevant information in an inviting manner.

SMITH COUNTY LEASING ARRANGEMENTS SURVEY

Wick, S. L.¹

¹ Smith County Leasing Arrangements Survey, K-State Research and Extension - Smith County, Smith Center, Smith Center, KS 66967

Establishing equitable leasing rates and arrangements is a continual challenge of landowners and tenants in Smith County and north central Kansas. Sources for leasing information are fairly limited for area producers. The objective of this survey was to provide local data for all landowners and tenants of Smith County and north central Kansas to help them understand the different types of leases and equitable leasing arrangements. The survey was developed cooperatively, by myself, and the NW Area Extension Agricultural Economist. The initial survey contained questions dealing with dryland cropland and pastureland. In the last 8 years, crop residue and recreational leasing questions were added. Each year, the survey was randomly sent to 75 producers with a return rate of 30% to 35%. Careful consideration was taken to ensure that each township was represented on the survey mailing list. Information was compiled in a report for all landowners and tenants to utilize. The survey information was provided at several winter educational events such as the Coffee Shop meetings

and the Farmland Leasing Informational Meeting along with tenants or landowners stopping by the Smith County Extension Office and accessing it on our website. The 110 producers in attendance at the meetings increased their knowledge of lease development along with the 35 additional clientele who stopped by the Smith County Extension Office for a total of 145 distributed.

SO, YOU WANT TO FARM IN MAINE?

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This course was designed for current farmers and those who are interested in starting a farm. There is an increasing interest in local foods and agriculture and an increasing interest in younger people thinking about choosing farming as a career. The purpose was to equip participants with knowledge and skills to start, adapt and maintain a profitable land-based business. This multi-session course was offered on five Thursday evenings in March and April at three sites using Tandberg Movi videoconferencing software to connect the sites. Participants completed a New Farmer Enterprise Survey before the first session. This flyer was mailed to interested people in four counties and picked up by approximately 100 people at the annual Maine Ag Trade Show in January. As a result, sixty-three farmers and potential farmers enrolled in this program at the three interconnected sites. This use of technology resulted in less stress on speakers and a broader range of experiences shared among class participants.

SOUTH FLORIDA BEEF FORAGE PROGRAM REPRODUCTIVE MANAGEMENT SCHOOL

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⁴ Extension Agent, Florida Cooperative Extension, Okeechobee County, Okeechobee, Okeechobee, FL 34972

⁵ Extension Agent, Florida Cooperative Extension, Highlands County, Sebring, Sebring, FL 33875

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⁷ Extension Agent, Florida Cooperative Extension, Okeechobee County, Okeechobee, Okeechobee, FL 34972

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¹¹ Extension Agent, Florida Cooperative Extension, Glades County, Moore Haven, Moore Haven, FL 33471

Reproductive efficiency has long been recognized as the most important factor influencing the economic viability of commercial cattle operations. Income in the beef cattle operation is based on pounds of weaned calves. Therefore, profitability of the beef cattle operation is directly related to reproductive efficiency in the cow-herd. Studies have indicated that reproduction efficiency can be increased between 5% and 20% by implementing recommended management practices in nutrition, forage management, reproduction, herd health, calf husbandry, and performance records. In 2008 and 2010, a total of 53 South Florida cattle ranchers representing approximately 3,750 head of cattle attended two Reproductive Management Schools that lasted three-days each. Each day began with an on-ranch lab in pregnancy diagnosis. This was followed by additional labs on reproductive physiology, obstetrics, and bull soundness evaluation; as well as classroom instruction. Program evaluation indicated a 57% overall increase in knowledge of participants. Of surveyed participants, 100% indicated that they had adopted two or more management practices. As a result of their knowledge gain and subsequent adoption of management practices, reproductive efficiency in their herds can increase between 5% and 20%. This translates to approximately 140,000 more pounds of calves weaned annually. Depending on the cattle market, this could translate to an annual economic increase of from \$107,000 to \$160,000. Increased use of profitable management practices improves reproductive efficiency thus improving profitability of the beef cattle operation.

START FARMING

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The PA Beginning Farmer and Rancher Program is led by a team of eleven Penn State Extension Educators in collaboration with PA Farmlink and the Seed Farm --a Lehigh County Agricultural Incubator Project. We launched this project in 2009 in response to increasing interest in farm start-up. Our goal is to enhance the success of beginning farmers and ranchers by providing information and hands-on training in production, marketing, financial management and land/resource acquisition. To date, the Southeast Pennsylvania Beginning Farmer and Rancher Program, "Start Farming" has produced 20 program brochures including a yearly calendar of events, 1 new website (<http://extension.psu.edu/start-farming>), and 36 blog articles. ***In year one: 406 new and beginning farmers participated in 19 courses in seven counties.*** All courses were face-to-face with 1 to 8 sessions per course. ***61% of participants attending introductory workshops said they learned a great deal or a moderate amount, 38% said they learned a great deal. Of 133 participants in intensive courses the average increase in real knowledge was 35%. 54% of participants plan to adopt at least one new practice as a result of classes attended. 51% plan to continue farming and 26% plan to start farming.***

STORMWATER MANAGEMENT IN YOUR BACKYARD: AN EXTENSION EDUCATION INITIATIVE FOR NEW JERSEY, NEW YORK AND VIRGINIA

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As watershed areas in rural/suburbanizing Gloucester County, NJ, Ulster County, NY and Frederick County, VA experience new development, the adoption of stormwater management practices on public and private land is essential to protect and recharge groundwater resources. Stormwater Management in Your Backyard is a USDA NIFA National Water Program project that empowers local stakeholders, including Master Gardeners and professional landscapers, to design, install and maintain rain gardens on public, commercial and residential properties. The project has two objectives: to provide landscape professionals with training so that they can offer rain garden installation services; and to teach Master Gardeners and community volunteers how to install and maintain demonstration rain gardens so they can share their knowledge with the community. Professional landscapers, Master Gardeners and community volunteers have installed 13 community demonstration gardens as a part of their training. Pre-Post Surveys were used to evaluate the training programs. The survey results show an increase in knowledge about rain garden design, installation and plant selection. An extension bulletin listing landscape professionals who completed the training was published to assist the landscapers with promoting rain garden services. Curriculum materials were developed for Master Gardeners and other volunteer organizations to use to promote the use of rain gardens. Master Gardeners have used the materials to deliver 29 rain garden education programs in their communities.

TEACHING FARMERS CRITICAL ESTATE PLANNING STRATEGIES

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With the expiration of the Bush era tax cuts in 2010 and the subsequent changes in estate tax laws, farmers were confused and concerned that they needed to adjust their tax planning strategies. With the increased interest in estate planning, OSU Extension Educators created a curriculum notebook and PowerPoint presentations addressing current information on family communication strategies, checklists of documents needed, different estate planning tools with their tax ramifications, business continuity with off-farm heir strategies, and long-term care issues. The educational material was presented in an all day workshop followed by individual consultation if requested by the farm family. A total of four workshops were offered in 2010 and 2011 reaching 86 participants from across Ohio. Program evaluations using a six point Likert scale indicated participants increased their knowledge in every area measured. The top areas of knowledge gain were participant understanding of the different estate planning tools (+2.06), understanding of business transfer strategies (+2.06), how to address the issues with off-farm heirs (+1.94), and how to start the family conversations about estate planning (+1.94). Participants also indicated they plan to organize their estate planning documents and hold a family meeting following the workshop (+2.06). As a result of these workshops Extension Educators have held individual consultations with participants and were invited to one family meeting to assist. Additionally, twelve participants indicated they planned to follow-up with their attorney to make changes to their estate plan.

TENNESSEE MASTER GARDENERS BUILD A DEMONSTRATION COMMUNITY GARDEN IN CHATTANOOGA

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Master Gardeners of Hamilton County helped design and build a demonstration community garden behind the Chattanooga Area Food Bank in Chattanooga, TN. The facility consists of a covered pavilion which can seat approximately fifty people for lectures or demonstrations. A 15 foot by 30 ft long greenhouse is attached. The greenhouse serves as a place for demonstrations and production. Seedlings are produced for the twenty five adjoining raised bed garden boxes. Over 60 Master Gardeners worked to build the greenhouse and the raised bed boxes. This facility will now serve as a central location for teaching many classes. Composting, seed starting, and fall vegetable classes were the first of many programs already held. Since November of 2010, six rain barrel classes were held with over ninety participants. So far in spring of 2011 over 800 pounds of fresh vegetables were added to the Food Box program resulting in more than 2500 families receiving fresh produce.

THE CATSKILL GRASS BIOENERGY PROJECT

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The Catskill Grass BioEnergy Project (available at: www.ccedelaware.org), is a program developed and implemented by Cornell Cooperative Extension of Delaware County that is fostering the development of a local grass bio-energy economy to meet residential and small business thermal heating needs through direct combustion of grass pellets. The project approach is a production-to-consumption research and demonstration project, providing education to local farmers interested in producing grass biomass, assisting New York State's first commercial grass

pelleter EnviroEnergy LLC in developing grass pellets using local biomass, and demonstrating the use of grass pellets in real world heating applications. These applications include indoor pellet stoves and outdoor pellet furnaces heating a variety of public buildings at nine sites in a three county area in the Catskill region of New York State. Outreach methodologies include open houses, written media, static poster displays, oral presentations at local and regional conferences, as well as a robust website that provides general information and links to resources on grass biomass as well as virtual tours of all of the project demonstration sites.

THE FUTURE OF AGRICULTURE - CREATING LEADERS FOR THE NEXT GENERATION

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Careers in agriculture today require individual responsibility as well as a range of decision making, financial management, and record keeping skills. In addition, the average age of the American Farmer continues to increase. In Fulton County, Arkansas, the proportion of farmers age 65 and older increased by 22 percent from 2002 to 2007. The future of the agriculture industry depends on educating America's youth about agriculture, teaching them the necessary life skills and responsibility, and providing hands on "real-world" applications. The Fulton County All-Star Steer Program was developed to teach youth life skills and personal responsibility, and provide them with a positive hands-on experience in agriculture. Youth in this program are loaned a 500 pound steer and are paid on the gain of the animal. Participants are required to attend educational workshops on selection and feeding of beef cattle as well as showmanship and fitting for the show ring. They use the knowledge gained to select their own calf and to create their own feeding program to make smart feeding choices and reduce their cost of gain. Participant's ability to "list my options before making a decision" and "think about what might happen because of my decision" increased 43 and 33 percent, respectively. Pre- and post-test scores used to evaluate the participants' knowledge of beef cattle selection and feeding increased from, 45 percent before the program to 75 percent after the program. The future of agriculture looks bright. However, youth continue to need education about the importance of agriculture.

THE PEN IS MIGHTIER THAN THE TROWEL - MASTER GARDENERS AS FACTSHEET CO-AUTHORS

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The 'Factsheet' is a long recognized product of the objective research-based knowledge that is synonymous with Cooperative Extension all across the country. Designed specifically for the consumer, demand for these has grown far beyond simply having printed copies available at the county office. However, traditional authors such as Extension Specialists have been drawn into more in-depth research and ever increasing teaching loads, limiting their time and energy to devote to these publications. County Agents, with a full load of programmatic expectations and regional if not statewide responsibilities, recognize the need for current factsheets to augment their programs, but yet have very similar time constraints. Recognizing these limitations within its own policies and the need for newer consumer publications, Rutgers NJAES Cooperative Extension approved the inclusion of Master Gardener volunteers as co-authors of factsheets. Utilizing the county 'Garden Helplines' as their needs assessment, Master Gardeners were able to quickly identify which factsheets were most in demand, in need of updating, and existing gaps in what factsheets Cooperative Extension had to offer to the citizens of NJ. Topics such as Indian Meal Moth, Bagworm, Bees and Wasps, Orchids, Dahlias, Native Plants, and Cedar-Apple Rust, all spearheaded and co-authored by Master Gardener volunteers, are just some of the newest additions to the Rutgers NJAES Factsheet Library. An excellent 'off-season' project that can be accomplished year round, this also offers Master Gardener volunteers ample opportunity to utilize their research and writing skills in what could be an otherwise labor-intensive volunteer effort.

TREE SURVEYS USING MASTER GARDENER VOLUNTEERS

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Communities struggle with the cost of inventorying public trees; they simply don't have the excess funds in today's economy to complete a public tree inventory. Ohio State University Extension and Master Gardener Volunteers (MGV) partnered with the city of Springfield, Ohio to address this challenge. MGVs are trained on tree identification, how to use a Biltmore stick and tree diameter tape, how to enter data, and how to conduct an inventory. Clark County MGVs completed a survey of a local Cemetery with the goal of completing all public trees in the city. They collaborated with The Ohio State University School of Environmental Sciences and Natural Resources to analyze the data. Members in the department ran the data through iTree, a research-based software suite developed by the USDA Forest Service, and developed the report. iTree software calculates the value of the trees in respects to environmental benefits and services provided by the trees to the community. Community leaders can then make informed decisions about infrastructure and tree replacement and biodiversity in the community. The current challenge is to manage the number of ash trees that might be lost due to emerald ash borer. The benefit to the community is an inventory of the public trees that allows them to better manage the trees, and that this inventory was completed by volunteers, providing a significant cost savings. The benefits to the volunteers is the value of learning tree identification and completing an inventory as well as giving back to their community.

UNIQUE APPROACH TO FARMER INPUT LEADS TO SUCCESSFUL PROGRAMMING

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In a recent survey, over fifty percent of producers preferred an on-farm experience for obtaining technical information. The traditional extension workshop provides information but not necessarily the interaction that is required to build productive working relationships. The Northeast Florida Small Farms Working Group was formed in 2008 with a group of Extension Agents and Small Farmers to establish a forum where farmers and extension agents could exchange information about alternative enterprises and marketing strategies. The group serves as a catalyst to supply practical, applied, hands-on methods in agricultural production, marketing, processing, regulatory issue updates and other priority items. Programs on Integrated Pest Management, Organic Production, Drip Irrigation, Nutrient Management, Transplant Production, Diversified Production Strategies, Pastured Poultry, Direct Marketing, Protected Culture, Soilless Culture, Agritourism and Shadehouse Production have been conducted in Union, Bradford, Baker, Columbia, St. Johns, Nassau and Hamilton Counties with a combined attendance of over 300. As a result of attendance at these programs, many attendees have adopted at least one new enterprise on their farm. Of the new farmer attendees, several have decided to begin a farming operation. Extension meeting popularity is dependent on farmer advisory and attendance gradually increased over the course of the year. Contacts between county extension agents and attendees have increased significantly as a result of this new extension program. Information about the small farms working group is posted at http://smallfarms.ifas.ufl.edu/current_issues/SFWG.shtml and has been accessed over one thousand times in the past three years.

UNIVERSITY OF FLORIDA/IFAS EXTENSION RAINWATER HARVESTING DEMONSTRATION TRAILER

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To increase awareness, knowledge, and efficient use of rainwater harvesting, smart irrigation, and

sustainable landscaping by homeowners and irrigation/landscape contractors in Florida and proximal states. After receiving an Extension Enhancement grant, our team created a "Rainwater Harvesting Demonstration Trailer," which is wrapped in eye-catching graphics and can be towed throughout the district, state, and adjacent states. The trailer contains everything needed for workshops and/or demonstrations, including a working tabletop water collection display, a rain barrel, a cistern, a mock landscape with multiple irrigation distribution types, and educational banners and handouts. ACD was compiled with regional publications and instructional guides on irrigation, plant selection, and using cisterns and rain barrels. A website, www.gardeninginthehandle.com was launched and features maps of rainwater reuse demonstration sites around the district with photos, a workshop schedule, database of suppliers, demonstration videos, testimonials and photos from homeowners who have installed rainwater harvesting devices. Rain barrel workshop participants consistently respond (over 90%) that their understanding of water conservation's importance and application at home has improved. An online database will have photos and testimonials from participants. Additional economic and environmental impacts can be estimated remotely with combined data supplied by program participants and regional weather station information. Response from participants at county workshops and larger venues in 2010 was positive. Over 200 names of interested parties and workshop participants have been gathered and will be contacted at a later date to determine whether interaction with our exhibit encouraged them to make changes to their landscape and/or water use.

UNIVERSITY OF MINNESOTA FARM INFORMATION LINE: CHARACTERISTICS OF CLIENT CALLS

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Information lines can be a useful way to assist clients with gaining answers to their questions. The purpose of the study was to examine characteristics of the Farm Information Line (FIL), which is operated by University of Minnesota Extension. The objectives of the study were to: describe and categorize the types of inquiries clients directed to the FIL, describe the gender of those requesting information, and categorize inquiries by gender. This study concluded

that business related questions was the most frequent FIL category followed by crops, horticulture, resource directory, livestock, house and yard issues, and horse categories. This study also concluded that there were a larger percentage of males that utilized the FIL compared to females. The implication of the study is a clearer understanding of the types of calls that are frequently directed to FIL and which gender is calling with questions. The findings of this study can help the University of Minnesota Extension and others working with Extension to better understand areas for future programs, publications, and communication with clients based around commonly asked questions in specific categories.

USE OF A PRODUCER DISCUSSION GROUP FOR PASTURE-BASED DAIRY EDUCATION

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In recent years southern Missouri has seen an increased prevalence of pasture-based dairy farming. This trend has led to the need for extension educational efforts addressing this particular style of milk production. In searching for the best methods to teach pasture-based dairy production, local extension workers collaborated with producers to organize a pasture-based dairy discussion group. The group was formed under the premise that extension faculty would organize and facilitate group activities, but teaching would be a responsibility shared by both faculty and producers. Producers and extension faculty alike recognized that opportunities for learning needed to include not only formal teaching methods, but also opportunities for producers to learn through interaction

with each other. To facilitate this cooperative learning, the group holds monthly “pasture walks” throughout the grazing season. Each month’s excursion is held on a different group member’s farm, rotating so that within two to three years, all group members’ farms are visited. A typical pasture walk features a planned discussion topic, but also allows for impromptu discussion on other timely issues as well as unique management aspects of the host farm. Educational efforts focus in the areas of forage systems and management, animal care and management, facility/infrastructure development and management, and financial/records management. This educational format has proven to be highly valued by participating producers. Organized in 2001, this discussion group is now in its eleventh year of providing educational opportunities to pasture-based dairy producers.

USING HANDS-ON DEMONSTRATIONS TO TEACH YOUTH ABOUT AGRICULTURE

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Today, many of our youth are two or more generations removed from being actively involved with production agriculture. This increasing disconnect with agriculture on the part of our future leaders could have detrimental results on the farming community. To help alleviate this situation, a field day is held each year for local FFA students to better help them understand agriculture and how it affects everyone’s daily life. Each year, ten, hands-on learning stations are used to demonstrate modern agricultural practices and cutting edge technology to the students. Some of these stations have included: a cannulated cow, which has a door surgically implanted into its digestive tract so that students can access the rumen and observe food in the digestive system of the cow; using aquaculture in Missouri for the production of fresh water prawns; and how Global Positioning Systems can enhance the efficiency of farmers and reduce the application of fertilizers and herbicides. Surveys conducted after the 2010 event resulted in 96% of the attendees indicating an increase in knowledge of current agricultural practices from information presented. More than 40% indicated they would consider a career in an agriculture-related

field after attending the event, something they had not previously considered. An average of 175 students from nine area high schools attend the event which has been conducted for seven years. Attendance has exceeded capacity at the location to the point that two events may be held in 2011. Funding is provided by donations solicited from area businesses.

USING SCN EGG COUNTS AND HG TYPE TESTING TO FINE-TUNE SOYBEAN VARIETY SELECTION

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Few producers take SCN egg counts. Even those with high counts seldom have an HG test done. Those that do have an HG test done often don’t realize that they can put in two of their own variety selections. This study started out with the purpose of showing producers how they can benefit from putting in two varieties they currently grow or are planning to grow. As best as I could determine, all the varieties that the producers included were SCN resistant, mostly with a PI88788 source. Over eighty percent of the time the producer-provided varieties produced more cysts than the parent source PI88788 and all had a female index or over 10%. Over half had a female index over 50%. Two had an index over 100%: 101 and 102%. An index of over 100 meant that there were more eggs on that variety than there were on the susceptible check. A quick look at the resistance charts in the back of the Soybean Missouri Crop Performance book shows the producer dilemma: over 99% of the varieties have PI88788 for their source of resistance. The few that use another source are not Roundup Ready and have a maturity date that pushes the limits for our area. But with extremely high SCN egg numbers and limited rotation choices, producers may need to look at these varieties with other sources of resistance.

UTILIZING AUDIENCE RESPONSE TECHNOLOGY TO CAPTURE GROWER CORN PRODUCTION PRACTICES TO IMPROVE EXTENSION EDUCATION

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Audience response system technology (RST) was utilized at the Ohio Conservation Tillage Conference (CTC) to capture farmer corn production practices. This information will be useful in planning future Extension educational events and applied research trials. At CTC one large room with a seating capacity of 435 was populated with 210 RST. After each session participants were asked up to four questions that related to speaker evaluation and grower corn production practices. Key finding included the following: 52% of respondents utilize a two year rotation (corn/soybean); 29% of respondents utilize a three year rotation (corn/soybean/wheat); 56% of corn is planted utilizing conventional or conservation tillage, no-tillage is utilized to plant 30% of the corn; 42% of respondents indicated the most common corn seeding rate for 2011 will be from 32,000 to 34,000, another 37% of respondents reported planning to drop from 30,000 to 32,000 corn seeds in 2011; and finally water management was identified as the major limiting factor to higher corn yields.

VALUE ADDED AGRICULTURE EFFORTS IN SOUTHEAST MISSOURI

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For over 15 years, there have been numerous value added agriculture efforts in Southeast Missouri, conducted by University of Missouri Extension. These efforts were part of a two prong approach consisting of value added agriculture education and facilitation. Educational efforts included meetings, conferences and personal contact with the objective of informing clientele of both value added agriculture business opportunities and methods to develop those opportunities. Facilitation incorporated the organization of farmer groups, networking with other agencies and non-profits and grant acquisition to develop value added agriculture enterprises. Facilitation efforts were based on the concept of a learning organization, in which the farmer participants engaged in a learning process about the enterprise, which typically produced a feasibility study of the value added agriculture enterprise under consideration; and then the farmer participants questioned the assumptions and results from this study. The educational and facilitation efforts had both direct and indirect influence on new value added agriculture enterprises in the region.

VIRTUAL FIELD DAY IMPROVES ACCESS TO POULTRY EDUCATION

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According to the 2007 Census of Agriculture, 56% of Florida farms have internet access. Additionally, results from advisory committee meetings indicate that the internet is an underutilized delivery method for educational information for small and beginning farmers. These findings coupled with the fact that an educational field day might not be particularly convenient geographically to a farmer who needed it or because it took time away from actual farming operations led to the development of a poultry production virtual field day. This internet accessible

field day was developed to provide growers with the opportunity to access the information usually provided at a field-day. The website addresses broiler and layer production in pasture based systems. Four videos provide an introduction to pasture-based production, directions on starting the birds and an overview of production systems. Seven narrated PowerPoint presentations provide in-depth instruction on nutrition, maximizing foraging behavior and regulations. As a result of this effort, Extension clientele now have a convenient way to virtually attend educational events that meets their time schedule. According to tracking software the site has been accessed 80,257 times and the PowerPoint presentations have been downloaded over 20,020 times since December 2009. Evaluations reveal that 72% of participants (n=553) increased their knowledge of poultry production, processing and marketing. Additionally, 35% have purchased poultry, adopted a rotational grazing system or implemented strategies to maximize foraging behavior. The agents plan to expand the site to include educational materials that address the safe handling of poultry products and other timely topics.

WILDFIRE DEFENSIBLE SPACE EDUCATION IN YAVAPAI COUNTY, ARIZONA

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Many Yavapai County residents live in the wildland-urban interface and face significant risk of losing their home in the event of a catastrophic wildfire. Creation of wildfire defensible space can greatly reduce the probability of wildfire damage to homes and structures while also creating a safer environment for firefighters to protect those homes in the event of a catastrophic wildfire. The University of Arizona Yavapai County Cooperative Extension has been conducting defensible space education in collaboration with the Prescott Area Wildland-Urban Interface Commission (PAWUIC) since 2000. Our initial needs assessment indicated opportunities in the areas of: educating the public about potential wildfire risks and defensible space principles; collaborating with all Yavapai County fire departments to create a consistent defensible space message; using fire-resistive plant materials to mitigate wildfire risk; and promoting the use of science-based horticultural practices such as pruning, mulching, and hardscaping to meet defensible space goals. We also identified opportunities to teach defensible space

principles to landscape professionals and designed a 12-hour, field-based, Wildfire Defensible Landscaper Course, the only one of its kind in Arizona. Defensible space education has reached 2,866 participants in a variety of venues. In addition, the Wildfire Defensible Landscaper Course has been offered five times with 65 graduates. Funding has been received from a variety of sources over the past five years to support these defensible space educational efforts (\$182,332 total).

WILDLIFE HABITAT EVALUATION PROGRAM TEACHES 4-HERS WILDLIFE MANAGEMENT SKILLS

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The 4-H Wildlife Habitat Evaluation Program (WHEP) started out as "Wildlife Judging," a state-wide program with the Tennessee Agriculture Extension Service in 1978. In 1989, "Wildlife Judging" went nationwide. The national event was held in West Virginia with the support of the U.S. Fish and Wildlife Service and the International Association of Fish and Wildlife Agencies. The program was officially named WHEP in 1990, and the national contest was moved to different regions each year, exposing participants to wildlife habitats and practices unique to those regions. The WHEP program was implemented in Arkansas in 1991. The White County Cooperative Extension Service got involved in the program in 1996. Since then the WHEP has grown with much success. The National and Arkansas 4-H Wildlife Habitat Education Program is designed to teach youth the fundamentals of wildlife management. Although these are competitive events, their primary function is education. Wildlife management is learned through participation in statewide activities and county clubs, and through field trips, practice sessions, and demonstrations. Additional benefits come from developing leadership capabilities and interacting with youth and wildlife professionals from across the state and nation. WHEP has grown in Arkansas to 130 4-H'ers and 50 non-contestants in 2009.

WOMEN MARKETING GRAIN & LIVESTOCK

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⁹ Agricultural Business Specialist, University of Missouri Extension, Bolivar, Bolivar, MO 65668

The Women Marketing Grain & Livestock course was developed by a team of Agriculture Business Specialists and serves as the second phase of Annie's Project in Missouri. The development of the course was prompted by the request for more in-depth information on grain and livestock marketing from Annie's Project participants. The objectives of the program is to increase farmwomen's knowledge about agriculture marketing terminology, commodity marketing channels, contracts, calculating specific hedge problems, using options, and establishing a marketing plan. The twelve-hour course is team taught by Agricultural Business Specialists and delivered through face-to-face and ITV (interactive television) classroom teaching. Participants benefit from the individual expertise that different participating speakers contribute. Knowledge gained and behavior changes were determined using a pre (before workshop) and post (after workshop) evaluation. Class evaluations also show a great interesting in continuing learning about marketing. As a result, some participants have furthered their education by taking a field trip to tour CME Group (Chicago Board of Trade/Chicago Mercantile Exchange) to see firsthand how the future markets operate day to day.

Award Winners

2011 NACAA

96th

Annual Meeting

and

Professional Improvement Conference

Overland Park, Kansas

Agriculture Awareness and Appreciation Award

National Winner

Schurman, C.*¹

¹ Extension Educator - 4-H youth, Penn State Cooperative Extension, INDIANA,PA, 15701

County 4-H staff conducted plant science programming with 78 youth in three settings at county day camps. The theme was "Meet The Plants". A regional 4-H camp was conducted with the theme "Fun Farmtastic Animals". Twenty-four teens were counselors, and fifty-nine campers were involved. In the county camps, increase in knowledge gained on an 11 point pre/post test was 4.15 points, an increase of 45%, with 100% of the campers showing increase. A second part of the test asked campers to list as many items/products used from plants as they could. Campers increased an average of 5.47 items per camper (highest camp increase of 7.39), indicating they knew more about plant uses at the end of camp, as well as the importance of plants in their lives. Campers were also asked to rank what they knew about plant science before and after camp, based on a scale of 1 to 5. These scores increased from 3.02 to 4.35, increase of 44%. At the regional camp, a life skill evaluation showed that campers learned to treat others fairly, think before making decisions, chose to try new activities, respected other campers, and were responsible for own behavior. Over 90% were able to list things learned about dairy cattle, beef cattle, dairy foods, and other animals. 100% were able to answer "One thing I will do because of camp is..." Concepts listed were make new friends, have a good time with animals, and always wear a helmet with a horse.

National Finalists

AGRICULTURAL AWARENESS AND APPRECIATION AWARD: 2010 ESCAMBIA COUNTY BLUEBERRY JAMBOREE

Johnson,* L.¹, Lee, D.C.¹, Stevenson, C.T.¹, Hinkle, A.M.¹.

¹ Extension Agent, UF IFAS Escambia County Extension, Cantonment, FL 32533

For tourists, it's no surprise that they know nothing

of Escambia County agriculture, but many residents in this county know nothing of our rich agricultural heritage and the impact that it has on the economy. Although there is not a negative view of agriculture within the county, there is very little awareness and not much importance is placed on it. Members of the Escambia County Agriculture Extension Advisory Board supported the idea of starting a Blueberry Jamboree- a one day festival in rural Escambia County to provide information concerning the value, impact, and diversity of local agriculture 2,000 festival-goers through the use of educational booths, signage, and advertisements. Additional objectives were identified, and a committee of 15 individuals organized and held the 2010 Blueberry Jamboree. From a short survey completed at the event, it was determined that the festival drew people from outside of Molino/Barrineau Park, and 78% of the people we interviewed did learn something while at the event. We had more than 23,000 website hits for the event. Although the people were hot, the general feeling when talking to people was that they were happy to be there and they enjoy celebrating blueberries and seeing rural Escambia County.

THE IMPORTANCE OF AGRICULTURAL AWARENESS FOR VEGETABLE PRODUCTION IN UNION COUNTY

Cummings, M.P.*¹

¹ CEC Union County, GACAA, Blairsville,GA, 30512

The Extension Leadership Council (ELC) of Union County Georgia (advisory committee) named agricultural awareness as one of the most important issues facing the county. This first happened in the early 1990's and even though there has been much progress in this area the issue remains relevant even today. In the early 1990's there were 35 vegetable growers in Union County and the agricultural income was worth \$60,000,000. During this time the population increased by 8,000 and the agricultural income decreased by \$34,000,000 due to the urbanization of the county. The vegetable industry was hit particularly hard. Over a 15 year period Union County lost 25 vegetable growers. So, the Union County ELC suggested the Cooperative Extension Agent develop programming to address the following objectives: 1) Obtain a venue which would allow Union County Vegetable Growers to market their produce, (2) Encourage the marketing of locally grown produce in Union County, (3) Apply for grants to fund a local venue, (4) Increase Agricultural Awareness among the citizens of Union County and (5) Develop an appreciation of the agricultural heritage of Union County among its citizens. The candidate's efforts resulted in the following: (1) Passage of a Special Local

Options Sales Tax by a 73% positive vote resulting in the creation of a new Farmers Market for Union County, (2) Obtaining \$200,000 in grants resulting in a Canning Plant/Community Kitchen which will result in increased demand of local vegetables. The total economic impact of the candidate's programs is \$1,460,500.

WHERE DOES YOUR FOOD COME FROM?

Williams, S.*¹, Baker, S.D.², Cheyney, C.³, Hoffman, K.J.⁴

¹ Extension Educator, University Of Idaho, Salmon, ID, 83467

² Extension Educator, University of Idaho Extension, Custer County, Challis, ID, 83226

³ Extension Educator, University of Idaho Extension, Butte County, Arco, ID, 83213

⁴ Extension Educator, University of Idaho Extension, Lemhi County, Salmon, ID, 83467

Lemhi, Custer and Butte Counties, Idaho are all considered rural counties with populations of 7,908; 4240; and 2764 respectively. Even though these counties are classified "rural" based on population, agriculture is not the top employer. Employment by government, professional and technical services, accommodation and food services and retail trade, together exceed employment in agriculture. There are more youth living in "town" and most residents have limited exposure to agriculture. This indicates that although these counties are "rural", many of the citizens have little first-hand knowledge of agriculture and food production. These statistics prompted the Lemhi County Extension Advisory Committee to request that a major effort be made by Extension to educate the young people about where their food comes from. From that request, the Lemhi County Extension Office invited Custer and Butte County Extension Offices to join them and all Extension offices worked to develop partnerships and programs in each respective county. It was decided to focus educational programs during National Ag Week each year in March. In 2010, educational programs reached over 1,360 youth. There were 65 volunteers involved and 5,000 people were reached thru radio trivia, popular press, displays and drive-thru breakfast.

Regional Winners

AG AWARENESS THROUGH MEDIA

Hall, G.*¹

¹ Regional Extension Education Director, NACAA, Mason City, IA, 50401

Recognition of the importance of agriculture in the north central Iowa region has been enhanced through the use of print, radio and television. Public relations efforts have been rewarded with more appreciation of agriculture and the importance it plays in a five county region. A small percentage of the population now reside on a farm and the idea food coming from a farm has become foreign to many young people. The objective of this program was to provide more opportunities for people to be exposed to agriculture and the importance of the industry. With the excellent cooperation of many different forms of media there has been a greater exposure of the public to the importance of agriculture.

CITY TO COUNTRY

Kieser, L.T.*¹

¹ Extension Educator, University of Minnesota Extension, COLOGNE, MN, 55322

Scott County, MN is south of Minneapolis/St. Paul and has a population of 131,939. It covers 228,275 acres, includes 795 farms with 51.5% allocated to farmland, 94,786 acres is used for crop production. The total market value of ag production is \$63,332,000. 45% comes from crops and 55% from livestock. The public is disconnected from agriculture in Scott County because people live and work away from local farm life in this area. The objective of this program was to demonstrate the importance of agriculture and the rural character of Scott County. This provides an opportunity for participants to connect to farms where their food is produced. This is a drive yourself tour with 3 different locations. The tour date was Saturday, September 25, 2010. Farms included: dairy, sheep and pumpkin. A \$10/car fee was charged. The educator chose locations, coordinated a volunteer committee, secured sponsors, prepared educational materials and summarize evaluations. 400 people participated in the Tour. Publicity included radio, newspaper, Scott County website, Facebook links, and brochures sent home with elementary school students. An electronic evaluation was developed and sent to all email addresses received. After 1 week, a paper copy was mailed to all non-responders. 109 evaluations were sent and 65 were received. 81.3% of visitors toured all 3 tour sites. Publicity venues utilized by participants included county newspaper (50.8%), brochures (26.2%) and friends/family (23.1%). Visitors decided to participate because they learned: about the community/county and more about farming.

ANIMAL WELFARE ISSUE EDUCATION IN NORTHWEST MISSOURI

Schleicher, A.*¹

¹ LIVESTOCK SPECIALIST, UNIVERSITY OF MISSOURI EXTENSION, ROCK PORT, MO, 64482

In the northwest Missouri counties of Atchison, Holt, and Nodaway, agriculture is significant to the economy. Even in rural areas where a higher proportion of individuals are involved in agriculture, there is an increasing disconnect between the public and where their food comes from. In many cases, companion animals are the only animals that the public has exposure to, which influences how they view animal welfare issues. Seeing the need for education on the complexity of the animal welfare issue in the livestock industry, an educational program was developed to share with agriculture producers, high school agriculture students, county and regional Extension councils, and fellow faculty members. This program discusses the difference between animal welfare and animal rights, the efforts across the country to legislate certain aspects of livestock production related to animal welfare, the complexity of the issue, and potential impacts. Between seventeen programs, 281 individuals were reached. Results have been extremely positive and have led to increased awareness amongst stakeholders.

COUNTRY COMES TO TOWN

Shooter, M.*¹, Hiott, A.*², Roach, K.*³

¹ Extension Agent, Livestock, Robeson County Cooperative Extension, Lumberton, NC, 28358

² Extension Summer Intern, Robeson County Cooperative Extension, Lumberton, NC, 28358

³ Extension Agent, Horticulture, Robeson County Cooperative Extension, Lumberton, NC, 28358

The objective of the Agricultural Awareness and Appreciation Field Day, Country Comes to Town, was to inform Robeson County citizens about the value of local agriculture to the economy. The target audience was Robeson County citizens who did not understand or appreciate agriculture. The goal of the event was to have a fun-filled field day where citizens could learn about the agriculture that surrounds them. Five stations - growing fruits and vegetables, farm equipment, small grains, food safety, and animal production - were set up and local farmers and equipment dealers gave presentations at each of the stations. Participants were encouraged to be hands on at the stations and to openly ask questions about farming and agriculture. The field day was advertised through fliers, three radio programs, newspaper advertisements, and mailings.

A pre-test and post-test were given to the participants. Seventy-three participants ranging in age from two to 80 increased their knowledge of how influential agriculture is to our local economy and livelihood. Surveys collected showed 100 percent satisfaction with the field day and a 50 percent increase in knowledge on the topics presented. This field day was also a marketing tool to share Cooperative Extension with new audiences.

DE BACA COUNTY AG AWARENESS AND APPRECIATION PROGRAM

Marez, L.A.*¹

¹ Guadalupe County Extension Program Director, New Mexico State University, Santa Rosa, NM, 88435

De Baca County is located in eastern New Mexico and is one of the most rural counties in the state. The county has a rich farming and ranching background, attributing to almost \$20 million in annual agricultural cash receipts and accounting for over 75% of the tax base. With inflated land values, increased production costs, dry weather conditions, continual limited water resources, as well as pertinent environmental issues, agriculture sustainability across the county is being severely challenged. During 2010, the County Extension Agent, under the direction of the local Extension Support Council, developed extensive agriculture awareness programming addressing local production issues as well as general community agriculture awareness. Programming included: coordinating production seminars; developing quarterly producer education newsletters for 110 producers; publishing county and regional news columns to a readership of over 2200; presenting in-school and community agro-terrorism and safety awareness programming to 425 youth and 250 adults; Coordinating county and regional 4-H awareness/appreciation programming which included hosting the SE District 4-H Contests for 450 4-H youth/adults from nine eastern NM counties. Level of awareness and knowledge gained from programming was measured using a variety of evaluation tools including: pre/ post testing, program evaluations, one-on-one conversations with participants, numbers of attending participants, etc. All evaluations tools indicated a significant increase in issue awareness from participants in each program area.

CATTLE DRIVE

Chamberlain, A.*¹, Brody, B.², Jensen, S.³

¹ OSU/Malheur County Livestock Extension Agent, OREGON STATE UNIVERSITY, ONTARIO, OR, 97914

² OSU/Malheur County Extension Agent, Oregon State University, Ontario, OR, 97914

³ Owyhee County Extension Agent, University of Idaho, Marsing, ID, 83639

School Districts in Malheur County, Oregon are facing multiple challenges to balance budgets while at the same time abiding by state and federal laws to provide safe and healthy meals to students through the school lunch program. The local Cattleman's Association, understanding the challenges of local school districts, decided to implement a "cattle drive" to provide beef for the county's students. The drive recruited ranchers to donate cattle for consumption in the school's lunch program. Jordan Valley was the first school district to implement the program in 2009. At that educational event, forty-four students completed pre and post-tests, which demonstrated an average overall increase in knowledge of 20%. Adults participating were also evaluated and their feedback was taken into consideration for future events. The program has grown and includes 21 schools, in six different districts and nearly 5,000 students benefit from the beef meals. To date, the program has received 21 head of donated cattle, 17 of which have been processed for the schools. Nearly 10,000 pounds of beef has been provided to the school districts. The live value of all donated animals exceeds \$17,000.00. Grant support in the amount of \$3,365.00 has been secured to pay processing fees. Educational beef events are currently being conducted in each school district with the intent to educate the future consumers and voters about an industry critical to the economic and social survival of the county, state and country. There are more than 21 partners ranging from local, county and state-wide support.

State Winner

PROMOTING AGRICULTURE IN BUTLER COUNTY

Drake, JR., G.*¹

¹ Morgantown, KY 42261

Public relations efforts are an important part on any county extension agent's job. The farm population is falling every year. The number of persons involved in the agriculture industry is falling in most parts of the country. Those of us involved in agriculture must do a

good job of promoting our industry to all stakeholders. We need the support of non-farm people to insure a favorable environment to produce the nation's food and fiber. In Butler County there are thirteen thousand people and only about fifteen hundred that are involved in agriculture. As agriculture agent I have worked on ways to help these people have their voice heard. I have been elected to the local chamber of commerce, I have worked to make agriculture programs in Butler County more interesting to non-farm clientele, I am participating in the Kentucky Entrepreneurial Coaches Institute, I have developed a leadership tour program to allow farm and non farm clients to spend time together, I have tried to convey a pro-agriculture message wherever I am, and I have worked to get other farmers and agriculture industry professionals to work on the same message. Through these efforts we have made policy makers aware of the importance of the agriculture industry in our changing little community. We have seen no regulations passed locally that would hurt farmers, and more people understand why having farmers in the community is a very positive thing.

Excellence in 4-H Programming

National Winner

SET PROGRAMMING

Munk, S.*¹

¹ Extension Educator, 4-H/Youth Development, South Dakota Cooperative Extension Service, Sioux Falls, SD, 57104

ISSUE: Young people in the United States are not prepared with the necessary science and technology work force skills to compete in the 21st century. This is supported that nationally 16% of 12th grade students have a science achievement level of being proficient and only 4% are considered advanced. Undergraduate degrees in the United States for science and engineering are 5% as compared to China at 59% and Japan at 66%.

GOAL: To conduct SET programming that will contribute to the National Initiative which is to involve 1 million new youth across the U.S. in Science, Engineering, and Technology programs by 2013.

INNOVATION OBJECTIVE: Develop opportunities that use hands on experiential scientific learning and discovery techniques that increase science, engineering and technology skills and competencies as well as proper and safe construction skills.

The concept I had and share with Mark Rowen (4-H Educator in the adjoining county) was to form a 4-H Youth Science Engineering and Technology (SET) Group. The SET Group would be made up of youth that would be 8-18, meet once a month and they would determine the programming direction and projects/topics the group worked on.

Core fundamentals established for the projects were that they needed to be hands on experiential learning projects that stirred interest, create awareness, and excitement, while developing proper construction skills along with life skills such as communication, problem solving and team work, all done in a safe environment.

I also wanted to convey potential SET careers related to the various projects they worked on.

ACTION TAKEN: Promotion was done through 4-H newsletters in a 3 county area. The meetings were set for first the Monday of the month. As Educators, we would facilitate the meetings and when possible, bring in outside expertise (including parents) to teach the classes.

The first night we introduced the concept to the members and they took old VCR and DVD players apart and as they did so it was explained how they work. We informed them to keep key parts that would be used for future projects.

Other projects to date, include using a list of criteria to design a robotic car out of salvaged electronic parts, spoon flash lights, solid fuel rocket building, creating and understanding polymers, building and launching hot air balloons, table top hovercrafts, egg drop structure construction, mini steam engine boats, table top trebuchets and a group project of constructing a larger sized trebuchet, super freezing with dry ice and alcohol, soldering electrical circuits from salvage parts from DVD players, air vortex guns, PVC compressed air guns and CSI. Patience, communication and team work were also woven into the project activities. We selected projects that encouraged methodical experiential step by step thinking to reach each project's objective, or the task they were given. This required decision making through trial and error; to think through the consequences of the decisions made for each step taken. Some of the concepts experienced during SET Club activities include relationship between speed, distance & mass, air pressure and water pressure, electric circuits, ratios, thermodynamics variables and designing and building simple and compound machines along with the related safety concerns for each project.

A positive spin off outreach activity that excited the SET Group was an activity coordinated with the Sioux Falls Canaries Amateur Baseball Team. We met with the Canaries Head Office to see if there could be a special 4-H Night at one of their games and shared that the SET Club could be a specific group of 4-Hers that could contribute to the evening, and also serve as a good promotion tool for the 4-H SET program.

They agreed and the night of the game the SET Club members used a larger trebuchet that they had built to throw out the first pitch of the Canaries Baseball Game and during the game they fired Canaries T Shirts into the crowd of 3700 people the with their PVC compressed air cannons made as a SET Group Project.

IMPACT: The results have been very positive. We have had good turn outs for the meeting and with 30 years of youth programming it is the first group that has had one if not both parents attend with their children at each meeting.

An extensive evaluation was conducted using the electronic "Turning Point" responder survey system to survey participating youth. The results were very positive and indicated the participation in the SET Group activities generated positive results in creating interest in SET subject areas, in subject matter, construction skills and life skills development. The survey results are attached to the application for viewing. The survey included quantitative responses as well as narrative responses from the youth and parents.

REPLICATION: The SET Group concept has been shared with our coworkers in our Extension District and a few others state wide. A more formal sharing of the concept state wide will be made through the State 4-H Educators Association, SDAE4-HE Spring and Fall Professional Improvement Meetings. We have had inquires from three counties that are interested in starting SET Groups.

We have shared the concept at the SD state wide State 4-H Leaders Association Meeting.

This award application is another venue to help share the SET Group Concept beyond the local and state area.

CONCLUSION: The SET Group has been a great and rewarding experience. The experience has allowed the youth, parents and Extension Educators to grow in many different ways. The project has involved local subject matter experts to participate in youth programming. It has created fun, unique marketing and

PR opportunities to convey what 4-H has to offer in SET programs and life skill development.

It has generated excitement for all involved, as we strive to meet the goal of the National SET Initiative!

National Finalists

DODGE COUNTY “KIDZONE”

Behnken, T.J.*¹, Dodge County Agricultural Society², Poppe, L.M.³

¹ Extension Educator, University of Nebraska-Lincoln Extension, Fremont, NE, 68025

² Fair Board Members, Dodge County, Scribner, NE, 68057

³ Extension Educator, University of Nebraska-Lincoln Extension, Fremont, NE, 68025

The Dodge County “kidZone” concept was developed by UNL Extension Educators, Poppe and Behnken nearly three years ago. Determined to bring the concept to reality, the Extension Educators teamed up with the Dodge County Agricultural Society and the Dodge County “kidZone” Committee that was formed for the sole purpose of fund raising for the “kidZone.” As a result, the team and several additional volunteers poured countless hours into the project. Nearly \$100,000 of cash and in-kind donations have been secured in making this project happen. Currently, the “kidZone” includes a barn filled with hands-on agricultural and science-based learning opportunities, sandbox, commercial playground equipment and picnic shelter surrounded by beautiful landscaping that includes shade trees, memorial brick-filled concrete pads, memorial benches and a walking path. The “kidZone” is the primary focal point of the fairgrounds and provides a safe, clean place for kids and their families to learn and play year-round.

WYANDOT COUNTY YOUTH LEADERSHIP DEVELOPMENT PROGRAM

Bruynis, C.L.*¹, Elizabeth Smith², Eric Romich³, Laura Wood⁴

¹ Assistant Professor & Extension Educator, Ohio State University Extension, Upper Sandusky, OH, 43351

² Extension Educator, FCS, Ohio State University Extension, Upper Sandusky, OH, 43351

³ Extension Educator, CD, Ohio State University Extension, Upper Sandusky, OH, 43351

⁴ Program Coordinator, 4-H Youth Development, Ohio State University Extension, Upper Sandusky, OH, 43351

Community leaders and Ohio State University Extension staff in Wyandot County Ohio met in 1999 to discuss issues affecting the long-term prosperity of the local community. Two key issues were identified that all interested parties believed OSU Extension could affect change. First, there appeared to be a significant brain drain in the community with most youth that continued their education past high school not returning to the community after college graduation. Historically, the college bound students were the ones providing leadership to school organization and would be good candidates to become future leaders in the community. Secondly, there was a lack of interest by younger citizens that remained in the community in stepping into the leadership roles such as city council, township trustee, or county commissioner once they reached adulthood.

“CLOVER CLASSROOM”

Stanford, M.K.*¹

¹ Extension Specialist, Nutrient Management, Alabama Cooperative Extension System, Crossville, AL, 35962

Although food is a basic necessity of life, many Americans have no concept of how food is produced or where it originates. For many young people, any experience with a farm might be viewed as a look back in time or something fun to do for a class trip. The connection between production of food on the farm and the actual dinner plate is often missing.

In an effort to address this disconnect, Extension Specialist Kent Stanford teamed with the 4-H program in St. Clair County to teach youth about the origin of food. The St. Clair 4-H program offers the “Clover Classroom” as a summer enrichment series where kids can select from a variety of activities. One of the most popular series is the Kids Cooking School where beginners to advanced students learn all about healthy food preparation and nutrition. Using the Cooking School as base, organizers decided to showcase one commodity “from farm to table.”

With the poultry industry being the largest industry in the state, it was an easy decision to spotlight chicken. Approximately 1/8 of the state’s economy is tied directly to poultry production and processing. Poultry houses are a common sight and provided a visual for the children to connect with. Thinking beyond the initial need for an avenue to expose the cooking school participants, the team of Extension educators chose to take a different path for a farm tour. By utilizing a bit

of technology, a “virtual” farm tour was produced that would allow multiple trips to the farm without leaving a classroom.

The virtual concept embraces the use of technology and plays on the desire of kids to use a computer or be stimulated through watching a video. The need to set up an actual farm visit, secure transportation, and take time away from the classroom were all important considerations in planning the venture. Modern livestock production places an emphasis on biosecurity and having a busload of children on the farm presents a new set of disease challenges. The cost of transportation precludes many school systems from allowing numerous field trips, so the ability to go on a farm tour without leaving campus is attractive to school leaders. Finally, the virtual tour allows unlimited numbers of classes to have the same experience and will expand the reach of the program beyond a single day tour.

Realizing that this project had broader use and implications beyond the cooking school, the planning team developed a direct approach to the information to be presented. The target audience was fifth-grade children and information was directed for them. In an effort to keep it as real as possible, there was no script developed or followed. If something occurred during the shoot that was unplanned, then that would be considered part of it, just as if the group were live on the farm. Extension Specialist Kent Stanford served as tour guide and presented the information at a level easily comprehended. Certain topics and segments of production were to be covered in mostly raw footage in order to give an uncut feel. To give the youth a sense of being there, a discussion of what to expect prior to viewing the tour was given. Youth were given protective coverings for their feet and hair nets to drive home the biosecurity message at the same time the tour guide donned his in the video.

A local poultry producer agreed to serve as hosts for the tour and appeared in the video. By openly discussing their farm and what goes into producing a flock of birds, the family was able to put a face and story on the beginning of the food production chain. Adult children and grandchildren involved in running the farm gave their perspective and allowed viewers to connect with kids their own age. This also gave them a sense of the size of baby chickens, grown birds, and the poultry houses.

After viewing the tour, cooking school participants learned about the nutrition profile of chicken and prepared a healthy meal with a chicken entrée. By

experiencing the finished product and learning about the origin of the meal, children developed a sense of how much is involved in getting food onto their plate. Some stated that they had never made the connection between live chickens and the chicken fingers they commonly ate.

Upon completion, the virtual farm tour was added to the YouTube channel of the Alabama Cooperative Extension System. It can be accessed at: <http://www.youtube.com/alcoopextensionvideo#p/c/61D8FCE4A46E46F2/0/HwM3hOPwnnland> has been viewed 896 times thus far. The tour has been used in 4-H programs during Farm-City Week activities across Alabama and was featured during the annual meeting of the Alabama Farmers Federation, the state Farm Bureau affiliate. Finally, the tour has been included in the library of resources for Alabama Ag in the Classroom where teachers across the state can utilize it to showcase food production.

This project offered an opportunity, in a basic sense, to show young people what goes on in the big chicken houses they see along many Alabama roads. In a deeper role, it sheds light on the steps involved in getting food on our tables. With less than 2% of our population engaged in production agriculture, it is imperative that this story of food production be told frequently so an appreciation is developed for what goes on daily in order to feed a hungry world. As the needs of a growing population increase dramatically, food production must double in the next forty years to keep up. Young people today may know a time when food is in short supply. Hopefully, their understanding of how food is produced will entice some to seek careers in research and development that will provide answers to feeding this growing population.

SEBASTIAN COUNTY PULLET CHAIN – FROM PROJECT TO CAREER

[Bocksnick, J.*¹](#)

¹CEA-4-H, UACES, FORT SMITH, AR, 72903

The University of Arkansas Cooperative Extension Service conducts the oldest Pullet Chain Project in the United States. The program is designed to provide 4-Hers with small scale poultry project while teaching them a multitude of life skills. The project begins with 4-Hers placing their orders for pullets with their local extension offices in February and then receiving their one day old chicks approximately one month later. The 4-Hers then follow a vaccination schedule and ultimately show them at their county fairs in the fall usually in late August or September.

The Sebastian County Extension office takes this process a couple of steps further by requiring the 4-Hers to attend a “Growing Blue Ribbon Poultry” workshop. During the workshop the members learn how to raise the chickens from day old chicks through egg production age. This year we also planned an educational field trip for the pullet chain participants to attend. The students spent a day at the University of Arkansas Poultry Science Department learning about all the available educational opportunities and careers that their 4-H pullet chain project can lead to in the future.

1. Situation Statement that describes the events indicating the need for the program. What is unique about this program?

With Arkansas being the leading state in the country in chicken production I thought that it was vital to have our poultry project 4-Hers get a more in depth look at the opportunities available to them in the poultry field. Arkansas up until this year was the only state that had a pullet chain project. I had facilitated a neighboring county in Oklahoma (Adair County) in getting involved in the pullet chain project and ordering with the Arkansas group.

2. State the program goal/objectives.

The goal of this program is to provide an additional educational opportunity for 4-H youth in poultry project areas. Educational workshop opportunities prior to the contest included identifying parts of the chicken, identifying and using common equipment with poultry production. Other components of the were to provide the opportunity for 4-Hers to see what career and educational opportunities are attached to poultry production.

3. Describe the target audience, their participation, involvement, and contribution.

The target audience was youth ages 9-19 participating in the Sebastian County 4-H Pullet Chain. The youth were asked if they knew of opportunities in the poultry industry or if they knew that their project could turn into a career. The participants responded with the answer “yeah but I don’t want to be a chicken farmer”. This prompted me to set up the tour and educational activity at the University of Arkansas Poultry Science Department.

4. Explain the roles of the team members and state the percent of time contributed by each.

Describe collaborative/partnership with others.

The successful outcome of the Sebastian County Pullet Chain Project was a collaboration of the participants, University of Arkansas Poultry Science Dept, Sebastian County Fairboard, and Jesse Bocksnick.

5. Describe outcomes/results/impacts.

The number of participants in this project have doubled since 2008. Youth are gaining interest in this project through advertisement and education. 4-H’ers are gaining the knowledge that is needed to successfully complete this project from start to finish. There were 53 youth that participated in 2010, 48 successfully completed this project and were able to show at the fair.

6. Describe how this program contributes to Extension’s commitment to diversity.

This program helps with the diversity of extension’s programs by allowing youth who normally could not participate in animal projects because of space or cost constraints to gain the same life skills as those who participate in the other animal projects. This project has allowed urban 4-hers to have a backyard animal project besides dogs or cats.

FLORIDA COMPREHENSIVE ASSESSMENT TEST® (FCAT)

Friday, T.*¹, Mullins, V.²

¹ Environmental Horticulture Ext. Faculty II, University of Florida/IFAS, Milton,FL, 32570

² 4H Extension Faculty, University of Florida/IFAS, Milton,FL, 32570

Under the No Child Left Behind Act of 2001, every state must have a high-stakes test to receive federal funding. Florida’s test is considered the most challenging in the nation. The Florida Comprehensive Assessment Test® (FCAT) is administered to students in grade 3-11. The FCAT measures the Sunshine State Standards in reading and mathematics, science and writing.

FCAT, the linchpin in the state’s education reform efforts, comes with high-stakes. Critics argue that high-stakes testing creates a “narrow” focus that doesn’t lead to “real learning.” Supporters argue that improvements are being documented.

Whichever side you may be on, one thing is clear--classroom teachers have less time to provide hands-on experiences. In addition, due to the rigid standards of the FCAT, youth are seldom exposed to the sciences of agriculture and sustainability within their classrooms.

To enhance students' exposure to the "outdoor" sciences, Extension faculty, 4-H staff, Master Gardener and community volunteers provide monthly workshops on environmental topics.

Specific Target Audience

The Mosaics program has been taught annually since 2005. The first four years at Navarre High School for 11th and 12th grade students enrolled in the county's only high school botany class. Total participation=159.

For the last two academic years, the program has been taught to all 7th graders at the Woodlawn Beach Middle School in Gulf Breeze, Florida. Total participation=645.

Goals Established

The program's mission is to connect youth and elders to investigate the mosaics of natural resources.

Program goals include:

- * Provide a set of resources and activities that combine science learning and intergenerational mentoring to Santa Rosa County youth

- * Teach a program that integrates "local knowledge" of gardeners with scientific knowledge

- * Utilize the 4-H "learn-by-doing" approach to teach new knowledge

Specific goals were developed for each lesson. Example:

- * To use the microscope to heighten students' senses, hone their observation skills, and strengthen concepts such as magnification and scale.

- * For students to gain an understanding of life science concepts: identification of characteristics and variation of organisms; structural adaptation of organisms.

Teaching Methods:

The Agent uses experiential, reinforcement and integrative teaching methods and activities to deliver education to the targeted audience using a non-formal structure. Types of educational methods include: hands-

on experiential activities (e.g. field days, games, role playing), reinforcement methods (e.g. worksheets, skill-a-thons) and integrative methods (e.g. discussions).

The Mosaics program was designed to interface with the 7th grade science curriculum. Students complete worksheets for each program to reinforce knowledge. The Florida Sunshine State Standards benchmarks were included to enhance the science program and reinforce science concepts increasing performance on school and state testing.

Examples of topics taught include: invasive species, monarch butterfly tagging, animal migration, composting, pollination and bird adaptations.

Example of Activities:

Vermicomposting Program:

Encourage sustainable practices through reduce/reuse/recycle education using a composting lesson.

- * Station # 1- Habitat: Using the acronym "WALT BB" (water, air, light, temperature, bedding and bin), students learn the necessary ingredients for vermicomposting. They then use raw materials to create a vermicompost unit.

- * Station #2- Red Worm Anatomy: Utilizing a paper mache worm model and real worms, students learn worm anatomy and terminology.

- * Station #3 - Worm Diet: Students prepare a meal for the worms choosing from a selection of appropriate and non-appropriate food items.

Bins remain in the classroom for the entire year to allow students to observe the composting process, recycle food and waste to feed the worms and count/record the number of worms as a measure of success.

Bird Program

Teach animal adaptations and population capacity utilizing birds.

- * Station #1: Bird beaks: Students match beak types (spears, scoops, catches, tears) to pictures of local birds (eagle, cardinal, duck, heron). Using food items (such as gummy worms, rice, popcorn) and tools (tweezers, tongs, envelopes, straws) students are then challenged to use different tools with different types of food to see if they can be successful in filling their stomachs (paper cup).

- * Station #2: Feathers: Students brainstorm

about the functions of feathers. Using microscopic equipment they analyze feathers to confirm some of their ideas about functions. Then using a board filled with examples of real feathers, students try to match the feathers to a list of local birds based on observed characteristics.

* Station #3: Habitats: Students discuss different types of displayed bird nests and bird boxes. They then match individual nests to birds based on observations and bird behavior.

Bluebird boxes were built by volunteers and left at the school for students to mount and observe throughout the school year. Teachers were provided a copy of the "Bluebirds and Other Cavity Nesting Birds" 4-H curriculum to be used for additional educational activities.

Measurable Results:

Knowledge gained was determined through pre and post tests:

* 53% of 656 increased their knowledge of vermicomposting

* 50% of 667 increased their knowledge of birds/habitats

* 44% of 667 increased their knowledge of pollination & beneficial insects

* 27% of 659 increased their knowledge of invasive plants

* 60% of 340 increased their knowledge of migration and tagging

Target Audience Reached:

Students were asked to complete a survey at the end of the year and provide comments. Some of the comments included:

* I loved the native/invasive game where we saw how quickly invasives take over

* Come back next year, it was a ton of fun

* I learned some important things about invasive plants

* I loved when we learned about the birds because I think they're fascinating

* I like all the interactions we got to do and all the activities.

Changes Noted:

* Three high school students who participated in our program decided to pursue a college degree in natural resources.

* One of those students enrolled at the University of Florida Milton.

* Another high school program alumnus returned to help teach the program at the middle school.

* Two of our middle school students became volunteers at our Annual Monarch Madness Butterfly Festival.

EXCELLENCE IN 4-H

Carpenter, J.¹

Local youth are limited in their opportunities to participate in learning activities in livestock management and production. Rural youth find few opportunities to participate in vocational agriculture in Catawba, Lincoln and Gaston Counties as only 6 active programs exist in high schools in the 3 county area (only 1 has an active livestock program). With over 1000 small farms in this region the potential pool of youth interested in livestock activities is large.

Cooperative Extension offered a variety of educational events and programs for 4-H members to select from including livestock judging practices, shows, monthly club meetings, study tours and competitions. Cooperative Extension manages livestock events at the Hickory American Legion Fair each year and reaches approximately 80 youth with various competitions each day. Two volunteer committees plan and conduct 2 livestock shows every spring with combined budgets in excess of \$5000. A livestock judging and skillathon contest were added to provide additional learning experiences for teams across North Carolina.

Local 4-H Livestock Judging and skillathon teams have won the state title in these events every year since 2006. Three members were a part of 2 National Champion teams in skillathon. Seven local 4-H members were a part of livestock judging teams from North Carolina that finished 8th (2007), 11th (2008) and 7th (2010) at national competition. Four local 4-H members were a part of the 2009 livestock skillathon team that was named Reserve National Champions. A total of 14 local 4-H livestock club members have participated in national competitions in livestock judging and skillathon since 2005.

Eight former 4-H livestock club members are currently enrolled in college degree programs in animal science related fields. Five are at NC State University, one is on full scholarship at Berea College in Kentucky and 2 others are on livestock judging scholarships in Oklahoma and Arkansas. In addition to this remarkable success the local cattlemen's association has begun a scholarship program to support these youth in their academic careers and has awarded \$5,000 in financial aid in 3 years.

IRON COUNTY 4-H EMBRYOLOGY PROGRAM

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The mission of the Iron County 4-H Embryology program is to introduce youth to agriculture, life cycles, science, genes and traits, birds, and respect for life. Students learn by listening, observing, experimenting and applying their knowledge to real-world situations. Teachers say this program is used to give youth the opportunity to "witness some of the life cycle", "express feelings in their writing, and even in the way they treat others", "students are more interested in what was being taught verbally because they can SEE it", "encouraged the students to read more", "ask a lot of questions", and "do reports and projects".

Our program begins in January when we prepare a schedule for the classrooms to receive their supplies to participate and hatch chicks. The incubation calendar is compared to the school calendars and dates are chosen for several hatch phases. Eggs are ordered, equipment and supplies cleaned and maintained, feed purchased and bagged for individual classes. Our embryology project is partially funded by the selling of the chicks to local farmers, families, and teachers. This advertising begins now so that all chicks can find safe homes after their classroom experience.

Fertilized eggs are purchased from a small private flock located in the high elevations of Arizona. When eggs are received they are inspected and washed if necessary. Eggs must be washed only if excessively dirty. The water temperature must be at least 10 degrees warmer than the egg. If the eggs have been in cold storage we bring them to room temperature for at least two hours before washing or setting in the incubator. You can candle the eggs at this time to check for cracks as those eggs usually don't hatch. A portion of the eggs are weighed to graph weight and helps ensure that humidity and temperature levels are creating an optimum environment for the embryos to

develop. Eggs are placed in the automatic turning incubator small side down. The large 360 egg capacity incubator has digital temperature control, automatic egg turning and a humidity control system that continuously monitors and adjusts humidity.

At approximately the 13th day of incubation eggs are candled for fertility. A bright light is used to illuminate the eggs to see if embryos are developing properly. White eggs are much easier to candle while brown eggs are difficult due to the shell color. After candling, infertile eggs are disposed of and the rest of the eggs continue to incubate to day 18 in our automatic incubator.

Classroom incubators are delivered on Fridays and set up for the teachers the week before eggs are due to hatch. Each teacher provides a gallon of distilled water to be used to humidify the environment within the incubator. Incubators must be placed away from drafts, near an outlet and on a secure and supported surface. Some teachers place them directly on the floor so that youth can peer in easily without knocking the incubator off a desk or counter. Incubators run all weekend empty to stabilize temperature and humidity; eggs are introduced to the classroom on Monday.

Eggs are removed from the automatic incubator and placed in a transport incubator similar to the classroom incubators. A power adaptor is plugged into the power outlet in the car and the incubator is plugged into the adaptor. Delivering eggs to the classroom is very fast paced in order to limit exposure to cold temperatures. It helps to have an assistant to hold the lids of the incubators, get doors, and move eggs. When eggs are delivered you must ensure that the incubators are running properly, have water for humidity levels and are warmed up properly. If they have been cold they must be pre-warmed for a minimum of 24 hours. Iron County has 15 incubators to provide to the teachers. Each classroom is provided with an incubator, embryology poster, feeder, waterer, chick starter feed, instructions, survey and tally sheet, and as many viable eggs as possible. Classrooms usually receive 6-9 eggs that have been incubated for 18 days.

Once the chicks hatch in the classroom chicks are very tired. They should begin walking around within a few hours. Once the chicks are active they are moved to a brooder. If humidity levels are correct in the incubator chicks feathers will not dry out. Placing them in the brooder will allow the feathers to dry under the heat of a desk lamp.

Brooding the chicks can be done several ways. Chicks are not picky about their accommodations. Some teachers use cardboard boxes, rubber totes and fish tanks. Bedding can be a screen, pine shavings or a clean dish towel. This type of flooring helps the chicks learn to walk and avoids splayed legs which happens when their feet are on a slippery surface. Bedding can be cleaned daily to eliminate odors. Water and feed should be kept full. If hatching waterfowl you will want a plastic container for the brooder because they like to play in the water and can make quite a mess.

Classrooms are visited no less than every other day just to check in with the teachers and the progress of the chicks. Occasionally teachers will request a presentation to the youth about the embryology project and how it fits in with 4-H. All classrooms are reminded to wash their hands after handling the eggs, chicks, bedding or feeders.

Chicks are picked up at the teachers request. Buyers are contacted and they will pick up the chicks at the Extension Office. Incubators and other supplies are picked up the following business day after the teachers have cleaned them.

We are very proud of the success of our embryology program. The teachers have expressed their pleasure by continuing to participate every year and inviting other teachers to participate. When the incubators are picked up we leave the teachers with information about 4-H and we pick up completed surveys.

SEARCH FOR EXCELLENCE CROP PRODUCTION

NATIONAL WINNER

MANAGING WIREWORMS

Esser, A.D.*¹

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Wireworm (*Limoni* spp.) populations and crop damage in cereal grains have increased across eastern Washington even when using seed-applied insecticides. The educational objective of this project is twofold: (i) to help eastern Washington cereal grain producers profitably manage wireworms with cultural controls and registered insecticides, and (ii) to examine new insecticides with the potential to control wireworms and gain product registration. A modified solar bait trap kit was developed to quickly and effectively monitor

wireworm populations. A series of on-farm tests (OFT) were established examining cultural controls and the feasibility of neonicotinoid insecticide for reducing wireworm populations within the soil and improving crop production and profitability. Incorporating no-till fallow winter wheat into a continuous spring wheat system has decreased wireworm populations. Neonicotinoid insecticides have produced mixed results. Teaching methods have focused on field tours and grower meeting presentations. So far 1,400 plus growers have been educated at over 50 events. From the inception of the program, evaluation has been critical in order to ensure that educational objectives are being reached. This project has moved the chemical and cereal grain industries and it began with improving the growers' awareness and increasing their knowledge. Since the inception of the project, the ability to identify wireworms, diagnose wireworm damage and scout for wireworms has increased dramatically. The industry has moved neonicotinoid rates from 0.19 oz/cwt in 2009 to between 0.50 to 1.00 oz/cwt in 2011. The Washington Grain Commission has established a Distinguished Professorship endowment in 2010 and based on grower needs, wireworm control in dryland wheat-based cropping systems is a top priority.

National Finalists

SUSTAINABLE HOPS PRODUCTION INITIATIVE

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³ Director, Northwest Michigan Horticultural Research Station, Michigan State University Extension, Traverse City, MI, 49684 Entry:

The overarching goal of the Sustainable Hops Production in the Great Lakes Region is to provide potential growers with an accurate assessment of costs, challenges, and opportunities for small-scale hops production in the Great Lakes Region through dissemination of science-based growing and market information. We have made significant progress toward this goal through grant-funded on-farm research, brewer surveys, educational programming, field days, and marketing and outreach. A significant investment in program evaluations has served to ensure our programming efforts remain relevant and timely. As a result of this initiative, we have demonstrated increased knowledge in hops production, processing, and confidence in growing and marketing hops. Small-scale hops production has and will continue to provide

economic development opportunities in Michigan and the surrounding Great Lakes Region.

'RAMAPO' HYBRID TOMATO

Nitzsche, P.J.*¹, Cindy Rovins², Jack Rabin³, Michelle Casella⁴, Wesley Kline⁵, William Hlubik⁶, William Sciarappa⁷

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⁵ County Agricultural Agent, Rutgers Cooperative Extension of Cumberland County, Millville, NJ, 0833

⁶ County Agricultural Agent, Rutgers Cooperative Extension of Middlesex County, North Brunswick, NJ,

⁷ County Agricultural Agent, Rutgers Cooperative Extension, Freehold, NJ,

The 'Ramapo' hybrid tomato was introduced by Rutgers New Jersey Agricultural Experiment Station (NJAES) in 1968 and grown by gardeners and farmers for many years. At some point over the past ~20 years it disappeared from seed company catalogs. Disappointed gardeners and farmers frequently called local Extension offices looking for seed of 'Ramapo'. In 2007, Rutgers NJAES had hybrid seed of 'Ramapo' commercially produced and re-offered the seed to the public in 2008 and continues to do so through Cooperative Extension and a local seed company. The story of the return of this "lost" cultivar drew tremendous press and a huge response from the gardening public and farmers selling retail. Ramapo tomato seed packets were sold to over 4,300 individuals from 43 different states and three foreign countries. A web page devoted to the Ramapo/Jersey Tomato resulted in a 1000% increase in downloads of factsheets and Extension information related to tomatoes. When gardeners who bought Ramapo seed were asked in an internet survey: Did the Ramapo tomato meet your expectations for what a "Jersey Tomato" should taste like? Seventy three percent said it meets or exceeds expectations and 86 % indicated they plan on growing Ramapo tomatoes in the future.

EXPANDING EFFORTS TO PREPARE LOCAL FARMERS FOR THEIR UPCOMING FOOD SAFETY/ GAP AUDIT

Morris, W.*¹, Amber Vallotton², Bryan Cave³, Charles Boles⁴, James Atwell⁵, Joanna Radford⁶, Richard Straw⁷, Scott Jerrell⁸, Terri Cockerham⁹, Terry Garwood¹⁰, Tom Stanley¹¹, Travis Bunn¹²

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⁷ Area Specialist, Horticulture, Virginia Cooperative Extension, Glade Spring, VA, 24340

⁸ Extension Agent, Virginia Cooperative Extension, Scott County, Gate City, VA, 24251

⁹ Adult Education Coordinator, Surry Community College, Dobson, NC, 27017

¹⁰ Extension Agent, Surry County, North Carolina Cooperative Extension, Dobson, NC, 27017

¹¹ Extension Agent, Farm Management, Virginia Cooperative Extension, Rockbridge County, Verona, VA, 24482

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In December 2010, the FDA Food Safety Modernization Act was signed into law. What has previously been a voluntary compliance program for farmers and growers will now become required by law in the near future. Growers were confused and concerned about the cost and their ability to comply with what seemed to be unrealistic requirements. Extension agent and specialist staff developed templates that augmented training sessions and farm visits in developing compliance manuals that outlined the Good Agricultural Practices (GAPS) being deployed on participating farms. Over 170 producers from 3 states have participated in the training sessions as well as nineteen agent staff to facilitate program implementation in other parts of the state. The initial round of audits yielded certification for 9 farms and 1 packing house, a 100% return on efforts invested. Additional programs have been held to train other

agents in using the training materials developed as well as other producer sessions in the tri-state area.

Search for Excellence in Farm and Ranch Financial Management National Winner

WYOMING MASTER CATTLEMAN PROGRAM

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³ Area Educator, University of Wyoming, Afton,WY, 83110

⁴ Beef Cattle Specialist, University of Wyoming, Lingle,WY, 82223

The objectives of the Wyoming Master Cattleman Program are to promote the sustainability of Wyoming cattle producers through use of a comprehensive production strategy and risk assessment program. Producers first receive training on goal setting, insurance options, risk management strategies and financial enterprise analysis tools. Producers then receive information on marketing and production strategies. To reinforce the tools taught participants practice risk assessment and enterprise analysis for an example ranch at the end of each production strategy session. The program consists of eight, 3-hour, workshop sessions and has been offered in fifteen locations throughout Wyoming and two Utah locations from 2007 - 2011. In addition we provide written and web publications and one-on-one consultation with interested producers. Over 200 producers have now completed the program.

National Finalists

AG MARKETING CLUBS: VEHICLE FOR CROP RISK MANAGEMENT EDUCATION

Johnson, S.D.*¹

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Over the past 10 years Iowa State University Extension has established and now maintains 4 successful Ag Marketing Clubs across Central Iowa. The need grew from grass roots efforts to improve the understanding that crop producers, crop share

landowners and agribusiness professionals have for a variety of crop risk management issues including; crop marketing, government farm programs, crop insurance and emerging agronomic and economic issues.

Each of the 4 Central Iowa sites are open to the public while hosted and facilitated by county Extension professionals. Financial support for each club is provided from registration fees and agribusiness sponsorships. Club meetings are typically held monthly during the winter and summer months. More than 150 total meetings have taken place since the year 2000 when the first club effort began. To support year round educational efforts, the Polk County Farm Management web site covers a number of ongoing crop risk management educational topics and is utilized regularly by club members: www.extension.iastate.edu/polk/farmmanagement.htm

A total of 765 participants have been involved in one of the four clubs since 2000, with nearly 425 participants attending club events annually. Each club has a leadership team that serves in an advisory capacity to identify and arrange with speakers and topics on a variety of crop risk management issues. Clubs conclude their winter meetings in March and participants complete a thorough program evaluation to help identify the effectiveness, impact and direction for future programming.

The completed written program evaluation surveys are summarized with a nearly 50% response rate. Respondents indicate that they have net farm incomes that are \$2,382 higher and can be attributed to active club participation. As a result of the Central Iowa Ag Marketing Clubs, an annual contribution of \$1,000,000 is realized for its club members and the Iowa economy.

FLEXIBLE CASH LEASING OF CROPGROUND

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University of Nebraska-Lincoln Extension faculty initiated the Land Management and Flexible Cash Lease Provision series to assist agricultural producers and land owners with understanding related to the construction, drafting, and deployment of flexible cash lease provisions in their written farm contracts. The objectives of the program was a significant improvement in the following topic areas; understanding the purpose behind the flexible cash lease, understanding of real estate values and trends, understanding of how to calculate flexible cash lease provisions, and how to draft provisions for placement into the lease. The intended outcome of the program was an increase in

the number of land owners and producers using flexible cash lease provisions to improve profits and manage risk. This program was delivered to 770 participants (N=770) over a three year period (2009-2011) in 27 locations across the State of Nebraska. Of those attending, 430 successfully completed the evaluation instrument (n=430); 55.8% rate of return. Participants reported a significant improvement and understanding of the program objectives with an average gross per acre financial improvement of \$14.26. 61.5% of the participants reported that they used or were using flexible cash lease provisions as a result of the program.

ANNIE'S PROJECT

Woodruff, J.*¹, Bruynis, C.², Herringshaw, D.³, Peggy Hall⁴

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⁴ OSU Ag Law Specialist, Ohio State University Extension, Columbus, OH, 43210

Annie's Project has become a well known and respected farm management workshop in Ohio. It encompasses a practical, broad vision of farm management, includes topics relevant to women involved in the farm business. It also encourages the development of networks among participants through group interaction and integrates family business communication skills throughout the workshop. The coordinators have worked to establish a local planning guide to assist educators in planning and conducting workshops while maintaining a consistent framework across the state. Thirteen workshops with over 330 women participants have been held. Workshops have resulted in the development of various teaching curricula, partnerships amongst Extension personnel from different program areas, various displays, poster presentations, and educational materials given at meetings, conferences and farm shows both in Ohio and nationally. The workshop has been evaluated at the end of the class and with a six month follow-up survey. Both written and internet surveys have been conducted. The evaluations show participants experience behavior changes in their management techniques, gain confidence in decision making abilities, and become better farm managers and business partners as a result of the six week course. One participant commented, "I believe attending Annie's Project is the

wisest investment of money I could have made. The amount of information learned is unbelievable. I feel like I can be a real asset to the farm operation now that I have a better understanding of the business." Changes that women have made as a result of these workshops will have a lasting effect on the management of risk on over 275 farms in Ohio. Considering the increased volatility in today's farming environment, the increase in risk management skills will help to keep these farms viable as women become better farm managers and stronger partners.

Search for Excellence in Farm Health and Safety

National Winner

SOUTHWEST CENTRAL FLORIDA FOOD SAFETY PROGRAM

Whidden, A. J.¹, Snodgrass,* C. A.²

¹ Extension Agent, University of Florida, Hillsborough County, Seffner, Florida 33584

² Extension Agent, University of Florida, Manatee County, Palmetto, Florida 34221

Agents in the Hillsborough and Manatee County region of Central Florida have collaborated to bring a certified food safety program to the tomato, strawberry, blueberry and vegetable growers in this region. For tomato growers this program is part of a mandatory statewide food safety initiative. Growers need the certification to be in compliance with state rules. For other commodities the program is voluntary but all educational efforts can be documented in their third party food safety audit plans. The purpose of the trainings, not only to meet the tomato food safety training requirement, was to educate agents of each produce operation to go back and train workers on how to prevent the contamination of fresh produce with foodborne illness organisms. Also to look for possible contamination points in their supply chain and take corrective action. The goal of this program is to make fresh produce from Florida as safe for consumers as can reasonably be possible. Agents worked with University of Florida Food Science and Human Nutrition specialists to put on two meetings in the spring of 2009 and 2010 that met the tomato certification training requirements. The meetings were classroom style lectures. The two meetings had a total of 140 attendees representing 93 farming operations. Pre and post tests were given and a positive educational knowledge gain (6-8%) was shown. Also certificates were awarded at the end of

the training to be used to document the attendance at a food safety training. These two counties comprise the largest tomato and strawberry growing region in the state accounting for over 25,000 acres.

National Finalists

PROGRESSIVE AGRICULTURE SAFETY DAY

Boyle, * R.R.¹

¹Extension Agent, K-State Research and Extension, Phillips-Rooks District, Stockton, Kansas 67669

Youth are exposed to many hazards in their daily lives. Additionally youth that live in or are exposed to rural areas are exposed to many more different types of safety concerns. K-State Research and Extension agents, Rooks County 4-H Jr. Leaders and cooperative partners implemented the Progressive Agriculture Safety Day to ensure that youth don't become an injury or death statistic. A total of six Progressive Agriculture Safety Days have been held in Rooks County for third and fourth grades. Ten safety sessions are taught with a hands-on approach with learning reinforced by a pre and post test. In 2009, seventy-eight youth attended. Parents reported youth discussing topics from the Progressive Agriculture Safety Day and changes have been made at home so everyone is safer.

FOURTH GRADE FARM SAFETY DAY

Tesmer, J.A.*¹

¹ Extension Educator, University of Minnesota Extension, PRESTON, MN, 55965

This from the very first teacher evaluation that came back following the 2010 joint Fillmore/Houston County Fourth Grade Farm Safety Day Camp.

"This was my first time attending Farm Safety and I was very impressed with the organization and the topics that were presented. My first concern was, "How does Farm Safety fit into our curriculum?" After seeing and hearing the presentations I was convinced that all students should experience this so they learn how to be safe around any type of equipment, not just farm equipment. Thanks for a great day!"

In 2010, we had 393 fourth graders from twelve schools, fifty business sponsors, thirty volunteer presenters from many organizations who felt this was important enough to spend the a day. Thirty-eight others helped with lunch and logistics. It takes a lot of community support to make an event like this possible!

This was the fourth year for the Farm Safety Day

Camp, I pulled together representatives from the Fillmore County Farm Bureau, Houston County Farm Bureau, Fillmore County Public Health, Houston County Public Health, a local High School Ag teacher/FFA Advisor, and a concerned citizen to plan the event.

By working through the schools it was determined that fourth grade would be the ideal target audience. In 2008, we had virtually every fourth grader attend.

During the day, they hear presentations on basic first aid, fire extinguishers, calling 911 and using seat belts, lawn mower safety, ATV safety, tractor rollovers, livestock safety, general farm safety, danger of grain drowning, sun safety, electrical safety, and PTO safety.

The highlight of every camp is the landing of the helicopter from either Mayo One Mayo Clinic in Rochester, MN or MedLink from Gunderson Lutheran in La Crosse, WI.

SUN LOGIC MODEL

S. Dee Jepsen^{*1}, Doris Herringshaw², Pat Brinkman³, Rose Merkowitz⁴

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Agriculture relies on sunny days for growing and harvesting crops, raising healthy livestock, and providing adequate work conditions. However, the sun may be the biggest health hazard farmers and other outdoor workers face. The goal of this program was to increase awareness of sun safety prevention practices and create awareness that duration and exposure to Ultra-violet (UV) light places individuals at high-risk classifications for developing skin cancer.

The Ohio sun safety extension research team is an interdisciplinary, four-member team, which gives leadership to 37 Extension educators having AGNR, 4-H, and FCS designations. Collectively, these educators promoted sun safety and skin cancer prevention in 25 counties, reaching 22,815 Ohioans through a multifaceted approach involving research and education.

The benefit of sharing research-based information from an applied research study was to maximize the outcomes for sun safety awareness and adoption of sun safe practices. Educational sessions for multiple audience groups were designed to challenge

participants' knowledge and practices related to sun safety, while they developed decision-making skills for implementing their new skills. Using a cadre of Extension educators within the communities, program styles and venues varied; however the messages were consistent, addressing the prevalence of skin cancer, signs of early detection, and behavioral factors for reducing risk. A novel approach to the programs included the opportunity for participants to view their face through a Dermascan^o(a UV detection unit). Many of the educational sessions provided published literature, sunscreen samples, or UV bead bracelets to their participants; some locations were able to purchase OSU embroidered sun-safe hats.

Using a cross-section of Ohio Extension educators fit the mission of this seemingly universal program that targeted a serious public health problem. Our approach worked to improve the quality of life for individuals, families and communities – all while enjoying the beauty of a sunny day.

Search for Excellence in Landscape Horticulture

National Winner

ESTIMATING AND BIDDING FOR PROFITABILITY OF LANDSCAPE INSTALLATION COMPANIES

Swackhamer,* E.¹, Burk, S.²

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². President, Scott's Landscaping Inc., 110 Maple Drive, Center Hall, PA 16828

The Pennsylvania Landscape and Nursery Association estimates Pennsylvania's Green Industry generated more than \$5.6 billion in total sales in 2010, and provided more than 73,000 jobs. While there is a lot of opportunity, many landscape companies fail in their first few years because proprietors lack the business skills needed to be profitable and competitive. Even established companies can benefit from re-examining their estimating methods. A two day short-course was held for landscape estimators to explore the true cost of business. The course was offered three times in the last three years, attracting a combined attendance of 81. The course was taught by Scott Burk, a graduate of the Penn State Landscape Contracting undergraduate program, president of Scott's Landscaping, Inc, and a member of the Pennsylvania Landscape and Nursery

Association. Participants engaged in classroom discussion and exchanged real world answers to estimating challenges they all face. Each class participant received an electronic spread sheet they could use to calculate their overhead, and the instructor explained every line of the spread sheet using real examples from his successful business. The Educator recruited and screened the instructor, contributed to curriculum development and classroom discussion, marketed, facilitated and evaluated the course. Nine months after the classes, six participants estimated the techniques they learned in this class resulted in a total increase of \$139,000 in net returns to their business during that nine months period. By continuing to use these practices, these businesses should reap similar increases every year.

National Finalists

SCHOOL GARDEN 101

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School Garden101 is a course for school staff (teachers, aides, cooks, health coordinators, etc.) who wish to create a school garden and tie it to classrooms and the cafeteria. In five sessions, participants learn basic organic gardening skills, think through and document a school garden plan, and initiate their school garden. Each session focuses on a gardening subject (composting, soil health, growing seedlings, garden planning, insects/ diseases) and provides time and tools for school teams to plan and network with others.

A School Garden 101 website was created to share the curriculum with Extension employees and other community members who wish to engage school staff in learning how to start a school garden. It is also a resource for schools with established gardens. It contains sample course promotional materials, a course syllabus, detailed outlines for each of the five sessions, teacher planning tools and discussion questions, homework assignments, links to fact sheets providing essential gardening information, links to school gardening activities and curricula, sample course evaluation forms, and a sample certificate of completion.

In the spring of 2010, twenty-three staff members

from 9 schools in one county have completed the training. All twenty-three participants incorporated garden related lessons into their classrooms. Four schools installed new vegetable gardens that supplied food to their cafeterias, three schools initiated a system for composting food wastes on site, and two schools expanded existing gardens. An additional 42 staff from 22 schools are presently undergoing the training in two more counties.

SPRING FESTIVAL

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Newcomers and some longtime residents to Marion County have difficulty selecting the correct plants for their landscape. Providing a one stop shop for gardening materials and related educational seminars at the time of year when residents are looking to replace plants injured by the cold weather is critical. The objectives of the University of Florida Institute of Food and Agriculture Sciences (UF/IFAS) Marion County Master Gardener (MG) Spring Festival are to promote the use of natives and Florida-Friendly plants in local landscapes and increase awareness of garden practices that will have minimal impact on the environment. A committee meets monthly to plan the annual event that is held the second weekend of March. The event is advertised extensively using various media sources. Program activities include seminars, in-garden talks, garden tours, 4-H Plant Tote Service and a 4-acre field hosting 87 garden vendors. 8,466 people attended in 2009, followed by 9,285 and 8,959 in 2010 and 2011, respectively. 290 and 750 people participated in the seminars and the in-garden talks, respectively in 2011. MG volunteers contributed a total of 1,174 hours to this year's event. Completed surveys show that both attendees and vendors look forward to this event each year to kick off the spring garden season.

PROS IN PARKS

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Tarrant County is one of the fastest growing urban counties in the United States with an estimated population of 1.8 million citizens. Parks employees in Tarrant County are responsible for the maintenance of more than 20,000 acres of public green spaces. Management of this resource has an impact on not only the quality of life for all the residents of Tarrant County who use the parks for recreation and exercise, but also on the environment. Municipal parks provide a large part of the green infrastructure that has the potential to improve surface water and air quality in this heavily populated urban area. City employee training budgets are limited, but in a partnership with Texas AgriLife Extension, the Tarrant County cities of Fort Worth and Arlington were able to offer up to date information in educational programs by Extension Agents and Specialists on a wide range of horticultural and personal development topics in a convenient location at minimal cost. In 2009, 2010, and 2011 over 200 parks operations employees from Fort Worth, Arlington, and seven other Tarrant County municipalities participated in from one to fifteen of the twenty-four individual day long sessions of the Pros in Parks Program. Most classes featured both classroom and field components. Participants evaluated sessions using a standard customer satisfaction evaluation with the addition of a retrospective post scale of level of understanding and/or intentions to adopt certain practices. Each session was designed to be, as one participant wrote, "relevant to my job, interesting and to the point."

Search for Excellence in Livestock Production National Winner

BEEF 300/LAMB 300 SHORT COURSE

Heitstuman, M.D.^{*1}, Busboom, J.R.², Doumit, M.³, Neibergs, J.S.⁴, Nelson, M.L.⁵, Schmidt, J.L.⁶, Smith, S.M.⁷, Unruh, J.⁸

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Objectives of the Beef 300/Lamb 300 short course were to: provide hands-on training in evaluating the factors that influence the price received for meat and meat products at the marketplace; provide an overview of the environmental, genetic, nutritional and management factors that contribute to muscle quality; increase the understanding of the production chain from farm to table; and enable participants to make informed decisions to improve the overall profitability of their livestock operations. Participants represented the commercial, purebred, niche, and direct marketing sections of the livestock industry, as well as representatives from the processing and wholesale/retail sectors. Topics addressed included: live animal and carcass evaluation; the use of ultrasound technology; food safety and quality assurance; and the harvesting and marketing of meat and meat products. Working in teams, participants purchased a beef/lamb during a live auction and then harvested and processed the meat into retail cuts. An economic analysis of the profitability of each animal was computed based upon the purchase price, yield and value of the retail products. A pre and post survey showed that participants increased their level of knowledge of the marketing of meat products; carcass evaluation; the use of ultrasound; the fabrication of beef/lamb products; and food safety. Beef 300/Lamb 300 participants indicated they would strive to produce livestock with superior conformation and market animals at the correct weight and finish. Seventy-three percent of the participants indicated that the Beef 300/Lamb 300 program would positively impact the economic status of their livestock operations.

National Finalists

DAIRY REPRODUCTION TRAININGS: REPRODUCTIVE ESSENTIALS AND REPRODUCTIVE DRILL-DOWN WORKSHOPS

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Initial assessments from a Profitability and Assessment program for Pennsylvania dairy businesses developed by Penn State Cooperative Extension revealed reproductive management was one of the top limitations to overall profitability on the over 56 dairy businesses evaluated. In response, the team of extension educators, professors, and extension veterinarians worked together to develop a "Reproductive Drill-Down" evaluation spreadsheet to evaluate herds reproductive management. Trainings of the evaluation spreadsheet through "Reproductive Drill-Down" workshops were provided to dairy producers and agricultural professionals. Evaluations of this workshop identified the need for a basic dairy reproduction series as a refresher for producers and agricultural professionals. The team then developed and delivered the "Reproductive Essentials" workshop throughout Pennsylvania. The two workshop series over the last two years have had over 135 participants and over 19 dairy businesses have had documented impacts as a result of the "Reproductive Drill-Down" spreadsheet evaluation of their business. 85% of respondents indicated intent to change behavior, and follow up phone evaluations revealed 68% of respondents actually made at least one management change within six months of the workshop. The 19 dairy businesses realized an average of \$63/cow/year or \$11,853 per farm as a result of management changes determined by the evaluation tool. The team continues to refine and provide educational trainings utilizing these developed programs.

EDUCATIONAL PROGRAMS IN CATAWBA, LINCOLN AND GASTON COUNTIES

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Livestock operations in Catawba, Lincoln and Gaston Counties are mainly small cow-calf enterprises and most producers are either retired, have off-farm

income or have other agricultural enterprises in addition to their cattle herds. These factors pose unique problems when initiating educational programs for these producers. Part-time producers are limited with respect to time and economies of scale when it comes to implementing improved management strategies recommended by Cooperative Extension.

Workshops, on-farm demonstrations, educational tours, newsletters and individual consultations with farmers helped to familiarize clients with the value of alternative feeds such as wheat middlings, corn gluten, soybean hulls and other locally available by-products. The same methods were used to educate producers on the value of improved marketing methods for feeder calves and replacement heifers. Cooperative Extension helped organize producer groups to market preconditioned calves and assisted the same clients in implementing estrous synchronization and timed AI on their herds to promote genetic uniformity and improvement. Other programs on forage production and utilization such as pasture walks, stockpiled fescue winter grazing workshops and on farm tests with nitrogen stabilizers were aimed at helping producers become more profitable. 4-H youth had a variety of educational events and programs to select from including livestock judging practices, shows, monthly club meetings, study tours and competitions.

Collectively, these educational programs have reached approximately 225 producers and youth for a combined economic impact in excess of \$332,000. Numerous young people have had the opportunity to learn valuable skills in livestock production and leadership development. Eight former 4-H livestock program participants have graduated from or are enrolled in livestock production degree programs from North Carolina to Kentucky and Oklahoma. Cooperative Extension has helped to secure grant funding for innovative livestock marketing programs in excess of \$30,000.

BEEF CATTLE EDUCATION IN NAVARRO COUNTY, TEXAS

Scasta, D.*¹

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Beef cattle production on rangeland and pasture is an important component of the agricultural industry in Navarro County accounting for \$21.1 million in gross sales annually. Navarro county ranked #25 for "Forage Land" and #33 for "Cattle and calves" in the 2007 USDA Ag Census. Beef Magazine ranked Navarro County #49 nationally (out of top 500 US Counties) with an estimated 48,198 head of beef cows on 1,312 cow-

calf operations. Producers are dealing with traditional management issues and new emerging issues and regulations. Texas AgriLife Extension Service in Navarro County conducted 28 educational programs with 1,614 participants during the three year period of 2008 through 2010. These programs were coordinated through the grassroots Livestock Committee comprised of local ranchers. Other efforts included 206 ranch visits, 18 field demonstrations and extensive use of the media. Programs were evaluated for increase in knowledge, adoption of practices, economic impact and change of perception. Participants indicated significant changes in knowledge, 402 producers indicated they would adopt at least one of fifteen best management practices taught and estimated economic impact was valued in the hundreds of thousands of dollars. These programs seek to assist ranch operators in sustaining profit margins through education and awareness.

Search for Excellence in Remote Sensing and Precision Agriculture

National Winner

NeATA CONFERENCE

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Over the past three years the Nebraska Agricultural Technologies Association (NeATA) has served as a catalyst and support group for agricultural producers, industry representatives, agribusiness professionals and post-secondary education institutions. This agricultural-based non-profit association was co-founded by University of Nebraska-Lincoln (UNL) Extension and innovative Nebraska farmers and agribusiness representatives that share a common desire to stay abreast of emerging agricultural technologies. NeATA is a grassroots oriented emerging agricultural technology support group that partners with UNL Extension to identify, evaluate and document practical applications of new agricultural technologies. The NeATA conference and tradeshow provides more than five million dollars in annual economic benefit to Nebraska agriculture. NeATA has been instrumental in developing, promoting and conducting timely, focused emerging technology educational opportunities for Nebraska agriculturalists. NeATA maintains one of the most extensive and active agricultural technology information sharing listservs in the Midwest and is now building a Facebook following.

Two primary themes arose from recent focus group interview conversations with veteran NeATA members regarding benefits of the organization and what they gained from attending NeATA conferences. The first theme focused on acquiring new knowledge related to available technologies and how to incorporate such tools into an operation in a functional and economical manner. The second theme centered on the opportunity to interact with other event participants regarding various technologies and processes of interest. Attending NeATA conferences increased participants' awareness of emerging agricultural technologies, their understanding of technologies and helped them identify financial and environmental benefits from the use of technology. The opportunity to share experiences in implementing technology and to learn from others was very highly valued by NeATA conference attendees.

National Finalists

FLAG THE TECHNOLOGY

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Crop tolerance to certain broad spectrum herbicide technologies is vital to modern agriculture. However, tolerance of crop varieties to any particular broad spectrum herbicide varies greatly depending upon the traits bred into each variety. Utilizing this variation in specific ways is a good and necessary strategy to help avoid the proliferation of herbicide resistant weeds. Unfortunately, there is also a common problem related to this strategy. That problem is herbicide application mistakes, resulting in crop injury and strained community relationships. Crop varieties with excellent tolerance to a particular herbicide technology basically have the same physical appearance as other varieties with zero tolerance to that herbicide. Thus, as more herbicide technology options become available, herbicide drift and direct application mistakes on non tolerant varieties become an increasingly expensive issue to the agricultural industry costing millions of dollars annually. In response to this problem, a simple, inexpensive solution was pioneered in cooperation with the producers of Clay County, Arkansas in 2010. This work was done through the county program of the Cooperative Extension Service from the University of Arkansas, Division of Agriculture. The program identifies herbicide technologies appropriate for any crop in any given field, thus significantly reducing both herbicide drift and direct misapplications. The idea is to assign a color code to each herbicide technology and use corresponding colored marker flags in each field. This gives instant identification of the proper herbicide for that field to both aerial and ground applicators.

The program was designed and promoted on the county level under the name Color Indicates Field Technology or CIFT. Its success attracted the attention of Extension's weed specialists and others at the state level and in 2011, CIFT evolved into the University's state-wide program, Flag the Technology.

HONEY BEE HIVE LOCATIONS AND POLLINATION DENSITIES

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The purpose of this mapping exercise was to locate honey bee hives in Gaston County North Carolina and find areas of the county that lack pollination from honey bees.

Honey bees add \$74M to the value of NC agriculture each year and are a key to the success of farm and home gardens due to pollination efforts. Each year, homeowners and farmers alike complain of vegetable symptoms that are likely caused by poor pollination and this mapping exercise seeks to address that issue. Additionally, beekeepers in Gaston County have been curious about their bee neighbors for breeding, disease transmission and pollination concerns.

Having a map of honey bee hive locations allows for better communication among beekeepers, awareness of potential pollination problem locations and the opportunity for beekeepers to locate hives in areas lacking pollination resources.

AZ/UT RANGE LIVESTOCK TOUR

Heaton, K.^{*1}

¹ Agriculture/4-H Youth Agent, UTAH STATE UNIVERSITY, PANGUITCH, UT, 84759

Ranchers in remote country must ensure that livestock have daily water, a challenging and costly task. USU Extension identified an opportunity to reduce the costs and improve time management of ranchers by utilizing remote sensing technology. Funding through the Natural Resource Conservation Service's Conservation Innovation Grant program provided the remote sensing equipment. Fifteen southern Utah/northern Arizona ranchers, interested in reducing the costs associated with monitoring stock water, installed water level monitors on their ranches in the winter of 2009 and 2010. The ranchers used the solar-powered, satellite radio water level data transmitters for 1 year and then reported monitor reliability and cost savings.

On average, the eleven ranchers who responded to the evaluation saved \$165.00 and eleven hours of time each month during operation. Ranchers reported reliability of the monitors at 88 percent, and all ranchers indicated the monitors transmitted data frequent enough to make management decisions. This program educated over 350 ranchers and land managers about the application of remote stock water monitoring. Overall indication is that the majority of remote ranchers with unreliable or intensively managed stock water systems will rapidly adopt stock water monitors to reduce costs and save time, while a minority of these ranchers will require additional validation before adopting.

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

National Winner

COVER CROP EDUCATION IN OHIO

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The Ohio State University Cover Crops (OSUcc) team is promoting the use of cover crops and no-till to improve soil productivity and improve the environment. The OSUcc team has conducted a number of meetings, field days, workshops and conferences (Conservation Tillage and Technology Conference, National No-till conference, Ohio No-till Field Days/Conferences) for over 11,165 farmers, consultants, and agency personnel since July 2008. Presentations have been made in Ohio, Michigan, Indiana, Pennsylvania, North Dakota, California, Texas, and Missouri, Iowa. The OSUcc team has worked with the Midwest Cover Crops Council (MCCC); a consortium of 9 Midwest Universities plus University of Guelph, Canada; to promote cover crops and no-till throughout the Midwest. OSU, Michigan State, and Purdue developed a web-based Cover Crop Selector Program to help farmers select, use, plant, and manage cover crops that improve the soil quality, soil health, and water quality. OSUcc team members

received 8 cover crop grants (EPA, SARE, CTTC) and wrote 3 journal articles, 18 journal abstracts, 10 papers in proceedings, 7 fact sheets, 15 newspaper and magazine articles, and conducted 56 radio interviews since July 2008. On a five point Likert scale (1 =Low Knowledge, 5 =High Knowledge) participants gained 0.9 points in knowledge from OSUcc presentations on cover crop management. Instructors scored a mean rating of 4.61 on 5 point Likert scale for stimulating learning, relating program content to real life situations, and presenting useful information. Cover crop seed sales have increased 500% in certain locations in Ohio. Environmental impacts of Ohio cover crop research and education include water quality improvement from reduced soil nitrate and phosphorus losses, improved water infiltration, decreased soil compaction, and reduced soil erosion when cover crops were used. Keeping the land green keeps the water clean.

National Finalists

EVALUATING MARKETING CHANNEL OPTIONS FOR SMALL SCALE FRUIT AND VEGETABLE GROWERS

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Farmers spend many hours picking, washing, and packing their produce in preparation for market. When everything is finally loaded in the truck, the produce may be distributed to many places – the supermarket, the farmers' market, restaurants, CSA members, etc. Throughout this time and labor intensive process, many farmers find themselves wondering which marketing outlet is actually the most lucrative. Evaluating factors such as the volume sold, time commitment, etc. for each marketing channel can be a confusing and daunting task.

The Marketing Channel Assessment Tool is available for small and mid-sized farms to help evaluate the overall performance of a farm's different marketing channels based on five factors. The tool aids farms in channel selection and to create 'benchmarks' for produce farmers in New York.

Small to mid-sized farms participate using this tool for a one week period. They fill out a simple activity log each day documenting the time spent on harvest and market preparation. In return, I analyze the data to determine the best performing channels and optimum channel combination using a programmed Excel spreadsheet. Farmers use the results to

improve their operation, usually by eliminating or reducing participation in the worst performing channel and increasing participation in the best channel. The resulting decisions improve the economic viability of the farm as well as enhance the quality of life and enjoyment of work for the farmers, goals which are identified by the SARE/NACAA recognition program.

ON FARM MORTALITY COMPOSTING

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Large animal carcass disposal options can be costly and limited throughout the US. However, composting livestock mortalities is an economical, sustainable, biosecure and environmentally sound approach to carcass disposal. The objective of this project was to conduct livestock mortality composting research, distribute the resulting information to producers and Educators, and initiate a change in producer mindset regarding carcass disposal and sustainable agricultural practices. Information gathered from a livestock composting research trial was developed into a program and over the past three years has been delivered at 32 total seminars, presentations and field days on a state and national level to over 1980 producers and professionals. Articles in High Plains Journal and Beef On-Line Magazine, a segment on OSU's agriculture television program SUNUP, a published OSU fact sheet and a webcast archived on eXtension summarizes the direct outreach of this program. Results indicate that carcass composting is a feasible and sustainable disposal option that is accepted by producers. The optimum bulking agent reached temperatures sufficient for pathogen elimination and after 150 days reduced the carcass to a few brittle bone fragments. The natural process of microbial degradation converts an otherwise unusable carcass into a beneficial humus-like product ideal for land application. This disposal method could potentially eliminate \$21.7 million in OK burial costs while recovering \$1.5 million in lost nitrogen annually. Surveys and evaluations from producers indicated an overall acceptance rate of 85%. Comments included: "Complies with state laws", "Recycles lost nutrients!", "Good for environment and future generations". The live webcast reached 182 viewers that potentially impact 18,139 producers; 98% were "likely to most likely" to encourage livestock composting. This indicates in light of current environmental trends, composting large animal mortalities is likely to become more popular and

necessary in the near future.

"GROWING GRAINS ON A SMALL FARM"

Powell, M.*¹

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"Growing Grains on a Small Farm" assisted producers in developing markets for locally-produced grain, in gaining access to scale-appropriate equipment, and finding information on varieties suitable for organic and low-input production.

In 2010 we held a series of six classes. Course material included techniques for each phase of production, as well as marketing networks and equipment-sharing cooperatives. The first class featured a panel of brewers and bakers; discussion included pricing, quality control, storage, and other potential obstacles. Subsequent classes took place on 7 local farms during the growing season, featuring demonstrations of equipment, and information on equipment needs based on enterprise scale. In addition, a field trial component contracted three producers to grow different wheat varieties. Data collected has been disseminated to local producers who are interested in growing varieties well suited to our bio-region. Finally, we have developed a webpage with resources on small-scale, sustainable grain production, which has already been linked with two other universities.

147 producers participated in the grain series. Impacts were measured through conversations with farmers, evaluations distributed after each class, and interviews conducted six months after the classes ended. 66% of producers surveyed indicated that they are growing grains this season as a direct result of attending the class series. 96% said that their methods of production are based on information provided in the classes. A total of 56 additional acres of grain will be produced in the Rogue valley as a direct result of the class series.

An unexpected result of the program is that OSU Extension has attracted several pieces of donated grain equipment. We are currently facilitating the formation of an equipment-sharing working group and have applied for funds through a USDA Rural Business Enterprise grant to purchase and restore cooperatively owned equipment.

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

National Winner

START FARMING

Tianna DuPont^{*1}, Alison Grantham², Andrew Frankenfield³, DUPONT, T.⁴, Dwane Miller⁵, Emelie Swackhammer⁶, John Berry⁷, Mena Hautau⁸, Michael Fournier⁹, Morgan Firestine¹⁰, Robert Leiby¹¹, Scott Guiser¹²

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Start Farming, the PA Beginning Farmer and Rancher Program is led by a team of eleven Penn State Extension Educators in collaboration with PA Farmlink and the Seed Farm -- a Lehigh County Agricultural Incubator Project. Our goal is to enhance the success of beginning farmers and ranchers by providing information and hands-on training in production, marketing, financial management and land/resource acquisition.

To date, the Southeast Pennsylvania Beginning Farmer and Rancher Program, "Start Farming" has produced 20 program brochures including a yearly calendar of events, 1 new website, and 36 blog articles. In year one: 406 new and beginning farmers participated in 19 courses in seven counties. All courses were face-to-face with 1 to 8 sessions per course.

61% of participants attending introductory workshops said they learned a great deal or a moderate amount, 38% said they learned a great deal. Of 133 participants in intensive courses the average increase in real knowledge was 35%. 54% of participants plan to adopt at least one new practice as a result of classes attended. 51% plan to continue farming and 26% plan to start farming.

National Finalists

EXTENSION EDUCATION FOR BEGINNING AND SMALL NICHE SWINE FARMERS

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Many small independent swine producers have exited the business. To survive in the business several smaller producers raise niche pork, however, cost of gain had been unknown because no data base of records existed. In addition, there are beginning farmers wanting to enter niche swine production, but are reluctant because reliable cost figures were not available. An ongoing project collected and analyzed small farm niche swine enterprise records. After the initial project, 27 records were collected in 2008, 15 in 2009 and still collecting 2010 records.

As financial and production records were analyzed, it became evident that education and management training in nutrition, farrowing pigs alive, reproduction and using records for management decisions were needed.

Small independent producers are receptive to educational opportunities for improvement and have several management areas to work on. The problem was addressed in many ways: face to face meetings, small workshops, on-farm demonstration, live web cast sessions and recorded web presentations.

Three management topics: increasing profit, farrowing and reproduction were discussed via phone conference over the Internet during 11 on-line hour and a half sessions for 61 participants in 2008. The following year eight on-line virtual farm tours were held from Jan through the second week of March every Tuesday at noon. Seventy-eight participants were signed up for the tours, with 35 to 50 logging on each week to participate.

This year 12 face-to-face sessions were taught to 396 small swine producers using Turning Point technology. The audience response transponders help engage the participants.

Evaluation and follow-up impact was measured twice during the last three years, showing substantial learning, increased understanding and knowledge. Follow-up surveys showed changed practices and improved income.

AG PLANNING AND IMPLEMENTATION TEAM

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²⁶ Agriculture Agent, UF IFAS Extension, Wewahatchka, FL, 32465

²⁷ Specialist, University of Florida, Gainesville, FL, 32611

The Northwest District Agriculture Planning and Implementation Team (Ag PIT) is comprised of agents from the northwest district of Florida as well as agents from Georgia and Alabama. The team's objectives are to deliver extension programs that meet clientele needs, with an emphasis on small farm profitability, utilization of small farm resources, and companion animals, safe food handling and basic marketing techniques. To achieve these objectives, the Ag PIT holds workshops, standard classes, conferences, field days, computer-based programs, internet-based video-conferencing (Polycom) technology, electronic and print newsletters, and field visits were utilized by Ag PIT members to educate clientele. From 2008 through 2010, the team has planned, implemented, and evaluated seven programs that were attended by 961 young, beginning, or small farmers/ranchers from seventeen counties in the panhandle as several counties in Alabama and Georgia. The Ag PIT created and distributed two electronic newsletters to 6000 subscribers. Many of the programs were evaluated using end of meeting surveys and by one-on-one follow-up consultations. Impacts were reported for a number of our programs, but the impact from the GAP training is the most impressive: Producers that have completed GAP training and farm audits have, on average, received additional sales of \$16,000 per farm. Forty-three farms from our two GAP trainings have completed the audits, netting approximately \$680,000 additional sales. Programming across state lines brings more diverse and educational opportunity and has helped both producers and agents.

Sustainable Agriculture Research Education (SARE) Seminar USDA SARE/NACAA Fellows Program

National Winners

Marlin A. Bates

Horticulture Specialist
UNIVERSITY OF MO EXTENSION
West-Central Region

As a horticulture specialist in Missouri's west-central region, my work is primarily with specialty crop producers of all sorts. It is apparent to me why specialty crops are an economically viable option for producers surrounding metropolitan areas like Kansas City. What is often lacking in my programming, though, is a coherent argument for why these producers should invest in sustainable practices. This is why I am interested in becoming a NACAA SARE Fellow.

After reading past participants' accounts of the fellows program, I feel that I have a lot to gain from this program. By seeing real-world examples of sustainable agriculture operations across the country, I will be able to expand my working definition of and application of sustainable agriculture.

In my extension programming, I work with the Growing Growers program that was established through NCR-SARE Research & Education grant funds. This program provides opportunities for interested individuals to learn about sustainable agriculture and local food production through apprenticeships with select host farms and through season-appropriate workshops. The workshops are taught by extension educators and successful producers. While there is certainly an emphasis on sustainable practices, the topics that are covered could be expanded to incorporate more comprehensive concepts of sustainable agriculture systems.

Separately, in my own plan of work for reaching the commercial fruit and vegetable producers in my area, I place a tremendous emphasis on Integrated Pest Management, proper pruning practices, food safety, and production planning; all of which are components of sustainable practices for these crops. As an educator, I feel that I could benefit from additional information relating to how these concepts can be tied together under the umbrella of sustainable agriculture, and that is a skill that I would hope to learn through the

fellows program.

I envision a primary benefit to my programming as a result of my participation in the fellows program as being an enhanced conceptualization of sustainable agriculture. This will allow me to speak more fluently about the benefits and communicate the incentives for sustainable agriculture to my constituents. Additional benefits will include an increased desire to work closely with extension professionals in other areas of agriculture (livestock, agronomy, etc.) as they will be able to bring information to fruit and vegetable producers that will help them to accomplish a fully sustainable system.

Aside from the increased efficacy in communicating with producers about sustainable agriculture that I am sure to gain, I hope to bring back information to my colleagues within the University of Missouri Extension system, specifically the agricultural specialists in the West-Central region of Missouri. I will accomplish this by presenting information about the activities of the fellows' trips and by sharing the resources that will be provided by the Sustainable Agriculture Network during one of our regular category meetings. I will further engrain the concepts of my experiences by engaging my peers to participate in comprehensive programming as mentioned above.

Evaluation of my efforts as an extension professional is important now more than ever. From constituent relations and making certain that I am meeting their needs to stakeholder relations and making sure they understand the value of my work, great evaluation data is always in high demand. The evaluation processes for my work as it relates to sustainable agriculture education is no different than any other activity that I engage in. Pre- and post-test assessment, while useful, is not always possible. Where it is not possible, I will work to identify audience-appropriate means to collect meaningful data to capture participants' concepts of sustainable agriculture and how their interest in adopting sustainable practices may have changed because of their involvement with my program(s).

If chosen as a NACAA/SARE Fellow, the impact that this experience will have on my programming will be tremendous. As mentioned before, I hope to gain a more consequential understanding of sustainable agriculture so that I can more easily convey to producers the benefits of adopting these practices. Moreover, the quality of programming that I will be equipped to deliver will be of a higher caliber because I will have the experience of seeing and hearing about successfully sustainable operations across the country

from which I will be able to draw during discussions about sustainable agriculture.

Rest assured that I will share my experiences with other extension professionals and agency personnel in my geographic region. I have experience in leading professional development discussions for my peers. For example, last year I organized the Missouri portion of a NCR-SARE Professional Development Program on Good Agricultural Practices that was funded through our neighboring institution K-State entitled "Developing Extension Competence in Good Agricultural Practices and Farm Food Safety Planning for Fruit and Vegetable Growers in Kansas and Missouri." My interest in sharing my experiences with agency personnel stems from the recent adoption of the Natural Resource Conservation Service to include soil health practices and high tunnel production as parts of their offerings to producers.

In closing, I appreciate your consideration of my application to the NACAA SARE Fellows Program. I feel that as a horticulture specialist on the urban fringe of city in the Midwest, I stand to learn a lot about sustainable agriculture through this program, and more importantly I will have a waiting audience who will be anxious for the information that I return with.

Thomas Maloney
SENIOR EXTENSION ASSOCIATE

1. Why I wish to attend: I am a Senior Extension Associate in the Dyson School of Applied Economics and Management at Cornell University. I am responsible for Extension programs in farm business management, specifically human resource management and agricultural labor policy. I am interested in this program because sustainability is taking on increased importance in agriculture. It is changing the way food is produced and how farmers manage their businesses. Today's farm manager is under increasing pressure from environmentalists, consumers, food companies and others to demonstrate sustainable farming practices. As an Extension specialist I feel it will be vital to my success in the future to understand sustainability issues and to be able to incorporate them into my statewide and regional Extension programs.

2. Experience: I was a County Extension Agent early in my career and for the last 25 years I have been an Extension Associate in farm management at Cornell. At Cornell I have provided training for Extension educators, farmers and agricultural leaders in the areas of human resource management and agricultural labor policy. I have conducted numerous applied research studies as well as conferences, seminars and other educational

programs on both of these topics. Beginning in 2006 I worked in conjunction with colleagues at Penn State on a two-year Northeast SARE grant entitled "People in Ag: Human Resource Management for Agricultural Advisers". This program for Extension educators and agribusiness professionals, addressed best human resource management practices in the farm business. Participants then went on to use what they learned as they worked with their farm clients.

3. Plan of Extension work: I plan to apply the principles of sustainability to human resource management practices on Northeast farms. To be sustainable farms must attract and retain a qualified, productive and legal workforce. Workers must be compensated fairly and provided with safe and comfortable working conditions. The primary goals of this project are to define sustainability as it relates to production agriculture and to develop a detailed outline of sustainable human resource practices for farm businesses. Step 1 will be a survey of relevant literature to determine the extent to which human resource issues have been addressed in past sustainability initiatives and to examine the definitions of human resource sustainability that already exist. Step 2 will utilize a focus group to provide input for the development an Extension bulletin that attempts to define human resource sustainability and describe in detail a set of sustainable human resource practices for the farm business. The focus group will consist of innovative farm managers who are successfully implementing sustainable production practices on their farm. Step 3 will look at the attempts food companies and farmer cooperatives are making to address human resource sustainability issues in agriculture. Practices used by 3 of these firms will be studied and documented in the Extension bulletin. Step 4 will include development of a PowerPoint presentation on sustainable human resource practices in agriculture to be used with farm audiences. The presentation will focus on implementation of sustainable human resource practices. Step 5 will be program delivery. The extension bulletin will be completed and posted on my web page to provide stakeholders an opportunity to react to it and use it in their work. The PowerPoint presentation will be used in annual in-service training programs for Extension educators and agribusiness professionals. The PowerPoint program will also be presented to a minimum of six farm audiences as a part of my ongoing Extension programming. The evaluation will include a tally of the number of individuals who access the Extension bulletin online. In addition extension audiences will be asked to provide an evaluation of the content of the PowerPoint and suggestions for improving its content. As a part of

their evaluation of the PowerPoint presentation, farm managers will be asked how they intend to implement what they have learned. The Extension bulletin and PowerPoint presentation will also be useful in sustainability policy discussions as development of sustainable management practices continues to evolve. It is very likely that the food industry will become increasingly involved with production practices on farms including how employees are managed and treated. As these discussions evolve policy makers and other stakeholders will have an increasing interest in clearly defining sustainable human resource practices and policies.

4. Potential impact and results: I plan to include the results of this work in many aspects my Extension program. There are many faculty members here at Cornell who have a direct interest in sustainability as it relates to agriculture. I plan to partner with them to add human resource sustainability to their Extension efforts. I plan to include human resource sustainability topics in my ongoing Extension educator training in New York and in the Northeast. I also plan to include sustainability topics in my seminars and conferences targeting agricultural employers and other members of the agricultural community. The ultimate goal these efforts will be to encourage farm managers to include best human resource practices in their farm sustainability plans and to inform the public about and their improved management practices.

5. Benefits to other professionals and clientele: Extension educators and other professionals will have access to all educational materials developed in this project through my web page. I also plan to reach out to food companies who are planning sustainability initiatives for agricultural producers. My long-term plan is to encourage a further discussion of sustainable human resource practices on farms with a range of interested stakeholders.

Brad J. Burbaugh

EXTENSION AGENT, AGRICULTURE & NATURAL RESOURCES

DUVAL COUNTY

Why you wish to attend? I want to learn more about agricultural systems that are profitable, environmentally sound and good for communities. As a SARE Fellow I would stand out as a person who could offer holistic viewpoint of research, teaching and outreach programs related to sustainable agriculture in Florida.

Details of your experience and past activities that would demonstrate the understanding of and interest in sustainable agriculture and alternative farming strategies. Below are two recent programs that I have developed. The first program is a statewide initiative related to pasture-raised poultry. This educational program included classroom and field instruction as well as a virtual field day, educational exhibits, videos, learning module and multi-media presentations. The latter two were recognized as national winners in the NACAA Communications Awards program (2008, 2010). Additionally, efforts related to poultry production were recognized by NACAA as the best program in the nation for small, beginning and young farmers (2010). Secondly, I was a founding member and co-leader of the Northeast Florida Small Farms Working Group. This group of extension agents and small farmers was developed to establish strong farmer/farmer and farmer/extension partnerships. This group serves as a catalyst to supply practical, applied, hands-on methods in sustainable agricultural production, marketing, processing, and regulatory issues. Additionally, until 2009 the Florida Association of County Agricultural Agents (FACAA) did not have a sustainable agriculture committee. As a member of the board of directors I talked to each board member and the President of our organization about the value of a sustainable agriculture committee. On October 12, 2009 the board of directors voted to establish a sustainable agriculture committee and appointed me as the committee chair.

A plan on how you intend to use the Fellows program information in your local Extension programs and the evaluation methods you will implement. I feel the SARE fellows program would equip me with the “on-the-ground” pragmatism needed to provide training that will successfully convey the art and science of adopting environmentally friendly and technologically appropriate farming practices. My plan of work would include, but not limited to, the following activities:

1. 100 local stakeholders will improve their knowledge of sustainable agriculture practices and resources made available. Evaluation: Pre and post testing of participants including questions about intent to utilize new information and contacts.
2. Coordinate the development of a sustainable agriculture publication series in the University of Florida’s Electronic Data Information system. These publications would focus on principles of sustainable Ag, where to find

information and grants, and provide case-studies from Florida farms and farms visited during the SARE fellows program. Evaluation: Number of publications developed and the number of times they were accessed via the world-wide-web and utilized for programming.

3. Organize 5 local learning events for farmers that incorporate research-based and practical information related to sustainable practices used in production. Evaluation: 6-12 month follow-up survey measuring individuals utilizing information and resources presented at the learning events.
4. Speak at 3 industry events to promote the key concepts of sustainable agriculture and connection of agriculture and the well-being of individuals, families, businesses and our local community. Evaluation: Number of industry partners willing to support and partner with local farmers and sustainable agriculture advocates.
5. Provide technical assistance to 15 local farmers to help them assess the sustainability of their farms. Evaluation: Track the number of consultations and follow-up regularly with farmers and track the number of new practices implemented as result of assistance provided.

The potential impacts and expected results that your participation could have on your local Extension sustainable agriculture program. By conducting and producing high-quality learning events, publications, and curriculum I will be able to increase the visibility of sustainable agriculture as a viable alternative in Florida. I will work to establish credibility through projects that help build capacity for sustainable agriculture issues. The following impacts are expected:

1. Build an expert system embodying the expertise of experienced farmers and agency, institutional, and agri-business specialists to help promote and support sustainable production systems in Florida.
2. Support Florida farmers through research, education and outreach focused on production, storage, processing, and marketing technologies that will boost small farm profitability, protect natural resources, and enhance rural communities.

3. Develop the Florida SARE program into a national model by communicating the scholarship of the aforementioned activities through a variety of professional improvement forums including journal articles, conference proceedings and presentations.

The potential benefits to other professionals and clientele in their geographic area. Preference will be given to applicants who plan to train others (extension agents, other professionals and clientele) upon completion of the program. My plan would be to develop professional training and resources for agents who deliver programs related to agricultural production by:

1. Developing and distributing a PowerPoint presentation that agents can use to promote SARE at field days and workshops. Evaluation: Survey educators to document the number of times the presentation was used at learning events.
2. 20 educators will refer clients to the identified resources including the SARE library afforded to the SARE fellow. Evaluation: Track information requests.
3. 50 extension educators will utilize SARE publications in outreach activities and in one-on-one consultation with their stakeholders. Evaluation: Track the number of publications distributed to extension offices and agents.
4. Using the sustainable agriculture publication series as a guide, 15 agriculture professionals will each assist two producers to evaluate current production or marketing methods. Evaluation: Survey educators to document the number of one-on-one interactions with land owners.
5. 10 agriculture professionals will each assist at least one farmer to transition from a current production system to a new, more sustainable system. Evaluation: 6-12 month follow-up questionnaire measuring actual number of individual farmer contacts utilizing information and resources presented and developed by this applicant.

Aaron D Esser

Extension Agronomist
Washington State University
Lincoln-Adams Area

Why you wish to attend

I want to participate in the USDA SARE/NACAA Fellows Program to advance myself as an Extension educator, benefit my farmer clientele, and expand my program for the betterment of my Extension colleagues here at Washington State University (WSU). Through participation in this program, I expect to gain new experiences, and expand my knowledge and skills in sustainable agriculture, as experience is a critical part of learning. Being involved in this program will also improve my ability to help farmers better understand and incorporate sustainable agriculture practices into their operation and way of life. Sharing in this program with other participants from different regions across the United States will also enhance my capacity to learn from them and help other Extension colleagues understand and incorporate sustainable agricultural practices into their program.

My interest in participating in this program peaked after visiting with my WSU Extension colleague and SARE Fellows class of 2009 participant Steve Van Vleet. Listening to him talk about his experiences and his renewed passion for agriculture sustainability, along with the talented network of colleagues and friends he met along the way, made me realize how much I want to share in this program, not only for myself, but for those I can positively impact.

Details of your experience and past activities

I have been with Washington State University Extension for 13 years, grew up on a family farm, and have a strong background in economics and its relationship or interaction with production. My Extension education program has, and will continue to, develop and advance sustainable agricultural systems that improve profitability and enhance soil quality. Profitability is the first and most important step in a sustainable agricultural system whether if it is a small organic vegetable farm or a larger dryland wheat farmer incorporating a direct or no-till seeding system. If it doesn't make economic cents, it doesn't make sense. Soil quality is also extremely important as soil provides a link to plant, animal, and human health. Soils provide nutrients for plant growth that are essential for animal and human nutrition and they help with the recycling and detoxification of organic material and the recycling of many nutrients and global cases.

Monoculture winter wheat systems that incorporate summer fallow with intensive soil tillage dominate the landscape across the dryland cropping region of eastern Washington. This system relies on commercial fertilizers and chemicals to remain profitable and this practice degrades soil quality through excess soil erosion and reduced soil organic matter. Within my Extension education program I often use on-farm testing research as a method to help farmers develop and advance sustainable agricultural systems that improve soil quality and limit the reliance on commercial fertilizers and chemicals. I annually establish ten to twelve on-farm tests focusing on alternative farming strategies that include conservation tillage and direct or no-till seeding systems, integrated pest management systems and diversified cropping systems which include atmospheric nitrogen fixation crops and biofuel crops.

Plan of how you intend to use the Fellows program and the evaluation program

My plan of work following the Fellows program experience will be impacted in multiple ways. I am always looking for new and innovative ideas to incorporate into my local Extension program, including methods to improve teaching and outreach delivery skills, program evaluation, or the latest sustainable farming systems or practices that could be examined and incorporated in our region. Relationships developed and information gathered through the Fellows program will allow for lifelong Extension program enhancement.

I implement various program evaluation methods into my Extension program including incorporating the TurningPoint® data collection system into my PowerPoint presentations. This system has proven to be a valuable method for quickly and easily getting nearly 100% farmer/participant feedback to assure specific learning objectives are being achieved.

Potential impacts and expected results

My local Lincoln-Adams Extension area program includes one of the largest wheat growing areas in the nation, producing 30 million bushels on 600,000 acres. Farmers in this dryland wheat production region of eastern Washington continue to adopt sustainable agricultural systems focused on conservation tillage and direct or no-till seeding systems, integrated pest management systems, and diversified cropping systems. However the adoption rate should be greater among area farmers. Through my sharing in the Fellows program, I expect that farmers will increase their rate of adoption of sustainable agricultural systems which will

lead to increased farmer profitability and improved soil quality across the area.

Potential benefits to other professionals and clientele

My education and outreach plan of work goes well beyond my local Lincoln-Adams Extension Area. Participating in this program will allow me to better benefit industry, research and extension education. Each year I am invited to speak at numerous conferences and grower meetings across the region and I produce publications in regional popular press articles. These presentations and publications educate farmer clientele as well as other professionals, landowners, area field men, and crop consultants. Specifically within WSU, I actively organize and participate in the Dryland Cropping Extension Team which encompasses Extension colleagues and WSU research faculty. I am an Affiliate Faculty member with the WSU Crop and Soil Science Department and actively participate and provide input into research and extension focused on sustainable agricultural systems. I serve on both the Washington Wheat Advisory System and the Washington State Crop Improvement Education and Promotion Committee, providing input on sustainable agricultural systems. I also work directly with the local conservation districts to host educational workshops focused on sustainable agricultural practices.

Regional Winners

Mark Arena

Horticulture

Clemson University Extension Service

Regional Agent

As an advocate for and practitioner of sustainable farming practices I wish to attend the SARE Fellows program to increase my knowledge, gather information, and visit first-hand examples of successful sustainable agriculture production systems. This will provide me a broader spectrum of knowledge, insight, and contacts. Also, it will allow me an opportunity to create a digital library of the operations visited for sharing with agriculture producers upon my return. All of this will greatly enhance my educational and project efforts, along with having a positive impact on the agriculture producers and environment in South Carolina.

Further, with the economical times we are experiencing, there has been an increased interest for farming with an emphasis on organic growing practices. These operations are interested in mix-use production using environmentally friendly methods associated

with sustainable agriculture. This new generation of Ag-producers' want to have productive land and are staged and ready to embrace sustainable agriculture. As we all know, this is the future of agriculture and I realize and understand the value of sustainable agriculture in shaping the future and would like to be part of this movement.

My position involves having joint responsibility for agriculture and horticulture along the coastal region of South Carolina which encompasses five counties. During my tenure with Extension Service I have been instrumental in assisting with the conversion of five nursery operations into successful agro-tourism operations with sustainable practices such as IPM, drip irrigation and building healthy soils. These businesses converted from traditional operations to multi-faceted commodity operations offering U-pick fruits and vegetables, seasonal corn maize, organic mushroom production and other agriculture related commodities.

Attending many workshops has given me the knowledge to successfully incorporate the information into programs. For example, in 1999, after completing the SARE *Business Skills Training Workshop*, I used the information and materials to create *Financial Management Program for Ag-producers* that was recognized as a *National Finalist* that year by NACAA. Additionally, I have attended several SARE events within the state of South Carolina and North Carolina. Over the last few years my tours and educational interests at the National meeting have focused on SARE programs. All of these events and experiences provided me value when developing and delivering programs.

In the winter of 2009, an opportunity arose to develop a community garden with the *Fields to Family* organization. After several meetings I was successful in convincing the group to move forward using the Lasagna Gardening principles and practices. Most participants were very skeptical with the concept and required encouragement to garden in this manner. However, after the garden produced a "bumper crop" all have now converted their gardens to the same concept – creating fourteen advocates for Lasagna Gardening.

After reading *Building Soils for Better Crops, Sustainable Soil Management*, I began developing a program based on the principles and practices outlined in the book to present during a four-week series this March. On March 9th of this year the EPA funded a sustainable garden project that I will be actively involved in as co-investigator. This is a design feasibility study to build a vertical garden in Charleston, SC to support

the City's and Clemson's sustainability initiative. This vertical garden will be based on several principals and practices discussed in the book *From Eco-cities to Living Machines*, by Todd and Todd.

Some of my plans for this year include educating farmers on sustainable practices and principles by developing and delivering educational programs through workshops and field days. Building on the lasagna gardening experience by setting up a demonstration plot utilizing traditional Ag practices versus a sustainable approach as an educational tool to show and educate producers of the benefits first-hand. Prospects I plan on recruiting other individuals to get involved in SARE-like activities around the state and host a statewide sustainable workshop in this region to educate growers.

Evaluation methods will consist of paper surveys with the individuals who attend the meetings and programs. Surveys will consist of before and after knowledge gained in sustainable agriculture. Also, a post-program survey one year later to see if any individuals adopted principles and practices learned. Additionally, I would like to sit down one-on-one with several farmers and interview them on their understanding of sustainable Ag. This will allow me to work towards developing programs that will respond to their specific needs.

The potential impacts and expected results that my participation could have on the sustainable agriculture program are significant for my region. My personal observation is that Coastal South Carolina is in *high need* of an advocate for sustainable agriculture as there are no other agencies or organizations attempting to promote this system of agriculture in the state. SARE recognizes this challenge and realizes that Extension Agents are probably the best vehicle to be instrumental in this quest. I expect that my efforts will result in slow methodical conversion of traditional farmers to a more sustainable system over time. I intend on being instrumental in the success of newly emerging farmers using alternative/sustainable practices and methods. Farmers are struggling with conventional farming techniques and are poised for a more environmentally friendly method for farming and I welcome the opportunity.

During the spring of 2009, I became involved in the *Fields to Families* organization and was instrumental in finding the group a three-acre plot of land on which to grow crops. Upon meeting the "team" it became very clear that "traditional" farming practices was the only method considered for farming. This mind set is still

embedded in many of our Agents and farmers who have had neither exposure nor experience to other methods. It appears that all are open to learning alternative methods but haven't taken the initiative. My plan is to educate people on sustainable agriculture through the experiences gained from this opportunity and share my experiences with them at our Association's annual state meeting. By recruiting Agents to assist me with the hands-on demonstration plots others will be exposed to new methods as well.

At last year's County fair the Master Gardeners under my supervision installed a "Lasagna" garden. It was installed next to a traditional home garden that was tilled and used synthetic fertilizer. A majority of the Master Gardeners were extremely skeptical, however, time told the story and the vegetables in the Lasagna garden were superior and the view of many changed. I have been slowly changing the mentality of several professionals, Master Gardeners, and others and will continue to do so. I will continue to educate and work with key individuals that will become supporters and advocates for sustainable agriculture. This Fellow will provide me with a stronger arsenal of knowledge and ideas to forge ahead!

2011 American/World Agriculture Award Recipient Dr. Barry L. Flinchbaugh

You would be hard pressed to find anyone who has made a bigger impact on recent farm bills and agricultural policy than Dr. Barry L. Flinchbaugh. Dr. Flinchbaugh has served as an advisor and consultant to eight governors (Kansas and elsewhere), six US senators, several US congressmen, a couple of US Secretaries of Agriculture, numerous US House and Senate Ag committees and subcommittees, the Kansas Legislature and nearly every major farm organization and major ag media outlets. For many of us, the name Barry Flinchbaugh is synonymous with government farm bills and public policy.



A native of York, Pennsylvania, Dr. Flinchbaugh holds a B.S. in Animal Science and M.S. in Agricultural Economics from Pennsylvania State University. After receiving his Bachelor's degree Barry served two years as an assistant county agent in Pennsylvania, where, as he tells it, had it not been for a couple of 4-H parents, he may have spent his entire career. After receiving his Master's degree, Flinchbaugh went on to Purdue where he received his Ph.D. in Agricultural Economics. Dr. Flinchbaugh arrived at Kansas State University in 1971 where he has spent the remainder of his professional career, to date, in various capacities. Dr. Flinchbaugh has served as an instructor, Extension Agricultural Economist on public policy, State Extension Agricultural Economics program leader, legislative liaison and special assistant to the president. Of all these positions and activities, it is his time in the classroom or with county extension agents that he has found most rewarding. At this time, Dr. Flinchbaugh is semi-retired, still teaching his legendary agricultural policy class.

Having started his career as a county agent, Dr. Flinchbaugh has been a long standing supporter and friend of county agents. Whether it was discussing kings and kingmakers with new agents in training, presenting a public policy program at county meetings, or going to bat for an agent having problems with a recalcitrant state specialist, it was always reassuring to know that as a county agent, Dr. Flinchbaugh had my back! In fact, when the Kansas Association of County Agricultural Agents changed their bylaws allowing specialists to belong to the association, Dr. Flinchbaugh was one of the first to step forward and pay his dues. As he is now retired from all but teaching his one class, he is now proud to be an NACAA Life Member.

While his impact within the state of Kansas has been significant, it is when you evaluate his impact on the national and international front that his accomplishments move from impressive to amazing. Dr. Flinchbaugh has been deeply involved with the crafting of the past half dozen farm bills. He has served as chairman for many national and international commissions on food, agriculture and policy for the US Congress. He has served on the boards of the Kansas Ag and Rural Leadership program, Kansas City Board of Trade, the Farm Foundation and chaired the commission on 21st Century Production Agriculture. In his career he presented over 600 public seminars and forums addressing many public policy and local governance issues. His list of refereed papers, Extension Bulletins and popular agricultural press articles covers nine pages. He has appeared on over 350 radio and television programs. He has led agricultural trade delegations around the world. He has given presentations on democracy, ag and public policy to leaders around the world. His take home message has never been one of what he may feel is right or wrong, but instead a study of actions and consequences. He firmly believes that when people are presented with adequate information, they ultimately will make good decisions.

Dr. Flinchbaugh is a highly desired public speaker. He has made over 350 significant addresses to annual meetings of cooperatives and ag producer groups, to banks and lending institutions of all kinds, leadership groups, ag and public policy groups, state extension annual meetings, the annual meeting of the National Extension Association of Family and Consumer Sciences, and NACAA's 2000 AM/PIC in Jackson Mississippi. What it comes down to is this. If the question has been on farm bills or agricultural policy, the first person that people all across the country have regularly turned to is Dr. Barry Flinchbaugh. Not an insignificant accomplishment for the young man who served as the president of the 1958 York County Pennsylvania 4-H Council!

2011 Achievement Award Winners

North Central Region

Illinois - John Pike
Indiana - Mr. Bryan Overstreet
Iowa - Mr. Kapil Arora
Kansas - Dr. Gary Cramer
Michigan - Thomas Guthrie
Minnesota - Betsy Wieland
Missouri - James Humphrey
Nebraska - Brandy VanDeWalle
North Dakota - Craig Askim
Ohio - Theodore Wiseman
South Dakota - Robin Salverson
Wisconsin - Steve Huntzicker

Northeast Region

Maine - Tori Lee Jackson
Maryland - Jennifer Rhodes
New York - Mr Charles Schmitt
Pennsylvania - Amber Yutzey
West Virginia - Jodi Richmond

Southern Region

Alabama - Stephen F. Enloe
Arkansas - Mr. Lance Kirkpatrick
Arkansas - Brad McGinley
Florida - Theresa Friday
Florida - Edward Skvarch
Georgia - Jonael H Bosques-Mendez
Georgia - Stephanie Ray Butcher
Kentucky - Lori Bowling
Kentucky - Traci Missun
Louisiana - Dr. Robert J. Soileau
Mississippi - Dr. Dean Jousan
North Carolina - Mrs. Tiffanee J Conrad-Acuña
North Carolina - Anne Edwards
North Carolina - Mark Powell
Oklahoma - William A Cabbage
South Carolina - Lee Van Blake
Tennessee - Mr. Ty Petty
Tennessee - Jerri Lynn Sims
Texas - Bryan Y. Davis

Texas - Brandon Dukes
Texas - Dale Rankin
Texas - Jamie Sugg
Virginia - Jamie N. Stowe

West Region

Arizona - Stacey Bealmear
Colorado - Alan Helm
Idaho - Sarah D Baker
Montana - Janna J Kincheloe
Oregon - Melissa Fery
Utah - Mr Linden Greenhalgh
Wyoming - Barton Stam

2011 Distinguished Service Award Winners

North Central Region

Indiana - Walter Sell
Iowa - Jim Fawcett
Kansas - Larry Crouse
Kansas - John Stannard
Michigan - Robert Bricault, JR.
Michigan - Warren L Schauer
Minnesota - Robert Olen
Missouri - Ted Probert
Nebraska - Duane Lienemann
North Dakota - Keith L. Brown
Ohio - Alan Sundermeier
South Dakota - Mark Rosenberg
Wisconsin - Greg Andrews

Northeast Region

Maine - Kathryn Hopkins
Maryland - Stanley W. Fultz
New Jersey - Richard Weidman
New York - Susan K Beebe
Pennsylvania - Craig Altemose
Pennsylvania - Mena Hautau
West Virginia - Bruce Loyd

Southern Region

Alabama - Tony Glover
Alabama - Charles C. Mitchell
Alabama - Anthony G. Wiggins
Arkansas - Jack Boles
Arkansas - Brian W. Haller
Florida - Bridget Carlisle
Florida - Shepard D Eubanks
Florida - Ken Rudisill
Georgia - John Palmer Beasley, Jr.
Georgia - Keith Fielder
Georgia - Mitchell May
Georgia - Bobby Smith
Kentucky - Eric Baker
Kentucky - Joanna Coles
Kentucky - Don Sorrell
Louisiana - Jimmy Flanagan
Louisiana - Carol L. Pinnell-Alison
Mississippi - Dr. Bill Burdine
Mississippi - Dr. Andy Londo
North Carolina - Kenneth Bailey
North Carolina - Kevin Johnson
North Carolina - Cyndi Lauderdale
North Carolina - Danny Lauderdale
North Carolina - Jeffery Vance
Oklahoma - Jeff Bedwell

Oklahoma - Doug Maxey
South Carolina - Mr. W. Bryan Smith
Tennessee - Ricky Mathenia
Tennessee - T. Bruce Steelman
Tennessee - Finis Stribling, III
Texas - William M. Johnson
Texas - Jerry Kidd
Texas - Philip W. Shackelford
Texas - J. R. Sprague
Texas - Todd K. Williams
Texas - David Winkler
Virginia - D. Scott Jessee
Virginia - Michael J. Parrish

West Region

Alaska - Julie Riley
Arizona - Jeff Schalau
Colorado - Patrick McCarty
Idaho - Steven Harrison
Montana - Daniel Picard
New Mexico - Pete Gnatkowski
Oregon - Chip Bubl
Utah - Mr Chad R. Reid
Washington - Mark D Heitstuman
Wyoming - John Hewlett

NACAA Hall of Fame Award

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

Our thanks to John Deere for sponsorship

of the NACAA Hall of Fame Awards



2011

North Central Region Hall of Fame Award

Robert Scriven

Nebraska

36 Years - Retired



Bob began his career in Nebraska Extension in 1967 after five years in the private beef industry. He served in Scotts Bluff County for five years, then in 1972 moved to Buffalo County assuming the Agent Chair position of a professional staff of four, and served in that role until his retirement in 2003.

Bob's educational programs emphasized livestock management, particularly for small feedlot operators. Later in his career, he concentrated on pasture management and grazing systems. He helped to coordinate and conduct numerous intensive two-day "Grazing Retreats." As a result, over 300 producers learned more profitable and sustainable techniques in pasture management. Because of Bob's expertise, he has been recognized by a national grazing magazine as the leading expert in the U.S. in managing irrigated pastures.

Bob's programs provided 4-H'ers an excellent education that led to successful livestock judging teams which won trips to several national events. He also

served on the Nebraska State 4-H Camp Board of Directors for 20 years and as president of the Board for five years. During this time, the camp expanded into a year-around facility, serving both youth and adults.

Bob has been a NACAA member for 43 years and received the Distinguished Service Award in 1981. He attended nine AM/PICs and served as the Nebraska Association President in 1988. He served on many state committees including animal science, 4-H, natural resources, and administrative skills. He was selected as Outstanding Extension Agent (Ag) by the Nebraska Association of County Extension Boards in 1980.

Since retirement, Bob operates a pasture management consulting business and writes columns in the Stockman Grass Farmer. He is also a nationally recognized speaker on the use of irrigation in pasture management and livestock grazing systems.

Bob continues to be active in the community and is a 20-year member of Rotary International, having served on the local Board of Directors twice and as President and Treasurer. He also served three terms as the Assistant District Governor.

Bob is an American Cancer Society (ACS) volunteer. In 1993, he organized a new fund raising event for Nebraska, "Relay for Life" (RFL). He chaired a local RFL three times and continues to serve his local RFL program. Bob is the Lead Advocate for the ACS, Cancer Action Network for the third Congressional District in Nebraska. He has lobbied in Washington D.C. for the ACS ten times. He received the Federal Advocacy Award for Constitutional Achievement, the highest award given to a volunteer for their leadership in their congressional district. He was also recognized in the Nebraska Region with the ACS's Service to Advocacy Award.

2011

Northeast Region Hall of Fame Award

David R. Tetor

New York

31Years - Retired



David Tetor is an exemplary individual who has demonstrated commitment, dedication and effective leadership in job performance as an outstanding educator. Mr. Tetor's outstanding humanitarian service reaches far beyond the typical educator and community volunteer; the New York State Association of County Agricul-

tural Agents recognizes David Tetor as a member with a sustained and distinguished career.

As a life member of the National Association of County Agricultural Agents, David Tetor started with Cornell Cooperative Extension in January of 1970. Dave's first responsibilities for Extension included the role of the Agricultural Program Leader for Herkimer County. In 1972, Dave moved to Dutchess County, NY to become the Agricultural Program Leader, a position from which he retired in December of 2000.

During David's career he served as the a Region Director for the New York State Association of County Agricultural Agents and as the NYSACAA President, Vice President, and Secretary, followed by additional years on the NYSACCA Board of Directors. Mr. Tetor also served as Northeast Regional Vice-Chair for the National NACCA, and the Co-Chair for the NACCA registration committee for their annual meeting. David was the first member of the NYSACAA to receive both the Achievement Award, and the Distinguished Service Award.

In addition to and throughout David's career in extension, he became involved in many civic organizations locally, as well as state wide. He is an active member of the Dutchess County Agricultural Society, the local grange and he is currently the Vice President of the New York State Agricultural Society. In addition, David serves as the Co-Chair of the Century Farm Award Committee and is on the Witter Agricultural Museum Board. David has been an active member of the Dutchess County Farm Bureau and the New York Farm Bureau.

David Tetor has been instrumental in forming and serving upon the boards of the Dutchess County Land Conservancy and the Dutchess County Lyme Disease Task Force. He has also been very involved in: the Dutchess County Industrial Development Agency, the Northern Dutchess Alliance Board, and the Dutchess County Community Action Partnership Board, in which he helped orchestrate a weatherization project for senior citizens and low income families. After retirement from Cooperative Extension, his civic duties included a position as the Town Supervisor for the town of Stanford.

David's commitment to Cornell Cooperative Extension and the youth of his communities, over the years, has been demonstrated through his involvement as a 4-H club leader, and as a member of the Pine Pains Vo-Ag and FFA Advisory board. He is an active educator for

the New York Northeast Center for Agricultural Safety and Health. David has also been a local radio personality. He made a commitment to provide two daily agricultural reports for over 21 years!

Since retirement, David finds time to provide agricultural advice, as a consultant, to educators, residents and farm owners in the Hudson Valley region.

**2011
Southern Region
Hall of Fame Award
Charles R. Moody
Alabama
31 Years - Retired**



The opening statement of the May 14, 2009 Alabama 4-H Wall of Fame induction ceremony states "Charles Moody is known as the 4-H man in Cherokee County".

His career was spent mentoring young men and women into adults where he worked on developing leadership and life skills with the boys and girls . His 4-hers excelled in many projects, including 43 State 4-H record book winners. During his tenure 61 youth attended National Congress in Chicago. Many were National Winners! Charlie mentored six State winners in the National Food for Youth Power Congress in Chicago, five in the National Poultry Fact Finding Conference, Five in the National Citizenship conference in Washington D. C., one in the National 4-H Safety Congress, and one in the National 4-H Dairy Conference. Moody also had one National 4-H alumni Award Winner.

Moody's influence is shown in those who serve their communities throughout Alabama and the Country. His 4-Hers have achieved many leadership roles in their various communities. Moody's knowledge and writing skills were sought by his peers and co-workers as they sought to help the 4-H youth in other Counties across the State.

Charles is also noted for his Scholarship Committee work with AACAAAS. He served fifteen years as Alabama Scholarship Chair. Under his guidance the Committee raised \$15,800 for the NACAA Scholarship Fund. As he neared retirement the 1995 AACAA President Wayne Ford proclaimed Moody as a "Walking Scholarship" for the Alabama Association Scholarship Fund. President Ford also noted that Moody was the first AACAA member to contribute \$1000 to the NACAA Scholarship Fund. Under Moody's leadership the AACAA Youth Scholarship Program was initiated in 1990 to provide for the children and grandchildren of AA-

CAA members and life members. The youth scholarship program is now fully funded through the Alabama Scholarship Auction.

When AACAAAS awarded Moody the Lifetime Achievement Award in 2003 they also honored Moody by naming the Scholarship fund the "AACAAAS Charles R. Moody Youth Scholarship Award". The annual awards now total \$5000 or more.

In Moody's role as County Coordinator he provided leadership to the County Community Resource Development program. The Cherokee County Rural Development Committee was judged the best committee in the State in 1983, 1985, and 1987. Moody also worked to secure \$4,400 to permanently recognize all the deceased Extension Agents in Cherokee County with a memorial at the 4-H Youth Development Center in Columbiana Alabama.

Moody received the NACAA DSA Award in 1979.

2011
Western Region
Hall of Fame Award
Gerald Marks
Montana
41 Years



Jerry started his Extension career July of 1969 in Missoula County Montana and is still there today. With forty two years of service, Jerry has had the opportunity to work with and serve every aspect of his community. Jerry established his role as a community leader working with the 4-H program. In his first year, he assisted the 4-H Council in the creation of a strategic plan and the reorganization of their committees, resulting in a 30% increase in 4-H members. Jerry has not slowed down since.

Jerry found Missoula County experiencing growth with an increasing diversity of public interests. This diversity of concerns presented an opportunity for life long efforts as an Extension educator. He developed an issue based approach to his educational programs that required participants to become involved in finding solutions. He used a co-learner process that depended on participants determining who, what, and how for each educational program and implementation strategies developed.

Jerry organized the first Master Gardener program in Montana, which eventually resulted in the creation of a county horticulture position. Jerry also mentored other

counties in developing their own Master Gardener programs. Due to community concerns and conflicts over the use of pesticides, an Urban IPM program was implemented and included a "Healthy Plant" education program. A plant clinic, a first in Montana, was established to respond to increasing public inquiries. This lead Missoula homeowners to adopt integrated pest management methods and more holistic vegetation growing practices.

On a much larger scale, Jerry addressed the problem of noxious weed and invasive plant management. He worked with his County Commissioners, community leaders and the research community to find new tools for improving noxious weed and invasive plant management. Biological weed control became a reality in Montana. Improved grazing systems, revegetation practices, and prevention became a part of a successful integrated weed management program. Jerry organized cooperative landowner vegetation management projects, a number of which evolved to watershed natural resource management programs. In the process, one Extension Invasive Plant specialist and three new weed research positions were created. Jerry also played a key role in the creation of the Montana Noxious Weed Trust Fund which provides funding for research and landowner driven projects. Without a doubt, Jerry has reframed the noxious weed issue for Missoula and Missoula County, and in the process, developed one of the more visionary programs in the Rocky Mountain west.

Jerry's leadership extends well beyond his county, serving as President of Montana Association of County Agriculture Agents and the Montana Weed Management Association. He has also served as a board member for the Governor's Noxious Weed Summit Advisory Council; Montana Noxious Weed Trust Fund Advisory Committee; Bitterroot Resource Conservation and Development Committee; and Chairman of the MWCA Biological Weed Control Committee, to name a few.

As a result of Jerry's efforts, an estimated \$15 million has been added to the support of Extension and University research projects to help Montanans resolve the challenges they face.

Marks received the NACAA DSA Award in 1992.

2011 ABSTRACTS OF THE NATIONAL WINNERS AND FINALIST COMMUNICATIONS AWARDS CONTEST

Audio Recording

National Winner

KILL IT WITH YOUR SHOE!

Hall, G.^{*1}

¹ Regional Extension Education Director, Iowa State University, Mason City, IA, 50401

The audio recording is used to educate listeners about current topics impacting North Iowa residents. The use of personal stories and factual, research based information provides listeners with an interesting piece they can enjoy and gain knowledge. The recording is prepared by the author weekly using a freeware program, "Audacity." An MP3 file is downloaded from the computer program and sent as an attachment with an email to the radio stations. The email informs the station about the topic and also contains the text of the program. The email and attached audio is sent to 12 radio stations and 3 television stations in north central Iowa and south central Minnesota. Interest has been high as stations come to rely on the program in their weekly program schedule. Kill It With Your Shoe! was produced October 26, 2010.

National Finalists

WEBINAR SERIES

Jasinski, J.^{*1}, Bob Precheur²

¹ Extension Educator, OSU EXTENSION, URBANA, OH, 43078

² Associate Professor, OSU Extension, Dept. of Horticulture and Crop Science, Columbus, OH, 43210

This recording is a promotional piece that was put together to advertise the Great Lakes Vegetable Working Group's Season Extension Pest Management Webinar series. The audio piece is a parody of David Letterman's Top 10 countdown, where we give registrants a humerous list of 10 reasons to participate

in the webinar series. This link was widely distributed via a YouTube video showing not only the audio but the video that accompanied this parody. The five part webinar series attracted over 225 registrants from 26 states and four provinces, and ran from November 1 - 18, 2010. The webinar series was resourced predominantly by University researchers, specialists, and Extension educators who are members of the GLVWG.

"LIFE IN OUR GARDENS"

Pierce, G.L.^{*1}, Gary L. Pierce², Taylor L. Williams³

¹ Horticulture Agent, , LILLINGTON, NC, 27546

² Horticulture Agent, Harnett County Cooperative Extension, Lillington, NC, 27546

³ Horticulture Agent, Moore County Cooperative Extension, Carthage, NC, 28327

Located in the heart of North Carolina is Life 103.1 (WLCH – FM) radio station. This class A FM station broadcasts over Moore, Lee, Chatham, Randolph, Montgomery, Richmond, Scotland, Hoke, Cumberland, Harnett, and Wake counties. While boasting of offering "something for everyone," this radio station does attract a concentration of listeners from 30 to 55 years of age. Through surveys the station determined the number one hobby of their listeners was gardening. Extension agents from 4 counties, Moore, Harnett, Chatham and Lee, worked together in 2010 to help the station produce a radio show - "Life in Our Gardens." This short program has been broadcast twice a day since March 2010. It has an estimated 17,000 listeners per program. "Life in Our Gardens" is advertised on the internet as well as the radio. http://www.life1031.com/short_features.cfm This collaboration has greatly increased the efficiency and marketing power of Extension horticulture programs. Studio sessions have begun for the 2011 gardening season.

WHAT GOES ON AT THE SHELBY COUNTY EXTENSION OFFICE?

Cooper*, Christopher¹, Hall, Debbie²

¹ Extension Agent, University of Tennessee Extension, Shelby County, Memphis, TN 38120

² News Director, NewsRadio 600 WREC, Memphis, TN 38103

The objective of this audio recording was to get the word out about what we do here at UT Extension in Shelby County. Ms. Hall stopped by the office for some help with her rose bushes. She was amazed

that there was someplace where you could go to get your gardening questions answered. After talking with her, she asked if I would do an interview and explain what we really do here at the Extension Office in Shelby County. The interview was conducted over the phone. The program aired January 4, 2010 on NewsRadio 600 WREC. The name of the radio show is Tennessee Matters. The link to the interview can be found at this address at the bottom of the page (www.memphisareamastergardeners.org). People are still downloading this link to listen to the interview.

Regional Winners

“DAIRY MOOSINGS”

Durst, P.*¹

¹Extension Dairy Educator, MSU Extension, Mio,MI, 48647

The “Dairy Moosings” podcasts are a new educational outreach venture to today’s mobile and savvy dairy producer by the author and Stan Moore, an Extension colleague. The intent is to present current dairy management research information in an interesting and adaptable format, accessible when and where producers want it. The author wrote the scripts for these podcasts and had them reviewed by researchers whose work is cited. The Extension colleagues met together at the author’s office to record the program using Audacity software. Editing and production was done Durst and Moore. The Bovine Leukosis podcast was posted January 28, 2011 at 7:36 PM. The Reproduction and Production podcast was posted March 15, 2011 at 6:09 PM. The podcasts are then linked to the MSU Dairy Team website (<http://dairyteam.msu.edu>) under a Podcast tab and posted along with reference materials and a print copy of the script. Podcasts are also linked to the “Young, Savvy & into Dairy” Facebook page administered by the author and the new MSU Extension News for Agriculture website (<http://news.msue.msu.edu>). Podcasts are published in Libsyn (<http://dairymoosings.libsyn.com/webpage>) in a library of Dairy Moosings podcasts and are available for RSS feeds. Input for topics arise from conversations with dairy producers at group meetings, Facebook conversations and from an Extension Dairy Advisory Team.

FINGER LAKES AGRICULTURE REPORT

Ochterski, J.*¹

¹ Sr. Extension Educator, CCE of Ontario County, Canadaigua, NY, 14424

The Finger Lakes Agriculture Report is broadcast every weekday morning across 8 counties in the Finger Lakes region of New York. Two episodes are written, recorded, and broadcast each week: one on Mondays, Wednesdays, and Fridays with the other on Tuesdays and Thursdays. Three different radio stations (two AM band, one FM band) carry the reports. The Agriculture Report communicates current issues, research, trivia, and announcements related to farming in the region; non-farmers frequently listen to this broadcast. Jim Ochterski writes and records the vocal and background music portion of the pieces using audio software in his office. The episodes are archived online at <http://www.fingerlakessustainablefarming.org/>

FLORENCE DARLINGTON STORMWATER CONSORTIUM

Young, T.M.*¹

¹County Extension Agent, Clemson University Extension Service, Florence,SC, 29505

The Florence Darlington Stormwater Consortium (FDSC) is coordinated by Clemson’s Carolina Clear program. It is comprised of three municipal separate storm sewer systems (MS4s): the City of Florence, Darlington County, and Florence County as well as several important partnering organizations. This collaboration enables the FDSC to deliver a consistent and effective outreach program throughout the watershed.

Miller Communications offered to allow Extension employees to record 30 second PSAs to be aired on their Florence and Sumter market stations. WIBZ, WDXY, and WWHM air in Sumter while WFRK, WDLH, and WSIM air in Florence. WWBD and WWKT are dual market stations. Two PSAs have been recorded at Miller Communications as part of the FDSC Education Plan with the goal of promoting positive behavior change and reduction of pollutant load in impaired waterbodies. With fecal coliform being the most common pollutant resulting in impairment in the FDSC area, the first PSA recorded addresses the importance of picking up and properly disposing of pet waste. Since Carolina Clear also coordinates a consortium in Sumter County, Sumter Stormwater Solutions was mentioned as a sponsor. It began airing November 12, 2010. The second PSA was recorded to promote the

2011 Pee Dee Backyard Landscape Series which is a 7 month program with presentations once a month that promote environmentally friendly landscaping practices. It began airing on February 28, 2011.

RADIO GREENHOUSE SHOW

Sagers, L.^{*1}

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

The KSL Radio Greenhouse Show is America's longest-running gardening show. Sagers has hosted his radio program longer than any similar program in the country. During three-hour shows each Saturday morning for the past 26 years, he has answered more than 60,000 garden questions. This DVD contains an introduction to a segment of one of more than 160 hours of radio programs during the past year. It is a live, unscripted show recorded on the air on March 5, 2011. The format is a live call-in show with Sagers providing answers listeners' questions. Each hour, he presents a short, seasonal topic. This clip includes a segment on starting a productive garden followed by questions and answers. KSL is a 50,000 watt clear-channel station reaching listeners in the eleven western states and beyond. Through internet streaming it extends throughout the world with questions from as far away as Turkey, Germany and Brazil. He has broadcast the show on location from Italy, England, Canada and many states. Subject matter depends on questions and the season. The listeners access the show via one of 10 phone lines, e-mail, text or fax. The show is the most listened-to weekend radio program in Utah and the most popular garden program between Denver and the West Coast. It was voted Utah's most entertaining radio program by the Utah Broadcaster's Association.

WINTER LIVESTOCK CARE

Kerr, S.^{*1}, Tuck, B.², Hammond, E.³, Olson, S.⁴

¹ WSU-Klickitat Co. Extension Director, Washington State University, Goldendale, WA, 98620

² Extension Agronomist, Oregon State University Extension Service, The Dalles, OR, 97058

³ Regional Water Quality Specialist, Oregon Department of Agriculture, Bend, OR, 97701

⁴ Conservation Planner, Wasco County Soil and Water Conservation District, The Dalles, OR, 97058

Winter Livestock Care (EC 1635-E; December, 2010) was created as part of the Oregon State University (OSU) Extension Service's online "Living on the Land" educational series for new and small acreage

owners. The series addresses issues of concern to new rural landowners such as livestock care, pasture management, manure management, water quality and so on. Innovatively, each document in the series has also been developed into a three-installment audio file. In both the document and audio file formats, the information is brief and concise and addresses the basics of each topic. For example, Winter Livestock Care provides basic information about shelter, manure and mud management, feeds and feeding, water, preparing for winter and links to more detailed information. The short format and online/audio file delivery were designed to fit educational resources with essential land and livestock management information into the busy lives of new small acreage owners. Authors of the publications in this series include two Extension educators, a soil and water district conservationist and a state department of agriculture water quality specialist. The team worked with the OSU Department of Extension and Experiment Station Communications to produce high-quality audio files that can be accessed at http://extension.oregonstate.edu/catalog/pdf/ec/ec1635_toc.pdf.

Bound Book

National Winner

FLORIDA-FRIENDLY LANDSCAPING™(FFL) PROGRAM

Wichman, T.^{*1}, Alvarez, A.², Gelmis, G.³, Gilman, E.⁴, Hansen, G.⁵, Momol, E.⁶, Niemann, B.⁷, Rainey, D.⁸, Scheinkman, M.⁹, Schutzman, B.¹⁰, Thomas, M.¹¹, Tolbert, J.¹²

¹ Ext Agt I State Coord. Master Gardener, Gainesville, FL, 32611

² Landscape Instructor, UF/IFAS Extension, Gainesville, FL, 32611

³ Florida-Friendly Landscaping™ Program Senior Information Specialist, UF/IFAS Extension, Gainesville, FL, 32611

⁴ Urban Tree Management Professor, UF/IFAS Extension, Gainesville, FL, 32611

⁵ Landscape Design State Extension Specialist, UF/IFAS Extension, Gainesville, FL, 32611

⁶ Florida-Friendly Landscaping™ Program Director, UF/IFAS Extension, Gainesville, FL, 32611

⁷ Florida-Friendly Landscaping™ Program Statewide Homeowner Coordinator, UF/IFAS Extension, Gainesville, FL, 32611

⁸ GI-BMP Statewide Program Coordinator, UF/IFAS

Extension, Sarasota,FL, 34241

⁹ Environmental Specialist, Florida Department of Environmental Protection, Tallahassee,FL, 32399

¹⁰ Senior Computer Programmer/Analyst, UF/IFAS Extension, Gainesville,FL, 32611

¹¹ Professional Engineer, Florida Department of Environmental Protection, Tallahassee,FL, 32399

¹² Florida-Friendly Landscaping™ Program Senior Information Specialist, UF/IFAS Extension, Gainesville,FL, 32611

The goal of the Florida-Friendly Landscaping™ (FFL) Program is to provide science-based interdisciplinary educational resources that result in the adoption of environmentally friendly landscape practices to reduce water use & nonpoint source pollution, protect water bodies and natural resources and enhance the lives of Floridians. The Florida-Friendly Landscaping™ Guide to Plant Selection & Landscape Design targets the needs of Florida's 7.5 million homeowners as well as those of green industry professionals and landscape architects, enabling them to create Florida-Friendly Landscapes. Ten-thousand copies were printed with 7,500 of these having already been distributed to the public through the Cooperative Extension Service. A PDF version is also available on the FFL website. The guide begins with an overview of the nine FFL principles and includes design scenarios, a step-by-step approach to the conversion process, an overview of ecological considerations, a landscape planning worksheet, common gardening mistakes, and the plant list. The plant list consists of 500 species that are well adapted to Florida growing conditions with a color photo and detailed summary for each plant. Tom Wichman, served as one of the main sources of plant information and also provided a considerable number of the photographs used in the document. Don Rainey's expertise was invaluable as he was able to write and review content with an emphasis on the commercial landscape professions. This guide will serve as a tool to enable homeowners and industry professionals alike to protect and conserve the limited water resources remaining.

National Finalists

Flimlin, G.*¹, Rhodes, E.², Rhodes K.,³ Macfarlane S.⁴

¹ County Agent II, Toms River, NJ, 08755

² Member, Aquatecnics. LLC, Milford,CT, 06460

³ Vice President, Aquatecnics. LLC, Milford,CT, 06460

⁴ President, Coastal Resources Specialists, Inc., Orleans,MA, 02653

Best Management Practices(BMPS) are common in

agriculture, but not in shellfish farming. This project was funded by USDA and NOAA funds involved meetings in almost every east coast state (in some, twice) to elicit typical operational parameters from growers and suggestions on how to operate in an environmentally sound fashion. Members of academia, state and federal agencies associated with shellfish, and environmental groups were also involved in the meetings.

All this information was gathered into a bound publication (400 printed) that was mailed to meeting participants and Shellfish Aquaculture Extension agents/specialist. It's available on the East Coast Shellfish Growers Association website (<http://ecsga.org/Pages/Resources/BMP.html>), USDA/NIFA Northeast Regional Aquaculture Center's and NOAA's Office of Aquaculture.

This manual has been accepted by Lloyd's of London as a basis for writing crop insurance. A private insurer is now starting to offer this to growers. The manual also offers a way for growers to document how their farm works by creating an Individual Farm Plan. This plan helps with the insurance process, and can be also used as a marketing tool to show their customers about their Code of Practice, and if needed, to document a farm's operation for growers seeking financing.

The project was led by the extension agent with the assistance of three people with significant experience in shellfish culture, both in the US and abroad. The full group participated in the writing of the document, using their specialties to our best advantage. The agent oversaw the formatting and printing.

CORN AND GRAIN SORGHUM STANDARDIZED COUNTY HYBRID TRIALS

Lawson, K.*¹, Kelley, J.²

¹ Area Agronomist, University of Arkansas Extension, Little Rock, AR, 72204

² Extension Agronomist, - Wheat and Feed Grains, University of Arkansas Extension, Little Rock, AR, 72204

The 2010 growing season was the third year for the Corn and Grain Sorghum Standardized County Hybrid Trials. The trials were a collaborative effort between growers, county Extension agents, Extension specialists and industry representatives. The trials were developed to help promote and standardize the hybrid demonstrations that were already taking place in many counties. Through this program, company representatives were able to place hybrids in counties in 5 different districts to compare yield data. Trials were strip trials and were not replicated. Twenty five counties participated in 2010 and 25 corn trials and

2 grain sorghum trials were harvested. All producers followed their normal production practices and were advised by the county Extension agent. Producers donate time, equipment and hired labor to make these trials possible. All results were summarized in a publication that is available at http://www.aragriculture.org/crops/corn/hybrid_trials/2010_report.pdf. A hard copy of the publication was mailed to all the agents (25), producers (27) and industry reps (8) that participated in the program. A copy was also e-mailed to 35 row crop counties and they were able to either print the whole publication, their district information or their county information to fit the education needs of their county.

Stapper, J. R.^{1*}

¹Texas AgriLife Extension Service, County Extension Agent - Agriculture & Natural Resources, Nueces County, 710 E. Main, Suite 1, Robstown, TX 78380

This publication was produced for Coastal Bend Area agricultural producers and contains results of demonstrations and applied research projects planned by the Ag Committees of Nueces County. The projects in this publication were conducted to provide information to agricultural producers and interested agribusinesses on the performance of certain new agricultural technologies and management practices under local conditions. The objective of this publication was to provide information that could be used to enhance the performance of agricultural enterprises and also interpret Extension program efforts to key leaders. Moreover, this book also serves as a permanent record of agricultural production statistics for 2010. There were 200 books printed, which was designed by the listed agent.

Computer Generated Graphics Presentation

National Winner

SELECTION AND CARE OF WOODY ORNAMENTAL PLANTS

Peronto, M.^{*1}, Reeser C. Manley²

¹ Extension Educator, Ellsworth, ME, 04605

² Science Faculty Member, Shead High School, Eastport, ME, 04631

This fifty-slide PowerPoint presentation was

developed as an educational tool for the Maine Master Gardener Volunteer training on Selection and Care of Woody Ornamental Plants. Additional components of this three-hour training, not included here, are a presentation on Nonnative Invasive Woody Species in Maine: Identification, Growth Habits, Impact and Management; and a lecture/demonstration on tree and shrub planting and care. The attached presentation speaks to the importance of landscaping with native plants, highlighting twenty-five native trees and shrubs suitable for four types of managed landscapes in Maine: the shady woodland landscape, the sunny well drained landscape, the seasonally flooded landscape, and the coastal landscape. Images and text describe the ornamental character, landscape use, wildlife value and cultural requirements of selected plants. The slide show was designed by Marjorie Peronto, the script was co-written with Reeser Manley. Images are original photographs taken by Reeser Manley. This presentation with questions and answers takes roughly 1 hour. This program has been presented by Marjorie Peronto in nine of the thirteen Maine counties where the Master Gardener program is offered, and used by two other county Extension faculty for their trainings, reaching approximately 300 volunteers. It was also presented at nine additional public workshops reaching an additional 220 people across Maine in 2010.

National Finalists

MARKETING WETHERS

Bjurstrom, * A.M.¹

¹Agriculture Agent, University of Wisconsin – Extension, Kewaunee County, Kewaunee, Wisconsin 54216

Wisconsin is the leading producer of dairy sheep and goat milk in the United States. Similar to the dairy cow industry, the by-product of male offspring leaves producers with a challenge to profitably market these animals. To address the growing interest in small ruminant dairying, this author held a meeting for potential and current commercial sheep and goat producers. This author presented a PowerPoint on how to market wethers profitably. Some producers choose to cull male animals at birth, but many raise them to market weight. This author focused most of the PowerPoint on direct marketing and who to market to. Other options presented in the PowerPoint were sale barns and “middle men” sales. The PowerPoint was presented to 34 people who attended the meeting. Presentation handouts were also mailed to an additional 11 producers who did not attend the meeting, but

requested meeting materials. To date, three producers have implemented marketing strategies presented in the PowerPoint. This author was the sole writer and presenter of the material and distributed it via live presentation and paper handouts. A PDF version of the PowerPoint is also available on the Kewaunee County UW-Extension website.

MASTER GARDENER BASIC TRAINING CLASS

Reed, H.*¹

¹Master Gardener Basic Training Class Review, University of Maryland Extension, Prince Frederick, MD, 20678

This is a 27 slide PowerPoint used to for review of a Master Gardener Basic Training Class in Calvert County Maryland. While not a comprehensive review of the course, the presentation covers key landscape and planting concepts. Photographs taken by the author of various landscape and plant situations are paired with questions for class discussion. Notes with each slide provide answers to the questions and more discussion information. The landscapes and plants pictured are most applicable to Southern Maryland but many of the pictures are generic enough to be useful in other regions for Master Gardener training.

GOPHER CONTROL POWERPOINT

Blakey*, D.¹

¹County Extension Agent-Staff Chair, University of Arkansas Division of Agriculture, Sebastian County, Fort Smith, Arkansas 72903

Gardeners have frequent question about controlling gophers in their yards. In our area we also have eastern moles. A PowerPoint was developed to demonstrate effective control techniques as well as distinguish between mole and gopher damage so appropriate methods can be used. This presentation has been used at a garden group, 2 Master Gardener trainings and a slightly modified version was used for the Univ. of Arkansas Fort Smith grounds department in the previous program year. Participants who go through the program usually report to me at the end that they intend to use traps instead of baits. In the past year, I have had several success stories about gopher trapping using box-type traps.

Regional Winners

VIRTUAL FARM TOUR

Stender, D.R.¹

¹ David Stender, Swine Field Specialist, ISU Extension, Cherokee, Ia., 51012

The link for this virtual farm tour was sent to over 100 small niche swine farmers for them to view at their convenience. You can find the presentation on line:

https://connect.extension.iastate.edu/frantzen_farm_tour/

A live webinar was also held and evaluated. Producers were appreciative of the virtual tours and made changes in their operations as result.

When asked how effective the tour was for their learning:

The entire virtual farm tours project was a complete success in my book - very helpful to our farmers, staff, and interested parties in the industry; I really enjoyed the farm tours and learned a lot from them. They were very well done! Thanks a lot for all hard work it took to get them put together; Always good to see other facilities in work; Overall, the presentations were very helpful and I think each component described above contributed to that. All the sessions were very interesting to me and I learned something new from all of them. It was so good to see how different the farms were and they were still producing pigs. As a farmer, that makes the direct contact with other farmers who I may never meet, let alone step foot on their farms, even more important and probably more useful; The slides were well done and explained their operations well.

PRODUCTION EAST CENTRAL FRUIT AND VEGETABLE MEETING 2011

Jasinski, J.¹

¹ Extension Educator, OSU Extension, Urbana, OH, 43078

This presentation was developed to provide both small and large scale pumpkin growers throughout the state with current information related to pest management and production of the most economically significant fall crop. This presentation addresses the three key categories of pests in their order of importance on this crop, namely diseases first, followed by insects and weeds. All pests are address in an integrated pest management (IPM) approach utilizing both cultural and

chemical options for pest reduction. This presentation usually takes between 60-75 minutes to deliver and has been presented to two groups of growers during winter meetings. Some of the content has been enhanced by various state specialists, who are credited on the first slide.

DAIRY IN THE COMMUNITY

Goodling, Jr., R¹

¹ Extension Educator, Penn State Cooperative Extension, Lebanon, PA, 17042

One of the largest educational gaps that exist in Pennsylvania and throughout U.S. is the growing divide in consumers directly connected to production agriculture and the general public. Less than 2% of the U.S. population is related to production agriculture. In an effort to educate the general population in the local community, the educator developed a brief presentation that describes how an example 100 cow dairy actually impacts the local community on an economic basis. The objective of the presentation was to engage the general public, regardless of age, of making decisions as if they were managing the 100 cow dairy operation and how it receives and spends its income. Utilizing Turning Point Technology to allow the audience to choose which option would be best, the presenter can track how much money is left, and determine at the end whether or not the audience was close to actual costs of the example operation based on current production and economic survey data from National Agriculture Statistics Service. This presentation was provided to two non-agriculture business leaders as part of the Lebanon Rural Issues Day. All 48 participants across the two sessions were unsuccessful in maintaining a positive cash flow for the example dairy throughout the presentation. The interest in this presentation has led to future plans to create an interactive presentation generator so there is a custom presentation for each county in the state available to interested Extension educators in Pennsylvania.

IDENTIFYING PASTURE AND HAYFIELD WEEDS

Wells D.G.¹

¹Assistant Extension Agent, NCSU, Smithfield, NC, 27577

Weeds compete with desired crops in many situations, including forages grown for pasture or hay. Swine waste applicators in North Carolina are licensed by the Department of Environment and Natural Resources, Department of Water Quality division and

must complete a ten-hour initial training and pass a test to be certified to apply swine waste. Applicators must also obtain 6 hours of continuing education credits every three years to re-certify. The Department of Water Quality must approve all educational materials to be used in these trainings. This slide set was developed to help swine waste applicators and other forage producers understand the basics of identifying weeds. The author presented this slide set at the Southeastern Pork Conference in Jacksonville, NC to 50 licensed applicators, followed by hands on guided practice in identifying approximately 25 weed samples. The presentation was developed using Microsoft PowerPoint. The presentation and script were developed entirely by the author.

FARMLAND LEGACY - ESTATE PLANNING TOOLS

Galloway, A.B.¹

¹ Extension Area Specialist, University of Tennessee, Cookeville, TN 38501

As an integral part of the Farmland Legacy program, the Estate Planning Tools power point program was developed to provide county personnel with the information and materials to cover the basic needs of estate planning for farm families and others. The Estate Planning Tools power point was written with the objective to inform workshop participants of the type of documents needed and to encourage them to act. In part, it was designed to scare them by pointing out what happens when no estate plan exists.

GETTING THE MOST OUT OF YOUR FEEDING PROGRAM: "FEED TO SUCCEED"

McFarland, A.¹

¹Extension Educator, University of Idaho Extension, Benewah County, St. Maries, Idaho 83861

Livestock production in Benewah County, Idaho is dwindling. This demographic shift has led to a large majority of the livestock 4-H members being first generation producers often not armed with the knowledge gained over the years of raising animals on a family farm. They often are looking solely to Extension programs for their source of livestock management education. Quality assurance, veterinary care and especially livestock nutrition are all important topics that must be covered with youth to ensure an animal is produced to industry standards.

The Benewah County Fair saw a large number of animals that were simply not finished for market. This was especially true within the market steers. Concern

was raised that youth were not getting the education they needed to properly feed their animals. Furthermore, there was potential for discontent amongst buyers at the Livestock Sale who were purchasing sub-standard animals at premium prices.

This presentation was used extensively throughout a one-year educational campaign. At Fair the following summer it was evident that the Feed to Succeed program had been successful. Those involved with the livestock show regained confidence in the product that would ultimately end up on the dinner table of its multiple supporters. Before the educational campaign, 70% of the steers graded Select or Standard. The following year, 60% graded low Choice or better with no Standard grades.

HOW TO BE SUCCESSFUL VEGETABLE GARDENERS IN A DESERT CLIMATE

Heflebower, R.*¹

¹ Horticulture Agent, Utah State University, St. George, UT, 84770

Washington County Utah is located in the extreme southwest corner of Utah approximately 120 miles from Las Vegas Nevada. The weather is characterized by mild winters and hot summers. Vegetable gardening can be tricky in this extreme desert climate. Soils must be amended with appropriate materials for gardeners to be successful. Knowing when to plant specific vegetables is also critical. This slide set was created to educate homeowners about how to have a successful vegetable garden. Master Gardeners as well as volunteers from churches and civic clubs have used this set to teach approximately 1600 residents since 2009. The author is responsible for all the text and photos. Our Extension Vegetable Specialist reviewed the slides and his recommendations have been incorporated.

Fact Sheet

National Winner

SHOWSTOPPER PLANTS

Vining, J.*¹, Lauderdale, C.², Lauderdale D.³, Teasley, D.⁴, McGuinn, J.⁵, Blevins, M.⁶, Wallace, M.⁷

¹ Columbus, NC, 28722

² Horticulture Agent, NC Cooperative Extension, Wilson, NC, 27893

³ Horticulture Agent, NC Cooperative Extension, Greenville, NC, 27834

⁴ Horticulture Agent, NC Cooperative Extension,

Morganton, NC, 28655

⁵ Horticulture Agent, NC Cooperative Extension, Spindale, NC, 28160

⁶ Horticulture Agent, NC Cooperative Extension, Gastonia, NC, 28053

⁷ Horticulture Agent, NC Cooperative Extension, Durham, NC, 27701

The Showstopper Plants program selects 5 great plants from statewide nominations from Nurseries and the NC Landscape and Nursery Association each year since 2008. John Vining leads the effort and other agents assist in selecting the plants and distributing the information to local nurseries and urban & consumer horticulture clients across North Carolina. A fact sheet is developed using text submitted by John Vining and graphics produced or acquired by him along with the talent of graphic designers at NC State University's College of Agriculture and Life Sciences Communication Services. This fact sheet and the associated plants are debuted each year at the Charlotte Spring Show then subsequently at other home and garden shows around the state. At the spring show in Charlotte over 3000 show visitors learned about showstopper plants by the display and fact sheets there. In 2011, these factsheets and posters of similar design will be distributed to independent garden centers and nurseries throughout NC to further amplify the impacts of getting good plants into the landscapes of North Carolinians along with great information from NC Cooperative Extension.

National Finalists

CATEGORY 14 FACTSHEET

Held, N.*¹

¹ Extension Educator, Purdue Extension, Spencer County, Rockport, IN, 47635

Category 14, Indiana's Fertilizer Applicator Certification Rule, took effect in July 2010. The rule requires certification for fertilizer applicators as well as anyone transporting or distributing fertilizer material, including commercial fertilizer products and manure. Full compliance with Category 14 regulations will be required by January 1, 2012. "Category 14 – What Does It Mean?" was developed to provide fertilizer applicators, transporters, and distributors with a brief, simple, easy-to-understand factsheet outlining who is required to be certified and the procedures to become certified. The factsheet defines the various levels of certification, the steps, fees, and exam options to become certified, and how to obtain the exam study manual. The factsheet was designed

and developed in Microsoft Publisher, using a Purdue Extension publication template. Factsheet content was obtained from Indiana State Chemist and Purdue Pesticide Programs resources and was reviewed by both organizations before release. The factsheet was direct-mailed to 159 producers in Spencer County and was distributed at pesticide applicator training sessions and other Extension programs. A PDF version of the factsheet was made available on the Purdue Extension-Spencer County website, along with other Category 14 resources. The factsheet was also utilized statewide. All Indiana ANR Extension Educators received an electronic copy allowing them to change the contact information and regional exam information to make the factsheet more suitable for use in their own counties. Fertilizer applicators and Extension Educators from across the state expressed appreciation for the factsheet and stated it helped them better understand the Category 14 rule.

PEANUTS IN THE GARDEN

Beddes, T.¹, Drost, D.²

¹ Horticulture Agent, Utah State University, Logan, UT, 84321

² Extension Vegetable Specialist, USU Extension, Logan, UT, 84322

With current economic conditions, there is increased public interest in growing food crops to boost household financial security. This is locally evidenced by increases in attendance at gardening classes taught within the Extension system. Local green-industry businesses have additionally experienced stable or increased sales of food producing plants as compared a decline in ornamental plant purchases over the last few economically difficult years. Because of this, USU Extension faculty has begun to focus many programming and scholarly efforts towards home food production. An area within this realm where little information exists in the regional Extension system is home peanut (*Arachis hypogaea*) production. Dan Drost and I created a fact sheet entitled Peanuts in the Garden that was published in December, 2010. Much of the public is unaware that growing peanuts in the local climate is possible with little effort, where growing them is very similar to growing potatoes. Details included within the publication include: an overview of regionally adapted cultivars, nutritional information, how to establish, cultivate, care for, harvest and accepted storage methods. To date all known garden centers in Northern Utah received an electronic or published copy of the publication and have shown strong interest in it. Community groups, Master Gardeners and others

are additionally made aware of the publication at educational events.

WINTER LIVESTOCK CARE EC 1635-E

Kerr, S.^{*1}, Tuck, B.², Hammond, E.³, Olson, S.⁴

¹ WSU-Klickitat Co. Extension Director, Washington State University, Goldendale, WA, 98620

² Extension Agronomist, Oregon State University Extension Service, The Dalles, OR, 97058

³ Regional Water Quality Specialist, Oregon Department of Agriculture, Bend, OR, 97701

⁴ Conservation Planner, Wasco County Soil and Water Conservation District, The Dalles, OR, 97058

Winter Livestock Care (EC 1635-E; December, 2010) was created as part of the Oregon State University Extension Service's online "Living on the Land" educational series for new and small acreage owners. The series addresses issues of concern to new rural landowners such as livestock care, pasture management, manure management, water quality and so on. Innovatively, each document in the series has also been developed into a three-installment audio file. In both the document and audio file formats, the information is brief and concise and addresses the basics of each topic. For example, Winter Livestock Care provides basic information about shelter, manure and mud management, feeds and feeding, water, preparing for winter and links to more detailed information. The short format and online/audio file delivery were designed to fit educational resources with essential land and livestock management information into the busy lives of new small acreage owners. Authors of the publications in this series include two Extension educators, a soil and water district conservationist and a state department of agriculture water quality specialist.

Regional Winners

WINTER HABITAT FOR PHEASANTS

Wyatt, G.J.^{*1}

¹ Extension Educator, University of Minnesota, Mankato, MN, 56001

Establishing good winter habitat for pheasants is often neglected until there is a devastating winter blizzard or ice storm, when it is too late to help the pheasant population. When spring weather melts the snow drifts and landscapes become green, it is easy to again forget to make appropriate winter habitat available for pheasants to survive the next winter. Minnesota

has experienced several severe winters in the last 10 years which has noticeably reduced pheasant and wildlife populations. Many rural areas of the state lack adequate winter cover to protect wildlife. It was determined that a simple fact sheet could be used to help inform landowners about woody plant species that could be planted as part of a cost share conservation plan. Conservation specialists could also use this fact sheet. To develop a creditable fact sheet, I involved state and local wildlife and pheasant specialists to contribute, write and review this document. Selecting the proper species of woody plants was the major concern among specialists. This fact sheet will help landowners plan and design suitable winter habitat where it is needed most. This publication was made available to the public in February 2011. We have currently not documented web site hits but news articles have been distributed emphasizing the value and benefits of winter habitat plants including the web address. The fact sheet is downloadable from the University of Minnesota Extension Agroforestry web site: www.extension.umn.edu/Agroforestry

DEVELOPING THE NEXT GENERATION OF MANAGERS

Bruynis, PhD, C.L.¹, McCutcheon, J.²

¹ Assistant Professor, Extension Educator & County Extension Director, Ohio State University Extension, Upper Sandusky, OH, 43351

² Assistant Professor & Extension Educator, Ohio State University Extension, Mt Gilead, OH, 43338

This fact sheet was written as a resource to the transition planning workshops held across Ohio. This fact sheet joins eleven other fact sheets written by members of the Ohio Ag Manager Team for their educational effort in the area of transition planning. The Educators developed this fact sheet to serve as an introduction for those considering transitioning the management of the farm business to a younger generation. The intended audience is any resident in Ohio. This fact sheet can also be accessed by anyone who has an internet connection at <http://ohioline.osu.edu/bst-fact/index.html> In November 2010, Progressive Dairyman Magazine reprinted the article (http://ag-waste.com/index.php?option=com_content&view=article&id=5387:developing-the-next-generation-of-managers&catid=49:management&Itemid=75) which resulted in positive feedback from farmers across the country.

THE EAST COAST AGRITOURISM WEBINAR SERIES

Komar, Jr, S.J.^{*1}, Schilling, B.², Carleo, C.³, Rich, S.⁴, Tomas, S.⁵, Colucci, S.⁶

¹ Agricultural Agent, Pittstown, NJ, 8863

² Assistant Professor, Rutgers University, New Brunswick, NJ,

³ Agricultural Agent, Rutgers University, Cape May Courthouse, NJ, 28739

⁴ Assistant Professor, North Carolina State University, Raleigh, NC, 27695

⁵ Assistant Professor, North Carolina State University, Raleigh, NC, 27695

⁶ County Agricultural Agent, North Carolina State University, Hendersonville, NC, 28739

Agritourism is one area where Extension educators have seen an increase in inquiries from farmers and land owners. This growing interest in agritourism represents a new opportunity for Extension to provide educational programming. However, in order for these resources to help farm businesses reach their full potential, they must not only address their interests but also be shared in a format that is readily available. Extension professionals from Rutgers University and North Carolina State University collaborated to develop a series of educational webinars entitled The East Coast Agritourism Webinar Series. As part of the series, a fact sheet was developed by the team to accompany each webinar. The fact sheets were posted on each respective universities web-page to allow clientele from each state to access the resource. The fact sheet has been downloaded approximately 100 times with 214 participants viewing the presentation.

NEGOTIATING PIPELINE RIGHTS-OF-WAYS IN PENNSYLVANIA

Messersmith, D.^{*1}

¹ Extension Educator, Wayne County Cooperative Extension, Honesdale, PA, 18431

Since 2008, over 2000 Marcellus Shale wells have been drilled in Pennsylvania. However, many of these wells are not sending gas to market yet because they are not hooked up to pipelines. Penn State Extension has just published a Marcellus Education Fact Sheet titled, "Negotiating Pipeline Rights-of-Ways in Pennsylvania," to help the public and landowners have a greater understanding of pipelines and related issues. The publication describes the various types of gas pipelines, when eminent domain applies, who has regulatory oversight, pipeline construction and safety

issues, negotiating a right-of-way agreement, and potential impacts on the landowner.

THE UNIVERSITY OF VERMONT EXTENSION FARM VIABILITY PROGRAM®

Levitte, R.*¹

¹ Director, UVM Extension Farm Viability Program, UVM Extension, University Of Vermont, St. Albans,VT, 05478

The University of Vermont Extension Farm Viability Program© provides farmers the opportunity to develop successful whole farm business plans which establish clear goals and objectives with achievable strategies. Applicants working with Farm Business Planners begin by identifying and gathering data on farm description, ownership structure, buildings and assets, farm labor and a brief description of production practices. Initial financial information including past years tax forms, available balance sheets and income statements are collected. Market description and assessment, alternative products, proposed construction projects are used in refining projected business ideas and strategies. The client is able to make informed decisions about the farm's future and the feasibility of proposed changes. The farmer gains confidence with clearer knowledge of farm assets and a fine-tuned working document valuable when working with financial institutions on future endeavors. Vermont Small Business Development Center conducts 3rd party evaluation on all plans. Each farmer completing a Farm Business Plan is requested to complete a written survey designed to evaluate the progress and effectiveness of the work and a Year 2 formal evaluation is conducted to determine implementation of the plan, assist in securing funding for implementation where needed and to update business plans for future direction. Since its inception in 2004 with an initial grant of \$67,000, UVM has worked with over 250 farms and produced 188 business plans and funding has increased to over \$550,000.

CUT STUMP HERBICIDE TREATMENT FOR INVASIVE PLANTS IN PASTURES, NATURAL AREAS, AND FORESTS

Enloe, S.F.*¹, Cain, D.², Loewenstein, N.³

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

² County Extension Coordinator, Alabama Cooperative Extension System, Jasper,AL, 35504

³ Research Fellow, School of Forestry and Wildlife Sciences, Auburn University, Auburn,AL, 36849

This fact sheet is the second in a series on herbicide treatment methods for invasive plants. After giving several extension presentations to diverse audiences including farmers, small acreage landowners and homeowners struggling with invasive plant control, it became clear that many clientele were unaware of how to properly do cut stump herbicide treatments. This fact sheet provides concise guidelines for the cut stump herbicide treatment method. It utilizes a "FAQ" or frequently asked questions approach in a two page format. Distribution has been widespread in Alabama by numerous County Agents and multiple Extension Specialists. Additionally, it has been requested for use in other states including Wisconsin and Georgia. Feedback has been extremely positive from extension personnel and clientele alike and future fact sheets will be written in a similar format to expand the series.

TYK 0810 ANGELONIAS – SUMMER SNAPDRAGONS

Williamson, J.*¹

¹ Extension Agent, Clemson University Cooperative Extension Service, Clemson,SC, 29634

Angelonia angustifolia, or summer snapdragon, is available in numerous shades of pink, rose lilac, lavender, purple, and white, and the upright plants produce an abundance of little ¾- to 1-inch flowers over the entire summer season. Once they are established, angelonias are very heat and drought tolerant, and are deer and pest resistant, too. What a perfect combination for the hot, dry summers we usually experience. Plant heights will vary by cultivar, but typically in the South, angelonias will get 1½ to 3 feet tall and 1 foot wide. This summer annual is a vigorous grower that works well in both the landscape and in larger window boxes and containers. Additionally, angelonias make splendid cut flowers with their tall straight stems covered with long rows of softly fragrant blooms that gradually open over several weeks. Angelonias perform best in full sun and in well-drained soils. They are cold hardy as far north as USDA Zone 9. To keep these tender annuals alive in colder zones, containers should be brought inside during cold weather. Whether you start with seeds or plants this spring, adding angelonias to your landscape beds or to large containers will add an impressive season of color. This fact sheet was produced to inform home gardeners of a long-blooming, drought tolerant annual that can also be harvested for cut-flowers. The fact sheet is distributed upon request to South Carolina

residents, but can be found on the Clemson Home and Garden Information Center website at: www.clemson.edu/extension/hgic.

Feature Story

National Winner

VEGETABLE GARDENING: GETTING STARTED

Banks, S.^{*1}

¹ Horticulture Agent, Smithfield, NC, 27577

Many people are looking for reliable, local information on how to grow a vegetable garden to reduce what they pay at the grocery store. The Triangle Gardener editor was looking for an article on getting started with a vegetable garden. This article outlines several things to do when getting started with a vegetable garden for the first time. Steps are outlined as to how to select a garden site, take a soil sample, and how to make a garden plan to know when crops need to be planted or harvested. The Triangle Gardener is a free publication to gardeners in the triangle area of North Carolina with a following of 90,000 readers. The magazine is paid for by advertisements from local suppliers with articles written by local professionals who have knowledge of what works locally.

National Finalists

APPLYING THE 4 R'S TO ICM

Licht, M.^{*1}

¹ Extension Field Agronomist, Iowa State University Extension, Carroll, IA, 51401

Each month the Corn and Soybean Initiative at Iowa State University writes a column for Wallace's Farmer touching on key topics for Iowa farmers and agri-business professionals. The January 2011 article titled "Applying the 4 R's to ICM" was based on sessions from the Integrated Crop Management conference held in Ames, Iowa on December 1 and 2, 2010. The idea was to highlight how various management decisions can affect the other aspects of crop production and pest management. The 4 R's are: the Right source at the Right rate, Right time and Right place. They were setup to discuss the best use of nutrients for crop production. The article takes the 4 R's and applies them to an integrated management system.

MAKING \$ENSE OF MANURE: ANAEROBIC DIGESTION ON WAGNER FARMS

Wright, A.^{*1}

¹ Extension Educator, Cce Of Renselaer County, Troy, NY, 12180

Wagner farms in Poestenkill, NY recently installed an anaerobic digester on their 350 cow dairy farm, which is the first of its kind in the area. Many other farms in the area are interested in anaerobic digestion but are wary of what it involves. I met with Pete Wagner on his farm and spoke with project collaborators, including New York State Energy Research and Development Authority (NYSERDA) and engineering staff at Cornell University, to better understand the set up at Wagner's farm, how the technology works, and what the outcomes are. I then wrote a cover article for the Ag News to relay this information to area farmers. The farmers now have a better understanding of what anaerobic digestion is, how it works, how it can be set up on smaller sized farms, and the positive results it creates including energy savings and odor reductions. This story was created as a Word document with .jpg photos and a diagram, which is transmitted via e-mail to a staff professional who formats it and the rest of the Ag News magazine with In-Design software. The Ag News publication is then delivered to the publisher on a CD where more than 4,000 are produced. Lastly, the publications are distributed to member counties, labeled and mailed to subscribers who are producers, employees and agri-service personnel across New York.

PISA TREE SYNDROME APPEARS COMMON

Arena, M.^{*1}

¹ Horticulture - Regional Agent, Clemson University Extension Service, MONKS CORNER, SC, 29461

Observations of several trees leaning in a commercial parking lot lead to an investigation and survey. The investigation discovered that most of the trees that were leaning were root bound with no corrective action taken to remediate the problem. Also, it was noticed and surveyed that several parking lots in this region had similar problems. Leaning trees ranged from 6%-25% of the total tree population in the ten parking lots surveyed. Based on the fact that no corrective measures were taken it seemed apparent that information was needed to address this issue. The content of the article addresses root inspection prior to planting, description of girdling roots, root pruning and the potential liability of improper planting. Two websites were referenced for

readers as additional resources to learn more about this subject.

Regional Winners

ARE YOU A LOOKING UP MANAGER

Schwartau, C.*¹

¹ Regional Extension Educator, University Of Minnesota, Rochester, MN, 55904

This article was submitted to and published by Hoard's Dairyman Magazine in December, 2010. Hoard's Dairyman is published twice a month and has a nationwide circulation of over 68,000 copies.

It is difficult for many farmers to feel like they are performing worthwhile tasks on the farm if they aren't getting dirty or working up a sweat. This story points out the many important management tasks that are appropriate for them as the owners to do for the success of the farm. They also need to be looking at the big picture of what is happening on the farm, not getting themselves overly involved in tasks that can and should be performed by employees.

Hopefully upon reading this article, farmers will realize the great value of their time and management talents to the success of the farm and devote more time to them without the guilt that goes with not getting dirty.

“FIELD FODDER” COLUMN

Clark, J.*¹

¹ Crops & Soils Educator, Chippewa County, Chippewa Falls, WI, 54729

Article was written for “Field Fodder” column for Wisconsin Agriculturalist Magazine. The magazine is a monthly publication of timely information directed at Wisconsin producers. The magazine has a subscription of 26,000 and three readers per subscription.

ARE YOU PRODUCING WHAT YOUR MARKET WANTS?

Barkley, M.*¹

¹ Extension Educator, Penn State University, Bedford, PA, 15522

The “Are You Producing What Your Market Wants?” feature story was developed for the commercial breeder column of the Dorset Connection magazine. The purpose of the feature story is to help sheep

producers make better management decisions related to selection to improve the carcass value. The story discusses how muscling and the amount of finish affect the acceptability of a carcass when marketing to meat packers, methods to add market value to a leg of lamb and how producers can focus their production characteristics to the market they sell to. This magazine is published by the Continental Dorset Club, the national registry organization for Dorset sheep. The magazine is published three times per year and sent to over 1,000 members of the registry association. The feature story was prepared using Microsoft Word. Entrant reviewed research information, wrote the feature story, formatted the publication for submission to the Continental Dorset Club, and sent it electronically to the Executive Director of the registry association. Entrant also took the photos that accompanied the feature story.

GROWING YOUR OWN BACKYARD STIMULUS PACKAGE

Mickler, K.*¹

¹ Agriculture and Natural Resources Agent, University of Georgia Cooperative Extension, Rome, GA, 30161

Seed companies and garden shops say that not since the rampant inflation of the 1970s has there been such an uptick in interest in growing food at home. George C. Ball, Jr., owner of the Burpee Company, said “sales of vegetable/herb seeds and plants are up by 40 percent over last year, double the annual growth for the last five years; you don't see this kind of thing but once in a career.” A survey by the American Gardening Association showed a 19 percent increase in new urban edible gardens in 2009 over 2008. Research collected by the Garden Writer's Association (GWA) list the following top seven reasons why people grow their own food: 1. To supplement the household food supply 2. Save money 3. There is nothing more local than the backyard 4. Growing your own means you know what goes and does not go into your food and where it comes from 5. Get healthier by eating more fruits and vegetables and from exercise 6. You can get a bigger variety of your favorite fruits and vegetables 7. You can teach your children or grandchildren where their food actually comes from and that it's not from the supermarket but the soil we all depend on. Growing your own backyard stimulus package was published in the regional magazine Northwest Georgia Living, Spring 2011, Volume 2, Issue 2 on March 1. The story was written to provide the needed essentials for individuals to grow their own backyard stimulus package.

IDAHO VICTORY GARDENS PAY OFF IN TRYING TIMES

Agenbroad, A.L.*¹

¹ Extension Educator, Horticulture, University of Idaho, Caldwell, ID, 83605

The Year of Idaho Food (YOIF) is a grass-roots, year-long, statewide look at the surprising variety of foods grown in Idaho — and not simply focussing on the foods themselves, but also on the social, economic and environmental significance of those foods.

University of Idaho Extension is one local partner in YOIF. Ariel Agenbroad, Horticulture and Small Farms Extension Educator, is dedicated to helping clientele grow more productive, sustainable home and community gardens. Her flagship program has been the Idaho Victory Garden Series. This course addresses growing concern and interest among community members about self-sufficiency, food safety, economy and the local food movement. Over 100 individuals and families have enrolled in the six-week program since 2009 and most have gone on to produce and preserve more of their own home-grown food as a result.

Article originally published online at: <http://www.nwfoodnews.com/2011/01/12/idaho-victory-garden-pay-off-in-trying-times/>

FUTURE SHINES BRIGHT

Chamberlain, A.*¹

¹ OSU/Malheur County Livestock Extension Agent, Oregon State University, Ontario, OR, 97914

Agriculture is king in Malheur County, Oregon, which in 2010 boasted \$119,000,000.00 in agricultural commodity sales. The county fair is thriving and boasts approximately \$300,000 in the sale of 4-H and FFA market and breeding livestock from approximately 240 youth exhibitors. Despite the high participation in market projects, there have been minimal beef breeding projects exhibited. This project was developed in 2008 with specific objectives: 1) increase number of beef youth breeding projects exhibited at fair, 2) increase knowledge base of beef project and industry as a whole, 3) teach students interview and presentation skills, 4) develop record keeping skills, 5) develop revenue for young people and 6) provide networking opportunities between students and local producers, 7) to be a catalyst that enables a student to return to Malheur County and pursue a career in some facet of beef production. This is a producer- driven project that has awarded 16 heifers with a combined value of \$15,350.00. In 2009, it was required that students

must participate in a minimum of six beef educational events during the course of the program. To date, 15 students have attended 38 approved activities. This article was created for print in the December 2010, Oregon Cattlemen's Association monthly publication titled the "Oregon Beef Producer," circulation 2,000. I serve as the director of the program and the author of the article.

THE SCIENCE AND ART OF GROWING GIANT PUMPKINS

Sagers, L.*¹

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

This article features the science and art of growing giant pumpkins. The twist in this article is that the person featured in the article has grown giant pumpkins for years and clearly knows how to successfully raise them. Although various natural mishaps have kept him from winning Utah's Giant pumpkin contest he perseveres. The grower is the personification of the diligence, persistence, and patience required to raise these giant vegetables. The story also illustrates the kind of dedication the hobby engenders in its enthusiasts. The photos, taken by the author, show the gargantuan results of a summer of careful cultivating and planning to grow huge pumpkins for the giant pumpkin weighoff. The photos were submitted digitally to the Deseret News. The daily newspaper is distributed throughout the state of Utah and surrounding areas with a circulation is 70,000 copies. The article is also posted on the Deseret News website at <http://www.deseretnews.com/article/700066798/Growing-giant-pumpkins-takes-work-luck.html>.

Learning Module

National Winner

BEAVER LAKE LAKESMART

Teague, K.*¹, Hightower, M.², Maginot, J.M.³, Ouei, P.⁴

¹ CEA-AGRI, Fayetteville, AR, 72704

² Assistant Director Communications & Marketing, University of Arkansas Division of Agriculture, Little Rock, AR, 72204

³ Program Associate, University of Arkansas Division of Agriculture, Fayetteville, AR, 72704

⁴ Extension Agent, University of Arkansas Division of Agriculture, Bentonville, AR, 72712

Beaver Lake serves as the drinking water supply for more than 350,000 Arkansans and garners \$34 million from recreation and tourism activities. To protect and improve the water quality of this important regional resource, the LakeSmart environmental self-assessment notebook was designed to engage shoreline residents in minimizing their contribution of nutrients, sediment, bacteria, and other pollutants to the lake. A series of LakeSmart cove workshops have been conducted for lakeside neighbors who gather to consider and discuss the importance of their property management as the last line of defense surrounding the lake. Workshop participants work through the 57-page LakeSmart self-assessment notebook, beginning with a quick 22-question checklist to help them identify potential pollution risks. Their confidential responses then guide lake residents to topical chapters with more detailed assessments and descriptions of Best Management Practices that will help them reduce runoff and minimize their water quality impacts. LakeSmart notebook chapters emphasize site assessment, landscape management, water management and conservation, septic system management, use and disposal of household hazardous products, and boat and dock maintenance. Feedback on the LakeSmart notebook content and resources been tremendous. Written evaluation comments include, "gives interesting facts and checklist gives opportunity to look at your personal situations", "introductory checklist helpful to identify priorities", "introduced things I wouldn't have thought of, like pet waste", and "I found the information on runoff pollutants particularly useful." As the program continues, plans are underway to expand the guide to address watershed-wide management decisions and actions.

National Finalists

INTERACTIVE LEARNING STATIONS FOR YOUTH

Zdorovtsov, C.*¹

¹ Extension Educator/Horticulture, South Dakota Cooperative Extension Service, Sioux Falls, SD, 57104

The South Dakota Cooperative Extension Service just finished its final year of incorporating new content into the state horticulture judging and skill-a-thon contest. Youth are now tested on subject matter from the National Junior Horticulture Association's Study Manual. With limited horticulture educators in the state, 4-H educators and volunteers are needed to help the youth gain knowledge in this science. This manual was created to offer instructions on how to develop

interactive learning stations for youth to utilize as an approach to gain knowledge. Stations are made for beginner, junior and senior-aged youth. They are created with the intent to last approximately 15 minutes. Each station offers a supply list, lesson plan, handouts, worksheets and answer keys. Images are included when necessary to demonstrate potential visual aids that would be utilized for the lesson. The stations could be presented as individual lessons during a 4-H meeting or as part of a rotation of booths during a horticulture learning event. I have used these stations at multiple "Digging Deeper into Horticulture Days" and Agronomy educators have utilized them at a "Field to Table Event" where to date 314 kids have participated. Comments from beginners up to seniors indicated they enjoyed the learning activities.

STORMWATER MANAGEMENT IN YOUR BACKYARD

Flahive Dinardo, M.*¹

¹ County Agent, Rutgers Cooperative Extension of Union County, Westfield, NJ, 07090

This learning module was created to provide Extension educators, Master Gardeners, Master Naturalists and community organizations with curriculum materials to educate youth and adults about rain gardens. The Stormwater Management in Your Backyard program is funded by a USDA NIFA National Water Program grant. The curriculum was piloted in Master Gardener training programs in NJ, Ulster County, NY, Shenandoah and Frederick Counties, VA. The module was used to train 108 volunteers who have used the curriculum materials to deliver 29 programs. The learning module includes information on coordinating rain garden education programs for youth and adults; lesson plans for grades 1-3 and 4-7; a scripted 74 slide PowerPoint™ presentation; a four minute video on how to install a rain garden produced by the USDA featuring the author; and program evaluation materials. The learning module also includes MS Word™ and Excel™ templates for program publicity and program evaluation records. The materials were written by M. Flahive DiNardo and A. Boyajian and reviewed by the grant project team. The New Jersey Agricultural Experiment Station Office of Communications produced the CD ROM and web page. The learning module is available as a CD ROM or at <http://njaes.rutgers.edu/nre/raingarden-manual.asp>.

SAVING MONEY AND IMPROVING LANDSCAPES

Burritt, B.^{*1}, Voth, K.²

¹ Extension Assistant Professor, Utah State University Cooperative Extension, Logan, UT, 84322

² Outreach Coordinator, Utah State University, Logan, UT, 84322

Saving Money and Improving Landscapes was created to educate agricultural professionals and producers about the economic benefits of understanding and modifying livestock behavior. The DVD contains four videos showing how producers can save time and money by: 1) training cattle to eat most weeds, 2) using molasses blocks in fall to improve livestock distribution and reduce hay costs, 3) finishing bison and livestock less expensively by offering a choice of foods, and 4) using low-stress handling to improve forage utilization, animal productivity, and riparian health. Videos integrate current information and interviews with researchers, producers and economists. The CD contains fact sheets, discussion questions, examples, articles, and spreadsheets for each video to help users implement each method, understand their economic benefits and teach others about benefits of understanding livestock behavior. Currently, 950 DVD\CD sets have been mailed to NRCS personnel and Extension Agents in 12 Western States. It is also available online at <http://www.extension.usu.edu/behave/htm/learning-tools/economics-of-behavior>. According to our follow-up survey, recipients rated materials 4.2 of 5 in terms of quality. Materials helped them learn the information quickly (4 of 5) and would enable them to teach others about techniques highlighted in the videos (4.2 of 5). Burritt planned and reviewed video content, created many CD materials and compiled CD materials. Voth recorded and edited the videos. The videos were professionally reproduced. The project was funded by Western SARE.

Regional Winners

GAP MODULE

Tocco, P.^{*1}

¹. MSU Extension, Jackson, MI, 49202

As farmers come to grips with new GAP and food safety standards, it has become necessary to train growers step by step about food safety. To aid in this, a web series was launched designed to get growers one step closer to GAP certification. A compilation of factsheets, video clips and a GAP Manual Template were bundled on a CD and a Graphical User Interface

was developed to guide producers with a limited access to the web. This learning module is that CD.

INTERACTIVE ONLINE PLANT HEALTH ADVISOR COURSE TEACHES MASTER GARDENERS PLANT DIAGNOSTICS

Larson, B.A.¹, Koch, K.²

¹. Associate Professor, Horticulture Educator, University of Wisconsin Extension Cooperative Extension, Kenosha County, Bristol, Wisconsin 53104

². Special Horticulture Projects Coordinator, UW-Extension, Kenosha County, Bristol, Wisconsin 53104

As demand for reliable horticulture information becomes stronger resources become tighter, well-trained and skilled Master Gardeners, functioning as Plant Health Advisors, are needed to extend the capacity of Cooperative Extension staff by diagnosing basic plant health problems and providing research-based information. A curriculum was developed for a highly interactive online Plant Health Advisor training course for Master Gardeners. Larson envisioned, guided development, provided subject matter expertise and gave final approval of the course. The Plant Health Advisor course consists of interactive eight modules which cover the basics of plant problem diagnosis. Topics are the diagnostic process, plant identification, insect identification and problems, signs and symptoms of common plant diseases, researching answers and dealing with clients. Participants passing the final exam with a score of 70% or higher were awarded the title of Plant Health Advisor and a certificate. Larson is course instructor. At the completion of the learning modules, participants were directed to complete an end of course survey. Ninety-six percent of participants would recommend this course to others. Eighty-six percent felt pretty inspired, very inspired or couldn't wait to volunteer as a Plant Health Advisor. Long-term evaluation is in progress. The course is only available online and can only be accessed by enrollment. Contact Larson at barbara.larson@ces.uwex.edu to be enrolled.

REPRODUCTIVE ESSENTIALS WORKSHOP CURRICULUM

Goodling, J.R., R.^{*1}, Hennip, G.L.², Kelly, B.M.³, O'Connor, M.L.⁴, Van Saun, R.J.⁵, Wolfgang, David R.⁶, Yutzy, A.N.⁷

¹ Extension Educator, Penn State Cooperative Extension, LEBANON, PA, 17042

² Extension Educator, Penn State Cooperative Extension, Towanda, PA, 18848

³ Extension Educator, Penn State Cooperative Extension, Altoona, PA, 16602

⁴ Professor Emeritus, Dairy Science, Dairy Science Dept., Penn State University, University Park, PA, 16802

⁵ Extension Veterinarian, Dept. of Veterinary and Biomedical Sciences, Penn State University, University Park, PA, 16802

⁶ Extension Veterinarian, Dept. of Veterinary and Biomedical Sciences, Penn State University, University Park, PA, 16802

⁷ Extension Educator, Penn State Cooperative Extension, Huntingdon, PA, 16652

Initial assessments from a Profitability and Assessment program for Pennsylvania dairy businesses developed by Penn State Cooperative Extension revealed reproductive management was one of the top limitations to overall profitability on the over 56 dairy businesses evaluated. Subsequent workshop evaluations demonstrated a need to develop basic dairy reproduction series as a refresher for producers and agricultural professionals. The team developed and delivered the “Reproductive Essentials” workshop throughout Pennsylvania. The workshop series was provided at seven locations across Pennsylvania and had over 73 participants from Pennsylvania, as well as New York. 85% of respondents indicated intent to change behavior in reproductive management. 79% of respondents showed increased understanding in at least one of the five measured knowledge metrics. Follow-up phone evaluations revealed 68% of respondents actually made at least one management change within six months of the workshop. 86% of follow-up respondents also indicated incorporating at least one of three reproductive management concepts into their dairy businesses. The team continues to refine and provide educational trainings utilizing this program.

FARM TRANSFER VIRTUAL WORKSHOP

Parsons, R.^{*1}, Anderson, G.², Bender, N.³, Bonelli, J.⁴, Heleba, D.⁵, Richardson, J.⁶, Sciabarrasi, M.⁷

¹ Agricultural Economist, University of Vermont, Burlington, VT, 05405

² Associate Extension Professor, University of Maine Cooperative Extension, Orono, ME, 04469

³ Senior Extension Educator, Economic Development, University of Connecticut Cooperative Extension, Norwich, CT, 06360

⁴ Associate Extension Educator, University of Connecticut Cooperative Extension, Vernon, CT, 06066

⁵ Crops & Soils Education Coordinator, University of Vermont Extension, Burlington, VT, 05405

⁶ Associate Professor and Attorney, Virginia Tech, Blacksburg, VA, 24061

⁷ Extension Professor/Specialist, Agricultural Business Management, University of New Hampshire Cooperative Extension, Durham, NH, 03824

Successful family farm succession is critically important to ensure a healthy future for agriculture in New England and the nation. Since 1990, the University of Vermont (UVM) Extension has led a multi-state partnership to provide farm families across the region with farm transfer education and technical assistance. An introductory workshop called “Transferring the Farm” has been offered as a day-long program to provide participants with an introductory yet comprehensive look at farm business succession concepts. More than 1300 farmers and service providers have attended 40+ workshops.

To reach additional farm families who have not yet been able to attend the workshop and/or as a refresher to those that have, we developed a virtual Transferring the Farm workshop at <http://www.uvm.edu/farmtransfer>.

The content within the virtual workshop mirrors the agenda of the in-person curriculum. It includes information on family and individual goal setting; retirement and estate planning; farm business and transition planning; tax considerations; family issues; and farmer case studies. Each section of the virtual workshop includes some basic information on the topic addressed, a video clip(s), and/or further resources.

To view the virtual workshop, go to: <http://www.uvm.edu/farmtransfer/?Page=ttf.html&SM=ttfsubmenu.html>.

SMALL FRUIT PRODUCTION FOR THE PROFIT-MINDED GROWER

Campbell, J.C.^{*1}

¹ Extension Area Specialist, Columbia, TN, 38402

In response to many requests for information on small fruit production, the “Small Fruit Production for the Profit-minded Grower” educational meeting was planned and conducted by Extension agents from a five-county priority program group. The entrant compiled this notebook for each participant in the meeting. The notebook contained production presentation and information by the state Extension small fruit production

specialist. The entrant updated enterprise budgets and also provided additional financial management information. Interest in this program was excellent as the program was filled to capacity with 75 registrants with several others wanting to attend. Evaluations revealed an over 50% knowledge gain by the participants.

PLAN OF ACTION MANUAL

Morris, W.C.^{*1}

¹ Commercial Horticulture, Virginia Cooperative Extension, HILLSVILLE, VA, 24343

In 2010, the FDA Food Safety Modernization Act was passed and signed into law. The implications of this act were not fully understood. As a result of buyer demands, local growers in Southwest Virginia have been pro-active related to securing their food safety certifications. In order to help these growers become aware of the demands for Food Safety/GAP Certification, a learning module was developed for farmer-grower based instruction that included basic training related to GAP as well as writing a Plan of Action Manual and how to prepare for a third party audit. Until this project, growers had to search an assortment of information sites in order to find answers to questions related to preparing for GAP certification. Also, a method was developed to streamline the writing process in the POA Manual. This has allowed auditors to find the necessary information without investment of large amounts of time therefore saving growers on cost of audits. The manual has been field tested with over 120 growers in Virginia, North and South Carolina. It was recently published by Virginia Tech (non peer reviewed at this time) to provide further training for both agents and growers. 100% of growers participating in GAP audits using these materials have passed their audits. State and regional demand for future training using these materials continues far beyond expectations.

BEEF 300 SHORT COURSE

Heitstuman, M.D.^{*1}, Busboom, J.R.², Neibergs, J.S.³, Schmidt, J.L.⁴, Smith, S.M.⁵

¹ Extension Educator, Washington State University Extension Asotin County, ASOTIN, WA, 99402

² Extension Meat Specialists, Washington State University Extension, Pullman, WA, 99164

³ Extension Economist, Washington State University Extension, Pullman, WA, 99164

⁴ Extension Educator, Washington State University Extension Whitman County, Colfax, WA, 99111

⁵ Extension Educator, Washington State University Extension Grant-Adams Area, Ephrata, WA, 98823

Objectives of the Beef 300 short course were to: provide hands-on training in evaluating factors that influence the price received for meat and meat products; provide an overview of the multiple factors that contribute to muscle quality; increase the understanding of the production chain; and enable participants to make informed decisions to improve the profitability of their operations. The Beef 300 Course Notebook was designed as a resource to supplement the presentations. Fifty-five notebooks were duplicated and compiled in the WSU Grant-Adams Extension Office by staff and volunteers. Team members contributed articles to be included in the notebook. Beef 300 participants represented commercial, niche, direct marketing and processing components of the livestock industry. Topics addressed included: live animal and carcass evaluation; ultrasound technology; food safety and quality assurance; harvesting and marketing of meat and products. Working in teams, participants purchased a beef during a live auction and then processed the meat into retail cuts. An economic analysis of the profitability of each animal was computed based upon the purchase price, yield and value of the retail products. A retrospective survey showed that participants increased their knowledge of the marketing of meat products; carcass evaluation; the use of ultrasound; the fabrication of beef products; and food safety. Beef 300 participants indicated they would strive to produce livestock with superior conformation and market animals at the correct weight and finish. Ninety-three percent of the forty-two participants indicated that the Beef 300 program would positively impact the economic status of their livestock operations.

Newsletter, Individual

National Winner

Stapper, J.^{*1}

¹ CEA-Ag/NR, Texas AgriLife Extension Service, Robstown, TX, 78380

The objective of this newsletter was to keep local agricultural clientele informed of upcoming educational programs and give them information that they could use to enhance their agricultural business. This newsletter was distributed to more than 517 citizens in the Nueces County area via the U.S. Postal Service, e-mail, and posting on the Internet and was designed and printed by the Nueces County Extension Office.

National Finalists

AGRI-SCOPE

Matzat, E.*¹

¹ Extension Educator - Ag & Natural Resources, LaPorte County, LaPorte, IN, 46350

Distributing relevant information to clients about upcoming Purdue Extension programs, agricultural production information and other natural resources issues is a regular challenge for a county's Extension program. The Agri-Scope is the periodic newsletter of the county Agriculture and Natural Resources program, which is developed, copied and mailed from our county office using in-house publishing equipment. The newsletter is published on a bi-monthly basis with additional editions produced if needed to help market important programs or information. The newsletter audience includes active farmers, absentee owners of farmland, agribusiness managers, agency partners, and elected officials. Often times, specific Extension program registration flyers are included in the newsletter to help market these events. Newsletter content includes timely information from local sources, campus specialists, and agency partners. In general, the information is laid out chronologically, and internet links are inserted whenever possible to allow greater access to the information. About 700 paper copies are sent via bulk mail to local addresses to save on postage. Another 125 paper copies are sent to outlying addresses with first class postage to allow for more timely delivery. And an electronic version of the newsletter is sent to 75 farmers and agency partners for rapid distribution. The newsletter is also posted on our county Extension website (www.ag.purdue.edu/counties/laporte) along with information referenced in the newsletter.

RIVER VALLEY GREEN THUMB GUIDELINES

Coltrain, D.E.*¹

¹ District Extension Agent, Community Development And Hort, K-State Research & Extension, Washington, KS, 66968

The River Valley Green Thumb Guidelines is a monthly newsletter that was first distributed in March 2010. The first newsletter had a mailing list of about 140 people and presently the email distribution list totals over 500 people. Some of the recipients live outside the River Valley Extension District and a few live outside Kansas. The newsletter is also included on the RVED website. Patrons often remark how they enjoy

receiving the newsletter and keep copies in a notebook for future reference. The total population for the four counties in the River Valley District is approximately 24,000. The River Valley Green Thumb Guidelines contains timely and educational information about all types of horticulture topics including announcements of upcoming educational meetings. Every newsletter has a monthly Garden Calendar and articles are selected to focus on topics listed in the Garden Calendar. Normally 10-12 articles are included in each newsletter. Many of the articles are original material written by the Extension Agent, the rest are written by other Extension personnel. At the end of each article, all authors are recognized. The Agent prepares the complete newsletter: layout, articles, pictures, etc. Staff members distribute the newsletter by email. Hard copies of the newsletter are available at each of the four Extension offices in the RVED.

ENVIRONMENTAL HORTICULTURE PRODUCTION

Steed, S.T.*¹

¹ Environmental Horticulture Production Extension Agent, Hillsborough County Extension Service, Seffner, FL, 33584

The West Central region of Florida is one of the largest producers of environmental horticulture crops in Florida. The environmental horticulture production agent serving this region wanted to communicate with clientele on industry information. The newsletter is published in order to keep the intended audience of environmental horticulture producers (nursery, greenhouse, sod producers) in Hillsborough and Polk Counties of Florida informed and educated in the latest information of horticulture production. Main topics of articles include current trends, new research, meeting notices, regulatory information, and upcoming events. The newsletter is published quarterly and distributed via email, blog articles and posted to a website for archival benefit. Hard copies are brought to producer meetings and trade associations gatherings. The email is sent to 185 registered readers with a MailChimp email campaign. The newsletter is published using Microsoft Publisher by the author.

Regional Winners

“AG NEWS”

Fisher, J.*¹

¹ Extension Educator, The Ohio State University, Piketon, OH, 45661

The "Ag NEWS" is a quarterly publication of this educator that provides current information regarding new developments, technology, and management information in the fields of Agriculture and Natural Resources. Over 300 farmers and landowners are directed towards new approaches and educational events at the local level. Articles are a combination of self-authored and resourced materials that are written and edited to also be utilized in other media outlets that can cover a ten county area. Office support assists with newsletter layout and duplication on office equipment. The majority of recipients receive the newsletter by mail with some clients and peers receiving the newsletter in electronic format. Readers report the usefulness of the information received through adoption of new ideas and attendance at educational events.

SOMERSET FARM NEWS

Nottingham, J.R.,*¹

¹ Extension Agent, University of Maryland Extension, Somerset County, Princess Anne, Md. 21853.

The newsletter individual, Somerset Farm News, is a publication of the University of Maryland Extension prepared quarterly by J.R. Nottingham, Extension Agent. Somerset Farm News, is prepared and duplicated on field office equipment by University staff, distributed by direct mail, and is designed to bring the latest agricultural information to the region's farming community. Total circulation is currently 595.

CHANGING TIMES

Sciarappa, W.*¹

¹ County Agent II, Rutgers Cooperative Extension, FREEHOLD,NJ, 07728

The objective of our quarterly agricultural newsletter is to connect people and communicate information on current farming events, agricultural issues and cropping practices. Agriculture viability and natural resource protection in Central New Jersey are a constant challenge. This colorful eight-page newsletter serves as an educational outreach for these concerns and to create synergy for successful projects. Newsletter topics include current agricultural programs, agri-business regulations, cropping trials, emerging markets, alternative energy and controversial land use issues. Highlights feature a little history, nostalgia and humor to better compare, understand and cope with our ever-changing times.

This Agent writes the lead article(s) and other

articles are solicited from extension colleagues. In 2010, over 4,000 free copies were bulk mailed to the Board of Agriculture, County Agents statewide, University Administration, county officials, vegetable producers, field-crop growers, landscape nurseries, and equine farms. Feedback from this new network of people has been quite substantial and totally positive. The Dean of the College encouraged filling this necessary role from a personal perspective that networks a diverse set of interests on common grounds.

"Changing Times" is produced in our office using Microsoft Publisher 2000 and printed by our county printshop. Digital photos are taken with our county Sony camera and other photographic sources as accredited are included as .jpeg files. Our county website www.visitmonmouth.com/07050coopext/forms.asp serves as a source for archiving, downloading and printing from a PDF format of Changing Times.

"MINI NEWS"

Schurman, C.*¹

¹ Extension Educator - 4-H youth, Penn State Cooperative Extension, INDIANA,PA, 15701

Objective: To inform county 4-H members and leaders of 4-H opportunities and other information pertinent to them, recognize member and leader accomplishments

Target audience: 50 Indiana County 4-H leaders and 300 4-H members

Publication number: 275 (by 4-H families)

The "Mini News" is the county 4-H newsletter. It is printed six times per year, on county duplicating equipment. Funded by county extension office. It is written by the staff member, unless articles are otherwise credited. Each issue is also posted on county website when completed and shared with other extension staff in state.

Cost per issue: \$100 depending on size

GREEN FLASH – NEWS FOR HORTICULTURE PEOPLE' E-NEWSLETTER

Porter,* W.C.¹

¹ Area Horticulture Agent, Mississippi State University Extension Service, Lauderdale County, Meridian, Mississippi 39301

The Green Flash newsletter is a quarterly newsletter designed, produced, and published by the author. This newsletter was created to get useful information to clients on various horticulture topics. Since the

newsletter is produced quarterly, the information provided can be used as a planning guide. Also in the newsletter there is a calendar of upcoming gardening events. The newsletter is e-mailed to 45 counties in Mississippi. The county personnel then have the option to use information from the newsletter in their own newsletters, forward it via e-mail to clients, or print copies for local distribution. Every time I make a presentation to a client group, I offer them the opportunity to sign up for the e-newsletter. Therefore, the number of copies distributed is constantly increasing. Currently, quarterly distribution of over a 500 copies can be documented, primarily through e-mail.

“DIG IN!”

Agenbroad, A.L.^{*1}

¹ Extension Educator, Horticulture, University of Idaho, Caldwell, ID, 83605

“Dig In!” is produced in spring and fall and distributed to over 750 readers in print and hundreds more online. The target audience includes certified Idaho Master Gardeners and anyone in the community interested in sustainable landscape and garden education.

The newsletter provides timely outreach, news and advice, and also serves as an important marketing tool for area horticulture Extension programs, publications and events.

The newsletter is well-received and the mailing list continues to grow.

BEHAVE

Burritt, B.^{*1}

¹ Extension Assistant Professor, Utah State University Cooperative Extension, Logan, UT, 84322

Diet and habitat selection of livestock are complex processes. Over the past thirty years, researchers working with the BEHAVE program at Utah State University (USU) have sought to understand behavioral principles that govern diet and habitat selection. Managers can change many behaviors of animals because behavior is flexible and depends on its consequences. Unfortunately, much of this information continues to reside only in scientific journal articles. The BEHAVE Newsletter is a bimonthly electronic publication. Its purpose is to help non-scientists understand how livestock learn, how livestock behavior can be modified to meet land management objectives, and to keep readers current on behavioral research. Understanding animal behavior has led managers to train cattle to eat many noxious weeds, increase

use of sagebrush by livestock, train livestock eat the weedy understory but avoid commercial plants such as grapevines and fruit trees, and understand how livestock can learn to counter bloat, internal parasites and toxins in plants. The newsletter highlights: 1) current research studies at USU and elsewhere, 2) outreach efforts and products, 3) principles of livestock behavior, 4) examples of how managers use behavior to improve their operations, and 5) other interesting tidbits about animal behavior. The newsletter is currently sent nationwide to approximately 600 livestock producers, agency personnel (NRCS, FS, BLM) and university personnel. I continue to receive new requests for the newsletter each month.

Newsletter, Team

National Winner

THE WASHINGTON ANIMAL AGRICULTURE TEAM'S EXTENSION LIVESTOCK NEWSLETTER

Kerr, S.^{*1}, Ferguson, H.², Fouts, J.³, Hudson, T.⁴, Moberg-Williams, D.⁵, Moore, D.⁶, Neiberger, S.⁷, Smith, S.⁸

¹ WSU-Klickitat Co. Extension Director, Washington State University, Goldendale, WA, 98620

² Extension IPM Coordinator Specialist, Washington State University Extension, Prosser, WA, 99350

³ Retired Extension Educator, Washington State University Extension-Walla Walla County, Walla Walla, WA, 99362

⁴ Livestock and Range Management Specialist, Washington State University Extension-Kittitas County, Ellensburg, WA, 98926

⁵ County Extension Director, Washington State University Extension--Walla Walla County, Walla Walla, WA, 99362

⁶ Veterinary Medicine Extension Director, Washington State University, Pullman, WA, 99164

⁷ State Livestock Economics Extension Specialist, Washington State University, Pullman, WA, 99164

⁸ Area Extension Animal Science Specialist,, Washington State University Extension, Grant-Adams Area, Washington, Ephrata, WA, 98823

The Washington Animal Agriculture Team (WAAT) formed in 1997 to develop and deliver programs to meet the educational needs of livestock producers in central Washington State. Team membership has grown from an initial four to the current 10 members, with statewide outreach. Team activities have included sponsorship of

educational workshops and field days, development of a web site, creation of fact sheets and publication of a brochure to inform producers about the team. In 2006, the team created a quarterly electronic newsletter to increase outreach to time-constrained, new and small-acreage livestock producers in Washington State who find it difficult to attend educational workshops. Due to budget reductions, the newsletter and fact sheets now comprise the majority of outreach efforts for the team. Each newsletter contains livestock production and management articles relevant for the time of year. Editorship alternates among team members. Newsletters are posted on the team's web site at www.animalag.wsu.edu/newsletters. Notice of the release of each new issue is made using various livestock association and university e-mail listservs. Nineteen issues have been produced thus far and each issue continues to be accessed, averaging 1200 hits to date. Team members meet by teleconference quarterly to discuss area livestock issues and plan educational outreach programs. In 2009, a university-wide meeting of animal agriculture faculty was convened to identify priority programming areas for the coming years, and WAAT membership now includes campus-based Animal Science specialists, Veterinary Extension faculty and county-based faculty.

National Finalists

BERRIEN COUNTY FRUIT AND AGRICULTURE NEWS

Brown-Rytlewski, D.¹, MacKellar, B.²

¹Extension Educator, Michigan State University Extension, Berrien County, Benton Harbor, MI 49022

²Extension Educator, Michigan State University Extension, Berrien County, Benton Harbor, MI 49022 and Van Buren County, Paw Paw, MI 49079

The newsletter is distributed to commercial fruit, vegetable and field crop growers in Berrien County and other parts of the southwest region of Michigan. Copies are printed and mailed to a list of over 500 subscribers, and also available via email or at the office. Newsletters are created 3-4 times per year to provide timely meeting notifications and other information pertinent to growers and others involved with commercial crop production.

GARDEN SPADE NEWSLETTER

Aufdenberg, D.I.^{*1}, Denkler, S.R.G.², Kammler, K.J.³

¹Horticulture Specialist, University of Missouri Extension, Marble Hill, MO, 63764

²Horticulture Specialist, University of Missouri Extension, Poplar Bluff, MO, 63901

³Plant Science Specialist, University of Missouri Extension, Ste. Genevieve, MO, 63670

The Garden Spade newsletter is a monthly publication created to inform gardeners of timely issues such as garden practices, plant information, insects and diseases, and upcoming events. It is sent to over 450 Master Gardeners, garden club members, agriculture educators, and interested community members. It is sent via mail, email and is available on the web. While there are three main contributors, articles from other horticulture professionals and Master Gardeners are encouraged. The newsletter is 8 to 10 pages in length and contains a cover story, gardening calendar, pest of the month, event calendar, horticulture trivia, plant of the month, or other horticultural related articles. It is prepared using Microsoft Publisher, edited by Donna Aufdenberg, proofread by Sarah Denkler and Katie Kammler and is converted to PDF format before release. Each specialist sends the newsletter to their distribution lists and places it on web links.

The newsletter disseminates horticulture information to the public and creates awareness for Extension. It is a great method to advertise upcoming workshops and programs. We are receiving more requests for this newsletter. Recipients continue to express how happy they are to have a resource full of gardening information.

EXTENSION TIMES

Wiles, L.S.^{*1}, Argot, A.², Olson, D.³, Wulfhorst, P.⁴, Abbruzzi, S.⁵

¹ Extension Educator, Penn State Cooperative Extension, STROUDSBURG, PA, 18360

² Nutrition Education Advisor, Penn State Cooperative Extension, Stroudsburg, PA, 18360

³ County Extension Director, Family Living, Penn State University, Stroudsburg, PA, 18360

⁴ Extension Educator, Community Development, Penn State Cooperative Extension, Milford, PA, 18337

⁵ Extension Educator, 4-H, Penn State Cooperative Extension, Stroudsburg, PA, 18360

One part of outreach is through the use of county newsletters, this is especially useful as it can combine

the efforts of all the different aspects of Extension in one concise package. People who may know of 4-H may be unfamiliar with Master Gardeners, or those primarily interested in gardening, may find health or food topics that are also of interest.

Each Educator in the Monroe County Extension Office is responsible for providing information for the quarterly Extension Times newsletter.

Regional Winners

FROM THE GROUND UP

Zdorovtsov, C.^{*1}, Minnehaha County Master Gardeners²

¹ Extension Educator/Horticulture, South Dakota Cooperative Extension Service, Sious Falls, SD, 57104

² Sioux Falls, SD, 57104

Seven issues of From the Ground Up were distributed to approximately 658 people across South Dakota and the surrounding region. Newsletters are emailed to 620 users and the remaining clients are mailed hard copies. The newsletter is also posted on the regional horticulture website. From the Ground Up provides timely science-based information to the public. Area Master Gardeners assist with writing the articles and the layout. The horticulture educator and the Master Gardener editor proof and prepare the document for publication. With an objective to teach sustainability a front page feature entitled 'Frugal Gardening' offers ideas on low-input approaches and cost savings options for the gardener. The writer follows her actual successes and failures over the season with her thrifty techniques. The newsletter also provides a monthly task calendar, a featured weed and its control, a featured flower for our region, tips and tricks for the garden and upcoming events. The horticulture educator supplies the 'Odds and Ends' article which discusses a current hot-topic.

AGRONOMY NEWS

Mathew, S. A.^{*1}, Beale, B. E.², Fultz, S. W.³, Grybauskas, A.⁴, Hooks, C. R. R.⁵, Kratochvil, R. J.⁶, Lantz, W.⁷, Lewis, J. W.⁸, Martin, D. A.⁹, McGrath, J. M.¹⁰, Musser, W. N.¹¹, Nottingham, J. R.¹², Ritter, R. L.¹³, Schoenian, S.¹⁴, Tregoning, D.¹⁵, Vough, L. R.¹⁶

¹ Agent, Agriculture & Natural Resources, University of Maryland Extension, Cambridge, MD, 21613

² Agent, University of Maryland Extension,

Leonardtown, MD, 20650

³ Agent, University of Maryland Extension, Frederick, MD, 21702

⁴ Extension Specialist, University of Maryland, College Park, MD, 20742

⁵ Extension Specialist, University of Maryland, College Park, MD, 20742

⁶ Extension Specialist, University of Maryland, College Park, MD, 20742

⁷ Agent, University of Maryland Extension, Mt. Lake Park, MD, 21550

⁸ Agent, University of Maryland Extension, Denton, MD, 21629

⁹ Agent, University of Maryland Extension, Cocksessville, MD, 21030

¹⁰ Extension Specialist, University of Maryland, College Park, MD, 20742

¹¹ Extension Specialist, University of Maryland, College Park, MD, 20742

¹² Agent, University of Maryland Extension, Princess Anne, MD, 21853

¹³ Extension Specialist, University of Maryland, College Park, MD, 20742

¹⁴ Extension Specialist, University of Maryland Extension, Keedysville, MD, 21756

¹⁵ Agent, University of Maryland Extension, Derwood, MD, 20855

¹⁶ Extension Specialist, University of Maryland, College Park, MD, 20742

The Maryland Agronomy News Newsletter is a new statewide initiative of Ag & Natural Resources Profitability Impact team of the University of Maryland Extension. The newsletter is published twice a month during growing season from April through September serving state agriculture community. The objective is to provide timely, unbiased, research based information to make agriculture production profitable and sustainable in the state. The size of the newsletter is on an average from 8- 10 pages. The regular features in the newsletter includes production agriculture articles, research reports, regional crop reports, extension program updates, calendar of events and a closing trivia called did you know. The newsletter is written and edited by Sudeep Mathew, Ag Agent Dorchester County Maryland. The newsletter is designed and created in MS Publisher. The PDF version of the newsletter is created and posted at University of Maryland Extension, Cropping System website (<http://mdcrops.umd.edu>). The PDF version of the newsletter contains hyperlinks and color graphics and images. Previous and archived issues are also available online at newsletters home page. The printed version of the newsletter is mailed to subscribers through county

extension agriculture mailing list in 23 counties of Maryland. It was estimated that the printed version is reaching over 80,000 subscribers. The email circulation lists include approximately 250 people.

ROOTS CONCERNS

Chinery, D.^{*1}, Keefe, Y.², Logue, C.³, Pezzolla, S.⁴, Schmitt, C.⁵, Vohnoutka, M.⁶, Vohnoutka, M.⁷

¹ Senior Resource Educator, Cornell Cooperative Extension, TROY, NY, 12180

² Communications Director, Cornell Cooperative Extension of Rensselaer County, Troy, NY, 12180

³ Extension Educator, Cornell Cooperative Extension of Schenectady County, Schenectady, NY,

⁴ Extension Educator, Cornell Cooperative Extension of Albany County, Voorheesville, NY,

⁵ Extension Educator, Cornell Cooperative Extension of Albany County, Voorheesville, NY,

⁶ Technical Advisor, Cornell Cooperative Extension of Rensselaer County, Troy, NY, 12180

⁷ Technical Advisor, Cornell Cooperative Extension of Rensselaer County, Troy, NY, 12180

“Root Concerns” was started in 2007 as a project among Cornell Cooperative Extension horticulture educators in Rensselaer, Albany and Schenectady counties in New York, an area commonly referred to as the Capital District. Our group had produced a printed newsletter for decades, but rising costs and the desire to reach a larger audience in a more timely manner made us consider creating an electronic, emailed newsletter. An additional benefit, not fully appreciated at the onset, was the ability to feature a larger number of photos and graphics than could our black-and-white paper newsletter.

Initially, “Root Concerns” was produced only during the growing season and did not follow a set production schedule. As the newsletter evolved and we became more comfortable with “going digital,” we decided to produce ten monthly issues per year, with the November-December and January-February packaged as combined issues. Emphasis is placed on writing seasonally-appropriate stories with educational value that are enjoyable to read. We also try to make our information specific to gardening in our region.

Having no budget for promotion, our list of email subscribers has grown steadily to about 1,500 people. We do know, however, that at least subscribers share their email with others, so the number of individuals reached is somewhat greater. Root Concerns is created using Adobe Creative Suite 4 along with Indesign, Illustrator, and Photoshop.

ALABAMA IPM COMMUNICATOR

Majumdar, A.^{*1}, Sabota, C.², Akotsen-Mensah, C.³, Bonsi, C.⁴, Fadamiro, H.⁵

¹ Extension Specialist, Alabama Cooperative Extension System, Fairhope, AL, 36532

² Professor & Extension Specialist, Alabama A&M University, Normal, AL, 35762

³ Research & Extension Associate, Auburn University, Auburn, AL, 36849

⁴ Professor & Associate Director, Tuskegee University, Tuskegee, AL, 36088

⁵ Associate Professor of Entomology, Auburn University, Auburn, AL, 36849

The Alabama IPM Communicator is a comprehensive, multi-institutional TEAM e-newsletter started in 2010, after a basic version was test-released in 2009 for 180 subscribers. Paper-based needs assessment surveys (2009) suggested that producers needed the IPM newsletter to gain knowledge about pest identification and management tactics. In 2010, the IPM newsletter was redesigned by the Alabama Extension’s Communication & Marketing Unit; the new publication was mature in appearance and content with an online archive www.aces.edu/go/128. By the end of 2010, subscriptions increased to 430 in Alabama and neighboring states, i.e., a 138 percent annual increase. Subscribers include 60% farmers, 15% crop advisors, 10% industry personnel, 10% Master Gardeners, and 5% others. Also, about 22 authors contributed over 200 news articles that were published in 18 issues of the newsletter. Publication quality/impact assessment survey (n = 58) indicated that 44% respondents read the entire newsletter while 17% read less; 53% respondents read for 15 minutes while 22% read for over 30 minutes; and 30% respondents visited the newsletter archive once a week (171 page views per day total). About 53% respondents indicated that they used IPM recommendations from the newsletter and six case studies (voluntarily disclosure by respondents) suggested profits ranging from \$500-1,000 per adoptive farmer. Therefore, there is strong evidence regarding success of the IPM e-newsletter that 94% subscribers have requested to be continued in 2011.

EXTENSION GARDENER COASTAL PLAIN

Glen, C.^{*1}, Edwards, A.², Goforth, D.³, Strader, W.⁴

¹ Agriculture Agent - Horticulture, NC Cooperative Extension, BURGAW, NC, 28425

² County Extension Director, NC Cooperative Extension, Morehead City, NC, 28557

³ Agriculture Agent - Horticulture, NC Cooperative Extension, Concord, NC, 28027

⁴ Agriculture Agent, NC Cooperative Extension, Yanceyville, NC, 27379

Extension Gardener is a statewide newsletter providing timely, research based information for home gardeners. Four issues are produced each year with articles written by Extension horticulture agents from across NC. Design, layout and production are handled by professionals in the Communication Services Dept. at NCSU. Each edition includes statewide features plus regional content specific to NC's coastal plain, piedmont, or mountain region. This submission is for the coastal plain content edition, for which the nominee serves as the co-editor of regional content.

Current and past issues of the newsletter are available online at <http://www.successfulgardener.org/>, which averages 1,000 visits per month. 5,600 individuals subscribe to the newsletter's monthly e-tips. Some county offices also print and distribute hard copies for their local clients.

NUECES COUNTY NEWSLETTER

Stapper, J. R.¹, Potter, M.², Hohlt, R.³, Benavides, T.⁴, Rounsavall, J.⁵, VanZante, G.⁶

¹ Texas AgriLife Extension Service, County Extension Agent - Agriculture & Natural Resources, Nueces County, 710 E. Main, Suite 1, Robstown, TX 78380

² Texas AgriLife Extension Service, County Extension Agent - Horticulture, Nueces County, 710 E. Main, Suite 1, Robstown, TX 78380

³ Texas AgriLife Extension Service, County Extension Agent - Family & Consumer Sciences, Nueces County, 710 E. Main, Suite 1, Robstown, TX 78380

⁴ Texas AgriLife Extension Service, County Extension Agent - Family & Consumer Sciences, Nueces County, 710 E. Main, Suite 1, Robstown, TX 78380

⁵ Texas AgriLife Extension Service, County Extension Agent - 4-H & Youth, Nueces County, 710 E. Main, Suite 1, Robstown, TX 78380

⁶ Texas AgriLife Extension Service, County Extension Agent - EFNEP, Nueces County, 710 E. Main, Suite 1, Robstown, TX 78380

The objective of this newsletter was to keep local stakeholders and elected officials informed of Extension program efforts conducted in Nueces County. This newsletter was distributed to more than 30 citizens in the Nueces County area on a quarterly basis via the U.S. Postal Service and e-mail and was designed and printed by the Nueces County Extension Office. The

submitting agent was responsible for publishing this newsletter.

TWIN FALLS COUNTY EXTENSION NEWSLETTER

Hines, S.^{*1}, Jayo, C.^{*2}, Lanting, R.^{*3}, Tverdy, T.^{*4}, Fife, T.⁵, Fornshell, G.⁶, Hansi-Barbara Younkin⁷

¹ Extension Educator, University of Idaho, Twin Falls, ID, 83301

² ENP Program Coordinator, University of Idaho, Twin Falls, ID, 83301

³ Extension Educator, University of Idaho, Twin Falls, ID, 83301

⁴ 4-H Program Coordinator, Twin Falls County, Twin Falls, ID, 83301

⁵ Extension Educator, University of Idaho, Twin Falls, ID, 83301

⁶ Extension Educator, University of Idaho, Twin Falls, ID, 83301

⁷ Administrative Assistant, Twin Falls County, Twin Falls, ID, 83301

The University of Idaho Twin Falls County Extension newsletter is a bi-monthly publication of the Twin Falls County Extension office. All faculty and staff contribute articles of relevance for publication. The purpose of the newsletter is to provide timely information to our diverse clientele base. This is a general interest newsletter and covers all programming areas of the Twin Falls County Extension office. Some issues of the newsletter will include articles from other extension faculty and specialists. There are 705 copies mailed and emailed to clientele in seven counties.

Personal Column

National Winner

THE KANSAS CITY STAR GROW SPECIAL SECTIONS

Patton, D.L.¹

¹ Johnson County Kansas State University Research and Extension, Horticulture Agent, 11811 S. Sunset Drive, Suite 1500, Olathe, Kansas 66601

Each spring and fall The Kansas City Star newspaper publishes special sections called Grow. The Grow sections focus on lawn and garden stories for the season. There are approximately 10 issues in the spring and six in the fall as the number varies

based on advertisement. The intended audience is mainly local gardeners. The purpose of the personal column is to disseminate gardening information to the public. Column stories are based on the timing of the gardening season and conditions occurring that reflect seasonal changes. The feedback from the readers is extremely high and very positive. Comments are made about the quality of educational information and the personal nature and humor injected in the columns. In fact, the submitted column on pruning shows the value of the message as people will still refer to the “whack it back” method of pruning. The Kansas City Star is a privately held company. They do not release circulation numbers. The personal columns are a vital method of promoting not only the educational message but also Johnson County Kansas State Research and Extension in the metropolitan area.

National Finalists

FOND DU LAC REPORTER FARM VIEWS AND NEWS

Dyk, P.B.¹

¹Extension Dairy & Livestock Agent, UW-Extension, Fond du Lac County, Fond du Lac, Wisconsin 54935

In 2010, the Fond du Lac Reporter continued a farm section in their Sunday paper that emphasized local agriculture. The Sunday edition has a circulation over 17,500. Part of this section included a “Farm Views and News” section that rotated eight local authors. The authors were asked to write a column of less than 600 words of any topic of their interest. One author was myself, Paul Dyk. Although the section has a farm theme, the circulation of the paper is primarily urban residents. Some of the articles were written for the urban audience while other articles were written for the agriculture community with an understanding that the urban community was listening. The articles are written to entertain, educate and promote understanding between the rural and non-rural communities. One response from a dairy farmer was: “Thank-you for letting non-farmers what is happening with milk prices on the farm.” One response from an urban resident was: “Thank-you for letting me about what dairy farming is like today.”

PERSONAL COLUMN 2011

Blue, L.G.¹

¹Agricultural Extension Agent - Urban Horticulture, North Carolina Cooperative Extension, Buncombe County Center, Asheville, NC 28801

As the population of Buncombe County has grown to over 218,000, the demand for horticultural information appropriate to the area has increased accordingly. And as the population increases, so does the potential for environmental impacts of inappropriate gardening practices. The western North Carolina area tends to attract people with an interest in outdoor activities and in protecting the environment.

The Home & Garden section appears in the Asheville Citizen-Times on Friday. This column runs about twice a month. Circulation is approximately 70,000, not including internet readers. Story ideas are scheduled in advance with the section editor. Material is planned to be timely and of broad interest. Articles are typed in Word and sent to the editor by email one week in advance. Response from the readership has been excellent.

GET THE BUZZ ON BEEKEEPING

Banks, J.E.¹

¹Agriculture/4-H Youth Agent, Utah State University, Juab County

The objective of the “News and Views From Your County Agent” news column is to inform county clientele and others of pertinent educational information and to address current timely topics. For the past 21 years, the author has provided this bi-weekly column as a regular feature of the weekly published “The Times News”. The news column provides information on a variety of topics and is distributed to 1700 households in Juab County which covers nearly all of the county residents. Some of the 26 news column titles published during this past year include: “Get the Buzz on Beekeeping, Holy Petunias, Battle of the Yard, The “I” in Eye Safety, Ag Safety Awareness Week, Houseplant Pest Blues, Once and For All: Buying a Real Christmas Tree Is a Good Thing, and Thanks for the Support”. Each column begins with an appropriate title to the give the reader an idea what the column covers. Since I am the only agent with an Agriculture and Horticulture assignment, I have the responsibility of providing the information to meet the needs in these areas. In addition to providing information, the news column has increased

the visibility of the extension staff and informed readers of resources and staff support available to help them. In addition to the printed newspaper version, the news column is also available on the Juab County Extension website: www.extension.usu.edu/juab. Through the years, I have received many thanks from county residents for providing information that has helped them in their personal lives.

Regional Winners

“DAIRY EXCEL”

Shoemaker, D.E.¹

¹ Extension Educator, The Ohio State University Extension, Wayne County

The “Dairy Excel” column is a weekly feature of the Farm and Dairy weekly newspaper. Farm and Dairy’s target audience includes people involved in production agriculture and rural, non-agricultural residents. Farm and Dairy has an average weekly readership of 80,700 people concentrated in Ohio, Pennsylvania and West Virginia. The “Dairy Excel” column discusses topics of current interest to the extensive dairy industry in northeast Ohio and northwest Pennsylvania focusing on management and profitability issues. The target audience for the “Dairy Channel” column is dairy farmers and dairy industry personnel. This author combines personal experiences and educational materials to create columns that strive to be both interesting and educational. Informal reader responses indicate that some columns have been saved for future reference. This author writes six to 12 columns per year, rotating authorship with other members of the OSU Dairy Working Group.

GARDENER STATE

Polanin, N.^{*1}

¹ County Agent II, Rutgers NJAES Cooperative Extension, BRIDGEWATER, NJ, 8807

Homeowners continue to rely on daily newspapers, even as many audiences continue their transition to more Internet news sources. To reach readers of both printed and online news articles, The Gardener State weekly column was launched in June of 2008. Published weekly in the Thursday ‘Local News’ section of The Home News and Tribune, Courier News, and Asbury Park Press, these articles broaden Extension’s educational and outreach efforts well beyond central New Jersey. While these Gannett Publication

newspapers are distributed daily to approximately 225,000 households, articles are posted online at the Gannett website, <http://www.mycentraljersey.com> in the Leisure / Living section. Topics are seasonal in nature and emphasize local events, organizations, research, and activities related to horticulture, gardening, and the environment – not just another weekly “how-to” gardening column. Fifty-two (52) articles were published and available online in 2010. Selected topics include landscape photography; early season blossoms; a 4-part gardening series; beneficial insects; National Trails Day; AAS winners as garden Olympians; water sense in and outside the home; and invasive plants. The author has sole responsibility for the weekly topic, title, related photographs, and meeting weekly submission deadlines. In addition to the author, photograph sources include colleagues, The Rutgers Online Image Catalog, and other Master Gardener programs across the state. The column is digitally produced in MSWord and submitted via email, along with images of at least 1 MG in size formatted for publication with Microsoft Office Picture Manager Software.

AG NEWS RENNELLAER COUNTY AGRONOMY AGENT COLUMNS

Wright*, A.E.¹

¹ Agronomy Senior Resource Educator, Cornell Cooperative Extension, Rensselaer County, Troy, New York 12180

When I write my monthly agronomy columns for the multi-county Ag News, I try to keep it as locally relevant as possible. In the November example, I wrote about compaction because we had gotten a lot of rain regionally in October but grain harvest and manure applications were still occurring as soon as fields were accessible. While shallow compaction may be visually obvious, subsoil compaction is more serious, although it may not be noticeable until the growing season, and I wanted to remind farmers of this. My February column was about the brown marmorated stink bug which, forgive my pun, has created quite a “stink” in neighboring states as well as southern parts of New York. It is a new and emerging pest that field crop farmers need to be aware of so it does not catch them off guard when it arrives in full swing. These columns were created as a Word documents which are then transmitted via e-mail to a staff professional who formats them and the rest of the Ag News magazine with In-Design software. The Ag News publication is then delivered to the publisher on a CD where more

than 4,000 are produced. Lastly, the publications are distributed to member counties, labeled and mailed to subscribers who are producers, employees and agri-service personnel across New York.

NAVIGATING DAIRY INFORMATION HIGHWAY

Goodling, JR., R.^{*1}

¹ Extension Educator, Penn State Cooperative Extension, Lebanon, PA, 17042

In today's modern world, technology is rapidly advancing how businesses run and manage their operations, and agricultural operations are no exception. According to recent agricultural surveys by NASS, agricultural businesses are slowly beginning to utilize computers to manage their businesses. The options available to producers to manage their financial records are numerous, and even those specific to agriculture are many. To help producers determine what software packages may be best for their situation, a comparison of some of the more popular accounting software was deemed necessary. The objective of this personal column series was to educate dairy producers, agricultural professionals, and even the general public on key ways to track and utilize dairy data to provide information to help manage the dairy business. The second objective was to extend what was derived from the first article and focus on some key steps producers, agricultural professionals, and general public could use when comparing and selecting financial software packages for their businesses. The articles were published in several local newspapers and the Lancaster Farming, a statewide agricultural newsletter with subscriptions to thousands of producers and agricultural professionals. As a result of the publishing, national magazines, Progressive Dairyman and Progressive Forage, have redistributed the second article to its subscribers.

CONTROLLING THOSE PESKY VARMINTS IS A CHALLENGE

Harris, A.S.^{*1}

¹ Regional Extension Agent, Alabama Cooperative Extension System, Dadeville, AL, 36853

The objective to writing and publishing a personal newspaper column was to report and provide information to the clientele of East Central Alabama as part of the duties and guidelines of Extension. All newspaper articles for my personal column were written to provide

homeowners and others seasonal information and educational tips regarding home gardening, insect & plant disease control, wildlife management, and as well as, to promote Extension workshops and events. All articles were written to be informative, timely, and educational yet have an entertaining and personal touch. Numerous compliments, comments, and responses via telephone calls, emails, and personal contacts have been received from publishing regular articles. All newspaper articles for the personal column were written, typed, and edited by Shane Harris. The word processing software used was Microsoft Word 2007. Each article was emailed directly to The Anniston Star, one of the largest daily newspapers in the state of Alabama, and the Alexander City Outlook, a local community newspaper in Tallapoosa County. Circulation for The Anniston Star is approximately 25,000 subscribers and is an important source for news and information in the Anniston/Oxford area and much of rural East Central Alabama. Circulation for Alexander City Outlook is approximately 4,200 subscribers. In addition to the print copy, all submitted articles were published online at www.annistonstar.com, www.alexcityoutlook.com, and on Alabama Cooperative Extension System's home & garden blog found at www.aces.edu/homegarden. Both articles received collectively approximately over 3,000 views online.

BEE ARTICLE

Overbay, A.E.^{*1}

¹ ANR Agent, Dairy Science, Virginia Cooperative Extension, Marion, VA, 24354

The weekly column, Extension Answers, in The Smyth County News, serves as a means to share agricultural news, events, and information with both producers and consumers. This is accomplished by the local newspaper which is printed twice weekly. Under the advice of the publisher, the Saturday Weekend Edition was selected to reach the most readers. Readership for this edition stands at approximately 3,500 citizens. Articles are submitted electronically using MS Word and topics are selected by the agent to generate interest in upcoming events and solve timely issues. Resources are selected electronically from Extension Specialist lists and eXtension.

The column has focused on topics such as reduced stress animal handling and timely farm and garden tips such as winter tree pruning and bee hive maintenance. Response to these articles have been very positive both from an information sharing standpoint, and also an Extension office marketing tool. To date 28 new

clients have asked to be added to mailing lists when calling in with questions generated by the article. The Agent has also had three invited talks to traditionally non-agriculture groups as a result of this column.

GARDEN TO MARKET

Agenbrood, A.L.*¹

¹ Extension Educator, Horticulture, University of Idaho, Caldwell ,ID, 83605

The column "Garden to Market" is produced seasonally in the University of Idaho Extension small acreage newsletter "The Ache-Ridge Post." The target audience includes alumni of the popular Living on the Land Stewardship for Small Acreages program and other interested clientele. It is distributed in print and online.

The column focuses on sustainable planning, production and marketing education for small acreage market gardeners and value added producers.

RAIN WATER WEATHER ARTICLE

Tuck, B.*¹

¹ Dryland and Irrigated Extension Agent, Oregon State University, The Dalles,OR, 97058

The first article which is titled "Harvesting Rainwater" was published in The Dalles Chronicle on October 3, 2010. The Mid-Columbia Region is a low rainfall area (12"-14") and water is a precious commodity. Finding ways to store rainwater can reduce water costs, provide opportunities for increased agricultural production or as a source of potable water and have benefits to the environment by reducing runoff. The second article, which is titled "Tired of the Weather? Wait five minutes", was published in The Dalles Chronicle on November 14, 2010. It was written as an effort to help folks understand the difference between La Nina and El Nino as we experience wild swings in our weather. It was also a chance to remind residents of Wasco County about the need to monitor the weather if they are going to burn. We have a serious issue here with inversions in the fall and winter. Burning during severe inversions significantly impacts the air quality and those with breathing problems The Dalles Chronicle, which published both of these articles, goes out to 12,500 households in a four county area of Oregon and Washington.

Program Promotional Piece

National Winner

EAB BOOKMARK

Stone, A.K.*¹, Deppen, T.², Farr, L.³

¹ Extension Educator, Ohio State University, TOLEDO,OH, 43615

² EAB Communications Specialist, Ohio Department of Agriculture, Reynoldsburg,OH, 43068

³ Senior Graphic Designer, Ohio State University, Communications and Technology, Columbus,OH, 43210

Emerald ash borer (*Agrilus planipennis*) (EAB) is an exotic insect found in 15 states. This invasive wood borer is responsible for killing millions of ash (*Fraxinus* spp.) trees. Its devastating impact often compared to the chestnut blight and Dutch elm disease before it, EAB is capable of eliminating an entire tree species from forests and cities throughout the land making it one of the most serious environmental threats now facing North American forests.

The two-sided die-cut bookmark was designed by Ohio State University (OSU) Extension's Communications and Technology with input from the Ohio EAB Communications Working Group. One side asks the question, "Do you have an ash?" and describes the branching, leaves, and seeds to help the public identify ash trees. The second side highlights common signs of an EAB infestation, including photos and descriptions. The purpose of this educational piece is to raise awareness about EAB, and engage the public to identify ash trees in their own landscapes and communities, monitor for signs and symptoms of EAB, and report suspect infestations.

The promotional piece was developed as a collaborative effort between OSU Extension and the Ohio Department of Agriculture, and offered to Ohio's libraries during National Library Week (April) and Emerald Ash Borer Awareness Week (May), as a means of reaching the public across the buckeye state. Additionally, the bookmarks have been distributed to educators for EAB programming, displays, and special events. Fifteen thousand bookmarks were distributed, and additional 10,000 will be reprinted this spring.

National Finalists

ARONIA TOUR

Mathew, S.^{*1}, Ristvey, A. G.²

¹ Agent, Agriculture & Natural Resources, University of Maryland Extension, Cambridge, MD, 21613

² Extension Specialist, University of Maryland Extension, Queenstown, MD, 21658

This program's promotional piece was created to capture attention of the reader to attend the Aronia Twilight Tour, Field Day meeting in Wye Research and Education Center in Maryland. This field day was the first grower level meeting to introduce Aronia as an alternative crop for sustainable production and farm profitability. The method of distribution of this promotional leaflet was through extension newsletters, email distribution list and through notice boards and the counter publication racks of various places in the agriculture community. This one page promotional sheets were distributed in places of interest for the targeted audience groups. The leaflets were placed at Soil Conservation Districts, USDA- FSA, USDA-NRCS offices, agriculture input dealers, farm machinery dealers and farm credit services. The size of the leaflet for notice board was 8.5" x 11.5" and the size for distribution was 5.5" x 8.5". A total of 100 printed copies were distributed to various sites. Considering Aronia as a relatively unknown crop, the event had an overwhelming response where 31 people attended from all across the state of Maryland.

RFK FLYER-FINAL

Chamberlain, A.^{*1}, Brody, B.²

¹ OSU/Malheur County Livestock Extension Agent, Oregon State University, Ontario, OR, 97914

² Malheur County Extension Agent, Oregon State University, Ontario, OR, 97914

School Districts in Malheur County, Oregon are facing multiple challenges to balance budgets while at the same time abiding by state and federal laws to provide safe and healthy meals to students through the school lunch program. The local Cattleman's Association, understanding the challenges of local school districts, decided to implement a "cattle drive" to provide beef for the counties students. The drive recruited ranchers to donate cull cattle for the purpose of being harvested, processed and prepared for use in the school's lunch program. Since its creation in a single

district with a population of 75 students K-12 in 2009, the program has grown and now includes 21 schools, in six different school districts and nearly 5,000 students benefit from the beef meals. To date, the program has received 21 head of donated cattle, 17 of which have been harvested and processed for the schools. The remaining four were sold to pay processing expenses. Nearly 10,000 pounds of beef has been provided to the school districts. The live value of all donated animals exceeds \$17,000.00. Additional grant support of \$3,365.00 has also been secured to pay processing fees. Educational beef events are being conducted in each school district with the intent to educate the future consumers and voters about this critical industry. This flier was used to advertise the program to local cattle producers, the general public and school attendee's.

TOUR AND PESTICIDE TRAINING

Nelson, M.^{*1}

¹ Agricultural Agent, Utah State University, Beaver, UT, 84713

This direct mail piece was designed to inform local farmers in Beaver County about the upcoming tour and pesticide training. The Beaver River is the life blood of Beaver County. It is used as a fishery, a recreation area and a good source of irrigation water. I serve as the chairman of the Information and Education Water Quality Committee that is responsible for educating the public on ways to protect the Beaver River. One of my responsibilities is to encourage local farmers to sign up for water quality projects on their own farms. I designed this mail piece in such a way to get the attention of the farmers so they would come to the meeting and learn about new ways control noxious weed in the watershed. I was also able to arrange for participants to get pesticide continuing education credits for attending the tour and training. It was sent out to 142 farmers in Beaver County and 45 producers attended the tour and meeting. This letter was created by the author and printed on our office hp color ink jet cp 1700 printer.

Regional Winners

GRAIN PURCHASING STRATEGIES FLIER

Held, N.^{*1}

¹ Extension Educator, Purdue Extension, Spencer County, Rockport, IN, 47635

As grain markets become more volatile and grain and other feed input prices continue to rise, livestock

producers in Spencer County are increasingly looking for ways in which they can make the most of their feed grain purchases in order to manage their risk and increase their bottom line. Grain Purchasing Strategies for Livestock Producers was a program developed by the educator to help livestock producers better understand grain markets and better utilize marketing tools such as futures, options, and contracts when making feed grain purchases. To publicize the program, the educator designed and developed a promotional piece. The promotional piece was developed in Microsoft Publisher using a Purdue Extension flier template. The promotional piece was included in an issue of Ag Agenda, the monthly Purdue Extension-Spencer County ANR newsletter mailed to 825 recipients. The promotional piece was also distributed through the local livestock producers' association. A PDF version of the promotional piece was posted on the Purdue Extension-Spencer County website and emailed to ANR Extension Educators in surrounding counties and to other interested individuals. The program was attended by 21 local livestock producers of varying farm size and livestock species. Participants rated the program favorably and indicated a better understanding of grain marketing tools and grain purchasing strategies as a result of attending.

SUCCESSION BROCHURE

Chizek, J.W.^{*1}, Baker, D.W.², Baker, J.R.³, Heronemus, C.L.⁴, Janssen, T.L.⁵, Klein, W.K.⁶, McGill, S.L.⁷, Metcalf, S.⁸, Mondak, C.⁹, Schneider, C.J.¹⁰

¹ Regional Extension Education Director, Iowa State University Extension, Manson, IA, 50563

² Farm Transition Specialist, Iowa State University Extension - Beginning Farmer Center, Urbandale, IA, 50322

³ Administrator, Iowa State University Extension - Beginning Farmer Center, Urbandale, IA, 50322

⁴ Regional Extension Education Director - Region 1, Iowa State University Extension, Primghar, IA, 51245

⁵ Regional Extension Education Director - Region 2, Iowa State University Extension, Algona, IA, 50511

⁶ Communications Specialist, Iowa State University Extension, Ames, IA, 50011

⁷ Regional Extension Education Director - Region 5, Iowa State University Extension, Sioux City, IA, 51106

⁸ External Relations Creative Manager, Iowa State University Extension, Ames, IA, 50011

⁹ Dairy Field Specialist, Iowa State University Extension, Orange City, IA, 51041

¹⁰ Plymouth County Extension Coordinator, Iowa State University Extension, LeMars, IA, 51031

This program promotion piece was designed by the team to get the word out on a business and farm succession program that was being implemented at three locations in northwest Iowa in early 2011. The program workshop was designed after the Iowa State University Ag Link Conference and it was only the second time the workshop was offered off-campus. The brochure materials were developed as a template that could be used around the state. Creation of the template materials came about as a result of conversations among Iowa State University Extension Communications staff, staff from the Iowa State University Beginning Farmer Center, and Extension field staff. The design idea was to provide an attractive color brochure cover that told the general message, and then an insert card template could be updated to provide particular details for any workshop site. The brochure message, design, and graphics were edited from the original template for these three workshops to attract participants from family Main Street businesses as well as family farms. The intended audience was families needing to make their first step in business succession and having this sometimes difficult discussion. Over 750 brochures were distributed to agricultural lenders, attorneys, and others interested in working with families and their businesses' futures. Thirteen families with 46 members participated in the three two-day workshop sessions conducted. This is an important program that will be offered again to northwest Iowa business and farm families.

GREENHOUSE 2011 BROCHURE

Carleo, J.^{*1}, Infante-Casella, M.L.²

¹ Agricultural Agent, Rutgers NJAES Cooperative Extension of Cape May County, CAPE MAY COURT HOUSE, NJ, 08210

² Agricultural Agent, Rutgers NJAES Cooperative Extension of Gloucester County, Clayton, NJ, 08312

The commercial greenhouse industry is a thriving business in the state of New Jersey due to close proximity to markets servicing the highly populated state and region. The South Jersey Greenhouse Growers Conference was conducted to educate local greenhouse growers on the topics weed and insect control, pesticide safety, variety recommendations and local industry updates. The conference was attended by 38 commercial greenhouse growers, 5 industry representatives and 5 extension personnel on February 15, 2011 in the Gloucester County Extension Office. The meeting was supported by 3 agricultural industry businesses. A highlight of the meeting for growers was the industry update by one of the most

successful and respected growers in the state, George Lucas, who was also the 2010 National Greenhouse Grower of the Year. The program and registration materials were distributed predominantly by electronic mailing to 2000 individuals, and a postage mailing reaching 600 greenhouse growers in the state. The program was also advertised through the Rutgers NJAES website calendar and multiple county extension office newsletters. Agent Carleo assisted in creating the brochure, mailing distribution and speaker and topic decisions. Agent Infante-Casella moderated the conference and provided two technical presentations. Eighty-seven percent of commercial growers surveyed responded that this program was very good to excellent with regards to providing information that is helpful to the success of their business.

UNIVERSITY OF VERMONT EXTENSION FARM VIABILITY PROGRAM©

Levitre, R.^{*1}

¹ Director, UVM Extension Farm Viability Program, UVM Extension, University Of Vermont, St. Albans,VT,

The University of Vermont Extension Farm Viability Program© provides farmers the opportunity to develop successful whole farm business plans which establish clear goals and objectives with achievable strategies. Applicants working with Farm Business Planners begin by identifying and gathering data on farm description, ownership structure, buildings and assets, farm labor and a brief description of production practices. Initial financial information including past years tax forms, available balance sheets and income statements are collected. Market description and assessment, alternative products, proposed construction projects are used in refining projected business ideas and strategies. The client is able to make informed decisions about the farm's future and the feasibility of proposed changes. The farmer gains confidence with clearer knowledge of farm assets and a fine-tuned working document valuable when working with financial institutions on future endeavors. Vermont Small Business Development Center conducts third party evaluation on all plans. Each farmer completing a Farm Business Plan is requested to complete a written survey designed to evaluate the progress and effectiveness of the work and a Year 2 formal evaluation is conducted to determine implementation of the plan, assist in securing funding for implementation where needed and to update business plans for future direction. Since its inception in 2004 with an initial grant of \$67,000, UVM has worked with over 250 farms

and produced 188 business plans and funding has increased to over \$550,000.

MEAL BROCHURE

Coles, J.^{*1}, Drake, G.², Phillips, J.³, Osborne, J.S.⁴, Lyons, K.⁵

¹ County Extension Agent for Agriculture and Natural Resources, UK Cooperative Extension Service, Bowling Green,KY, 42101

² County Extension Agent for Agriculture and Natural Resources, UK Cooperative Extension Service, Morgantown,KY, 42261

³ County Extension Agent for Agriculture and Natural Resources, UK Cooperative Extension Service, Franklin,KY, 42134

⁴ County Extension Agent for Agriculture and Natural Resources, UK Cooperative Extension Service, Scottsville,KY, 42164

⁵ County Extension Agent for Agriculture and Natural Resources, UK Cooperative Extension Service, Tompkinsville,KY, 42167

Recently, rural communities have experienced major changes. An increase in environmental regulations; food safety concerns; and an increase in urban and non-farm residents moving into rural farmlands are a few of the challenges facing today's agricultural producers. Issues being decided in local communities need strong agricultural advocates. To ensure the voice of agriculture is heard in the future, "Motivating and Educating Agricultural Leaders" (MEAL) was offered for clientele in Allen, Butler, Logan, Monroe, Simpson, and Warren counties. Eighteen participants enrolled in the class. MEAL consisted of nine sessions lasting two days each over a 14 month period. This promotional piece was created and printed by the support staff in the Warren County Extension Office under the direction of the agriculture agents. Adobe In Design software was used to design the brochure and it was distributed to 100 agriculture leaders in the participating counties.

The MEAL program has already produced significant impact. Evaluations show 100 % of class members have: (1) increased their awareness of the opportunities and challenges facing farmers and ranchers (2) strengthened their communication skills (3) and feel more empowered to be an influential agricultural leader. Class members have organized events on their farms to build relationships with consumers; placed public awareness ads in newspapers; served on agricultural committees; and discussed concerns with Commissioner of Agriculture Richie Farmer. Actions by the class members are clear indicators that the goals

of MEAL are being attained by the participants.

FRUIT PRODUCTION WORKSHOPS FLYER

McKenzie, P.^{*1}

¹ Agricultural Extension Agent, NC Cooperative Extension, Henderson, NC, 27536

This flyer was used to promote two fruit production workshops involving specialists from NCSU. The flyer was posted in various locations, sent via mail, and also distributed via e-mail/internet. The programs were well attended (a total of approximately 100 people) and well-received.

EARTH-KIND SYMPOSIUM BROCHURE

Miller, L.M.^{*1}, Chaney, S.², Church, G.³, Laminack, J.⁴

¹ CEA-Hort, Texas AgriLife Extension, FORT WORTH, TX, 76101

² CEA-Hort, Texas AgriLife Extension, Fort Worth, TX, 76101

³ CEA-Hort, Texas AgriLife Extension, McKinney, TX, 75069

⁴ CEA-Hort, Texas AgriLife Extension, Denton, TX, 76029

The target audience for the Earth-Kind Symposium was any resident of North Central Texas with a desire to learn to landscape in a more environmentally friendly way. Master Gardeners, interested homeowners, and professionals attended the program. Program topics included Landscape Design, Plant Selection, Soil Amendments, Mulch and Compost, Low Volume Irrigation and Integrated Pest Management. Classroom sessions were followed by outdoor, hands-on practice. At the end of the day, participants had amended the soil in a 300 sq. ft. planting bed, installed drip irrigation, planted a tree, shrubs, ornamental grasses and groundcover following a landscape design plan, and applied mulch to the proper depth. The brochure was posted on Texas AgriLife Extension Web sites in Tarrant, Denton, and Collin Counties and was included in Master Gardener newsletter mailings in those counties. Fifty-seven participants from Collin, Dallas, Denton, Montague, and Tarrant Counties attended. A total of 456 educational contact hours were provided.

IDAH2O: MASTER WATER STEWARD BROCHURE

McFarland, A.A.¹

¹ Extension Educator, University of Idaho Extension, Benewah County, St. Maries, Idaho 83861

Maintaining water quality integrity in the state of Idaho is necessary to ensure a safe water source for drinking, recreating and to support fisheries and wildlife. Pollutants are loaded into water bodies each day which have the potential of threatening these uses. Through education and outreach, citizens gain a better understanding of their interaction with the land and learn how to best preserve resources. Water monitoring is an integral tool in this outreach; however, most programs once supported by state agencies have been cut or suspended. Monitoring by IDAH2O Master Water Stewards fills substantial gaps in data created by termination of these programs.

IDAH2O was developed into a 'Master' program to make use of a highly successful Extension model. Volunteers receive training and in return, conduct monitoring in Idaho watersheds. Data is published and used to inform citizens and agencies about watershed conditions. IDAH2O targets watershed groups wanting to participate in organized water monitoring. Extensive outreach has occurred with these groups to heighten their awareness of watershed processes and comprehension of results.

This tri-fold brochure is used to garner support for the program, attract individuals and watershed groups to participate and to publicize the program to the public. It has been distributed to over 100 individuals, and is posted to the IDAH2O website. Nearly \$20,000 has been received in support and seventy-five volunteers have been certified.

Publication

National Winner

SEASON-LONG STRAWBERRY PRODUCTION WITH EVERBEARERS FOR NORTHEASTERN PRODUCERS

Demchak, K.¹, Frick, S.L.², Lantz, W.D.³, Swartz, H.J.⁴

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

²Extension Program Assistant, University of Maryland Extension, Garrett County, Mt. Lake Park, MD 21550

³Extension Educator, University of Maryland Extension, Garrett County, Mt. Lake Park, MD 21550

⁴Owner Operator, Five Aces Breeding, Garrett County, Oakland, MD 21550

Strawberry production in the northeastern United States has mostly been limited to June bearing production until recently. Developments in production with everbearing strawberries have given some producers the ability to produce high quality strawberries throughout the growing season. Extension bulletin 401 "Season-Long Strawberry Production with Everbearers for Northeastern Producers" fills a gap in available extension educational materials, providing detailed explanations of the history, development, production methods, pests and economics of producing everbearing strawberries. The extension bulletin was developed for small scale experienced or inexperienced growers in the northeastern US. Willie Lantz co-authored and coordinated the publishing of the bulletin. The bulletin is available on the internet at http://www.agnr.umd.edu/FileExchange/Strawberry_Production_-_Lantz_8-3-2010.pdf.

National Finalists

RIPARIAN FOREST BUFFERS FOR TROUT HABITAT IMPROVEMENT

Bongard, P.^{*1}, Wyatt, G.²

¹ Extension Educator, University of Minnesota, Farmington, MN, 55024

² Extension Educator, University of Minnesota, Mankato, MN, 56001

Minnesota is home to over 450 miles of Department of Natural Resources designated trout streams. As a cold water species, trout are sensitive to warm stream temperatures. On the premier trout stream in the Minneapolis-St. Paul area, warm stream temperatures have been associated with areas that are unshaded. Establishing trees in a riparian buffer can help stabilize stream temperatures, improve trout habitat and stream water quality. The objective of the peer-reviewed publication packet is to provide streamside landowners and local decision makers with research-based information to promote riparian forest buffers. The set components can also be obtained individually, providing flexibility for individual client needs while saving resources. The Riparian Forest Buffers for Trout

Habitat Improvement series includes the following: 1) Benefits – how forest buffers improve trout and wildlife habitat and water quality, 2) Design – how to identify objectives and design the buffer, 3) Establishment – how to prepare and plant the site, 4) Maintenance – how to manage weeds and maintain buffer growth, and 5) Financial assistance opportunities – where to find aid sources. The publication packet was published in late July and also became available on the companion website at that time (www.extension.umn.edu/buffers). Since then, approximately 175 sets have been distributed and the website accessed over 450 times. Bongard's role was to conduct the literature review, write content and manage grant funds for printing. Co-author Wyatt coordinated the peer-review, assisted with writing content and edited four of the components and was primary author on the fifth.

SEASONAL WEED CONTROL FOR NORTHEAST FLORIDA

Gaul, S.A.^{*1}, Bactawar, B.², Barber, D.L.³, Burbaugh, B.⁴, Davis, M.⁵, Fenneman, D.⁶, Ferrell, J.A.⁷, Nistler, D.B.⁸, Sanders, C.B.⁹, Sellers, B.A.¹⁰, Sweat, M.S.¹¹, Toro, E.M.¹², Wilder, B.J.¹³, Wilson, T.W.¹⁴, Wood, M.L.¹⁵

¹ Extension Agent, University of Florida/IFAS Extension, Callahan, FL, 32011

² Extension Agent, University of Florida/IFAS Extension, Lake Butler, FL, 32054

³ Extension Agent, University of Florida/IFAS Extension, Lake City, FL, 32025

⁴ Extension Agent, University of Florida/IFAS Extension, Jacksonville, FL, 32254

⁵ Extension Agent, University of Florida/IFAS Extension, Macclenny, FL, 32063

⁶ Extension Agent, University of Florida/IFAS Extension, Madison, FL, 32340

⁷ Associate Professor, University of Florida/IFAS Extension, Gainesville, FL, 32611

⁸ Extension Agent, University of Florida/IFAS Extension, Green Cove Springs, FL, 32043

⁹ Extension Agent, University of Florida/IFAS Extension, Gainesville, FL, 32609

¹⁰ Associate Professor, University of Florida/IFAS Extension, Ona, FL, 33865

¹¹ Extension Agent, University of Florida/IFAS Extension, Jacksonville, FL, 32254

¹² Extension Agent, University of Florida/IFAS Extension, Live Oak, FL, 32064

¹³ Extension Agent, University of Florida/IFAS Extension, Gainesville, FL, 32609

¹⁴ Extension Agent, University of Florida/IFAS Extension,

Starke,FL, 32091

¹⁵ Assistant Graphics Coordinator, University of Florida/
IFAS Extension, Gainesville,FL, 32611

This publication is the result of collaboration between extension agents in the Northeast Florida Beef and Forage Group representing Alachua, Baker, Bradford, Clay, Columbia, Duval, Madison, Nassau, Suwannee, and Union counties. Producers frequently have questions regarding the identification and management of weeds in their pastures and hayfields. This weed management publication was created to provide information about the most common weeds in our region. The guide is organized by seasons to assist producers in scouting for certain weeds at particular times of the year. Extension agents in the group researched recommendations, secured pictures and wrote the document, while IFAS Information and Communication Services provided graphic design expertise. Originally, two hundred copies were printed and distributed at various extension programs. Excess demand for the publication required the printing of an additional 1,000 booklets to be divided between the 10 counties of Northeast Florida. Use of the recommendations contained in this document, has provided producers with the information to increase their forage production by targeting weeds with the correct herbicides at the appropriate time of year.

COMMUNITY SUPPORTED AGRICULTURE

Agenbroad, A.L.^{*1}, Williams, C.², Clayton, L.³, Tripepi, R.⁴

¹ Extension Educator, Horticulture, University of Idaho, CALDWELL, ID, 83605

² Extension Educator, University of Idaho, Moscow, ID, 83843

³ Extension Educator, University of Idaho, Lewiston, ID, 83501

⁴ Horticulture Professor, University of Idaho, Moscow, ID, 83844

As the line between urban and rural areas increasingly blurs, new and/or downsized farms of 1, 5, or 10 acres are common in many parts of Idaho. According to the 2007 United States Department of Agriculture (USDA) Census of Agriculture, 49 percent of Idaho's farms and ranches comprise less than 50 acres. New and experienced growers seek to make their small acreages profitable while caring for the land and preserving quality of life. At the same time, many urban consumers' appetites and values are leading them to search for high quality fresh, local,

organic or sustainably grown food and products in their communities.

One increasingly viable marketing option for sustainable small farms is a Community Supported Agriculture, or CSA, program. CSA can connect farmers to consumers in a mutually beneficial partnership through a produce subscription or shareholder program. This publication introduces the concept of CSA and provides readers with personal assessment tools to determine if this strategy is right for them.

Available online through the University of Idaho Extension publications catalog at <http://www.cals.uidaho.edu/edComm/detail.asp?IDnum=1592>

Regional Winners

REGION 6 2010 STAKEHOLDER'S REPORT

Chizek, J.W.^{*1}

¹ Regional Extension Education Director, , Manson, IA, 50563

To publicize the varied activities conducted by Iowa State University Extension in the six counties of Region 6, an annual stakeholders report was published in December, 2010. The two-page front-to-back document reported on program activities in agriculture, community development, families, and youth. Photos and program highlight ideas were solicited from Extension staff in the six offices. The finished piece contained five colored photographs and segments highlighting specific events conducted during the past year to address the ISU Extension tagline of "Healthy Economies, Healthy People, and Healthy Environments". Nearly 120 copies of the publication were distributed to Extension Council members, area legislators, and Extension partners. Additional copies were left in the six county offices for walk-in client traffic. The stakeholders report was printed using the Iowa State University Extension's "red bar" marketing color scheme for a uniform look in the end product. Total cost per piece published was approximately \$.35 per copy. My involvement in the development of the stakeholders report was soliciting program text and pictures from Extension program specialists and office staff members, editing text, and disseminating the reports. The most common response from clients reviewing the document was "I didn't realize that ISU Extension was involved in all of these activities."

TOMATO PUBLICATION

Gao, G.Y.*¹, Bergefurd, B.², Precheur, R.J.³

¹ Extension Educator, Ohio State University Extension - Delaware County, Delaware, OH, 43015

² Horticulture Specialist, OSU South Centers, Piketon, OH, 45690

³ Vegetable Extension Specialist, The Ohio State University, Columbus, OH, 43210

This publication is 11 pages long with 11 color photos. Its intended audiences are home gardeners, master gardeners, and extension staff and faculty. It can also serve as a reference for community leaders who are active in community gardening. This publication was designed to provide suggested tomato cultivars, recommended planting techniques, typical fertility program, and popular pruning and training techniques. This publication can also be used by extension staff and volunteers to answer common questions. No photos of common insects and diseases were included since these problems are addressed by other fact sheets from Ohio State University Extension. We do not print hard copies of our fact sheets for distribution to county Extension offices anymore. Instead, a pdf version of this publication has been posted online at <http://ohioline.osu.edu/> for free download. I served as the lead author of this publication and recruited two other extension colleagues as resource people and co-authors. I researched the background information, wrote the publication based on a previous version of this publication, took 6 of the 11 photos and secured the other 5 from various sources, sought input from co-authors, recruited reviewers, and edited the publication based on input from co-authors and reviewers. An editor from OSU Section of Communication and Technology made editorial changes to fit the our style manual and provided layout of this publication. This publication is an example of teamwork of extension educators, specialists, a Communication and Technology staff, and two different universities (OSU and Purdue University).

SHELLFISH UPWELLER SILO CONSTRUCTION: 101

Flimlin, G.*¹, George E Flimlin²

¹ County Agent II, , Toms River, NJ, 08755

The silo is the basic container used in a land based shellfish nursery system, called an upweller. It is

usually used to grow hard clams and oysters from 750µ to 10-15mm. Numerous photos and diagrams exist for upweller boxes including the silos, but no construction instructions have ever been documented. This bulletin was part of the USDA Northeastern Regional Aquaculture Center's (NRAC) Regional Extension Project, and shows with text and photos how to make this integral part of nursery operations.

This bulletin was written for the current and prospective shellfish culture industry, about 1000 east coast growers.

For a shellfish hatchery, this is the second step after the initial indoor culturing phase. The hatchery would raise the very small seed up to field plantable size for their own use or sale to other growers. For the grower, it could allow for the purchase of smaller (cheaper) seed and subsequent nursing to field plantable size, instead of purchasing large (more expensive) seed. The publication gives enough information to make a basic system, but allows for adaptations.

The bulletin was mailed to all of the aquaculture extension agent/specialists along the coast (10 copies each). NRAC distributes to other regions. It is on the RCE, NRAC and East Coast Shellfish Growers Association website as a downloadable file.

The agent is the sole author and photographer except for one photo. Final publishing layout was done by an extension communicator from UCONN, who does other NRAC publication formatting.

GUIDE TO MARKETING CHANNEL SELECTION: HOW TO SELL THROUGH WHOLESALE AND DIRECT MARKETING CHANNELS

LeRoux*, M.N.¹

¹Agricultural Marketing Specialist, Cornell Cooperative Extension of Tompkins County, Ithaca, NY, 14850

Market channel selection is as important as production decisions for the small to medium sized fruit and vegetable operation. The "Guide to Marketing Channels" by Matt LeRoux, is a decision-making aid for new farmers and for those considering marketing through a new channel. The guide focuses on the marketing of fresh-market produce, however many of the marketing principles apply other agricultural products such as cut flowers, meats, honey, maple syrup, and dairy products.

Understanding each channel, its benefits, requirements and limitations is an important starting point for channel selection. It is also important to know the volume of production required and average prices paid in order to assess the potential returns of a

channel. This guide describes the factors for evaluating and choosing marketing channels as well as providing some “how to” instructions and helpful pointers.

The intended audience is small and medium sized farms choosing or analyzing their marketing options. The publication is available for free on the websites of the CU Small Farms and Beginning Farmer programs as well as CCE-Tompkins Co. In addition, CCE-Tompkins printed 50 copies to sell for \$5 each and other counties have printed and distributed copies for free. Matt LeRoux was the primary author, editor and designer of the publication, with input and edits from colleagues.

GARDENING CALENDAR

Bowling, L.^{*1}

¹ Catlettsburg, KY, 41129

This is a general gardening calendar that was created to help home gardeners to better plan their gardens and gardening activities. Along with dates and reminders of what is to be done in the garden/landscape there is also educational information each month to help homeowners better understand some basic gardening topics such as, what is soil pH and why is it important. There were approximately 500 calendars distributed in a tri-state area. The Extension agent was responsible for the material and layout of the calendar project, however, the photos in the calendar are selected by a photo contest held by the county master gardeners. Once the calendar is ready to be printed the master gardeners volunteer their time to produce the calendars for distribution. The calendar has gotten quite popular and is now highlighted on a local television station gardening program the extension agent is a regular guest on.

KEEPING GARDEN CHICKENS IN NORTH CAROLINA, AN EDUCATIONAL PUBLICATION

Edwards*, A.D.¹, Carver, D.K.²

¹ County Extension Director, NC Cooperative Extension Service, Carteret County, NC

² Extension Veterinarian, Dept. of Poultry Science, NC State University, Raleigh, NC

As interest in local and backyard foods increased, more NC clients called local Extension offices for information on raising hens to produce eggs for family consumption. The primary author realized that NC did

not have a comprehensive publication on small home flocks, and decided to prepare a guide for Extension clients who want to keep a few hens in their gardens. The author contacted the poultry science department and was put in touch with a veterinarian also interested in small flocks. Using a paper written by the primary author for a graduate class as the basis for the project, the publication *Keeping Garden Chickens in North Carolina* was prepared. The 15-page publication covers factors to consider before getting hens; selecting breeds; choosing chicks, pullets, or hens; feeding; housing; coop design; and egg production. The secondary author contributed a section on flock health, and the publication was submitted for review/ approval. The publication was assigned number AG-729W, and now is available on the web site of the Poultry Science Department as a publication of North Carolina Cooperative Extension Service, North Carolina State University.

LILAC-ASH BORER

Beddes, T.^{*1}, Davis, R.²

¹ Horticulture Agent, Utah State University, Logan, UT, 84321

² Extension Plant Diagnostician, Utah State University, Logan, UT, 84322

Various lilac (*Syringa* spp), ash (*Fraxinus* spp) and privet (*Ligustrum* spp) species are regionally important horticultural species, commonly planted in both residential and commercial landscapes. All are relatively easy to establish, maintain and exhibit cold-hardiness in most populated areas of Utah. Lilac-ash borer (*Podosesia syringae*), a clear-wing moth, is major pest of all these. It is especially detrimental in ash, where economic damage can occur due to the insect weakening mature limbs to the point that they may break from the tree. Until recently, little information was available within the regional Extension system about the pest and what information existed was extremely dated. Because of this, and how ubiquitous the pest is, Ryan Davis and I authored a new bulletin concerning it. Within the bulletin, susceptible landscape species and the insect life-cycle are covered, as well as pest management practices including monitoring, cultural and chemical. To date, all known garden centers in Northern Utah have received an electronic or published copy and have shown strong interest. Community groups, Master Gardeners and others have additionally been made aware of the publication at educational events.

Kerr, S.^{*1}, Ferguson, H.², Fouts, J.³, Hudson, T.⁴

¹ Klickitat County Extension Director, Washington State University, Goldendale, WA, 98620

² Extension IPM Coordinator Specialist, Washington State University Extension, Prosser, WA, 99350

³ Emeritus Extension Educator, Washington State University Extension, Walla Walla, WA, 99362

⁴ Kittitas County Extension Director, Washington State University Extension, Ellensburg, WA, 98926

Farm management resources have changed greatly over the last decade, but beef cattle producers report still appreciating traditional forms of record keeping tools and management information. The Washington State University Extension Beef Management Calendar (MISC0396) was developed to help cow/calf producers formulate management plans for their beef operations. The format was based with permission on the Tennessee IRM Beef Management Calendar; the authors revised the content to meet management needs of Pacific Northwest cow/calf producers. Producers use the calendar to schedule management practices and farm-related activities; it helps with scheduling by providing timely management recommendations for both spring and fall-calving herds regarding nutrition, animal health, reproduction, marketing, farm management, and pasture and range management tasks. Producers also use the calendar as a record keeper for calving and breeding data, which can help meet mandatory country-of-origin-labeling and age-verification program requirements. The cover photograph of a beef cattle scene in Washington State was provided by an Extension Educator. Layout and design were provided by WSU Publication and Printing. The calendar is updated annually and has been offered for sale and distribution at various beef cattle Extension programs throughout Washington since 2008; more than 300 copies have been distributed. Due to lack of publication funds, the calendar is now only available at <https://cru84.cahe.wsu.edu/ListItems.aspx?Keyword=misc0396>, where it can be downloaded free.

Published Photo & Caption

National Winner

GREEN ROOF PHOTO

Swackhamer, E.^{*1}

¹ Horticulture Educator, Penn State Cooperative Extension, Allentown, PA, 18104

There is a lot of interest in sustainable, green landscape practices these days. Motivation for this interest varies. Homeowners are acting out of concern for the environment and want to make a difference on their property. Municipal employees and officials are trying to reduce costs of installing and maintaining public landscapes. Watershed associations are interested in improving water quality and reducing flooding. In 2010, Extension teamed up with other agencies through the Lehigh Valley Sustainable Lands Partnership to host a bus tour. One hundred and five people visited seven sites in Northampton County and looked at a variety of sustainable practices. This photograph was taken by the author to accompany the article written to highlight tour stops. The photograph was taken using a digital Nikon Cool Pix 4500 camera. The photograph and the article were published in the September/October edition of the Pennsylvania Landscape and Nursery Association's magazine, and distributed to over 700 businesses in Pennsylvania, extending the educational reach of the event.

National Finalists

Infante-Casella, M.^{*1}

¹ County Agent, Associate Professor, Rutgers New Jersey Agricultural Experiment Station Cooperative Extension, Clayton, NJ, 08312

Pumpkins and winter squashes are popular items for retail and wholesale marketing during fall months. Extension outreach and education about New Jersey farm products in season is done through a publication titled, "What's in Season from the Garden State". In October of 2010 an issue titled "October's Orange Orb" was written and published by Agricultural Agent, Michelle Infante-Casella and Cindy Rovins to highlight pumpkins and related edible crops. Three photos included on the front page of this publication were taken by Agricultural Agent, Michelle Infante-Casella from research trials she conducted and one photo from a

farm tour she hosted. The caption reads: “Top: A variety of ethnic winter squashes good for cooking; Middle and Bottom: Small hard shell or decorative pumpkins from small pumpkin variety trial at Rutgers research farm”. The photos gave examples of items that were described in the article to show readers the variety of pumpkins and edible hard squashes available during fall months.

FARMING IS FOR THE BIRDS

McGriff, E.*¹

¹ Coffee County Extension Coordinatoor, University of Georgia Extension, DOUGLAS,GA, 31533

Caption: Local family man, Zane Spivey, turned his hobby of raising game birds into a full time job. He continues to diversify and expand thanks in part to his blend of honesty and integrity.

This photograph and caption were created by the author and published in the June 2010 edition of the Coffee County Magazine. The magazine has a circulation of 10,000. The photo was taken by McGriff with a Canon EOS40D digital camera in May of 2010. McGriff used a flash and focused on the bobwhite quail heads while slowing the shutter speed down to give the bodies the appearance of motion for the story. The objective was to be the lead photograph in a feature story of a local quail farmer. The purpose of the article and photograph was in a series of feature articles to promote small farmers and alternative agriculture enterprises.

ARBORS MCFARLAND’S GARDEN IN OREM

Sagers, L.*¹

¹ Horticulture Specialist, UTAH STATE UNIVERSITY, Lehi,UT, 84043

Growing a creative garden is both a hobby and a passion for the gardeners in this photo feature. The garden is a source of food, relaxation and creativity for this couple from Orem, Utah. The garden provides them with “the fruits of their labors” as well as an attractive landscape around their home. It provides a creative outlet as well as a beautiful landscape and a setting for family fun. In addition, it provides a whimsical place for their grandchildren to play and imagine. Other aspects of their garden also serve specific purposes both aesthetic and practical. They have maximized their yields and appearance through plant choice and placement. The author took the photos and prepared

the copy submitting it electronically to the daily Deseret Morning News. The daily newspaper is distributed throughout the state of Utah and surrounding areas with a circulation of 70,000 copies. The article is also posted on their website at <http://www.deseretnews.com/article/700045586/Jam-packed-garden-shows-owners-interests.html>.

Regional Winners

CHILD IN GARDEN

Hall, G.*¹

¹ Regional Extension Education Director, Iowa State University, Mason City, IA, 50401

Providing quality photos for news stories or feature articles has become a good way for Extension to be recognized in the north Iowa region. These photos provide a novel look at the experience of gardening through a young child’s eyes. The garden section of the Globe Gazette Newspaper (readership, 37,934) was looking for photos they could use for their annual garden section in April 2010. This is a popular section as everyone is ready for spring and interested in reading the section. The pictures were shot in my personal garden using a digital camera. Many people commented on the newspaper’s comment page about the photos and how they added to the garden section.

BEEF TWILIGHT TOUR

Marrison, D.L.*¹

¹ Assistant Professor, The Ohio State University, Jefferson, OH, 44047

Four photos were used as part of the agricultural page in the Jefferson Gazette on Wednesday, September 1, 2010. The photos and cut-line were submitted electronically to support the educator’s weekly agriculture column on the beef twilight tour to be held at Woodworth Farm in Madison. All four photos were taken by the Educator. The Educator received countless comments by community about the pictures and over 110 producers attended this event which was a 20% increase in attendance over the 2009 tour. Many remarked how the pictures made them stop and read the educator’s news column. The photos were taken on a Nikon Coolpix 3100 digital camera using a fine resolution at 2,048 * 1,536 pixels.

The Educator’s weekly column is used in conjunction with news releases submitted from the

various Ashtabula County agricultural organizations. Additionally, the educator has been requested to submit one-two photos each week for this page. During the past year, the educator has had 129 photos published in conjunction with his news column.

BIOLOGICAL TILLERS

Hanson, * M.G. ¹

¹ Crops and Soils Agent, University of Wisconsin – Cooperative Extension, Dodge County, Juneau, Wisconsin 53039

A local producer holds a Tillage Radish plant during a cover crop field day in Dodge County. Attendees of the field day learned about the benefits of the crop, including improved soil quality, soil loosening, nutrient conservation and increased soil organic matter.

BROWN STINK BUG

Majuimdar, A.^{*1}

¹ Extension Specialist, Alabama Cooperative Extension System, Fairhope, AL, 36532

The insect photo submitted herein for a Communication Award was featured in a prominent magazine article published in the State-by-State Gardening – the number one source of gardening information for the backyard or small vegetable producers in fifteen Southern states. This feature article called ‘Trap Crops’ was published online on February 28, 2011 and is archived at http://statebystategardening.com/state.php/site/articles/trap_crops/. This article discussed the basics of trap cropping and innovative ways of integrating the use of traps crops with insecticides. The target insects for trap crop are stink bugs and leaf-footed bugs that cause heavy yield reduction in vegetables. The insect photo clearly showed the mode of feeding and identification characteristics of the brown stink bug (*Euschistus servus*) – a common species that caused significant yield losses in okra and eggplants in 2010 (a drought year). The photo caption was ‘Brown stink bug (*Euschistus servus*) feeding on okra using its piercing and sucking mouthparts, Baldwin County, AL (2010)’. Due to rising interest in sustainable vegetable techniques, Extension clientele need information on trap traps and farm biodiversity as alternative pest management systems; readers also must be made aware of how to correctly identify pests and develop appropriate management strategies. Due to the lack of trap cropping information over the Internet, this feature

article and insect photo gained rapid popularity among magazine subscribers.

4-H LAND JUDGING TEAMS

Henry, M.^{*1}

¹ Henry, M.A. Extension Agent II, Putnam County, University of Tennessee Extension, 900 S. Walnut Ave. Room 4 Cookeville, TN 38501

This photo was part of a magazine article celebrating the centennial of UT Extension. The article talking the changing face of Extension programs in Putnam County, Tennessee. The submitted photo is on the 4-H Land Judging Teams during a practice contest. The objectives of this entry were to promote Extension programs and to inform readers about 4-H activities. The target audience was the readers of Celebrations a magazine published for the counties in the upper Cumberland area. The camera utilized for the photograph was a Kodak EasyShare Z712 IS. Agent then typed news article using Microsoft Word and submitted with photograph to appropriate magazine staff via email. Photo appeared in the March 2010 edition of Celebrations, which has a circulation of about 10,000 readers. As a result of this published photo, the public was informed about our Land Judging program and the programs offered by UT Extension.

Video Presentation

National Winner

“PATCHING INTO THE FALL TRADITION”

Jaskinski, J.^{*1}, Precheur, B.²

¹ Extension Educator, OSU Extension, Urbana, OH, 43078

² Associate Professor, OSU Extension, Dept. of Horticulture and Crop Science, Columbus, OH, 43210

This video was produced by OSU Communications & Technology to promote fall activities that Ohio is known for, namely pumpkin festivals and local pumpkin production. This video explores various aspects of production and the role of using experiment stations to keep growers competitive, economically profitable, and continually adopting new production techniques. The economic impact of pumpkin production on the Circleville pumpkin show and one grower’s thoughts on how valuable OSU Extension is to their annual

production is shown. Dr. Robert Precheur and myself provided most of the research and technical information used in producing this 5:15 film, and are interviewed on camera at the Western Ag Research Station.

<http://www.youtube.com/user/OSUEExtension>
TO VIEW THIS VIDEO, AFTER YOU CLICK ON THE LINK, YOU MUST USE THE RIGHT HAND SCROLL BAR AND SCROLL DOWN UNTIL YOU SEE THE TITLE "Patching into the Fall Tradition".

National Finalists

2010 EXTENSION MARKETING CAMPAIGN

Baker, D.W.^{*1}

¹ Farm Transition Specialist, Iowa State University Extension, Urbandale, IA, 50322

This marketing campaign was designed by the Communications and External Relations staff at Iowa State University Extension. The objective of the 2010 Extension Marketing Campaign was to generate overall positive brand awareness for ISU Extension. The target audience was: Partners, County Councils, Iowans, ISU Faculty, ISU Staff, ISU Students and ISU Aums. We wanted the audience to know who we are, feel good about Extension and find a way to interact with Extension. The campaign was delivered in: TV PSA's, Radio ads, Print ads, Web banners, Social media, etc. "ISU Extension is a part of your life. You are ISU Extension. It starts with Extension."

<http://www.youtube.com/user/IowaStateExtension?feature=mhum>

Here is a list of stations that the PSA's played:

Des Moines (KCCI, WOI, KDSM, and WHO)
Sioux City (KTIV, KPTH, KCAU)
Omaha (KMTV, WOWT, KPTM, KETV)
Mason City (KIMT)
Ottumwa (KTVO)
Cedar Rapids /Waterloo/Dubuque/Iowa City (KGAN, KWWL, KFXA, Mediacom, KWQC, KLJB, WHBF, WQAD)

CRITERIA AND STANDARDS FOR ANIMAL WASTE MANAGEMENT

Hlubik, W.T.^{*1}, Bamka, W.J.², Komar, S.J.³, Rice, M.⁴, Mickel, R.⁵, Smela, D.T.⁶, Weidman, R.B.⁷, Westendorf, M. L.⁸

¹ County Agent 1, North Brunswick, NJ, 08902

²Agricultural and Resource Management Agent, Rutgers, NJAES, Cooperative Extension, Burlington

County, Westampton, NJ, 08060

³ Agricultural and Resource Management Agent, Rutgers, NJAES, Cooperative Extension, Sussex County, Newton, NJ, 07860

⁴ Extension Specialist, North Carolina State University, Biological and Agricultural Engineering, Raleigh, NC, 27695

⁵ County Agricultural Agent, Rutgers, NJAES, Cooperative Extension Hunterdon County, Box 2900 Flemington, NJ, 08822

⁶ Public Information Assistant, Rutgers, NJAES, Cooperative Extension, Middlesex County, North Brunswick, NJ, 08902

⁷ Agricultural Program Associate, Rutgers, NJAES, Cooperative Extension, Middlesex County, North Brunswick, NJ, 08902

⁸ Extension Specialist in Animal Science, Rutgers, NJAES, Department of Animal Sciences, New Brunswick, NJ, 08902

The New Jersey livestock and equine industries are a diverse component of agriculture in the Garden State. Diversity of agriculture and increasing development pressure in New Jersey created a need for change in management strategies to minimize adverse affects on natural resources. As a result, the New Jersey Department of Agriculture (NJDA) was authorized to develop Criteria and Standards for Animal Waste Management (NJAC 2:91). Professionals from NJDA, Rutgers, New Jersey Agricultural Experiment Station (NJAES), Cooperative Extension, USDA Soil Conservation Districts and other state animal associations worked together to develop the rule. The Nutrient Management DVD, created and edited at the Middlesex County Extension office, includes videos on "Nutrient Management", "Pasture Evaluation", "Spreader Calibration", "Manure Storage", and "Soil Testing." It serves as an invaluable training tool to educate growers on best management practices for animal waste and comply with the new state guidelines. Over 400 copies of the DVD have been distributed, primarily to Extension Agents and staff of the USDA Natural Resource and Conservation Service and Department of Agriculture. The video segment on "Manure Storage" was placed on YouTube and it has received over 600 views in less than 3-4 months. The DVD has been shown to a few hundred growers at meetings and workshops in 2010/2011. The DVD is standard definition video and can be viewed on a separate DVD player or computer. The long-term plan is to place all video segments on the web. Mr. Hlubik worked with other colleagues on all phases of the project.

BUILDING RAISED BEDS

Blue, L.G.*¹

¹Agricultural Extension Agent, Urban Horticulture, North Carolina Cooperative Extension, Asheville, NC, 28801 Abstract: (218 words)

As the population of Buncombe County has grown to over 218,000, the demand for horticultural information appropriate to the area has increased accordingly. And as the population increases, so does the potential for environmental impacts of inappropriate gardening practices. Mass media outlets such as TV offer a means for providing environmentally sound information to the largest number of people.

Almanac Gardener is a North Carolina Cooperative Extension program which has been produced by public television, UNC-TV, for 28 years. It is the station's longest running and most popular locally produced program. The half hour show airs weekly from April through August. Audience is estimated at 75,000 viewers in North Carolina and surrounding states.

Segments on the program are intended to educate North Carolina gardeners about appropriate plant selection and environmentally sound gardening practices. This 5 minute segment on Building Raised Beds was filmed by the UNC-TV film crew in my back yard and in our Master Gardeners' Demonstration Garden. It was filmed in 2009 and aired April 10, 2010.

This video can be viewed by going to the Almanac Gardener web site at: <http://www.unctv.org/gardener/schedule.html>. Click "play video" on the April 10 show. The entered segment begins about 7 minutes into the program, so you may want to fast forward. A DVD is also being mailed.

Regional Winners

"GARDEN LINE"

Zdorovtsov, C.*¹

¹ Extension Educator/Horticulture, South Dakota Cooperative Extension Service, Sioux Falls, SD, 57104

"Garden Line" is an hour-long, live call-in program, featuring information about yard and garden issues. It is produced by the South Dakota Cooperative Extension Service and is broadcast on South Dakota Public Broadcasting Television on Tuesday evenings from

April through September. A panel of SDSU experts provides research based answers to viewer questions. During the first portion of the program, panelists present 2-3 minute segments on an emerging issue or timely landscape task. Following the roundtable topics, the panel answers questions that are received via phone or email. "Garden Line" averages 4,500 viewers. Please watch the August 24, 2010 episode at the timestamp from 6:41-9:17 for my roundtable presentation at this URL: <http://www.sdstate.edu/sdces/resources/lawn/gardenline/episode/index.cfm>

DELMARVA GARDENS

Rosenkranz, V.*¹

¹Extension Educator, Commercial Horticulture, University of Maryland Extension, Salisbury, MD, 21802

Delmarva Gardens is a thirty minute local cable show on Public Access Channel (PAC) 14 that reaches over thirty thousand household cable subscribers in Wicomico County, Maryland. PAC 14 is a non-profit Public, Educational and Governmental Access Television station that serves Wicomico County Maryland. To create Delmarva Gardens, the Educator goes into greenhouses, outdoors into flower gardens, vegetable gardens and landscapes throughout the year to catch the pertinent up-to-the-minute gardening information on film. Delmarva Gardens is currently in its 10th year of production and can be viewed on PAC 14, Public Access Channels in both Prince George's and Montgomery Counties in Maryland and the University of Maryland's Web site (<http://extension.umd.edu/gardening/DelmarvaGardens/index.cfm>). It is an excellent opportunity to bring Integrated pest Management/Total Plant Management and practical gardening tips to the residents of Wicomico County and to all those that view it. PAC 14 does all the filming and editing and the Educator is responsible for all the program ideas, production and implementations. In the February edition, Delmarva Gardeners presented 'Terrariums' which showcased both indoor house plants and outdoor plants that are suitable for small spaces that also thrive in very humid conditions. A number of small terrariums were created with a wide variety of plants and accessories.

TIMING A FUNGICIDE APPLICATION TO THE FLAG LEAF ON WHEAT

Rowehl, J.E.¹

¹Extension Educator, Penn State Cooperative Extension, York County, Pennsylvania 17402

Farmers and crop advisors are the target audience for this video. Fungicide applications for control of foliar diseases on wheat are generally most effective when applied as the flag leaf begins to emerge. The period of time a farmer has to do this is fairly short. In order to be prepared to make a fungicide application on time, it is helpful knowing how close the wheat plants are to the stage of flag leaf emergence. Many farmers are not sure how to determine if the most recent leaf that has emerged from the whorl of the plant is actually the flag leaf.

This video was taped during the spring of 2010. Since it was necessary to use scenes from the later stages of wheat development, it was not possible to complete the video and still be able to use it that year. Thus it has not viewed yet and no impact has been measured. The video is on the webpage of the Penn State Crop Management Extension Group. <http://extension.psu.edu/cmeg/video/wheat-flag-leaf>

“FROM FARM TO TABLE: A VIRTUAL FARM TOUR”

Stanford, M.K.^{*1}

¹Extension Specialist - Nutrient Management, Alabama Cooperative Extension System, Crossville,AL, 35962

Although food is a basic necessity of life, the modern world we live in does not often focus on those who produce this valuable commodity. Today's youth may be several generations removed from any farm interaction and do not understand food production. In an effort to address this situation, a team of Extension educators collaborated to showcase one commodity all the way from “farm to table.” Extension Specialist Kent Stanford provided subject-matter knowledge and served as the spokesman for a video that illustrated modern poultry production. The video, titled “From Farm to Table: A Virtual Farm Tour,” was set in Northeast Alabama, a region whose economy is heavily dependent on poultry production. The completed video was originally used in a summer 4-H program known as “The 4-H Clover Classroom.” Students in the summer program took the “virtual” farm tour as part of a 4-H Cooking School. After viewing the video, students learned about the essential nutrients chicken provides. Students then

prepared and enjoyed a healthy entrée featuring chicken. The video has since been loaded to YouTube (<http://www.youtube.com/alcoopextensionvideo#p/c/61D8FCE4A46E46F2/0/HwM3hOPwnnl>), shown at numerous 4-H club meetings, added to the library for Alabama Ag in the Classroom, and viewed at the annual meeting of the state Farm Bureau affiliate.

FLORIDA FRIENDLY LANDSCAPING™ TIPS

Moffis, B.L.^{*1}, Davis, J.E.², Singleton, L.O.³

¹ Urban Horticulture Agent 1, UF/IFAS Sumter County Extension, Bushnell,FL, 33513

² Florida Yards and Neighborhoods Agent 1, UF/IFAS Sumter County Extension, The Villages,FL, 32162

³ Florida Yards and Neighborhoods Agent 1, UF/IFAS Sumter County Extension, The Villages,FL, 32162

Florida Friendly Landscaping™ Tips are one to three minute video segments that air on The Villages News Network. The Villages News Network is a local media station that meets the needs of the rapidly growing retirement community, The Villages. The viewing audience is estimated at 74,000. Each video is aired on the hour two days per week. Ultimately, each video has the potential to be viewed forty-eight times. Since this partnership with The Villages News Network began in June of 2010, twenty-four Florida Friendly Landscaping™ Tips videos have been created. The objective of this educational method is to recommend University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) research based horticulture information to address timely gardening topics that impact The Villages community. Adoptions of Florida Friendly Landscaping™ Tips have the ability to reduce storm water runoff, reduce water usage, and will result in proper plant selection and proper applications of fertilizers and pesticides.

Florida Friendly Landscaping™ Tips Video Links:
<http://www.youtube.com/watch?v=mVETl2Rm9zg&feature=related>

<http://www.youtube.com/watch?v=6HzPS8lp1wU&feature=related>

<http://www.youtube.com/watch?v=2EobET-fddo&feature=related>

“PREVENTING POWDERY MILDEW IN TABLE GRAPES, A MULTI-FACETED, ORGANIC APPROACH FOR IDAHO”

Agenbroad, A.L.*¹, McCammon, T.²

¹ Extension Educator, Horticulture, University of Idaho, Caldwell, ID, 83605

² Extension Educator, Horticulture, University of Idaho Extension, Weiser, ID, 83672

Powdery threatens organic growers' ability to achieve high quality, marketable table grapes in southwest Idaho. Prevention is critical to the sustainability of this new industry, so University of Idaho Extension faculty and producer Michael Medes implemented and evaluated existing protocols developed by researchers in California, Washington and Oregon for effectiveness in organic Idaho vineyards. Funding for the two year project was provided through a Western SARE Producer + Professional grant. A multi-faceted approach that included trellis augmentation, early detection and changes to management strategies reduced mildew infection to undetectable levels in 2008 and 2009. A comprehensive outreach effort has demonstrated results and delivered welcome recommendations to growers and horticultural professionals across the region.

“Preventing powdery mildew in table grapes, a multi-faceted, organic approach for Idaho,” is a 20-minute video produced by Ariel Agenbroad and University of Idaho Video Productions that delivers project results and recommendations for southwest Idaho commercial or hobby growers and horticulture professionals and has been made available by request, free of charge. We have made over 100 copies to date and are distributing the videos through our mailing list, at outreach events and through our industry partners. We hope to have the video available through our University of Idaho Extension publications catalog soon.

PRUNING YOUNG SEMI-DWARF APPLE TREES

Heflebower, R.*¹

¹ Horticulture Agent, Utah State University, St. George, UT, 84770

Many publications have been written to help backyard gardeners learn how to prune their fruit trees. In my experience, reading about pruning is not a good substitute for a hands-on experience with an expert. This brief video outlines some simple steps to pruning young semi-dwarf apple trees. It allows the viewer to follow along as each cut is made and learn how, when, and why pruning is done. This video has been used

as part of a training course to help Master Gardeners learn how to prune fruit trees. This is original work by the author. The video was recorded using Ultra Flip Video HD. It was edited using Quick Time Player. It can be viewed on Windows Media Player or Quick Time Media Player.

Website

National Winner

“UPSTATE HORTICULTURE: CLEMSON EXTENSION”

Tanner, S.C.*¹

¹ Area Extension Agent, Clemson Extension Service, Greenville, SC, 29601

Extension clientele, especially younger clientele, are increasingly turning to web-based information sources first. Reaching them by traditional means (print media, radio, mailings, etc.) is often less effective and more costly than using internet outlets. As a result, social media sites (Twitter, Facebook, etc.) offer great potential for reaching new audiences and sharing information with any interested party, for essentially no expense. Therefore, the author launched a Facebook Page in fall 2009 called “Upstate Horticulture: Clemson Extension” and has continuously maintained the site. View the site at www.facebook.com/UpstateHort. The author is the only administrator and manages all content, posting new content almost daily. Various informative, subject-specific, and research-based tidbits about horticulture, gardening, landscaping, etc. are shared. Program announcements and Extension updates also feature prominently on the page. The site had 392 “likes” as of March 11, 2011 with little more than word-of-mouth advertising. People who “like” the site see new items in their own “news feed” when those items are posted. If viewers are interested in the topic they may click on it to see more, or simply ignore it if they are not interested. They may also “like” or comment on individual posts. Since inception this Facebook page has proven a valuable communication and constituent recruitment tool for the horticulture programs in the Upstate region of SC.

National Finalists

SWEDE MIDGE INFORMATION CENTER

Kikkert, J.R.^{*1}, Chen, M.², Hoepting, C.A.³, Shelton, A.M.⁴

¹ Extension Associate, Cornell Cooperative Extension Regional Vegetable Program, Canandaigua, NY, 14424

² Research Associate, Cornell University, Geneva, NY, 14456

³ Extension Associate, Cornell Cooperative Extension Regional Vegetable Program, Albion, NY, 14411

⁴ Professor, Cornell University, Geneva, NY, 14456

Swede midge is an invasive insect pest of crucifer crops such as cabbage, cauliflower and broccoli. Left unmanaged, this pest could cause huge losses to the \$1.4 billion U.S. crucifer industry. The Swede Midge Information Center for the U.S. website (<http://web.entomology.cornell.edu/shelton/swede-midge/index.html>) was designed as a comprehensive source of information for use by growers, gardeners, crop scouts, regulatory personnel, researchers and extension educators. The site is the result of proactive efforts of Cornell University Extension Educators and Researchers who were at work even before the pest was discovered in the U.S. Visitors to the site can find the latest information on the distribution, biology, detection and management of swede midge in North America. The site features numerous photographs of the insect and crop damage symptoms. The resource section features a downloadable BMP Guide, narrated Powerpoint presentation, Powerpoint training modules that other educators can use and a comprehensive list of references. Those needing DEC pesticide applicator recertification credits can link to an on-line course. Visitors can readily contact the Extension Educators by clicking on our e-mail addresses on the "Contact Us" page. All of the content for this site was developed by the authors. Kikkert coordinated the effort, developed the overall layout of the site, and worked with the web designer to complete the project. Since the June 2010 site launch, there have been 381 unique visitors from 47 countries (Google Analytics). Included are nearly 400 visits from 41 states in the U.S. and 59 visits from neighboring Canada.

PA BEGINNING FARMER AND RANCHER PROGRAM

DuPont, T.^{*1}, Grantham, A.², Frankenfield, A.³, Fouk, D.⁴, Miller, D.⁵, Swackhammer, E.⁶, Berry, J.⁷, Hautau, M.⁸, Fournier, M.⁹, Firestine, M.¹⁰, Leiby, R.¹¹, Guiser, S.¹²

¹ Sustainable Agriculture Educator, Penn State Extension, Nazareth, PA, 18064

² Start Farming Program Coordinator, Penn State Extension, Nazareth, PA, 18064

³ Extension Educator, Penn State Extension, Collegeville, PA, 19426

⁴ Extension Educator, Penn State Extension, Nazareth, PA, 18064

⁵ County Extension Director, Penn State Extension, Pottsville, PA, 17901

⁶ Extension Educator, Penn State Extension, Allentown, PA, 18104

⁷ Extension Educator, Penn State Extension, Allentown, PA, 18104

⁸ Extension Educator, Penn State Extension, Leesport, PA, 19533

⁹ Extension Educator, Penn State Extension, Doylestown, PA, 18901

¹⁰ Extension Educator, Penn State Extension, Leesport, PA, 19533

¹¹ County Extension Director, Penn State Extension, Allentown, PA, 18104

¹² Extension Educator, Penn State Extension, Doylestown, PA, 18901

The PA Beginning Farmer and Rancher Program is led by a team of eleven Penn State Extension Educators in collaboration with PA Farmlink and the Seed Farm --a Lehigh County Agricultural Incubator Project. We launched this project in 2009 in response to increasing interest in farm start-up. Our goal is to enhance the success of beginning farmers and ranchers by providing information and hands-on training in production, marketing, financial management and land/resource acquisition. The Start Farming website features a blog updated every 2 weeks with news and information from our team, a listing of classes and information in each of eleven different subject areas. With more than 5,000 individual readers last month the site is drawing a large audience from Pennsylvania and the region. Visit us at <http://extension.psu.edu/start-farming>

WOLFE COUNTY ANR WEBSITE

Wilson, D.^{*1}

¹ County Extension Agent for Agriculture & Natural Resources, Campton, KY, 41301

<http://ces.ca.uky.edu/wolfe/AgNaturalResources>

The Wolfe County ANR Website has come a long way from its initial birth date. The webpage has up to date information on current, future and ongoing programs that are being presented in Wolfe County. The website has a link to the monthly Wolfe County Ag News Newsletter, the annual Agricultural Outlook Publication, Annual Farm Field Day Highlights, Beginning Beekeeping, Emerald Ash Borer, Swine Flu, Hay Testing Program, Agricultural Program Calendar, Wolfe County Ag. Development Board, See Blue Go Green, Money Wise, The Ag Magazine, and a section on the most popular publications in Wolfe County each year. In 2009 the Wolfe County Agricultural Extension Council wanted a new way for the ANR Agent to get them information. Therefore, a Twitter account called @WolfeCoAg was started to better assist farmers of Wolfe County stay on top of happenings at the Extension Service and in the national Agricultural community. A direct link to this Twitter deck is on the ANR website as well; farmers can follow @WolfeCoAg and get timely updates on newsletters, programs and agricultural alarms in the county. The Wolfe County ANR website has also gotten several hits from different states and countries; recently a lady in Oklahoma used Google and found the page to answer some Strawberry questions she had for the growing season and to order plants. The website has been designed to be a quick accessible link for farmers anywhere not just Wolfe County.

Regional Winners

BIOENERGY WEBSITE

Pennington*, D.R.¹

¹Extension Educator, Michigan State University Extension, Kellogg Biological Station, Hickory Corners, Michigan 49060

Bioenergy website url: <http://bioenergy.msu.edu>

The bioenergy website was developed to address a key gap in delivering information to farmers and extension educators. Existing Michigan State University

bioenergy websites focused on news releases about current research and new grants received. These sites lacked general information about what bioenergy is, what the potential crops are, how these crops can be processed into energy. This site conveys this general information as well as current results from applied research, national policy objectives, economics of production and links to external resources. The site is also used to share speaker presentations from various events. This site attempts to bridge these gaps and provide the visitor with access to the resources of the university and other agencies involved in bioenergy research and production.

UNL CROPWATCH

Rees, J.^{*1}, Anderson, B.², Giesler, L.³, Harveson, R.⁴, Hay, F.⁵, Hay, P.⁶, Heideman, K.⁷, Jasa, L.⁸, Jasa, P.⁹, Koelsch, R.¹⁰, Lesoing, G.¹¹, Little, R.¹², Lyon, D.¹³, Namuth-Covert, D.¹⁴, Ostdiek, D.¹⁵, Pavlista, A.¹⁶, Peters, P.¹⁷, Quinn, J.¹⁸, Regassa, T.¹⁹, Sandell, L.²⁰, Santra, D.²¹, Schaepe, A.²², Specht, J.²³, Urrea, C.²⁴, VanTassel, S.²⁵, Varner, D.²⁶, Weissling, T.²⁷, Wilson, R.²⁸, Wortmann, C.²⁹, Zoubek, G.³⁰

¹ Extension Educator, UNL-Extension, Clay Center, NE, 68933

² Extension Forage Specialist, UNL Agronomy and Horticulture, Lincoln, NE, 68583

³ Extension Soybean Pathologist, UNL Plant Pathology, Lincoln, NE, 68583

⁴ Extension Pathologist, UNL Plant Pathology, Scottsbluff, NE, 69361

⁵ Extension Educator, UNL Biological Systems Engineering, Lincoln, NE, 68583

⁶ Extension Educator, UNL Extension, Beatrice, NE, 68310

⁷ Recruitment Coordinator, UNL Ag Economics Dept., Lincoln, NE, 68583

⁸ Communications Specialist, UNL Educational Media, Lincoln, NE, 68583

⁹ Extension Engineer, UNL Biological Systems Engineering, Lincoln, NE, 68583

¹⁰ Assistant Dean, UNL Extension, Lincoln, NE, 68583

¹¹ Extension Educator, UNL Extension, Auburn, NE, 68305

¹² Research Technologist, UNL School of Natural Resources, Lincoln, NE, 68583

¹³ Extension Dryland Cropping Systems Specialist, UNL Agronomy and Horticulture, Scottsbluff, NE, 69361

¹⁴ Extension Professor, UNL Agronomy and Horticulture, Lincoln, NE, 68583

¹⁵ Communications Specialist, UNL Educational

Media, Scottsbluff,NE, 69361

¹⁶ Potato Specialist, UNL Agronomy and Horticulture, Scottsbluff,NE, 69361

¹⁷ Project Manager, UNL Educational Media, Lincoln,NE, 68583

¹⁸ Post-Doc., UNL School of Natural Resources, Lincoln,NE, 68583

¹⁹ Variety Testing Coordinator, UNL Agronomy and Horticulture, Lincoln,NE, 68583

²⁰ Extension Educator, UNL Agronomy and Horticulture, Lincoln,NE, 69583

²¹ Alternative Crops Specialist, UNL Agronomy and Horticulture, Scottsbluff,NE,

²² Web Editor Content Consultant, UNL Educational Media, Lincoln,NE, 68583

²³ UNL Soybean Physiologist, UNL Agronomy and Horticulture, Lincoln,NE, 68583

²⁴ Dry Bean Specialist, UNL Agronomy and Horticulture, Scottsbluff,NE, 69361

²⁵ Extension Wildlife Specialist, UNL Extension, Lincoln,NE, 68583

²⁶ Extension Educator, UNL Extension, Fremont,NE, 68025

²⁷ Professor of Practice, UNL Entomology Department, Lincoln,NE, 68583

²⁸ Budget Analyst, UNL Extension, Lincoln,NE, 68583

²⁹ Extension Soil Fertility Specialist, UNL Agronomy and Horticulture, Lincoln,NE, 68583

³⁰ Extension Educator, UNL Extension, York,NE, 68467

The UNL CropWatch Newsletter began in 1993 when several department newsletters were integrated into one crop newsletter. By 2005 the print edition was dropped for an expanded Web issue found at <http://cropwatch.unl.edu>. During this time, other UNL crop and pest management Web sites were developed by departments. In 2009, a survey of Nebraska producers and agribusiness professionals found they wanted a single URL to locate UNL's crop information. They wanted a one-stop, comprehensive resource. When asked what URL they preferred, survey respondents said <http://cropwatch.unl.edu> as they were already going there for newsletter updates. A team of 25+ UNL Extension Specialists and Educators collaborated to roll all the existing Web sites into one comprehensive crop Web site over nine months. The lead author co-led this effort and manages five areas on the comprehensive site. While it continues to feature timely crop articles, it was redeveloped to include extensive information organized by crop, as suggested by the clientele survey. Within each crop, clientele can find production, pest management, water, and fertility information. Additional related topics are also on the site. With

the advent of social media, the CropWatch site added Twitter and RSS feeds and any article or Web page can be shared via any number of social media tools. In 2010, a series of webinars exploring weekly decision making for irrigation management were featured. Google analytics shows that since this expanded site was rolled out September 15, 2009, 239,376 visitors from 184 countries/territories have viewed 655,181 pages on this site.

“OHIO AG MANAGER”

Bruynis, C.^{*1}, Freytag, B.², Marrison, D.L.³

¹ Assistant Professor, The Ohio State University, Upper Sandusky,OH, 4335

² Communications and Technology, The Ohio State University, Columbus,OH, 43210

³ Assistant Professor, The Ohio State University, Jefferson,OH, 44047

The Ohio Ag Manager (OAM) Team was formed in 2004 to help provide extension farm and agribusiness management programming following a dramatic reduction in farm management faculty. This team of County Educators and State Specialists selected tools to provide highly accessible information to clientele. These tools include the “Ohio Ag Manager” monthly electronic newsletter, and the OAM web site. This web site, located at <http://ohioagmanager.osu.edu>, provides clientele access to current and past issues of the OAM newsletter. In 2010, we redesigned the website with the help of OSU Extension Communication and Technology Department. This change has made us more in-line with today's technology. As evidence....The Ohio Ag Manager team was recognized at the conclusion of 2010 by the agriculture web site Agriculture.com (<http://www.agriculture.com/>) as one of their Top Ten Internet Sites for 2010. Agriculture.com began publishing their [A] List of best agricultural features on the Internet in July of 2010. The [A] List includes websites, blogs, social media postings, user comments and other Internet-based content developed by agribusinesses, agricultural media, and farmers. Currently, 88 County Agricultural Extension Educators in Ohio and 800 individuals and agribusinesses have subscribed to the Ohio Ag Manager electronic list serve. These clientele receive the monthly OAM newsletter via email. The newsletter is comprised of 7 to 10 abstracts with links back to the OAM website for the complete article for those wanting further information. Server data indicates an additional 25,289 (average) individuals retrieve the newsletter from the web each month.

TOMATO VARIETY DATABASE

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There are literally thousands of open-pollinated and hybrid varieties of tomatoes available to farmers and gardeners. Choosing which of these tomato varieties to grow can be a daunting task. Unfortunately, it can often be difficult to find unbiased research-based information on many of these varieties. Several observational and replicated field trials were conducted in New Jersey over the past few years to gather more information on plant and fruit characteristics, taste characteristics, and yield of hybrid, heirloom and specialty tomatoes. In order to better outreach this information to growers, home gardeners and consumers a database of the varieties tested was created. This database includes information on each variety, a digital image of a characteristic ripe fruit and links to reports on trials conducted which compared the variety to others grown at a certain location (ex. see the variety 'Applause'). In the future more trial data from other states will be added to the site. Since its launch in August of 2010 to March 15, 2011 the site has had 7,652 page views of the main page and 49,392 views of the variety pages. The increased availability of this research-based information will help growers, home gardeners, and consumers make better decisions on which tomato varieties to grow and/or purchase.

AGENT'S UPDATE--ONLINE MAGAZINE BLOG

Steed, S.T.*¹

¹ Environmental Horticulture Production Extension Agent, Hillsborough County Extension Service, Seffner,FL, 33586

The objectives of Agent's Update--Online Magazine Blog (www.hortagent.blogspot.com) are to inform and educate the environmental horticulture producers (greenhouse, nursery, sod producers) of Hillsborough County (FL), Polk County (FL), and a larger state readership of the latest news, information, education, research and extension program promotion concerning the environmental horticulture production industry. The blog article content is updated weekly by the author using Blogger for web publication. The blog posts are also distributed every Monday morning to 185 readers

via a Mailchimp email campaign. Content is stored with an online, key word archive for readers and the agent to access past published information easily. A weather weblet is supplied to the right of the page to enable readers to check current and future conditions and make production decisions.

NACAA Member Presentations

2011 NACAA

96th

Annual Meeting

and

Professional Improvement Conference

Overland Park, Kansas

4H & Youth Development Presentations

“KIDZONE” PROVIDES PRIMARY FOCAL POINT OF FAIRGROUNDS

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The local county fairgrounds included an old barn that contained the “Baby Animal Barn” area designed for young fair goers to experience animals. While the area provided opportunities for youth and adults to be up close with animals, it was located in an unfavorable site at the far corner of the fairgrounds and provided limited education opportunities. As part of the county agricultural society’s Strategic Plan, the Dodge County “kidZone” concept was developed by the local extension educators nearly three years ago. Determined to bring the concept to reality, the extension educators teamed up with the county agricultural society and the Dodge County “kidZone” Committee that was formed for the sole purpose of fund raising. As a result, the team and several additional volunteers poured countless hours into the project. Nearly \$100,000 of cash and in-kind donations have been secured in making this project happen. The results are a barn filled with hands-on agricultural and science-based learning opportunities, sandbox, commercial playground equipment and picnic shelter surrounded by beautiful landscaping that includes shade trees, memorial brick-filled concrete pads, memorial benches and a walking path. The “kidZone” is the primary focal point of the fairgrounds and provides a safe, clean place for kids and their families to learn and play year-round. As a result of attending the “kidZone”, fairgoers indicated; 87% have a better understanding of Nebraska agriculture, 92% are more aware of the products they purchase in the grocery store, and 100% enjoyed the displays, animals, and activities.

INCREASING CIVIC AWARENESS IN HIGH SCHOOL STUDENTS

Bruynis PhD, C. L.¹

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Research has shown that in the rural areas of the Corn Belt, the levels of civic engagement are decreasing leaving communities struggling to find the future leaders. This issue was recognized in Wyandot County, prompting community leaders and

OSU Extension staff to create programming to connect students with the local civic structure. The program goal was to identify the high school sophomores with the capacity to become community leaders that were likely to return or remain in the community upon the completion of their formal education and give them an opportunity to develop leadership skills as well as solid community linkages to the local political structure. This was completed through a variety of educational sessions, field study assignments, and a team community service project. Upon the completion of the program, a retrospective pre/post test using a 6 point Likert scale was used to measure civic responsibility awareness. Measures from the past 12 years indicate that students increased their awareness of their civic responsibility by an average of almost 2 points (1.96) with a mean post-test score of 5.32. In addition to the evaluation results, school leaders indicate that many students, upon completing the leadership program, are taking on leadership roles in the school community. Graduates from the first program are now 27 years old and are becoming active in the community through involvement in civic groups such as Rotary and Lions clubs, as well as their leadership at their places of employment.

CREATING A LEADERSHIP ACADEMY FOR TEENS

Alexander, S.¹

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Susan Alexander worked with her 4-H counterpart in Clearfield County, Jana Davidson to develop “The Leadership Academy” for teens. 2011 is the third year of the program being offered. 24 youth have thus far participated. Various community speakers are invited along with the instruction delivered by the educators. Community speakers include State Representatives and County Commissioners. Topics covered: Group Dynamics, Citizenship, County Government, Beyond High School-College Information, Conflict Resolution, Motivating Members - I and You Messages, Developing Your Leadership Place, and Developing Your Portfolio. In 2009, 8 of the 9 youth completing an evaluation at the last session indicated they would recommend the Academy to other teens. One teen has participated in each Academy and encouraged others to join her. The Academy provides teens the opportunity to enhance their leadership skills in areas including communication and decision making, gain a better understanding of citizenship, and understand how county and state government works in Pennsylvania. Throughout the program, which ran from January through April, the teen participants put together a portfolio, which they will use in preparing for applications and interviews pertaining to college scholarships and future jobs. In the words of a returning participant: “As a two year participant of the Youth Leadership Academy, this program has had a positive influence on me! I have learned how to create a portfolio and resume. I also learned how

local government works and the numerous important positions from county commissioner to state legislator. I enjoyed the teambuilding activities held during each of the sessions. I feel that the academy helps students become more active & responsible citizens.”

**MOSAICA: MAKING OUTDOOR SCIENCES
AVAILABLE IN CLASSROOMS URL: Abstract:
MOSAICS: MAKING OUTDOOR SCIENCES
AVAILABLE IN CLASSROOMS**

Friday*, T.L.¹, Mullins, V.²

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Educators are constantly looking for better ways to teach science and offer real-life experiences in the study of the environment. In Florida, classroom teachers must narrow their educational focus and place increased emphasis on student performance as measured by the Florida Comprehensive Assessment Test®. Teachers have less time to provide hands-on experiences. To enhance students' exposure to the “outdoor” sciences, Extension faculty, 4-H staff, and Master Gardener volunteers provide monthly workshops. Mosaics' mission is to connect youth and elders to investigate the “mosaics” of natural resources. Program goals include providing a set of resources and activities that combine science learning and intergenerational mentoring to Santa Rosa County youth, teaching a program that integrates “local knowledge” of gardeners with scientific knowledge, and utilizing the 4-H “learn-by-doing” approach to teach new knowledge. For the last two academic years, the program has been taught to all 7th graders (approximately 345 youth annually) at the Woodlawn Beach Middle School in Gulf Breeze, Florida. Agents use experiential, reinforcement and integrative teaching methods and activities to deliver education to the targeted audience using a non-formal structure. Types of educational methods include field days, games, role playing, worksheets, skill-a-thons, and discussions. Pre/post tests document significant improvement in students' knowledge of natural resources.

FROM FARM TO TABLE, A VIRTUAL FARM TOUR

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Although food is a basic necessity of life, the modern world we live in does not often focus on those who produce this valuable commodity. Today's youth may be several generations removed from any farm interaction

and do not understand food production. In an effort to address this situation, a team of Extension educators collaborated to showcase one commodity all the way from “farm to table.” Extension Specialist Kent Stanford provided subject-matter knowledge and served as the spokesman for a video that illustrated modern poultry production. The video, titled “From Farm to Table: A Virtual Farm Tour,” was set in Northeast Alabama, a region whose economy is heavily dependent on poultry production. The completed video was originally used in a summer 4-H program known as “The 4-H Clover Classroom.” Students in the summer program took the “virtual” farm tour as part of a 4-H Cooking School. After viewing the video, students learned about the essential nutrients chicken provides. Students then prepared and enjoyed a healthy entrée featuring chicken. The video has since been loaded to YouTube (<http://www.youtube.com/alcoopextensionvideo#p/c/61D8FCE4A46E46F2/0/HwM3hOPwnnl>), shown at numerous 4-H club meetings, added to the library for Alabama Ag in the Classroom, and viewed at the annual meeting of the state Farm Bureau affiliate

A STUDY OF PHYSICAL AND GENETIC INDICATORS OF PORK QUALITY IN ASOTIN COUNTY FAIR PIGS

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Local consumers and processors of Asotin County Fair (ACF) 4-H and FFA pigs indicate the meat from fair pigs lack marbling, are pale colored and exhibit excessive water loss compared to non-fair pork. Research indicates pigs bred specifically for the show ring are leaner and more heavily muscled than commercial pigs. Show pigs are also often carriers of the Rendement Napole (RN) and Halothane Stress genes. Hogs expressing the dominant RN allele will have lower ultimate pH levels, affecting the water-holding capacity of pork. Both genes are known to affect pork quality. All 152 pigs were ultrasounded for backfat and loin eye area at weigh-in during the 2010 fair. Sex and breed were recorded and hair samples collected for DNA analyses of each pig. Carcass data were collected on 50 pigs that were processed locally following the fair. Sixty percent (30 of 50) of the sampled pigs were carriers of the RN gene. RN carriers produced pork that had lower pH values ($P < 0.0001$), lower daily gains and were more muscular than non-carriers. Carriers also had loin muscles that tended to be paler in color with less marbling, and greater drip loss. As expected, gilts grew slower, were leaner, had larger loineyes and less marbling than barrows (All significant $P < 0.05$). Genetic differences are probably contributing to the poor pork quality of ACF pigs; however, pre-harvest handling and post-harvest chilling could also be factors. Educational

programs and materials will be developed to address pork quality issues with breeders, youth exhibitors, processors and consumers.

ATTRACTING YOUTH IN CROP SCIENCES - CROP SCIENCE INVESTIGATION

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Today's agricultural world faces several challenges, one of them being the decline of our most valuable resource, the future workforce. With crops playing a key role in Nebraska's economy, a wide variety of career paths is available in this rapidly-changing field. Active learning strategies teach youth about careers in production agriculture and can entice youth to stay in rural communities and involved in production agriculture.

University of Nebraska-Lincoln Extension offers Crop Science Investigation (CSI) programming for youth to increase their knowledge and interest with plants, science, and agriculture. CSI workshops are offered in several counties which consist of local hands-on workshops for 4-H and FFA youth. Workshop topics include: marketing, nutrient management, managing disease, insect and weed problems, plant population, water management, etc. These sessions build life skills such as; researching scientifically based answers; problem solving, public speaking, etc.

In addition, an interactive webpage is being developed for youth interested in crops which can also be used by faculty, 4-H leaders, and agricultural educators in their lessons or activities.

Surveys from Fillmore County CSI participants (n=8) showed that all know a college major related to their project and have talked to someone in a career related to their project. All youth know that science, engineering and technology (SET) is useful for solving problems & five agreed they apply SET to their project. One 4-H'er said, "I use science/technology with GPS to map fields and sensors for irrigation." Another said, "CSI has helped increase my leadership skills and build self-confidence."

NATURAL RESOURCE EDUCATION FOR YOUTH

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Utah is the second driest but one of the fastest growing states in the United States. In 2010 the state's population was more than 2.7 million people and it is estimated that by 2045 the state's population will double. Natural resource management and water conservation will continue to be key issues in the

coming decades. Only 21% of Utah is privately owned, while 64% is owned by the federal government. In Tooele County the federal government owns 81% of the land. This has led to a very complex relationship between the federal, state, and county governments. Last year a conservation program designed to educate youth about natural resources and new technologies was implemented in Tooele County. This helped the participants better understand the topography of the state and some of its pertinent issues. In this program youth learned conservation, orienteering and survival skills. Through this training curriculum they gained an understanding of human physiology, plant and animal identification and topography. They also gained additional knowledge regarding technologies such as GPS and GIS, geometry, and land management issues. Through this program youth gained a greater understanding about the availability and importance of proper conservation in Utah.

Administrative Skills

EXTENSION AWARENESS THROUGH MEDIA RELATIONSHIPS

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Recognition of the importance of Extension in the north central Iowa region has been enhanced through the use of print, radio and television media. Public relations efforts have been rewarded with more appreciation of Extension and the importance it plays in a five county region. The objective of this program was to provide more opportunities for people to be exposed to Extension. With the excellent cooperation of many different forms of media there has been a greater exposure of the public to the importance of Extension. A new MidDay Moment television program has been instituted in cooperation with Minnesota Extension. Radio MP3's are sent to 16 radio stations. Some of the stations air the show weekly while others use portions of the show for their news or other local programs. This program has provided a great opportunity for Extension to showcase what we can do and perhaps prevent further budget cuts to Extension.

LEADERSHIP POSITIONING IN COUNTIES: BUILDING A COMPETITIVE ADVANTAGE

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With the ever-increasing pressure on public funding to support programs, Cooperative Extension staff

members need to find ways to build leadership capacity and establish lines of communication to better position Cooperative Extension to compete for resources. While there are extensive materials available to assist with program development, to work with volunteers, and to work with advisory councils and committees, less information is available that focuses on building relationships with individuals and organizations, or to assist with the non-formal efforts extension staff conducts on a daily basis to build relationships. A survey was conducted to ask County Managers and County Extension Directors (CED) which governmental and non-governmental groups and individuals a CED should build relationships with. The survey results indicate that County Managers and County Extension Directors agree that establishing relationships with elected and appointed officials and with leaders of community organizations will strengthen Cooperative Extension's leadership position in counties. One suggestion to build relationships is to develop lists of governmental and community leaders, develop an action plan, and meet individually with each person to discuss issues and determine Cooperative Extension's role in dealing with those issues. Extension staff members are often asked business-related questions during non-working hours. Taking time to respond, promising a response, and showing interest are appropriate in these circumstances. Some members of the community have tremendous influence on public policy and decision-making. However, they prefer to stay behind the scenes. Efforts should be made to identify these influential people and establish lines of communication.

Agricultural Economics & Community Development

TOP 10 STRATEGIES FOR FARMERS MARKET VENDORS

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Farmers markets can be a driving economic force for communities and especially for the farmers who participate. Using data and observations from a trip across New York State and at New York City's Green Markets, these Extension professionals will share ways any Extension professional can help their farmers be profitable vendors. Details include being of assistance to farmers markets groups wanting to improve their markets; Assisting farmers, market gardeners and other vendors with understanding their role in a successful market; helping vendors understand profitability in

regards to choosing markets to attend, including pricing; and showing communities that farmers' markets can have great impact. A factsheet including the Top 10 Strategies for Farmers Market Vendors will be shared for distribution.

AGRITOURISM: RESOURCES FOR EXTENSION PROFESSIONALS TO ASSIST CLIENTELE

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² Extension Educator, Ohio State University Extension, Delaware, OH, 43015

Agritourism continues to expand across the country as farmers seek to increase profitability on their farms. From pick-your-own operations to farm based activity operations, entrepreneurs are expanding the scope of their farms. Now that Extension is well versed in agritourism, the need is for ways to help these farm entrepreneurs adopt new ideas or expand their current operations. Barrett and Leeds will share their experiences with agritourism farms across the country and in Canada. They will share activities adopted by farmers, detailed budgets for certain activities, an insurance factsheet, marketing materials and other materials which Extension Professionals can use to assist clientele.

FARM TRANSFER: CHOOSING THE BEST TAX STRATEGY

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Farmers have always had the challenge of determining how to transfer the farm assets to the next generation since anytime an asset is sold, gifted, or transferred through an estate there is a potential tax liability. The question then becomes, should parents sell the farm, gift the farm, or let the farm transfer to the next generation through the estate process? The answer depends on several factors including the amount of farm assets, tax rates, parents' retirement income needs, and parents' desire to treat siblings equally verses equitably. In Ohio several programs were conducted to help farmers understand the changes in tax law affecting asset transfer and the strategies they might use to manage the future estate tax burden. The approach to assisting farmers in making good farm asset transfer decisions was a combination of curriculum development, teaching, and individual consultation. If farmers are to make an educated decision on which strategy is best for their farm business, they need to fully understand

the personal, business, and tax implications of their decisions. Understanding the balance between selling, gifting, and transferring assets through the estate, combined with business cash flow and personal cash flow needs of all the business participants is critical in determining the best strategy. Additionally, farmers need to watch tax law changes that may affect their strategy and make the necessary changes to their plan as they occur.

TEAM TEACHING FARM LEASING PROGRAM FROM MULTIPLE LOCATIONS

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³ University of Missouri Extension Agricultural Business Specialist, Schuyler County, Lancaster, Missouri 63548

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⁵ University of Missouri Extension Interim Regional Director – West Central Region, Jackson County, Blue Springs, Missouri 63640

⁶ University of Missouri Extension Agricultural Business Specialist, Audrain County, Mexico, Missouri 65265

Farmland rental rates have doubled in Missouri the last 3 to 4 years due to increasing land and crop values. Additionally, an increasing number of landowners are less knowledgeable about Agriculture and lease issues. Five agricultural business specialists worked together to develop a curriculum related to farm leasing concerns. Each Specialist was in charge of a portion of the one evening program. This program has been taught 4 times in 2 years with 232 persons attending at various locations. Topics are current cash rental on all types of farm ground, rates and trends, items to discuss and include in a farm lease, legally terminating a lease (oral or written) in Missouri, recreational (hunting) lease issues and typical crop and livestock share agreements. The program is done via Interactive Television or ITV. The program is done yearly in September so landlords and tenants have ample time to terminate or adjust leases. Evaluations determined 84% knew where to get lease forms and assistance and 83% now know how to correctly terminate a farm lease as a result of the program. Incorrect lease terminations are a major issue so this alone would justify attendance at the program.

INCREASED UTILIZATION OF GRASS IMPROVES ECONOMICS OF BEEF PRODUCTION IN MISSOURI

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Much of Missouri is in a unique position because forage grows from late March and runs into December. Unfortunately the poor management of the forage base causes the under-utilization of the forage due to tramping, bodily secretions and over maturity. Missouri beef-cow producers average 4.5 acres of land per cow and feed over 1.5 tons of hay annually. Many producers are renting pastureland for up to \$50 dollars per acre and paying \$60/ton for grass hay. Since forage costs account for approximately 50% of the total production costs, improving forage utilization and management can have the great impact of the profitability of our beef producers. By improving forage utilization, Missouri's beef industry can continue to be the low cost leader. Utilizing tools such as the rising plate meter, grazing wedge and intensive rational grazing practices cow-calf producers are reducing their forage costs through improved management and understanding of forage growth and management techniques. One group of producers in West Central Missouri has adopted improved management practices resulting in increased net income per acre up to \$190-\$200/acre. This "elite" grazing group focuses in grass management to achieve the desire results of increasing their bottom line. Monthly meetings and pasture works focus on what is important to the financial success for the farm. They believe that forage quality and quantity drive the success of the beef operation.

UVM EXTENSION FARM VIABILITY PROGRAM©

*Levitte, R.¹

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The University of Vermont Extension Farm Viability Program© provides farmers the opportunity to develop successful whole farm business plans establishing clear goals and objectives with achievable strategies. Applicants supply data on farm description, ownership structure, assets, labor, production practices and financial information. Market description and assessment, alternative products, proposed construction projects are used in refining projected business ideas and strategies. The client is able to make informed decisions about the farm's future and the feasibility of proposed changes. The farmer gains confidence with clearer knowledge of farm assets and a working document valuable when working with financial

institutions. Under the umbrella of Farm Viability a Dairy Management Team program was designed and implemented to bring a facilitated team approach to problem solving on Vermont's dairy farms. Crunching Your Farm Numbers, given the financial challenges of the year, was launched to help farmers manage their cash flow. Each farmer completing a Farm Business Plan is requested to complete a written survey designed to evaluate the progress and effectiveness of the work and a Year 2 formal evaluation is conducted to determine implementation of the plan, assist in securing funding for implementation where needed and to update business plans for future direction. Since its inception in 2004 with an initial grant of \$67,000, UVM has worked with over 400 farm families, produced 188 business plans and funding has increased to over \$550,000.

CREATING A LOCAL AGRICULTURE ECONOMIC DEVELOPMENT STRATEGY

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Many communities have recognized the job development and economic benefits of a robust agriculture sector. With an interactive demonstration, we will review a 3-step method to make conscientious decisions about economic development in agriculture. The process involves creating an inventory of community agriculture assets, selecting criteria to score the assets, then ranking and rating the agriculture assets based on their respective scores. This process tends to reveal where the greatest returns on investment in agriculture development should be made. This strategy has been used in New York State, and is adaptable to other localities or Extension associations interested in making the most of their farm economy.

EXPANDING WOMEN IN AGRICULTURE PROGRAMS THROUGH CREATIVE NETWORKING

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Expanding educational programs to serve new and existing audiences is constantly a challenge. In 2010 a national women in agriculture education program, Annie's Project, was expanded from one site to nine sites in Maryland and Delaware. This expansion was due to the outcomes, interest and passion for the program by coordinators and participants. It was imperative to bring Annie's Project to other women in the region. Incorporating technology into the program

allowed for more effective communication, the ability to reach a broader audience and still obtain successful interaction and positive results. This was a unique collaboration with facilitators and hybrid model of face to face and distance learning. Technologies included using a wiki website to communicate with facilitators and conducting the educational program through Adobe Connect, all with the help of the University of Maryland Extension's Informational Technology team. It was of timely nature and had outstanding evaluation results. In 2010 Annie's Project reached 144 farm women in Maryland and Delaware. It received grant funding of \$40,000 and engaged 17 facilitators. End of class evaluations rate the program (1 lowest to 5 highest) 4.68 for content, 4.73 for organization and 4.49 for instruction.

ON-FARM TOURS PROMOTE AGRICULTURE TO THE GENERAL PUBLIC

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In order to better educate the public about agriculture, Cornell Cooperative Extension Saratoga County has been instrumental in planning an on-farm tour called Sundae on the Farm. Sundae on the Farm provides a critical link between the farming community and the public-at-large by holding an open house at a different farm each year.

From the tram ride from the parking lot to the guided tour on the farm, visitors hear from farm knowledgeable guides who welcome them and talk about farming. During the tour, the public experiences a behind the scenes look of a dairy farm and what it means to live and work on a farm. The tour includes visiting where the animals live, what they eat, and what they produce.

The event also includes children's activities, additional farm animals on display, horse-drawn wagon rides with a historical tour about the farm, live music, agricultural exhibits, demonstrations by chefs using local products, and a Farmer's Market. Food featured includes ice cream and flavored milks from local dairy processors and pie a la mode featuring local homemade pies.

Sundae on the Farm is designed to be an educational event for the whole family. It is estimated over 37,000 people have attended the event over last 15 years. This program has led to a better public understanding of why farms are important, an understanding of farming and conservation practices, and how the public can support farms.

SURVEYING CONSUMER PREFERENCES FOR SPECIALTY GREENS AND HERBS

*Sciarappa, W. ¹

¹.County Agent li, Rutgers Cooperative Extension of Monmouth County, Freehold, NJ, 07728

The main purpose of this USDA sponsored grant is to assess the demand for greens and herbs and importance of locally grown produce; then translate the demand into local production possibilities towards the benefit of small and mid-size farms of the east-coast region. This four year project focuses on marketing, production, profitability and dissemination of results to stakeholders. The specific ethnic market subjects of study are two sub-groups of both Asian and Hispanic segments; selected for their strong recent population growth and continued growth expectations.

Over 100 crops of greens and herbs were identified as known subjects from all four ethnicities and 40 crops were selected for the focus group bulletin board and telephone survey. A follow-up survey then included the top 10 crops for each ethnicity to document consumer demand. Focus group results indicated accessibility to ethnic markets, perceptions of product quality and freshness, and price were revealed as key factors influencing purchases of greens and herbs. Findings from the online focus groups were used to construct a broader telephone survey of the four ethnic consumer populations. This preliminary crop survey shows preferred Chinese crops are Shanghai bok choy, Chinese broccoli, spinach and sugar pea tops; Asian Indian crops are tumeric, radish greens, sorrel spinach and fenugreek; Mexican crops are purslane, roselle, vine vegetables and lambsquarter and Puerto Rican crops are lettuce, garlic chives, cilantro and Spanish oregano.

AMPLIFYING AGRICULTURAL PROFITABILITY IN NORTHWEST GEORGIA: BEGINNERS SCHOOL FOR SMALL FARMERS “TOO MUCH TO MOW, WHAT DO I GROW?”

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Northwest Georgia encompasses a region marked by a rapidly growing population and changing land use patterns due to close proximity to metro Atlanta. During the past few decades there has been a shift in land uses away from traditional farms. Increasing residential growth in Bartow, Cherokee, Floyd, Haralson, Paulding, and Polk Counties has resulted in rural farm and forest land being converted to suburban land. While this shift has changed the landscape, it has resulted in new opportunities for small-scale production agriculture, as a result of increasing demand for locally grown products and a greater opportunity for the direct marketing of these products to consumers in the region. Agriculture is still a large part of the economy and landscape, but the typical small or beginning farmer may be new to production agriculture and needs an understanding of resources available. Many small acreage landowners are looking for profitable ways to keep their land in agricultural production. Agents in this region have witnessed a lack of knowledge and understanding of key issues such as the importance of marketing, local agricultural networking, business practices, insurance, tax issues, in addition to basic sound agricultural production practices. Agricultural stakeholders find the various resources available to them difficult to track down. In order to address these needs, agents initiated a program aimed at small and beginning farmers, “Too Much to Mow, What Do I Grow?”

AGRI-TOURISM IDENTIFYING A NEED TO EFFECT CHANGE IN HARRIS COUNTY ZONING REGULATIONS

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Harris County, located in West Central Georgia is home to a very diverse group of 30,000 residents. Because of this diverse mix of farming and residential housing, A1 zoning (agricultural) is an important part of the local zoning as it provides the community with balance. However, as recent as 2007 zoning restrictions limited or prohibited some farming practices critical to the farm’s survival. Among these are Agri-Tourism activities. Zoning rules required farmers to apply for variances or special use permits to expand their business with new buildings or Agri-Tourism related activities. Some even require land to be zoned C4 (commercial).

This presentation will focus on programming efforts that expand the A1 zoning ordinance in Harris County. The result of collaborative efforts between Cooperative Extension and county government will produce a new agricultural zoning ordinance. This ordinance will allow Agri-Tourism and related activities to be viewed as an extension of existing agricultural practices. The revisions will include guidelines that make the new ordinance less intrusive on farmers who want to incorporate Agri-Tourism activities on their land. Once approved by the Harris County Commissioners, the University of Georgia Center for Agri-Business and Economic Development estimates an annual economic impact of 1.3 million dollars to the county. This accounts for 6.75% of the current farm gate value in Harris County.

Ag Issues & Public Relations

EXTENSION DISASTER EDUCATION NETWORK(EDEN) AGROSECURITY RESOURCES FOR USE WITH LOCAL EXTENSION PROGRAMMING

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The Extension Disaster Education Network (EDEN) is the premier provider of disaster education resources delivered through the Land Grant University System. EDEN resources and materials have been developed with the understanding that all disasters are local and are designed to enhance local mitigation, preparedness, response, and recovery efforts in communities by utilizing the land-grant university system in the development and delivery of programs and resources. This presentation will discuss EDEN agrosecurity resources and their uses in Extension programming. While several resources will be mentioned, the core of this session will focus on the "Animal Agrosecurity and Emergency Management Course." This peer-reviewed program was developed by a multidisciplinary team at the University of Kentucky that included experts from the following fields: disaster and emergency preparedness and agroterrorism, animal and food science, veterinary medicine, public health and epidemiology, Land Grant Regulatory Services milk and feed programs, biosystems and agricultural engineering, community and economic development, Extension field programs, and distance education and online course design. The program includes eight lessons designed to provide participants with the knowledge and tools to protect animals and livestock and ensure a safe food and fiber supply. The course is available online and is intended for producers, agribusiness operators and emergency responders. Session attendees will receive a CD with lessons and instructions on how to access the online course and additional downloadable program materials.

UTILIZING INDUSTRY PARTNERS IN PUBLIC RELATIONS EFFORTS

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With the right public relations effort the Extension Service in collaboration with industry partners can bridge the gap to better public awareness and understanding of the agricultural industry. In Duval County, Florida a group of industry partners and the Extension Service partnered to develop a multi-faceted public relations effort to make county residents and decision makers more aware of the scope and importance of agriculture and natural resources industries. This presentation will provide helpful hints on how to engage industry partners and present a successful model utilized in Jacksonville, Florida. Secondly, a summary of focus group data will be provided to help agriculture communicators tailor their messages in a more effective manner. Lastly, templates for print ready material and talking points using USDA data will be supplied. Implementing strategic public relations efforts with industry partners can serve the agricultural community and public interest well. Elevating the profile of agriculture in your community can have a positive effect on future decisions.

EXTENSION PROGRAMMING HELPING GROWERS INVOLVED WITH FOOD SAFETY

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In the past, farm food safety audit and inspection information procedures have been vague, unclear and portrayed as financially overwhelming for the small to medium sized grower. In Southwest Virginia, significant strides have been made because of educational programming written and delivered by local agents as well as one-on-one help made available to growers from these agents. Farmers and growers in SWVA and adjoining states have become pro-active in writing their food safety plans and having their farms audited for USDA GAP certification as a result of these efforts. Established programming has been used in organized courses as well as "one-on-one" in preparation for GAP audits to help farmers understand the process and develop their written plans. Also, additional agents have been trained to help to support the demand for programming. Over the past year, over 150 individuals comprising over 110 farms have been trained to prepare for food safety audits. Audit pass rates have been 100%. Favorable comments related to programming and training were received from USDA auditors in South Carolina, North Carolina and Virginia. Because they are considered "third party", they emphasize that there must be a liaison between the grower and the

auditor. Extension agents help to fill this need. Also, regional food buyers are very satisfied that an effort has been made to help growers with this part of their farming operation.

GROWING FARMS: THE IMPACTS OF OREGON'S BEGINNING FARMER PROGRAM

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New small-scale farm businesses are on the rise nationally. Following this trend, the Oregon State University Extension Small Farms Program has documented an increased demand from clientele seeking information on starting or expanding a small farm operation. Many of these new and beginning farmers do not come from an agricultural background nor do they have adequate agricultural training to begin a small farm business. In 2008, the OSU Extension Small Farms team developed a beginning farmer curriculum and training series to meet this growing population of new farmers. The curriculum, Growing Farms: Successful Whole Farm Management, integrates farm business management with principles of whole farm systems. The course is taught in four regions of the state. Extension agents, other agricultural professionals and small-scale farmers provide instruction. Key innovations of this training series include shared mealtime among participants, on-farm education, networking and access to shared skills among participants and farmers and most importantly, community and farmer involvement. To date, over 250 people have completed the Growing Farms series. At least 24 farmers and three non-profit organizations have provided input on curriculum development and many have served as course instructors or on-farm hosts. Impacts from Growing Farms include the successful establishment of new small farm businesses contributing to the local and state economy; increased community networking and connection between farmers and course participants as well as increased risk management among new farmers through diversification, production and marketing alternatives, record keeping, and goal setting.

BUILDING PARTNERSHIPS: FROM THE CORRAL TO THE KITCHEN

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Using a variety of methods Agriculture, Family Consumer Science and 4-H extension educators have partnered to deliver well rounded extension programming to clientele throughout the Eastern District of the University of Idaho Extension program. Programming, bringing traditional agriculture and consumer science audiences and topics together has been implemented in Lemhi County for two years and is expanding district wide. Topics like food safety, food preservation, consumer decision making, nutrition and horticulture have been introduced to traditional ag audiences at events like Master Gardener and Cattlemen's Winter School. Ag topics like home gardening and animal vaccine storage is being introduced to general audiences, non-livestock 4-Hers and FCS audiences. This partnership has incorporated multiple delivery methods including presentations, consumer decision making contests and radio programming to bring information from the corral to the kitchen and back to the corral. Extension educators specializing in Competitive Agriculture, Family Consumer Sciences, 4-H Youth Development and Horticulture have all shared expertise, time and program space to make this synergistic partnership grow. Combining various topics and experts has increased audience involvement and interest; allowed educators to do more with less and build well rounded educational programming to meet a greater variety of clientele needs. Combining resources is essential in today's changing extension environment and this program can serve as a model for other cross disciplinary programs.

Agronomy & Pest Management

USING CONTROLLED DRAINAGE TO REDUCE TOTAL ANNUAL LOADS OF NITRATE-NITROGEN AND PHOSPHATE-PHOSPHORUS FROM SUBSURFACE DRAINAGE WATER FROM CROPLAND

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Conventional subsurface drainage has many documented benefits such as removing excess soil water, reducing surface runoff, and reducing soil erosion. However, conventional subsurface drainage has a few negative consequences such as increasing peak discharge, increase nitrate-nitrogen (N-NO₃) exports down stream and increase N-NO₃ deeper into

the soil profile. Midwestern fresh water streams, rivers and lakes can be impaired by high levels of soluble nutrients such as N-NO₃ and phosphate-phosphorus (P-PO₄). Two Ohio research studies will be shared to discuss the dynamics between cropland applied nutrients, soluble nutrient concentrations in drainage water and the total annual load of nutrients. The first study was completed at the Ohio Agriculture Research Experiment Northwest Station and primarily measured N-NO₃ concentrations and total annual flow volume. Results indicate that applying controlled drainage to the outlet has a significant reduction in the annual loading of N-NO₃ at the outlet. The second study is on-going at the Defiance Agricultural Research Association Site in Defiance County, OH. The research goal is to document the water quality and crop yield differences between controlled subsurface drainage verses free subsurface drainage. During 2008 through 2010, N-NO₃ and P-PO₄ drainage water concentrations were not significantly different comparing controlled drainage and free drainage. N-NO₃ and P-PO₄ drainage water concentrations did increase significantly in all plots as a result of field applied fertilizer applications. Implication: Production agriculture must control the total annual water flow leaving the farm to have a positive impact on total annual load of impairing nutrients.

SOYBEAN RESPONSE TO SPECIAL INPUTS

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Numerous special products are being marketed by agricultural industry to potentially increase seed yield of soybean. Two field studies have been conducted by North Dakota State University to examine soybean response to special inputs including nutrient mixtures, fungicides and plant growth promoters. Experimental design was a randomized complete block with four replications. Best management practices were used for soybean production. Selected products tested were applied at recommended rates as preplant soil-incorporated, seed treatment, in-furrow with seed, or post-emergence at early vegetative (V2-3) or reproductive (R1-3) stages. Treatments also included combinations of products, application methods and timings. In a six-year (2005-10) study at Carrington (dryland and irrigated), several products provided a yield increase during one year. In the second study at Carrington and Prosper during 2008-10 that included multiple production factors including use of a combination of special foliar inputs, soybean yield increased during two of six site-years with the combination of foliar products. Averaged across the six site-years, yield increased 2.2 bushels/acre with the

combination of special inputs compared to the untreated check. However, applying economics to the yield gain resulted in a minimal return-on-investment. The current results of these studies indicate use of tested products has not provided a consistent and economic soybean yield response.

SOIL PH ADJUSTMENT WITH TOP-DRESSED LIMING MATERIALS

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No-till planting is extensively used in Northwest Missouri to reduce soil erosion and, as a result, the incorporation of liming materials is limited. Two treatments of agricultural lime with an Effective Neutralizing Material (ENM) of 377 per ton were applied at rates of 6 tons and 12 tons per acre. Pelletized lime with an ENM of 580 was applied annually at a rate of 200 pounds of material per acre. These treatments were applied to the soil surface without incorporation in a complete randomized block design experiment. The change in soil pH was measured using the pHs test and one-inch depth core soil samples were tested to a depth of six inches. Soil pHs measurements were taken 12, 24 and 48 months after treatment applications. The University of Missouri lime recommendation of six tons produced a pHs change two inches deep in the soil at 12 months. At 48 months, lime had moved to six inch depth. The 12 ton lime application rate increased the rate of pHs adjustment compared to 6 ton. The pelletized lime failed to adjust the pHs as a limited amount of ENM was applied. The research was used to educate growers that liming materials can be successfully surface applied and adjust soil pH. The information was shared during 2005, 2006 and 2008 Graves-Chapple Farm field days with total attendance of 427 participants.

IRRIGATION EXTENSION PROGRAM OPPORTUNITIES IN NORTHERN INDIANA

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Irrigation of field crops is becoming an increasingly important part of agriculture in northern Indiana. Farmers were adding center pivot systems at a rapid pace even before the marked increase in commodity prices for the 2010 crops. The combination of sandy to

sandy loam soils, an adequate supply of groundwater near the surface and sufficient recharge from annual rainfall supplies the perfect trifecta for farmers to invest in irrigation. Irrigation has also provided opportunities for area farmers to produce crops other than corn and soybean, the predominant commodity crops. Acreages of seed corn, tomatoes, green beans, pickles, mint and other specialty crops have increased significantly due to the addition of irrigation.

Irrigation management has provided a key opportunity for Extension programming in northern Indiana. Four years ago Purdue Extension engaged a Michigan State Extension irrigation educator to split time between southwest Michigan and northern Indiana to provide educational programming, information and training for farmers, agency staff and Extension personnel. Working through County Extension Educators, these educational efforts have been fruitful in providing training in the basic concepts of what is needed to invest in an irrigation system on the farm and to run it properly. There have also been programs for farmers who have been irrigating for a while to improve their efficiency and management of irrigation water. Trainings have also involved irrigation vendors in the region.

The economic impact of increased irrigation in the region has helped farmers make increasing investments in their operations, provided opportunities to diversify the cropping mix under increased management and returns, and created impacts in farm programs, labor, transportation and marketing opportunities.

EVOLUTION OF GLYPHOSATE BASED WEED MANAGEMENT SYSTEMS IN MINNESOTA

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With the advent of Roundup Ready soybeans glyphosate became an integral component of weed management in Minnesota. Glyphosate adoption and utilization has been the focus of many extension research and outreach efforts. Efforts have been continually evolving, starting with variety testing of Roundup Ready soybeans and herbicide efficacy trials to determine optimal timing of herbicide application. These initial efforts were followed by educational programming stressing the importance of herbicide diversification to ensure the longevity of glyphosate in Minnesota cropping systems. More recently farmer concern over glyphosate resistant weeds has led to experimentation and outreach with herbicide tank mixes and sequential herbicide applications for managing resistant weeds. Finally, efforts have moved to a different base herbicide program through the variety testing and herbicide program evaluation with Liberty

Link soybeans. This paper will provide an overview of several research projects and explore the role of an extension educator in accomplishing these research and outreach efforts.

EVALUATION OF TORQUE AND VITAZYME AS CORN STARTER FERTILIZER ADDITIVES

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Few detailed comparative data exist for biostimulant products under Nebraska production conditions. Two products containing different biostimulants (Torque™, lipochitooligo saccharide (LCO) Promoter Technology; Vitazyme®, which contains brassinosteroids and numerous other biostimulants) were included with starter fertilizers for corn production and were evaluated with each other and compared to starter fertilizer alone in replicated 2010 trials on both silt loam and sandy soils. Biostimulant products increased chlorophyll levels, plant growth and stalk diameters at most locations, however yields were inconsistent with these measurements and often slightly below fertilizer only treatment means. High soil moisture levels may have prevented deep root growth in 2010, preventing access to needed nutrients. Several locations treated with Torque™ were noted to have significantly more nitrate (40-70 lbs./acre, $p < 0.001$) in the top three feet of soil in August and September.

COMPETING FOR THE U.S. EDAMAME MARKET AND BEYOND USING U.S. EDAMAME VARIETIES AND PRODUCTION

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Edamame is a food grade soybean (*Glycine max* (L.) Merr.) harvested (at R6 maturity) as an immature fully developed green soybean in the pod. It originated in

East Asia and is becoming popular in the United States. It is a healthy source of protein, energy, isoflavones, vitamins B6, E, and is high in oleic acid. Edamame is sold in the pod by restaurants as appetizers and as a shelled product in snack food, salads, stir fry, and other dishes. The majority of Edamame is imported to the United States from Asia. Because of its large market potential, Penn State Extension (PSE) is working with other universities, USDA, and private industries to introduce U.S. developed Edamame varieties to the U.S. and global market. Edamame is a high value crop, producers can produce without retooling, and gross \$1,600 per acre under contract from a processor. PSE has done research on experimental varieties comparing them to leading Asia varieties for size, quality, and yield characteristics. PSE has helped industry secure seed agreements on four varieties that are competitive and bring them to market. Mechanical harvest research, done by PSE, to meet large scale production and processing needs, found that a snap bean harvester could harvest the Edamame in the pod and use a large box sheller to shell it. Herbicide tolerance research was done on Edamame varieties and results shared with herbicide manufacturers on which herbicide treatments caused least injury. As a result one herbicide is labeled and eight are pending labeling.

2011 ARKANSAS CORN QUICK FACTS

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The 2011 Arkansas Corn Quick Fact Sheet was developed for County Extension Agents, producers, and crop consultants to have a one page, easy to read, quick reference guide for University of Arkansas corn growing recommendations and other corn facts. Information contained in the quick fact sheet includes answers to many often asked questions by agents and producers throughout the growing season about crop growth and development, plant populations, seed spacing, planting dates, fertility recommendations, herbicides, and irrigation. All of the information on the fact sheet is in black in white so it is easy to print and doesn't cost the county extension offices a lot of money to reproduce. The Corn Quick Fact Sheet has been distributed to all 35 counties in Arkansas that grow corn and each county has on average sent 100 copies out to their clientele, totaling more than 3500 copies statewide. Many county agents have provided their clientele with laminated copies to carry with them in the field. The quick fact sheet is available at, http://www.aragriculture.org/crops/corn/quick_facts/default.htm and has had 1621 downloads in the first two months. Media articles about the quick fact sheet have been produced and have appeared in several regional publications. Feedback about the quick fact sheet has been very positive.

INLAND PACIFIC NORTHWEST DIRECT SEEDING ADOPTION ASSESMENT: A ROADSIDE SURVEY

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Soil erosion is a serious problem in the Inland Pacific Northwest Palouse Region. Direct seeding is a proven method to dramatically reduce soil erosion. Reliable information on the current adoption of direct seed practices is not available for this region. The latest information from Conservation Technology Information Center (CTIC) predates 2004. Current adoption information is crucial to target educational programs, develop promotional strategies, and monitor changes in practices.

Columbia County Washington has for many years pursued conservation practices of no-till and/or direct seeding, strip farming, chemical fallow, and other reduced tillage methods. In 2007, an effort was initiated to establish the current level of conservation practices in the landscape.

A modified CTIC Roadside Transect Survey method used in other counties was implemented. GPS points located on each side of county roads at 1 mile intervals throughout the crop production region of the county were established. In Columbia County, 3 loops (100 miles total) were established within rainfall zones of 12 inch to 22 inch per year. Sites were monitored in late fall and late spring, as fall and spring seeded crops are a normal practice for moisture utilization and crop rotation. Annotations were made for conditions found or observed. Results for 2007-08 indicated 94% of winter cropland was direct seeded in Columbia County while only 40% of spring crops were direct seeded.

HOW DID WATER QUALITY EDUCATION PROGRAMS EFFECT SOIL PHOSPHORUS LEVELS IN THE BEAVER RIVER WATERSHED?

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In 1994 the Beaver River Watershed began receiving special 319 funding to conduct projects that would help lower contamination of the Beaver River. These projects included manure management systems, fencing, improving irrigation systems, tours and educational trainings. In 1998 we tested 48 different pastures in

the watershed to determine soil test phosphorus. We found that 35% of the fields tested showed high levels of phosphorus. Eleven years later, we decide to test the same pastures again to see if phosphorus levels had changed. In 2009 the tests showed that 31% of the fields had high phosphorus levels. Phosphorus levels have gone down, but not as significantly as we had hoped. As we looked at individual pastures, we found that five fields that were at normal levels in 1998, had increased to high levels by 2009. Six fields had gone from high levels down to adequate levels. We also found that nine of the fields that were high in 1998 were still very high in 2009. Upon visiting with the farmers whose phosphorus levels had gone up or stayed high, it was found that it boils down to economics. The fields with the high phosphorus levels were located closest to the dairies or feed lots and it would cost more money for the farmers to haul the manure to other fields. This shows that education can make a change but expenses will always play a role.

UTAH SAFFLOWER RESEARCH RESULTS

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Safflower (*Carthamus tinctorius*) is becoming an increasingly popular crop in Utah on dry farms because of its deep tap root and because it is an excellent crop rotation used for controlling weeds such as jointed goatgrass in winter wheat fields. The Ag Marketing Resource Center shows 23 million pounds of safflower being produced in Utah in 2010. The number of safflower varieties has increased in recent years and part of our research continues to compare new safflower varieties to the field standard (S-208). Replicated plots were planted in early May in a Timpanogos Silt Loam soil at the USU Blue Creek Research Farm. Elevation at the site is 5,138 feet. Fertilization included 40 units of N (16-16-8) and no herbicide was applied. Plots were harvested with a small grain combine in late September. Pounds of Dry matter (DM) produced per acre ranged from 951 pounds (CW 3268) to 691 pounds (S-719). Color scores and oil content were also determined for all varieties. Seed Tech S-333 had the best color score and STI 50 had the highest percent oil content (46.1) Other parts of our research evaluated spacing and planting rates. Seeding rates were planted in 6 pound increments, ranging from 6 to 30 pounds and the row spacing trial was spaced in 6, 18 and 30 inch increments. Plots were sprinkler irrigated twice in early July for 5.5 hours each day (6 total inches applied).

6 inch row spacing on 18 inch centers showed the highest yields (4,500 lbs./A).

Animal Science

2010 - THE YEAR OF THE OPEN COW?

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The fall pregnancy check of 2010 held big surprises for many NW Missouri beef producers. The occurrence of open cows seemed far greater than “normal”. In seemingly well managed herds, it was not uncommon to see 18 to 30 percent open females. Trying to pinpoint an exact cause is almost impossible. However, it does appear that a series of events contributed to create a perfect scenario for this phenomenon to happen. The winter of 2009-10 was extremely harsh. Bred cows were battling frigid temperatures, snow, precipitation and deep mud. Years of hay samples taken from the area indicate that hay quality on average is medium at best. Since most cows are only supplemented with hay during the winter, it would seem that they were on a nutrient deficient diet and losing body condition prior to calving. The spring of 2010 was cool and very wet. Our cool-season forage base was slow to develop and extremely washy when it did. At the onset of the breeding season, body condition scores may have been less than desirable. This could have caused prolonged anestrous periods. The hot, humid summer and endophyte infected tall fescue that followed would have compounded the problem. In an effort to discuss and shed light on the subject, this topic was covered in Ag Update meetings held in six NW Missouri counties during February of 2011. Other reproductive management practices such as herd health, heifer pre-breeding exams, bull breeding soundness exams, bio-security and trichomoniasis testing were also discussed.

MAKE CALVES THE FOCUS FOR JOHNE'S DISEASE CONTROL

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“Focus on the calf” is the bottom line conclusion of the Michigan Johne's Disease Control Demonstration Project. The project was a long-term look at what happened to the prevalence of the disease in nine Michigan herds, eight dairy and one beef, that undertook Johne's Disease (JD) control programs. Areas of risk for disease transmission on farms were identified during risk assessments of each herd at their enrollment in the project. After meeting with their herd

veterinarian and the project personnel, producers chose the management practices that they would implement in accordance with their goals. Annually, herds were tested, usually using both fecal cultures and blood serum ELISA tests, to track the changes in disease prevalence. The project also included related studies on these farms including environmental sampling and cow hide swab cultures. The farms, enrolled for four to seven years, reduced the prevalence of JD, reduced the number of cattle being detected with clinical signs of JD, and increased overall herd health. In every herd in this demonstration project, producers made significant changes in how calves were managed.

A WIN-WIN FOR PRODUCERS AND CONSUMERS - DEMONSTRATING THE FABRICATION OF VALUE ADDED CUTS FROM THE BEEF CHUCK ROLL

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The chuck roll is a portion of the chuck wholesale cut on a beef carcass. Typically, retailers merchandise the chuck as roasts and other low-value products. Muscle profiling research has identified muscles, including those in the chuck, as having eating characteristics that would increase their value if fabricated differently and properly merchandised. The objectives of the chuck roll fabrication demonstration are to educate producers, processors, and retailers about the potential of these cuts to increase profits, while seeking to increase consumer awareness and acceptance of these easy to prepare, moderately priced cuts. Across Nebraska, UNL Extension demonstrations showcasing the fabrication and preparation of Delmonico and Denver steaks, Boneless Country-Style Ribs, and Sierra Cut from the chuck roll have educated over 650 individuals during 30 programs, plus over 15,000 attendees at the 2010 Husker Harvest Days. Attendees sampled the cuts and provided feedback on a scale (1-5). Results indicate the demonstration was important and relevant (4.50), and attendees were satisfied with the flavor and juiciness of the new cuts (4.66). As a result of these

efforts 23% of attendees requested one or more of these cuts at a retail store. Of those who raise their own beef, 9% requested their local meat processing facility fabricate these new cuts, and a few participants reported they purchased a chuck roll and fabricated the cuts themselves. These results indicate an interest and value to producers, processors, retailers, and consumers. Continued education is being conducted to increase availability at retail and foodservice outlets.

UTILIZING TECHNOLOGY TO MEASURE AND MONITOR FORAGES IN NORTHERN MISSOURI

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Forages are an important component of most livestock operations in Northwest Missouri. The New Zealand Feed Reader Project was started to help producers better monitor the forages they are currently producing and improve the efficiency and utilization of forage production in Northwest Missouri while increasing individual farm income. The program objectives include: 1) a total quality management approach for forage management; 2) the creation of reliable information on quality and quantity of forages produced in rotational grazing systems. Over the past 3 years Regional Extension Specialists have been documenting the quantity and quality of forage produced on operations located in Northwest Missouri. Based on 2007 Census on Agriculture data, we currently have 19,333 acres of forage in Andrew County, producing close to 45,000 tons of pasture, hay and other forage consumed by livestock in Andrew County. Based on these numbers, providing high quality and quantity of forages that will be productive over the long haul is essential for the livestock industry in Northwest Missouri and the New Zealand Feed Reader Project is demonstrating practical ways to more accurately monitor and measure forages in Northwest Missouri.

AN EXTENSION TEAM APPROACH TO FORAGE FERTILITY RESEARCH AND EDUCATION IN CENTRAL MISSOURI – FORAGE YIELD AND QUALITY RESULTS

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Cool-season grass pastures and hay fields in central Missouri are typically grown on acidic (pH<7.0) and low phosphorus (P) soils. Forage fertility recommendations based on soil tests submitted to the University of Missouri Soil Testing Laboratory (UMSTL)

are generally higher than rates farmers are willing to apply. This 3-year research/demonstration project was a collaborative effort among regional and state Extension specialists designed to show the impacts of following UMSTL recommendations on forage yield, forage nutrient quality and forage production economics. Beginning in March 2007, nine fertility treatments and a sub-plot lime treatment were applied. Plots were harvested three times annually. Yields were recorded and sub-samples collected, dried and sent to commercial laboratories for nutrient analysis. Fertilizing according to UMSTL recommendations produced the highest yield and most income when hay was valued at \$60 per ton. Income between fertilizer treatments was dependent upon the value of hay. Forage quality was extremely high across all fertilizer treatments, due to a timely first harvest strategy. Crude protein and total digestible nutrient values varied between treatments but were adequate for most stages of mature beef cow production. Major and trace minerals were adequate for mature beef cows with the exception of zinc and copper, which were always below animal requirements. P was low in some cases. Fertilizing with 65 pounds of P per acre resulted in higher forage P levels than 0 pounds of P per acre. Field days shared these results and created awareness of the need for improved forage fertility management.

GRASSLAND EVALUATION CONTEST

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An instructional method to teach livestock grazing, forage and wildlife management to youth interested in agriculture was developed in a contest format called Grassland Evaluation Contest. A study guide was developed, teacher training sessions were conducted and the contest grew to six district contests, a state contest and a national contest called the Mid-America Grassland Evaluation Contest. The program format consists of four sections: Grassland Condition, Soil Evaluation, Wildlife Habitat and Plant Identification. During a contest, in the Grassland Condition section for example, students are taken to a pasture site, presented a livestock herd scenario and asked questions to make judgments concerning herd management. Participants learn knowledge and skills to make decisions such as regarding selecting calving seasons, applying grazing pressure, calculating forage availability and pasture management. The Grassland Evaluation program have been a very successful curriculum to teach

youth interested in agriculture more about forage and livestock management. The contest is a cooperative effort including University of Missouri Extension, USDA - Natural Resources Conservation Service, the Missouri Department of Conservation and The Missouri Forage and Grassland Council. The 12th Annual Mid-America Grassland Evaluation Contest is scheduled June 7-8, 2011 in Springfield, Missouri and will be open to FFA and 4-H youth. Impact of the Grassland Evaluation Contest program has been measured by participation and scores on the content sections. Three to five hundred youth have participated in the contest program annually over the last 15 years.

THREE YEAR COMPARISON OF SUMMER ANNUAL GRASSES FOR FORAGE YIELD AND QUALITY PLANTED AFTER WINTER WHEAT

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Limited forage availability is often a major problem during the later part of a growing season. Hancock County in northwestern Ohio normally plants approximately 40,000 acres of winter wheat each year. Research plots were designed to compare various commonly planted summer annual grasses popular to the area and each were planted and harvested each year from 2008 to 2010. The species planted were various combinations of feed bin (Canadian) oats, forage oats, BMR sudangrass and also pearl millet and teff in 2008. The plots were planted in a randomized block design with each specie having three replications in a regular farm field. The plots were no-tilled into wheat stubble at the end of July and all forage was harvested as baleage at mid to the latter part of October. Yield and forage quality data were recorded for all varieties. The weather conditions varied from very dry to wet. For the five summer annual grasses tested, yields varied from 1795 to 3995 pounds per acre of dry matter forage. Quality measurements for crude protein varied from 8.7% to 13.3%. This study did suggest that substantial forage can be produced after winter wheat even in a variety of weather and growing conditions.

MARYLAND POULTRY EDUCATIONAL PROGRAM

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Approximately 40% of Maryland's cash farm income comes from broiler production. Additionally, there are over 2,000 small flocks registered in Maryland. The University of Maryland Extension (UME) has developed educational programs to educate small flock and commercial poultry growers. Over 150 small flock growers participated in a small flock workshop which focused on biosecurity and avian diseases. A workshop manual and extension bulletin were developed which provided management information for participants. A fact sheet, providing guidance for Maryland's poultry slaughter requirements, was also developed. Additionally, a small flock biosecurity resource website (www.healthybirds.umd.edu) is an additional resource for small flock growers. A workshop series for commercial poultry growers included topics such as energy efficiency, environmental regulations, diseases, and manure handling. Several publications have also been developed. Some of these publications are Broiler Production Management for Potential and Existing Growers and Concentrated Animal Feeding Operations (CAFO) Guidelines. A Poultry Farm Management Training & Certification course was developed as part of EPA's New Source Performance Standards for CAFOs. This course includes topics such as best management practices (BMPs), mortality and manure handling, regulation compliance, and more. Another program, with translations for Vietnamese and Korean poultry producers, to address critical environmental topics such as CAFOs and BMP installation was also developed. A website (www.mdchick.umd.edu) is also a valuable resource for commercial poultry growers. UME poultry programs provide farm families with educational resources to assist with management decisions as they continue to maintain, and operate economically viable and environmentally responsible poultry operations.

REDUCE WINTER HAY FEEDING & EXPENSES BY STOCKPILING FESCUE

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The winter hay feeding season in Arkansas is usually from November 15 - March 31. By optimizing forage management and grazing technology, this period could be shortened significantly.

Arkansas Beef Improvement Projects (ABIP) and Cooperative Extension Focus programs have successfully demonstrated these practices on a statewide scale. However, many producers in Arkansas have been reluctant to adopt these practices because of the incorrect perception that fertilizer applied during hot weather is ineffective.

The major expense of maintaining the cow herd

is feed costs. Production and feeding cost of hay is probably the single largest expense of maintaining a beef herd. With the high price of fertilizer and fuel, this has also increased producers expenses.

Based upon a survey of cow-calf producers, Cattle-Fax(R) reported on the cash costs to carry a cow in various regions of the United States in 2004. In the southeast the total cash cost per cow was \$282 with feed cost average per cow \$165 (58.5%).

Tall fescue can be stockpiled during fall to use as pasture later in the winter. The leafy forage of fall grown fescue makes excellent quality forage. In the stockpiled fescue demonstrations conducted in Baxter County, the forage quality was adequate for the nutrient requirements of the cattle grazing the forage. Also, the grazing season was extended an average of 56 days and had a savings of \$48.08/animal unit (AU).

BEEF EXCELLENCE EDUCATION FOR YOU

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Since 2008, approximately 300 youth from Alabama and Florida have participated in the Beef Excellence Education for You (B.E.E.F. U) program. Since Alabama has no feeding or packing industry, it is essential producers have educational opportunities to learn how their calves fit the U.S. Beef Industry. B.E.E.F. U teaches children ages 8 to 18 lessons on beef cattle, beef carcass quality, how breeding programs impact beef carcass quality and meat science. Participants rotate through multiple sessions regarding live animals, carcasses and further processing. Sessions include live cattle terminology, beef conformation, feeder calf basics, and fed cattle evaluation as well as beef carcass terminology and carcass evaluation. Further processing stations teach participants how to make kielbasa, a beef and pork sausage. Participants learn which ingredients to use when making the sausage, how to prepare the meat and ingredients, and then have the opportunity to put the sausage meat into a casing. Auburn University's Animal Sciences department host

B.E.E.F. U on campus at the Stanley Wilson Beef Teaching Unit, Auburn Bull Test Station, and Lambert-Powell Meats Laboratory. Programs are facilitated by Alabama Cooperative Extension System (ACES) specialists, Auburn Animal Sciences departmental faculty, and Auburn Animal Sciences graduate and undergraduate students. Participants rated B.E.E.F. U as outstanding using a likert scale. Most participants (n=99%) indicated they would attend another B.E.E.F. U program. Over the past 3 years, 63.7% of participants have returned the next year. In 2010, clicker technology was also introduced to make lecture sessions more interactive, which participants embraced rapidly.

CONVERTING A PASTURE INTO A MANAGEMENT INTENSIVE GRAZING SYSTEM

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A pilot project was set up to demonstrate a simple method of converting a small pasture into a management intensive grazing system. The 32 cow-calf pairs and 13 yearlings grazed a 35-acre pasture of sub-irrigated meadow land near Spring City, Utah. Electric fencing was purchased and set up to allow cattle to graze five-acre sections on a four-day rotation cycle. A simple water system was used to water the cattle as they grazed the pasture for seven weeks. The pasture provided 59 cow days/acre, which is generally a 30% increase over continuous grazing systems. The improved pasture productivity and the simple conversion methods used by this pilot project caught the interest of livestock producers in the area. This has led to a larger three-ranch demonstration project set to start next grazing season designed to help many livestock producers convert pasture land into management intensive grazing systems.

WESTERN JUNIPER-INDUCED LATE-TERM ABORTIONS IN BEEF

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Since the early 1900s livestock producers have had problems with pine needle abortion. Ponderosa pine (*Pinus ponderosa*) needles from trees on open rangelands of the western United States and Canada have a long history of causing abortions in cattle. Pine needle related abortions occur most frequently in the last trimester of gestation. Affected cattle often have difficult

calving (dystocia), incomplete cervical dilation, weak uterine contractions and retained fetal membranes. The combination of these clinical findings, early parturition, dystocia, and retained placental membranes have been used to classify a pine needle abortion. Current management recommendations indicate that any tree with 0.5% isocupressic acid (ICA), or higher is a risk for inducing abortions in late-term pregnant cattle. During the fall/winter of 2009/2010 a study was conducted to analyze the ICA content of Western Juniper (WJ) (*Juniperus occidentalis*), and any impacts of feeding WJ bark to late term pregnant beef cattle. Preliminary results showed that WJ bark contained (0.46%) slightly less than the 0.5% threshold. The feeding trial resulted in two of six (1/3) of the cows aborting their fetus within five days of initiation of treatment and exhibiting classical pine needle abortion type symptoms. Although ICA concentrations were slightly below reported thresholds and only 1/3 of exposed cattle aborted their fetus, in a real world situation very few ranchers could economically survive the loss of 1/3 of their calf crop. We feel that additional research is required to more fully understand the impacts of consumption of WJ bark.

Early Career Development

WORKING SMARTER NOT HARDER AS A NEW COUNTY AGENT OR EDUCATOR

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Today's new county agents and educators are faced with the challenge of communicating to a wide age range of clientele groups. Doing so successfully is a challenge and can be stressful causing extra work; however, reaching all our clientele with research-based information as effectively as possible is important in maintaining Extension's relevance and in building advocates. This presentation will teach new county agents and educators how to take the same material written for one clientele group and use social media and other tools to reach other clientele groups with the same material. This allows the county agent or educator to work smarter not harder, effectively reaching various clientele groups without causing much extra work or stress. The example in this presentation will take a written newspaper column and share it in formats such as e-lists, Web sites, blogs, Facebook, and Twitter reaching a wide range of clientele groups with the same information in a few clicks of the computer mouse!

POWERPOINT: HOW TO BLOW THEM AWAY WITHOUT USING BULLETS

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¹ Agriculture Program Leader, Cce Of Ontario County,

PowerPoint slides used in Extension workshops often leave audience members quietly confused and detached, much more often than we would even realize. Many agents tend to fall into a pattern of creating text-heavy, bewildering slides that fail to get the main educational points across. This interactive session uses real examples from Extension faculty and staff presentations to help participants substantially improve the visual part of their PowerPoint presentations. Done well, your slides will carry a lot more weight and educational impact. Participants will also get introduced to books and resources that will make a big difference in preparing for workshop presentations. We will look at quick-to-learn tricks and engaging presentation techniques to launch and run your presentation smoothly.

STRATEGIES FOR NEW AGRICULTURAL AGENTS TO INCREASE ATTENDANCE OF AGRICULTURAL PRODUCERS AT EXTENSION EVENTS*

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New Agricultural Agents often struggle to get agricultural producers to attend Extension events. Agricultural producers are a unique group. The unpredictable nature of agricultural production conflicts with the desire of program planners for predictable outcomes. Traditional program planning may need to be altered to achieve desired results among agricultural producers. Strategies such as requesting RSVPs have been employed to address the needs of program planners but have had unintended consequences on agricultural producer attendance. Altering program planning strategies to give more flexibility to agricultural producers increases their participation at Extension events. Increasing agricultural producer participation significantly increases the integration of new agricultural agents.

Horticulture & Turfgrass

PRODUCE SAFETY FOR FRUIT & VEGETABLE GROWERS: THE OHIO MODEL

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These educators will share their materials for and experiences in conducting Good Agricultural Practices (GAPs) trainings for farmers in Ohio. A team of Extension

Professionals in Ohio developed this educational program to certify fruit and vegetable growers in GAPs to meet food safety standards being proposed through the Ohio Produce Marketing Agreement (OPMA). The materials include a scripted power point presentation, handouts and other materials to assist farmers with the adoption of food safety standards on their individual farms. Materials can be tailored to fit larger scale producer growers, medium sized Amish producers and even farmers market vendors. Using the information and materials presented, other Extension professionals will have the tools they need to conduct educational programming so as to certify growers in GAPs in their state.

CORPORATE COMMUNITY GARDENS

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Master Gardener Volunteers (MGV) of Clark County along with Ohio State University Extension staff manage the local Way to Grow Community Garden program. In 2010, we invited corporate partners to join the project and help by raising vegetables at their sites to be donated to the local food bank. Benjamin Steel and Gordon Food Services joined the program and developed a garden at their company sites. Benjamin Steel used the project as an incentive towards employee health care costs and Gordon Food Services used it towards their sustainability and green efforts.

MGVs served as mentors to assist the companies with developing the sites as well as serve as a resource. MGVs also had a 10,000 square foot garden at the Extension office with all produce raised being donated. Between the MGV garden and the 2 corporate partners, over 4,700 pounds of produce was given to the 2nd Harvest Food Bank. Both companies had positive experiences and are excited to have a garden and will make some changes for 2011. We are in the process of recruiting additional corporate partners for 2011. This presentation will discuss the challenges and benefits involved in developing corporate partners in the community garden project.

COUNTY EXTENSION AGENTS OR EDUCATORS AS AUTHORS OF YARD AND GARDEN FACT SHEETS

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Home, Yard and garden fact sheets are like the “front gate” to the Cooperative Extension Service in each state. In Ohio, all of the Home, Yard and Garden

(HYG) fact sheets are available online at <http://ohioline.osu.edu> There are many outstanding fact sheets. There are also quite a few outdated HYG fact sheets. With declining state budget, fewer and fewer state specialists feel compelled to write or revise HYG fact sheets. How does your state deal with this issue? Should county agents or educators step up to the plate to author a few, if they are allowed to? Fortunately in Ohio, many Extension educators have written or revised fact sheets in their area of specialization. County extension educators should be fully capable of writing or revising fact sheets, if they choose to do so. I revised two fact sheets in 2010 and have authored or coauthored quite a few over the year. Revising or writing fact sheets can take a lot of time. However, it can be a very rewarding experience since researching the background information is one of the best ways to learn a subject. I will show you how I wrote and revised fact sheets over the years. Hopefully, you will learn from me. I am sure I can learn from you!

INTERACTIVE ONLINE PLANT HEALTH ADVISOR COURSE TEACHES MASTER GARDENERS PLANT DIAGNOSTICS

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As demand for reliable horticulture information becomes stronger and UW-Extension's resources become tighter, well-trained and skilled Master Gardeners, functioning as Plant Health Advisors, are needed to extend the capacity of Cooperative Extension staff by diagnosing basic plant health problems and providing research-based information. A curriculum was developed for a highly interactive online Plant Health Advisor training course for Master Gardeners. The Plant Health Advisor course consists of interactive eight modules which cover the basics of plant problem diagnosis. Topics are diagnostic process, plant identification, insect identification and common insect problems, signs and symptoms of common plant diseases, researching answers and dealing with clients. The course was offered three times to date. Participants passing the final exam with a score of 70% or higher were awarded the title of Plant Health Advisor and a certificate. At the completion of the learning modules, participants were directed to complete an end of course survey. Ninety-six percent of participants would recommend this course to others. Eighty-six percent felt pretty inspired, very inspired or couldn't wait to volunteer as a Plant Health Advisor. Long-term evaluation is in progress and will be complete by early summer.

SCHOOL GRANT PROGRAM: PROVIDING "SEED" MONEY FOR CLASSROOMS

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The Muskingum County Master Gardeners initiated a program in 2004 that provided monetary grants to county classroom teachers for horticultural projects. Teachers can apply for grants up to \$100 from the Master Gardener organization to teach horticultural practices and principles. To date, seventy-one teachers have been provided a total of \$6,703 in the past seven school years. The process begins with a school grant application sent in the winter to all county schools. Interested teachers complete the application that includes objectives, the educational value of the project and the cost of materials to complete the project. A committee of Master Gardeners reviews the applications and submits their recommendations on which applications should be funded to the entire organization's membership. Those applications are approved and the teachers are notified if their applications have been successful or not. One or two Master Gardeners are assigned to each project as a resource. They are available to assist the teacher in completing the project if needed. Teachers are expected to share their results of the project with the Master Gardeners by the end of the school year. Examples of projects and topics funded by the Master Gardeners have included establishing a butterfly and pollinator garden, purchasing grow-lights to conduct experiments on fertilizer and light, raising a pizza garden, growing vegetables in raised beds, conducting field trips to orchards and greenhouses, purchasing butterfly kits and starting a Junior garden club. Teachers have integrated the horticultural activities into their curriculum. As a result of these grants, students in seventy-one classrooms have learned about horticultural principles and practices in an active and practical manner. Funding for the grants has been raised from a unique community activity called Earth to Art that combines pottery and flowers.

COTTONY GRASS SCALE, A NEW MINNESOTA TURFGRASS INSECT PEST?

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Cottony grass scale, (*Eriopeltis festucae*), is a little

known, little reported turfgrass insect pest. The first documented Minnesota occurrence of cottony grass scale was in August of 2007 and was limited to one home lawn. The lawn care provider described the symptoms as being a distinct checkerboard pattern strongly associated with two perpendicular mowing directions. By the end of September of 2009, the number of reported occurrences totaled nearly 100 although reported occurrences dropped sharply in 2010. With so little information published or reported on this insect, determining its lifecycle in this area is still a work in progress. Hence, providing timely insecticide recommendations in concert with other IPM strategies has been difficult. From survey work conducted with the lawn care industry, cottony grass scale occurrence in Minnesota is primarily a pest of Kentucky bluegrass lawns, particularly those receiving better nitrogen fertility and regular irrigation. Industry accessibility to infested lawns made possible follow up site visits to collect insect samples and monitor symptom expression. This has been extremely helpful in furthering our knowledge of this pest. While there is much yet to be learned about this pest and its management, available information has been shared statewide with over 6000 people through Extension's on-line Yard and Garden Newsletter, Clippings, a local industry newsletter and incorporated into presentations for amateur and professional audiences. Without this industry collaboration, we would be significantly further behind in our understanding of this pest's biology, regional distribution and potential IPM strategies.

URBAN PESTS IN LANDSCAPES? WHAT'S AN AGENT GOING TO DO?

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Most landscape and pest control services are in urban and suburban areas. This means that urban pest management can include structural pests and landscape pests. But there are differences. Bald-faced hornets in the landscape are typically considered a structural pest, even when a landscaper hits the shrub with a power pruner. Cockroaches in potted plants are another instance of a structural pest in landscapes. Regardless, urban pest management is intertwined with landscape pest management. Many landscapers are now adding perimeter defense to their service packages. So, how does a horticulture agent help landscapers help themselves? Add an urban pest recertification category to a landscape conference. Here are ideas from the first 3 years of the Southern Maryland Urban Pest Management Conference.

DEVELOPING A RESPIRATOR FIT TESTING PROGRAM FOR FUMIGATION LAW COMPLIANCE

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Effective 12/01/2010, EPA requires that at least two individuals from each farm applying fumigants be respirator fit tested and medically cleared for respirator usage.

Therefore, in response to local vegetable and fruit grower requests, this Extension Educator developed a program to demonstrate respirator fit testing technique that also effectively trains individuals to conduct respirator fit testing in accordance to OSHA guidelines. During the winter of 2011, six respirator fit testing demonstrations were conducted on-farm and at local Extension meetings. Several farmers volunteered to be respirator fit tested directly in front of their peers as part of the meeting demonstration. This has proven instrumental in teaching the value of respirators for all pesticide usage. After passing the respirator fit test, a respirator fit test certification card was provided to the farmers with an annual expiration date of December 31st. OSHA medical clearance forms were also provided at the respirator fit testing to be filled out by each respirator fitted individual to then be reviewed by their physician for duty fitness. A fumigation law update and respirator fit testing program details for farm managers were made available on-line at the Anne Arundel County Extension web site at: <http://annearundel.umd.edu/>

REPLANT BLUEBERRY SITES IN SOUTH GEORGIA AND DISCOVER OF POSSIBLE NEMATODE ASSOCIATION WITH REPLANT DISORDER

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Presentation Category: Horticulture & Turfgrass

Rabbiteye (RBE) blueberry cultivars dominate commercial Georgia production. New RBE and machine harvested Southern Highbush (SHB) varieties have been introduced. Due to the superior characteristics of these new varieties, producers are replanting established blueberry sites. Replanting blueberries in previous sites has shown disorders of poor growth and plant decline. The cause of this plant decline was thought to be root pathogens (*Phytophthora* and *Pythium* species). Fumigation has not been a recommended practice

for new establishment, but it was not known whether fumigation would be of benefit in replant sites. An initial trial conducted in 2007 at Alapaha, GA to review replant disorders indicated that only the fumigants impacted the plant health of replanted blueberries. The UGA nematologist suggested that nematodes could be the reason for blueberry replant disorder. Field fumigation trials were established in 2008 at replant sites in Alma and Homerville, GA. Initial results indicate substantive benefits in vigor and plant health of blueberry plants following fumigation, especially as related to decreased ring nematode populations. Nematodes, especially ring nematodes, likely contribute to stunting associated with replant disorder in many Georgia sites. Fumigation is a good recommendation for replant sites, though the degree of impact may vary.

WHITEFLY MANAGEMENT IN ARIZONA ORNAMENTAL PLANTS

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Sweetpotato Whitefly, *Bemisia tabaci* are a major pest of ornamental and agricultural crops in Arizona. They cause injury such as leaf curl, sooty mold as well as transmit viruses that cause plant death. A recent whitefly dispersal study, conducted in Yuma County, reemphasized that whiteflies are considered major pests between June and October. Average whitefly trap counts for this time in 2008 and 2009, were 1000 and 1500 per trap, respectively. A comparison of populations between the City of Yuma and surrounding agricultural areas found that agriculture in the western regions of Yuma influenced whitefly populations immediately adjacent to the city (Bealmear, unpublished 2009). This movement leads to questions about management. A survey of pesticides used in Arizona agriculture was done in 1995, while similar chemistries are available for ornamental plants these products were not included in the survey. In February and March of 2010 a statewide survey was administered to home gardeners to determine which whitefly control products they used. Two hundred and seventy nine people, mostly homeowners, responded to the survey. Participants from seven counties indicated whiteflies were pests in their gardens, Yuma residents responded with the highest number. Nine different products were evaluated for efficacy in July and August of 2010 to see which one had the highest efficacy. Preliminary data showed that while some products reduced whitefly numbers nothing worked consistently throughout the treatment period.

EVALUATION OF GRANULAR PREEMERGENT HERBICIDES FOR LANDSCAPE WEED CONTROL

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The following preemergent herbicides were evaluated for weed control: Pendulum 2G (2% pendimethalin) at 2.3 lb/1,000 ft², Freehand 1.75G (1% pendimethalin + 0.75% dimethenamid-P) at 3.5 and 4.6 lb, Ronstar G (2% oxadiazon) at 4.6 lb, Barricade DG (0.48% prodiamine) at 7.1 lb, Snapshot 2.5TG (2% trifluralin + 0.5% isoxaben) at 4.6 lb, Amaze Grass & Weed Preventer (1% benefin + 1% oryzalin) at 4.5 lb, Preen Garden Weed Preventer Plus Fertilizer (9-17-9 + 0.74% trifluralin) at 6.3 lb, and Preen Vegetable Garden Weed Preventer (100% corn gluten meal) at 20 lb. A calcareous sandy field was prepared by Basamid fumigation and Roundup to control existing weeds and seeds. The test consisted of 6' x 6' plots in RCB with 4 replicates. Weed seeds and preemergent herbicides were applied to plots and irrigated daily for 25 minutes. Weed counts were taken every 2 weeks for 6 months. The following results provided beyond 3 months with greater than 90% control: garden spurge (*Chamaesyce hirta*) was control by Ronstar for approximately 4 months (~4m) followed by 4.6 lb Freehand (~3.5m); prostrate spurge (*C. prostrata*) was controlled by Barricade (~5m), Ronstar (~4m), then by 4.6 lb Freehand (~3.5m); graceful spurge (*C. hypericifolia*) was controlled by Barricade (>6m) and Ronstar (~4.5m); *Emilia sonchifolia* was controlled by Snapshot (~6m) followed by Ronstar (~5.5m); coat buttons (*Tridax procumbens*) were controlled by Snapshot (>6m); goosegrass (*Eleusine indica*) was controlled by Barricade and Ronstar (>6m), Amaze (~5.5m), 4.6 lb Freehand (~4m), followed by 3.5 lb Freehand and Pendulum (~3.5m); lovegrass (*Eragrostis tenella*) was controlled by Barricade and Ronstar (>6m), then by Pendulum (~3.5m). A field day was attended by 29 people (n=29), where their knowledge increased by 71.4% (n=20). Seventeen people will use this information within a year, 4 will use it sometime in the future, and 1 person was unsure. This project received a 9.6 rating on its relevancy to their work (1=not relevant, 10=extremely relevant) (n=16). Attendees were able to obtain Hawaii pesticide (n=24) and golf course superintendent (n=5) recertification credits.

Natural Resources & Aquaculture

BUILDING COMMUNITY CAPACITY INTO THE OZARK NATIONAL SCENIC RIVERWAYS

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The Ozark National Scenic Riverways (ONSR) National Park, and its associated watershed protection efforts provide an opportunity for us to closely examine a project balancing the preservation of natural resources with the needs of the human community. The ONSR is home to several endangered species of plants and animals as well as its' human inhabitants. Although the ONSR includes both the Jacks Fork and Current Rivers the former is listed as impaired due to fecal coliform levels and is the focus of this presentation.

Over nearly a decade Missouri Extension has lead a coordinated effort to balance the community needs with resource preservation. This has been done through formation of a watershed committee including farmers, canoe outfitters, timber industry representatives, campground operators, trail ride outfitters, state and federal agencies, environmentalists, and numerous other private and governmental representatives.

The committee has identified three primary sources of impairment and undertaken steps to remediate the situation. In addressing the sources of impairment they have kept a keen eye on the socio-economic aspects of the area and their interdependence with the rivers as the economic drivers of the community. Constructive engagement of the public in resource management is always a challenging issue and is easily overlooked. In this case, engaging the public is one of the keys to the success of the project. Positive results are being documented while building community capacity and protecting resources.

As the needs of society change, our resource management strategies must evolve and respond, accommodating these new needs while minimizing the impact on the resource. Participant in this session will learn techniques for engaging the public, what worked, what didn't, and how this process can be replicated in their area.

BIOENERGY CROP YIELDS IN MICHIGAN

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Switchgrass, miscanthus, corn, Indiangrass, Big Bluestem, Prairie Cordgrass, Reed Canarygrass, sweet sorghum, energy sorghum (photoperiod sensitive and non-photoperiod sensitive varieties), canola, camelina, Oriental mustard, sunflower, soybean and pennycress were planted in research plots scattered across the Upper and Lower Peninsula of Michigan. Yield data was taken from all crops. Yield data varied due to deer damage, moisture, disease, weed pressure (especially quackgrass in sorghum) and herbicide damage. There was quite a bit of lodging of sweet sorghum and Big Bluestem varieties.

NORTH DAKOTA DISCOVERY FARMS: A CASE STUDY ON GRASS ROOTS SUPPORT FOR ON-FARM RUNOFF MONITORING

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North Dakota has focused much of its water quality improvement efforts on decreasing the negative risks associated with livestock manure runoff. Based on regulations and with the assistance of significant cost share dollars, producers have implemented best management practices (bmp's) to improve livestock facility runoff management. Unfortunately, water quality regulations and bmp's are rarely supported by hard scientific data. A grass-roots team of affected individuals designed and implemented an ongoing statewide intensive runoff water monitoring project to gather missing data and better understand the true impacts of farmstead runoff. A basic tenet of the project design is that producers are expected to be the innovators to address any issues identified through water quality monitoring. Three livestock operations volunteered to allow intensive monitoring of edge of beef feedlot runoff and tile drainage impacts at the sub-watershed scale. Successful implementation of this project was due to the up-front involvement of the producers and the complete buy-in and support by all cooperators. This project is a cooperative effort of the producers, North Dakota State University, North Dakota Dept. of Health, and United States Geological Survey. Project results are being used by other producers, water quality practitioners, regulators and policymakers.

THE CATSKILL GRASS BIOENERGY PROJECT

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The Catskill Grass BioEnergy Project (available at: www.ccedelaware.org), is a program developed and implemented by Cornell Cooperative Extension of Delaware County that is fostering the development of a local grass bio-energy economy to meet residential and small business thermal heating needs through direct combustion of grass pellets. The project approach is a production-to-consumption research and demonstration project, providing education to local farmers interested in producing grass biomass, assisting New York State's first commercial grass pelletter EnviroEnergy LLC in developing grass pellets using local biomass, and demonstrating the use of grass pellets in real world heating applications. These applications include indoor pellet stoves and outdoor pellet furnaces heating a variety of public buildings at nine sites in a three county area in the Catskill region of New York State. Outreach methodologies include open houses, written media, static poster displays, oral presentations at local and regional conferences, as well as a robust website that provides general information and links to resources on grass biomass as well as virtual tours of all of the project demonstration sites.

TEACHING ABSENTEE WOODLAND OWNERS THROUGH A FORESTRY LETTER SERIES

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The Forestry Letter Series was a multi-partner project covering a seven county area in the northeast region of the state. The project was designed to reach a large population of absentee woodland owners offering them an educational opportunity that would further their knowledge in managing their woodlands and asset protection. The letter series was six self study newsletters mailed out at two week intervals over the winter months. Each of the individual newsletters carried the same theme throughout the newsletter; building each one onto the next. A day-long field experience followed in the spring of the year at a demonstration forest site. At this location, each of the newsletter authors spoke of the topic that they had written about, but having the ability to show actual examples and demonstrations. The participants spent about one hour at each site and would move in succession to the next throughout the day. The project continued through two separate years and was followed up by an evaluation/outcome survey to participants to see if they had made any changes or actions since participating, and most helpful information that they had received. The letter

series was actually taken to the next level and used by the Statewide Forest Owners Association, and also adopted by an adjoining State.

EDUCATION AND OUTREACH ABOUT WATER CHESTNUT (TRAPA NATANS) IN NJ

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Chestnut is a highly aggressive aquatic invasive species that has only recently been found in New Jersey. Prior to infestations in the past few years NJ had remained relatively water chestnut free, despite infestation in neighboring states. Recognizing this threat the Water Chestnut Task Force (WCTF) was formed assembling experts on a statewide basis, highlighting this species and the havoc it can wreak on an ecosystem, with a focus on the development and dissemination of educational resources and the tracking of water chestnut statewide.

This presentation highlights the efforts that have been undertaken and the outcomes of these efforts. Two Fact Sheets have been developed; an on-line reporting form; and a speaker's bureau; a downloadable presentation (provided to >50,000 people) and a link to GIS coverage tracking water chestnut statewide. A research project is investigating the viability of water chestnut seeds after freezing. As a result of the education, a volunteer canoe survey of a large lake led to the discovery of a small patch of water chestnut which was completely removed, protecting the estimated \$1.3 Million annual recreational value of the State's largest lake.

ESTIMATING THE VALUE OF NATURAL CAPITAL IN A MODEL WATERSHED

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There are approximately 14,000 horses yet only 11,999 residents in the Colt's Neck Watershed. This project identified environmental and economic benefits from such agricultural landuse and determined the amount and financial value of all surface and ground water recharge. Natural capital from goods like farm crops were valued at \$2.8 to \$9.7 billion dollars annually yet eco-services from these same lands were valued at \$8.6 to \$19.8 billion per year.

The total volume of water recharged into this model watershed is approximately 7.8 billion gallons annually having real value both as goods extracted and eco-services provided. If the amount of open space and inflation remain constant through the year 2030, the

Colt's Neck/Navesink Watershed would maintain an annual water recharge rate increasing in worth to \$60 Million dollars annually rather than the current worth of \$34 Million dollars – a difference of \$26 million annually in value as actual goods. On the other hand, conservative build-out estimates show the population reaching 12,447 people by the year 2025; assuming growth were to occur at a rate of 756 acres/year. This rate decreases water recharge by 13% every five years or ca. 1 billion gallons. Nonetheless, the water costs rise such that even if recharge lands are reduced, the total value remains similar around \$35,000,000 per year, with an expected increase in higher prices for drinking water. The real economic loss of eco-services/natural capital is masked without this baseline knowledge.

NATURAL RESOURCE FIELD DAYS: A HIGHLY SUCCESSFUL EDUCATIONAL EVENT FOR THOUSANDS OF YOUTH

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⁴ 4-H Agent, Utah State University, Logan, UT, 84321

Youth education is a vital aspect in the role of Extension nationally. A unique youth education program that has existed in Cache County, UT, for more than 20 years is Natural Resource Field Days (NRFD). This program involves multiple agencies including USU Extension, Utah Division of Wildlife Resources, the US Forest Service, Master Gardeners, local school districts, the USU College of Education and Human Resources, US Fish and Wildlife Service as well as many individual volunteers. It is taught annually in the scenic Logan Canyon at a large campground and lasts 14 days. Four highly interactive, educational modules are included: water quality and conservation; wildlife in the environment; soil conservation and forestry. All closely follow the state approved educational core-curriculum in Science and are facilitated and organized by qualified individuals in these particular fields. Many volunteers are USU undergraduate elementary education students. Standardized lesson plans are written for these volunteers, where most are not experienced in topics taught at NRFD. More than 2,000 fourth-grade students attend annually, and NRFD is regularly featured in the local media. Post-event evaluation results of participating fourth-grade teachers show an overall satisfaction with teaching methods and the quality of the instructional content consistently above 4.6 on a scale of 1 through 5. Many local teachers have adopted the developed materials

to use in their classrooms, and materials have also been utilized by others within the Extension system.

EXTENSION COLLABORATION RESULTS IN NATURAL RESOURCE IMPROVEMENT

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In 1993, the Oregon Legislature charged the Oregon Department of Agriculture with enforcement responsibilities of agricultural sources of nonpoint source pollution. This legislation caused an evolution of agricultural water quality planning and enforcement that culminated in 2009. Water quality regulations have sparked interest among resource managers as they relate to livestock production among producers, government and non-profit funding agencies and public land agencies. As a result, Oregon State University Extension Service (OSUES) worked cooperatively with Soil and Water Conservation Districts (SWCD) to provide educational workshops (Cows and Creeks (CC)) over a seven year period to improve collaboration among stakeholders (governmental agencies, non-profits and landowners) and reinforce scientific-based decision making to improve management and regulatory oversight of natural resources, and water quality. Evaluation of the program was conducted via survey (return rate of 35%, 76 respondents). Respondents stated relationships improved with government agencies (49%), landowners/livestock owners (45%), and non-profit organizations (38%). A total of 21 (42%) respondents indicated they had utilized cost-share programs with the financial and/or technical aid from various agencies. This program secured funding of more than \$1,000,000 of grant and personal contributions to make improvements or management changes to improve riparian function. Seventy percent of the respondents that received funding believed the projects they completed resulted in a return on investment as indicated by improved livestock performance, recreational opportunities, habitat for wildlife and fisheries, water quality standards and/or farm/hay production. Improvements observed by the respondents included cow/calf performance (24%), riparian vegetation (42%), fish habitat (20%), bank stabilization (36%), and stream flow (18%).

Sustainable Agriculture

BACKGROUND STUDY ON SOILS BEING CONVERTED TO ROTATIONAL GRAZING

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The Minnesota Department of Agriculture began a grant funded demonstration project on the conversion of riparian areas to rotational grazing in 2005. Eight sites in Southeast Minnesota were identified with diverse use histories. Several environmental and management aspects regarding the conversion were to be explored. The author was asked to complete a study of changes in soil quality parameters. An extensive literature search yielded a list of chemical and physical characteristics to be analyzed. One major challenge occurred with the study in that changes in soil quality were to be documented, but none of the characteristics associated with positive changes in soil quality were likely to improve in a time frame as short as the project (three years). The presentation will discuss how the project was completed via various comparisons and measurements. Overall, the focus will be on how the project was designed and executed despite its initial lack of focus and unrealistic objectives.

MAKING MONEY WITH COVER CROPS

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Soil nitrogen and phosphorus efficiency improves by increasing the nutrient content and soil organic matter (SOM) levels. Recent research shows that organic nitrogen in crop residue has 73% more retention in the soil than commercial fertilizer N at 26% retention. Every 1% increase in SOM increases crop yields by 12%. A 1% increase in SOM increases land values by \$650 in nutrients (1000# N, 100# P, 100# K, 100# S). Cover crops increase water infiltration and improve drainage, saving Northwest Ohio farmers \$800 to \$1000 per acre in subsurface drainage costs. Cover crops compete with weeds for sunlight and nutrients, reducing weed seed production. Farmers with no-till and cover crops reduce herbicide cost by one-third or \$7-\$12/Acre. Early weeds reduce corn and soybean crop yields by ten percent. Cereal rye in soybeans and oilseed radish before corn reduce early weed emergence. Cereal rye boosts soybean production by 20 to 30% by reducing disease pressure from phytophthora, phythium, fusarium, rhizoctonia, and sclertina (white mold). Soybean cyst nematode levels decrease 80 to 85 percent by growing annual ryegrass or cereal rye as a cover crop before soybeans. Slug damage in corn

production was reduced by providing an alternative cover crop host. Additional cover crop benefits include protecting the land from soil erosion, reducing soil compaction, increasing nutrient uptake from manure, and improving water quality resulting in less dredging and water treatment costs to society. Cover crops do not cost farmers money, they make money!

REDUCING COMMERCIAL NITROGEN FERTILIZER BY GROWING LEGUMES

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Legumes are being used in Ohio to produce home grown nitrogen to reduce the use of commercial fertilizer. Cowpeas and winter peas consistently produced 135 to 150 pounds of nitrogen for corn. Cover crop biomass production times the nitrogen content of the biomass results in total nitrogen contribution. Cowpeas (7800 #/A), Mung bean (7500#/A), and winter peas (6500#/A) had higher biomass production (LSD=.05) than hairy vetch, red clover, and crimson clover. The nitrogen content of the legume biomass ranged from 2 to 4 percent with Mung bean (4%), red clover (2.7%), winter peas (2.50) and cowpeas (2.4%). Total nitrogen from the legumes ranged from 60 to 275 pounds per acre with Mung bean (275 #N/A), Cowpeas (190#N/A), and winter peas (160#N/A) having the highest total nitrogen. The nitrogen contribution to corn is dependant on the carbon to nitrogen (C:N) ratio of the legume residue and how quickly the residue decomposes. The C:N ratio of the legume residues ranged from 10 (Mung bean) to 22 (crimson clover). The total nitrogen for corn was approximately 135#/A for cowpeas and 125 #/A for winter peas. Over seven years, cowpeas supplied 138 to 152 #N/A to corn resulting in no significant corn yield difference compared to equal amounts of commercial fertilizer (150#N/A). Proper cover crop inoculation is critical to promote nitrogen accumulation. Cowpeas and winter peas were consistently used to reduce commercial nitrogen in corn.

NITROGEN PRODUCTION AND NUTRIENT CYCLING WITH COVER CROP BLENDS

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Cover crops are not a new concept. Prior to development of herbicides and commercial fertilizers, they were used to assist with weed control and to provide nutrients. Legumes are still used to fix nitrogen while both legumes and non legumes capture mineralized nitrogen making it available to subsequent crops as the cover crop biomass breaks down during the cropping year. A replicated cover crop research trial

was planted in northeastern York County, NE August 6, 2010 following wheat harvest. The purpose of the trial was to document available nitrogen produced by the cover crops. Five cover crop blends varying in ratios of cool and warm season species of grasses, legumes and brassicas were evaluated for above ground biomass nutrients. Particular attention was paid to carbon : nitrogen ratios. Averages of above ground biomass samples taken October 11 ranged in nitrogen content from 71 to 118 lbs./acre. Carbon averages ranged 1958 to 2275 lbs/acre. Resulting C:N ratios ranged 17:1 to 30:1. Because of an abnormally late killing frost, samples were also taken November 5. Cover crop blends containing cool season legumes increased N production during the three weeks following October 11.

THE EFFECT OF COVER CROPS ON CORN PRODUCTION

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To evaluate the effect of cover crops on corn production, an experiment was conducted at the Ohio State University Research Farm in Wood County, Ohio. The entries were replicated four times in a randomized complete block design. Two tillage systems were no-till and conservation tillage in this comparison. Medium red clover was frost seeded in wheat in April, 2009. After wheat harvest, clover was allowed to grow until November, 2009 when Roundup and Clarity herbicides were applied to kill the clover. Corn was planted at the same time in all plots on 4-21-10. All plots harvested the center two rows. The no-till clover cover crop increased corn yield by 8.8 bushels per acre compared to no-till with no clover. When corn was planted into wheat residue, conservation tillage had a significant effect on increasing corn yield compared to no-till. However, when clover cover crop was added to no-till, corn yields were not significantly different compared to conservation tillage without clover. When comparing the per acre cost of clover (\$24.00) to total conservation tillage costs (\$25.50), there was no significant difference in input cost with the same corn yield results. Added benefits of clover cover crop and no-till are soil quality improvements in soil tilth and increasing active carbon.

EQUINE BEDDING MATERIALS EFFECT ON PHYSICAL AND CHEMICAL PROPERTIES OF COMPOSTED STALL WASTE

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In recent years new bedding materials have been marketed to the equine industry. Limited research has been conducted to evaluate how composting impacts the physical and chemical properties of these materials. In 2010, a study was conducted to evaluate the effects that bedding materials have on the physical and chemical properties of composted equine stall waste. Two bedding materials were evaluated including a pelletized straw product and wood shavings. Materials were composted for 100 days using an aerobic composting system. Differences were observed in final mass, organic matter, particle size distribution and several chemical parameters including TKN, Nitrate-N and available carbon. Composting resulted in significant reductions in final C:N ratio for all bedding materials with the greatest reductions occurring in the straw-based material. Bedding materials appear to influence the physical and chemical properties of composted equine stall waste and can have dramatic impacts on the potential of using composted equine stall waste as a soil amendment.

Teaching & Educational Technologies

PRODUCING HORTICULTURE TIPS PUBLIC SERVICE ANNOUNCEMENTS

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In the 1980's, the Federal Communications Commission deregulated the broadcast industry and dropped the requirement that radio and television stations run public service announcements (PSAs) to fulfill their public interest obligation for FCC licensing. This means that running these sorts of announcements at no charge is totally up to the local station. Many rural radio stations are very willing to run Extension-related programming if they perceive it to be valuable to their listeners. Interviews and special programs are usually one-time events. Radio stations are willing to run PSAs more frequently, unless they are too lengthy. A series of weekly PSAs called "Horticulture Tips" has been

developed to meet that need. These are 30 seconds in length, and fit in well to commercial breaks. Radio stations have indicated that the short length works well in their programming, and these PSAs will receive more frequent play because of the short length. "University of Missouri Extension" is mentioned at the beginning and end of each tip, for consistency and name brand recognition. Numerous client contacts indicate that these PSAs are being heard and noted. This provides excellent public relations for MU Extension. This presentation will explore the need, background, and development of the series, as well as the equipment and software that can be used by County Agents to record similar PSAs. Audio examples will be given, before and after editing. Examples may be heard at: <http://extension.missouri.edu/nwregion/hort/horttips.shtml>

USING INSTANT POLLING TO DETERMINE EFFECTIVENESS OF TEACHING

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Turning Technologies and the Turningpoint Software has been utilized in public education programs in order to gather instant feedback and enhance teaching. Participants in integrated pest management programs are given a "clicker" and are asked questions that have been integrated into a PowerPoint presentation. The participants are shown a slide with questions and answer in real-time. The following slide shows the results of the question.

Educators are able to view the results immediately and can either adjust their teaching in order to ensure that the audience understands the concept. In addition, Educators can gather data from numerous programs over a period of time to show impact (i.e. raising awareness or change in behavior). The participants enjoy the instant polling and tend to pay more attention to the presentation. The benefits and pitfalls of using this technology in the classroom will be discussed.

UTILIZING AUDIENCE RESPONSE TECHNOLOGY TO EVALUATE PROGRAM AND CAPTURE DATA

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Audience Response Technology (ART) can be used at the beginning, during or at the end of Extension educational sessions as both an evaluation tool and data collection device. ART devices utilize a Microsoft Office PowerPoint® platform to both create and present survey questions to meeting participants. An excel spreadsheet is then utilized to present audience response data in both a numerical and graphical view. Beyond speaker and program evaluation, ART facilitates the capture of audience attitudes, demographics, and business/production practices. No surprise, ART strategically placed in a presentation keeps the audience engaged and learning. ART results can be used to plan future educational session and applied research trials relevant to grower identified problems. Access to ART technology can often be obtained through school or business entities if systems are not purchased. ART software is flexible for the educator to construct multiple styles of questions including true/false, yes/no, Likert Slide, and generic questions with two to ten answers. Responses can be timed, valued for correct or incorrect, and hide/show results to participants. ART can also be used when participant need to respond with more than one answer to one question. This presentation will demonstrate the ART devices and software to develop an ART presentation and data analysis.

UTILIZING SKYPE TECHNOLOGY TO INCREASE OPPORTUNITIES AT SMALL FARM COLLEGE PROGRAMS

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Small Farm College is an eight week course that offers participants a vast amount of information covering agricultural topics. Clientele have opportunity to learn about multiple types of agricultural businesses, management skills, marketing skills, business planning information and more to help them decide what segment of agriculture they would like to enter into, or expand into within their current operation.

Trying to increase participation, by reducing

miles participants were required to drive to meetings, Educators held classes at two sites rather than one central location. OSU Extension Educators in Belmont, Monroe and Washington county Ohio decided to use computer technology called Skype. By using this technology Educators were able to provide high quality instructors and specialists to present information at two locations at once.

Skype is a software product that allows users to make voice and video calls over the Internet. The product is currently free to use and requires minimal equipment and expense for Extension Educators. All that is needed is a computer, web-camera, microphone, speakers and internet hook-up. Most new laptops come with a built-in camera, microphone and speakers, but additional microphone and speakers may be necessary for audiences to hear properly.

Clientele and instructors will be asked to fill out an evaluation after the classes to record their thoughts, preferences and acceptability of using this technology. Results will be shared at the Annual Meeting in Overland Park, KS.

SUCCESSFUL USE OF WEBINARS FOR COOPERATIVE EXTENSION PROGRAMMING

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Recent challenges to Cooperative Extension educators such as reduced budgets and staffing, increased geographic boundaries, increased demand for educational programming and resources, and new client demographics and needs are forcing Extension educators to find new and efficient means to continue providing quality programs. Online educational programming (e.g., online seminars, webinars, workshops, and conferencing) is one technology being utilized to reach and educate clientele. Having the ability to create, host, and facilitate access to educational

materials and information over the internet creates many new opportunities for Extension educators. Extension professionals from North Carolina State University and Rutgers University collaborated to develop a series of educational webinars entitled The East Coast Agritourism Webinar Series. The program consisted of five educational sessions related to agritourism and small farm management. The webinars were designed for farmers/farm business owners, Extension agents, and professionals. Details will be shared concerning the webinar series – development, promotion, presentations, lessons learned, and demographics of webinar participants. A total of 214 individuals participated in the webinar series. At the conclusion of each webinar, participants were asked a series of multiple choice and open-ended questions designed to assess the educational value of the webinar session and to determine their acceptance of the webinar as a method of Extension program delivery. Results from the study provided favorable support of online educational programming technologies in the form of webinars and illustrated the effectiveness of this technology in reaching diverse audiences. Findings suggested webinars can enhance the value, availability, and sustainability of Cooperative Extension programming.

READY-AG©, DISASTER AND DEFENSE PREPAREDNESS FOR PRODUCTION AGRICULTURE; A USDA/NIFA FUNDED SPECIAL NEEDS PROJECT

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ReadyAG©: Disaster and Defense Preparedness for Production Agriculture workbook is an educational tool developed to assist farmers and ranchers become better prepared for ANY disaster.

BEFORE disaster strikes, ReadyAG© can help producers:

- IDENTIFY vulnerable areas of production and management
- PRIORITIZE areas to strengthen
- Create an ACTION PLAN specific for their operation
- Develop an accurate INVENTORY of their assets
- Identify and engage LOCAL CRITICAL SERVICES
- Find additional HELP

The ReadyAG© preparedness process directs farmers and ranchers to take a critical look at their agricultural operation, guiding them to determine areas

that need improvement, thus helping them to become better prepared for any event that could disrupt their operation.

The ReadyAG© workbook is made up of a series of disaster preparedness and general planning questions that will lead farmers and ranchers through the majority of functions of their agricultural operation. By taking a critical look at each of the questions in various categories, producers can identify specific areas of an agricultural operation that can be changed to reduce the level of risk, and increase their ability to stay in business during and after a disaster. An Action Plan is automatically generated based on the producer's answers to the questions.

This presentation will illustrate and describe the ReadyAG© on-line workbook and how Extension educators can use this interactive teaching tool as part of a classroom presentation, consulting, or encourage producers to access and use the workbook on-line to improve their biosecurity, and continuity of operations plans.

SO, YOU WANT TO FARM IN MAINE? DELIVERING A SHORT COURSE WITH TECHNOLOGY

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This course was designed for current farmers and those who are interested in starting a farm. There is an increasing interest in local foods and agriculture and an increasing interest in younger people thinking about choosing farming as a career. The purpose was to equip participants with knowledge and skills to start, adapt and maintain a profitable land-based business. This multi-session course was offered on five Thursday evenings in March and April at three sites using Tandberg Movi videoconferencing software to connect the sites. Participants completed a New Farmer Enterprise Survey before the first session. A flyer was mailed to interested people in four counties and picked up by approximately 100 people at the annual Maine Ag Trade Show in January. As a result, sixty-three farmers and potential farmers enrolled in this program at the three interconnected sites. This use of technology resulted in less stress on speakers and a broader range of experiences shared among class participants.

EVALUATING LEARNING EXPERIENCES WITH HYBRID AND ON-LINE FORMATS IN AGRICULTURAL AND ENVIRONMENTAL COURSES

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Presentation Category: Teaching & Educational Technologies

This study compared a hybrid learning format and a totally on-line format for two different subjects - Issues in Environmental Pollution and Organic Farming and Gardening. Course content, evaluation rubrics and grading categories were identical between subject formats. Previously, class numbers for both courses had risen to exceed maximum room class size. By offering an on-line alternative, the two live class hybrid numbers were lowered to 51 students while adding 131 students through distance learning. Thus, a total of 182 students were educated in 2010 compared to 71 in 2009 – an increase of 101 students primarily through an eCollege, on-line format.

Hybrid courses had 7 live, double-period sessions and 7 on-line learning modules while on-line courses had 21 learning modules on-line. The online approach incorporated more digital video technology and substituted webinars for “live” communication. Detailed statistical analysis of coursework quantified the amount and frequency of on-line participation. Student performance was evaluated via their learning responses with pre-post testing and personal satisfaction between the teaching methods with “sister” surveys.

The final median grades for the on-line courses were 85.9 and 83.3, respectively compared to 94.7 and 92.5 for the hybrid course versions. This result of higher final grades for the hybrid course over the on-line version of 8.8 and 9.2 points was statistically significant yet closer than expected. This finding was primarily due to slightly better test grades, better reports and increased levels of participation.

ELECTRONIC AG NEWS FOR FARMERS, AGRIBUSINESS AND COMMUNITY LEADERS

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Seminole County Extension responds to need for farmers, agribusiness and general public to have timely tips and educational information. New era of electronic communication brings need for timely agricultural information through email and the internet. Agricultural awareness for community leaders and the general

public is important as decisions are made by these folks who need to be more informed and up to date about what is going on in agriculture. New generation of farmers want information electronically available.

The agent developed “Seminole Crop E News” electronic newsletter to disseminate breaking news concerning agriculture. He developed an email list of farmers, agribusiness folks, and local community leaders and is continually expanding it. This newsletter contains many photos of crops, insects, disease problems and farm activities. It includes hot topics of concern to growers and excerpts from scientist’s newsletters and links to websites and downloads of timely interest.

“Seminole Crop E News” has been well received by farmers and others on the over 260 person email list that receives the newsletters, many pass it on, an estimate of views is 800 per issue.. Newsletters are placed on our UGA Seminole County Extension website (<http://www.ugaextension.com/seminole/>) and can also be accessed on other websites such as sowegalive.com, Agfax.com , and WTVY.com.

WINDOWS 7 FOR THE TECHNOLOGICALLY CHALLENGED!

*[Schmidt, J. L.](#)¹

¹County Director And 4-HYouth Educator, Washington State University Extension, Colfax, WA, 99111

We are challenged by technology in our personal and professional lives almost on a daily basis. From computer operating systems to smart phones with multiple applications to new web development software, it can be overwhelming at times. If you have recently purchased a new computer or laptop, it will come equipped with Windows 7 operating system. One more thing to learn that you used to know! In this presentation, participants will learn how to unleash the power of Window 7 and become comfortable in navigating through the features of the system. This session will be designed for the less adept and somewhat technologically challenged! Bring your laptop and humorous stories to share.

Speaker Profiles

2011 NACAA

96th

Annual Meeting

and

Professional Improvement Conference

Overland Park, Kansas

General Richard B. Myers retired as the 15th Chairman of the Joint Chiefs of Staff on 1 October, 2005, after serving over 40 years in the US Air Force. During his term as Chairman, he served as principal military adviser to the President, the Secretary of Defense, and the National Security Council.



A native of Kansas City, Kansas, and a 1965 graduate of Kansas State University, General Myers also served as Vice Chairman and Assistant to the Chairman of the Joint Chiefs of Staff. He has held command positions at every level, including Commander of US Space Command, North American Aerospace Defense Command, Pacific Air Forces, US Forces Japan, and two fighter wings. A fighter pilot with over 4,100 hours, General Myers logged more than 600 combat hours during the Vietnam conflict.

General Myers is on several public and non-profit boards and currently lectures nationally on national security issues and leadership. He is Foundation Professor of Military History and Leadership at Kansas State University and holds the Colin Powell Chair for National Security Leadership, Ethics, and Character at National Defense University. He serves on the Defense Health Board as well as serving as Chairman of the USO Board of Governors and on the boards of several other non-profits to include Fisher House, Midwest Research Institute, the Kansas State University Foundation Board, and Veterans of Foreign Wars Foundation. He lives in the Washington, D.C. area with his wife, Mary Jo. He has two daughters and a son and, to his great joy, a growing number of grandchildren.

Ron Trewyn is Vice President for Research at Kansas State University and President of the KSU Research Foundation. As Vice President for Research, he serves as the university's chief research officer with responsibility for research administration and research compliance matters. As President of the Research Foundation, he facilitates the protection, licensing, and commercialization of university intellectual property and assists in regional economic development.



After graduating from a business school in Illinois, serving as a Staff Sergeant in the infantry in Vietnam, and receiving a bachelor's degree in biology in Wisconsin, Trewyn earned his Ph.D. from Oregon State University in 1974, with a major in microbial physiology and minors in biochemistry and genetics. He conducted cancer research at the University of Colorado Health Sciences Center prior to joining the medical school faculty at

Ohio State University in 1978, where he attained the rank of Professor of Medical Biochemistry in 1988. He was a member of the Comprehensive Cancer Center during his 16 years at Ohio State, and his research efforts focused on the molecular and cellular events involved in cancer development and treatment.

Dr. Trewyn joined Kansas State in 1994 as Associate Vice Provost for Research and Professor of Biology. He became President of the Research Foundation in 1995 and was named Vice Provost for Research and Dean of the Graduate School in 1998. He was promoted to Vice President for Research in 2007.

Dr. Barry L. Flinchbaugh

Dr. Barry L. Flinchbaugh is a Professor of Agricultural Economics at Kansas State University. A native of York, Pennsylvania, Flinchbaugh holds B.S. in Animal Science (1964) and M.S. in Agricultural Economics (1967) degrees from Pennsylvania State University and a Ph.D. in Agricultural Economics (1971) from Purdue University. Flinchbaugh joined Kansas State University, Manhattan, Kansas, in 1971. He teaches a junior-senior level course in agricultural policy and lectures throughout Kansas and the nation on agricultural and economic policy. Flinchbaugh has received the Outstanding Teacher Award from KSU College of Agriculture students on three different occasions. From 1984 until 2004, Flinchbaugh served as the Kansas Extension Leader for Agricultural Economics.



For four years, Flinchbaugh served as Special Assistant to the President of Kansas State University (coordinating the information and public affairs activities of the University). Flinchbaugh served for five years as Chairman of the prestigious Alfred M. Landon Lecture Series on Public Issues.

Flinchbaugh has participated in two Japanese Trade Missions. He has led Kansas Agricultural People-to-People tours to the Soviet Union and European countries, the South Pacific, the Peoples' Republic of China and Africa.

He receives approximately 100 speaking invitations per year and is the author of 100-plus publications including an agricultural policy textbook. Flinchbaugh is a member of Rotary International, serves on the Board of Directors of the Kansas City Board of Trade, the Kansas Agricultural and Rural Leadership Inc. and is Chairman of the Board of Directors of the Farm Foundation. Flinchbaugh served as Chairman of the Commission on 21st Century Production Agriculture authorized in the 1996 Farm Bill. Flinchbaugh has received the

prestigious Hildreth Award for career achievement in public policy education, the Distinguished Service to Agriculture Award from the American Agricultural Editors Association and the Distinguished Service Award from the American Farm Bureau Federation.

Flinchbaugh is married to the former Catherine Scott, a 1969 KSU graduate originally from Washington, Kansas. They have two sons, David Lewis (KSU graduate/deceased), Dr. James Truman (a practicing veterinarian) and a daughter, Catherine Jeannette, Esq. (a practicing attorney).

Dr. Ron Hanson serves as the Neal E. Harlan Professor of Agribusiness in the Department of Agricultural Economics at the University of Nebraska-Lincoln.



Professor Hanson's college teaching and student advising career of 37 years has earned 26 university and national recognitions. He has received the John Deere Agribusiness Teaching Award of Excellence and the University Educator of the Year Award. Ron is the only Nebraska professor to have received the USDA Excellence in University Teaching Award from the U.S. Department of Agriculture which is the highest national teaching honor granted to a college professor in the area of agricultural and food sciences. His most distinguished career honor was being named the Nebraska Professor of the Year by the Carnegie Foundation.

Ron was raised on an Illinois family farm and earned his college degrees from Western Illinois University and the University of Illinois. He has counseled with Nebraska farm families for more than 30 years to help them resolve family conflicts in a more positive manner and to improve family relations through better communications.

As a widely traveled national speaker, Ron's current efforts have been directed at resolving the family issues involved with the farm business ownership family succession and the transfer of management control between farming generations.

Kirk H. Schulz currently serves as the 13th President of Kansas State University. Immediately prior to his appointment as President, he served as Vice President for Research and Economic Development at Mississippi State University. He has also served on the faculty at Michigan Technological University and the University of North Dakota.



President Schulz is active in the Boy Scouts of America, and serves on the Executive Board of the Coronado Council. Kirk also serves various roles on the boards of Cereal Food Processors, the Greater Manhattan Community Foundation, the Kansas BioScience Authority, and the Accreditation Board for Engineering and Technology.

President Schulz is active in several professional societies including the American Institute for Chemical Engineers and the American Society for Engineering Education. In recognition of achievements in the field of Chemical Engineering, Dr. Schulz was selected as a Fellow in both the American Society of Engineering Education and the American Association for the Advancement of Science.

Kirk is married to Noel Schulz, who serves as the Paslay Professor of Electrical Engineering at Kansas State University. They have two sons — Timothy — a junior at Mississippi State University and Andrew — a junior at Manhattan High School.

ANNUAL MEETING AND
PROFESSIONAL IMPROVEMENT FUTURE CONFERENCE DATES

2012

Charleston, South Carolina.....July 15-19

2013

Pittsburgh, PA (Galaxy IV).....Sept. 15-20

2014

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

