

IOWA STATE UNIVERSITY

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ANR NEWS

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This electronic newsletter from Extension to Agriculture and Natural Resources (ANR) is sent monthly to ANR faculty, field specialists, program staff, and all CEEDs. It is intended to provide current information regarding ANR administration and programs. Please let us know of topics you would like addressed.

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JERRY'S COMMENTS

2008 was a year for Iowa agriculture that few expected and probably no one predicted. 2008 started with a cold, harsh winter, wet spring, late planting of row crops, tornados, June floods, a 3-week delay in crop development and maturity, record crop commodity and fuel prices, price volatility for livestock and dairy, and excellent and near record crop yields in parts of the state. Then came September, October, and November and grain markets came tumbling down. So, we are ready to say good-bye to 2008. Hopefully, 2009 will bring a profitable and stable market for

all commodities, spring weather conducive for timely planting, and an excellent growing season. We can hope for the best!

As each of you look back at 2008, I hope that you had a successful year for Extension education program development and delivery. From my view, no one was without challenges; however, I observed timely and innovative responses from you as you worked to meet the needs of the citizens of Iowa.

All of us in ANR Extension administration, Julie, Linda, Sorrel, Paul, and myself, extend our best wishes to each of you for a joyful and safe holiday season. Happy New Year!

MARCH 25, 2009 -- PROFESSIONAL DEVELOPMENT AND PROGRAM SUMMIT

On March 25, the ANR Extension Professional Development and Program Summit will be held at the Gateway in Ames. All ANR faculty, field specialists, and program staff will meet to discuss new opportunities unfolding in Iowa agriculture that provide new opportunities for ANR Extension programming and to update 2010-2014 plan-of-work objectives, outputs, and outcome measures. All County Extension Education Directors are invited to participate. More detailed information will be provided in the February ANR Newsletter. In the meantime, please hold the date.

UPCOMING ANR LUNCH AND LEARN DATES AND TOPICS

The following ANR Lunch and Learn sessions have been scheduled:

January 9 – Managing through a recession: options for farmers and agricultural lenders.

Dr. Robert Jolly, ISU Extension Economist – Agricultural Finance, and Dr. William Edwards, ISU Extension Economist – Farm Management.

January 23 – Financial impacts of changing trade practices and input price volatility on farmers and suppliers.

Dr. Mike Duffy, ISU Extension Economist – Farm Management, and Dr. Roger Ginder, ISU Extension Economist – Agribusiness Management.

February 13 - Climate change and Iowa: Understanding and adapting. Dr. Eugene Takle, ISU Climate Science Initiative Director; Professor of Agricultural Meteorology, Department of Agronomy; and Professor of Atmospheric Science, Department of Geological & Atmospheric Sciences.

These sessions are offered via Adobe Connect from noon to 12:45 pm and designed to address the following points:

1. An outline of the opportunities, potential economic impacts, and/or challenges associated with the topic.
2. A review of new or available resources.
3. A discussion of programming implications.

Previous ANR Lunch and Learn sessions are archived at:
<http://www.extension.iastate.edu/ag/staff/lunchandlearn.html>

DO YOU HAVE AN eXtension ID?

As of December 3, 2008, nearly 8,300 of all approximately 15,000 Cooperative Extension Service professionals had eXtension IDs. About 207 of these were from ISU. The national eXtension leadership is working to increase that number to 100 percent!

One of the first steps to being fully engaged with the eXtension initiative is to create this eXtension ID. By doing so you'll be allowed to work in the eXtension collaborative space, you can become a member of one of 30+ Communities of Practice, and you'll be registered to receive routine email updates on the initiative.

If you don't have your ID yet, it's a simple process! Just go to <http://people.extension.org> and you'll be taken to the registration page.

USING THE RESULTS OF POST-THEN-PRE EVALUATION by Sorrel Brown

In the last newsletter I described the advantages of using a post-then-pre approach in evaluating the outcomes of your programs. You could use the results of a post-then-pre evaluation in three ways:

- a) Review the changes participants made and link those changes to the information presented in your program. If you see a strong relationship that indicates changes will be made due to your educational efforts, you know you are on the right track. If no changes were made by participants, you might want to look at altering your emphasis, content or teaching method.
- b) Use the results that show change to support program outcomes and provide accountability in reporting your efforts.
- c) Share the aggregated results in a general way with local media to encourage and promote future programs.

ANR teams have developed objectives for their POWs for the past 3 years. As we continue to evolve in program evaluation efforts, we want objectives to be relevant to ANR programming and measurable so that we learn something about behavior change in participants. With the post-then-pre approach to evaluation, you would identify the specific behaviors that you want participants to change, and then develop an appropriate measurement scale that tests the amount of behavior change participants perceive. A post-then-pre evaluation can serve as a reasonable approach to measuring one aspect of participants' behavior change. I am available to work with you if you want to use this approach for any of your winter programs.

QUALITY OF LIFE IS HIGH FOR IOWA FARM FAMILIES, SURVEY SHOWS

Quality of life is an elusive concept, but ISU Extension researchers are capturing what it means to Iowa farm families. The results of the 2008 Iowa Farm and Rural Life Poll show the largest

increase in assessments of quality of life in a decade, at both the family and community levels. More: <http://www.extension.iastate.edu/news/2008/dec/120501.htm>

ISU RESEARCHER STUDIES FOOD DESERTS IN RURAL AREAS

If the only grocery store in town closes, it may also close easy access to affordable and nutritional food. It's a problem often referred to as a "food desert." Congress included the issue of food deserts as an area to be studied in the 2008 Farm Bill. Lois Wright Morton, extension sociology, was asked for input on how to continue this research. More: http://www.ag.iastate.edu/aginfo/news_detail.php?var1=702

VIDEOS ON SOYBEAN CYST NEMATODE TESTING ONLINE

Two videos on soybean cyst nematode testing featuring Greg Tylka, extension plant pathology, are currently featured on Corn and Soybean Digest magazine's Web site. More: http://www.ag.iastate.edu/aginfo/news_detail.php?var1=704

IOWA BEEF CENTER HAS COOL INFORMATION

Country of Origin Labeling (COOL) is about a month old, and Iowa Beef Center's COOL Web site has information for those with questions. The Iowa Beef Center and the Iowa Pork Industry Center hosted a webcast on USDA's mandatory country-of-origin labeling in August. The webcast archive is available at: http://www.iowabeefcenter.org/content/COOL_webcast.html

PERENNIAL PRAIRIE STRIPS HELP REDUCE SEDIMENT LOSS

Preliminary data shows perennial prairie strips planted at critical points in fields of corn and soybean can minimize soil erosion. Matt Helmers, assistant professor and extension agricultural engineer, said the research has shown significant reductions in sediment loss with systems that have 10 and 20 percent perennial vegetation. More: http://www.leopold.iastate.edu/news/newsreleases/2008/111008_prairie.html

NEW GROUP WORKS TO BUILD CAPACITY FOR LOCAL FRUITS, VEGETABLES

Local foods were among the fastest growing segments of the U.S. food industry in 2008. Working across the supply chain, a new ISU-based group is helping farmers, distributors and retailers of fruits and vegetables plan for those future markets. Details: http://www.leopold.iastate.edu/news/newsreleases/2008/111008_fruitveg.html

STUDY FINDS TENUOUS LINK BETWEEN SUBSIDIES AND SWEETS INTAKE

An Iowa State analysis fails to support claims that farm subsidies for agricultural commodity production are directly implicated in the growing obesity problem in the United States and the increased consumption of sweetened foods and drinks. Details:
http://www.ag.iastate.edu/aginfo/news_detail.php?var1=687

MATRIC PUBLISHES BOOK ON FEEDING DISTILLERS GRAINS

The Midwest Agribusiness Trade Research and Information Center has published a book on using distillers grains, a co-product of biofuels production, as a feedstuff for livestock and poultry. More: http://www.ag.iastate.edu/aginfo/news_detail.php?var1=701

IOWA LEARNING FARM OFFERS NEW VIDEOS

A new video series, "A Culture of Conservation," is available from the Iowa Learning Farm. The series of five short videos explores the relationship humans have with soil and water and offers ways for everyone to have an active role in protecting and preserving the Earth's natural resources. More: <http://www.leopold.iastate.edu/news/newsreleases/releases.htm>

NEW TOOL ESTIMATES MARKETS FOR 204 FOOD PRODUCTS

The Leopold Center for Sustainable Agriculture has developed an online tool to help farmers, agricultural organizations, public agencies and local food and economic development groups get a "first look" at potential markets. Details:
http://www.leopold.iastate.edu/news/newsreleases/2008/111708_market.html

IMMAG UPGRADES NEWSLETTER DELIVERY

The Iowa Manure Management Action Group is upgrading its systems of delivering the Iowa Manure Matters and IMMAG Update newsletters. The form at <http://www.agronext.iastate.edu/immag/subscriptions.html> will allow you to subscribe or choose subscription options, which include a version of Iowa Manure Matters with graphics.

PORK REFERENDUM – YES OR NO?

Starting last week, USDA's Agricultural Marketing Service will ask eligible pork producers and importers whether they want a referendum on the Pork Checkoff Program. According to a news release from AMS, only those who want a referendum on the program should participate in the voluntary "Request for Referendum" that will run from Dec. 8, 2008 through Jan. 2, 2009. To be eligible, producers and importers must have been, "...engaged in pork production or importation hogs, pigs, pork or pork products between Jan. 1, 2007, and Dec. 31, 2007, and were at least 18 years of age on or before Dec. 31, 2007." Producers will participate at the county FSA office where their administrative farm records are kept. To participate, people will use form LS-54-1. If at least 15 percent of the total eligible producers and importers request the referendum, it will be

held within one year after the results of this request for referendum are announced. At least 10,417 eligible producers and importers must request the referendum in order for it to be held. You can read more in the USDA AMS news release here <http://snipr.com/6zr5f> and on the USDA-AMS Pork Checkoff Web page here <http://snipr.com/6zrld>

CONSUMERS EXPLAIN THEIR NICHE PURCHASING PREFERENCES

In a recent Pork Checkoff study, consumers were asked about their niche food preferences and influences on their niche buying decisions. Nearly 2/3 of those surveyed said they buy niche products at a conventional grocery store, half buy at farmers market or food co-op, and about 1/3 buy from each local farmers and specialty food stores. Specifically, they purchase niche pork in either fresh or frozen format about 16 times annually, with more than half these purchases at a conventional grocery store. Healthfulness, freshness, quality, and flavor or taste are primary reasons for buying niche pork. What would help consumers increase their niche pork purchases? The same formula as for most products: more availability and lower prices. You can read more in a short article in the Nov. 13 edition of the Pork Leader newsletter. It's the second article in the newsletter at this URL <http://snipr.com/5pp3r>

WANT TO WATCH A VIDEO?

Anna Johnson of the ISU animal science department is recognized as an expert in animal behavior, and now you can take a glimpse at some of what she studies. The ISU College of Agriculture and Life Sciences is promoting public awareness of a variety of research being conducted by college faculty by creating and posting short videos about them. Anna's video is just under two minutes and includes information on her specific research. Go to this URL <http://www.ag.iastate.edu/research/videos/?id=4> and click on the video link for "Animal behavior research."

NEW VITICULTURE WEB SITE

Paul Domoto, Extension Fruit Production Specialist, has released a new viticulture web site at: <http://viticulture.hort.iastate.edu/home.html>. The new web site contains resources for those managing established vineyards and those exploring the feasibility of vineyard establishment.

FUNDING OPPORTUNITIES

International Science and Education Competitive Grants Program, CSREES, USDA

PURPOSE: to support the internationalization of food, agriculture and related programs as U.S. universities and colleges.

Proposals should address one or both of the following: (1) strengthening the global competence of students, faculty and staff in agriculture and related areas; 2) enhancing business performance

in international agriculture and related sectors. Projects may last up to four years; the maximum amount per award is \$150,000. Guidelines are available at:
http://www.csrees.usda.gov/funding/rfas/intl_science.html

Restrictions:

- 1) No project director may receive and/or participate in more than one grant concurrently.
- 2) No institution may receive and/or participate in more than one grant as the lead organization.

The Office of the Vice President for Research and Economic Development will coordinate an internal process to select the ISU proposal that will go forward.

DEADLINE: January 16, 2009

SELECTED CALENDAR OF EVENTS

January 5-29, 2009: Crop Advantage Series, statewide.

<http://www.aep.iastate.edu/cas/homepage.html>

January 7, 2009: Commercial Manure Applicator Satellite Uplink (and webcast), 9:00 a.m. – Noon, statewide. <http://www.agronext.iastate.edu/immag/mac.html>

January 9, 2009: Horticulture In-Service Training, 9:00 a.m. – 4:00 p.m., Horticulture Bldg., ISU, Ames.

January 28-29, 2009: Iowa Pork Congress, Hy-Vee Hall – Iowa Events Center, Des Moines.

<http://www.iowaporkcongress.org/>

January 29, 2009: 4th Annual I-29 Dairy Conference, Best Western Ramkota Inn & Conference Center, Sioux Falls, SD.

<https://www.extension.iastate.edu/DairyTeam/News/I29DairyConference.htm>

January 29-30, 2009: *Overall Women – A Conference for Today’s Rural Women*, Capri Hotel & Casino, Bettendorf. <http://www.ucs.iastate.edu/mnet/overallwomen/home.html>

March 9-10, 2009: Iowa Water Conference, Scheman Bldg., ISU, Ames.

http://www.water.iastate.edu/news_events.htm

March 25, 2009: ANR Professional Development, Gateway Hotel & Conference Center, Ames.

March 27-28, 2009: Women Around Ag Conference, Best Western Holiday Lodge, Clear Lake.

<http://www.extension.iastate.edu/winnebago/news/Women.htm>

ISUE Calendar of Events website: <http://dbs.extension.iastate.edu/calendar/>

ANR FIELD & STATE STAFF DIRECTORY UPDATE

The ANR Field & State Staff directory has been revised and is available at:

<http://www.extension.iastate.edu/ag/contacts.html>

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