

National Association of County Agricultural Agents



Proceedings

**91st Annual Meeting and
Professional Improvement Conference**

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NACAA President

Mickey P. Cummings
Georgia



THE LEGACY OF THE COUNTY AGENT

Have you ever wondered at your purpose in life? What would our country be like if not for County Agents? How did NACAA begin? What is NACAA doing for members in 2006? What will NACAA do for its members in the future? Is there a future for the County Agent?

Ninety-one years and counting, NACAA is now 91 years old. This organization has come a long way since its first meeting in Chicago. When I was a little boy my grandfather told me a story that had a profound influence upon my life. The story happened to my grandfather when he was very young, sometime around 1923. The first County Agent came to my great grandfather's farm (Lonnie). This fellow convinced Lonnie to plant a cover crop of vetch behind his cotton. Lonnie was also encouraged to rotate the field to corn the next year. To make a long story short the yield on this farm increased from 10 bushels to 87 bushels of corn because of the suggestion of the County Agent (Mr. Woods).

The personal wealth of my family was increased. This increase was evidenced by the fact that the two youngest children of Lonnie were able to attend and graduate from High School. The older children were not able to graduate because they had to work on the farm to make ends meet. My grandfather was there to witness the results of this demonstration. He told the story to me. This event caused me to want to become a County Agent. This event happened just a few years after the first meeting of NACAA. After I became a member of NACAA 24 years ago I found that County Agents have been helping people like my family for

years. The event that so influenced my life is not something atypical. County Agents have been influencing people's lives for years. NACAA has been a part of this process since its formation.

A group of Midwestern County Agents founded NACAA in 1916 with the goal of establishing a high standard of professional performance among extension field workers. NACAA has also accomplished many other things for its membership. For example, in 1931 under the administration of Judd Brooks of Tennessee, a committee was formed that worked and helped obtain Federal Retirement for Extension Employees. In 1969 under the administration of Roscoe Whipp of Maryland, the By-laws were changed to allow females membership in NACAA. Under the administration of Doug Strohbehn in 1972, the NACAA scholarship fund was formed. Since 1972 the fund has awarded more than \$600,000 to help County Agents in professional improvement endeavors. As you can see NACAA has done much for its membership. Where would we be without the efforts of past members of NACAA?

I know NACAA can't rest on past accomplishments. What has NACAA done for the membership in 2006? First, a new idea was presented to the Board last year. This idea was to create a new award called the NACAA Hall of Fame Award. It was designed to give recognition to 4 individuals, one per region. The award was based upon job performance in one's job as an educator, service to NACAA and community service. The first Hall of Fame recipients are: Robert M. Vobril, J. Lowell Loadholtz, Dave Phillips, and Duane Duncan.

Second, NACAA has appointed a committee to explore the possibilities of either the creation of an electronic journal or improving the annual proceedings. The idea is to create something that is refereed to allow NACAA members to publish their research findings. This committee will meet via conference call over the next year and bring a recommendation to the NACAA Board next spring.

Third, the NACAA Futuring Committee was formed in 2005 and has given its report to the NACAA Board. This committee, chaired by Dan Kluchinski, administered surveys to the NACAA membership. The committee made recommendations to the voting delegates based upon these surveys. The committee's recommendations will be used to guide decisions that NACAA will make in future years. This report dealt with the following: 1) Increasing younger membership and involvement in NACAA, 2) Building relationships with JCEP and other associations to allow collaboration on special projects, 3) NACAA should develop educational programs that deal with issues and topics related to the changing staffing patterns faced by NACAA members, 4) NACAA should develop training opportunities for its membership other than at the AM/PIC. 5) NACAA must do a better job of educating members and state association leadership of committee structure and the roles and responsibilities that each council and committee has in the organization. In other words we must do a better job of communicating within our organization. 6) NACAA must be proactive in making the concerns issues, and needs of agricultural and natural resources Extension workers and their programs known and 7) NACAA must do more to increase the support for promotion and tenure of NACAA members in their respective states.

Many of us are concerned about the future. In today's time it is easy to be negative about the future. Many of us ask questions about budgets, politics, new administrations, county money, etc. But, after listening to Frank McGill, our speaker at the DSA Banquet, I hope that you have been instilled with the fact that there is a bright future for County Agents. I have heard it said that the future belongs to those that seize it. We live in a time that affords us many opportunities for Extension Education. My wish for each of you is that 91 years from now a person will give a testimony about the impact that you had upon their lives. It's time for you to reach out and seize your future. Be the best County Agent that you can be and have a positive impact upon the people that you that depend on your help.

President-Elect

Chuck Otte
Kansas

I knew that my year as President Elect was going to be busy and I wasn't



disappointed. But the experience is worth all the work that it entails! I reached a personal milestone this year: I turned 50. One thing that I have learned is that each year goes by just a little faster and these past two years on the NACAA Board are proof of that.

If you read the listing of duties of the NACAA President Elect in the Policy Handbook it doesn't look too daunting. There are but four items specifically listed. But those four items really keep you busy! Probably the most prominent responsibility is to work with NACAA donors and sponsors. Fundraising, of any kind, is a lot like gardening. You have to plant seeds, you have to nurture the young plants and you have to work to make sure that the mature plants continue to be cared for and remain productive. Sometimes you sow a lot of seeds and only one or two actually sprout and become productive. But if you had never sown all those seeds, you would have harvested nothing!

I am fortunate to have a good gardener to work with on this project, NACAA Executive Director, Scott Hawbaker. I am, also, fortunate to have followed a couple of other good gardeners in Glenn Rogers and Mickey Cummings. Glenn and Mickey sowed some pretty good crops that we are still cultivating. Scott and I did some sowing this year that probably won't come into production for another year or two, but the crop has started growing! We continued Trade Talks this year, because we felt it was well received in Buffalo last year. I hope you attended and enjoyed them this year.

New donors for this year were QUALISOY and DuPont Companies. QUALISOY is a collaborative effort among the soybean industry to help market the development and availability of healthier soybeans and soy oil, reduce environmental impacts of livestock production through improved soybean meal, and improve the global competitiveness of the U.S. soybean industry. I think we all realize the untapped potential that soybeans hold for our country and it's exciting to have a group like QUALISOY as one of our sponsors.

DuPont is a company familiar to many of us and to all of agriculture. We were excited to get DuPont Companies on board and it seemed a natural for them to sponsor the Search for Excellence in Crop Production.

This year our total support from sponsors and donors was around \$115,000. After too many years of decline, it has been great to see increases for the past three

years. That increased sponsorship has a responsibility attached to it. It is critical for each and every one of us to send these National Donors a thank you for their sponsorship. Contact information is in your AM/PIC program. If every one of us who were at Cincinnati would send each of these sponsors a thank you note, the returns would be amazing!

Your NACAA Past President, President and President Elect all serve as your association's representatives on the Joint Council of Extension Professionals (JCEP) Board of Directors. While it might be easy to look at this as just "one more set of meetings I have to go to", it is an exciting opportunity. With the stated goal of JCEP to help us all be better professionals, I feel that as NACAA members we have a lot we can contribute to our co-workers in other subject matter areas. I have served, this past year, as the web master for the JCEP web site. This has given me the opportunity to learn more about the other Extension Professional organizations. The JCEP Board meets twice a year and I attended these meetings in Ft. Myers Beach, FL and Lake Tahoe, NV.

NACAA works with the Farm Foundation to host the National Public Policy Education Conference. The NACAA President Elect attends this event and serves on the planning committee. If you have not attended one of these, they are excellent! The 2005 meeting was in Washington, D.C. and focused on the 2007 Farm Bill, Environmental Conflict Resolution and other exciting topics. The 2006 conference will be in Fayetteville, AR and will be addressing consequences of the 21st Century Food System. If you hurry, there's still time to register!

Yes, there has been plenty of opportunity to travel and meet many of you around the country. It was an exciting opportunity to work with Scott Hawbaker and represent NACAA at the National Association of Farm Broadcasters meeting in Kansas City, MO. This gives us a great opportunity to meet with many of the men and women who are telling the story of agriculture to the listening audience and to also meet with many of our national donors as well.

I had the privilege to represent President Cummings at the JCEP Northeast Regional Leadership Workshop in Valley Forge, PA and then also attend the North Central Regional Leadership Workshop in St. Louis, MO. I also represented the association at the Public Issues Leadership Development Conference in Washington, D.C. in April. This is a great opportunity

to meet with our state associations' leadership. I always come away from that meeting re-invigorated by all of you!

It has been a rewarding pleasure to serve as your NACAA President Elect this past year. As I looked around the AM/PIC in Cincinnati, I saw so many hard working and dedicated NACAA members that make it all happen: the Council Chairs, the Committee Chairs and Vice Chairs, the fine members from Ohio and Kentucky who hosted us, and the Life Members who help us stay on track. It truly has been quite a year. With a dedicated membership like this, we have a bright future ahead of us!

Vice President

N. Fred Miller
North Carolina



NACAA – The Right Choice!

Advertising agencies are always looking for new ways to catch your attention and sell products — often investing big bucks developing catchy slogans and advertising campaigns. NACAA doesn't have the budget of a large conglomerate with their virtually unlimited advertising budgets but we do have a quality product to offer our members. It is a product constantly being modified and changed to fit the new challenges facing our members utilizing feedback received through our NACAA Committee structure and task forces such as the Futuring Committee.

Having just witnessed the outstanding professional opportunities offered during the 2006 Annual Meeting and Professional Improvement Conference as a result of the work of a dedicated group of council chairs, committee chairs and vice chairs as well as our hosts from Kentucky and Ohio, I am impressed by the positive results of their work. I applaud them for their commitment and dedication to task. Marketing studies have shown that word of mouth is one of the most effective ways to advertise – and it certainly best fits our budget! I implore everyone to share the positive experiences you had at this meeting with those who were unable to attend. Encourage your peers to attend next year's meeting in Grand Rapids and experience it for themselves.

Another tool available for sharing back at home is the membership brochure found on the NACAA website

<http://www.nacaa.com/about/>. Reading through this brochure helps understand many of the tangible benefits of membership. Unfortunately many of the intangible benefits of membership are often not fully realized until a member attends our Annual Meeting and gets actively involved in NACAA.

One of the constant challenges for advocates of NACAA is convincing agents of the value of participating in its programs and ultimately assuming leadership roles. This is especially critical for the ongoing sustainability of NACAA given it is an association run almost totally by volunteers. Everyone involved in planning and implementing NACAA's programs, from President to State Committee Chair, is doing so on a voluntary basis. The NACAA Vice President has primary responsibility for the committee work of NACAA and thus heavily involved in the recruitment of new NACAA Committee Chairs and Vice Chairs. It requires a high level of commitment to the organization for agents to take this step but I think most would agree that they got more out of their participation than they put in. Please join me in thanking both the new and veteran Committee Chairs for their willingness to step forward and assume additional leadership roles in NACAA.

Communications between National and State Committees and communications in general remain a concern of both our membership and the NACAA Board. John Dorner, Electronic Communications Coordinator, has created a new system for updating Committee Members contact information making it significantly easier to keep the electronic mailing lists up to date. This should result in fewer returned messages and help to ensure that all messages reach their intended recipient. Additional steps, including establishing a committee to study communication gaps and identify potential solutions, are being considered and this issue will be a priority for the 2006-2007 NACAA Board.

Serving as your Vice President for the past year has been a privilege and I thank you for giving me the opportunity. Through this experience I have gained a better understanding and appreciation for NACAA's Committee structure. Further, I have witnessed and experienced the quality of the professional development programs that can be generated when a dedicated group of "volunteers" from across the country put their heads together. New challenges are looming and I'm eager to tackle them as I try to fill Chuck Otte's shoes as President-Elect in the coming year. I am convinced that NACAA was/is the right choice for me. My challenge to you is to "try it you might like it!"

Secretary **Leon Church** **Texas**



A couple of years ago, when I was first approached about the possibility of running for NACAA Secretary, I was very apprehensive. It seemed like a job better fit for someone else. Patience is not my biggest attribute. I just didn't think I could sit through board meetings without a good supply of duct tape (to keep my head from exploding). After some trepidation I gave in and ran for the office last year at the AM/PIC in Buffalo.

It has been a very rewarding year, to say the least. I learned a great deal about our association and have learned a little about myself. Taking minutes is a tedious task, listening to the recordings of the meetings is both enjoyable and at times a little boring. I have learned that your board is committed to you, its membership. Discussion always center on how this will improve the association for you. Does the decision offered a chance for members to improve their professionalism or offer leadership development or is this action in support of the membership's profession.

The four main purposes of the National Association of County Agricultural Agents, as I see it, are; 1) provide opportunities in professional development, 2) provide recognition for Extension program excellence, 3) provide leadership development opportunities and 4) act as an advocate for our profession.

If you will let me I'd like to expand on each of these very briefly. 1) Professional Improvement – this association offers its members a vast array of opportunities for professional improvement, from pre and post-conference tours and workshops, to over 120 workshops during the AM/PIC. Members have the chance to present reviewed posters, and papers on a national level. Additionally, there are opportunities offered outside the AM/PIC arena, this area I am sure will continue to grow and improve. 2) Recognition – recognition is a very basic element of motivation. NACAA offers many awards programs with national sponsorship, our national donors understand the importance of recognizing programming excellence, and online applications are making this process easier for you. 3) Leadership development, there are many leadership positions available for our membership, state chairs, regional vice chairs and national chair positions

lead to further involvement. And lastly, 4) Advocacy – your association works closely with NASULGC and ECOP to further the county agent profession. No other association cares about the county agent as a profession. It is up to us to assure our own future.

In closing let me just relate a comment that is taken from John F. Kennedy’s inaugural address and changed slightly to fit our situation. “Ask not what your country (association) can do for you; ask what you can do for your country (association)”. The association is you, not the board of directors and officers. Look at yourself to see how you can give back to that association and how you can make it even stronger.

Thank you all for allowing me the opportunity to serve the association, that has meant so much to me over the last 34 years. I look forward to serving for the next couple of years if possible and the membership so chooses.

Treasurer
Chuck Schwartau
Minnesota



It seemed unusual to be attending an AMPIC and not being involved in a campaign once! It has been a distinct honor and pleasure serving my fellow extension educators and agents as their treasurer for the past two and one-half years. I am now on the downhill side of my terms, doing the last close-out of an AMPIC, preparing year end reports, getting ready for an audit, and preparing orientation for a newly elected treasurer to take office in January. Thank you very much for the opportunity.

Your association has had the benefit of a couple good financial years with regard to AMPIC income to expense ratios and a generally conservative fiscal approach to spending. The result has been the opportunity to build some reserves for lean years. Five years ago, the association did not have the same kind of cushion. It is important that the board and membership keep such a cushion for lean years.

Travel costs have escalated tremendously in the past year. This has impacted the cost of board meetings, participation with our sibling organizations in JCEP, and director visits to state association meetings. To better reflect the costs of travel, your board increased the

mileage rate reimbursed to officers and directors for official travel. The rate paid is still less than the IRS allowance but at least your directors are paying less from their own pockets to conduct the business of the association.

The increased cost of travel also impacts the decisions many members make about attending AMPIC. AMPIC attendance has been on a trend that is a bit less than long term members may remember. Costs of conducting AMPIC have not decreased, however. There are many costs of conducting a national meeting that have little to do with the number of attendees. Your fiscal committee, the board as a whole and the host committees work hard each year to develop a balanced budget and an affordable AMPIC while still providing for you the members the highest quality professional conference possible. Thank you to all those involved in the past three years of my term for the work you have put into budget development and management.

This spring the fiscal committee held its annual visit with our investment advisor to consider our investment strategies. A portion of the association’s surplus funds has been in a moderate risk investment program that has included approximately 60% stocks and 40% bonds with a small money market fund. The committee asked about options that might provide a little more growth opportunity without putting the investments at an undue risk.

The advisor recommended a widely used tool called an asset allocation model. Instead of our stocks being in 3 funds, the asset allocation model, sometimes called a “fund of funds”, spreads the total assets across a much broader range of investments. It should be a better risk management tool than being in only 3 funds. This tool will include a mix of domestic and foreign investment opportunities and has many more total stocks and bonds in the total portfolio. This should reduce the risks involved with any one segment of the economy. We decided to invest 70% in a moderate growth allocation fund and 30% in fixed income bonds. This allocation is quite similar to our current investment, but has the prospects of better returns in the end with no more risk than the past.

In a slightly different vein, I congratulate the individual members of NACAA and the state associations for their response to the Hurricane Katrina Disaster Fund to help Extension workers in the Gulf Coast region. Our donations of over \$34650 were a major portion of the total amount given to help our fellow extension workers.

Some state associations conducted fund drives and submitted as a unit. Outstanding efforts included:

Georgia	\$6900
Texas	\$4400
Florida	\$2750
Nebraska	\$1500
New Hampshire	\$1250
Pennsylvania	\$1000

Another 46 active and life members from around the country wrote checks out of their own pockets for \$100 to \$250. Whether your donation was large or small, they all added up to an excellent donation. Congratulations and thanks for that show of generosity and compassion.

I look forward to passing the books over to your new treasurer. I have enjoyed the job tremendously, but it is also good to get new people involved in the leadership of the association. The growth and friendships that come from serving NACAA are something I wish more could experience. If you are ever asked to serve NACAA in a leadership position of any kind, jump on it quickly and enjoy the trip.

Best wishes to the new officers and directors for 2006-2007 and best to all our members for continued success in your work.

Past President

Glenn Rogers Vermont

Glenn Rogers, Vermont



What, it's been a whole year! Wait a minute. It's been 4 years and in independent Vermont, it's been 20 seasons! To find that answer – read the article below.

This past year has been a very rewarding one as your Past President. In the fall we wrapped up the 2005 meeting with a great committee from the Northeast, worked with our new hotel planners – Helms-Briscoe to sign the 2009 contracts, went back to programming full time in Vermont, played a little golf and visited with the family. (I encourage everyone to take a little time to “find the family” again after being on the road.)

Winter brought conference calls, the NACAA Winter Board meeting, Fiscal Committee responsibilities, judging the Outstanding Young Farmers program applicants, and serving as board member and Treasurer of JCEP (Joint Council of Extension Professionals). JCEP has completed some great things this past year including expanding the attendance and program at PILD, putting together the “Working with Decision Makers” CD, establishing a poster contest at PILD, and expanding - reworking the JCEP Policy manual. Membership on the JCEP board is limited to 3 years, thus, unlike your NACAA Board much of the “history” and “institutional knowledge”, can be lost without a detailed policy manual in place. This reworking of the policy manual will be helpful for future JCEP Board members. In addition, it takes a few months to figure out the new role as Treasurer of JCEP. I will serve in that capacity until 2007.

Edmund Gomez and I served as your representative at the OYF Annual Meeting. If you (and I mean you – including every state) haven't made a OYF nomination nor worked with the Jaycees – you are missing out! What a great group of farmers across the U. S. Nominating our young farmers as OYF state participants is a tremendous way to say “Thank You” to some of the future agricultural leaders in our country. Past OYF winners have served as State Commissioners of Agriculture, state House and Senate representatives, National Farm Bureau Presidents, and even as U. S. Secretary of Agriculture. NACAA has come a long way with this program in 5 short years where now ½ of all the OYF nominations are coming from NACAA members. Don't forget - the nominating County Agent who ends up with a “Top” 4 OYF candidate gets free registration at next years AM/PIC. Nominations are so easy, so sincere, and so needed – fill one out and send to your NACAAg Issues & Public Relations Regional Vice Chair or Jaycee representative.

Spring brought “sugaring season” to Vermont – Vermont's natural sweetener and golden wonder – Pure Vermont maple syrup. There's nothing like sugaring season. (In Vermont during sugaring season – there's “Mud Season” – our 5th season). Spring also brought the NACAA Spring Board meeting, more Fiscal Committee responsibilities – like the 2007 budget, reworking the 2006 AM/PIC national budget, PILD, and more JCEP treasurer duties. JCEP has a \$175,000 budget with more than 550 Association members from across the U.S. attending JCEP Regional and PILD meetings.

Spring also brought attendance at the NASULGC (that's National Association of State Universities & Land Grant Colleges) and ECOP (that's Extension Committee on Organization and Policy) Leadership Advisory Committee (LAC) meeting. What a great planning meeting and great group of Extension leadership folks.

My thanks go to Vermont Extension, the Vermont agricultural community, VAAA, my family - especially Marty, and all of you for four wonderful years. I encourage everyone to volunteer within NACAA as this organization will pay you back more than you give. We're all in this together, we all can learn from each other, and although we all have a primary responsibility to our clientele and state – back home, we also have a responsibility to our Association, to other Extension Associations, and to our National partners at CSREES. Together, we are part of a bigger Extension team that has made a huge difference. There is no question that each of you, NACAA, and this whole Extension team has greatly changed the face of American agriculture. Congratulations on doing an outstanding job.

Thank you for letting me be part of that team.

Southern Region Director

Henry Dorough
Alabama



It is hard to believe three years have gone by since I took the position of Vice-Director for the Southern Region. It has been an awesome experience so far and I look forward with great enthusiasm to the coming year. My friend Curtis Grissom, NACAA Past-President long ago told me that the best job in NACAA is regional director and he was not kidding. The first two years as Vice-Director were considered my “learning” years when I studied under two famous names in the southern region; Doug Wilson, KY and Elmo Collum, MS. The learning does not stop there, however. As Junior Director, I have found that much is learned through each state visit; more about NACAA, more about this job, more about myself, and more about my career as an Extension agent.

Working with the current Board of Directors has been very rewarding, challenging and at times a load of fun. Your Board takes its job very seriously and works hard to keep NACAA at the forefront of new issues and

maintain the reputation as the best professional development organization in Extension. Your Board is very diverse in talents and personalities and the mixture makes for a very productive bunch. I did not realize the scope of work the Board takes on each year until I participated in the Pre-AM/PIC Board meeting in Buffalo, NY.

Your organization has been in great hands with Glenn Rogers, Mickey Cummings, Chuck Otte, Fred Miller and Leon Church serving as officers. I look forward to another year working with regional directors Dave Myers and Stan Moore, two individuals with deep conviction for NACAA. Working with the outgoing directors Jim Riddell and Sandy Macnab was a treat as they kept us new guys in line. Chuck Schwartau will be greatly missed as Treasurer. He has amazed me with accounting skills that rival any Fortune 500 company.

Of course, life on the Board would be very dull were it not for a few colorful characters in the house. Although the Board works hard for you, there are a few instances where members may play a prank or two on an unsuspecting member. Just ask Mickey Cummings. These situations help bring all the personalities of the Board together into a tight-knit group, almost like family.

My first year as Director was all but uneventful. I blew my first official state visit to Mississippi in November, 2005. The day before I was to depart for Starkville I inadvertently swallowed a yellow jacket while enjoying a cold beverage on my farm in Alabama. Lesson learned: **NEVER SWALLOW YELLOW JACKETS!** When they sting you in the pharynx you will end up in the hospital which is where I resided during the Mississippi meeting. Elmo Collum, being from Mississippi, was granted one last opportunity to act as regional director and delivered my presentation flawlessly. I did get over to Starkville on the last day of their meeting to visit with the officers and discuss their ideas on professional development and member recruitment.

I want to congratulate the Mississippi Association of County Agricultural Agents for an outstanding professional improvement conference they hosted in May of this year. One issue Mississippi members have had for years is the lack of professional development during the mini-Galaxy that all Mississippi Extension associations attend in November and where all association business is conducted. President Al Myles and his delegation of officers put together one heck of

a training that spanned three days and included multiple workshops and a tour. The PIC was open to all Extension employees with an Ag assignment and was attended by many 4-H agents as well. MACAA flipped the bill for all of the meals but more importantly, Extension administration picked up the tab for travel and lodging and also provided a bus for the tour and all the meeting space on the Mississippi State University Campus. Outstanding!

In addition to the Mississippi meeting, I also had the opportunity to visit Arkansas, Louisiana, Oklahoma, Kentucky and of course Alabama for their respective AM/PIC. Each visit has been an unbelievable experience for me to witness the value of Extension work across the country.

Last year two names were permanently etched in the memory of all southern Extension agents. Hurricanes Katrina and Rita devastated coastal areas of Alabama, Mississippi and Louisiana. The storms also had a far reaching effect on agriculture further inland as they destroyed timberland, row crops and other Ag enterprises. I was one of many who personally witnessed the aftermath of these monster hurricanes. Many of our Extension colleagues in Mississippi and Louisiana suffered personal losses of their homes and offices.

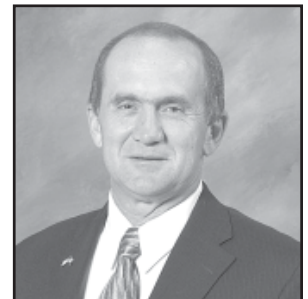
I was deeply moved by the compassion of our friends in NACAA from across the country. Over \$34,000 was contributed by NACAA members, life members and state chapters to the NASULGC Hurricane Relief Fund. In addition, many members from numerous states spent personal time working in some relief effort at home or in the affected areas. Many of the southern states also pitched in by organizing shipments of hay, feed, fence posts and other items desperately needed by farmers in the region. Relief efforts are still in the works for the hardest hit areas. I urge you to consider organizing a group from your state to assist farmers and Extension workers in Mississippi and Louisiana. The effort will be greatly rewarding.

Other official functions in which I participated include the Post-AM/PIC Board meeting in Buffalo, New York; the Winter Board meeting in Cincinnati, Ohio; the Spring Board meeting in Denver, Colorado; the JCEP regional workshop in Nashville, Tennessee; six out of nine Board

conference calls (the September 05 conference call coincided with hurricane relief work in Mississippi, the March 06 conference call overlapped the announcement of BSE in Alabama, and the May 06 call occurred during my visit to Starkville, Mississippi where cell phones are still a technology of the future); and the Pre-AM/PIC Board meeting in Cincinnati, Ohio.

As I close this report I want to thank all of the new friends I have made across the South during my first year as Director. I have learned a lot from them and will forever treasure our relationships. Thanks to Jim Riddell, James Devillier and Dirk Webb for their commitment to NACAA and all their help with the leadership activities associated with this job. I want to also thank the Alabama Association of County Agricultural Agents and Specialists for entrusting me with this important position. The job of regional director comes to each Southern state only once every 13 years. I cannot imagine what my career would be like had I missed this great opportunity. I look forward to my last year as your Southern Region Director and promise to work hard for the future of our great association.

Southern Region
Director
Jim Riddell
Virginia



Southern Region Director
Jim Riddell
Virginia

I hope this year has been a good one so far for you and your family and that you have benefited from your involvement in your state and national professional associations. A big thanks and congratulations to our good friends in Ohio and Kentucky for an outstanding national meeting.

I am honored to have had the opportunity to represent the Southern Region and its members during my term as Director. I want to say a special thanks to Mickey Cummings, Chuck Otte, Chuck Swartau, Fred Miller, and Glen Rogers for serving as officers of NACAA this past year. Good leaders have intelligence, judgment, and most critically, a capacity to anticipate, to see around corners. They also possess loyalty, integrity,

and a high energy drive to “git ‘er done!” This aptly describes these gentlemen.

This has been a growth year for many of us in Extension and one which is full of new opportunities. .

In NACAA we have seen new efforts to improve communication and streamline association programs with a sharp eye on the benefits and costs. Quality professional development continues to be our priority with several new efforts in electronic communications, new recognition and awards programs, and an effort by the Futuring Committee to review — what our members want and need down the road.

While our methods, tactics, and educational messages may change with different needs and an ever changing world, the fundamental work of Extension Agents remains—always helping others—to make a real difference in our home towns and communities.

NACAA has continued to grow in the Southern Region. Nine out our thirteen states saw significant increases in Extension faculty and membership increases in their associations. Most of our states also saw increases in funding for Extension from their local partners and the state assembly. It was good to see this trend turn upwards compared to a few years ago.

As I traveled throughout the Southern Region I was especially proud of the professional improvement and scholarship programs offered in each state. State offerings included innovative agricultural enterprise tours, programming workshops, peer reviewed poster and presentation contests, certification classes and much more. Most states are offering new ways and opportunities to present and publish, an option requested by many new agents.

If you are looking for strong models or examples of outstanding training programs and scholarship, look no further than the state association meetings I was able to visit this past year. Some of the state programs like Georgia, North Carolina, Florida, and Texas are much like small versions of the national meeting with a full compliment of professional development. Each of the 13 Southern Region associations do things a little different, but all do an excellent job of customizing programs— for their people and their needs.

The 2006 Joint Council of Extension Professional Southern Region Leadership Workshop was held in Nashville. It was good to see, hear, and be with the

presidents and other officers from the Southern states. Our NACAA leadership team including President Mickey Cummings, Vice-President Fred Miller, Director Henry Dorough and Vice-Directors James Devillier and Dirk Webb provided NACAA information.

I think we would all agree the best part of this meeting is learning from each other—Each state provides an in-depth report on their current situation, Extension funding, and association highlights. This effort allows us to help each other become stronger and to improve our professional improvement efforts.

Thank you again for your support and help—during my term as a Director. I have appreciated your comments, your input, and your suggestions concerning the efforts and plans, and operation of NACAA. As a Director, I have shared your input and concerns and as a board we have worked together for the good of all of the members. I want to say a special thanks to my colleagues Henry Dorough, James Deveiller, and Dirk Webb. Your Southern Region will be well represented by these fine gentlemen in the upcoming years.

I appreciate the help and work of my Virginia colleagues and the Virginia Association of Agricultural Extension Agents. Thank you for your tremendous support. My work with NACAA and our members has given me a special appreciation for the vital work that is conducted all across this country.

Remember our primary strength in Cooperative Extension is our strong, local, “grassroots” connections and high quality programs—and our efforts to provide the best—unbiased information from our land grant colleges. Remember, NACAA is your association.

As a NACAA director and as a member I have seen the high quality and the strong commitment to people in our towns and counties. We have long-lasting impacts on the families and communities where we work and where we live.

Thanks again, good luck and take care.

Western Region
Director
Sandy Macnab
Oregon



"I never let my schooling interfere with my education."

Mark Twain.

I had that Twain quote hanging over my desk for four years of college and it still sticks with me as a reminder that we do not all learn the same or react the same, but that we are always students. It also says we should not close doors on ourselves but expose ourselves to new ideas and experiences. We aren't obligated to buy into them, but we can hear them out first.

Extension agents seem to instinctively understand that and that's why so many are so effective at teaching using a variety of senses. Extension facilitates the learning local people want to hear about the local issues that affect them, their families and their communities every day. Although each of us tends to find method that best suits our style, it's usually one that best suits the majority of learners at the local level.

"You have no friends; you have no enemies. You have only teachers." Author unknown.

The annual meeting is kind of a big county fair for agents where blue ribbon winners present their best programs. The material often has limited application to me personally, but I truly enjoy learning from the *styles* they employ and *thinking* they demonstrate putting thing together. There is no canned teaching format: it is the agent's own personal research, style and work that created this masterpiece of communication. Nearly three quarters of agents responded to the survey distributed at last year's annual meeting that is one of the only places they can be exposed to this kind of learning and last year's annual meeting had some 180 hours of professional development from which to choose! And that's not counting the tours.

It's the learning that makes the annual meeting so exciting. It renews me.

"When you're through learning, you're through." Irish Proverb

This past four years as vice director and director has been a wonderful opportunity for me to meet so many of you and to be able to represent you. It's been an opportunity to travel and have new parts of the country and new experiences opened to me.

I'd like to thank the NACAA board members for their patience and example. NACAA members really don't know how much time they dedicate to managing this organization with a constant eye to always making it

stronger. I owe a thanks to all the officers and members in the West for answering every call and their professionalism. A special thanks goes out to the Oregon agents and my county staff for their support and friendship. And most of all a thank you to my wife Mary Anne for allowing me to partake in this organization and its wonderful opportunities.

"Ain't no man can avoid being born average, but there ain't no man gotta be common." Satchel Paige

North Central **Region Director**

Stan Moore
Michigan



A "Fun" Evaluation?

In traveling around the NC states this past year I have had a great time serving as Region Director, building communication between NACAA and the state associations, and learning from the meetings put on by each state. With just Minnesota to go, I will have visited all twelve states this past year. Being able to participate in these state meetings allows you to gain some real perspective.

I was hit hard between the eyes, when at one state meeting the speaker used the words "back when Extension was fun". This made me ask myself two questions, Is Extension still fun for me?, and Is fun an important part of the job? It's easy to say yes to the first question and then work as if the answer is no. However, if fun is an important part of the job, then it forces us to actually change the way we work.

At our Spring Board meeting I shared a "thought for the day" on this subject. In the article that I shared the author emphasized the point that computers are able to replace much of what we do, but they can never replace our passion. In fact, the technology of the future will continue to rely on those individuals that can use the technology to express their passions. People who enjoy what they do, add great value to their work and this cannot be duplicated by any machine.

Looking back to my state visits, this idea does hold true. Agents who enjoy what they do seem to be more successful in their jobs. They tend to have the most creative programming. People like to hang around these agents too, because they are having fun and it shows. Put these two aspects together, and these

agents are delivering top quality programs to people that want to hear what they have to say. If the mission of Extension is to improve people's lives through education, these agents have a great advantage and Fun is an important part of the job.

In serving on the PILD planning committee for NACAA, I can also say that these agents make the best spokespeople for Extension to their legislators. Legislators can tell the difference between the company line and the sharing of a program that really means something to you.

So how can we get better at having fun? 1. Minimize the Mundane. Efficiently do the "Have to's" and say No to some other things. 2. Pursue your Passion. What do you enjoy most in your job? Spend more time there and build successful programs around your passion. 3. Share your Successes. Your clientele, the public, your legislators, and your administration need to know how good the work is that you do.

In the future, I believe Extension's very existence will rely on having Agents who love their job. Extension administration may have to figure out how to do a "Fun" evaluation. How would you do?

I look forward to serving you in this coming year, and in being a part of an organization that does value fun.

North East
Region Director
Dave Myers
Maryland



I want to thank everyone for the opportunity to represent the Northeast as your NACAA Regional Director. It has been an exceedingly rewarding task. Attending your state association meetings has reinforced my understanding of the connected wisdom of the Land Grant Mission across this nation county by county. We are all truly an integral and vital link of higher education for all citizens. It was also a privilege to serve on the Public Issues and Leadership Development Committee as your NACAA representative for the past two years. PILD provided insight into the budgetary process of the entire USDA umbrella at the nation's capitol. All of us from time to time need to come to Washington, D.C. Even I need to make the occasional pilgrimage; thankfully I'm only 25.5 miles from my doorstep to the Capitol steps. The

National Association of County Agricultural Agents offers every Extension faculty member the opportunity to mentor and receive mentoring. I am proud to be a part of this countrywide process toward the earnest preservation of farmers; Therefore, I would like to offer the following treatise concerning the "New Age Farmer!"

Of certainty the closest that I will ever be to an artist is a farmer. Aristotle taught that, "*We are what we repeatedly do. Excellence is not an act, but a habit.*" By excellent habit like the artist that controls the brush strokes on a canvas, a farmer repeatedly cultivates his landscape.

Many have cried that we need to stop development and save open space to allow nature to have its way. Nature, the unruly beast has always required a farmer, a gardener, or a landscaper to subject and domesticate. Oliver Wendell Holmes wrote, "*The amen! of Nature is always a flower.*" However, I have found that neglected open space yields many more undesirables, thorns and scourges than flowers.

The truth of the matter is that we want to save pastoral open space. We rely on our farmers to provide his artwork so pleasing to our senses, an enhancement to the value of our estates. We embrace the farm experience with our heads aloft, the lifestyle farmers that we are so blessed to be. Privileged we are with this agriculture habit so excellent that we have embarked on a bold new world of agricultural art. Much more willing are we to pay for beauty than sustenance.

Until we become hungry, I recommend that we all farm more diligently in this new age manner. Instead of mere lawns, we will terrace our land with stripped crops of grains, flowers vegetables, orchards and vineyards as an offering of aesthetics not labored by harvests - Toiled only by love. We raise up the horn of plenty, a land of milk and honey where gone are the concerns of agricultural production such as profitability and pest control. I hear a proclamation ring out "Our Eden!"

One thing is certain indulging in agricultural art we will at least remember how to farm, teaching our young so when it becomes of necessity to do it merely for food again, we can.

Professional Improvement Council Chair

Tom Benton
Texas



The Professional Improvement Council has again provided excellent opportunities for professional improvement. The Professional Improvement Council offers NACAA members an opportunity to participate in professional improvement presentations to the membership.

The six committees that make up the Professional Improvement Council are: Horticulture and Turfgrass; Animal Science; Agronomy and Pest Management; Natural Resources; Aquaculture and Sea Grant and Agricultural Economics and Community Development. Each committee conducted excellent professional improvement workshops for NACAA Members of the AM/PIC meeting in Cincinnati.

The sixty-three (63) workshops that were held on Tuesday, July 25th not only allowed NACAA members to learn from their peers who conducted excellent programs, but also to hear top quality speakers from industry and other professions.

Activities were also offered outside the time frame of the AM/PIC. The Animal Science Committee conducted a pre-conference tour on July 21-22. The tour encompassed two states, Kentucky and Ohio. Highlights of the tour included: Commercial Crossbred cows with calves being sold through the Kentucky Certified Pre-Conditioned Health Program Horse Operations and Pheasant Farm that sold eggs and trained dogs.

The Horticulture and Turfgrass Committee also sponsored a pre-conference tour. The tour included several stops to view horticulture in the Ohio-Kentucky area.

The Ag Economics and Community Development Committee again offered the Post Cotton Marketing Seminar on Thursday afternoon and Friday morning following the AM/PIC.

The Agronomy and Pest Management Committee, in addition to the regular presentations, offered continuing education credits; charging a fee to serve as a source of revenue. This committee will also offer the Remote Support Seminar in Logan, Utah in October of

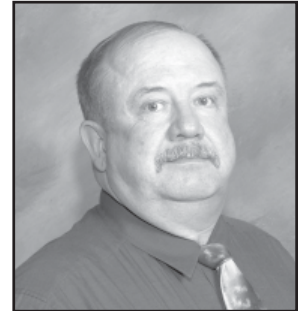
2006 at the NASA Space Dynamics Facility.

The Aquaculture and Sea Grant Committee provided an excellent slate of presenters at the workshops on Tuesday.

I would like to take this opportunity to thank the committee chairs and vice-chairs that put these programs together.

Agricultural Economics & Community Development

Milton Green
Wyoming



The 2006 AM/PIC will once again offer some of the best in service training available in agriculture economics and community development. There are 12 in-service opportunities being offered to the membership covering a broad area of topics.

The New York Board of Trade Cotton Marketing seminar this year had very few applications. The support of the NYBOT and other board of trade to our members is extremely important. The intent of the Agriculture Economics Committee in the coming year is to assess the educational needs of the membership and work with the New York Board of Trade and/or other boards of trade to design a marketing education program offering more attractive to NACAA members. Some possible options might be pre-conference seminars, professional improvement tours or some other program delivery. The Regional Vice Chairs will be an important part of the development process. If any of you, as members, have any thoughts or ideas please forward them on to your Regional Vice Chair. The goal of the Agriculture Economics/Community Development Committee is to provide the membership the best professional improvement program possible within the resource scope and scale limitations of the association. This committee needs the input from the membership to accomplish this task.

The Agriculture Economics/Community Development Committee of NACAA has recognized the National Association of Community Development Extension Professionals (NACDEP). The field of agriculture economics and community development as defined and endorsed by NACAA recognizes NACDEP as a multi-disciplinary organization of Cooperative Extension Service professionals and would encourage NACAA

members to participate in both associations as a professional improvement endeavor. In turn, those members of NACDEP engaged in rural community issues and/or agriculture issues affecting rural communities will be welcome and encouraged to be members of NACAA as well.

Agronomy and Pest Management

**Russell Duncan
South Carolina**



The Agronomy and Pest Management Committee had a productive year. We had ten applicants for presentations at the 2006 NACAA AM/PIC. All were accepted, but one had to drop out due to a change in work plans. The following were presenters at the 2006 AM/PIC:

Glenn Beard – GA
Gary Cramer – KS
Charles Davis – SC
David Gunter - SC
Michelle LeStrange - CA
Mark Tucker – NC
Tom Turini – CA
Ed Twidwell – LA
Bob Woods – OK

We had two concurrent sessions at the AM/PIC, just as we did in 2005. We adjusted the speakers schedule to have 30 minute presentations to meet the requirements for getting Certified Crop Adviser ceu's. Each presentation offered 0.5 credits. We discussed possibly inviting CCA's from areas near Cincinnati, but we could not resolve registration issues for this meeting.

It was difficult to get speakers this year. We attribute this to increased transportation costs associated with attending the meeting.

We also handled the Remote Sensing and GIS Decision Support Seminar. Funding for this was in question almost until the deadline for applications, but it finally came through. We had the following entries by region:

Northeast – 1
North Central – 1
Southern – 3
Western – 1

This is a premiere program. We need to work to get more quality applications if we hope to continue it.

It has been a great pleasure to serve as chair and vice chair. We an excellent and hard working committee that I am sure will continue to do so.

Animal Science

**Barry Foushee
North Carolina**



The Animal Science Committee was busy in 2005. Barry Foushee, National Chair worked with Lisa Kempisty and Mike Baker of New York to plan the 2005 Pre-AM/PIC Animal Science Tour.

We would like to thank Tour sponsor, Scoring Systems, Inc. for helping to make the tour a success. The tour highlighted dairy and livestock production systems that were focused on innovative and niche marketing as well as animal health. The 17 participants visited stops that include US/Canadian Border Crossing USDA/FSIS where border regulations for livestock were discussed, a by-products feed dealer, farms that deal in organic marketing, as well as a large robotic dairy.

A special thank you goes to Lisa Kempisty and Mike Baker for planning, and making the 2005 tour in New York a very educational and enjoyable tour for the 17 agents from 9 states. 2005 Tour participants were: Mitch Ingram from Tennessee, Susan Kerr from Washington, Bob Mickel and Everett Chamberlain from New Jersey, Randy Saner, Dinah Peebles, and Mark Stewart from Missouri, Scott Baker and Bill Seay from Virginia, Lanette Butler and Valerie Mitchell from South Dakota, Ben Chase and Barry Foushee from North Carolina, Cory Parsons and Randy Mills from Oregon, and Lisa Kempisty and Mike Baker from New York.

Likewise, the 2005 AM/PIC Animal Science Seminars proved to be very educational. The 10 extension agents/educators who presented are to be commended for their educational efforts. 2005 Animal Science Presenters were: Clint Rusk from Purdue, Jeff McCutcheon from Ohio State, Randy Saner from Missouri, Susan Kerr from Washington, Tip Hudson from Washington, Chester Parsons from Vermont, Donna Lamb from Maine, Alison Van Eenennaam from California, Susan Schoenian from Maryland, and James Hall from Arkansas.

Richard R. Frahm, Executive Vice President from the American Registry of Professional Animal Scientists (ARPAS), discussed with seminar participants how ARPAS can provide Professional Improvement Opportunities for Animal Science Professionals during the general animal science session.

Again last year, for those extension agent/educators who were members of ARPAS received 3 hours of continuing education credits for the Animal Science Seminars. New last year, extension agent/educators had an opportunity on Thursday to take any number of the 12 species ARPAS Certification Exams and become members of the organization. We had 13 agents take exams and all 13 passed and qualified for membership in ARPAS. The Animal Science Committee plans to continue to offer CEU's for ARPAS and well as offer members the opportunity to take ARPAS species exams and qualify for membership.

We hope that you will plan to participate in the Animal Science Seminars and we would like to extend an invitation to you to join the Animal Science Committee Meeting on Monday afternoon and help us plan for the 2007 Pre-AM/PIC Animal Science Tour and the AM/PIC Animal Science Seminars.

Natural Resources

Derek Godwin
Oregon



Goal: *Support NACAA's mission by enhancing professional development and recognition opportunities for members conducting education and applied research in agriculture and natural resource management that focuses on water quality, water quantity, waste management, forestry, soil conservation, fish habitat, wildlife, etc. in both rural and urban communities.*

Our group has been working on the following objectives for the year:

- A. Enhance and facilitate natural resource discussions in NACAA.
- B. Provide increased awareness and visibility for natural resource opportunities provided through NACAA training seminars, professional improvement tours, brown-bag luncheons, and/or award opportunities.
- C. Provide training and/or award opportunities for members in interdisciplinary natural resource

issues, including forestry, soil mgt., water quality and quantity, wildlife, land use, etc.

Our group sent out several emails throughout the year to encourage participation in Annual Conference and submission of abstracts for the professional improvement seminars. As a result, we received an increase in abstracts from last year and decided to have 11 professional improvement seminars. There are several professional improvement tours related to natural resources at Annual Conference this year. This provides a great opportunity for our members, and we have been sending emails out to our state chairs to encourage participation. Since participation in our group has increased, we will consider creating a new award category for our committee in the coming year. We have received several requests to recognize our peers for their accomplishments in natural resource education.

Horticulture and Turfgrass

Jule-Lynne Macie
Georgia



The main goal of the Horticulture and Turfgrass committee was to reestablish our Horticulture and Turfgrass

Preconference Tour. After losing funding the committee did not sponsor a tour in 2005. At the committee meeting in Buffalo, agents expressed a desire to pay for their own tour. So, agents and program assistants from Kentucky and Ohio scheduled a behind the scene tour of the Cincinnati Zoo, Gorman Heritage Farm and Jungle Jims. In the past, the tour had been a two day event, but since the tour was self-funded we opted for a one day tour. Eleven members participated in the 2006 tour.

Eight NACAA members will present Horticulture and Turfgrass papers during the Professional Improvement Session Tuesday, June 13. The presenters selected offer diversity in topics that should appeal to many NACAA members with horticulture educational responsibilities. From Master Gardener programming and noxious weed id and control to vineyards and bamboo culture, there is something for the horticulturalist in all of us.

This year's committee meeting will focus on planning for the 2006 preconference tour in Michigan. Potential tour stops have already been identified. We will decide which stops offer the most horticultural interest to the group and develop a plan to contact potential funding sources. We will also develop a layout to advertise the event in the County Agents Magazine rather than just saying "there will be a pre-tour, please sign up."

Aquaculture/ Seagrant

Charles Pistis
Michigan



The Aquaculture/Sea Grant professional Improvement Committee has received three abstracts for the professional Improvement seminar on Tuesday of AMPIC. Overall five presentations will take place including two from outside speakers. Under the leadership of colleagues in Ohio and Kentucky a professional improvement tour has been set up for Wednesday of AMPIC.

The National Program Chair continues to participating in conference calls and meetings of the National Aquaculture Steering Committee chaired by Gary Jensen from CSREES/USDA. A seat on the National Committee is reserved for a NACAA Aquaculture/Sea Grant Committee Chair. The current NACAA term is for 3 years ending in 2007.

The NACAA Aquaculture/Sea Grant Chair is participating on the Steering Committee for the National Extension conference to be held in Cincinnati in May of 2007. This is Biennial Event that invites Extension Specialists and Agents from around the US to participate in professional improvement targeted toward aquaculture.

In Feb of 2006 the National Aquaculture America conference took place in Vegas. I co chaired a day long workshop entitled "Critical Issues and New Opportunities for Extension Programming". The symposium consisted of 23 invited papers focusing on aquacultural Extension efforts throughout the nation. The program went extremely well and we have been invited to work on a similar program for the next National meeting in San Antonio. Aquaculture/Sea Grant Vice Chair Jim Steeby presented a paper. This event brings together academia and the aquaculture industry for important discussions relevant to aquaculture

Extension Development Council Chair

Michael Heimer
Texas



The Extension Development Council has the unique responsibility within the National Association of County Agricultural Agents to enhance the professionalism of its members. Our members are as diverse as the day is long and require a vast array of educational opportunities to develop their effectiveness. One common thread shared by all NACAA members is the desire and responsibility to provide accurate and timely programs to their clientele. For this reason, it is critical that our association continue to provide opportunities for all of its members to strengthen their skills as Extension Professionals. The NACAA is there to provide Extension professionals with the skills and knowledge necessary to be effective leaders in their respective areas of responsibility.

There are four committees in the Extension Development Council that are not subject matter specific, but provide critical skills to assist in a member's professional growth. Each of these topics are addressed by a specific committee. These committees are: Public Relations and Agricultural Issues, Early Career Development, Administrative Skills Development, and Teaching and Educational Technologies.

The Extension Development Council National Chairs, Vice Chairs, and even the state committee chairs provide the leadership to ensure the future of Extension professionals. The communication from the county level to the national board and back to the county level is the mechanism by which we measure member needs, develop opportunities to make our members more effective, and finally recognize our coworkers for their exceptional efforts. All of the Committees work hard to provide the leadership and involvement necessary to accomplish this goal.

This past year the committees have set timely goals and objectives, implemented nontraditional professional development opportunities, and assembled an exciting array of educational resources. AM/PIC attendees will be impressed with the caliber of presenters assembled for your benefit.

The rotational policy for the NACAA Council Committees keeps the leadership changing. The upside of this policy allows us to constantly utilize new talent and ideas in the leadership roles. The downside is that members who have been effective leaders must step aside, for at least a short time. The National Chairs deserve a special thanks for their dedication and efforts to see NACAA be the best it can be. I would encourage every NACAA member to take advantage of committee leadership roles when they present themselves. Our present National Chairs are: Edmund Gomez - Public Relations and Agricultural Issues; Mark Nelson - Early Career Development; Lee Miller - Administrative Skills Development; David Rice - Teaching and Educational Technologies.

We hope that each of you will take advantage of the tremendous opportunities being provided by these committee to make you a better Extension professional.

Public Relations and Agricultural Issues

**R. Edmund Gomez
New Mexico**



The Public Relations and Agricultural Issues Committee (PR & AIC) is responsible to encourage, support and assist in the development and effective implementation of the PR & AIC in state organizations as well as to provide pertinent and timely PR & AI programs and activities during the AM/PIC annually. We also assist, encourage and inspire NACAA members to study, research and educationally address PR&AI at the grassroots level by providing information, leadership and appreciation when possible. The PR & AIC encourages the formation of local, regional and national partnerships between NACAA members, government agencies, non-governmental organizations, growers, and producers and the public to educationally address public relations and agricultural issues.

I am pleased to report the PR & AIC has had another great year in working toward meeting our objectives and assisting our membership. I would like to thank our Regional Vice-Chairs, Dan Downing, Missouri, Pedro Perdomo, New Jersey and Jerry Clemons,

Arkansas, for their assistance, guidance and leadership.

The PR & AIC began 2005 -06 by providing the membership at Buffalo with the seminar "Marketing Extension Programs to Decision Makers & Elected Officials". The following speakers: Ned Birkey, Monroe County, Michigan, Gus Wilson, Ashley County, Arkansas, and Bradley Brummond, Walsh County, North Dakota presented powerful presentations and provided very usable information on how they market their Extension programs to decision makers & elected officials. A panel discussion on the same topic was led by the Committee Vice-Chairs and resulted with a good participation by the membership.

The Seminar was very well received by the members attending based on discussion, evaluation and the new ideas fostered on how to promote their Extension programs when they returned home.

The Outstanding Young Farmer 50th anniversary Congress was hosted in Moline, Illinois, home of the primary corporate partner, John Deere. 45% of all the 2006 national Outstanding Young Farmer nominations are from NACAA members. 50% of the 2006 national finalists were nominated by County Agents. Representing NACAA, were Glenn Rodgers, Past President and R. Edmund Gomez, PR & AI Committee Chair.

At the 50th Outstanding Young Farmer program Moline, Ill. Feb. 8 – 11, 2006, twenty Young Farmers from across the U. S. were recognized for their tremendous work with their farm, their conservation practices, and their community. All four national finalists had great things to say about their local County Agents in their states of Montana, Mississippi, Wisconsin, and New Mexico. Coley Jr., and Jody Bailey of Mississippi as well as Don & Cheryl Hartman of New Mexico were nominated by local NACAA members Steve Cummings, and Phil Hibner. Joining the Bailey's and Hatman's as National winners are Thad and Melissa Willis from Montana and Bradley and Kimberly Schyvinck from Wisconsin. In addition to the all the publicity on national TV with NACAA Service to World Agriculture winner Orion Samuelson, the four National winners received additional plaques and monetary compensation.

To enhance the program for 2007 the National OYF program committee has made some changes to program and this is a tremendous opportunity for NACAA to take the program to the next level. The

changes make it easier for us to nominate not just one but several individuals from each state and to have two at the national meeting in Phoenix, Arizona in Feb. 2007. NACCA members, who nominate future National winners, will receive free registration to the following NACCA AI/PIC, thanks to new resolution passed by the NACCA Board of Directors. The PR & AIC will make the 2006-07 NOYFC nomination process a strong priority in the months to come prior to the August 1, 2006 deadline.

The August 1, 2006 deadline nomination form has been shortened to one page, thus making it much easier for you to send forward a potential candidate. If the candidate is selected as a semi-finalist you will hear from the judges by early August to fill out the additional information on the semi-finalist. The deadline for that form is OCTOBER. 1, 2006.

The top 10 finalists get a free trip to Phoenix, Arizona with the resulting top 4 finalists getting a free trip to Washington, D. C. to participate in Farmer forums with federal legislators and agricultural leaders from all over the country.

In 5 short years NACAA members have brought this program from a struggling declining enrollment with no participation from NACAA to 45% of all nominations coming from NACAA memberships and 2 of the four finalists being nominated by our membership. We now have the opportunity to bring it to the next level, to have national televised exposure, and to have our clientele telling federal legislators their needs for the future.

We are looking forward to the 2006 AM/PIC in Cincinnati/Northern Kentucky. The PR & AIC Seminar topic is "Establishing Partnerships With Our USDA Sister Agencies". USDA speakers include: Ron Bosecker, Administrator, National Agriculture Statistic Service; Mrs. Teresa C. Lasseter, Administrator, Farm Service Agency and Ms. Courtney Billet, Deputy Administrator, Legislative & Public Affairs, Animal and Plant Health Inspection Service and others.

The PR & AI Committee will continue to support American Agriculture and especially thanks to all who still believe in the American Family Farm and who strive to keep it a viable entity in our economy.

Early Career Development

**Mark Nelson
Utah**



The Early Career Development (ECD) Committee is responsible for developing educational programs directed at NACAA Members with five years or less tenure. Efforts are to develop programs, materials, and partnerships to orient and assist Extension personnel early in their career. Many times these programs are relevant to all agents regardless of their tenure.

I am pleased to report that the E.C.D. Committee had had another good year. We have take many of the suggestions that came from our committee's 2004 national survey of our membership to determine their professional development needs and using them as we plan our future programs.

We selected three national speakers for the July 25, 2006 professional improvement sessions at the NACAA AM/PIC in Cincinnati, Ohio. Sherry Wesson, Extension Agent from White County, Arkansas presented Ten Ways to be a Successful "New" County Agent. This presentation offered specific help for new agents or veteran agents who have moved to new counties recently. Gary Wilson and Jacqueline LaMuth, both from Ohio State University Extension discussed The Importance of Accurate Project Budgets. This presentation pointed out specific points to watch for when putting together a budget for a grant proposal. C. W. Wall, Extension Agent from University of Arkansas, presented Working Across the Ages. This presentation help agents understand how differences in live experiences lead to different perspectives of current events. The Committee was very pleased to have these professionals share their experiences and insight.

ECD Committee Vice-chairs for 2005-06 were David Marrison (Ohio) North Central Region, Julie Speight (Arkansas) Southern Region, Mark Nelson (Utah) Western region, and Steve Hadcock (New York) North East Region. We are looking forward to a great 2006-2007 and to your participation in our committee's activities.

Administrative Skills

**J. Lee Miller
Pennsylvania**



Developing administrative skills in cooperative extension is an important area of personal development and program management. Every successful extension educator must have good public relations skills and abilities to communicate research based information to producers and consumers. The skills developed in this area help educators grasp the larger scope of program impact and opportunity and enhance leadership skills to provide insight and to be able to move our organization forward. The committee has explored and promoted ideas for cost recovery and using resources wisely. They have discussed new technologies and this year is providing a workshop on balancing work and family life. This is quite a appropriate topic as greater demands are placed on each extension educator. We must make tough choices on which programs are most important and have the most societal good while completing the necessary documentation for impact. The balance comes when we value and use our time outside our job related appointment and understand that this time is crucial to the success of our career.

We welcome suggestions, ideas and volunteers so that we may provide positive administrative personal development opportunities. Great leadership is always needed and we plan to put forth ideas and workshops that will continue to have valuable ideas in the area.

Program Recognition Council Chair

**Neil Broadwater
Minnesota**



The purpose of the Program Recognition Council is to carry out the awards based programs that have been a traditional part of NACAA over many years. There are many categories for which members can apply. Recognition is provided to those selected at the state, regional and national level with cash awards, plaques and certificates, depending upon the category and final placing within each awards program.

It is an honor for the Council's committees to handle the NACAA awards process so members across the nation can be recognized for their outstanding Extension efforts in serving the public. However, even though there is a structure in place to accept applications, to judge them, and then to recognize the winners at AM/PIC, the Council cannot accomplish its tasks unless members apply for the NACAA award and recognition programs that are available.

We must all do a better job to encourage our colleagues to apply for NACAA awards. NACAA members are conducting outstanding programs throughout the nation. Where deserving, members should be recognized for their excellent educational efforts, for their commitment to Extension's mission, and for helping citizens create a better life for themselves, their families and their communities. The NACAA awards system provides that opportunity. Receiving recognition can provide recipients a sense of satisfaction for a job well done. It can help make all those hours, days and nights working as a professional Extension educator more worthwhile. It can allow citizens served by NACAA to see the benefits of the Cooperative Extension Service and help bring public credibility to what members are doing. It can provide public funders with evidence that Extension is accomplishing its purpose and is doing important work to benefit society. And, strong numbers of applications in each award category from the membership helps NACAA secure and obtain sponsors.

The Program Recognition Council consists of seven committees. Those committees and the respective National Committee Chairs for 2005-2006 were as follows: Communications (David Whitson, MO); Extension Programs (John Campbell, TN); 4-H and Youth (Nelda Starks, MS), Professional Excellence (Don Fretts, PA), Public Relations (Charles Davis, SC), Recognition and Awards (Alan Galloway, TN), and Scholarship (James Jones, OK)). No committee work can be accomplishment without good leadership which these Chairs have provided. And, just as important under our NACAA committee system are the efforts the respective regional vice-chairs and state chairs put forth in securing and analyzing the award applications. As Council Chair, I greatly appreciate the dedication of these individuals to help make the Council's award system go smoothly.

This was the second year of a three year term for me as Council Chair. Each year I learn more and more about the interworkings and dynamics of the organizational structure of NACAA even though I have been involved in the organization for 30 years. These

past two years I tried to approach my position as one of a partnership between the Committee Chairs, the other two Council Chairs, the Vice-President and myself. We worked on problems together, ironed out issues, and communicated numerous times by telephone and e-mail. Within the Program Recognition Council we tried to make the awards application process and the planning for the 2006 AM/PIC go as smoothly as possible. Donald Fretts, Charles Davis, and Alan Galloway completed their two year terms as Committee Chairs at the end of the 2006 AM/PIC. John Campbell stepped in as Extension Programs Committee Chair for a one year term as a result of its vacancy last fall. I want to thank them for their excellent work and dedication with their respective committee.

Finally, there are ample opportunities each year to apply for a leadership position on the various committees. Members who are organized, committed to NACAA and want to utilize their leadership skills are encouraged to consider applying for any of the positions that will be open in 2007. NACAA members are encouraged to step forward and apply for a leadership role. Application forms will be on the NACAA web site and due to Council Chairs by March 1, 2007.

It's been an honor and privilege to serve you as the Program Recognition Council Chair these past two years. I look forward to continue to serve NACAA in the year ahead.

Recognition & Awards

**Alan B. Galloway
Tennessee**

NACAA honored 67 members with the Distinguished Service Award and 53 members with the Achievement Award this year in Cincinnati. It is impressive to read the citation statements summarizing the programming and educational efforts of these award recipients. They are truly providing innovative programs addressing the needs of their clientele and making a difference in their community. Their programs cover a wide range of topics and specialties. The audiences served include all segments of society and they obviously positively impact those encountered. The NACAA can take great pride in having members of their caliber recognized this year who are dedicated to making a difference in the lives of others.



The effort to provide a completely electronic means of submitting applications to the Recognition and Awards Committee came to fruition this year. Thanks to the assistance of John Dörner, Electronics Communications Coordinator, applicants and their state chair could submit all forms and a digital photo via email to their R&A Regional Vice-Chair. The Recognition and Awards Committee will continue to review the application process for more efficient ways to handle applications.

The new Hall of Fame Award came into existence this year. The Hall of Fame Award recognizes members or life members who have shown excellence in their Extension work and programming, participation in their state and national associations and for their humanitarian efforts. Each state could submit one nominee with one individual from each NACAA region being chosen for the award. Four outstanding individuals have been recognized this year. As you can imagine judging the applications of individuals who have excelled in so many areas is challenging. I was in awe of the impact and accomplishments made by some of our NACAA members. One can't help but feel proud they are part of our association.

With this being my second and final year as Chair, I am most appreciative of the opportunity and the growth serving in this position has provided. While any committee chair learns a lot about the workings of our association, you realize how hard the NACAA Board and Council Chairs work to keep the NACAA thriving. Their assistance was always just an email or phone call away.

There are many others who facilitate the application process which began over nine months ago. Thank you to the state chairs who often have a challenging selection process within their respective state to determine the members to be recognized. A big thank you goes to my Regional Vice-Chairs: Eddie Eskew of Louisiana, Todd Lorenz of Missouri, Carol Schurman of Pennsylvania, and Jim Church of Idaho. Having an efficient and experienced group of regional vice-chairs to organize and check the applications made the entire process much smoother.

Congratulations to Todd Lorenz as the incoming Recognition and Awards Committee Chair. I hope all the state chairs and regional vice-chairs provide him with the great support I have received. Todd's four years of experience as a vice-chair will be valuable as he handles the committee's functions.

Under his leadership the committee will continue to look for ways to simplify the application process. Suggestions and recommendations of ways to improve the awards selection and application process are always welcomed and appreciated.

Communications

David Whitson
Missouri



The Communications Committee is pleased to report strong participation in the communications awards program for 2006. We are also pleased to report that Bayer Advanced has continued their sponsorship of the Communications Awards Program for 2006.

The large number of entries is evidence of the high quality of work. We had 536 entries in 13 categories. The most common entered categories were publication, personal column and direct mail. The categories with the least entries were radio, learning module and video.

At the national level, the national entries are evidence of the high quality of work and communications that are being conducted by extension educators throughout the country. It is obvious that our members are producing quality materials. Many of the judges at the national level report the difficulty in judging the entries due to the consistent, thus making the judging more difficult.

Recent technology has enabled us to do a more professional job and make all materials more appealing and readable but more importantly the audiences are more readily able to grasp and adapt new ideas or methods to improve their operations or change the quality of their lives. In short, these highly professional communications are having a significant impact on our clientele.

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 winner, national and regional finalist for each category are published in the proceedings. These provide further opportunities to stimulate our own creative minds and improve our communication abilities. Reading about

these wonderful programs can give us new ideas and approached for extension programming. It has been the practice of the national committee to hold onto the national winner in each category for a year so that states could borrow them to exhibit at their state meetings to encourage entries in the categories. The state chair needs to request that they be sent and then pay the return postage.

Many thanks go to the regional vice-chairs who have work diligently over the past year or more. I appreciate their hard work to help make this program a success. I want to especially thank Norman Conrad of Pennsylvania and Robert Call of Arizona who are completing their terms as regional vice-chairs. Likewise, I want to recognize Mark Schjuler of Kansas and Larry Williams of Florida for their help as new vice chairs this year.

New regional vice-chairs to the communications committee for 2006-07 are Geoffrey Njue of New Jersey for the northeast region and Julie Riley of Alaska for the western region.

I also want to thank the past national chairman Keith Mickler of Georgia for his help in making my transition from a regional vice chair to the chairman a smooth trip.

Extension Programs

John Campbell
Tennessee



The Extension Programs committee conducted six Search for Excellence programs this year. Due to the hard work of Scott Hawbaker, NACAA Executive Director, and Chuck Otte, NACAA Vice President, all six programs had national sponsors. Remote Sensing/Precision Agriculture was sponsored by NASA; Crop Production by Dupont; Farm and Ranch Financial Management by Monsanto; Livestock Production by Pfizer; Landscape Horticulture by TrueGreen ChemLawn and Young, Beginning, Small Farmers/Ranchers by the Farm Credit System Foundation.

Brown Bag Luncheons and Awards Presentation programs were held for each program at the AM/PIC. National Winners presented a summary of their program. The National Winners were Dale Varner, Nebraska,

Remote Sensing/Precision Agriculture; Sandra Wick, Kansas, Crop Production; Brice Roberts, Kentucky, Farm and Ranch Financial Management; Scott Jensen, Idaho, Livestock Production; Dustin Blakey, Arkansas, Landscape Horticulture; and Debbie Roos, North Carolina, Young, Beginning, Small Farmers/Ranchers.

There were 60 total entries from states in all regions. This compared to 57 total entries last year. Florida and Kentucky tied for the most entries with 8 each. The abstracts of the national winners and finalists were published in the proceedings. In addition, all entries were judged for merit to be published in the proceedings. Those abstracts selected are included with the winners and finalists in their respective program.

Entries by Region	2005	2006
North Central	20	11
Northeastern	6	7
Southern	26	37
Western	5	5

Entries by Program	2005	2006
Remote Sensing/ Precision Ag Farm and Ranch	3	3
Financial Management	7	10
Crop Production	19	12
Livestock Production	18	16
Landscape Horticulture	6	5
Young, Beginning, Small Farmer/Ranchers	4	14

The Region Vice Chairs and State Committee Chairs make this committee work. I want to express my appreciation to the Vice Chairs: Brad Brummond, North Central; Bob Gorman, Western; David Harrison, Southern; and Dick Brzozowski, Northeastern. They did an excellent job. I came on board as Interim Chair in February and served through the AM/PIC. Brad Brummond assumed the National Chair duties for next year.

I have had the opportunity to participate in many Professional Development Programs through my state association and NACAA during my 28 years in Extension. These programs have had an immeasurable impact on my development as a professional and on my ability to serve farmers in my everyday activities. Numerous NACAA members in every state conduct outstanding educational programs each year. Many are equal to the programs presented by the National Winners. Yet, we had only a small number of entries in

the Search for Excellence programs. I challenge you members to submit one of your programs next year. Share your outstanding work with your colleagues across our great Extension system.

Professional Excellence
Donald Fretts
Pennsylvania



The committee is responsible for the peer review of posters abstracts and organizing the poster session at AM/PIC. NACAA endorses the poster session as an important and efficient method of presenting quality Extension Programs and Applied Research results to its members. In addition, thanks to the continued sponsorship of the Propane Education and Research Council (PERC), generous cash awards are presented to the winners of each poster class.

The poster abstracts were reviewed by peers at the state and regional level before being declared eligible for display and competition at AM/PIC. In 2006 there were 101 eligible poster entries, on a par with last year. Hopefully all the primary authors will be in attendance at the Cincinnati based national meeting.

The Regional Vice Chairs have been really supportive this year and I offer my thanks to them, Rick Smith from the northeast, Rick Gibson from the west, Charles Phillips from the south and Gary Zoubek from the north central.

During the conference the posters will be judged and awards presented at the Professional Excellence breakfast on Tuesday, July 25, 2006. The authors of best three posters in each category, Applied Research and Extension Education, will receive cash awards and plaques. Other regional winners will receive a certificate.

The Poster competition is unique in NACAA because the actual competition occurs at the annual meeting. The Professional Excellence committee is quietly busy the first several days of the meeting placing the posters, overseeing the judging, then summarizing the results and finally producing the awards breakfast. So I would like to again thank the state chairs, and regional vice chairs for all their dedication and effort.

This is my final year as the Professional Excellence national chairperson. I wish to thank all the members of NACAA for your support. It has been a great honor to serve.

Public Relations

Charles Davis
South Carolina



The Public Relations committee is responsible for conducting the PRIDE (Public Relations in Daily Efforts) program as well as the "First Timers" luncheon at the NACAA national meeting. The PRIDE program is a great way for NACAA members to highlight educational programs that exemplify the public relations aspect of extension work, as well as enhance the understanding of agriculture in their respective communities.

There were 7 entries in the PRIDE program this year. The entries were excellent examples of the daily public relations work we all do in our roles as extension agents. There is a tremendous amount of work that is being done that would make excellent entries in the pride program. We wish more agents would take the time to enter.

Congratulations to Libbie Johnson of Florida, who was our National Winner this year and presented her program at the First Timers Luncheon. Congratulations also go to Ed Billingsly of Illinois, and Carol Schurman of Pennsylvania, who were National Finalists. Each received their awards at the PRIDE/First Timers Luncheon. This is a great opportunity for younger agents to see the depth of programs that are presented by their co-workers and to see how public relations are a part of all our daily efforts.

Special thanks to J. Craig Williams, Northeast Region Vice Chair, Bob Kattnig, Western Region Vice Chair, Brad Carlson, North Central Region Vice Chair, and Larry Moorehead, Southern Region Vice Chair who did the bulk of the work on this committee.

Larry Moorehead will be rotating out as Southern Region Vice Chair this year, and will assume the duties as National Chair for the next two years. Brad Carlson will also be leaving his post as North Central Region Vice Chair. Thanks, Larry and Brad, for all your hard

work. I also want to thank Neil Broadwater for his patience as Program Recognition Council Chair, as I in my final year as Public Relations Chair, still had more questions than answers.

The Public Relations Committee is looking forward to next year's challenge of increasing participation. We have some good ideas on the table for the coming year, and I encourage all NACAA members to consider entering the PRIDE program next year. I also encourage members to apply for the regional vice chair positions that come open. It is an excellent opportunity to be of service to your national organization, and a tremendous learning experience.

Finally, I would like to thank our national sponsors who make all this possible. They are NASCO International (First Timers Luncheon Sponsor) and National Rural Electric Cooperative Association (PRIDE program sponsor). Without their help these awards would not be possible.

4-H and Youth

Nelda Starks
Mississippi



It has been a fast and full year for the 4-H and Youth Development committee. Thanks to the hard work of each NACAA member, the number of state entries in 4-H Search For Excellence has increased this year. We had an outstanding group of state winners this year submitted to the Regional Vice Chairs. There were 16 4-H Search For Excellence reports submitted this year to the regional vice chairs with every region being represented with at least 2 entries. We appreciate the efforts of the state chairs to promote this award, but we know many NACAA members do outstanding 4-H work each year and do not report it through this program. We encourage members of NACAA to take time and report 4-H work. We all have to report our work to our administrators, so go one step further and report your outstanding 4-H accomplishments to your peers. I would like to see the submissions for awards increase next year and have at least four entries from each region. Start now to plan on reporting your good work next year.

A big thank you goes out to the state 4-H chairs and the Regional Vice Chairs. Thank you for getting these

entries in and judged. You are a vital link in this process. I would also like to thank the Regional Vice Chairs: Mike Christian, North Central Region; Nancy Kadwill, Northeast Region; Ken Hart, Western Region; and Sherry Eudy, Southern Region for all the work that they have done throughout the year. You have been a good group to work with and look forward to working with Sherry and Mike as they return to the committee and to the new vice-chairs who will take their place in July for the upcoming year.

Even though our committee has not had an active role in putting on the 4-H Talent Revue at the annual meeting this year, we commend the Talent Revue Co-Chairs - Maurus Brown and Pat Hardesty and their committee for the outstanding show in Cincinnati. Many hours of planning, preparation and practice went into this production to make it a "really good show."

We also thank the agents who submitted talent videos from 4-H members for the AM/PIC 4-H Talent Review. I'm sure the Talent Revue committee had a difficult job screening the videos and selecting just the right acts, as we are blessed in 4-H to have so many very talented young people who like to perform and show what 4-H has done for them. Again we applaud the young people for their talents, the agents who support and encourage them and the Talent Revue committee for a fantastic display of this talent in the Annual 4-H Talent Revue.

My personal goal for this committee this year was to find sponsors and donors for the 4-H award program. After the 2005 AM-PIC, I contacted the regional Vice-chairs asking for their help in this arena. I appreciate the response I received from this group. NACAA member Jean Walter, GA found a new donor Robert Fowler and we are very appreciative of his funding of the Search for Excellence Award program.

The past year has been trying for many people, both personally and professionally. After Katrina and Rita devastated the Gulf Coast area, destroying the lives of so many people and businesses in that area, and also having a far reaching affect on the rest of the country, I did not feel comfortable asking for money to support our awards program. So many businesses and industries were just trying to survive and keep their business going so they could employ the people we work with daily. These natural disasters and other events of recent years help us to put things in perspective and make us realize that a \$500 award might better be used to rebuild schools, homes, factories, and most of all lives.

2007 is another year and we look forward to nothing but good - more award entries, donors for the awards and more involvement from all states to promote 4-H Youth Development through NACAA.

Scholarship **James "JJ" Jones** **Oklahoma**



The 2005 scholarship auction receipts totaled \$5,746. Ninety-eight individuals purchased 151 items at the auction. This money was turned over to the NACAA Educational Foundation. Thanks to everyone who donated or purchased an item. Also, my personal thanks to those individuals who helped with the setup, running and completion of the auction.

In addition to auction proceeds, two other projects resulted in additional donations to the NACAA Educational Foundation. The first is the Special Drawing event held during the auction. Tickets were sold throughout the meeting and at the auction for \$20. During the auction 6 tickets are drawn at regular intervals. The first 5 tickets are awarded \$100. The final ticket drawn is awarded \$1,000. Individuals must be present to claim the award. For those individuals whose name was not drawn, a \$20 donation was made to the NACAA Educational Foundation for each ticket purchased. In all 191 tickets were sold with \$800 donated back to the foundation by the winners. Overall proceeds from the ticket sales were \$3,120.

The second project is the sale of a commemorative NACAA Case Knife with embossed case. This knife is a three blade medium stockman knife produced by Case Knife Company, USA. The handle is a jade green bone with the NACAA logo embossed on the blade of the knife. These knives are available during the AM/PIC meeting or through NACAA national office. The cost of the knife is \$45. Proceeds from knife sales at the Buffalo AM/PIC meeting were \$1,745.

Total money raised for the NACAA Educational Foundation during the Buffalo AM/PIC was \$10,621.

For the 2005/2006 scholarship year, 15 scholarship applications representing 21 members were received. Of the 15 applications, 2 were group applications representing 8 members and the remaining 13

applications were from individuals. A total of \$15,022 was requested.

The NACAA Educational Foundation approved the funding of up to, but not to exceed \$20,000. The Scholarship Committee met on Sunday morning/afternoon of the Buffalo AM/PIC for approximately 5 hours. Members of the Scholarship Committee each had copies of all the applications for review prior to the meeting.

For the 2005/2006 scholarship year, the Scholarship Committee recommended 14 awards for a total of \$14,522. This broke down into \$8,022 for 10 individuals to continue their formal education, and \$6,500 for 2 groups and 2 individuals to participate in conferences, tours and meetings. The committee was unable to fund 1 request.

The process of changing over the current database system to a web based system should be completed by July 2006. The new system will allow any member to check his/her donation levels and amount of scholarship funds available through the NACAA website. John Donner NACAA Electronic Communications Coordinator and Laura Watts are completing the switch over to the new database format.

Members can now apply for scholarships electronically. Members can download the application form from the NACAA website, fill it out and e-mail their applications to the appropriate personnel for electronic signatures. Signatures of the state president, committee chair and extension administrator can be added by the respective person and forwarded on to the next. Once all signatures have been collected it can be forwarded onto the appropriate regional vice chair.

On the NACAA website is an example of how to fill out the application for the scholarship award. Anyone wanting guidelines on how to fill out the application should look at that example.

The Scholarship Committee would like to thank all of those individuals who have supported the scholarship fund through financial donations as well as auction items and purchasing of auction items, case knives, and special drawing tickets and. It is through your support that allows the NACAA Educational Foundation to make scholarship awards possible.

Special Assignments Electronic Communications Coordinator

**John Donner, IV
North Carolina**



We purchased "NACAA.com" and moved all content to new web server. All the web pages have been updated to make them easier to maintain and keep current.

All the mailing lists were moved from Penn State to a list server on the new nacaa.com server.

A general membership mailing list is being hosted on an eXtension server.

All but the general mailing list will be eliminated in favor of a system whereby all members will be able to access and use through the new NACAA membership database.

The biggest endeavor has been to create a new online membership database and importing the member information from the previous database. This enables us to integrate the database with the content on the web site and keep all the contact information up-to-date. If your contact information is not correct you can update it yourself or have your state secretary update it for you.

We are also working to import all the previous scholarship information into the database so that those records will be much easier to maintain and search. This should be completed by the annual meeting. This will tie the scholarship information to the member's record and will prevent loss when members change names, move etc. It will also make it much easier to transfer responsibilities when the Scholarship Chairmanship changes.

A WIKI was added to the web site to enable members to learn about and experiment with wikis. This is also a great way for committees to collaborate and communicate.

The e-County Agent and all issues are available online.

Award entry information is available on the site.

Thirty state associations have web pages linked from the NACAA site. If your state puts up a site, please send me the URL so a link can be added.

The membership and promotional brochures are available online.

Suggestions for the web site are always welcome. Committee Chairs are encouraged to post information helpful to their committee work.

It has been a pleasure to serve as the Electronic Communications Coordinator. Thank you for the opportunity.

Executive Director

Scott Hawbaker
Illinois



During the last 12 months, as your Executive Director I have served the board and association in a variety of different ways. One of the primary functions of Executive Director is to assist the President-Elect with the procurement of Donor Support. Support raised for 2006 exceeded \$114,000 in cash and in-kind contributions. These funds are used to offset AM/PIC award functions and general expenses related to our annual programming.

Coordinating membership data with state associations and maintaining the NACAA database continues to be one of my primary responsibilities. Thank you to the state associations for making this process become more and more effective. We were successful in 2006 to have for the first time our membership database online. Thanks to support from XS Ag Inc, RISE, and our own Electronics Communication Coordinator, John Dorner, it is now up and running.

My congratulations to Mickey Cummings and the Ohio/Kentucky agents for planning/implementing an outstanding Annual Meeting and Professional Improvement Conference. It has been a pleasure working with you.

Please feel free to contact the NACAA Headquarters for assistance with your association needs. During the year, I respond to hundreds of phone calls and emails in an effort to meet your needs as a member of NACAA.

Your NACAA board of directors is always seeking input on how they can better the association and the professional improvement opportunities provided to you as a member. NACAA can be reached at 252 N. Park Street, Decatur, IL 62523 - (217) 424-5144, Fax: (217) 424-5115, email: nacaaemail@aol.com or on the world wide web at <http://www.nacaa.com>.



PROGRAM HIGHLIGHTS
91st ANNUAL MEETING
NATIONAL ASSOCIATION OF COUNTY AGRICULTURAL AGENTS
July 23 - July 27, 2006
Cincinnati, Ohio

FRIDAY JULY 21, 2006

7:00 am - **PRE-CONFERENCE LIVESTOCK SEMINAR AND TOUR**
 Place: DrawBridge Inn Lobby
 Presiding: Barry Foushee, National Chair of Animal Science
 Sponsor: ScoringAg

8:00 am- **NACAA BOARD MEETING**
 5:00 pm **Place: 230/231 Cinergy Center**

SATURDAY, JULY 22, 2006

7:00 am - **PRE-CONFERENCE LIVESTOCK SEMINAR AND TOUR**
 Place: Drawbridge Inn Lobby

8:00 am- **NACAA BOARD MEETING**
 Place: 230/231, Cinergy Center

1:00 pm- **REGISTRATION**
 5:00 pm **Place: Lobby, Cinergy Center**

1:00 pm - **REGISTRATION FOR 4-H TALENT REVUE**
 5:00 pm **Place: Hyatt Hotel Lobby**

6:00 pm- **4-H TALENT REVUE ORIENTATION AND DINNER**
 9:00 pm **Place: 252, Cinergy Center**

6:30 pm **NACAA HERITAGE DINNER (BY INVITATION -DUTCH TREAT)**
 Place: Level 2, West Cinergy Center

9:00 pm **Ohio/Kentucky Meeting**
 Place: 200, Cinergy Center

SUNDAY, JULY 23, 2006

7:30 am- **4-H TALENT REVUE REHEARSAL AND MEAL**
 noon **Place: Hall C, Cinergy Center**

8:00 am **Pre-Conference Horticulture Workshops**
 Place: 201, Cinergy Center

8:00 am- **REGISTRATION**
 6:00 pm **Place: Lobby, Cinergy Center**

8:00 am- **COMMUNICATIONS COMMITTEE REGIONAL VICE CHAIRS MEETING**
 Place: 237, Cinergy Center

8:00 am- **SPOUSES HOSPITALITY**
 4:30 pm **Place: Level 2, West Alcove, Cinergy Center**

8:00 am- **Commercial Exhibits & NACAA Educational Exhibits Set Up**
 1:00 pm **Place: Hall A, Cinergy Center**

9:00 am- **REGIONAL DIRECTORS AND VICE DIRECTORS WORKSHOP**
 Noon **Place: 204, Cinergy Center**

9:00 am- **GEOSPATIAL TECHNOLOGIES FOR EXTENSION PROFESSIONALS I WORKSHOP**
 4:00 pm **Place: 209, Cinergy Center**

9:00 am- **GEOSPATIAL TECHNOLOGIES FOR EXTENSION PROFESSIONALS II WORKSHOP**
 4:00 pm **Place: 210, Cinergy Center**

9:00 am- **SCHOLARSHIP SELECTION COMMITTEE**
 5:00 pm **Place: 212, Cinergy Center**

9:00 am- **NACAA Poster Set Up**
 4:00 pm **Place: Hall A, Cinergy Center**

9:30 am- **NOMINATING COMMITTEE MEETING**
 Noon **Place: 208, Cinergy Center**
 Presiding: Glenn Rogers, Past President

12:00 pm- **Past National Officers and Board Luncheon (Dutch Treat)**
 2:00 pm **Place: 211, Cinergy Center**
 Coordinator: Glenn Rogers, Past President

12:00 pm- **Computer Technology Center**
 6:00 pm **Place: 203, Cinergy Center**

Noon- **NATIONAL COMMITTEE CHAIRS AND VICE CHAIRS LUNCHEON AND WORKSHOP**
 2:00 pm **Place: 206, Cinergy Center**
 Presiding: Fred Miller, NACAA Vice President
 Courtesy: Philip Morris, USA

1:00 pm- **COMMERCIAL EXHIBIT TRADE SHOW**
 7:00 pm **Place: Hall A, Cinergy Center**

1:00 pm - **NACAA POSTER SESSION DISPLAY - OPEN**
 6:00 pm **Place: Hall A, Cinergy Center**
 Coordinator: Donald Fretts, Professional Excellence

1:15 pm- **Cincinnati Reds vs. Milwaukee Brewers**
 3:30 pm

1:30 pm- **STATE OFFICERS WORKSHOP**
 3:00 pm **Place: 205, Cinergy Center**

2:00 pm- **PROGRAM RECOGNITION COUNCIL WORKSHOP**
 5:00 pm **Place: 207, Cinergy Center**
 Presiding: Neil Broadwater, Council Chair

2:00 pm- **EXTENSION DEVELOPMENT COUNCIL WORKSHOP**
 5:00 pm **Place: 201, Cinergy Center**
 Presiding: Micheal Heimer, Council Chair

2:00 pm- **PROFESSIONAL IMPROVEMENT COUNCIL**
 5:00 pm **Place: 204, Cinergy Center**
 Presiding: Tom Benton, Council Chair

MONDAY, JULY 24, 2006

2:00 pm-
3:00 pm **LIFE MEMBER COMMITTEE MEETING**
Place: 208, Cinergy Center
Presiding: Dick Curran, Life Member Chair

2:30 pm-
3:00 pm **NACAA EDUCATIONAL FOUNDATION ANNUAL MEETING**
Place: 200, Cinergy Center
Presiding: Curtis Grissom, Educational Foundation President

3:00 pm-
4:00 pm **NACAA EDUCATIONAL FOUNDATION BOARD OF DIRECTORS MEETING**
Place: 200, Cinergy Center
Presiding: Curtis Grissom, Educational Foundation President

3:00 pm-
4:00 pm **FIRST TIMER ORIENTATION AND RECEPTION**
Place: 202, Cinergy Center
Presiding: Glenn Rogers, NACAA Past President
(All first time attendees and spouses invited)

4:30 pm-
6:30 pm **GET ACQUAINTED DINNER**
Place: Hall A, Cinergy Center
Courtesy: Indiana

5:30 pm-
STATE PRESIDENT REHEARSAL FOR FLAG CEREMONY
Place: Hall B, Cinergy Center
Presiding: Gary Wilson
Coordinator: Stan Moore

6:00 pm-
6:45 pm **PARENTS ORIENTATION FOR SONS AND DAUGHTERS PROGRAM**
Place: Hall C, Cinergy Center

7:00 pm-
9:00 pm **SONS AND DAUGHTERS GET ACQUAINTED MIXER**
Place: Hall C, Cinergy Center

7:00 pm-
9:00 pm **OPENING SESSION AND INSPIRATIONAL PROGRAM,**
Place: Hall B, Cinergy Center
Presiding: Mickey Cummings, NACAA Pres.
Presentation of Colors
Presentation of State Flags
Invocation: Gary Wilson, OH
Address: Senator Saxby Chambliss, (R) Georgia
Old Fashion Testimony and Musical Presentations by Eric Horner
Introduction of NACAA Board:
Mickey Cummings, NACAA President
Closing Announcements:

9:00 pm-
11:00 pm **STATE PICTURES,**
(See schedule in back of program)
Place: Lobby, Cinergy Center

9:00 pm-
10:00 pm **ICE CREAM SOCIAL**
Place: Hall A, Cinergy Center
Courtesy: Tennessee

9:30 pm-
11:30 pm **HOSPITALITY**
Arizona Place: 232, Cinergy Center
Michigan Place: 230, Cinergy Center
Missouri Place: 234, Cinergy Center
Oklahoma Place: 236, Cinergy Center
Washington Place: 231, Cinergy Center

10:00 pm **Ohio/Kentucky Meeting**
Place: 200, Cinergy Center

6:30 am-
7:45 am **VOTING DELEGATES BREAKFAST**
(Meal by invitation & ticket)
Place: 206, Cinergy Center
Presiding: Leon Church, NACAA Secretary
Courtesy: NACAA

8:00 am-
5:00 pm **REGISTRATION**
Place: Lobby, Cinergy Center

7:00 am-
7:00 pm **Computer Technology Center**
Place: 203 Cinergy Center

8:00 am-
4:00 pm **Commercial and NACAA Educational Exhibits**
Place: Hall A, Cinergy Center

8:00 am-
noon **NACAA Poster Judging**
Place: Hall A, Cinergy Center

8:00 am -
4:30 pm **SPOUSES HOSPITALITY**
Place: Level 2, WestAlcove, Cinergy Ctr.

8:30 am -
12:30 pm **4-H TALENT REVUE REHEARSAL**
Place: Hall C, Cinergy Center

8:00 am-
10:15 am **General Session**
Place: Hall B, Cinergy Center
Presiding: Mickey P. Cummings, NACAA President
Invocation and Pledge of Allegiance:
Bob Davis, Past NACAA President
Welcome: Dr. Bobby Moser, Vice President and Executive Dean, The Ohio State University
Dr. Larry Turner, Associate Dean for Extension and Director, Cooperative Extension Service University of Kentucky, College of Agriculture
Introductions: National Committee and Council Chairs, Special Assignments And Executive Director
Recognition of Donors and Introduction of New Programs:
Chuck Otte, NACAA President Elect
Presentation by Bidding States for 2010 AM/PIC
Greetings from Georgia Farm Bureau:
Mr. Wayne Dollar
Keynote Address: Rod Hedberg, Science Policy and Legislative Affairs Advisor, CSREES

10:15 am-
10:30 am **Break**
Place: Hall A, Cinergy Center
Courtesy: Iowa and Virginia

10:30 am -
4:30 pm **4-H TALENT REVUE REHEARSAL**
Place: Hall B, Cinergy Center

10:30 am-
11:40 am **Trade Talk Concurrent Sessions**
Seminars -
Animal Science
Pfizer Animal Health, ScoringAg, Avian Influenza Update
Place: 232, Cinergy Center

Horticulture
Bayer Advanced, TruGreen Chemlawn
Place: 233, Cinergy Center

Crop Science/Agronomy
Pioneer, Monsanto, Dow AgroScience, John Deere, United Soybean Board
Place: 231, Cinergy Center

Crop Science/Agronomy II

PERC – Propane Education Research Council, Qualisoy, Dupont
Place: 230, Cinergy Center

11:45 am - **PRIDE and First Timer Luncheon**
 1:15 pm **Place: 206, Cinergy Center**
Presiding: Charles Davis, Public Relations Committee Chair
Courtesy: NASCO International, NRECA
Host: Phil Niemeyer

11:45 am - **Professional Improvement and Search for Excellence Luncheons**
 1:15 pm Crop Production
Place: 211, Cinergy Center
Presiding: David Harrison
Program: *Smith County Crop Production.*
Presenter: Sandra Wick
Courtesy: Dupont

Farm and Ranch Management
Place: 208, Cinergy Center
Presiding: John Campbell
Program: *Financial Fitness: Helping Farmers and Homeowners Improve Their Financial Situation.*
Presenter: Bryce Roberts
Courtesy: Monsanto

Landscape Horticulture
Place: 212, Cinergy Center
Presiding: Dick Brzozowski
Program: *Mole Control in Arkansas Landscapes.*
Presenter: Dustin Blakey
Courtesy: TruGreen Chemlawn

11:45 am - **Commercial Technology and Issues Luncheon Seminars**
 1:15 pm **Organizing and Improving Farmers Markets in Your Community**
Presenter: Eric Barrett
Place: 204, Cinergy Center
Courtesy: USDA SARE

Pasture Raised Poultry
Presenter: Herman Beck Chenoweth
Place: 202, Cinergy Center
Courtesy: USDA SARE

Cover Crops
Presenters: Alan Sundermeier, Jim Hoorman
Place: 201, Cinergy Center
Courtesy: USDA SARE

BioProduct Development: Chemicals, Polymers, and Plastics From Farm Products
Presenter: Dr. Stephen Myers
Place: 207, Cinergy Center
Courtesy: Ohio Soybean Council & The Ohio Corn Marketing Program

Avian Influenza; What You Should Know as an Extension Agent
Presenter: Dr. Teresa Morishita
Place: 263, Cinergy Center
Courtesy: Cooper Farms

Salmonella and E. coli in Livestock at Agricultural Fairs
Presenter: Dr. Tom Whittum
Place: 264, Cinergy Center
Courtesy: Ohio State University Department of Veterinary Preventative Medicine

Large Dairy Development in the Midwest
Presenter: Cecilia Conway
Place: 262, Cinergy Center
Courtesy: Vrebahoff Dairy Development, LLC

Soil Fertility Resources for Extension Agents
Presenter: Tom Bruulsema
Place: 264, Cinergy Center
Courtesy: Phosphate & Potash Institute

1:30 pm - **Committee Workshops for all NACAA Members**
 2:30 pm “How to Host an AM/PIC”
Presiding: Mike Hogan and Tim Hendrick
Place: 260, Cinergy Center

Communications
Presiding: David Whitson
Place: 201 Cinergy Center

Extension Programs
Presiding: John Campbell
Place: 234 Cinergy Center

4-H & Youth
Presiding: Nelda Starks
Place: 235 Cinergy Center

Professional Excellence
Presiding: Don Fretts
Place: 204 Cinergy Center
Program: “Using Power Point to Build A Better Poster”
Presenter: Betsy Greene

Public Relations
Presiding: Charles Davis
Place: 209 Cinergy Center

Recognition & Awards
Presiding: Alan Galloway
Place: 252 Cinergy Center

Scholarship
Presiding: JJ Jones
Place: 261 Cinergy Center

Agronomy & Pest Management
Presiding: Russell Duncan
Place: 250 Cinergy Center

Agricultural Economics & Community Development
Presiding: Milt Green
Place: 237 Cinergy Center

Animal Science
Place: 200 Cinergy Center
Presiding: Barry Foushee

Natural Resources
Place: 210 Cinergy Center
Presiding: Derek Godwin

Horticulture and Turf Grass
Place: 232 Cinergy Center
Presiding: Jule-Lynne Macie

Aquaculture/Sea Grant
Place: 207 Cinergy Center
Presiding: Charles Pistis

Public Relations and Agricultural Issues
Place: 251 Cinergy Center
Presiding: Edmund Gomez

	<p>Program 1: <i>What is a Wiki and Why Would An Extension Agent Want to Use it?</i> John Dorner 8:30</p> <p>Program 2: <i>eXtension Communities of Practice</i> Craig Wood and Carla Craycraft 9:30</p> <p>Program 3: <i>Digital Photograph Albums: Comparison of Cataloging Software.</i> Maggie Wolf 10:30</p>		<p>Presenters: Dave Knupp and Tyler Brown Place: 201, Cinergy Center Courtesy: Global Animal Management</p>
8:30 am - 11:30 am	<p>Extension Development Seminar Public Relations & Ag Issues Workshop Presiding: Edmund Gomez Place: 238, Cinergy Center Program: <i>Establishing Partnerships with</i> USDA Presenters: Courtney Billet, Deputy Administrator, USDA-APHIS Dr. Ron Bosecker, Administrator, USDA NASS Dr. Teresa C. Lasseter, Administrator, USDA FSA Dr. Colien Hefferan, USDA Administrator, CSREES</p>	11:45 am - 1:15 pm	<p><i>Innovative Solutions to Emerging Beef Issues</i> Presenters: Trent Fredenburg and Alison Smith Place: 233, Cinergy Center Courtesy: Ohio/Kentucky Beef Councils</p> <p><i>The eXtension Technology Toolbox</i> Presenters: Dr. Craig H. Wood, Dr. Carla G. Craycraft, Ashley Griffin, Henrietta Ritchie-Holbrook Place: 231, Cinergy Center Courtesy: University of Kentucky Extension</p>
8:30 am - 11:30 am	<p>Extension Development Seminar Teaching & Educational Technologies II Workshop Presiding: Dave Rice Place: 204, Cinergy Center</p>	11:45 am - 1:15 pm	<p>Search for Excellence in Livestock Production Luncheon and Awards Program Place: 211, Cinergy Center Presiding: Brad Brummond Program: <i>Lost Rivers Grazing Academy: Intensive Management of Irrigated Pastures.</i> Presenter: Scott Jensen Courtesy: Pfizer Animal Health</p>
8:30 am - 11:30 am	<p>Program Recognition Council Seminar 4-H & Youth Awards and Workshop Presiding: Nelda Starks Place: 235, Cinergy Center Courtesy: Rob Fowler, Newton County GA, home of and birthplace of "The Corn Club" 4-H</p>		<p>Search for Excellence in Remote Sensing and Precision Agriculture Luncheon Place: 208, Cinergy Center Presiding: John Campbell Program: <i>Farming With Computer Technologies – Precision Agriculture.</i> Presenter: Dave Varner Courtesy: Utah State University</p>
8:30 am - 11:30 am	<p>Program Recognition Council Seminar Extension Programs Workshop Presiding: John Campbell Place: 237, Cinergy Center</p>	11:45 am - 1:15 pm	<p>Search for Excellence in Young, Beginning or Small Farms/Rancher Program Place: 212, Cinergy Center Presiding: Bob Gorman Program: <i>Growing Small Farms – An Extension Program Focused on Small Farmers and Sustainable Agriculture in North Carolina.</i> Presenter: Debbie Roos Courtesy: Farm Credit System Foundation, Inc.</p>
8:30 am - 11:30 am	<p>Extension Development Council Seminar Teaching & Educational Technologies III Presiding: Dave Rice Place: 201, Cinergy Center</p>		
8:00 am - 4:00 pm	<p>Educational Exhibits Open</p>	1:30 pm - 3:30 pm	<p>JCEP Seminar on "Working with Elected Officials" Place: 230, Cinergy Center</p>
8:00 am - 4:00 pm	<p>NACAA Poster Session Open Place: Hall A, Cinergy Center</p>		
11:45 am - 1:15 pm	<p>State Presidents and Vice Presidents Luncheon Place: 206, Cinergy Center</p>	1:30 pm - 4:00 pm	<p>Professional Improvement Council Seminars Agronomy and Pest Management I Place: 204, Cinergy Center 1. <i>Extension's Role in the Growth of The Peanut Industry in Calhoun County South Carolina.</i> Charles Davis 1:30 2. <i>Integrated Management of the Hessian Fly.</i> Gary Cramer 2:00 3. <i>Control of Melon Powdery Mildew.</i> Tom Turini 2:30 3:00 pm Break: Place: Hall A, Cinergy Center Courtesy: Mississippi</p>
11:45 am - 1:15 pm	<p>Communication Awards Luncheon Place: 236, Cinergy Center Presiding: Jule-Lynn Macie, Chair Courtesy: Bayer Advanced</p>		
11:45 am - 1:15 pm	<p>Commercial Technology and Issues Luncheon Seminars <i>Defense Sequence and Elanco Parasiticides</i> Presenters: Richard Hack and Courtney Lupp Place: 204, Cinergy Center Courtesy: Elanco <i>Helping Farm Families Develop Direct Marketing Strategies for Their Products</i> Presenters: Julie Fox and Eric Barrett Place: 202 Cinergy Center Courtesy: USDA SARE <i>What Does BEV, PVP, and QSA Mean To You?</i></p>		<p>4. <i>Utilizing Digital Technology in Extension Programming.</i> Glenn Beard 3:30 5. <i>Biodiesel Presentation.</i> ASA Representative 4:00</p> <p>Agronomy and Pest Management II Place: 205, Cinergy Center</p>

1. *Effects of Hurricanes Katrina and Rita on Louisiana's Forage Resource.*
Ed Tidwell 1:30 pm

2. *Agents Gain Multiple Benefits Via Training Certified Crop Advisors.*
Mark Tucker 2:00

3. *The Darlington County Project-Poultry Litter Vs Commercial Fertilizer.*
Davis Gunter 2:30

Break 3:00

Place : Hall A, Cinergy Center

Courtesy: Mississippi

4. *Developing A Weed Control Strategy in Transplanted Bell Peppers with Pre-emergence Herbicides.*
Michelle Le Strange 3:30

5. *Introducing a New Nitrogen Management Strategy to Northeast Oklahoma Crop Producers.* Bob Woods 4:00

Ag Economics Track I

Place: 234, Cinergy Center

1. *Annie's Project.* Ruth Hambleton 1:30 – 2:10

2. *Planning the Future of Your Farm.*
Keith Dickinson 2:10 – 2:50

BREAK 2:50 – 3:20

Hall A Cinergy Center

Courtesy: Mississippi

3. *What I Did on My Summer Vacation: Comparing Our Extension System With a Country that Has None-Ecuador.*
Robert Brannen 3:20 – 4:20

Ag Economics Track II

Place: 237, Cinergy Center

1. *Economics of Retained Ownership of Weaned Calves*
Lyle Holmgren 1:30 – 2:10

2. *Yesterday, Today and Tomorrow: A Look at the Landscape Industry in Northern New Jersey.* Madeline Flahive 2:10 – 2:50

BREAK 2:50 – 3:20

Hall A, Cinergy Center

Courtesy: Mississippi

3. *Making Grain/Oilseed Sell or Store Decisions Based on Market Signals and Storage Costs.* Melvin Brees
Albert Myles 3:20 – 4:20

Ag Economics Track III

Place: 235, Cinergy Center

1. *Economics of Organic Dairy Farms and Economics of Grazing Dairy Farms.*
Tom Kriegl 1:30 – 2:10

2. *Sustainable Agriculture Community Project.* Jean Walter 2:10 – 2:50

BREAK 2:50 – 3:20

Hall A, Cinergy Center

Courtesy: Mississippi

3. *Organic Dairy Farming Profitability in Vermont and Maine for 2004.*

Richard Kersbergen 3:20 – 4:20

Animal Science Track I

Place: 201, Cinergy Center

1. *Louisiana Forage-Based Bull Performance Testing-* James Devillier 1:30 pm – 1:50 pm

2. *Teaching Recommended Beef Production Practices Through the Master Cattle Producer Program-*Kenneth Sharpe 1:50 pm – 2:10 pm

3. *Incorporating the Use of Radio Frequency Identification into the Marketing of West Virginia Feeder Cattle-*Ronnie Helmendollar 2:10 – 2:30

4. *Reducing Winter Feeding Costs with Stockpiled Bermuda Grass*
Ken Combs 2:30 – 2:50

BREAK 2:50 – 3:20

Hall A, Cinergy Center

Courtesy: Mississippi

5. *Effect of Age at Weaning and Post-Weaning Management on Performance and Carcass Characteristics of Angus and Charolais-Angus Steer-*John Grimes 3:20 – 3:40

Animal Science II

Place: 200, Cinergy Center

1. *Milk Quality on Organic Dairy Farms in Maine* Richard Kersbergen 1:30 – 1:50

2. *Improving Environmental and Economic Sustainability of Dairy Farms Through Precision Feed Management*
Paul Cerosaletti 1:50-2:10

3. *Materials for Teaching Youth About Beef Quality Assurance*
Lyle Holmgren 2:10 – 2:30

4. *Tube Feeding Neonatal Small Ruminants-*Susan Kerr 2:30 – 2:50

BREAK 2:50 – 3:20

Hall A, Cinergy Center

Courtesy: Mississippi

5. *Sustainable Livestock Production in Cuba and UGA Extension Distance Diagnostics-*Jean Walters 3:20 – 3:40

GENERAL SESSION 3:40 – 4:30

Place: 200, Cinergy Center

National Livestock and Poultry Environmental Learning Center
Richard Koelsch

The Livestock and Poultry Environmental Learning Center is a project dedicated to the idea that individuals involved in public policy issues, animal production, and delivery of technical service for confined animal systems.

Natural Resources I

Place: 209, Cinergy Center

Presentations:

1) *Watershed Stewardship in Oregon—*
Derek Godwin 1:30 – 1:50

2) *Estimation of Phosphorus in Watersheds*—
Jane Herbert 1:50 – 2:10

3) *Characterizing Ag Lands for Stormwater
Plans*—Cara Musico 2:10 – 2:30

4) *PuSHing Natural Resource Education*—
Sherry Eudy 2:30 – 2:50

BREAK 2:50 – 3:20

Hall A, Cinergy Center

Courtesy: Mississippi

5) *Collaboration Brings Natural Resource
Mgt.* —Cory Parsons 3:20 – 3:40

6) *Oregon State 4-H Horse Camp*—
Amy Derby 3:40 – 4:00

7) *Seasonal Irrigation for Urban Homeowners*
Jerry Warren 4:00 – 4:20

Natural Resources II

Place: 210, Cinergy Center

1) *Program Evaluation with an Ornerly
Audience*—Dan Goerlich 1:30 – 1:50

2) *Conducting A Census of Natural Resource
Clients*—Gary Graham 1:50 – 2:10

3) *Reaching Beyond the Choir To Private
Forest Landowners with One-Stop-Shop
Conferences*—Adam Downing 2:10 – 2:30

4) *Demonstration of A Stress Laminated
Bridge for A Farm Road Crossing*—
Bill Worrell 2:30 – 2:50

Horticulture and Turf Grass

Place: 232, Cinergy Center

1. *Cultivating the Growing Georgia Green
Industry.* Willie Chance 1:30 – 1:45

2. *Replanting City Trees with Street Tree
Resource Evaluation and Education Trust
(Street).* Steven Prochaska 1:45 – 2:00

3. *Surveying the Labor and Management
Needs of Ohio's Vineyard Operations.*
David Marrison 2:00 – 2:15

4. *Regional Master Gardener Diagnostic
Training.* Mary Small 2:15 – 2:30

5. *Gardening for Hope.* Ken Rudisill 2:30 – 2:45

Break 2:45 – 3:15

Place: Hall A Cinergy Center

Courtesy: Mississippi

6. *Bamboo-The Perfect Indoor Plant.*
David Linvill 3:15 – 3:30

7. *The Effect of Nitrogen Fertilizer on Tree
Growth, Insect Populations, of Selected
Nursery Trees.* Charles Schuster 3:30 – 3:45

8. *Developing Extension Resources for Giant
Hogweed-Ohio's Newest Noxious Weed.*
David Goering 3:45 – 4:00

Aquaculture/Sea Grant

Place: 231, Cinergy Center

1. *International Aquaculture Education Pilot
Project: Using Distance Diagnostic Technology
and 4-H Clubs as a Vehicle to Encourage
Economic Development and Entrepreneurship*
Jean Walter 1:30 – 1:50

2. *From the Farmers View: Experiences of
Farmers Converting Barns to Recirculating
Aquaculture Systems.* Laura Tiu 1:50 – 2:10

3. *The Basics Crawfish and Baitfish Culture.*
Fred L. Snyder 2:10 – 2:30

4. *Pond Soils and Their Usage for Other
Crops.* James A. Steeby 2:30 – 2:50

BREAK 2:50 – 3:20

Place: Hall A, Cinergy Center

Courtesy: Mississippi

5. *Marketing Michigan's Great Lakes White
fish: An Extension Approach to Enhancing the
Commercial Fishing Industry*
Chuck Pistis 3:20 – 3:40

2:50 pm-
3:20 pm

Break

Place: Hall A, Cinergy Center

Courtesy: Mississippi

4:30 pm

States Night Out

7:30 pm

Silent and Live Auction Preview

Place: Hall B, Cinergy Center

8:30 pm

Live Auction

Place: Hall B, Cinergy Center

10:00 pm

Ohio/Kentucky Meeting

Place 200, Cinergy Center

WEDNESDAY, JULY 26, 2006

7:30 am-

**Assemble for Professional Improvement 9:00 am
Tours**

Place Hall A, Cinergy Center

6:00 pm

Taste of Cincinnati Buffet and Evening Out

Place: Museum Center at Union Terminal

Courtesy: Ohio and Kentucky

9:00 pm

Ohio/Kentucky Meeting

Place: Museum Center Private Dining Room

THURSDAY, JULY 27, 2006

7:00 am -

NATIONAL COMMITTEE MEMBERS

8:30 am

BREAKFAST

**Recognition of Retiring Chairs, Vice
Chairs and Special Assignments**

Place: 206 Cinergy Center

Presiding: Fred Miller, NACAA Vice President

Courtesy: United Soybean Board

7:00 am -

COMPUTER TECHNOLOGY CENTER

3:00 pm

Place: 203, Cinergy Center

8:00 am-

REGISTRATION

5:00 pm

Place: Lobby, Cinergy Center

8:00 am-

Coffee/Tea Break

8:30 am

Place: Hall A, Cinergy Center

Courtesy: Ohio and Kentucky

Courtesy: North American Farmers Direct Marketing Association
Place: 232, Cinergy Center

8:30 am-10:00 am **Extension Development Council Meeting**
Place: 238, Cinergy Center

8:30 am-10:00 am **Professional Improvement Council Meeting**
Place: 237, Cinergy Center

8:30 am-10:00 am **Program Recognition Council Meeting**
Place: 235, Cinergy Center

8:30 am-10:00 am **NACAA Policy Meeting**
Place: 234, Cinergy Center

9:00 am-11:45 am **General Session**
Place: Hall B, Cinergy Center
Presiding: Mickey P. Cummings, NACAA Pres.
Speaker: What Does Extension Mean to The People of Kentucky?
Kentucky Legislative Representative Don Pasley
Speaker: What Does Extension Mean to The People of Ohio? Dr. Keith Smith, Director of Extension and Associate Vice President, The Ohio State University
Outstanding Service to American and World Agriculture Award
Presentation and Response
Looking Ahead to the New Year: Chuck Otte, NACAA President Elect
Recognition of Retiring Officers and Installation of Incoming Officers, Directors and Vice Directors
Capstone Speaker: *Frank McGill, The Role of the County Agent; Past, Present, and Future*

12:00 pm-1:45 pm **Commercial Technology Issues Luncheon 1:45 pm Seminars**
Developing Agritourism and Agritainment Enterprises on the Farm
Presenters: Rob Leeds and Charlie Touchette
Place: 232, Cinergy Center
Courtesy: USDA SARE

USDA SARE Products and Programs for Extension Professionals
Presenter: Kim Kroll
Place: 202, Cinergy Center
Courtesy: USDA SARE

Marketing Beef Cattle: Future Trends & Technologies
Speakers: Jim Gibson, Jim Akers
Place: 201, Cinergy Center
Courtesy: Bluegrass Stockyards

Foliar Feeding & Soil Conditioning with Humic Technology
Presenters: Sunny Malone, Joe Dedman
Place: 236, Cinergy Center
Courtesy: Monty's Plant Food

12:00 pm-5:00 pm **NYBT Cotton Marketing Seminar**
Place: 234, Cinergy Center

1:30 pm-4:00 pm **American Registry of Professional Animal Scientists Certification Exam**
Place: 205, Cinergy Center

1:45pm-3:15 pm *Opportunities for Extension & Direct Marketing Education:*
A Conversation with North American Farmer's Direct Marketing Association.
Presenters: Rob Leeds and Charlie Touchette

3:30 pm **NACAA Board in President's Room**

4:30 pm-6:30 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**
Place: Hall C, Cinergy Center

6:30 pm-9:00 pm **Annual Banquet**
Place: Grand Ballroom, Cinergy Center

9:15 pm-11:00 pm **President's Reception**
Place: Level 3 Foyer

10:00 pm **Ohio/Kentucky Meeting**
Place: 200, Cinergy Center

FRIDAY, JULY 28, 2006

8:00 am-5:00 pm **NACAA Board Meeting**
Place: 230, Cinergy Center

8:00 am-12:00 pm **Cotton Marketing Seminar**
Place: 234, Cinergy Center

SATURDAY, JULY 29, 2006

8:00 am-12:00 pm **NACAA Board Meeting**
Place: Millennium Hotel

LIFE MEMBER PROGRAM

SATURDAY, JULY 22, 2006

8:00 am-6:00 pm **REGISTRATION**
Place: Lobby, Cinergy Center

2:00 pm-3:00 pm **LIFE MEMBER COMMITTEE MEETING**
Place: 208, Cinergy Center
Presiding: Dick Curran, Life Member Chair

12:00 pm-2:00 pm **Past National Officers and Board Luncheon 2:00 pm (Dutch Treat)**
Place: 211, Cinergy Center
Coordinator: Glenn Rogers, Past President

12:00 noon - 5:30 pm **LIFE MEMBER HOSPITALITY**
Place: Wolverine - Hyatt Regency

1:00 pm - 6:00 pm **NACAA POSTER SESSION DISPLAY - OPEN**
Place: Hall A, Cinergy Center
Coordinator: Donald Fretts, Professional Excellence

1:00 pm-7:00 pm **COMMERCIAL EXHIBIT TRADE SHOW**
Place: Hall A, Cinergy Center

4:30 pm-6:30 pm **GET ACQUAINTED DINNER**
Place: Hall A, Cinergy Center
Courtesy: Indiana

7:00 pm-9:00 pm **OPENING SESSION AND INSPIRATIONAL PROGRAM,**
Place: Hall B, Cinergy Center
Presiding: Mickey Cummings, NACAA Pres.

Presentation of Colors
 Presentation of State Flags
 Invocation: Gary Wilson, OH
 Old Fashion Testimony and Musical
 Presentations by Eric Horner
 Introduction of NACAA Board:
 Mickey Cummings, NACAA President
 Closing Announcements:

9:00 pm-11:00 pm **STATE PICTURES,**
 (See schedule in back of program)
 Place: Lobby, Cinergy Center

9:00 pm-10:00 pm **ICE CREAM SOCIAL**
 Place: Hall A, Cinergy Center
 Courtesy: Tennessee

9:30 pm-11:30 pm **HOSPITALITY**
 Arizona Place: 232, Cinergy Center
 Michigan Place: 230, Cinergy Center
 Missouri Place: 234, Cinergy Center
 Oklahoma Place: 236, Cinergy Center
 Washington Place: 231, Cinergy Center

SUNDAY, JULY 23, 2006

8:00 am-5:00 pm **REGISTRATION**
 Place: Lobby, Cinergy Center

8:00 am-10:15 am **General Session**
 Place: Hall B, Cinergy Center
 (see page 11)

8:00 am-4:00 pm **Commercial and NACAA Educational Exhibits**
 Place: Hall A, Cinergy Center

9:00 am - 5:00 pm **LIFE MEMBER HOSPITALITY**
 Place: Wolverine - Hyatt Regency

10:15 am-10:30 am **Break**
 Place: Hall A, Cinergy Center
 Courtesy: Iowa and Virginia

1:30 pm-3:00 pm **Life Members Business Meeting**
 Presiding: Dick Curran
 Place: 236 Cinergy Center

5:30 pm-7:00 pm **BBQ Dinner**
 Place: Hall A, Cinergy Center
 Courtesy: Florida and North Carolina

7:30 pm-9:00 pm **4-H Talent Revue**
 Place: Hall B, Cinergy Center

9:00 pm-10:00 pm **Ice Cream Social**
 Place: Hall A, Cinergy Center
 Courtesy: Michigan

9:30 pm-11:00 pm **State Pictures**
 Place: Lobby, Cinergy Center

9:30 pm-11:30 pm **HOSPITALITY ROOMS**
 Arizona Hospitality, Place: 232, Cinergy Ctr.
 Kansas Hospitality, Place: 235, Cinergy Ctr.
 Missouri Hospitality, Place: 234, Cinergy Ctr.
 Oklahoma Hospitality, Place: 236, Cinergy Ctr.
 Texas & NC Hospitality, Place: 231, Cinergy Ctr.
 Washington Hospitality, Place: 230, Cinergy Ctr.

7:00 am - 8:30 am **LIFE MEMBER BREAKFAST (ticket required)**
 Place: Grand Ballroom, Cinergy Center
 Presiding: Dick Curran, Life Member Chair
 Heather French Henry - Miss America 2000

MONDAY, JULY 24, 2006

8:00 am - 5:00 pm **REGISTRATION**
 Place: Lobby, Cinergy Center

9:00 am-5:00 pm **LIFE MEMBER AND LIFE MEMBER SPOUSES TOURS**

Place: Hall A, Cinergy Center
FULL DAY TOURS

Tour #1 - National Museum of the United States Air Force

Tour #4 - Three Chimneys Horse Farm, Woodford Reserve Distillery, and Kentucky State Horse Park

Tour #5 - H&B Louisville Slugger and Churchill Downs

Half Day Tour

Tour #2 - Riverboat Lunch Cruise and Conservatory - 11:30 a.m.

Place: Elm Street Lobby

TUESDAY, JULY 25, 2006

8:00 am-8:30 am **Coffee/Tea Break**
 Place: Hall A, Cinergy Center
 Courtesy: New York

8:00 am-4:00 pm **NACAA Poster Session Open**

4:30 pm **State's Night Out**

7:30 pm **Silent and Live Auction Preview**
 Place: Hall B, Cinergy Center

8:30 pm **Live Auction**
 Place: Hall B, Cinergy Center

WEDNESDAY, JULY 26, 2006

7:30 am-9:00 am **Assemble for Professional Improvement Tours**
 Place Hall A, Cinergy Center

6:00 pm **Taste of Cincinnati Buffet and Evening Out**
 Place: Museum Center at Union Terminal
 Courtesy: Ohio and Kentucky

THURSDAY, JULY 27, 2006

8:00 am-5:00 pm **REGISTRATION**
 Place: Lobby, Cinergy Center

8:00 am-8:30 am **Coffee/Tea Break**
 Place: Hall A, Cinergy Center
 Courtesy: Ohio and Kentucky

9:00 am-11:45 am **General Session**
 Place: Hall B, Cinergy Center

9:00 am - 3:00 pm **LIFE MEMBER HOSPITALITY**
 Place: 231, Cinergy Center

4:30 pm-6:30 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**
 Place: Hall C, Cinergy Center

6:30 pm- Annual Banquet
 9:00 pm Place: Grand Ballroom, Cinergy Center
 9:15 pm- President's Reception
 11:00 pm Place: Level 3 Foyer

SPOUSES PROGRAM

SUNDAY, JULY 23, 2006

8:00 am- REGISTRATION
 6:00 pm Place: Lobby, Cinergy Center

8:00 am- SPOUSES HOSPITALITY
 4:30 pm Place: Level 2 West Alcove, Cinergy Center

3:00 pm- FIRST TIMER ORIENTATION AND RECEPTION
 4:00 pm Place: 202, Cinergy Center
 Presiding: Glenn Rogers, NACAA Past President
 (All first time attendees and spouses invited)

4:30 pm- GET ACQUAINTED DINNER
 6:30 pm Place: Hall A, Cinergy Center
 Courtesy: Indiana

7:00 pm- OPENING SESSION AND INSPIRATIONAL
 9:00 pm PROGRAM,
 Place: Hall B, Cinergy Center
 Presiding: Mickey Cummings, NACAA Pres.
 Presentation of Colors
 Presentation of State Flags
 Invocation: Gary Wilson, OH
 Old Fashion Testimony and Musical
 Presentations by Eric Horner
 Introduction of NACAA Board:
 Glenn Rogers, NACAA President
 Closing Announcements:

9:00 pm- STATE PICTURES,
 11:00 pm (See schedule in back of program)
 Place: Lobby, Cinergy Center

9:00 pm- ICE CREAM SOCIAL
 10:00 pm Place: Hall A, Cinergy Center
 Courtesy: Tennessee

9:00 pm- HOSPITALITY
 10:00 pm Arizona Place: 232, Cinergy Center
 Michigan Place: 230, Cinergy Center
 Missouri Place: 234, Cinergy Center
 Oklahoma Place: 236, Cinergy Center
 Washington Place: 231, Cinergy Center

MONDAY, JULY 24, 2006

8:00 am- REGISTRATION
 5:00 pm Place: Lobby, Cinergy Center

8:00 am- SPOUSES HOSPITALITY
 4:30 pm Place: Level 2 West Alcove, Cinergy Center

8:00 am- General Session
 10:15 am Place: Hall B, Cinergy Center
 (see page 11)

8:00 am- SPOUSES TOURS
 5:00 pm Place: Elm Street Lobby, Cinergy Center

FULL DAY TOURS

Tour #1 - Cincinnati Zoo and Botanical Garden
 Tour #2 - Prime Outlet Mall
 Tour #3 - National Museum of the United States Air Force
 Tour #5 - Historic Lebanon and Waynesville, OH
 Tour #6 - Kentucky Horse Park & Keenland Race Track Horse Museum
 Tour #7 - WinStar Farm LLC, Buffalo Trace Distillery & Equus Run Winery and Vineyard
 Tour #8 - Historic Frankfort, KY State Capital

HALF DAY TOURS

10:00 am - Place: Elm Street Lobby, Cinergy Center
 3:00 pm Tour #9 - Cathedral Basilica and MainStrasse Village
 Tour #10 - Jungle Jim's International Market

5:30 pm- BBQ Dinner
 7:00 pm Place: Hall A, Cinergy Center
 Courtesy: Florida and North Carolina

7:30 pm- 4-H Talent Revue
 9:00 pm Place: Hall B, Cinergy Center

9:00 pm- Ice Cream Social
 10:00 pm Place: Hall A, Cinergy Center
 Courtesy: Michigan

9:30 pm- HOSPITALITY ROOMS
 11:30 pm Arizona Hospitality, Place: 232, Cinergy Ctr.
 Kansas Hospitality, Place: 235, Cinergy Ctr.
 Missouri Hospitality, Place: 234, Cinergy Ctr.
 Oklahoma Hospitality, Place: 236, Cinergy Ctr.
 Texas & NC Hospitality, Place: 231, Cinergy Ctr.
 Washington Hospitality, Place: 230, Cinergy Ctr.

9:30 pm- State Pictures
 11:00 pm Place: Lobby, Cinergy Center

TUESDAY, JULY 25, 2006

8:00 am - REGISTRATION
 5:00 pm Place: Lobby, Cinergy Center

8:00 am- SPOUSES HOSPITALITY
 4:30 pm Place: Level 2 West Alcove, Cinergy Center

9:00 am- SPOUSES WORKSHOPS
 11:00 am (Tickets Required)

- A. Plain People: Culture and Quilting of the Ohio Amish
 Place: 251, Cinergy Center
- B. Making Memories I: Beginning Scrapbooking
 Place: 252, Cinergy Center
- C. Sensational Stamp Art for Beginners
 Place: 262, Cinergy Center
- D. Diamonds--A Girl's Best Friend
 Place: 250, Cinergy Center
- E. Saving Grandmother's Quilt
 Place: 260, Cinergy Center
- F. Seven Strategies for Caring for Your Parents' Money While Caring for Your Parents
 Place: 263, Cinergy Center
- G. Favorite Foods of Ohio from *The County Agent's Cookbook*, Published by

the Ohio Association of County Extension Agents
Place: 261, Cinergy Center

12:00 noon-2:00 pm

Place: 252, Cinergy Center

Lunch on Your Own

11:30 am-1:30 pm

SPOUSES LUNCHEON
(Ticket Required)
Place: Grand Ballroom, Cinergy Center
Heather French Henry - Miss America 2000

1:00 pm-3:00 pm

SPOUSES WORKSHOPS
(Tickets Required)

2:00 pm-4:00 pm

SPOUSES WORKSHOPS
(Tickets Required)

H. Plain People: Culture and Quilting of the Ohio Amish
Place: 251, Cinergy Center

I. Making Memories II: Intermediate Scrapbooking
Place: 252, Cinergy Center

K. Beading Basics for Beginners
Place: 260, Cinergy Center

L. Focus on Digital Photography
Place: 250, Cinergy Center

M. Favorite Foods of Kentucky from *Pride of Kentucky* Cookbook
Place: 261, Cinergy Center

N. Eating for Health Using the "My Pyramid Guide"
Place: 262, Cinergy Center

U. Art Smart: Walking Tour of the Contemporary Art Museum
Place: 252, Cinergy Center

V. Breathtaking Views and Bountiful Shopping Adventures
Place: 251, Cinergy Center

W. Colors On The Wing: Butterfly Gardening for Fun & Fascination
Place: 250, Cinergy Center

X. Baskets Around the Home
Place: 260/61, Cinergy Center

Y. Make Your Own Fresh Herb Wreath
Place: 262, Cinergy Center

4:30 pm-6:30 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
Place: Hall C, Cinergy Center

4:30 pm

States Night Out

6:30 pm-9:00 pm

Annual Banquet
Place: Grand Ballroom, Cinergy Center

9:15 pm-11:00 pm
President's Reception
Place: Level 3 Foyer

7:30 pm

Silent and Live Auction Preview
Place: Hall B, Cinergy Center

8:30 pm

Live Auction
Place: Hall B, Cinergy Center

WEDNESDAY, JULY 26, 2006

7:30 am- Assemble for Professional Improvement

9:00 am

Tours
Place Hall A, Cinergy Center

6:00 pm

Taste of Cincinnati Buffet and Evening Out
Place: Museum Center at Union Terminal
Courtesy: Ohio and Kentucky

THURSDAY, JULY 27, 2006

8:00 am-5:00 pm

REGISTRATION
Place: Lobby, Cinergy Center

8:00 am-10:15 am

General Session
Place: Hall B, Cinergy Center
(see page 11)

9:00 am-12:00 noon

SPOUSES HOSPITALITY
Place: Level 2 West Alcove, Cinergy Center

9:00 am-11:00 am

SPOUSES WORKSHOPS
(Tickets Required)

O. Sharing Memories: Make a Folding PhotoAlbum
Place: 251, Cinergy Center

P. Paper Batik: Beautiful Art for Beginning Artists
Place: 262, Cinergy Center

R. Diamonds-A Girl's Best Friend
Place: 250, Cinergy Center

S. Baskets Around the Home
Place: 260/61, Cinergy Center

T. Fool Proof Planting

SONS & DAUGHTERS PROGRAM 2006 NACAA ANNUAL MEETING Youth Headquarters Place: Hall C, Cinergy Center

SATURDAY, JULY 22, 2006

1:00 pm-5:00 pm

REGISTRATION
Place: Lobby, Cinergy Center

SUNDAY, JULY 23, 2006

8:00 am-6:00 pm

REGISTRATION
Place: Lobby, Cinergy Center

3:00 pm-4:00 pm

FIRST TIMER ORIENTATION AND RECEPTION
Place: 202, Cinergy Center
Presiding: Glenn Rogers, NACAA Past President
(All first time attendees and family invited)

4:30 pm-6:30 pm

GET ACQUAINTED DINNER
Place: Hall A, Cinergy Center
Courtesy: Indiana

6:00 pm-6:45 pm

PARENT ORIENTATION
Place: Hall C, Cinergy Center

7:00 pm-9:00 pm

SONS AND DAUGHTERS OPENING CEREMONY
Place: Hall C, Cinergy Center

9:00 pm-11:00 pm

STATE PICTURES,
(See schedule in back of program)
Place: Lobby, Cinergy Center

9:00 pm- 10:00 pm **Open Activities for Youth**
Place: Hall C, Cinergy Center

9:00 pm- 10:00 pm **ICE CREAM SOCIAL**
Place: Hall A, Cinergy Center
Courtesy: Tennessee

MONDAY, JULY 24, 2006

8:00 am- 5:00 pm **REGISTRATION**
Place: Lobby, Cinergy Center

8:00 am- 5:00 pm **SONS & DAUGHTERS TOURS**
Lunch Included for Tour
Place: Hall C, Cinergy Center
Activities - Cincinnati Zoo and Botanical Gardens

5:00 pm **Return from Activities -**
Place: Hall C, Cinergy Center

5:30 pm- 7:00 pm **BBQ Dinner**
Place: Hall A, Cinergy Center
Courtesy: Florida and North Carolina

7:30 pm- 9:00 pm **4-H Talent Revue**
Place: Hall B, Cinergy Center

9:00 pm- 10:00 pm **Ice Cream Social**
Place: Hall A, Cinergy Center
Courtesy: Michigan

9:30 pm- 11:00 pm **State Pictures**
Place: Lobby, Cinergy Center

TUESDAY, JULY 25, 2006

8:00 am - 5:00 pm **REGISTRATION**
Place: Lobby, Cinergy Center

8:00 am- 5:00 pm **SONS & DAUGHTERS TOURS**
Lunch Included for Tour
Place: Hall C, Cinergy Center
Activities - Paramount Kings Island

4:30 pm **Early Return from Activities -**
Place: Hall C, Cinergy Center

4:30 pm **States Night Out**

7:30 pm- 10:00 pm **Open Activities for Youth**
Place: Hall C, Cinergy Center

7:30 pm **Silent and Live Auction Preview**
Place: Hall B, Cinergy Center

8:30 pm **Live Auction**
Place: Hall B, Cinergy Center

10:30 pm **Late Return from Activities -**
Place: Hall C, Cinergy Center

WEDNESDAY, JULY 26, 2006

Enjoy the day with your parents!

7:30 am- 9:00 am **Assemble for Professional Improvement Tours**
Place Hall A, Cinergy Center

6:00 pm **Taste of Cincinnati Buffet and Evening Out**
Place: Museum Center at Union Terminal
Courtesy: Ohio and Kentucky

THURSDAY, JULY 27, 2006

8:00 am- 5:00 pm **REGISTRATION**
Place: Lobby, Cinergy Center

8:00 am- 4:00 pm **SONS & DAUGHTERS TOURS**
Lunch Included for Tour
Place: Hall C, Cinergy Center
Activities - Newport Aquarium and the National Underground Railroad Freedom Center

5:45 pm- 10:30 pm **BB Riverboat Dinner Cruise**
Place: Hall A, Cinergy Center

Poster Session

Applied Research

2006 NACAA

**91st
Annual Meeting
and
Professional Improvement Conference
Cincinnati, Ohio**

Poster Session Abstracts

Applied Research Category

EVALUATION OF HERBICIDE TIMING IN SOFT RED WINTER WHEAT

Allen* C.S.¹, Kelley, J. P.²

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² Extension Agronomist - Wheat & Feed Grains, University of Arkansas Division of Agriculture, Cooperative Extension Service, Little Rock, AR 72203

Recent research has demonstrated that timing of herbicide applications is very important in the ability to control the targeted weed species. In Arkansas the dry soil conditions at planting time this year caused erratic emergence in the winter weed complex. The objective of this study was to evaluate the effect that application timings had on the efficacy of several wheat herbicides.

A single test was conducted at one location in Northeast Arkansas. Five herbicide combinations were applied in January, February and March. The test was conducted in a commercial wheat production field with a naturally occurring weed population. The treatments were applied using a four nozzle boom, CO₂ powered sprayer at a spray volume of 20gal/ac. Plot size was 10' X 20' and the experimental design a factorial arrangement within a randomized complete block design with four replications. Results of this study were evaluated by weed species density in early April and at harvest. The effect on weed control and yield will be presented in this poster.

IMPROVED METHODS OF REPLANTING BLUEBERRIES IN ESTABLISHED FIELDS

Andrews*, E.I.¹, Stanaland, R.D.², Jacobs, J.L.², Clark, J.R.², Krewer, G.W.³, Fonsah, E. G.⁴, Mullinix, B.⁵

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Blueberry replants transplanted into established stands of 10 years or greater have a low probability of survival their first year of establishment as a result of intensive weed pressure or potential herbicide problems that may exist in a field. In 2004, extensive on-farm trials were conducted in Clinch and Appling counties to evaluate two plant sizes and many replant aids such as control released fertilizer, soil amendments and various mulches alone or in combination. Research trials were conducted Ware, Bacon and Clinch counties in 2005 to evaluate the most beneficial treatments in replant establishment from the 2004 trials. With the exception of one treatment in one replication, there was a trend for landscape fabric to produce larger plants (13.0 %) and a higher rate of survival (18.0%). There were no significant differences between plots where landscape fabric was used alone or with the addition of peat moss and slow release fertilizer.

A STUDY OF STINKBUG CONTROL IN COTTON AND THE TRANSIENT MOVEMENT FROM PEANUTS

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Stinkbugs have shifted from secondary to major pests in cotton. The primary reason for this phenomena is the switch to transgenic cotton utilizing the insertion of *Bacillus thuringiensis* genes. Prior to this shift, insecticide applications were made to a cotton crop ranging from 10-18 times during the growing season utilizing synthetic pyrethroid and organophosphate insecticides for the control of various Lepidoptera species during boll development. These insecticides were also controlling stinkbugs and damage was minimal. Today, only 3-5 insecticide applications are made to a cotton crop for the control of various escaped Lepidoptera species which has allowed stinkbug populations to increase, especially when cotton is adjacent to peanuts. In this trial, we first wanted to test the efficacy and timing of various insecticides for controlling stinkbugs in cotton as well as observe stinkbug population movement from peanuts into cotton. This trial was initiated adjacent to peanuts with each treatment replication moving progressively further away from the peanuts. Treatments in this trial included Bidrin, Topsin M, Bidrin + Topsin M, and a control. Each treatment showed a reduction in stinkbug injury compared to the control. As a side treatment, we also wanted to determine if a fungicide treatment for the control of *Fusarium sp.* induced by stinkbug feeding, would reduce the amount of hardlock. Even though we did not see a reduction in hardlock, we did observe that Topsin M has some type of activity in reducing stinkbug injury in developing cotton bolls.

EVALUATION OF THE EFFECTIVENESS OF BIO-FUNGICIDES IN THE PRODUCTION OF FRESH MARKET ORGANIC TOMATOES

Blevins,* P.K.¹, Straw, R.A.²

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Disease control in fresh market tomatoes is a major factor limiting the adoption of organic production methods by growers in Southwest, Virginia. Six bio-fungicides were compared to a conventional standard [Bravo (3 pts/acre) alternated with Manzate (2 lbs/acre) plus Tanos (8 oz/acre) plus BCS Copper (64 oz/acre) for the first four weekly sprays, and Bravo alone thereafter] and an untreated check (UTC) for relative effectiveness in controlling diseases such as early blight. The biological materials and rates applied were, Storox (1% solution), Biophos (2% solution), Prophyte

(4 pts/acre), Serenade Max (3 lbs/acre), BCS Copper (2qts/acre), and Serenade Max (3lbs/acre) plus BCS Copper (2qts/acre). All treatments were made on a weekly basis. The tomato variety 'Mountain Fresh Plus' was used in a drip irrigated, trellised, plasti-culture system. Fruit was harvested and graded and placed into one of the following grades: Jumbo, Extra Large, Large, Medium, Small, No. 2, or Cull. Yield data and disease ratings were analyzed using ANOVA techniques and means were separated using Duncan's Multiple Range Test. There were no statistical differences in yield of total marketable fruit. The UTC plot produced the greatest number of Jumbo fruit, while the Serenade/BCS Copper produced the lowest. Storox has been a material that local organic growers have relied on for disease control. In terms of disease control, all treatments including the UTC were better statistically than Storox, which had leaf area damage ratings in excess of 40%. This study suggests that there are differences in the relative effectiveness of these bio-fungicides for disease control. However, in this case it did not significantly impact total marketable yield. If harvest had continued, yield differences would have been expected due to defoliation by early blight.

PRODUCTION ECONOMICS OF OHIO DAIRY FARMS USING FINPACK 1996-2004

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Cost control is essential for determining profit levels on dairy farms. It is especially true for family farm operations in Ohio that average 103 cows (2003 DHIA data). For the nine year period 1996-2004, production economic data was collected on 10 to 29 Ohio dairy farms by Extension Specialists and Farm Business Planning and Analysis instructors. FINPACK was the computer program used to analyze the information and to itemize production costs for each farm. RANKEM was the summary program used to compile the data and to describe the averages for all farms, as well as the top third of farms for return to overhead. The percentile rank report displays a range of results for enterprise measures, in ten percent increments, and is useful for benchmarking. Home grown feed was valued at an opportunity cost, using twelve month averaged prices received by farmers, as reported by the Ohio Ag. Statistics Service. The

Ohio data was included in the FINBIN data base of farm information, at the Center for Farm Financial Management, University of Minnesota. Comparisons were made to this larger data base to further assist farmers in benchmarking critical production costs. Over the nine year period, the average feed costs per hundred pounds of milk produced (including feed for replacements) was \$7.40, the top third was \$.65 less at \$6.75. Total cost averaged \$13.74/cwt, and the top third produced milk for \$1.04 less at \$12.70. Net returns per cow averaged \$325/year, and the top third nearly doubled returns at \$632/year/cow.

A SNAPSHOT OF TENNESSEE AGRITOURISM

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Agritourism, tourism based on attracting visitors to agricultural operations, is thriving in the experience economy. Increased visibility of the industry and its potential benefits to farms and rural economies as well as an increased number of requests for assistance with agritourism enterprises in Tennessee motivated Extension and cooperating partners to provide support. This created demand for information. In particular, information was needed to identify benchmark characteristics of agritourism in Tennessee and to identify issues and obstacles faced by entrepreneurs that could be addressed through research, teaching, outreach and other services. A questionnaire consisting of 31 questions was developed, and a list of 625 enterprises thought to be involved in agritourism in Tennessee was compiled. A total of 210 enterprise operators in 75 of Tennessee's 95 counties successfully completed the telephone survey. Results indicated the number of visitors to 154 enterprises totaled more than 3.5 million with a median of 3,500 per enterprise. Average dollars spent per visit ranged from zero to \$400 with an average of \$28.46 and median of \$15. Respondents reported that they have the most difficulty on average in "promoting their enterprises" and "finding and hiring qualified employees." They also experience difficulty with "liability insurance," "identifying markets," "signage," "preparing business plans" and "financing issues." Approximately one-third of enterprise operators indicated assistance is needed with "advertising, marketing and promotions." The relatively large number of respondents who did not know answers to several

key benchmark evaluation measures also indicated a need for local educational programs.

THE EFFECTS OF FORMAL EDUCATION ON CONSERVATION PRACTICES AND ATTITUDES OF 319 GRANT PARTICIPANTS

Bruynis,* C. L.¹, Prochaska, S.²

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² Extension Educator, Ohio State University Extension, Crawford County, Bucyrus, Ohio 44820

Environmental Protection Agency 319 Grant dollars were offered to farmers in Crawford, Sandusky, Seneca and Wyandot Counties, located in North Central Ohio, to provide cost-share to producers for the purchase of conservation equipment for corn production. The adoption of conservation practices and conservation attitudes of farmers participating in the grant program were examined relative to age, education and farm size. Examining the demographic data of the participants relative to their attitudes and adoption rates is important in assisting the proper targeting of future grant dollars. There was a 41% response rate to the mail survey for a sample population of 62 farmers. Analysis of the data showed no statistical differences (NS>95%) in conservation practice adoption or attitudes based on age or farm size. There was a difference noted by formal education level in adoption of one of seven conservation practices examined. Farmers with some college or vocational school training were more likely to adopt strip-tillage compared to those with a high school degree or less or those with a bachelors degree or higher (>95%). No statistically significant differences were observed in farmer's attitudes toward conservation practices.

FEAR NO WEEVIL: USING ON-FARM EXPERIENCES TO HELP GROWERS ADOPT IPM TECHNIQUES IN CHRISTMAS TREE PLANTATIONS AND NURSERIES

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Nursery conifers and Christmas trees grown throughout the country are susceptible to attack from white pine weevils (WPW), *Pissodes strobi*. In the Northeast, WPW is noted as the most important insect pest of white pine, and can cause significant damage and losses to all species of conifers grown as Christmas trees. Grower surveys have indicated that managing white pine weevils has become increasingly difficult over a large geographical area, with losses in both Christmas tree plantations and disfiguring damage to nursery stock. As reliable controls such as lindane are no longer available, growers need to reassess their adoption, use and practice of IPM techniques to properly time control interventions on their farms and nurseries. These include utilizing plant phenological indicators (PPI) of insect pest activity; locating, baiting, and monitoring traps; calculating Growing Degree Days for pest emergence; recording data; and collecting trapped weevils for identification. To assist growers in adopting these IPM strategies, the team provided on-farm and hand-on IPM experiences for ten cooperating growers throughout New Jersey. Initial assistance was provided for proper identification of local PPI; construction, placement, baiting, and maintenance of six weevil traps per location; MSExcel spreadsheet data recording; and weekly data reporting. Following the initial training, growers were relied upon as their own IPM scouts. This “learn by doing” approach has benefited researchers in having willing and capable farm owners as “field personnel” and has resulted in a more complete understanding and effective adoption of IPM practices and techniques for WPW activity and control.

FEWER SPRAYS RESULT IN GREATER PROFIT: THE ECONOMIC BENEFITS OF USING THE UNIVERSITY OF GEORGIA’S FUNGAL RISK INDEX

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Due to changes in peanut economics, growers must be able to reduce production costs without jeopardizing yield. The University of Georgia Fungal Disease Risk Index allows producers to quantify disease risk and tailor fungicide programs accordingly, thus reducing input costs. In 2005, a standard 6-spray program and a reduced 4-spray program were evaluated in two experiments in Berrien County, Georgia. Treatments were arranged in alternating rows with four replications. Plots were 12 rows by the length of the field. Disease assessments were taken prior to or at harvest. Yield data was used for treatment comparisons and economic analysis. There were no significant differences in disease control or yield between the two programs. Returns for the reduced program were significantly higher than the standard program at both locations by \$34 and \$91 per acre, respectively. Thus by using the risk index, reduced fungicide programs can maintain disease control while increasing profits for the growers.

ON-FARM TESTING TO ADOPT NO-TILL FALLOW WINTER WHEAT PRODUCTION IN THE DRYLAND CROPPING REGION OF EASTERN WASHINGTON

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² Wheat Producer, Lincoln County, Wilbur, Washington 99185

WSU Lincoln-Adams Extension on-farm testing helps improve farm profitability in a manner that reduces erosion and improves air quality. Winter wheat (WW) (*Triticum aestivum* L.) production on tillage based summer fallow systems has been a standard practice in the dryland cropping region (14 inches precipitation annually) of eastern Washington for generations. This has been profitable; but it comes at a cost, including soil loss through wind and water erosion. Producers have examined alternative methods including no-till systems for increasing profitability and reducing soil erosion. An on-farm test was established in 2003 examining WW established under three treatments;

'conventional' tillage fallow system, 'no-till early', or seeded at the same time as the conventional treatment, and 'no-till late', or planting was delayed one month. Conventional tillage fallow methods include a chisel sweep and cultiweeding for weed control. No-till fallow methods include chemical applications for weed control. The test is a RCBD with 5-replication. Plots are one acre in size, and seeded, maintained, and harvested by the producer. No difference in soil moisture has been detected between treatments. Grain yield differences were not detected between conventional and no-till early treatments averaging 79-bu/acre, but the no-till late treatment reduced yield 19%. Economic return above variable costs were greater with the no-till early and conventional treatments averaging \$143 and \$137/acre respectively, compared to only \$104/acre with the no-till late treatment. Overall larger agronomic and economic differences were detected between the two no-till treatments, and little differences were detected between conventional and no-till early treatments.

POULTRY LITTER SPREADER CALIBRATION TRIALS AND RECOMMENDATIONS

Fielder*, J.K.¹, Bass, T.M.², Sapp, J.P.³, Smith, R.C.⁴

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² Extension Specialist, University of Georgia Cooperative Extension, University of Georgia - Athens, Georgia 30602

³ Extension Agent, University of Georgia Cooperative Extension - Greene County, Greensboro, Georgia 30642

⁴ Extension Agent, University of Georgia Cooperative Extension - Morgan County, Madison, Georgia 30650

An integral component of nutrient management planning is the calibration of land application equipment. New regulations from the Georgia Department of Agriculture require haulers and brokers of animal manures to be permitted and annually calibrate application equipment. Georgia produces over 1.5 million tons of poultry manure annually. Spreader calibrations are imperative for the continued use of the manure resource in an environmentally responsible manner. An Internet search revealed a variety of calibration methods being recommended by other universities or government agencies. The most common methods involve collecting samples on a surface, weighing the material and extrapolating to a per acre rate. A known weakness of most methods is that they only provide a snap-shot of the application. It

is assumed by these methods that the rate of application will not change over the length of a run until the spreader is emptied. Extension specialists and over 25 county agents field tested five methods on four different spreaders with the following goals for calibration in mind: (1) determine the application rate (tons/acre), and (2) obtain a relatively even distribution of litter across the field by adjusting the spreader and the lane spacing. The results of this exercise allowed extension specialists to continue recommending the UGA small tarp method for litter spreader calibration. This gives a picture of distribution and allows for extrapolation into per acre rates based on different lane spacing. Adjustments to the spinners, gate setting or general operation may be recommended to obtain optimum results.

MANAGEMENT OF PEANUT DISEASES IN FIELDS WITH LOW-TO-MODERATE DISEASE RISK: A THREE YEAR EVALUATION OF REDUCED FUNGICIDE PROGRAMS IN LANIER COUNTY GEORGIA

Fourakers*, M.O.¹, Andrews, E. L.², Woodward, J. E.³, Kemerait, R.C.³, and Brenneman, T. B.³

¹University of Georgia, Cooperative Extension, Valdosta, GA

²University of Georgia, Cooperative Extension, Lakeland, GA

³University of Georgia, Department of Plant Pathology, Tifton, GA

The University of Georgia Fungal Disease Risk Index is an educational tool that can be used to quantify disease risk based on management practices. By using the index, fungicide programs can be adapted to reduce expenditures without sacrificing disease control. Field studies were conducted in 2003, 2004, and 2005 to evaluate the performance of reduced fungicide programs to their respective standard programs in fields categorized as low to moderate risk. Foliar and soilborne diseases were monitored throughout each season and yields were used for program comparisons. Additional analyses were conducted to determine the economic return of each program. Leaf spot intensity was significantly higher for one reduced program in 2004; however, no differences in stem rot or yield were observed. Net returns were greater for reduced programs and resulted in a \$6 to \$36 increase over the standard programs, indicating that reduced programs can be implemented without compromising disease control.

EVALUATING PREDATORY MITES FOR CONTROL OF TWO-SPOTTED SPIDER MITES ON STRAWBERRIES: A MULTISTATE EFFORT.

Francis*, R. L.¹, Liburd, O. E.², Rondon, S. I.³, and Shepard, B. M.⁴

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The two-spotted spider mite (TSSM), (*Tetranychus urticae* Koch), is the key arthropod pest attacking strawberries. The usual tactic for control of TSSM is weekly applications of miticides. Mite resistance, increased costs, human health risks, decline in bees, and reduction in natural enemies (predators and parasitoids) populations, are compounding the problem of miticide overuse. In the 2003-04 to 2004-05 production seasons, field experiments were conducted in FL and SC to evaluate the effectiveness of two predatory mites species *Neoseiulus californicus* (McGregor), and *Phytoseiulus persimilis* Athias-Henriot singly or in combination with a reduce-risk miticides such as Acramite 50WS (bifenazate) and Vendex (hexakis). All treatments were compared to standard grower practice for controlling TSSM. Results from the study showed that *Neoseiulus californicus*+Acramite and *Phytoseiulus persimilis*+Acramite reduced TSSM population below levels in grower managed plots. *Neoseiulus californicus*+Acramite was more effective in reducing TSSM population levels compared to Acramite 50WS alone. Selective miticide applications along with release of predatory mites reduced TSSM by 50% compared to TSSM populations in grower managed plots. Results indicate that a combination of

a predatory mite specie and Acramite 50WS might be a suitable IPM option for strawberry growers.

DEMOGRAPHIC CHARACTERISTICS INFLUENCE ON PRODUCTION PRACTICES WITHIN THE OHIO MAPLE SYRUP INDUSTRY

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Despite over 90 years of service by Ohio State University Extension, little information is available concerning the Ohio maple syrup industry. A detailed survey was sent to all known Ohio maple syrup producers with the goal of elucidating relationships among production factors and demographic characteristics with 81% ($N = 620$) being returned. The primary aim of this research was to investigate the association among production factors and demographic characteristics of the industry and examine the influence of Extension programming on the industry. Specific industry characteristics examined were producer heritage (Amish, non-Amish or English), producer age, sap collection methods (bucket or tubing), attendance at Ohio State University Extension educational programming, and the size of the sugaring operation based on total number of taps. Eight of the ten chi-square analyses reveal that there are significant statistical differences among demographic five variables examined ($\alpha = 0.05$). For example, Amish producers in the state have significantly larger sugaring operations, utilize bucket collection systems rather than more advanced tubing systems ($X^2_{(1, N=620)} = 4.4, P = <0.031$), and are younger than their English counterparts ($X^2_{(1, N=610)} = 16.9, P = <0.001$). Amish producers are also less likely to attend Ohio State University Extension programming than their fellow English producers ($X^2_{(1, N=620)} = 11.0, P = <0.001$), while those older English producers with large operations and tubing systems were more likely to attend ($X^2_{(4, N=620)} = 30.2, P = <0.001$).

EFFECT OF AGE AT WEANING AND POST-WEANING MANAGEMENT ON PERFORMANCE AND CARCASS CHARACTERISTICS OF CHAROLAIS-ANGUS STEERS

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Seventy-four, non-implanted Charolais-Angus steers born in 2003 and 2004 were used to determine the effect of age at weaning and post-weaning management on performance and carcass characteristics. Animals were weaned at 100 or 200 days of age and managed using one of three systems: 1.) weaned at 100 days of age and starting on high-grain diet immediately (EW), 2.) weaned at 200 days of age and fed a high-grain diet immediately (NW), and 3.) weaned at 200 days of age and backgrounded on pasture and hay until 400 days of age (YR), before being fed a high-grain diet. Daily dry matter intake ($P < .0001$), average daily gain ($P < .002$), harvest weight ($P < .0001$), and hot carcass weight ($P < .0001$) increased as the age at which an animal was offered a high-grain diet increased. Rib eye area ($P > .12$) and USDA Yield Grade ($P > .42$) were not affected by treatment. Fat thickness at the 12th rib was greater ($P < .004$) for the EW carcasses than for the NW or YR carcasses, which did not differ. There were no differences in the percentage USDA Select or lower ($P = .94$), Low Choice ($P = .57$) or Average Choice or higher ($P = .77$) carcasses due to treatment. Feeding Charolais-Angus steers a high-grain diet earlier in life did not affect either USDA Quality or Yield Grade, but average daily gain, harvest weight, and hot carcass weight increased as the age at which an animal was offered a high-grain diet increased.

ECONOMIC IMPACT OF THE GREEN INDUSTRY IN THE UNITED STATES

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The U.S. environmental horticulture industry, also known as the “Green Industry”, is comprised of wholesale nursery and sod growers; landscape architects, designers/builders, contractors and

maintenance firms; retail garden centers, home centers and mass merchandisers with lawn and garden departments; and marketing intermediaries such as brokers and horticultural distribution centers (re-wholesalers). Environmental horticulture is one of the fastest growing segments of the nation’s agricultural economy. In spite of the magnitude and recent growth in the Green Industry, there is surprisingly little information regarding its’ economic impact. Thus, the objective of this study is to estimate the economic impacts of the Green Industry at the national level. In addition, this study seeks to evaluate the value and role of forest tree species (woody ornamental trees). Economic impacts for the U.S. Green Industry were estimated at \$147.8 billion in output, 1,964,339 jobs, \$95.1 billion in value added, \$64.3 billion in labor income, and \$6.9 billion in indirect business taxes, with these values expressed in 2004 dollars. The total output of tree production and care services was valued at \$14.55 Bn, which translated into \$21.02 Bn in total output impacts, 259,224 jobs, \$14.12 Bn in value added, \$9.93 Bn in labor income, and \$516 Mn in indirect business tax impacts.

INCORPORATING THE USE OF RADIO FREQUENCY IDENTIFICATION (RFID) INTO THE MARKETING OF WEST VIRGINIA FEEDER CATTLE

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West Virginia Feeder Cattle Marketing Pools have traditionally served as a launching point for innovations in beef cattle production and marketing. During 2005, radio frequency identification (RFID) tags were utilized in two marketing pools in order to evaluate RFID technology and identify potential problems relative to the tagging process and to determine if the RFID tags could increase the efficiency of calf pool operations. Tags were allocated to producers prior to weaning calves and these allocations were matched to producer premise numbers utilizing a prototype database developed specifically for calf pools. Producers

submitted color, sex and birth date of each calf prior to the pool and these data were added to the database. On ship dates, calves were scanned prior to entering the scale pen using a handheld RFID stick reader attached to a notebook computer running the calf pool database. At receipt, the software recorded the RFID number and displayed corresponding data relative to that animal. Records of animals received were held in suspense by the database pending submission of a weight and pen assignment. This software feature allowed one person to focus on scanning calves and checking descriptive data, while a second user accessing the database on a second notebook over a network would focus specifically on entering weights. More than 1,600 calves were received at these two pools. The ability to electronically read and enter animal identification at the receipt greatly improved the weighing process. RFID technology eliminated misread tags and reduced worker effort to read dirty tags in a moving animal. The estimated value of labor savings would defray approximately 73% of the cost of RFID tags.

OHIO SWINE MANURE APPLICATION SURVEY

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Ohio swine farms (1,809) received a manure application survey in June 2004 (n=246, 19.5% response rate, 39% stopped raising swine in last 5 years). Ohio swine production has changed from owner-operated facilities to integrated operations (corporate ownership). Average sows per operation was 358 (n=97, SD=1,069). Finish hog operations (n=163) averaged 3,196 pigs, (SD=4,212). Swine producers averaged 433 acres (SD=430) available to apply manure and traveled <1.4 miles to apply manure. Swine producers estimated they applied 14.1% of their manure from January to March, 17.7% April to June, 33.8% July to September, and 34.5% October to December; which are significantly different (p<.05). Farmers knew to inspect broken tile (72.1%), apply liquid manure away from tile lines (69.3%), and not

apply manure before a rain or to dry cracked soils (62.1%). Excess manure application (56.6%) and manure moving downward through worm burrows (54.0%) and root channels (40.4%) into tile lines are problems. Most did not know they needed to inspect tile flow (33.6%), perform tillage with manure applications (39.3%), monitor tile lines (46.2%), or adjust manure application rates (46.7 %) to prevent liquid manure in subsurface drains. Respondents reported protecting the environment was a high priority. They considered soil moisture and soil types with liquid manure application and rated inspecting tiles lines high but injecting manure to prevent manure movement and the occurrence of discharges to tile lines rated low. Knowledge, adoption of best management practices, and attitudes were highly correlated. These survey results will influence future Ohio manure application educational programs.

FUNGICIDE PROGRAMS FOR SOYBEAN RUST IN MACON COUNTY, GEORGIA IN 2005

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A fungicide test was conducted in Macon County, Georgia to evaluate fungicides for control of Asian soybean rust. Eight treatments were replicated three times and arranged in a randomized block. The plots were 30 ft long and 4 rows wide. Treatments included: Folicur (4 fl oz/A), Stratego (8.0 fl oz/A), Headline (9.0 fl oz/A), Echo (24.0 fl oz/A), Laredo (6.0 fl oz/A), Headline SBR (7.8 fl oz/A), and Quadris (10.8 fl oz/A). Fungicides were applied twice beginning at bloom and then 2 weeks later. Leaf samples were collected three times during the season. Disease ratings were assessed for soybean rust and frog-eye leaf spot. Severity of rust was measured on a 1-5 scale, where 5.0 represented 60% or more of the leaf surface was affected. On 20 October 2005, severity of rust was significantly greater in the untreated control (5.0) than in plots that received fungicide applications. Severity of rust was significantly greater in plots treated with Echo (2.4) than in other treated plots. Yield data was collected.

NORTHERN OHIO SWEET CORN EVALUATION – 2005

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Sweet corn is one of the most commonly grown fresh market crops in Northwest Ohio. Having two general genotypes and a wide array of different varieties, it becomes difficult to choose what varieties to plant. The objectives of the Northern Ohio Sweet Corn Evaluation were (1) to test and evaluate *sh₂* and *se*, which includes the triple-sweet, sweet corn varieties under northern Ohio growing conditions for plant, ear characteristics, and yield, and (2) to provide taste test results from the general public for select varieties. Blind plant evaluations were performed at regular intervals during the growing seasons and at harvest. Eighteen *se* varieties and twenty-three varieties of *sh₂* were evaluated. Plots were established in a randomized complete block design with 4 replications per entry. Each rep was planted in 4 rows, harvesting only the middle two rows. Data collected included: seedling vigor, suckering, silk and harvest dates, snap rating, ear height, population, marketability, and 7 ear characteristics. Public taste evaluations were conducted on appearance (husk color, ear size, kernel color) and taste (tenderness, sweetness, flavor). Over 1,000 responses were tabulated on public taste evaluations from July to October 2005. For two taste evaluations, the lowest percentage of “Very Good” to “Excellent” was 64%. When combined with the farm markets for the same genotype, the percentage increases to 76%. Ratings for “Poor” quality were never higher than 7%.

Evaluations show that Ohio producers are doing an “Excellent” job growing sweet corn according to consumer evaluations.

THE ECONOMICS OF ORGANIC AND GRAZING DAIRY FARMS

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This project provides a solid procedure and mechanism that extension professionals can use to help their less common enterprises meet financial challenges. This can broaden the diversity of clientele in a county, state, and region.

Ten Land Grant Universities plus Ontario have standardized accounting rules and data collection procedures to gather, pool, summarize and analyze actual farm financial performance from many

sustainable, small farming systems which currently lack credible financial data that producers need for decision-making. Over 200 individual management intensive rotationally grazing (MIRG) dairy farms contributed data to this project in 2000 through 2005. This is the largest and most comprehensive set of data for grazing dairy farms on the continent, showing that the grazing dairy system is economically competitive. This project also has 54 farm years of organic dairy farm data.

The up-to-date conclusions of this USDA IFAFS grant sponsored project #00-52501-9708 can be accessed at <http://cdp.wisc.edu>.

The financial data in this project has been widely distributed to participating farmers, county extension agents, vocational-agricultural instructors, lenders and agricultural professionals both in and outside of the cooperating states. Additionally, the report has been provided to the county NRCS offices, Farm Service Agency farm loan officers and the Greenstone Farm Credit Services Branch Offices in Michigan and Wisconsin.

The procedures used here can be expanded beyond organic and grazing dairies, creating a new paradigm by which Land Grant Universities and other institutions use farm financial data to help farm families in all future enterprises.

SURVEYING THE LABOR AND MANAGEMENT NEEDS OF OHIO'S VINEYARD OPERATIONS

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The grape and wine industry is a rapidly growing sector of the Ohio's agricultural industry with 99 farms growing over 1,200 acres of juice, wine and table grapes. Ohio ranks 8th nationally for grape production harvesting a crop valued at over 3.4 million dollars each year. OSU Extension continues to expand its research and extension outreach program for this growing industry. In 2005, OSU Extension conducted a survey assessing the labor and management needs of the Ohio Grape Industry. The objectives of this study included determining the technical and soft (interpersonal) skills desired of potential employees. This study also assessed current labor needs, migrant

labor utilization, and the interest of operators in learning more about selected management topics. Ohio grape growers were mailed a survey in the fall of 2005 with 51 growers raising 765.80 acres responding (52% response rate). Data were analyzed examining the responses from all producers and then individually for juice and wine growers. Respondents indicated that pruning, hand harvesting and tying were the top areas in which vineyard labor was being hired. The top two technical skills in which they would like an employee to have knowledge of or training in before hiring were pruning and safe tractor operation. Respondents also indicated that the ability to work independently and having a positive attitude were the top two soft skills desired. The top two management skills desired for future Extension educational programs were strategies for retaining good employees and governmental labor regulations.

EVALUATION AND CHARACTERIZATION OF HERBICIDE RESISTANCE IN RYEGRASS CULTIVARS TO HOELON HERBICIDE

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Ryegrass is an important weed in small grains in northeast Texas. Herbicide resistance is increasing in ryegrass and is a major concern to producers. The objective of this study was to compare the response of selected ryegrass varieties to four rates of the herbicide Hoelon® 3EC in wheat. There was also an attempt to determine yield response of wheat to residual competition from surviving ryegrass. Two experiments were planted each season with the first year planting date on November 22, 2002 and the second year on October 29, 2003, respectively. The first experiment was a randomized complete block design with split plots. Three cultivars (Common Gulf, Marshall, and Ribeye) were considered the main plots and four rates of Hoelon® 3EC herbicide (0, 1 1/3, 2, and 2 2/3 pints/acre) was considered the subplots. The second experiment was a randomized complete block design containing 14 different ryegrass cultivars with Hoelon® 3EC applied at 1 1/3 pints/acre. Both experiments were

replicated six times. There was no difference in herbicide ratings of wheat yield observed in 2003. In 2004 experiment 1, the Marshall population had the lowest percentage control in both rating dates. In experiment 2, the Common Gulf population had the lowest percentage control. Differences in wheat yields were also observed in 2004.

YIELD AND NUTRITIONAL VALUES FOR TOP YIELDING RYEGRASS VARIETIES

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Ryegrass is an outstanding forage that rivals alfalfa in nutritional value. The ryegrass variety trial that was conducted in Decatur County, Georgia during the 2004-2005 season was a twofold project. Historically, ryegrass as a winter forage for beef cattle in Decatur County has been underutilized by many producers because of their unfamiliarity with its management and nutritional benefits. The variety trial also addressed a local dairy's interest in top yielding ryegrass varieties and their nutritional value of silage. A randomized complete block variety trial with four replications was designed to evaluate the top five high performing ryegrass varieties: Marshall, Rio, Jumbo, Prine, and Big Daddy. The nutritional parameters of each variety evaluated were yield, dry matter, ash, crude protein, NDF, fiber, ADF, and 24 hour In Situ DMD.

ASSESSMENT OF SEED TREATMENTS FOR MANAGEMENT OF NEMATODES IN GEORGIA

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Nematodes are an important problem for cotton growers in Georgia. In addition to crop rotation, growers use nematicides to reduce damage and increase yields. In this study three seed treatments, Avicta, N-Hibit, and an abamectin treatment from Bayer CropScience, have been assessed for efficacy and compared to standard nematicides. Trials were conducted in 2004 and 2005. Field sites were naturally infested with southern root-knot, reniform, or Columbia lance nematodes. Avicta was evaluated in 14 trials and the other two seed treatments were evaluated in four trials each. In each trial the populations of parasitic nematodes were measured multiple times during the season and yield from all nematicide treatments were compared. Despite assessing the seed treatments at multiple locations across the state, it was difficult to establish the efficacy of these products. In some trials Avicta performed as well as the target of 5.0 lb/A Temik 15G. Unfortunately, in many of these trials, the yields from plots treated with Avicta were not significantly different from plots treated only with the insecticide Cruiser. Because the Cruiser seed treatment is not active against nematodes, it is unclear how to interpret the results with regards to management of nematodes. This was also the case for the abamectin seed treatment from Bayer Crop Science. N-Hibit seed treatment, applied with Temik 15G at 5.0 lb/A, was only better than Temik 15G alone in one out of four trials in which it was assessed.

EVALUATION OF DEEP TILLAGE PRACTICES PRIOR TO NO-TILL CORN PLANTING IN EASTERN VIRGINIA

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Soil Compaction is a manageable factor that can limit corn yields in Eastern Virginia. Compaction occurs when soil particles are pressed together, reducing pore space between soil particles and pushing out the air normally located there. Tillage practices, equipment and animal traffic, and rainfall contribute to soil compaction. This condition is worsened by some of today's larger equipment and its' ability to till closer to wet areas. Grain producers, in order to maximize yields/minimize expenses, request the knowledge necessary to assist with deep tillage equipment purchase decisions. Use of deep tillage equipment breaks compaction without disturbing the soil surface, but use of the equipment requires added fuel/repair expenses. Eastern Virginia ANR Extension Agents examined the need for deep tillage prior to planting no-till corn. Cooperators were identified to do this research using cooperators' equipment, fields, and time. Pentrometers were used to find locations with potential compaction problems. USDA Soil Survey Maps were used to determine soil type at each research location. Corn yield response was calculated and replicated comparisons (deep tillage vs. non-deep tillage plots) were done to determine the benefits/non-benefits of deep tillage. Multi-year experiments and collected data shows that not all fields respond from this treatment and deep tillage must be prescribed on a field-by-field basis.

PREDICTING WHEAT STRAW YIELDS IN NORTHERN ILLINOIS

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Straw is an important component of wheat (*Triticum aestivum* L.) production. "What is the typical yield of wheat straw, and how can I predict straw yield?" are commonly asked questions by producers and agribusinesses in northern Illinois. To answer those questions, a study was conducted in 2004 and 2005 at the Northern Illinois Agronomy Research Center, Shabbona. We measured straw yield of six soft red winter wheat varieties (Cardinal, Growmark FS 634, Kaskaskia, Madison, Pioneer 25R47, and Roane) grown at the Center as part of the University of Illinois wheat grain variety trial. There were three replications in a randomized complete block design, and wheat was planted following soybean (*Glycine max*). Averaged across both years, straw yield was 2.6 tons (100% dry matter) per acre, grain yield was 82 bushels (13.5% moisture) per acre, there was 1.0 pound of straw per pound of grain, and the average plant height was 37 inches. Significant differences were found among varieties for these traits. A negative correlation ($r = -0.23$) existed between plant height and grain yield, while a positive correlation ($r = +0.30$) was found between grain yield and straw yield. A high, positive correlation ($r = +0.82$) existed between plant height and straw yield. Straw yield as a function of grain yield and plant height was described by the equation $SY (t/acre) = -2.223 + 0.09 * \text{height (in.)} + 0.018 * \text{grain yield (bu/acre)}$, $r^2 = 0.928$, indicating that, at least for high-yielding wheat, both grain yield and plant height are needed to predict straw yield accurately.

USING NO-TILL TO ESTABLISH LOTUS IN A SOUTHWESTERN OREGON GRASS PASTURE

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No-tillage pasture renovation allows introduction of desirable legume species into established grass pastures for improved forage production. This study was conducted to determine whether or not no-tillage without chemical preparation is a viable option for sub-irrigated pasture renovation in Coos County, Oregon. We seeded Big Trefoil (*Lotus uliginosus*, *Lotus major*

L.), a long-lived perennial legume that thrives in poorly drained soils, into a Reed Canarygrass (*Phalaris arundinacea* L.)/Colonial Bentgrass (*Agrostis tenuis* Sibth) dominated pasture and monitored its establishment for three years. Prior to seeding, the pastures were grazed then mowed to a height of 2-3 inches. Fertilizer was applied according to soil test results. Big Trefoil was seeded at approximately 2lbs/acre in the test plot using a no-till drill. No seed was applied to the control plot. Two 1200 foot transects were established in each plot (four total). We walked each transect yearly, stopping every 10 steps to identify species present in a 15.5 inch² sampling square. Transects were walked in 2002, immediately after seeding to establish a baseline, and then yearly in 2003-2005. In 2005, the results of the Fisher's Exact Test, analyzed as binary count data, indicated that the proportion of sites within the test plot transects containing Big Trefoil after treatment was greater than could be attributed to chance (normal approximation p-value = 0.01). However, results indicated only a 5.5% increase in Big Trefoil establishment. Future efforts should include either chemical preparation or more intensive pasture preparation to better enable successful establishment of the species desired.

THE ROLE OF YIELD-PRICE CORRELATION IN SETTING OPTIMAL N APPLICATION RATES FOR CORN PRODUCTION: APPLICATION TO OHIO AND IOWA FARMERS.

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In the past five years, natural gas prices have risen sharply. Natural gas is the source of nitrogen used to manufacture nitrogen fertilizers (Abram and Forster), therefore, these price increases have resulted in acutely higher fertilizer prices. Profit and environmental concerns have increased interest in identifying optimal nitrogen application rates. The modal approach for N rate estimation is to use yield data from plots or fields which have received various nitrogen application rates over multiple years. Based upon the empirical distribution of yields conditioned upon the application rate, an optimal application rate is determined for given input and output prices. This methodology ignores the

relationship between yields and prices. Since 1975, the correlation between deviations from county trend yield and state average prices for Kossuth County, Iowa is -0.40. If this correlation is ignored, the value of higher yields, and therefore higher N application rates, is overestimated. Further, this correlation between prices and yields varies based upon location, the analogous correlation figure for Darke County, Ohio is 0.10. Using N response distributions previously published in the literature (such as Nafzinger, et al.) a multivariate distribution of local yields and prices is estimated in which yields are conditioned on N application rates. Using these distributions, the gross revenue net of N cost is calculated for farmers in Darke County, Ohio and Kossuth County, Iowa. Preliminary results indicate that incorporation of these results leads to N application rates declining by 10 lbs/acre in Iowa, and increasing by 6 lbs/acre in Ohio.

COMMON MULLEIN CONTROL IN SOUTH-CENTRAL NEBRASKA

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Common mullein (*Verbascum thapsus* L.) is a biennial forb that produces a rosette the first year and a flowering stem the second. The plant is found throughout Nebraska primarily in road-side ditches, waste sites, and abused pastures. A combination of drought, overgrazing, and improper timing of control have resulted in increased incidence of mullein throughout Nebraska, particularly in south-central and western Nebraska. Trials were conducted in the Fall of 2004 and Spring of 2005 in two producers' pastures to determine the effect of eight fall and spring applied

treatments on mullein control. Fall treatments were applied October 18, 2004 and spring treatments were applied April 20, 2005. The treatments included Tordon 22K (16 oz/A), Grazon P+D (3 pt/A), Surmount (2 pt/A), Overdrive (6 oz/A), Overdrive (4 oz/A) + Cimarron (0.25 oz/A), Cimarron (0.3 oz/A), Cimarron (0.2 oz/A) + 2,4-D Ester (2 pt/A), and Clarity (0.5 pt/A) + 2,4-D Ester (2 pt/A). Each treatment solution contained 0.25% v/v NIS and 2% v/v AMS and was applied with a ground sprayer at 20 gallons/acre. Surviving mullein plants were counted in early June to determine percent control. Over 90% of common mullein was controlled by Tordon and Surmount applied in the fall. Control of common mullein exceeded 90% with all herbicide treatments applied in the spring.

UTILIZATION OF COTTON YIELD MONITORS FOR REPLICATED ON-FARM VARIETY DEMONSTRATIONS

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Variety demonstrations are a valuable companion to the University Variety Performance Trials for variety selection. However, conducting these demonstrations places time commitments on the participating producer at two of their most critical times, planting and harvest. Because of this constraint, most demonstrations are the last to be planted and are the last to be harvested. Even then, a well planned approach to plot layout to facilitate ease of planting while replicating varieties are critical. Harvest speed may be enhanced through the use of yield monitors. Yield monitors for cotton pickers are available from various aftermarket manufacturers as well as equipment manufactures. Currently, aftermarket yield monitors utilize optical sensing techniques to estimate seedcotton weight by monitoring light interception in air ducts. Microwave technology is utilized by the John Deere system. These methods are accurate once calibrated for a single variety. However, yield monitor data could likely over-estimate yields of some varieties and under-estimate yields of others. Yield monitor data in conjunction with actual weights can be used to increase speed at which these demonstrations may be harvested without sacrificing data quality. Harvesting multiple replications of a single variety may be accomplished by keeping track of the weights of individual replications with yield monitor data and applying the percentage of the total cotton

harvested toward the actual weight measured in the field.

USING THE FAMACHA® SYSTEM TO CONTROL INTERNAL PARASITES IN GRAZING LAMBS

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Gastro-intestinal parasites are the single greatest threat to the health and productivity of sheep and goats throughout most of the United States. FAMACHA® is a novel system that uses an eye anemia chart to assess *Haemonchus contortis* (barber pole worm) infection and the need for deworming individual sheep and goats. To demonstrate its use, 84 crossbred and purebred Katahdin lambs from a sire comparison study were rotationally grazed on 13 acres of pasture from June 10, 2005 until September 30, 2005. The lambs were handled every two weeks to determine FAMACHA® eye scores and body condition scores. They were weighed every four weeks to determine average daily gain (ADG). Lambs scoring 3, 4, or 5 on the FAMACHA® scale were dewormed with either levamisole or moxidectin. Lambs scoring 1 or 2 were not treated with an anthelmintic. During the 112-day grazing period, the 84 lambs required 111 anthelmintic treatments for an average of 1.25 treatments per lamb. The number of lambs treated every two weeks ranged from none on August 5 to 56 on July 11. Twenty-two lambs required no treatment during the grazing period. 34 lambs required only one treatment. Fourteen required two treatments. Only 12 required 3 or more treatments. FAMACHA® scores ranged from 1.6 to 3.10. Eye scores and frequency of deworming was affected by sire breed ($P < 0.001$). Average daily gain was 0.3 lbs. per day for the duration of the grazing period. The FAMACHA® system proved to be an effective tool for managing internal parasitism in grazing lambs and resulted in significantly fewer treatments than had the lambs been treated on a monthly basis, as is common in the industry.

A COMPARISON OF MANURE AND INORGANIC NITROGEN FERTILIZER AND THE RATE OF CORN PRODUCTION

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Is substitution of manure in corn production systems a viable replacement for inorganic nitrogen fertilizer? The objective of this study is to evaluate various application rates of inorganic nitrogen on fields treated with manure with respect to corn production. After this evaluation, the application of inorganic nitrogen fertilizer may be reduced without a reduction in corn production. Field test plots were established in 2003, 2004, and 2005 in Wood County, Ohio. Each plot received fall injection application of 7,000 gallons per acre of liquid dairy manure (total nitrogen content of 172.2 pounds per acre) each year. Randomized, replicated field plots had inorganic nitrogen fertilizer applied at three rates (0, 50 and 100 pounds per acre). Three years of multiple site sampling collected data on the following indicators: soil nitrate, soil ammonium, corn leaf tissue nitrogen, corn stalk nitrate, and corn grain yield. Corn yield data indicated that there is no statistical difference (F value .05) in corn production between the three application rates of inorganic nitrogen fertilizer. Three year corn production averages in bushels per acre were 178.7 for zero rate, 182.2 for 50 pound rate, and 183.8 for 100 pound rate. These differences are not statistically significant. Results indicate that 7,000 gallons per acre of liquid dairy manure was able to support maximum corn production without the need for additional inorganic nitrogen fertilizer.

YIELD, GRADE AND TOMATO SPOTTED WILT VIRUS INCIDENCE OF SIX PEANUT CULTIVARS WHEN PLANTED IN TWIN OR SINGLE ROW PATTERNS

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Research was conducted at the Troy Aldridge farm in Willacoochee, Georgia in 2005 comparing six peanut cultivars (*Arachis Hypogaea L.*) in twin and single row patterns to evaluate for yield, grade and tomato spotted wilt virus incidence. The cultivars, "Georgia Green", "AP-3", "Carver", "C-99R", "Georgia-01R" were planted in split plot design, with row patterns as main plots and cultivars as sub-plots. Each cultivar was planted at three seed per foot of row for twin row patterns and six seed per foot of row for single row patterns.

SUSTAINABLE LIVESTOCK PRODUCTION IN CUBA AND UGA EXTENSION DISTANCE DIAGNOSTICS SYSTEM

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Subsequent to invitation by Dr. Ed Kanemansu, UGA-CAES Global Programs Director, and Dr. Pepe Morales, Cuban National Institute of Animal Improvement, to UGA –Distance Diagnostics through Digital Imaging (DDDI) Consortium members with international sustainable agriculture and livestock production interest and experience in Central America (including the Caribbean region) to attend a second-ever, international sustainable livestock production conference, symposium and tour of the entire country: "SIGA 2004" -II Simposio Internacional sobre Ganaderia Agroecologica: Evento y Gira de Estudios "Agroecologia en Cuba de Oriente a Occidente." Over 20 foreign countries were represented from as far away as South Africa. Presentation will include information about unique small and large livestock production systems and applied research seen during week long tour-from "East to West" of Cuban farms, livestock research stations and rural villages. Discussion of marketing and sales (local, rural Cuban economy is based on barter currency and only has value for their own market) as well as current genetic research with dual purpose cattle and intense, rotational grazing with agro-forestry systems. During the scientific symposium, our UGA/CAES team made a DDDI presentation in Spanish, specifically showing how this easy- to- use and inexpensive system, pioneered by UGA Extension,

can be used with great “life saving” impact on plant and animal health & production, sanitation and waste management, and remote disease and insect identification and diagnosis, data base information sharing, and global agro-security through improved exchange of information and understanding.

CORN SILAGE VARIETAL EFFECT ON YIELD AND MILK PRODUCTION IN DAIRY COWS IN BROOKS COUNTY, GEORGIA

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Corn silage is a major crop that is utilized to feed 5,700 dairy cows in Brooks County Georgia which ranks second in the state for milk production. Variety trials are essential tools needed to assist agricultural producers and dairy producers in the selection of varieties that will give not only the highest tonnage per acre, but also the highest pounds of milk per acre. Fifteen varieties were planted in a randomized complete block design with three replications. Agricultural practices were consistent with UGA guidelines. Plots were harvested and weight separately. Samples were taken and analyzed for nutritional values and milk production. Yields ranged from 28.66 tons per acre to 14.58 tons per acre. Pounds of milk per acre ranged from 89,734 lbs to 45,256 lbs.

MANURE NITROGEN MINERALIZATION IN THE UPPER GREAT PLAINS

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Utilization of livestock manure as a nitrogen (N) source for crop production in ND is increasing. Manure utilization recommendations state 50-60% 1st year plant-availability of total N reported in a manure analysis. This recommendation has never been confirmed under Upper Great Plains growing

conditions. A corn-small grain-sunflower rotation field study, to be repeated over three years, was initiated to confirm this recommendation. Experimental design was a RCB with four replications. Six treatments were; C1 = urea at 80 lbs N/acre, C1.5 = urea at 120 lbs N/acre, M1 = manure at 80 lbs N/acre, M1.5 = manure at 120 lbs N/acre, C1P1.5 = urea at 80 lbs N/acre and commercial phosphorous (P) at the rate of P in M1.5 and Check = no fertilizer. The 80 lbs/acre base N treatment rate was calculated using 150 bushel corn needs after soybean and soil test N level credits. The 120 lbs/acre rate is 1.5x the base rate. Manure N rate was calculated using 60% of N reported in manure analysis. Corn plant firing scores were recorded over time, corn stalk nitrate tests were conducted at black layer and yield data was collected. Firing scores were similar for all treatments except the check, which had a higher firing score until corn maturity. Corn stalk nitrate tests were highest for treatment C1.5. Corn stalk nitrate tests for C1P1.5 and C1 were similar, M1 was similar to all treatments except C1.5, and M1.5 was similar to the check. Corn yield of the check was significantly lower than all fertilizer and manure treatments, which produced similar yields. The current recommendation of a 60% manure N mineralization rate is consistent with these results.

PASTURE RENOVATION WITH NO-TILL DRILLING NEW FORAGES AND ONE PASS SPRAYING

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A large percentage of open land in the northern areas of Pennsylvania is not well suited for row crop production due to land use limitations that include moderate to excessive slopes, shallow soils, variable drainage, and excessive stoniness. Many dairy and livestock producers in the region have adopted some

form of grazing to make good use of those acres. Discussions with farmers have identified several reasons why pasture renovation seldom occurs. This on farm research project was to compare various grass varieties that were no-till drilled into existing pastures along with a broadcast and band application of herbicide at the time of drilling. Seven farms in the five counties of Tioga, Bradford, Susquehanna, Columbia, and Union Counties were identified as having interest in participating in this study. A grant from the USDA Northeast SARE program was obtained to provide funding for the study. Four seed supply companies donated twenty lots of forage seed to be evaluated. The project will compare herbicide spray application and grass establishment and yield results in the effort to improve the existing pasture. The project started with soil testing and drilling in 03-04 and grass evaluation in 05-06. Early project results show that the banding of herbicide does not adequately reduce competition from existing vegetation; Ryegrass and Festuloliums grasses establish very quickly and tend to yield slightly more.

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BLUEBERRY PRODUCTION RAPIDLY INCREASING IN CLINCH COUNTY

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Clinch County is the second largest blueberry producing county in Georgia. The introduction of a new packing, receiving and shipping facility, along with low timber prices, good blueberry prices and available high production blueberry soils, have led to rapidly expanding blueberry plantings. The different levels of blueberry growers (new/beginning; experienced commercial growers) require different production education programs. Lanier/Clinch County Agent implemented a series of educational programs, one-on-one farm visits, on-farm demonstrations and field trials to provide these new and experienced growers with the necessary skills to establish successful blueberry production. These blueberry production programs were attended by 90% of new and experienced commercial growers. Planted acres of blueberries have increased from 932 in 2003 to 1885 in 2006. These additional plantings of blueberries have the potential to increase the farm gate value of blueberries in Clinch County from \$9,000,000 in 2005 to \$17,000,000 in 2009.

MANURE SIDE-DRESS NITROGEN CORN PLOTS

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Animal manure was used as a side-dress to provide the primary nitrogen source for corn on three producer plots in Ohio. These plots were located in Putnam, Seneca and Shelby Counties. Each of these plots had a minimum of two treatments and each treatment was replicated at least three times at each location. Liquid swine manure was applied on two of the three plots as the primary nitrogen source at side-dress using equipment readily available on the market. The third plot used liquid beef manure. Two toolbars, Yetter

Avenger and AerWay, were used behind 3,500 gallon liquid manure tankers. Anhydrous ammonia or UAN 28% N (Urea Ammonium Nitrate) were used as a comparison treatment, and replicated a minimum of three times at each location. The animal manure was applied at rates intended to match the nitrogen amounts each farmer used when traditionally side-dressing corn with purchased nitrogen. Pre-side-dress nitrogen testing (PSNT) was used to provide a base-line estimate of soil nitrogen availability. Leaf tissue samples for each treatment and each replication were also collected during the growing season. Corn yields ranged from 125 bu/A on the test plot impacted by drought to 172 bu/A on the highest yielding plot. There was no statistical yield difference in any of the three plots between using animal manure or purchased fertilizer as the side-dress nitrogen source.

EXTENSION PROGRAMS ADDRESSING ROOTWORM LARVAE INJURY TO FIRST YEAR CORN ROOTS IN NORTHERN ILLINOIS

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Western Corn Rootworm (WCR) adult beetles lay eggs at the base of corn plants from July through early September. Eggs hatch the following year and larvae survive by feeding on corn roots. To prevent significant yield loss caused by rootworm larvae feeding, many corn producers utilize a soil applied insecticide at planting when planting corn after corn. Corn planted after soybean was previously not thought to be at risk to WCR larvae feeding. In the early 1990's, a variant strain of the WCR was discovered to lay eggs in soybeans, putting first year corn at risk. By the late 1990's this variant WCR was firmly entrenched in east central Illinois. During 2001, the variant spread to northern Illinois which resulted in severely reduced yields in first year corn planted in 2002. From 2002 through early 2006, twenty-six Extension field days, seminars and workshops were delivered to growers in the expanding geographic area of the variant WCR. These programs, attended by more than 600 corn producers, focused on evaluating rootworm larvae injury, sharing insecticide product performance and using yellow sticky traps in soybeans to monitor egg

laying by rootworm adults. Seventy-six percent of post program evaluation respondents strongly agreed or agreed that as a result of attending the program they have a better understanding of the variant WCR problem in first year corn, and feel more confident in evaluating corn roots for rootworm larvae feeding. Sixty-one percent of the respondents strongly agreed or agreed that the program discussion focusing on insecticide product performance influenced their product selection.

DISEASES AND CONDITIONS OF VEGETABLES IN GEORGIA – A PICTORIAL DIRECTORY

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A picture is worth a thousand words and for years our producers, ag suppliers, insurance adjusters, and chemical company representatives have requested a field guide for the identification of various vegetable diseases and growth problems that could be used as they interact with clients on a daily basis. Correct and timely disease diagnosis is key to controlling various disease problems in commercial vegetables. The authors approached university administration about the possibility of compiling a pictorial directory entitled “Diseases and Conditions of Vegetables in Georgia” utilizing images that they compiled while using the Distance Diagnostics through Digital Imaging System. Through the collaborative effort of various agents and specialists, the authors have now produced this “for sale” publication which is being sold throughout Georgia as well as surrounding states. The authors took most of the images, compiled and edited the guide, collaborated with other agents and specialists from other states in the editing process, and worked with University of Ga. Extension communications department to produce the final draft. The publication was then let out for bids and a local printing company was selected. The publication is now available for order through the College of Agricultural and Environmental Sciences business office for \$20 per copy. The proceeds from the sale of this pictorial directory will be utilized by the authors in their extension programming. This publication is not only being bought by commercial

vegetable producers, but also by home gardeners and Master Gardeners.

EVALUATION OF THE IP VIDEO BROADCAST METHOD FOR THE EDUCATIONAL PROGRAM “SOYBEAN RUST - THE 2005 EXPERIENCE AND 2006 MANAGEMENT”

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Agronomists and plant pathologists presented an informational OSU Extension satellite program entitled, “Soybean Rust – The 2005 Experience and 2006 Management,” using IP video technology on a January 18, 2006 broadcast to eighteen locations around the state of Ohio. Audience participants were from agribusiness, farmers, consultants, certified crop advisors, input suppliers, and commodity group members. According to the North American Plant Disease Forecast Center, “Timely information on the occurrence of soybean rust and the future movement of inoculum (fungus spores) across the North American continent is important to soybean producers in managing this destructive and fast-moving plant disease epidemic.” Participants completed an on-site evaluation at the conclusion of the program to determine: 1) the use and convenience of IP video mediated communications technology; 2) cognitive transfer of learning regarding the agronomic information presented on soybean rust; 3) grower perceptions of total acreage and fungicide costs with a potential soybean rust infestation in Ohio, 4) proactive individual behavior based on preparedness for the migration of soybean rust to Ohio, and 5) audience perceptions of OSU Extension programming using IP video connectivity. The Ohio Soybean and Ohio Corn Growers Associations co-sponsored \$13,000 to offset production costs for the broadcast. Participant evaluations concluded that the broadcast was well done (4.16) and a cost effective method of presentation (4.11), and slightly agreed that the IP video method was preferred to a face-to-face Extension program (3.44) using a 5-point Likert scale. Extension Educators were also interviewed for lessons learned about the use of IP video technology.

HABITAT FOR HUMANITY HORTICULTURE PROGRAM

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An educational program was developed, on behalf of the Richland County, Ohio, Habitat for Humanity, to help improve the knowledge of new homeowners regarding landscape care. Concern over the appearance of some existing Habitat for Humanity homes has prompted interest in a new program for educating homeowners to better care for their property. Ohio State University faculty, staff and students have partnered with Habitat for Humanity to develop a new approach for teaching new homeowners basic knowledge of soil testing, why soil amendments are important, proper lawn seeding, how much and what type of mulch to use, proper selection of shrubs and trees, planting flower and vegetable gardens, good techniques for mowing a lawn, and general mower maintenance. As part of the required "sweat equity" hours, new homeowners must complete this training prior to home ownership. Class participants are presented with Ohio State University Extension fact sheets and other literature that pertains to landscaping and gardening. New owners learn how to select plants to fit their home's landscape. Ohio State University students and Master Gardeners can participate by volunteering in the educational program. Three families have participated in the first home landscape educational program in 2005, with five new families scheduled to complete the program in 2006. Families that have completed this training have a greater appreciation for maintaining the landscape surrounding their new home. This educational program can be used by Extension personnel in other states to help educate Habitat for Humanity homeowners about proper landscape maintenance.

EMBRYOLOGY AFTERSCHOOL

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Embryology Afterschool was a program designed to educate students about the incubation and

development of chicken eggs. The main objective was to teach the 25 students involved the process of development, nutritional information regarding chicken and egg consumption, and the responsibility to care for the incubator and the chicks after hatch. Twenty-five minority students were enrolled in a 4-H Afterschool program at a local minority church in the county. The students attend four days a week for three hours each day. There are two adults that run the program and they were main contributors to this program. We started the project on September 21, 2005 with a pretest and set the eggs. Throughout the three week program, daily activities were held. Hands-on activities such as unfertilized egg dissection, omlette preparation and cracking eggs open throughout the incubation process were held once or twice a week. Worksheets, internet activities, and discussion groups were held the remainder of the week. On October 12 a total of 37 chicks hatched and were cared for initially by the students. After learning how to care for them, they each were able to take one home with permission from their parents. A post test was taken and a 4% knowledge gain was achieved.

MANAGING THE MODERN AGRICULTURAL AND SMALL BUSINESS UTILIZING QUICKBOOKS PRO® 2005 TO MAINTAIN ACCURATE AND COMPLETE RECORDS

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Effective management of any operation today requires that records be kept so managers can make informed decisions affecting the profitability of their farms or businesses. Comprehensive records are essential for analyzing the current financial stability of a business as well as assessing the effect of future changes to the operation. An instructional manual was updated for the purpose of educating clientele on utilizing QuickBooks to effectively detail the financial situation of the operation. A series of seven, two-day QuickBooks® Pro courses were taught in conjunction with fifteen counties located in the Eastern and Central Regions of Tennessee with a total of fifty-six participants in February and March of 2006. The target audiences for this program were agricultural producers and small businesses. Evaluation results indicated changes in knowledge, skills/abilities, and attitudes with regard to using QuickBooks of 4.48, 4.32, and 4.52 respectively

on a scale of 1-5, with 1 representing no change and 5 representing improved. Ninety-six percent of participants felt the course gave them new information with regard to operating a business using QuickBooks. Following the series of workshops, participants expressed interest in future advanced sessions. Evaluation results will be used to develop programs with regard to computerized recordkeeping and basic bookkeeping practices.

IMPROVING ENVIRONMENTAL AND ECONOMIC SUSTAINABILITY OF DAIRY FARMS THROUGH PRECISION FEED MANAGEMENT

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Nutrient accumulations on dairy farms have been identified as a major non point source of nutrient pollution in many US water bodies. Research has shown that the largest source of nutrients coming onto dairy farms is purchased feed. A team of Cornell University Cooperative Extension specialists in Delaware County, in collaboration with faculty from Cornell University and USDA Agricultural Research Service Northeast Pasture Lab are developing and implementing a unique program to manage nutrients (nitrogen and phosphorus) and improve profitability on dairy farms through precision feed management. This program engages farms in precision feed planning in a team approach, with extension specialists working with farmers and their feed advisors to improve forage production, increase utilization of homegrown forages in cattle diets, and more precisely balance these diets. Monitoring of cattle diets, whole farm mass nutrient balance, and farm financial performance is performed to quantify and document changes in manure nutrient excretions, purchased feed nutrient imports, farm nutrient accumulations, and profitability on the farms as a result of program efforts. On farm feed planning efforts are supported by field research and education that provides farmers and the local feed industry with skills and technology to implement precision feed management. Results in this ongoing program include an average 40% reduction in farm phosphorus accumulations and reductions in manure phosphorus and nitrogen excretions of 14 and 52 lbs/cow/yr respectively. Other impacts include increased milk

production, reduced feed costs, improved animal health, and adoption of advanced precision feeding cattle nutrition software by the local feed industry.

REDUCING WINTER FEEDING COSTS WITH STOCKPILED BERMUDA GRASS

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Winter feeding costs can account for up to 60% of the annual production costs of beef cattle. Stockpiled Bermuda grass will retain the majority of its nutritive value for six to eight weeks after frost. With high costs of fuel, hay harvesting costs have increased dramatically. By leaving the last cutting of hay in the field, producers can avoid the cost of harvesting and utilize the forage with intensive grazing. Stockpiled Bermuda demonstrations were conducted in 2004 and 2005. The last cutting of Bermuda grass hay was harvested in early August, fertilized in mid August, and allowed to grow until frost. Forage clippings were taken in a grid to determine a forage yield. The forage was intensively strip grazed. With strip grazing, forage utilization was increased. Forage quality was monitored from mid October, until the forage was grazed out. Forage quality was not reduced below the nutrient requirements of the cattle utilizing the forage. The cattle were body condition scored at the beginning and end of the grazing period. Body condition scores did not change significantly during grazing period and actually increased in some trials. Hay feeding was delayed by a minimum of 50 days in each trial. Stockpiled Bermuda allowed producers to reduce winter feeding costs. Twenty-five producers in Yell County have adopted the practice of stockpiling Bermuda grass.

EVOLUTION OF A LOCAL FOOD SYSTEM IN KNOX COUNTY, OHIO

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Over the past decade there has been a steady increase in the interest, demand and supply of locally produced foods. The 1998 Knox county Comprehensive Plan identified the need for creating a local food system that connected producers to consumers which included a local Farmers Market, a guide to local foods and institutional use of locally grown foods. The Knox County Extension Office began working cooperatively with the Rural Life Center at Kenyon College to address these needs. In 2000 a guide to locally grown produce, *Home Grown*, was published and distributed across the region and at the same time a Farmers Market was formally organized. Since these initial actions a five fold increase in local farmers involved in local food marketing has been documented. In addition, the educators have collaborated to facilitate incorporating local foods on the menus at Kenyon College and to work with a local food initiative to foster entrepreneurial skills through the construction of a local food kitchen. Many of the operations that participate in these outlets are expanding their direct marketing opportunities and evolving into more sustainable enterprises.

4-H COSTS, VALUE, AND COST RECOVERY OPTIONS

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In an effort to better measure Vermont 4-H parents' perception of the value of 4-H club membership to their children and their willingness to pay for services, University of Vermont Extension conducted a survey in March 2005. The survey was mailed out to parents of 4-H club members selected randomly but proportionally by region from the state 4-H club member mailing list. A response rate of 35% was achieved. The survey results showed that parents valued the 4-H club program very highly for their children. Parents were most apt to report that the positive impact of 4-H on their children's self-confidence, and new skills and knowledge gained were what they valued most from 4-H club membership. Forty percent of respondents knew of Extension's financial troubles (layoffs and budget shortfalls). Regardless, perception of high value and knowledge of financial duress did not translate into

the desire of respondents to pay a membership fee for their children to belong to a 4-H club. Elasticity of demand was found to be quite high. For instance, an increase in fee from \$0 to \$10 per child per year was forecast to reduce membership 13%, while an increase from \$10 to \$20 would result in an additional 40%. In the summer of 2005 UVM Extension chose to increase revenues by ways other than levying a state-wide fee for 4-H club members.

PLANNING THE FUTURE OF YOUR FARM – FARM BUSINESS SUCCESSION WORKSHOP SERIES

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The Planning the Future of Your Farm Workshop Series was developed based on citizen needs identified in the 2004 situation analysis and agriculture census conducted by VCE and USDA respectively. Currently the average age of Virginia farmers is 57 years, from 2000 to 2020 over 70% of the farmland in Virginia will change ownership, and most farms have incomplete or nonexistent farm business succession plans. A curriculum was developed and presented in five sessions to address intra-family communication, retirement budgeting and planning, tax issues related to farm assets, powers of attorney, advance medical directives, use of insurance tools, wills, and conservation easements. One hundred four farmland owners representing fifty-four farms participated in the first two series offered at four locations. Over 90% of the participants rated all of the sessions either "Excellent" or "Good". Some of the written comments included: 'This has been terrific, I would be paying a lot of money for education from a lawyer' 'This was an amazingly well organized and prepared workshop. Timely and comprehensive' 'Thought provoking!' 'I look forward to participating in the follow-ups' 'Thank you so much for having these five weeks of instruction. You have launched us on our farm transition endeavor, we have learned a lot. We look forward to coming back this summer!'. Plans for follow-up sessions for Series graduates are underway. The Planning the Future of

Your Farm Series has already helped Fifty - four farms develop sound farm transition plans.

REACHING BEYOND THE CHOIR TO UNDERSERVED PRIVATE FOREST LANDOWNERS WITH ONE-STOP-SHOP CONFERENCES

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Forests are Virginia's primary land cover. Because 68% of the Commonwealth's forests are privately owned, private forest landowners (PFLs) are an important link to meet the Commonwealth's goal that "Virginia's natural resources will be enhanced." Regionally, "private forestland stewardship" emerged as a priority issue in the Northern District Forestry & Natural Resources Situation Analysis. Extension's Northern District holds 2.4 million acres of these woodlands. Traditionally, PFLs have been a difficult audience to reach because of their sheer numbers and short ownership tenure. To attract this underserved audience the "Landowners Woods & Wildlife Conference" was born. The general objective is to provide a one-stop/first-stop shop to individuals and families for educational information about how to care for (i.e. sustainably manage) their land. Since the pilot offering in 2002 the program has reached 543 individual participants, of which approximately 2/3 have been first time attendees to a natural resources related event. Post-conference evaluations reveal these attendees, who represent an average of 9500 acres annually, leave the conference with new intentions. Post-conference evaluations show that at least 80% of the participants identify one specific action they plan to take in the next six months. In a one-year follow-up survey of the pilot offering, 89% indicated they had, as a result of this program, implemented a management practice on their land. Clever and extensive marketing of this program continues to bring new clients to extension and partnering organizations where they can continue their knowledge gain and implementation of sustainable practices.

MIDWEST WOMEN IN AGRICULTURE CONFERENCE

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The Midwest Women in Agriculture conference was designed to meet the needs of women in agriculture by addressing the personal, family, and farm issues that affect their lives, their families, and their farm businesses. Women play major roles in making their family farms profitable and ensuring the emotional well-being of their farm families. To assist women with these needs, a team of Purdue Extension educators has sponsored this conference annually since 2002. The conference has empowered over 450 women and men from six states over the past three years, giving them the tools they need to make decisions about their family farms. Success of a one day conference merited an expansion to a two day event in 2003, 2004, and 2005. In 2006 the conference was expanded to 2 locations. Topics at the conferences addressed such issues as: stress reduction, differences between men and women, agricultural products marketing, financial planning for later life, farming without a spouse, rural-urban relations, diversified agriculture, insurance, landscaping, tax tips, passing on the family farm, conflict management, working with a farm lender, the future of agriculture and small-scale agriculture enterprise development among other topics. Women reported by attending the conference they increased confidence, morale, motivation, and support from others dealing with similar issues. The conference has also helped women to define their role in making the farm profitable and to build a network of support.

ON-FARM TESTING TO ADOPT NO-TILL FALLOW WINTER WHEAT PRODUCTION IN THE DRYLAND CROPPING REGION OF EASTERN WASHINGTON

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WSU Lincoln-Adams Extension on-farm testing helps improve farm profitability in a manner that reduces erosion and improves air quality. Winter wheat (*Triticum aestivum* L.) production on tillage based summer fallow systems has been a standard practice in the dryland cropping region (14 inches precipitation annually) of eastern Washington for generations. This has been profitable; but it comes at a cost, including soil loss through wind and water erosion. Producers have examined alternative methods including no-till systems for increasing profitability and reducing soil erosion. An on-farm test was established in 2003 examining WW established under three treatments; 'conventional' tillage fallow system, 'no-till early', or seeded at the same time as the conventional treatment, and 'no-till late', or planting was delayed one month. Conventional tillage fallow methods include a chisel sweep and cultiweeding for weed control. No-till fallow methods include chemical applications for weed control. The test is a RCBD with 5-replication. Plots are one acre in size, and seeded, maintained, and harvested by the producer. No difference in soil moisture has been detected between treatments. Grain yield differences were not detected between conventional and no-till early treatments averaging 79-bu/acre, but the no-till late treatment reduced yield 19%. Economic return above variable costs were greater with the no-till early and conventional treatments averaging \$143 and \$137/acre respectively, compared to only \$104/acre with the no-till late treatment. Overall larger agronomic and economic differences were detected between the two no-till treatments, and little differences were detected between conventional and no-till early treatments.

SMALL FARM BEEKEEPING WORKSHOP

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Small farming operations are increasingly becoming the primary clients for Agricultural Extension Educators. Beekeeping is a great enterprise for small farms. However, it is somewhat of a lost art. In order for small farms to take advantage of Beekeeping they must first be trained in the basics of this enterprise. Extension Educators from Bannock and Caribou Counties developed and presented a three hour hands on workshop covering the main aspects of beekeeping, product development, and marketing. Farmers were taught how to set up a beekeeping enterprise. They also learned hive management, disease control, and honey extraction techniques. The lectures also covered how to increase profits from the sale of honey, wax, and pollen products. Marketing techniques and selling bee products in farmers markets rounded out this session. All lesson plans, learning materials, class notes, and power point presentations were formatted and placed on the county web site. Thirty-five farmers attended the workshop held in Pocatello and eighteen attended the workshop held in Soda Springs. All students who attended the workshops took a test to evaluate their knowledge (on a scale of 1 to 10) of specific beekeeping skills before and after the educational program. Students expressed the most enthusiasm for the sections of the workshop dealing with lotion and soap making. Program outcomes were also evaluated by administering a follow up survey seven months after the program. The survey was developed to measure changes in behavior specifically tied to the different sections of the workshop.

METHODS FOR ESTABLISHING FAIR PASTURE RENTAL LEASES

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A fact sheet was developed to demonstrate different methods to calculate pasture rent based on multiple variables. Pasture rental prices are influenced by uses of land and should be competitive with its alternative use. The reader is asked to also consider livestock facilities, pasture quality, and availability of water to

determine pasture rental rate. Division of responsibilities between landowner and renter need to be considered in determining price. Livestock management variables include checking livestock, providing fly control, salt and minerals, checking water supply, etc. Land related activities such as repairing fence, weed and brush control, fertilizing and reseeding can be negotiable. The landowner should cover real estate taxes, cost of fence repairs, and interest on investment. Several formulas are demonstrated for determining pasture rental rates by four different methods. Examples utilizing an animal unit per month basis give the reader a table to calculate animal units and utilize comparable hay prices and estimates of forage quality. The second method simply provides per acre estimates based on regional land values, rental rates, and market value return on investment. The county Soil Survey is utilized in the third method to utilize yield and land capabilities to calculate a pasture charge and stock density. The final method starts with a monthly grazing charge per head and shows the reader how to equate this value based on gain to determine the value of production such as in a stocker beef or dairy replacement enterprise. The reader can create their own lease from samples provided.

GARDENS TO PROTECT GROUNDWATER

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Thirty-one Master Gardeners participated in a four session Storm Water Management Course. The sessions focused on NJ water regulations, design and implementation of storm water best management practices for residences, and rain garden design and maintenance. In return for the training, Master Gardeners planted five rain gardens at community sites in cooperation with the Rahway River Association. The purpose of these demonstration gardens is to collect rainwater runoff from rooftops and impervious surfaces, such as parking lots, and channel it into the gardens. The gardens are planted with NJ native plant species selected for tolerance of wet conditions. The natives

help filter out pollutants from roofs and pavement, thus protecting groundwater. The gardens will treat and recharge runoff from approximately 17,000 square feet of impervious surface. The gardens treated 280,000 gallons of water from September 2005 through mid March 2006.

MASTER GARDENER GROWS INTO A COMMERCIAL SUCCESS

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The Master Gardener program in Bradley County serves a vital role in the consumers' horticulture area of Southeast Tennessee. During the past 10 years, more than 300 residents have graduated through the program. As a result of her participation in the program, a graduate from neighboring Polk County who was already in the agricultural economy as a poultry producer, converted her farming operation to an alternative agricultural field. Their poultry houses were several years old and in need of major renovation. Rather than spend in excess of \$100,000 for new equipment, she and her husband decided to remove the roofs of the poultry houses, cover them with plastic and enter the "green" industry. Today, Melissa and her family operate two retail greenhouse and nursery operations in Polk and Bradley counties. It is estimated that less than \$10,000 was needed to convert the poultry operation to greenhouses. During the past three years, net income has grown to exceed the old operation by \$25,000 per year. As the area becomes more urban, potential growth in this industry is very great. The relaxed time during the non-peak season is listed by the family as a major asset as compared to the daily demand of the poultry operation.

DEVELOPING EXTENSION RESOURCES FOR GIANT HOGWEED—OHIO'S NEWEST NOXIOUS WEED

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The discovery of a large population of *Heracleum mantegazzianum*, better known as giant hogweed, in Ashtabula County, Ohio in the summer of 2005 led to an explosion of questions on this plant to OSU Extension offices. Giant hogweed has been recorded in eleven states and is included on the federal noxious weed list due to its potential human health hazard. Because of its enormous size and eye catching giant white flowers, it is attractive to unsuspecting folks unaware of its potential hazard. Furocoumarins in giant hogweed's sap can cause skin to be highly sensitive to ultraviolet light causing severe blistering often with permanent scarring. Contact with the eyes can also cause temporary or permanent blindness. The primary objective of this educational program was to develop Extension resources aimed at increasing the public's awareness of this beautiful yet caustic plant. Education curriculum was developed in consultation with researchers in Europe. Resources developed included an in-depth circular which was published in the 2005 OSU Ornamental Horticulture Circular and a power-point presentation made available upon request by Extension Educators and industry personnel. Additionally, an educational fact-sheet was written for distribution to the general public through OSU Extension offices and the Ohioline web site. An additional web site was developed as part of the Ashtabula County Extension office for information on giant hogweed. This web site has received over 9,656 hits since August, 2005. Working together, OSU Extension was able to develop resources to help educate the public on Ohio's newest noxious weed.

EXTENSION PROGRAMMING SUPPORTING FAMILY-OWNED NON-TIMBER FOREST PRODUCT ENTERPRISES

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The Ohio maple syrup industry, ranked as the fourth largest U.S. producer, provides \$5 million of the \$100 million a year non-timber forest products contribution to the State's annual economy. The industry, comprised primarily of small family-owned operations, has been served by The Ohio State University Extension system

for over 90 years, teaching on the latest research based information. A survey to evaluate the effectiveness of Ohio State University Extension educational programming was administered to all participants attending the 2004 Ohio Maple Days workshops. The primary aim of this work was to elucidate the association among sugarbush and sugarhouse improvements undertaken due to the influence of Ohio State University Extension programming. A total of 190 or 65% of all attendees participated in the research to evaluate Extension maple programming. The majority, (82%) indicating they relied primarily on Ohio State University Extension to stay current on sugarbush and sugarhouse management issues. Most survey respondents indicated that after attending past maple syrup workshops they implemented changes that were relatively simple and inexpensive; however, most indicated they are interested in learning more about technologies that increase production and maple syrup quality. Four of the top five resources indicated as utilized for the latest maple production information are Ohio State University Extension programming including: the Ohio Maple Days workshops; the Extension Maple Specialists themselves; the Ohio Maple News Newsletter; and the North American Maple Syrup Producers Manual. The data from this research has indicated that the attendees are implementing practices learned from Extension programming efforts.

“GREENER PASTURES: SACRIFICE A LITTLE TO SAVE A LOT”

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What began as a project to address an issue at the UVM Farm (safety, mud, and water quality), resulted in a resource for clientele to utilize for their high traffic area needs. Most livestock operations have mud and compacted ground issues in some areas of their pastures/paddocks. Smaller operations tend to be overwhelmed with tackling these, and may ignore the issue, resigned to doing nothing. Greener Pastures was created with this audience in mind, to demonstrate techniques that were useful for anyone. Also, due to the difficulties of finding publications that go beyond concepts, we chose to include the problem, thought processes, pictures, and prices; so that readers know the reasons for our choices. We also used this opportunity to educate the audience on state regulations (VT Accepted Agricultural Practices).

The publication was first presented at the Northeast Grazing Consortium (NH, 2/06), and feedback indicated that these methods were very translatable (e.g. walkways, travel alleys, and cattle pens). Since then, the NH Natural Resource Conservation District purchased 250 copies for their state and Michigan State University purchased 100 for the equine extension programs. Although it just came out in February 2006, over 600 copies have already been distributed. The author initiated the project, acquired funding from two sources, was responsible for written content (80%), photos and graphics (96%), and original design/layout.

POULTRY NUTRIENT MANAGEMENT PLANS IN SOUTHWEST GEORGIA

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Poultry contributes \$13+ billion to Georgia's economy, with nearly \$5 billion in direct farm gate value. In 2004, Sanderson Farms began operation in southwest Georgia. Many of the potential growers are not farmers or are not familiar with the concept of nutrient management but are required to have and implement a nutrient management plan. Nutrient management combines proper soil and litter sampling and analysis with developing a nutrient budget to match crop needs with available nutrients. This prevents the overapplication of nutrients, which can be detrimental to the environment. Nutrient management plans also involve instruction and identification of proper storage, handling, and application techniques of poultry litter in addition to proper recordkeeping. Between August 2004 and August 2005, 55 nutrient management plans were completed for 402 houses and 58,054,250 birds in Brooks, Colquitt, Mitchell, Thomas, and Worth Counties, accounting for nearly 80,000 tons of litter and an added economic value of nearly \$3 million. In addition, two grower continuing education meetings were held with 68 current growers for an existing integrator detailing new regulations and requirements for nutrient management plans.

WINTER WEED CONTROL AND BERMUDAGRASS HAY QUALITY

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Winter broadleaf and grass weeds are a problem for many high quality bermudagrass (*Cynodon dactylon*) producers that farm in Arkansas. Producers apply broadleaf herbicides in the spring, but most fields are infested with cheat (*Bromus secalinus*), little barley (*Hordeum pusillum*), and Carolina foxtail (*Alopecurus carolinianus*) which reduce forage quality, delay harvest maturity, and reduce the visual quality of the hay.

Based on 3 years of demonstrations, Johnson county hay producers are utilizing a relatively inexpensive and simple management practice to substantially improve hay quality in bermudagrass pastures. A single application of glyphosate, applied at 1 quart per acre in late February or early March resulted in 95 – 100% control of winter grasses and broadleaf weeds. Forage samples from the demonstrations have shown that the glyphosate application improved crude protein from 12.8% to 16.5% and total digestive nutrients (TDN) improved from 56.7% to 64.4%.

Interest in this management practice was the result of six weed control demonstrations, newsletters, and presentations that were conducted at production meetings. Over two thousand acres of bermudagrass were treated with glyphosate in 2005.

In addition to controlling winter weeds to improve the hay quality, bermudagrass is more competitive in May and June due to the lack of shading that occurs when weeds are present.

MAKING SMALL FARMS A REALITY THROUGH THE SOUTHERN OHIO NEW AND SMALL FARM COLLEGE

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Increased clientele requests from new and small farm owners indicated a need for a comprehensive farm ownership and management program. The “Southern Ohio New and Small Farm College” was established in 2005 for landowners wanting to make the most of living on a small farm. The college was held at two locations in 2005 and three locations in 2006. Over 150 individuals from 27 counties have participated in the eight-week program. Class topics included: Getting Started in the Planning Process, Sources of Assistance, Agricultural Legal Issues, Inventory of Natural Resources, Financial and Production Record Keeping, Crops and Horticulture, Animal Production, and Marketing.

The course included a single day tour of successful alternative agricultural enterprises within the southern Ohio region. The clientele of the New and Small Farm College reported an average farm size of 64.12 acres with an average length of ownership of 6.67 years. According to a pre-program survey, only 32.2 percent had previously attended an Extension educational program. Participants were made aware of available resources through instructors representing OSU Extension, government agencies, elected officials, and private industry. Post-program surveys indicated 67 percent of the participants developed a plan or changed their existing plans for use of their property after attending the New and Small Farm College. Participants evaluated the overall program 8.94 out of a 10.0 scale, with 99.05 percent stating they would recommend this program to other small farmland owners.

SURVEY OF DAIRY FARM PRACTICES RELATED TO JOHNE’S DISEASE

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At nine statewide MSU Dairy Meetings in the winter of 2006, dairy producers were surveyed regarding their practices related to Johne’s Disease testing and management. While much progress has been made in producer education about Johne’s Disease transmission and control, and more producers have initiated programs, the survey shows that much work needs to be done. Over 150 surveys were completed by producers who came to the Animal Health meeting. Over half of the participants reported that Johne’s Disease has not been diagnosed on their farm within the past five years, while local veterinarians on the program estimated that greater than 90% of herds they deal with have the disease. Even among this group sizeable minorities continue to use practices that facilitate the spread of the bacteria that causes the disease. This poster provides data on questions such as the use of pooled waste milk to feed calves, feeding of feed refusals from cows to heifers and calving pen information. It also reports where producers go for information on the disease. The results of this survey provide a new baseline of information and a group for which follow-up is possible to track the changes in practices over time.

“TILLING THE SOIL OF OPPORTUNITY” FOR AGRICULTURAL AND NATURAL RESOURCE-BASED ENTERPRISES IN RURAL IDAHO

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The Clearwater Basin area of north-central Idaho historically experiences higher unemployment rates than the rest of Idaho. Clearwater County has one of the highest unemployment rates in Idaho (10.1%), and Idaho County (7.6%) is higher than the state average of 4.7% (2004, Bureau of Labor). These counties have also experienced low population growth rates or even decline as families move from the area in search of jobs. Citizens in the region, many from natural resource-dependant industries such as logging and farming, desire self-employment opportunities to supplement low incomes or replace lost incomes.

“Tilling the Soil of Opportunity” is a NxLevel course that teaches entrepreneurial skills for those interested in agriculture related business. Included in the course of study are strategic planning, market research, marketing, risk management, financial management, budgeting, cash management, and evaluation/adaptation of the business to position itself for the future. After three years, 80% of participants have completed business plans. The business plans were overall quite complete and of good quality. Over half of the business plans written describe businesses and/or business strategies implemented and in operation 10 months after the course completion. Participants completed evaluation of the class at its conclusion. Participants rated the overall value of the course at 4.3 (1 = not satisfied to 5 = very satisfied). Instructor performance in six categories (teaching, learning environment, supportiveness, knowledge, accessibility, and overall) averaged 4.7 rated by participants on the same scale as above.

WORKING WITH FARMERS . . . WORKING WITH EACH OTHER

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A state-wide Extension educational program in cooperative development was recently initiated in Tennessee. This program provided information and technical assistance to farmer groups who were considering developing cooperative arrangements with each other to accomplish together what could not be achieved alone. New educational materials were developed and farmers and community leaders participated in various workshops, strategy sessions and meetings. Partners from three agencies and organizations collaborated in the initiative and more than \$64,000 of external funding support was leveraged. Results of the project exceeded benchmark objectives with a total of thirteen outreach and training sessions provided to an audience totaling 336 participants. Additionally, a total of six strategy sessions were conducted with five different producer groups consisting of some 53 farmers. Three new Extension publications were developed, four departmental fact sheets were released, six news releases were developed and a video titled “Agriculture’s Future: The Tennessee Processing Cooperative Law” was produced. Also, 19 farmers and agriculture leaders

received training and experienced processing cooperatives first-hand through a three-day, out-of-state educational tour of processing-type cooperatives. Printed educational resources have been distributed to more than 300 contacts. Future impacts are expected as printed educational resources specific to the Tennessee processing cooperative law are now available for use by farmers and investors considering value-added processing cooperatives and a 15-minute video featuring information about the new processing cooperative law is available for use with groups or individuals.

THE OCAMM PROGRAM: OHIO COMPOSTING AND MANURE MANAGEMENT

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Ohio’s livestock and poultry industry accounts for \$8 billion of the state’s economy and provides 47,000 jobs. Recognizing that concerns about the environmental impacts of manure threaten the long-term viability of livestock industry, the Ohio Composting and Manure Management (OCAMM) program was initiated in 1999 to support research and provide opportunities for outreach. OCAMM provides funds to evaluate manure nutrient and application concerns, secured external funding to study optimization of manure composting, emissions from livestock and composting facilities, manure handling for sand bedded dairies and other related topics. The OCAMM Seminar Series provides stakeholders an opportunity to participate in discussions of applied and research oriented manure management topics presented by faculty from OSU, other institutions, and stakeholders. The 69 seminars presented via video-link to 3 sites have covered a range of topics, including alternative technologies, best management practices, nutrient balance, utilization, air quality, regulatory issues, and neighbor relations. OCAMM has

organized tours of livestock and composting facilities giving a total of 190 participants a first-hand view of effective manure management and composting practices. The Manure Science Review had provided 16 days of programming to over 2,000 stakeholders since 2001. The Ohio Compost Operator Education Course, offered since 2001, has educated 210 participants in a growing industry that kept over 790,000 tons of organics out of Ohio's landfills in 2004. OCAMM uses electronic media to keep a network of over 350 stakeholders apprised of manure management related news.

AGRICULTURAL WATER USE CERTIFICATION AND REGISTRATION PROGRAMS IN NEW JERSEY

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In the State of New Jersey farmers must certify or register their agricultural water use with the New Jersey Department of Environmental Protection (NJDEP). The forms are initially processed through Agricultural Agents in the counties who work with individual farmers to calculate needed amounts of water to produce crops to include on applications for permitted use. Additionally, agents interpret regulations and assist farmers with multiple applications and reporting forms required for this legislated program. Registration permits are obtained if the farmer does not pump in excess of 70 gallons per minute from water sources and uses less than 3.1 million gallons of water per month. If water use is in excess of these amounts then the farmer must apply for a water certification permit. Once approved, a certification or registration is renewed with the NJDEP every 5 years. Agricultural Agents work directly with farmers to obtain renewals of these permits. The certification permit also requires submitting an annual water use report by February 28 each year to the County Agricultural Agent. Both certification and registration permits require the farmer to record a daily log of water use from permitted sources. Agricultural Agents educate farmers on how to accurately record water use and how to properly report and complete NJDEP required forms and applications.

DEVELOPING AN OZARK GREEN THUMB

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Gardening ranks as the number one hobby in the United States, and in Arkansas. The Baxter County Cooperative Extension Service and the Baxter County Master Gardeners are there to offer an educational opportunity for area residents to learn about gardening in northcentral Arkansas.

The objective of starting the garden seminar was two fold. One was that Baxter County is a retirement community with many people living here that are not familiar with gardening in this part of the United States. The other reason was that the Master Gardener program is to assist the Cooperative Extension Service in providing community education opportunities and increase the availability of horticultural information through horticultural projects.

Each year since 1995, the Baxter County Cooperative Extension Service and the Baxter County Master Gardeners have presented a day-long gardening seminar titled "Developing an Ozark Green Thumb." The seminar is an educational opportunity for people interested in learning to garden in the Ozarks by providing information on specific plant choices, site selection, soil preparation, planting techniques, and growing tips.

LEADERSHIP DEVELOPMENT- BRINGING RURAL COMMUNITIES TOGETHER

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An adult leadership program had never been in existence in Grundy County until September 2001. Grundy County Tennessee, located 80 miles Southeast of Nashville and 50 miles Northeast of Chattanooga, has eight (8) rural towns, each with one elected mayor. The structure of each town is similar but each has a unique personality. County leaders and advisory groups recognized the need for rural communities pulling together to improve growth and the future of Grundy County. An adult leadership program is also a requirement of the "Governor's Three-Star Communities" Community Development Program. The target audience of the Adult Leadership Grundy Program is Grundy County adult citizens. Major efforts

are made to select a diverse, county wide audience. Leadership Grundy participants are interested in the improvement of the area, and assume active roles in projects that will provide positive growth for all communities. The objective of the Adult Leadership Grundy Program is to identify, educate, and motivate participants to develop their leadership skills to improve the quality of life and enhance the future of Grundy County. Twenty (21) participants graduated from Leadership Grundy in 2005, and seventy-nine (79) participants have graduated from the program since its inception four years ago. Results of the Leadership Grundy 2005 program indicate graduates have made an impact on the social and economic conditions of Grundy County.

YOUTH LIVESTOCK SKILL-A-THON DEVELOPS SKILLS

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4-H youth development programs create opportunities for youth to develop life skills, practical knowledge and wisdom, through observing, doing and living through experiences. There are many adult livestock producer programs that are designed to help producers raise an animal that will provide safe and wholesome food products for the consumer. A program targeted to youth can also assist in understanding the role producers have in the food supply chain. The objectives of the youth livestock skill-a-thons were to; 1) increase awareness of animal quality assurance, 2) increase livestock project skills of youth and adults, 3) provide opportunities for non competitive learning in fun hands-on atmosphere. Youth and/or adults participate together at various skill-a-thon stations. Stations are designed to help youth recall and or learn project information given a situation. They work together as a team learning from each others knowledge or experience. The stations are non competitive, fun, hands on educational activities. Cards developed have one to six different stations where participants must identify equipment, parts of animals, type of feed and injections given. Life skills the youth came away with included; reading, disease prevention, personal safety, self-responsibility, team work, cooperation, communication, keeping records, problem solving, critical thinking and livestock production knowledge. Surveys indicate youth and adults have increased their knowledge and skill level about quality

assurance, reading labels, identifying breeds of livestock, and reading swine ear notches.

SAFETY DAY PROVIDES MULTIDISCIPLINARY OPPORTUNITIES

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Because of increasing farm and rural accident rates, a county-wide effort was initiated to educate youth about the dangers of farms and rural living. Injuries from horses, livestock, ponds, lawn mowers, ATVs and electricity can occur to anyone, not just farm kids. Monroe County Extension Staff organize and teach a series of safety and health topics to more than 200 students each autumn, 700 total to date, at local elementary schools. The multidisciplinary team of Extension Educators chooses a different school each year to focus on safety and health issues identified by educators and school principals. Most recently, kindergarten through sixth grade students learned about bicycle safety, sensible snacking, proper hand washing, animal safety, school bus safety, ATV safety, shooting sports safety, and safe Internet surfing. The program is financially supported by a mini-grant from the Ohio Farm Bureau Federation. After the sessions, students receive an OSU Extension bag of goodies that include a t-shirt, nutritious snack, a flyer about Ohio State University Extension, information about joining 4-H, and a handout for parents about the safety day program and topics presented to the children. Responses from a teacher's survey indicated the following impact on students: "The kids loved it! We give you a great 10/10! Please come again", I feel it was a reminder of some safety rules that may not be reinforced at home." "I think ATV safety will impact our students. The students were unaware of some aspects of ATV safety like where you are legally allowed to ride them." "This program helped my students understand the importance of making good choices...."

USING THE SMALL FARMS WEB SITE AS A TOOL FOR FARMERS TO MAKE BETTER BUSINESS DECISIONS

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The number of small farms continues to grow in Florida with the urbanization of rural counties. County agents are constantly being asked by clients for information on alternative enterprises. New farmers or those retooling need ready access to enterprise management tools to make informed business and marketing decisions. A Small Farms web site was originally designed to be a one-stop shop primarily for agents needing information on business and marketing to reduce enterprise research time but has now been expanded for use by producers. Information on marketing various commodities/enterprises and basic business startup and management topics have been assembled from University of Florida, FAMU and other land grant institutions in addition to organizations such as ATTRA and USDA. The site was officially launched in spring of 2005, with an average of nearly 50,000 hits monthly. Additionally, the website is used as a calendar clearing house for Florida's new regional Small Farms Conferences, links to other helpful websites and highlights hot topics such as income tax information as they arise. This information is continuously being updated by subject matter committees working under the direction of the UF/FAMU Small Farms Focus Team. Response from agents and clients has been very positive so effort will continue on this project.

EFFECT OF FOLIAR FUNGICIDES ON SOYBEAN DISEASES AND YIELD IN THE ARKANSAS RIVER VALLEY.

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Controversy remains as to whether applying foliar fungicides to soybeans protects enough yield or seed/grain quality to justify their use. With the introduction of Asian Soybean Rust (*Phakopsora pachyrhizi*) there has been an increased interest by producers in fungicides to control this disease. Two field trials were established in the Arkansas River Valley to determine the effect of new fungicides on Asian Soybean Rust and other diseases, effect on yield and seed size, and potential phytotoxicity. Asian Soybean Rust was not found in Arkansas during 2005 and other foliar diseases were minimal due to the hot, dry summer. Both field

trials were established on a cooperator's farm typical of dryland soybean production in the area. One trial had a MG III soybean cultivar planted in April while the other trial featured a MG V cultivar planted in June following wheat harvest. Phytotoxicity was noted in all tebuconazole-treated plots in the early-planted trial and most tebuconazole-treated plots in the later trial. In general, there was no measurable effect on soybean yield or seed size by the fungicides in any trial. However, late morningglory pressure in the early-planted trial affected certain plot yields. When these were removed from the analysis, tebuconazole-treated plots yielded 9 Bu/A less than the untreated plots. Based on these results, fungicide applications on dryland soybeans during 2005 could not be justified and further research on phytotoxicity of newer fungicides needs to be conducted.

CITY FRESH—COMMUNITY FOOD PROJECT

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The Community Food Project (CFP) is a three year project funded by a USDA department of agriculture grant and carried out by a coalition of organizations and businesses sharing the goal of developing a stronger and more sustainable regional food system to benefit low-income families in Cleveland. Presently, low-income residents of the inner city have limited access to fresh locally produced foods and growers have no established mechanism for direct marketing and distribution in these neighborhoods. The City of Cleveland Department of Public Health has named the availability and accessibility of fresh, healthy foods as one of the foremost environmental factors influencing important health indicators such as obesity and diabetes. To address this problem the CFP has worked to establish food centers in two targeted neighborhoods and has begun a training program to educate and support entrepreneurs and local farmers supplying this local food system. Summer 2005, the CFP established the first food center. This food center sells produce on a cash basis, accepts the Ohio Direct card, and also sells shares/subscriptions with purchasers regularly

receiving five to eight pounds of produce for each share purchased—sixty-one shares were purchased during the first season of the program. In fall of 2005, recruitment for the training program began and twenty-two participants committed to completing the course, filling the class to capacity. Classes cover small agriculture production, business development and management topics to bolster sustainability of the new produce suppliers.

USING TEAMWORK AND TECHNOLOGY TO PROVIDE FARM MANAGEMENT INFORMATION TO OHIO AGRICULTURAL PRODUCERS

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Due to budget cutbacks, the State Extension Farm Management Specialist faculty in Ohio was reduced to one person in 2004. Recognizing the critical need to help maintain Extension's farm and agribusiness management programming, the Ohio Ag Manager (OAM) Team was established to help provide farm

management information to Ohio's agribusinesses. The team began its work by developing the OAM website (<http://ohioagmanager.osu.edu/>) and publishing a monthly electronic newsletter. Each Ohio Ag Manager Newsletter contains seven to ten abstracts featuring current management issues and trends impacting agriculture. Abstracts are linked to complete articles located on the website, allowing readers to quickly scan the e-newsletter and retrieve details on topics and issues important to the management of their own operation. Currently, 331 agricultural managers and industry personnel are self-subscribed to the OAM electronic list serve. Server data indicates the OAM web site was accessed by 33,528 users in 2005. Average site visits lasted more than 5 minutes. An evaluation of the team's newsletter was conducted in fall 2005. Survey results indicated subscribers like the newsletter format and that it helps their farm businesses or clientele save money; make more informed decisions; improve their marketing and employee management skills; and save tax dollars. Results also indicated that subscribers forwarded the OAM newsletter via e-mail to 1,767 others and shared paper copies with 1,585 others. The Ohio Ag Manager Team's future goals include continuing the OAM newsletter and to explore other ways to provide farm management education to Ohio's farmers and agribusinesses.

HISPANIC LANDSCAPE WORK AND PESTICIDE SAFETY TRAINING

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Georgia's agricultural industry relies on Hispanic workers for a large percentage of the workforce. Of the 65,000 workers in the state's green industry, 75 percent are Hispanic. Hispanics are the backbone of the industry. Often, first generation Hispanics do not respond well to traditional educational programs. Linguistic and cultural barriers also hamper traditional efforts to train our new neighbors. This can affect their safety, work efficiency and ability to integrate into the U.S economy and culture. Special needs of this group include higher accident rates at work, lower literacy levels and a greater need for health, financial and legal information. Through a \$105,000 OSHA grant, the

Extension Service was able to address this need. This grant allowed The University of Georgia Extension Specialist and Agents to accomplish what they've been trying to do on a shoestring budget: train the state's Hispanic landscape workers so to reduce equipment - and driving-related injuries and avoid misuse of pesticides and unnecessary exposure. The agent along with extension specialist and Human Resources Director for Watters and Associates Landscape arranged for an on-site worker safety training. Pre and post tests were administered with 41 individuals taking the test and 93 percent of them increasing their knowledge and application on landscape worker and pesticide safety. Over 60 percent of participants who had previously failed the pre-test passed the post-test. Oral and written evaluations indicated that nearly 95 percent of the participants said that they would apply the landscape safety information and knowledge obtained in the training.

TRI-STATE NO-TILL CONFERENCE

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A Tri-State (New York, Ohio, and Pennsylvania) No-Till conference was conducted by agricultural educators representing Cooperative Extension, USDA NRCS, Conservation Districts and the agricultural industry to enhance the use, improve the techniques, and communicate the most practical research of using No-till technology to producers. A survey was conducted to document the impact of the use of no-till technology and to determine direction in planning future conferences.

Attendance- 140 farmers representing 22,025 land, 12,103 continuous no-till.

Facts:

87% (39 of 45) would likely change to a no-till practice to improve soil ecology

73% (31 of 43) would likely modify a no-till management practice

89% (51 of 57) improved their knowledge

88% (50 of 57) improved knowledge of soil conditioning index

69% (35 of 51) improved their knowledge of no-till economics

59% (33 of 51) had attend a previous conference

56% (32 of 57) learned about the conference through an extension newsletter

85% (28 of 33) of those attending previous conferences had made a major management change or purchased equipment as the result of these conferences.

Attendees suggested topics for future conferences, nitrogen management, manure management, equipment, soils, pest control, economics, and computer programs

They also suggested speakers: Clapperton, Hunter, Mullen, Towery and Plummer. One comment was "The discussion of no-till costs vs. conventional tillage costs was the best information presented since the conference began."

IMPLEMENTATION OF MEAT GOAT EDUCATIONAL PROGRAMMING

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The interest in meat goats is growing in 4-H youth, small acreage landowners, and low-income families in Walla Walla County. 4-H Meat Goat projects increased from 17 to 28 youth in the last two years. Goat production is one of the few potentially profitable ventures available for small-scale livestock producers. Meat goat production is also an opportunity for people with few resources to both raise a valuable product to sell as well as raise an excellent protein source for their own family. Lack of knowledge about profitable goat production is a major challenge for the new goat owners. A Goat Program Day for new and potential goat producers provided essential information for individuals considering raising goats for fun or profit. Information was presented to 42 participants on health, reproduction, selection, breeding, nutrition, pasture, and management. Participants rated their knowledge before the seminar at an average of 2.9 and after the seminar an average of 3.8 on a scale of 1 (no understanding) to 5 (almost complete understanding). Follow-up programs are scheduled which will provide additional information on health, showmanship, planning, marketing, and profitability. These meat goat seminars will support 4-H youth, help new producers build sustainable goat programs, identify local resource

people and help low income families raise a valuable income/food source.

DEVELOPMENT OF A SPECIALTY AND HEIRLOOM TOMATO VARIETY INTERNET DATABASE

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Heirloom tomatoes are old open-pollinated varieties which have been passed down through the generations. There has been an increased interest recently by consumers in heirloom and specialty tomatoes varieties. Much of this interest has been heightened by news items extolling the virtues of heirloom tomatoes in the popular press. Unfortunately, for growers looking to capitalize on the potential market for heirloom and specialty tomatoes, there is very little 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 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 the trials conducted which compared the variety to others grown at a certain location. 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.

ILLINI-GRAZE 2005

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Illini-Graze 2005 was developed as a decision aide for use in planning of management intensive grazing (MIG) systems in Illinois. The program is a forage balance calculator that runs on an Excel spreadsheet. The user friendly interface allows livestock producers to enter livestock and forage data for their farm operation and answer “what if” questions about grazing crop or livestock enterprise changes. The authors’ goal is to help producers extend the grazing season, reduce feed costs and help to improve the economics and or efficiency of livestock operations in Illinois. The program takes into account the diverse soil types in Illinois and is based on NRCS Plant Suitability zones 1-3 representing northern, central and southern Illinois. Illini-Graze 2005 offers users average or optimum management options that relate to plant density, fertility, weed control and grazing practices. Drop down menus are easily used to select and enter livestock and forage types. Users may choose default or user defined values for livestock weights, dry matter consumption, and average daily gain. Likewise forage yields may use default or user defined values. A forage utilization graph may be viewed or printed to show livestock needs and forage available by month. Silage, hay or other feeds may be entered to the forage balance. Grazed crops will be utilized first by the program followed by harvested feeds. Scenarios may be printed or saved for future use and comparison. More than 300 copies have been distributed to Illinois livestock producers to date.

GRID SAMPLING FOR PREDICTING STEM ROT IN RICE FIELDS

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Grid sampling has been used by many producers in Arkansas. Stem rot is a disease that can cause substantial yield decreases of rice. This disease can be prevented by soil sampling and application of potassium. A producer soil sampled and potassium fertility was not recommended. A visual potassium deficiency was not noted during the vegetative and early reproductive phase of the crop. Thus the producer never expected a problem with this field. When the field was approaching early maturity the producer noticed heads not properly filling out and called for a consultation. I was able to field identify the disease and this field identification was confirmed by the Lonoke Plant Disease Clinic. After viewing his soil samples and determining that he had followed University of Arkansas recommendations. I wanted to know what had gone wrong with the recommendations. I was able to plot the affected area using a Garmin GPSV prior to harvest. This spring I went back to this field and took grid soil samples to determine the variability of potash in this field. I would to share this information with my counterparts. An educational effort was made to producers on how to avoid common soil sampling errors. The results of this educational effort are an increase in acres soil sampled and an increased awareness of common soil sampling errors.

NATIVE WOODY PLANTS FOR MAINE LANDSCAPES: A COMMUNITY OUTREACH PROJECT

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Public interest in environmentally friendly landscapes has created a demand for using native plants in managed landscapes. This has resulted in a need to educate the public about the ornamental character, wildlife value and cultural requirements of native plants. Landscape designers, commercial growers and home gardeners require information about the adaptability of native plants to stresses of managed sites including

soil compaction, drought, deicing salts, freezing and root restriction. In 2002, native plant demonstration and evaluation sites were planted at the Somerset County Extension office in Skowhegan, Maine and at a large Acadia National Park campground in Bar Harbor, ME. In 2003 grant funding was obtained for a third site, the Eastern Maine Native Plant Arboretum, which was established in Bangor, ME. In all, 44 different native tree and shrub species have been planted and are being evaluated and cared for by trained Master Gardeners and Extension faculty. The number of species at each location varies from 7 to 24, with three to five replicate plants of each species per site. To date, four field days have been held, with site tours and workshops on selecting trees for managed landscapes, designing landscapes with native woody plants, proper tree planting techniques, tree pruning, and caring for woody plants during their establishment period. Individual fact sheets with color photos have been published for 24 species. Future project activities include ongoing monitoring of plant performance, annual field days, expansion of fact sheets to include all 44 species, and development of a project website.

USING NO-TILL TO ESTABLISH LOTUS IN A SOUTHWESTERN OREGON GRASS PASTURE

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No-tillage pasture renovation allows introduction of desirable legume species into established grass pastures for improved forage production. This study was conducted to determine whether or not no-tillage without chemical preparation is a viable option for sub-irrigated pasture renovation in Coos County, Oregon. We seeded Big Trefoil (*Lotus uliginosus*, *Lotus major* L.), a long-lived perennial legume that thrives in poorly drained soils, into a Reed Canarygrass (*Phalaris arundinacea* L.)/Colonial Bentgrass (*Agrostis tenuis* Sibth) dominated pasture and monitored its establishment for three years. Prior to seeding, the pastures were grazed then mowed to a height of 2-3 inches. Fertilizer was applied according to soil test results. Big Trefoil was seeded at approximately 2lbs/acre in the test plot using a no-till drill. No seed was applied to the control plot. Two 1200 foot transects were established in each plot (four total). We walked

each transect yearly, stopping every 10 steps to identify species present in a 15.5 inch² sampling square. Transects were walked in 2002, immediately after seeding to establish a baseline, and then yearly in 2003-2005. In 2005, the results of the Fisher's Exact Test, analyzed as binary count data, indicated that the proportion of sites within the test plot transects containing Big Trefoil after treatment was greater than could be attributed to chance (normal approximation p-value = 0.01). However, results indicated only a 5.5% increase in Big Trefoil establishment. Future efforts should include either chemical preparation or more intensive pasture preparation to better enable successful establishment of the species desired.

FARM SAFETY IS NO ACCIDENT! AVOIDING KICKBACK AND OTHER SAFETY RISKS WHEN USING CHAINSAWS ON AND OFF THE FARM

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With the wide variety of power tools available today, producers must be intimately familiar with their proper use and maintenance. Using highly specialized equipment such as chainsaws is one such example of where a little knowledge and a little fatigue can have serious consequences. Injuries caused by chainsaws occur when proper safety habits are forgotten or ignored, or when the user becomes too "comfortable" with the equipment. In 2004, over 27,000 injuries were documented from the misuse of or accidents involving chainsaws, from severe facial, leg and chest wall lacerations to heart attacks. Unfortunately, farmers and other users can become over-confident of their strength or ability required to control a chainsaw. Stretching beyond normal capacities or improper worksite cutting practices often result in a severe kickback injury. Personal safety begins with a keen respect for any piece of equipment being used, and the increased personal limitations as the day wears on. These and other safety protocols regarding the selection, use, and maintenance of chainsaws were presented at the 2005 Small Farm and Rural Living Expo, the Rutgers Cooperative Research and Extension of Burlington County Farm Safety Twilight Meeting, and in a feature article in October 2005 issues of The NJ Farmer. These safety training venues, ranging from PowerPoint presentations and hands-on demonstrations to written checklists for safety and proper procedure in handling

chainsaws, were part of a larger Farm Safety Week effort during 2005.

ADDING VALUE TO CATTLE THROUGH THE MONROE COUNTY HEIFER EVALUATION AND REPRODUCTIVE DEVELOPMENT PROGRAM

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The Monroe County Heifer Evaluation and Reproductive Development (H.E.R.D.) program demonstrates that the University of Georgia sponsored model can add value to heifers by providing a method of improved guidelines for reproductive development, breeding and marketing. Following a series of educational programs and committee meetings, the Monroe County H.E.R.D. program began in December 2004. Ten Monroe County producers and one Jasper County producer were involved in the 2004-2005 inaugural Monroe County H.E.R.D. program. The program began with 342 heifers from Monroe County and 169 from Jasper County. Many of the heifers were retained for replacement breeding stock. 150 heifers were catalogued for sale held May 21, 2005. 132 heifers sold and grossed \$173,100 for an average of 1311/hd. This program added and estimated \$676 per heifer for a total added value of \$89,232. After deducting program expenses, producers added additional profits totaling \$49,559 to their operations as a direct result of this program.

STREET TREE RESOURCE EVALUATION AND EDUCATION TRUST (STREET)

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Street trees are an important natural resource. Well cared for and appropriate street trees increase property values, modify the environment and provide beauty and wildlife habitat. But inappropriate trees can be a source of significant property damage, a threat to human health and result in added property maintenance expense. Severe storm events (wind and ice), further emphasize

the effects of inappropriate tree planting. The city of Bucyrus, Ohio (population 13,000), located in North Central Ohio, experienced an ice storm in January 2005 resulting in tree damage and concomitantly significant private property damage and utility service loss. In Bucyrus, citizens essentially, select plant and care for trees in city street tree lawns. This arrangement can be thought of as a “trust” in that this land area is managed for the benefit of others. However, this “trust” is often violated by inappropriate tree selection and planting site. Thus, Street Tree Resource Evaluation and Education Trust (STREET) objectives were to train Master Gardener volunteers to identify, evaluate and inventory Bucyrus street trees; educate city government on need for an innovative street tree program; to write a grant for citizen tree planting; to educate citizens on street tree planting. Outcomes of STREET included: strong city government support for innovative tree program (including the transfer of \$9000 dollars to tree acquisition); identification, evaluation, and inventory of Bucyrus street trees by Master Gardener volunteers; grant written and funded at \$5000 for street trees; education of citizens on appropriate street tree planting.

SOIL TESTING FOR MANURE MANAGEMENT

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Animal producers across the United States are facing many challenges of waste distribution to stay within EPA/EPD guidelines. Many of these livestock operations use nutrient-rich animal manure as fertilizer on pastures and row crops. Soil testing is needed to determine proper animal waste application rates according to crops produced, nutrient content of the soil, harvest goals, and in many cases additional nutrients deposited by grazing animals. The sampling of existing Phosphorus or Soil Test Phosphorus (STP) is of great concern because of high levels reported in many fields. This concern is heightened by fears of what excessive phosphorus can lead to in the environment. The sampling procedure can be the weakest link in the soil analysis process. The main goal of the sampling process is to obtain a small sample of soil that accurately represents the entire area that is to be measured, including depth. The agent created an on-farm demonstration to show the need for proper sampling. As demonstrated here the sampling procedure can lead to serious problems both in the

recommendations for fertilizer applications and with environmental impact connected to animal manures. Animal agriculture is a difficult business to manage. Proper sampling can mean the difference between using a field to apply litter for a crop, and avoiding the cost of fertilizer, or paying someone to take the nutrient rich manure away.

MASTER GARDENER CLINICS SERVE SOUTHERN IDAHO

Robbins, * J.A.¹

¹ Extension Educator and Extension Professor, University of Idaho District III Extension, Jerome County Extension, Jerome, Idaho 83338

Since 1995, Idaho's population has grown 22%. Residents moving from other areas are not familiar with gardening in Idaho. In 2003 and 2004 Master Gardener plant clinics were organized in Twin Falls, Jerome, Minidoka and Cassia Counties. These clinics serve south central Idaho, the Magic Valley. The goals of the clinics are to respond to customer inquiries on a timely basis with credible, objective information and research-based resources. Assistance with responsible use of pesticides, fertilizers, and irrigation water is provided. The program is administered by Jo Ann Robbins. Clinics are open from late April through mid-September 1 or 2 days/week in each location. The total number of inquiries received was 403 in 2003, 407 in 2004, and 318 in 2005. Jerome County received a yearly average of 131 calls, Twin Falls 124, Minidoka 86, and Cassia 51. Questions regarding trees and shrubs accounted for the largest number of questions; questions regarding pest control (insects, diseases, weeds) accounted for about 60% of all inquiries. Calls directly regarding water use were 10%. A follow up survey in 2005 of clients who had received assistance from 2003 through 2005 indicated that 82% of the clients were satisfied with the help they received. A total of 690 hours of Master Gardener volunteer services was donated to the University of Idaho for plant clinic services from 2003 through 2005. This amounts to over \$12,000 of donated time (\$17.50/hour - www.independentsector.org). This donated service expands the assistance available to Idaho residents through University of Idaho Extension.

GARDENING FOR H.O.P.E.

Rudisill, *K.R.,¹ Davis, P.M.,² Psikogios, J.A.,³ Bates, S.E.⁴

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³ Master Gardener, University of Florida/IFAS-Bay County, Panama City, Florida 32401

⁴ Master Gardener, University of Florida/IFAS-Bay County, Panama City, Florida 32401

A horticulture program was developed and presented at the request of the director of a secure residential unit for young females involved with the Juvenile Justice System. The objective was to give the young women (12-18) enough information to enable them to maintain their own yard, and vegetable garden, give them sufficient horticulture knowledge to seek employment, increase their awareness of the importance of plants, and foster a concern for the environment. The females have serious emotional disturbances, mental disorders, and many have been sexually abused, victimized and traumatized. This program provided a form of horticulture therapy to improve self-esteem and provide vocational training. The curriculum package was developed to fit time, age level, Florida Sunshine State Standards, and facility security constraints. Master Gardeners, the Horticulture Agent and the 4-H Agent choose the material; wrote curriculum, handouts and evaluations; developed activities and PowerPoint presentations. All materials were printed at the extension office. Knowledge gained is equivalent to a Master Gardener training course. The 35 participants in the class (March to May) had average post-test scores of 76% with an average increase of 35% over their pre-test scores. Teachers reported, "There was an increased appreciation for gardening, peers, self and community. The physical act of gardening provided restorative values to the lives of the residents. Other positive effects included patience, empathy, cooperation, collaboration, and a sense of belonging and self-esteem." This program can be adapted for any youth in Middle or High School.

WEBSTER COUNTY ADVANCED IPM WORKSHOP

Shadrick, * V.M.

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The Webster County Advanced IPM workshop, presented throughout summer 2005, was a result of "Direct Connect" a University of Kentucky College of Agriculture Department Chairs meeting with Webster County producers face to face to discuss program needs. Producers asked for an IPM school to be held in Webster County. With rising energy prices and threats of Asian Soybean Rust, producers wanted to be prepared to make best management decisions. Four in-depth sessions with topics including entomology, plant pathology, weed science, soil science and plant growth were held in Webster County. Classes were very interactive and "hands-on." Producers were taught identification, fertilization considerations, soil and water conservation, growth stages and importance of each stage, crop rotation, resistant variety selection, and management techniques to utilize for increasing profits and decreasing problems. Pesticide safety, modes of action, labeling and laws were also covered. Since soybeans account for 46% of the grain crops in Webster County, Soybean Rust education was imperative. Reducing the use of unneeded fungicide sprays for rust had the potential for saving Webster County producers 1.1 million dollars while reducing pesticide exposure. Participants attending the sessions represented 90,030 acres of soybeans. Of this number less than 4% (3,200 acres) were treated with a fungicide. Producers made their decisions to no spray based on information received through this training and their ability to constantly monitor Soybean Rust status through the Soybean Rust Hotline. Eleven Specialists and one Agent working together made this program a success with financial assistance provided by Kentucky IPM.

LIVESTOCK NUTRIENT MANAGEMENT EDUCATION PLUS COST SHARE EQUALS SUCCESS IN MISSOURI

Stewart*, M.¹, DeOrnellis, C.², Brandt, M.³, Altoff, D.⁴

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² Project Manager, Soil and Water Conservation District, Osage County, Linn, Missouri, 65051

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The Loose Creek Watershed, with a high concentration of poultry and swine operations has the elevated soil phosphorus (P) levels that nationally are common in agricultural fields located close to the poultry, swine or dairy production units. Initially, UME faculty, the Osage County SWCD, NRCS and MDNR formed a team to apply for a 319 Grant to fund producer education about nutrient management and environmental concerns associated with livestock operations. Participation at educational events showed producer interest in nutrient management, but the adoption of nutrient management practices was slow. The next logical step was apply for a MDNR AgNPS SALT Project that would provide both technical assistance and funding for cost-share and incentives to implement.

Guided by a producer steering committee the team designed and implemented a set of cost share practices and best management practice (BMP) incentives. The intent of these cost share practices and incentives was to encourage and assist livestock producers in implementing nutrient management plans reducing the phosphorus applied to soils already exceeding the agronomic need and to reduce fertilizer inputs by crediting all manure nutrients against crop production requirements.

Over 10,435 acres of the 16,700 acres of pasture and hay ground in the watershed were enrolled for incentive payments. Nutrient management plans were written for 2,700 of the 5,900 acres of crop ground. Sixteen composter/stackhouses were completed along with 6 spring development practices.

DEVELOPING INTEREST IN YOUTH LIVESTOCK SHEEP PROJECTS

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Youth interest in livestock can be very intimidating to youth and parents without prior exposure and experience in livestock projects. Due to size and temperament, sheep are well suited to 4-H projects. However, inexperienced parents are intimidated by fitting requirements and the extreme competitive nature of many market lamb programs. Breeding sheep fit well with youth who desire a long term relationship with their animals and can easily be conducted on small acreages. By utilizing hair sheep breeds you can eliminate shearing requirements, making them well suited for developing new youth with sheep interest.

By developing resources such as breeders and classes at local competitions, interest can grow rapidly. In Arkansas, the first hair sheep were exhibited in 1994 in the All Other Breed (AOB) division. Rapid growth led to breeding classes for Katahdin Hair Sheep in both the open and junior show and for the past three years they have been the largest breed show at the State Fair. The first exhibitors were from the same county, but interest has spread statewide and youth are breeding and exhibiting sheep from all parts of the state. The interest, ease, and prices make this attractive for many youth and could be an untapped potential for a growing livestock educational program.

INTERNATIONAL AQUACULTURE EDUCATION PILOT PROJECT: USING DISTANCE DIAGNOSTICS TECHNOLOGY AND 4-H CLUBS AS A VEHICLE TO ENCOURAGE ECONOMIC DEVELOPMENT AND ENTREPRENIERSHIP: EXPERIENCES OF YOUTH IN RURAL JASPER COUNTY, GEORGIA AND THE ZAMORANO UNIVERSITY, HONDURAS

Walter, J.C.¹

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One of the main goals of this international extension cultural and technical exchange, 3- year project, is to produce a meaningful international educational experience for students in rural Georgia and at Zamorano University and several other remote sites in Honduras using Distance Disease Diagnostic Imaging (DDDI) technology. This technology was developed by the University of Georgia, College of Agriculture and Environmental Sciences- Center for Internet Imaging & Database Systems (CIIDS). Further, to produce an educational model that can be emulated by others with similar interests and even more remote locales. On-going project objectives of establishing a curriculum of study for youth that enhances scientific thinking and practical problem solving skills using descriptions, identification, diagnoses and control of aquaculture diseases, practices and pathogenic problems; establishing a communication vehicle for student-to-instructor and student-to-student interaction using internet technology and proven Web tools for best facilitating that communication; and evaluating and communicating students' progress over a minimum of three years. Discussion of, and to-date results of, implemented methodology will include: developing

intra- and extra-curricular curriculum and evaluation methodology; design and development of distance diagnostics system in Jasper County and throughout Honduras the project; security and upgrading needs for equipment; and training materials, educational sessions, international fund raising and exchange experiences (to date and projected) of 4-H youth and adult leaders as well as Extension specialists, administration, and County Agents.

COLLABORATIVE OUTREACH FOR LIMITED RESOURCE AND CONVENTIONAL AGRICULTURAL PRODUCERS

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An outreach program was established in collaboration with the UGA Extension, Farm Service Agency, and NRCS. Initially, its purpose was to reach limited resource agricultural producers, but the program has evolved to reach a wider audience. The annual seminar for the LRAP's reaches 50 to 70 clients. Extension seminars are utilized by the FSA and NRCS as a forum to give information on their programs to local clients. Farm visits made by the Extension CEC and FSA CED together have allowed local agricultural producers to take the Extension and FSA information and increase their opportunities to make the most of financial assistance that is available. In the past two years, USDA funds for Brooks County have increased by \$500,000.

DAIRY MANAGEMENT INSTITUTE: PROMOTING VIRGINIA DAIRY FARM FINANCIAL HEALTH

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Virginia's \$275 million dairy industry is centered in the Shenandoah Valley and is composed primarily of

family operations ranging in size from 50 to 500 cows. The sustainability and viability of the family farm has become precarious because financial record keeping and use of financial records as a management tool has been neglected by farmers who have historically emphasized production management. The Dairy Management Institute (DMI) allows farmers to evaluate their financial health from several perspectives to ensure that the business is structured and managed for competitiveness and growth. The primary objectives of the DMI are to provide participating farmers with 1) year-to-year comparisons of the farm's financial status, 2) a within year comparison of income and expenses to the DMI class average, and 3) to provide all Virginia dairy farms with financial benchmarks against which their financial health can be measured. An initial session introduces accepted measures of dairy farm competitiveness and explains to farmers the detail and commitment required to participate in the analysis session. Financial data derived from Schedule F, Milk Check Summary, and farm records is collected, compiled, and broken out into appropriate subsets to provide farmers with financial averages comparable to their farm for discussion during the group analysis session. The financial analysis developed for participating farms provides a logical base to assist farmers as they plan for the future. The DMI, in its sixth year, had 29 farms participate in 2005; 12 of these have participated for multiple years.

THE IMPORTANCE OF ACCURATE PROJECT PROPOSAL BUDGETS

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² Leader, Resource Development and Management, Ohio State University Extension, Columbus, OH 43210

Being awarded a grant or a contract for services is a wonderful feeling if your scope of services and your budget match. But if they don't...beware! If your budget is too small all the work does not get done, the project is subsidized from other sources, or you work harder for a lower hourly wage. If your budget is too big you may have leftover money you can't spend. To keep that great feeling of finding new money plan carefully, completely, and know what a project is going to cost. Be pro-active: 1) Learn about your community's ongoing and emerging needs; 2) Decide what you can do to meet these needs; 3) Translate what you can do into observable and measurable outcomes that will

positively affect those needs; and 4) Develop a preliminary budget that includes all costs associated with each outcome. Make sure the preliminary budget includes ALL costs including the real value of your time spend planning, preparing, presenting, following up, evaluating, and closing the activities, tasks, and overall project. Include the direct work of program, fiscal, and other administrative support staff as well as general agency administrative costs. Share your budget with others to find missing expenses. Recent proposals with expanded budgets have been funded for Extension programs in Cuyahoga County, Franklin County, and the North-Central Office. Remember, you can always agree to take less if you really want the project. You seldom have the chance to increase a budget once it has been submitted.

HENREITTA CREEK ORCHARD TOURS

Woodson, D. M.

County Extension Agent-Horticulture, Texas Cooperative Extension - Tarrant County, 401 East Eighth Street, Fort Worth, Texas 76102

ISSUE: An Extension public forum identified Quality Youth Education and the Environment as the two issues in Tarrant County. A small orchard in north Tarrant County was making little profit.

EXTENSION'S RESPONSE: To address these issues, Texas Cooperative Extension, Tarrant County, introduced the idea of conducting field trips for students in the fall while apples were on the trees. The orchard owners had heard of other orchards doing this but did not feel capable. Extension and Tarrant County Master Gardeners agreed to assist with the field trips and set up demonstrations to provide a quality experience for the students.

TEACHING METHODS: Students, teachers, parents and siblings are lead by trained Master Gardeners through 12 different demonstrations where they learn about apples from Johnny Appleseed (a volunteer dressed up as Johnny Appleseed), bees as pollinators of the apples and honey makers, colored cotton garden where a volunteer dressed as an early settler spins cotton into yarn, vegetable garden, butterfly garden, herb garden, teepee garden with gourds growing on the teepees, sunflower garden, a water quality demonstration by the creek and lake, chicken and turkey coop to see eggs, pizza garden where all the ingredients to make pizza sauce are growing, and

through the apple house for a demonstration on washing and sorting apples. Each student leaves the apple house with an apple and a dab of honey.

RESULTS: 6234 youth and adults had an exceptional field trip and learning experience at Henrietta Creek Orchard, 127 volunteers provided guidance for the students and teachers, 34 Master Gardeners volunteered at the orchard throughout the summer to keep the demonstrations prepared and the apple orchard made a small profit for the field trip by charging \$4.00 per student.

THE GROWING HISPANIC POPULATION IN TENNESSEE: A POTENTIAL MARKET OPPORTUNITY FOR FARMERS AND VALUE-ADDED ENTREPRENEURS?

Ziehl, *A.R.¹, Bruch, M.L.²

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² Extension Specialist, Center for Profitable Agriculture, University of Tennessee Extension, Spring Hill, TN 37174

A market research study was conducted during 2005 to determine if the growing Hispanic population in Tennessee would create market opportunities for Tennessee farmers and value-added entrepreneurs. Secondary data sources were utilized to collect information on demographic and psychographic characteristics of Hispanic consumers. Additionally, interviews of Hispanic retail market owners and managers were conducted in Bedford County, Tennessee to determine if opportunities exist for the sale of food products made by Tennessee farmers and value-added entrepreneurs. Results of the study indicate that the Tennessee Hispanic population grew 35 percent from 2000 to 2004. The majority of the Hispanic population is located in middle Tennessee and near large metropolitan areas, but rural counties are also seeing population growth. Buying power of the Hispanic population in Tennessee grew 664 percent from 2000 to 2004. Individual food-purchasing behaviors and tastes and preferences for food products were influenced by the country of origin of the Hispanic consumer (or their ancestors' country of origin) and the amount of time they have lived in the U.S. Results of the interviews indicated a slight interest in purchasing small quantities of fresh, local food products from farmers. Product quality and bi-lingual packaging, or

signage, were important characteristics. The ability of the farmer to guarantee a specific delivery schedule and provide evidence of the capacity to supply a constant quantity were also important characteristics. The language barrier, time required to build a trusting relationship and small quantities demanded per store were identified as obstacles for farmers.

Award Winners

2006 NACAA

**91st
Annual Meeting
and
Professional Improvement Conference
Cincinnati, Ohio**

SEARCH FOR EXCELLENCE IN CROP PRODUCTION

National Winner:

SMITH COUNTY CROP PRODUCTION - CROP PRODUCTION PROGRAM

Wick, Sandra L.

Smith County Agricultural Agent, K-State Research and Extension, 218 South Grant, Courthouse, Smith Center, KS 66967

Crop production makes up approximately 60% of the total farm income for Smith County and contributes \$29 million to the economy. With this information alone, the importance and significance is extremely vital to the county. Producers in the crop production enterprise need access to educational programs, research-based information on marketing their products, information on purchasing their inputs, and the proper management techniques to operate an efficient and profitable operation. Smith County crop producers deal with issues and are faced with many decisions throughout the growing season and I am always looking for ways to help producers make more knowledgeable and sound decisions. My main emphasis is on the agronomic aspect of production agriculture. In the last three years, I have organized 8 demonstration plots illustrating three different crops produced in Smith County which includes wheat, grain sorghum and corn. Soil testing is an important component of the test plots. I emphasize this to producers so they can relate this to their own operations. On average, the information producers receive from their soil testing has saved them from 10% to 25% on their fertilizer costs. All demonstration plots were harvested separately with the data being distributed to local producers to use in selecting consistent performing varieties for Smith County. In the last 3 years, I have had 9,232 personal contacts with producers providing them with research based information to help them make educational production decisions. Many educational workshops are provided for producers. If producers are unable to attend, the workshops are videotaped and are available for checkout along with being shown on the local cable channel. I also provide information for producers in my monthly newsletter along with my bi-monthly personal column with topics dealing with crop production.

National Finalists:

PROBLEM BASED LEARNING IN PRIVATE PESTICIDE APPLICATOR TRAINING

Peterson, N. M¹, Brummond, B. T², Askim, C³

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² Extension Agent, NDSU Extension Service, Walsh County, Park River, North Dakota .

³ Extension Agent, NDSU Extension Service, Mercer County, North Dakota

Traditionally pesticide training in North Dakota has consisted of lectures and videotape. Transformational education builds on experience and expertise. In a transformational educational setting the learner uses learning techniques that allow the student to immediately apply learning and cultivates reflective practice by the group. Problem Based Learning (PBL) starts by bringing into play a problem; something that the students can relate to their own experiences. As a teaching method for adult learners, PBL is a social interaction model and demonstrates the ability to impact standard achievement measures as well as group interaction. Agents developed a problem that included a theoretical farm in northeast North Dakota. The problem consisted of five fields that addressed weed control. Eleven North Dakota counties are currently using PBL in teaching pesticide applicator training. The NDSU Extension Pesticide Program is interested in the continued use of PBL for private applicator certification. The class participants were asked to complete an evaluation survey after completing the PBL session (n=498). The Survey consisted of ten questions on an eight point Likert Scale (0= very poor: 7= Excellent) The survey was validated by a panel of experts. The evaluation was conducted as an exempt status project as determined by the NDSU IRB. The average mean for all questions was 5.38. The Chronbach's Alpha for the survey was .875 (an alpha of >.80 indicates a high degree of reliability). A chi-square was used to test significance. All results significant at p< .001.

EXTENSION HELPS NORTHWEST ALABAMA ROW CROP FARMERS REDUCE PRODUCTION COSTS

Reed, T.D.

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An Extension educational program was conducted in northwest Alabama during March 15, 2003 through March 10, 2006 to help farmers reduce crop production costs by (1) making row crop farmers aware of the significant savings they could realize by using poultry litter as a source of fertilizer and (2) making optimum pest management decisions. Newsletters, educational programs that included internet training, on-farm demonstrations, numerous farm visits and phone calls were used to educate farmers about (a) the fertilizer value of poultry litter and how to get the most benefit from litter (b) how to utilize litter in accordance with strict environmental regulations (c) the feasibility of using light bars to improve litter spreading (d) how to use pheromone traps to monitor southwestern corn borer (SWCB) populations infesting corn and (e) the status of Asian soybean rust (ASR) in Alabama. The total amount of litter applied to row crop land in 5 counties by the 10 farmers who participated in this program during the 3 year period was 31,875 tons. The excellent results obtained by these 10 farmers will encourage at least 5 additional farmers to use litter in 2006. Growers saved \$487,500 through reduced fertilizer, lime and pesticide costs. Yield losses to cotton pests were reduced on 1100 acres. Water quality was protected by helping farmers use litter in accordance with environmental regulations.

HISPANIC LABOR MANAGEMENT FOR HIGHER PROFITABILITY IN DAIRY FARMS IN CENTRAL-WESTERN PENNSYLVANIA

Saviroff * M.A. ¹

¹ Extension Agent, Penn State Cooperative Extension, Somerset County, Somerset Pennsylvania, 15501

Pennsylvania dairies face labor shortages and the trend of using Hispanic labor is growing. Labor is a determinant factor of productivity and profitability. U.S. Census data indicates that Pennsylvania's Hispanic population has grown by 70 percent since 1990. Dairies in the region requested the assistance of Penn State

Extension in management of the Hispanic workforce. The educator has a target audience of 20 farms and 160 Hispanic workers in 13 counties.

The educator assists farmers in the use of Hispanic labor in search of labor stability, more productivity and higher profitability. Objectives include incorporating mastitis controls, techniques to manage Hispanic labor, health assistance procedures, and conflict resolution techniques. The Educator organized and presented topics at workshops, helped at the farms in communication and management, translated rules, procedures, and educational materials into Spanish. He used Powerpoint presentations, posters, skills demonstrations, and lab tests at managerial meetings and at the parlor. FINPACK was used to evaluate financial impacts.

Six weeks after a milk quality and mastitis program in the Somerset farms producers reported reduction of somatic cell counts, an improvement in udder health, and receiving a higher premium for the quality of milk produced. Four 4 farms improved financial position and profitability, and over 100 workshop participants incorporated management techniques.

FIELD CORN MANAGEMENT PROGRAM

Hulle,* L.R.

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Current field Corn technology enables corn to be protected from corn rootworm, corn borer & cold weather. Local field trials were developed with funding from Monsanto and Fielder's Choice Direct to plant corn rootworm, corn borer, or Intellicoat seed coating technology. Over a three year period each farm trial was monitored throughout the growing season and the weights during harvest were recorded for the trial and control portions of the field. The program objectives were to reduce corn rootworm injury on the trial side of the fields by more than 10%. Reduce corn borer injury on the trial side of the fields by more than 20%. Using early plant corn technology farmers will plant corn in cooler temperatures. Field crop farmers learned about corn insects and disease, corn rootworm/corn borer identification & control, and about early plant polymer coated seed (Intellicoat). Trial activities included recording seed varieties, fertilizer, pesticide sprays used, harvest weights and forage analysis. Using field meetings and newsletters, farmers learned about the benefits of using corn seed treatment technologies.

The corn rootworm protected corn realized a 10% increase in yield per acre. The corn borer protected corn realized a 20% increase in yield per acre. According to participants at the Field Crop Management meetings, 100% of them will use at least one of the seed treatment technologies in the future, because they realize the economic benefit as a result of this research.

Additional Abstracts for Publishing:

PRODUCTION OF COTTON AND SOYBEANS ON ZERO-GRADED FIELDS

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² Professor, Extension Water Resources, Biological and Agricultural Engineering Department, LSU Agricultural Center, Baton Rouge, Louisiana 70803

Growers in many Louisiana parishes have precision leveled fields to very low slopes to improve drainage, irrigation, and machine efficiency. Some growers have graded to zero slope and used the fields for rice, crawfish and ducks. They would like to produce cotton (*Gossypium hirsutum* L.) and soybeans (*Glycine max* L.) on zero-graded fields but are concerned with reduced yields due to water logged soil from rain or irrigation. Concordia Parish growers have successfully produced soybeans on zero grade fields for several years. In 2005, cotton was grown on a 25 acre zero-graded field and soybeans on two 60 acre and one 40 acre field. A 2 inch soil moisture deficit was selected in the Arkansas Scheduler computer program to trigger irrigation. Tensiometers measured soil moisture at depths of 6, 12, 18 and 24 inches and were monitored weekly. Cotton yield was 1.81 bales or 909 pounds per acre and soybeans averaged 47 bushels per acre. Observations: 1) some soybean varieties such as Terral 4912, Delta King 4867 and Delta King 4866 responded better to wet soil conditions; 2) soybeans or cotton in this system must be planted on beds with "spin" ditches spaced no more than 200 feet apart across the drill; 3) beds should be prepared in the fall so planting won't be delayed; (4) higher beds are preferred; (5) pump flow rates higher than for rice are preferred. (spin ditches help get water onto the field quicker, but poly tubing is also an excellent choice for reducing irrigation time.)

CROP PRODUCTION INFORMATION IN SW INDIANA

Michel*, G.A.¹, Schmidt, O.P.², Neufelder, J.R.³, and True, J.A.⁴

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² Extension Educator, Agriculture and Natural Resources, Purdue University Cooperative Extension Service, Spencer County Office, Courthouse, 200 Main Street, P.O. Box 309, Rockport, IN 47635

³ Extension Educator, Agriculture and Natural Resources, Purdue University Cooperative Extension Service, Posey County Office, 126 E. Third Street, P.O. Box 546, Mt. Vernon, IN 47620

⁴ Extension Educator, Agriculture and Natural Resources, Purdue University Cooperative Extension Service, Gibson County Office, 800 S. Prince Street, Room, 35, Princeton, IN 47670

Crop Production is important to Southwestern Indiana. Corn and soybeans account for 70,000 acres in Warrick County, 118,000 acres in Spencer County, 170,000 acres in Posey County, and 192,000 acres in Gibson County. There is also an additional 500,000 acres in surrounding counties. Farmers are always concerned about which crop varieties to select in order to maximize yields and income. Farmers and agribusinesses look to the Extension Educators to provide unbiased crop variety data and current cropping information. The CES Agricultural Educator team in Southwestern Indiana work to provide a variety of crop data to help farmers increase their yields and profitability. A variety of educational programs to meet the needs of area farmers and agribusiness are also conducted to provide for better informed decision making. Specialists from Purdue University, University of Kentucky, University of Illinois, and variety of companies and other sources are utilized to provide the latest information related to Crop Production. Field scouting and scouting surveys are conducted and diagnostic tools are utilized to assist farmers in management decisions. Farmers are kept informed of pending concerns and management alternatives through both printed and electronic newsletters, radio, and personal contacts. Plot data from the various crop plots and other information is also available on the web at: www.ces.purdue.edu/warrick/ag/plots .

SEARCH FOR EXCELLENCE - FARM AND RANCH FINANCIAL MANAGEMENT

National Winner:

FINANCIAL FITNESS: HELPING FARMERS AND HOMEOWNERS IMPROVE THEIR FINANCIAL SITUATION

Roberts,* B. A.¹

¹ Extension Agent, University of Kentucky Cooperative Extension Service-Spencer County, Taylorsville, Kentucky 40071

Financial Fitness is a 2 session program to help participants learn how to better manage their finances and personal information. Topics covered in this series included: personal budgeting, using credit wisely (credit cards, loans, credit reports), identity theft, investing (retirement plans, savings), and estate planning. Pre- and post-surveys were used to gauge the information gained from the sessions. During the first session, all participants said they had not prepared a budget within the last year. They were given a blank budget and all participants returned with a completed budget. The participants planned to reduce their credit card debt by contacting the credit card companies to seek a lower interest rate, while others would pay more per month on the cards. Most of the participants had not reviewed their credit report within the last year, but all of them said that they would in the next few months once they can check their report for free. The second session results yielded the same results. Half of the participants did not have a retirement account set up, but said that they plan to in the next 6 months. Half of the participants did not have an estate plan developed before the program, but said that they will develop their plan. All participants said that their financial knowledge increased and would recommend this program to others. One participant said that this class has helped them to “continue my non-use of credit cards and to review my credit report on a regular basis.”

National Finalists:

TIMBER DAMAGE RECOVERY AND TAXES WORKSHOP

Dicke*, S.G., DeLoach*, W.M., Gaddis*, D.G., Hughes*,
G.H., Bales*, G.D., and Bailey, A.S.¹

¹ Professor, Associate II, Associate Professor, Professor, Senior Associate, and Associate II, Extension Forestry, Mississippi State University, Starkville, MS 39154

Local programs delivered at the county level are needed during disasters. One of the objectives was to be present in each county to show support. Another was to meet landowners face to face and give them some hope of a better future. A “Timber Damage Recovery and Taxes” workshop was developed and delivered in response to one of the worst natural disasters in U.S. history, Hurricane Katrina (August 29, 2005). In Mississippi alone, this storm damaged \$1.3 billion worth of timber. Thousands of forest landowners were left trying to salvage the damage and determine their casualty loss. Workshops were scheduled in whatever building was available, offices, schools, churches, and pavilions. The workshop included two parts: “Timber Damage Recovery” and “Timber Casualty Losses”. Presentations and packets of information were developed quickly so that within 3 weeks, programs were being presented. For the 1.5 months following, 36 workshops were held in 33 counties throughout the hurricane-damaged area. A total of 2,245 landowners, foresters, accountants, and other participants attended these programs. Landowners attending owned a total of 217,316 acres of forestland. Participants estimated that the information provided will help them increase the income from their forestland over \$6.6 million. In addition to the 2,500 packets of information handed to participants, packets were mailed to county offices and directly to landowners. Online information helped several thousand more nationwide. A focused program that delivered the same message in each county allowed us to provide a large number of programs in a short period of time. Following a disaster like Hurricane Katrina, this is exactly what our forest landowners needed. Delivering help to the counties when they need it - is a beautiful thing.

EXTENSION HELPS NORTHWEST ALABAMA FARMERS REDUCE PRODUCTION COSTS AND MANAGE RISKS

Reed, T.D.*

Franklin County Extension Coordinator, Alabama Cooperative Extension System, P.O. Box 820, Russellville, AL 35653

An Extension educational program was conducted in northwest Alabama during March 15, 2003 through March 10, 2006 to help farmers reduce production costs and manage risks by (1) educating farmers about the significant savings they could realize by using poultry litter as a source of fertilizer (2) helping farmers make improved crop marketing decisions and (3) helping farmers reduce diesel fuel costs by purchasing fuel prior to weather-influenced price increases. Newsletters, internet training, numerous farm visits and phone calls were used to educate farmers about (a) the fertilizer value of poultry litter and how to get the most benefit from litter (b) how to utilize litter in accordance with strict environmental regulations (c) reasons to consider forward pricing a portion of their corn and soybean crops and (4) the upcoming increase in retail diesel fuel prices due to Hurricane Katrina. The total amount of litter applied to row crop land in 5 counties by the 10 farmers who participated in this program during the 3 year period was 31,875 tons. Growers saved \$444,407 through reduced fertilizer and lime costs. The excellent results obtained by these 10 farmers will encourage at least 5 additional farmers to use litter for the first time in 2006. Growers netted 82,000 additional dollars by forward-pricing 95,000 bu. of corn and 10,000 bu. of soybeans in July and early August of 2005. Several hundred gallons of diesel fuel were purchased just before a Hurricane Katrina-induced price increase.

State Winners:

ANNIE'S PROJECT—EDUCATION FOR FARM WOMEN

Hambleton,* R.F.¹, Wells,* J.B.², Eggers,* T.³, Sobba,* M.⁴, Devlin,* K.⁵

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² Field Specialist/Agriculture Economics, Iowa State University Extension, 212 N I Street, Oskalossa, IA 52577

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⁵ Agriculture Business Specialist, University of Missouri Extension, 106 E Third Street, Shelbyville, MO 63469

Annie's Project—Education for Farm Women is a program designed around needs of female adult learners all of whom come from diverse backgrounds, and various level of involvement with their farm operations. Trained instructors deliver a comprehensive educational program to farm women in 18 hours of class room instruction, divided into six class sessions, each lasting three hours. Women receive training in areas of financial management and documentation, record keeping, retirement and estate planning, marketing grain, and business plan development. Women are trained on computers to use spreadsheets and the internet to help them develop good decision making skills. Women, who are highly skilled computer users, help women with fewer skills, and women with extensive farm backgrounds become mentors to women who have little or no experience with farm life.

The first class of Annie's Project graduated in February 2003 with 10 women. Since then, approximately 1,000 women from nine states have been through Annie's Project, and the numbers continue to grow as more states offer this unique program for farm women. Evaluations indicate women are highly appreciative of a program designed around their educational and social needs. This program is considered high impact.

TEACHING MATERIALS THAT HELP PRODUCERS UNDERSTAND FINANCIAL AND PRODUCT PRICE RISK MANAGEMENT

Holmgren*, L. N.¹, Godfrey, E.B.², Bailey, D.³

¹ Agriculture/4-H Extension Agent, Utah State University Extension, 195 West 1100 South, Brigham City, Utah 84302

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³ Extension Agricultural Marketing Specialist, Utah State University Extension, 3530 Old Main Hill, Logan, UT 84322-3530

Many producers are not aware of Risk Management programs available through USDA. Utah has been designated as an "underserved state" in terms of risk management programming which is available to producers. It is one of 15 states nationally USDA has committed resources to improving the capability of farmers and ranchers to evaluate and manage physical/biological, human, legal/institutional, price and financial risks. Help and quality resources are needed to teach them about risk management techniques and programs

available to them. Enterprise Budgets, fact sheets and workshops are tools and methods used to convey and teach risk management programs to livestock and crop producers. This year, many enterprise budgets were updated for livestock and crops produced in Utah including two new budgets: 1) a feeder cattle enterprise budget and 2) an onion budget. Forecasting the price calves will bring in the future is a difficult part of the decision to retain calves. A fact sheet titled the Economics of Retaining Ownership of Weaned Calves which was written to help producers develop a marketing strategy for retaining ownership of weaned calves. Workshops and seminars were developed including agricultural outlooks, Retaining Ownership of Weaned Calves and QuickBooks financial record keeping seminars. Historical cash prices, futures, and basis information was compiled to help agricultural producers manage price risk. An agribusiness website is the key to providing information that will help the producer's "bottom line".

Additional Abstracts for Publishing:

IMPROVING THE PROFITABILITY AND SUSTAINABILITY OF COMMERCIAL BEEF COW/ CALF OPERATIONS

P'Pool*, J.R.

County Extension Agent for Agriculture and Natural Resources, University of Kentucky Cooperative Extension Service, Livingston County Office, PO Box 189, Smithland, KY 42081-0189

Extension Farm and Ranch Financial Management Educational Programming in Trigg and Livingston Counties has always centered on the concept of improving the profitability and sustainability of commercial beef cow/calf operations. This goal has been accomplished through a variety of educational activities and teaching methods. Major activities that have led to achieving the goal of improved profitability and sustainability include the Beef Integrated Resource Management (IRM) Purchasing Alliance, the Certified Preconditioned for Health (CPH-45) Feeder Cattle Program, and The Kentucky Phase 1 Tobacco Settlement Model Beef and Forage Programs. The Beef IRM Purchasing Alliance was initiated in January 2001 to begin to group purchase minerals and other inputs. This group has reduced their cost of production and increased revenue at the same time. Small and medium sized cow/calf producers continue to take part in the CPH-45 Feeder Cattle Program to add value to

their calf crops. The CPH-45 Feeder Cattle Program is a preconditioning program that enables producers to group market trailer load lots of feeder cattle that are weaned 45 days, have a known vaccination/management protocol, and have been backgrounded on forages and low-cost by-product feeds to achieve efficient weight gains. The Kentucky Phase 1 Tobacco Settlement Model Beef and Forage Programs have assisted producers in having access to cost share funds to purchase higher quality bulls and bull semen, improve forage production, utilization, and storage systems, construct working facilities, and construct boundary fences. When all the programs are considered, the economic impact totals over \$1,000,000 in increased revenue, reduced input costs, and farmstead improvements.

SEARCH FOR EXCELLENCE - LIVESTOCK PRODUCTION

National Winner:

LOST RIVERS GRAZING ACADEMY

Jensen,*K.S.¹, Cheyney, C.², Hawkins, J.³, Shewmaker, G.⁴, Gray, W.⁵, Williams, S.⁶, Gerrish, J.⁷, Griggs, T.⁸

¹ Extension Agent, University of Idaho Extension-Owyhee County, Marsing, Idaho 83639,

² Superintendent, University of Idaho Nancy M. Cummings Research and Extension Center and Butte County Extension Agent, Arco, Idaho, 83213

³ Extension Agent, University of Idaho-Custer County, Challis, Idaho, 83226

⁴ Extension Forage Specialist, University of Idaho-Twin Falls R&E Center, Twin Falls, Idaho, 83303

⁵ Extension Ag Economist, University of Idaho-Twin Falls R&E Center, Twin Falls, Idaho, 83303

⁶ Extension Agent, University of Idaho-Lemhi County, Salmon, Idaho, 83467

⁷ Grazing Lands Consultant, May, Idaho, 83253

⁸ Forage Specialist-Utah State University, Logan, Utah, 84322

Domestic pastures are generally grazed season-long. According to Gerrish and Roberts (1999) pastures grazed longer than 30 days have a harvesting efficiency of 40% or less. High stocking rates and low stock densities are common, leading to severe grazing, which limits re-growth potential and overall yield. Pasture operators lack motivation to improve management

because: 1) conventional management has traditionally been viewed as adequate; 2) good irrigated pastures are undervalued; 3) pastures appear to be more resilient to abuse than other crops; 4) land typically planted to domestic pasture is perceived as marginal and therefore of limited financial value; and 5) producers have not recognized the ecological value of pastures. To improve livestock operator understanding and implementation of the principles of Management-intensive Grazing (MiG), outreach programs featuring multi-day hands on workshops for operators have been held across southern Idaho. Topics covered in the intensive 4 day, hands-on workshop include the five principles of grazing, tools for managing grazing, anatomy and physiology of forage plants, grazing cell design, low stress livestock handling techniques, and livestock health considerations as well as others. Participants in these workshops come away with a better understanding of the principles involved and often put what they learn into practice on their own places. This growing network of operators is developing, adapting and implementing more economically efficient and environmentally acceptable methods for harvesting and utilizing forages.

National Finalists:

TEACHING INTEGRATED PARASITE MANAGEMENT (IPM) TO SHEEP AND GOAT PRODUCERS

Schoenian, * S.

Area Agent, Sheep and Goats, University of Maryland Cooperative Extension, Western Maryland Research & Education Center, Keedysville, MD.

Gastro-intestinal parasites pose the single greatest threat to the health and productivity of sheep and goats throughout most of the United States. Control programs which rely heavily on anthelmintic treatments are no longer sustainable. FAMACHA© is a novel system for assessing barber pole worm infection and the need for deworming individual animals. In 2004 and 2005, twenty Small Ruminant Integrated Parasite Management (IPM) workshops were held in 7 states. The workshops consisted of two hours of lecture/discussion and two hours of hands-on instruction (fecal egg analysis and FAMACHA©). 556 sheep and goat producers, youth, and extension agents participated in the workshops and were certified in the use of the FAMACHA© system. An additional 451 people attended IPM presentations. According to pre- and post-tests, producers increased

their knowledge of internal parasites and their control by 30 to 40 percent. According to a follow-up survey, 57 percent of producers are experiencing fewer internal parasite problems in the flocks/herds. 40 percent characterize their problems as about the same. 74 percent of producers are deworming their animals less. None are deworming more. 91 percent of producers are using the FAMACHA© system. 69 percent spent less money on anthelmintics in 2005 compared to the previous year. Producers are adopting various other IPM "best management" practices (e.g. pasture rest, periparturient anthelmintic treatments, and genetic selection) to control parasitism in their flocks and herds.

CENTRAL KENTUCKY FEEDERS: A PROGRAM TO IMPROVE LIVESTOCK MARKETING

Carter,* G. W.¹, Mackie, G. F.²

¹ Extension Agent, University of Kentucky Extension Service- Harrison County, Cynthiana, Kentucky 41031

² Extension Agent, University of Kentucky Extension Service- Bourbon County, Paris, Kentucky 40361

Central Kentucky Feeders is a group of livestock producers who have joined together to gain knowledge and insight into the marketing of cattle while producing healthier cattle for public consumption. The groups' participants are mainly from Bourbon County and Harrison County, Kentucky. The educational goal of the group is to teach farmers improved methods of marketing cattle with emphasis on animal health and overall quality of the product. Program activities have occurred throughout the programs existence. They include: BQA trainings, PVP training, county wide mineral program development, sale delivery systems, health program intensification, and performance data evaluation. Results of the program at the current time consist of 157 producers who have participated in the Central Kentucky Feeders CPH 45 Sales held over the past three years. With positive outcomes and increasing profits from local sales, there has been increased interest in cattle production, leading to a profitable future for all involved.

ALABAMA COMMODITY BARN PROJECT

Windham, Stanley T.

Coffee County, 5 County Complex, New Brockton, AL 36351

Cattlemen in particular, and many other livestock producers, are utilizing more and more by-product and stored feed as livestock production continues to grow in the county and the Southeast part of the United States. Many producers buying this feed were losing money because they were buying small amounts of feed rather than capitalizing on bulk prices. To help remedy this problem, I and two other interested parties approached the Alabama State Department of Agriculture about sponsoring a low interest loan program to finance commodity storage barns. As a result, \$750,000.00 was approved initially with an additional \$250,000.00 later to loan to state ranchers to build an approved barn. A design was submitted but open to changes by a local dairyman that moved from Michigan to Alabama. He was very familiar with these types of barns and his design became the benchmark for the project. To date 20 barns have been built across Alabama in less than a year at a total cost of \$450,000.00 The loan amount was approved for one, two, and three bay barns with an estimated cost of \$7,500.00, \$15,000.00, and \$22,500.00 depending on the size of the barns. The payback time is three years at 3% interest. It has been estimated the total feed cost savings to the 20 producers building these barns has been in the range of \$60,000.00 according to their budgeted estimates. This program has demonstrated to producers that they can make money not only when they sell something, but also when they buy it.

State Winners:

COW-CALF AND MARKETING STATEWIDE MEETINGS

Vander Velde,* K. G.

University of Wisconsin Livestock Specialist for Central Wisconsin Agriculture Specialization Team, Montello, Wisconsin 53949

This agent's efforts in beef cattle education have resulted in the creation of an active group of UW Extension Agents working with beef cattle producers. Producers have expanded herd sizes on existing acres by using rotational grazing to increase land carrying capacity. Producer programs have focused on reducing production costs and effective marketing of calves, feedlot cattle, cows, and bulls. In 2005 many producers increased profits to the \$175-\$250 range per cow-calf unit, a direct result of cost control and effective marketing. Programs developed for a statewide series

of meetings and seminars were: Livestock Industry Outlook, Economics of Grazing, and Successful Marketing of Cows and Bulls. This agent created the Microsoft PowerPoint's used at these sessions and presented at four of the six programs presented in 2005. Evaluations completed nine months after the sessions asked producers what changes they had made in their operation as a result of the seminars. From the evaluations it was clear our programs had been catalyst for change that had positive affects on producers.

LIVESTOCK PROGRAM PROVIDES EDUCATION

Howard*, L.F.

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Animal agriculture accounts for over 90% of the total farm income for Cuming County and contributes nearly \$525 million to the economy. The importance and significance of livestock is very vital to the area. The Extension Livestock program has provided education to livestock producers in Cuming County, Nebraska and the surrounding area. Programs have explained livestock production, management and environmental regulations. We have provided tools for producers to increase their environmental stewardship and showed the value of livestock nutrient management. Information is delivered with a variety of teaching methods including workshops, tours, hands-on demonstrations, individual consultations, computers, internet, polycom, satellite conferences, home study courses, radio programs and the news media. Livestock management issues continue to have a major emphasis in programming efforts. Extension continues to bring current information and the latest research and findings to the producers and related agribusinesses to help them excel in their operations and adapt technologies and ideas that will enhance the environment. This approach has been successful because it has involved a team approach consisting of UNL Extension staff at the county and state levels, livestock producer groups, agribusinesses, regulatory agencies and most importantly the local livestock producer. Efforts will continue to help build an even stronger livestock program for this area with an increased awareness for environmental stewardship and improved management practices.

Additional Abstract for Publishing:

MARKET INFORMATION FOR LIVESTOCK FARMERS

Gregg, T.H.*

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This material is sent in an easy to read consistent manner. In this way, livestock farmers can quickly find the type of data that is most helpful to them. Included are some samples of the newsletter that were mailed over the last 3 years. Also, individual farm visits and office consultations were used to provide more personalized recommendations as needed. This information was sent by regular mail and email. In addition, programs for groups were used to encourage each farmer to determine their own per unit cost of production, and use that figure to help them know when to sell. A survey was sent out to see just how effective this program has been. Eighty six per cent (86%) responded that it was of great value, or had helped them "better market" their livestock. A copy of the survey is enclosed. Some comments were: "I market my cattle by relying on this report". "Very much like the newsletters". "Keep it coming...the newsletter updates are useful and one of the few updates available". As you can see, this program has been very well received. Survey analysis's indicates that it has already increased profitability for Etowah County farmers by over \$24,000.00 in the last 3 years alone.

SEARCH FOR EXCELLENCE - REMOTE SENSING AND PRECISION AGRICULTURE

National Winner:

FARMING WITH COMPUTER TECHNOLOGIES – PRECISION AGRICULTURE

Varner,* D.L.

Extension Educator, University of Nebraska-Lincoln Extension in Dodge County, Fremont, Nebraska 68025

A comprehensive, hands-on computer literacy workshop titled Farming with Computer Technologies – Precision Agriculture (FWCT-PA) was developed for producers, vocational agriculture instructors and

Extension Educators with little or no experience using precision agriculture technologies. The workshop was designed to help participants will become familiar with state-of-the-art precision agriculture technologies; learn to use geographical information system and global positioning system farming technologies; and understand applications of precision agriculture technologies for their farming operations. Participants spent a day learning about yield monitors, lightbars, generating yield maps, cleaning data, geographical information systems (GIS), global positioning systems (GPS), collecting GPS data, importing GPS data into a GIS, and exploring the capabilities of a farm-based GIS system. The workshop is taught with a portable computer technology laboratory capable of facilitating ten work stations. PowerPoint presentations and hands-on activities are integrated with one-another to keep the participants on-task. The workshop is structured so participants learn the technologies in the typical order that they are adopted by Nebraska farmers. A reference manual was developed for workshop participants. The manual includes all of the PowerPoint slides used throughout the workshop with space for notes. Workshop exercise instructions are also included so participants can repeat the exercises following the workshop. A CD in the back of the manual includes data used for workshop exercises that participants can use to conduct workshop exercises again later. Participants left the workshop feeling they had made advancements in their precision agriculture knowledge and skills. Follow-up calls from producers demonstrated that they had gained the knowledge and confidence to develop or enhance their precision farming system. Extension Educators and Vocational Agriculture Instructors completing the workshop reported that it contributed greatly to their understanding of precision agriculture technologies and how they could be integrated into their respective professions.

National Finalists:

THE UTILIZATION OF GLOBAL POSITIONING SYSTEM (GPS) AND GEOGRAPHIC INFORMATION SYSTEM (GIS) IN AGRICULTURE AND YOUTH EDUCATIONAL PROGRAMS

Combs,* K. J.

County Extension Agent-Agriculture, University of Arkansas Division of Agriculture Cooperative Extension Service-Yell County, Dardanelle, Arkansas 72834

Teaching new technology and facilitating the adoption of new technology in agriculture and 4-H youth programs is the primary objective of Extension Agents. The objectives of educational programs were to facilitate the adoption of GPS and GIS by area clientele. Educational programs were planned and conducted for county clientele in GPS/GIS. A field day was conducted to teach the basics of the use of GPS for producers and youth. A 4-H grant was obtained from ESRI to teach the use of ArcView to 4-H youth. Training was conducted for the 4-H'ers in the use of ArcView and a community service project is in progress. A forage demonstration was planned and conducted to demonstrate the utilization of stockpiled Bermuda grass for wintering beef cattle. The field was grid soil and forage sampled with each sample location marked with GPS. Utilizing ArcView, forage yield maps and soil nutrient maps. Field demonstrations were planned and conducted to further demonstrate the utilization of the technology. As agronomic field demonstrations were put out, the location of the demonstrations were marked with GPS. The plots were also marked with GPS and the area of the plots were determined by the GPS measurements. Gypsy moth trapping is also conducted by County Extension staff. An accurate means of determining the exact location is needed when checking and taking up traps at the end of the trapping season.

Evaluation of GPS/GIS educational programs was done by formal and informal surveys. Program participants were asked if they had adopted the practices that had been taught and demonstrated. Adoption rate was high. Retailers reported that sales of GPS equipment rose significantly after each training session was conducted.

AN ECONOMIC ANALYSIS ON PRECISION AGRICULTURE ON PASTURELAND IN WEST VIRGINIA

Wickline, * B.W.¹, Sparks, B.R.², Nestor, R.³, Basden, Tom⁴, Rayburn, Ed⁵, Fullen, J.T.⁶

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² Extension Agent, West Virginia University Extension Service-Nicholas & Fayette Counties, Summersville, West Virginia 26651

³ Extension Agent, West Virginia University Extension Service-Barbour County, Philippi, West Virginia 26416

⁴ Extension Specialist, Agriculture and Natural Resources Program Unit, West Virginia University Extension Service, Morgantown, WV 26506

⁵ Extension Specialist, Agriculture and Natural Resources Program Unit, West Virginia University Extension Service, Morgantown, WV 26506

⁶ Private Crop Consultant, Union, WV 24983

With the end of the cold war, satellite-based technology that was only available to the armed forces has been released for civilian use. The uses of satellites for geo-referenced data collection, computers to convert the data to soil fertility maps, and machines for the site-specific application of nutrients have resulted in the development of a new farming system called precision agriculture. The conventional method of nutrient and lime treatment evolved from one analysis recommendation representing a field, with the entire field receiving the same rate of nutrients or lime. Precision agriculture includes a process of data collection, conversion of data to knowledge and application of the knowledge to site-specific management within field boundaries. The goal of the project was to determine the economic validity of precision agriculture soil sampling versus the conventional method of soil sampling. Using the precision method of soil sampling, forty-seven samples, representing 68.32 acres were sampled. Also, the same 68.32 acres that had been previously sampled using the precision method was conventionally sampled, by dividing the acreage into four separate fields based on topography and acreage. Fertilizer recommendations via the conventional method were completed by averaging the soil sample recommendations on fields 1 and 2, then by averaging the recommendations on fields 3 & 4. The two methods of soil sampling then had an economic comparison completed. On this particular farm there were slight variations in soil fertility and lime requirement. Even with the slight variation the precision method saved the producer \$ 40.86 over the conventional method of sampling, but more importantly allowed for the producer to have a better understanding of the soil fertility on this particular farm.

SEARCH FOR EXCELLENCE IN 4-H AND YOUTH PROGRAMMING

National Winner:

SEEDS TO SUCCESS YOUTH FARMSTAND

Cummings,*M.¹, Hughes,L.², Strieter, L.³, McKee, M.⁴

¹ Program Associate, Rutgers Cooperative Research & Extension-Gloucester County, Clayton, New Jersey 08312

² Family and Community Health Sciences Educator, Rutgers Cooperative Research & Extension-Gloucester County, Clayton, New Jersey 08312

³ 4-H Agent, Rutgers Cooperative Research & Extension-Gloucester County, Clayton, New Jersey 08312

⁴ Program Associate, Rutgers Cooperative Research & Extension-Gloucester County, Clayton, New Jersey 08312

Seeds to Success Youth Farmstand prepares special needs youth for the workforce through classroom and on-the-job training. Seeds to Success teachers a variety of lessons in the Woodbury, Paulsboro, Glassboro and Bankbridge Regional Schools. During the summer, students apply this knowledge at our Woodbury, Paulsboro and Glassboro youth farmstands, where students truly experience the many aspects of the day-to-day operations of a retail entrepreneurial enterprise, while earning minimum wage. Just like a regular business, proceeds from the sale of fruits, vegetables and herbs sold at the farmstands are used to pay for supplies. The students purchase their inventory at wholesale prices from local farmers; calculate a markup that includes profit; and charge retail prices to consumers. Any profit made at the farmstand is shared among the students at the end of the season.

National Finalists:

GARDEN N' GROW TEACHES YOUTH IMPORTANT LIFE LESSONS

Campbell, D.L.¹, Schutter,* J.L.²

¹Extension Agri-Business Specialist, University of Missouri Extension, Schuyler County, P.O. Box 310, Lancaster, MO 63548

²Extension Horticulture Specialist, University of Missouri Extension, Adair County, 503 E. Northtown Rd., Kirksville, MO 63501

Adair-Schuyler Garden N' Grow is a youth garden program for children ages 9-13, designed to provide youth a summer activity where they can be involved with others in a relaxed, outdoor atmosphere without classroom walls and with plenty of hands-on activities. It also provides 4-Hers in the horticulture/gardening project an opportunity to grow their own garden and receive instruction. In the past six years, over 90 youth have completed the program. The goals of the program

are to teach youth that gardening can be fun, rewarding, and it gives the youth a feeling of success. Other goals are to teach the youth how to properly plant, maintain, and harvest a garden, as well as the importance of healthy eating and sharing with others in need. Youth learn by hands-on experiences where rapid results are achieved with plants, and the youth can successfully apply knowledge gained. Lessons cover nearly every gardening topic including planting methods, plant biology, insects & diseases, soils and harvesting. The importance of using ecologically sound practices such as organic or natural methods of pest management and the importance of water quality is taught. Youth also learn the nutritional aspects of eating fresh produce and ways to prepare it which are fun and healthy. By the end of the 2005 growing season, nearly 1000 pounds of produce was donated from the Adair-Schuyler Garden N' Grow programs to the Salvation Army Food Pantry and the Schuyler County Nursing Home. Approximately 200 people benefited from the donated fresh produce. An evaluation done in 2005 on the past participants of the Garden N' Grow indicated that most of the youth continue to garden at home, donate produce, exhibit at county fairs, and eat healthier. Also, reported was that the program helped them become a better gardener by teaching them how to properly plant, maintain, more productive garden. Some of the youth joined the 4-H gardening project as a result of becoming interested in Garden N' Grow, and two youth have indicated that they plan to major in horticulture in college.

IOWA 4-H CROPS PROJECT

Schwab,* D.L.¹, Schmitt, V.²

¹ Extension Beef Field Specialist, Iowa State University Extension, Marengo, IA 52302

² Extension Crops Field Specialist, Iowa State University Extension, Muscatine, IA 52761

Iowa leads the nation in soybean and corn production, yet less than 1000 Iowa 4-H'ers participate in the crops project. An effort began in 2002 to revitalize the Iowa 4-H crops project with a new curriculum, volunteer training, and a state 4-H conference event. State, area and field staff joined to develop a new curriculum, which was funded by the Iowa Soybean Promotion Board. Three member manuals, an interactive CD and a member manual were released in 2004. Sixty staff and volunteer were trained, who in turn train nearly 100 additional volunteers and reached over 700 youth

with crops related information. The state conference event, titled "CSI:Crops" was deemed a huge success with 13 youth in year 1 and 35 in year 2. Plans are underway to make this an established part of state 4-H conference. Youth work directly with faculty and staff to investigate several field crime scenes, trying to identify the culprits. Some of the comments from the youth included "I liked the crime scenes, and looking for reasons why crops were injured." "The hands on field visits with state agronomy specialists were excellent." and "I really had fun out in the fields. I plan on telling others about it for next year. I also plan on returning next year."

WALKER COUNTY FIT TO RIDE ATV SAFETY PROGRAM

Cain,* D.L., Legvold, D.L.

¹ County Extension Coordinator, Alabama Cooperative Extension System – Walker County, 1501 North Airport Road, Jasper, Alabama 35504

² Regional Extension Agent – 4-H, Alabama Cooperative Extension System, 650 McConnell Loop, Fayette, Alabama 35555

The use of all-terrain vehicles is increasing among all age groups, particularly among youth ages eighteen and under. There are approximately seven million such vehicles currently in use. ATV accidents and deaths are also on the increase with more than 6,000 deaths and 44,000 injuries occurring during the years 1982 – 2004. Almost one-third of these deaths occurred to youth under the age of eighteen. Some 145 Alabama youth were included in the ATV accidental death numbers. Lack of rider safety training, improper safety equipment, excessive speeds, and riding double were among the leading factors that contributed to these deaths and accidents. More than 1,200 Walker County youth were provided ATV safety instruction based upon activities in the ATV Adventures: Fit to Ride curriculum through school programs, field days, and club activities. Each activity was designed to address specific identified factors associated with ATV accidents. In addition potential audiences of more than 750,000 were reached through newspaper and television media efforts. Youth also designed, scripted, edited, and served as actors in seven Public Service Announcements that are being distributed to television stations state-wide. Ten new 4-H volunteers were trained in using the ATV materials and more than 50 total volunteers participated in the project. Program

participants also conducted training sessions for other 4-H volunteer leaders and staff at the Alabama 4-H project team meeting and the Alabama 4-H Volunteer/Parent forum meeting. The project has been highlighted on the National 4-H Council website and at the upcoming National Off Highway Vehicle Conservation Council meeting. Initial success of the ATV safety program has led to grant funding which will fund a full-time position for an Extension ATV Safety Program Coordinator who will be housed in the Walker County Office.

SEARCH FOR EXCELLENCE IN LANDSCAPING HORTICULTURE

National Winner:

MOLE CONTROL IN ARKANSAS LANDSCAPES

Blakey, D.W.

County Extension Agent-Agriculture, University of Arkansas Cooperative Extension Service, Fort Smith, Arkansas 72903

Of all common mammals in North America, perhaps the Eastern Mole is least understood. This insectivore tunnels through yards, landscapes, and cemeteries causing damage to turf. In their quest to rid themselves of this pest, homeowners and professionals alike spend a great deal of money on products that are wholly ineffective, and in the process create point-source pollution of the environment. To learn more about this nuisance animal and demonstrate methods of control, a program was initiated that consisted of 3 components: Trials conducted locally to better understand mole behavior and trapping techniques available to the public; demonstrations to show efficacy of various control measures to stakeholders; and Education of the public on the use of environmentally sound control techniques appropriate to moles. From this work it was determined that predation and the Victor Out-of-Sight trap was the best methods of control, which corresponded to the methods used in the northern US. Numerous educational and media presentations were made, including a segment on our local ABC affiliate demonstrating the use of a mole trap. A fact sheet is currently in review with biologists from the Arkansas Game and Fish Commission.

National Finalists:

2006 NACAA SEARCH FOR EXCELLENCE IN LANDSCAPING HORTICULTURE

NEILL, K. C.

Agricultural Extension Agent, North Carolina Cooperative Extension Service,
3309 Burlington Road, Greensboro, North Carolina 27405

The importance of trees to the urban and global ecology is only now becoming fully known and appreciated. The misguided practice of tree topping has risen to crisis proportions nationally over the last decade. Therefore, topping has become the urban forest's major threat, dramatically shortening the lifespan of trees and creating hazardous trees in high-traffic areas. The North Carolina Cooperative Extension, partnering with the City of Greensboro and High Point has initiated an anti-tree topping campaign. An urban and community forestry grant helped to pay in part for the development of a postcard to be used for direct targeting at risk neighborhoods for an electric bill mailing that was sent to 39,000 High Point residents, and for a 30-second television public service announcement aired on the local TV station. The media flight, which aired on WGHP, reached 71% of the viewing adults twenty-five years of age or older. This audience would have seen the spot 3.9 times over a four week span. As a result, the newly formed Piedmont Arborist Association, has documented a 30% increase in new customers and direct targeted neighborhoods shared a 80% reduction in the "monkey see monkey do" effect.

THE HERITAGE GARDEN OF HUNT COUNTY

Allen*, S. L.

County Extension Agent Agriculture/Natural Resources, Texas Cooperative Extension - Hunt County, Greenville, Texas 75401

"The Heritage Garden of Hunt County" is an educational demonstration garden designed, planted, and maintained by Texas Cooperative Extension and the Master Gardener Program of Hunt County. When the Cooperative Extension Office was relocated several years ago from the Courthouse in Greenville to a renovated historic building, known locally as the Seed House, we realized that the potential existed to tie together numerous community needs. By utilizing a county-owned vacant lot adjacent to the new

Cooperative Extension Office for a Demonstration Garden, we are able to unify historic restoration, accomplish both downtown beautification and revitalization, promote the reclamation of heritage as well as teach the art of gardening. During the past 3 years, over 3,000 persons have formally attended tours, educational programs and seminars in the garden. Over 30 volunteers work cooperatively to provide in excess of 700 hours per year of work to the planning and educational aspects of the garden, as well as providing the labor for maintenance practices.

SEARCH FOR EXCELLENCE YOUNG BEGINNING SMALL FARMERS/RANCHERS

National Winner:

GROWING SMALL FARMS – AN EXTENSION PROGRAM FOCUSED ON SMALL FARMERS AND SUSTAINABLE AGRICULTURE IN NORTH CAROLINA

Roos, D.L.*

Agricultural Extension Agent for Sustainable and Organic Agriculture, North Carolina Cooperative Extension, Chatham County Center, P.O. Box 279, Pittsboro, NC 27312

Chatham County is one of the few counties in the state to experience an increase in the number of farms during the last agricultural census, and much of this growth is attributed to the increase in the number of small farms. This group of small and beginner farmers has unique needs, and an Extension position was created to work specifically with this group. The program has several objectives: 1) to improve the economic development of small farms in Chatham County; 2) to enhance the environmental quality of small farms by promoting sustainable practices; 3) to help small farmers diversify into new enterprises and new markets; 4) to help small farmers meet the growing demand in the Triangle area for locally grown, organic produce; and 5) to improve agricultural literacy among the non-farming public. Proactive programming is delivered through a quarterly newsletter, monthly farmer workshops, a comprehensive website, and email discussion groups, or listservs. Teaching methods are varied and include lectures, panel discussions, participatory exercises, field days, demonstrations, farm

visits, the website, and newsletter. In the past three years, there has been an average of 60 participants at each of the 27 workshops. The audience for the website has increased every year, going from 14,400 visits in 2002 to 100,000 in 2005. Feedback from evaluations of the workshops, newsletter, website, and individual consultations indicate that these are valuable teaching tools that have made a positive impact in the sustainability of small farms in the area. The Growing Small Farms program has served as a model for other states and other educators use the website, newsletter, and workshops to educate themselves and their clients.

National Finalists:

THE MID-COLUMBIA SMALL FARMS AND ACREAGE PROGRAM: A “LOAVES AND FISHES” APPROACH TO MEETING THE EDUCATIONAL NEEDS OF YOUNG, BEGINNING AND SMALL FARMERS/RANCHERS

Kerr,* S.R.¹, Tuck,* B.V.²

¹ Extension Educator, Washington State University Extension-Klickitat County, Goldendale, Washington 98620

² Extension Educator, Oregon State University Extension Service-Wasco County, The Dalles, Oregon 97058

The Mid-Columbia Small Farms and Acreage program began in 2000 when WSU and OSU Extension educators designed a cooperative educational outreach program to address the growing demand for services from new and small acreage owners. Objectives of the program are to connect small acreage owners with pertinent resources, increase their knowledge base on agriculture-related issues, make the most efficient use of area Extension professionals' time and expertise and help small farmers develop the skill sets needed to make wise decisions about their property. To reach these objectives, Extension professionals developed the *Mid-Columbia Small Farms and Acreage Newsletter*, an award-winning bi-monthly publication distributed electronically or as a hard copy to more than 1000 area small farmers, educators and agency staff in a twelve-county area of the Columbia Gorge between Oregon and Washington. Team members have developed 55 small farm technical articles and created the Mid-Columbia Small Farms Web site, located at <http://extension.oregonstate.edu/wasco/smallfarms/SmallFarms.php>. This site serves as a library of resources for small farmers and is accessed

domestically and internationally 2,000 times per month. To date, \$23,000 in competitive funding has helped support program efforts. More than 2648 new and small acreage owners have attended the 52 regional educational workshops, seminars and tours sponsored by the team. In 2005, a direct-mail risk management education program was created to foster farm financial sustainability; installments in the educational series are available at <http://extension.oregonstate.edu/wasco/smallfarms/RiskManagement.php>. Every aspect of the program is evaluated; feedback is enthusiastically positive and helps direct future outreach.

AGRICULTURE AWARENESS FOR NOVICE AND SMALL LANDOWNERS

Allen,* S. L.¹, Williams, T. K.²

¹ County Extension Agent Agriculture/Natural Resources, Texas Cooperative Extension - Hunt County, Greenville, Texas 75401

² County Extension Agent Agriculture/Natural Resources, Texas Cooperative Extension - Rockwall County, Rockwall, Texas 75087

“Agriculture Awareness for Novice and Small Landowners,” a three-part series and associated resource materials, was developed for participants to attend basic land and farm management seminars and field days, gain accessibility of resource information, and obtain local and regional business and agency contacts. Through a combination of traditional and innovative programming efforts, landowners in Hunt and Rockwall Counties were involved in a Small and New Landowner Seminar, Pond Management Field Day, and Pesticide Applicator Training and Testing. In addition, participants received resource materials including Agency and Business Directories, Newsletters, associated Web links, and Individual Consultations. Written evaluations indicated a high degree of satisfaction from more than 100 participants each year. All students rated the series “Very Useful” or “Useful.” Summative evaluations specifically noted that information on wildlife exemptions, applying for loans, and changes in business operations, were immediate skills/resources the clientele would be able to use. Through direct observation during consultations, teleconferences and site visits, participants realized the importance of developing plans for agricultural endeavors before launching the actual enterprise. In 2005 respondents indicated their intention to implement one or more of the best management practices presented, or to use resources provided during seminars/field day for their own property.

Educational Objectives

Hunt and Rockwall Counties, each east of the Dallas/Ft. Worth Metroplex in North Texas, have been experiencing major growth in new landowners operating small acreage “ranchettes” for the past several years. According to the U.S. Census of Agriculture, now more than 50% of the farms/ranches in each of the two county area are less than 50 acres in size. This need motivated the involved Agricultural Extension agents to develop programs to meet the following objectives:

- Provide educational programming tailored for small and novice landowners
- Supply database of local & regional ag agencies to new audiences
- Afford knowledge based programming concerning pond management
- Allow participants to gain qualifications to acquire Pesticide Applicator License for land management.

Program Activities

2003-2005

- Small and New Landowner Seminar - Annual Seminar geared towards novice and small landowners. Topics encompass Ag Agency and Business Roundtable, Property Taxes, Internal Revenue Service requirements, Marketing, and Business Planning.
- Pond Management Field Day - Annual Field Day focusing on farm pond water quality, weed control, fish production, and internet/publication resources.
- Pesticide Applicator Training & Testing - Yearly training for persons needing required course work and testing to obtain Pesticide Applicator License.
- Ag Services & Agency Directory - Developed to provide listing and reference materials on local, state, and federal agencies/services available to landowners. Availability is ongoing.
- *AgKnowledge* Newsletter - Mailout designed to provide current and relevant information to producers regarding animal agriculture and horticulture.

Teaching Methods

Lectures are provided during seminars and field days to provide educational information on subject matter. Topics included:

- Tax Deferral (Ag Production Status)
- IRS classifications
- Pond Management
- Marketing

- Business Planning
- Pesticide Applicator Training

Panel Discussion of Local and Regional Ag Agencies

Site Visits to landowners

Consultations in office setting regarding production practices.

Teleconferences for district and state level planning and training.

“AgKnowledge” Newsletter

Newspaper Articles

Field Day - Pond Management

Results

343 participants attended 9 group educational activities over the 3 year time period. These included Small and New Landowner Seminars, Pond Management Field Days, and Pesticide Applicator Training and testing. To conduct these events, agents utilized 15 collaborators and 23 volunteers to serve as speakers, provide meeting/seminar locations, and assist with program implementation. Local program area committees assisted in the development of planning, organizing, implementing, and evaluating all aspects of the Agriculture Awareness program. This program has inspired community development within the local ag industry, and participants have gained knowledge on the subjects, changed behaviors within their production systems, and developed skills to further enhance their enterprise.

Impact Statement

Through the success of the “Agriculture Awareness for Novice and Small Landowners,” program, the Extension programs have generated a new clientele base, brought together two diverse sectors within agriculture for a common goal, facilitated a working relationship within the group of new producers, provided publicity for ag services of local/regional agencies, and highlighted the contributions of local/regional ag agencies and services. This has engaged both producers and business/agency personnel into a more productive relationship, which has been impacted through

Novice and Small Landowners programming. Producers have gained insight, changed behavior, and found new outlets for finding the resources and information they need to be successful land managers.

Evaluation

Written evaluations indicated a high degree of

satisfaction from more than 100 participants each year. All students rated the series “Very Useful” or “Useful.” Summative evaluations specifically noted that information on wildlife exemptions, applying for loans, and changes in business operations, were immediate skills/resources the clientele would be able to use. Through direct observation during consultations, teleconferences and site visits, participants realized the importance of developing plans for agricultural endeavors before launching the actual enterprise. In 2005 respondents indicated their intention to implement one or more of the best management practices presented, or to use resources provided during seminars/field day for their own property.

LIVING ON A FEW ACRES FOR SMALL ACREAGE PRODUCERS

Coles, *J.W.¹, La Faver, C.D.², Osborne, J.S.³

¹ County Extension Agent for Agriculture & Natural Resources, University of Kentucky Cooperative Extension—Warren County, Bowling Green, KY 42101

² County Extension Agent for Horticulture, University of Kentucky Cooperative Extension—Warren County, Bowling Green, KY 42101

³ County Extension Agent for Agriculture & Natural Resources, University of Kentucky Cooperative Extension—Allen County, Scottsville, KY 42164

Small acreage farms or “hobby” farms are continuing to grow in popularity in rural Kentucky. However, traditional production meetings held by extension often does not address the needs of these producers. Living on a Few Acres was developed to address the specific needs of these producers. In the pilot year, 47 individuals from five counties participated in the seven session program that was taught over a fourteen week period. At the end of course evaluation, 100% of the participants indicated they increased their knowledge of agriculture and farming practices due to the information received during the series. One hundred percent indicated that they have implemented practice changed in their farming operation related to the information obtained during the lessons. The success of the program has been noted by colleagues in Kentucky and other states and the agents responsible for this program have had multiple requests to utilize curriculum from Living on a Few Acres.

State Winners:

THE SOUTHERN OHIO NEW AND SMALL FARM COLLEGE

Nye*, L.A.¹, Grimes*, J.F.², Dugan, D.A.³, Fisher, J.C.⁴, Mangione, D.A.⁵, Meyer, G.A.⁶, Norris, B.K.⁷, Penrose, C.D.⁸, Hines, S.⁹, Bartels, S.¹⁰, Mahan, G.¹¹, Apsley, D.¹², Samples, D.H.¹³, Estadt, M.¹⁴

¹ Ohio State University Extension, The Ohio State University, Wilmington, Ohio 45177

² Ohio State University Extension, The Ohio State University, Hillsboro, Ohio 45133

³ Ohio State University Extension, The Ohio State University, Georgetown, Ohio 45121

⁴ Ohio State University Extension, The Ohio State University, Waverly, Ohio 45690

⁵ Ohio State University Extension, The Ohio State University, Chillicothe, Ohio 45601

⁶ Ohio State University Extension, The Ohio State University, Lebanon, Ohio 45036

⁷ Ohio State University Extension, The Ohio State University, Eaton, Ohio 45320

⁸ Ohio State University Extension, The Ohio State University, McConnelsville, Ohio 43756

⁹ Ohio State University Extension, The Ohio State University, Owensville, Ohio 45160

¹⁰ Ohio State University Extension, The Ohio State University, Hamilton, Ohio 45011

¹¹ Ohio State University Extension, The Ohio State University, Xenia, Ohio 45385

¹² Ohio State University Extension, The Ohio State University, Piketon, Ohio 45661

¹³ Ohio State University Extension, The Ohio State University, Jackson, Ohio 45640

¹⁴ Ohio State University Extension, The Ohio State University, Circleville, Ohio 43113

Increased clientele requests from new and small farm owners indicated a need for a comprehensive farm ownership and management program. The “Southern Ohio New and Small Farm College” was established in 2005 for landowners wanting to make the most of living on a small farm. The college was held at two locations in 2005 and three locations in 2006. 150 individuals from 27 counties have participated in the eight-week program. Class topics included: Getting Started in the Planning Process, Sources of Assistance, Agricultural Legal Issues, Inventory of Natural Resources, Financial and Production Record Keeping, Crops and Horticulture, Animal Production, and Marketing. The

course included a single day tour of successful alternative agricultural enterprises within the southern Ohio region. The clientele of the New and Small Farm College reported an average farm size of 64.12 acres with an average length of ownership of 6.67 years. According to a pre-program survey, only 32.2 percent had previously attended an Extension educational program. Participants were made aware of available resources through instructors representing OSU Extension, government agencies, elected officials, and private industry. Post-program surveys indicated 67 percent of the participants developed a plan or changed their existing plans for use of their property after attending the New and Small Farm College. Participants evaluated the overall program a 8.94 out of a 10.0 scale, with 99.05 percent stating they would recommend this program to other small farmland owners.

NACAA SEARCH FOR EXCELLENCE –SMALL FARMS

Molinar,* Richard H.¹

¹ Small Farms and Specialty Crops, University of California Cooperative Extension, Fresno County, California 93702

My 19½ years with the University of California Cooperative Extension (UCCE) have been very productive and rewarding to my clientele and myself. My specific responsibilities are to conduct outreach and research programs for small family farmers in Fresno County, and participate in statewide activities organized by the Small Farm Program at UC Davis. I have a proactive program to assist 5,000 small farmers (80% of all farms) in the county. Small farm operators in Fresno are very diverse ethnically – nearly half are minorities, almost evenly split between Hispanic and Asian with smaller numbers of other ethnic groups. One in five of my clientele are Laotian immigrants (Hmong, Mien, lowland Lao) with very limited English skills. I employ a Hmong assistant to work with the SE Asian population and, with my fluency in Spanish, we are able to more effectively conduct programs for the vast majority of Hispanics and Asians. With more than 26 workshops I organized, the 85 presentations and 17 research projects during this time period I have seen very significant impacts. Strawberry farmers are now using brown colored mulches, more acreage is being solarized as an alternative to fumigation, more Hmong farmers have the tools and knowledge to avoid labor

finances, and new specialty crops are being grown including capers, blueberries, jujubes and others.

THE SOUTH FLORIDA BEEF-FORAGE PROGRAM

Hogue,*P.J.¹ Selph, J.F.² Gary, L.A.³ Mikulecky, G.A.⁴ Miller, O.P.⁵ Crawford, S.C.⁶ Humphries, S.⁷ Broadus, B.A.⁸ Ivey, R.B.⁹

¹Extension Agent III-Livestock Florida Extension – Okeechobee County, Okeechobee, FL 34972

²Extension Agent IV-CED/Livestock, Florida Extension – Desoto County, Arcadia, FL 34266

³Extension Agent IV-CED/Livestock, Florida Extension – Hardee County, Wauchula, FL 33837

⁴Extension Agent III-CED/Livestock, Florida Extension – Highlands County, Sebring, FL 33872

⁵Extension Agent IV-CED/Dairy and Water Quality, Florida Extension – Okeechobee County, Okeechobee, FL 34972

⁶Extension Agent II-4-H/Livestock, Florida Extension – Hendry County, LaBelle, FL 33975

⁷Extension Agent I-Agriculture, Florida Extension – Glades County, Moore Haven, FL 33471

⁸Extension Agent I-Dairy/Multi-County, Florida Extension – Hillsborough County – Sefner, FL 33584

⁹Extension Agent I-Livestock, Florida Extension – Polk County, Bartow, FL 33831

Over the course of the past several years, major portions of land have been sold and increasingly, smaller production units have developed with land owners producing cattle and goats and raising horses on these small farms or ranchette type operations. A great majority of these small producers are new and relatively inexperienced in livestock production and have become one of the major clientele of Extension Agents in this area in need of extensive assistance in becoming familiar with their new way of life, and management of their livestock and land. Many lack the basic knowledge of animal selection, health programs, pasture and forage needs and management, nutritional needs for adequate production and reproduction, animal reproduction, and marketing skills needed to properly care for and make their small operation productively sound. To assist new, small and inexperienced producers with cattle, goats and horses, The South Florida Beef-Forage Program Agents began offering a Small Farms Livestock production Conference annually in 2003. These programs, held in two locations in the 10 County coverage area to allow producers the opportunity to attend and learn some basic skills to make their operations more productive

and profitable. Six conferences have been held over the course of the past three years attended by 211 producers from 17 Central and South Florida Counties. Producers attending have improved their knowledge of subject matter presented in these conferences by 74.5 %, and 72.9% of those attending have made changes based on knowledge gained to improve the management and economical viability of their operations. From the suggestions received on the evaluations of the last three years, the South Florida Beef-Forage Program Agents will also offer an advanced level Small Farms livestock Conference to further the knowledge and behavior changes in the past attendees.

I OWN A FARM, WHAT DO I DO NOW?

Long,* R.S.

Extension Agent, Virginia Cooperative Extension - Prince Edward County, Farmville, Virginia 23901

Southside Virginia has experienced an influx of relatively new or inexperienced farm owners with small acreages in recent years. These new landowners are eagerly seeking information on small scale agriculture which warranted development of an extension program. Input was solicited from the community, via newspaper and newsletter articles, to determine what topics to include. Over 24 families responded to the inquiry. As a result of their response and previous citizen inquiries, a program series entitled "I Own a Farm, What Do I Do Now?" was designed. The workshop has been offered three times with 58 participants from 46 farm families attending. Topics discussed included Economic and Tax Implications of Farming, Introduction to the USDA Service Center, Evaluating Farm Resources and Adaptability, Marketing Strategies: Benefits and Drawbacks, Small Scale Livestock, Forage Production, Forestry and Wildlife Endeavors for Small Landowners, Small Acreage and Alternative Crop Production, Greenhouse Production, and Small Fruit Alternatives. On the evaluations, all attendees indicated a beneficial increase in their knowledge of agriculture and several expressed interest in more detailed follow-up sessions on many of these topics. Workshop participants now receive notice of other programs such as the Rural Entrepreneurship Program, the Small Fruit Field Day, and alternative agriculture and organic farming conferences. Additional follow-up programs have been developed and offered on such topics as small ruminant management, aquaculture for watershed ponds,

organizing a successful farmers market and small fruit production.

Additional Abstracts for Publishing:

PUTTING SMALL ACREAGE TO WORK

Albertson*, A.L.¹, Bullen, G.², Greer, J.S.³, Holmes K.⁴, Hylton, M.⁵, Loudermilk, J.⁶, Radford, J.⁷, Tucker, M.⁸

¹ Extension Agent, North Carolina Cooperative Extension Davidson County, Lexington NC 28292

^{1,2} Extension Associate- Farm Management North Carolina State University Raleigh, NC 27695

³ Extension Agent, North Carolina Cooperative Extension Forsyth County Winston- Salem, NC 27105

^{2,4} Extension Agent North Carolina Cooperative Extension Rockingham County Reidsville, NC 27320

^{3,5} Extension Agent North Carolina Cooperative Extension Stokes County, Danbury, NC 27016

⁶ Extension Agent North Carolina Cooperative Extension Yadkin/Stokes County, Yadkinville, NC 27055

⁷ Extension Agent, North Carolina Cooperative Extension Surry County, Dobson, NC 27017

^{4,8} Extension Agent North Carolina Cooperative Extension Forsyth County, Winston-Salem, NC 27105

Alternative agricultural enterprises are being actively sought after, not only by farmers but also by non-traditional Extension clientele. Piedmont Extension agents from six counties, in conjunction with the NCSU Dept. of Agricultural and Resource Economics, developed an extensive training to evaluate possible alternative enterprises. The conference "Putting Small Acreage to Work", held in Winston-Salem, November 2003 and 2004, was attended by 305 citizens. Speakers at the conference included experienced farm owners and Extension Professionals. In 2005 a series of "Small Acreage Success Stories" were organized to introduce individuals who have participated in the "Small Acreage" program to hands-on farm experiences through tours. By actually seeing and touching a live working farm, participants saw the ins and outs of different small farm enterprises. Eighty Nine people participated in the tours in four different counties. Enterprises that were included on the tours were "Pine Needle Production with Loblolly Pines", "Fee Based Hunting", "Cut Flowers and Herbs", "Grapes" and "Blueberries". A tour was also taken at the Center for Environmental Farming Systems in Goldsboro NC, where goat, organic dairy, pasture turkey and chicken production areas were toured. In 2006 a six week

course was offered to for new and transitioning farmers to explore different agricultural enterprises and the tools to write business plans for their own enterprises. Fourteen farm families participated in the program.

FLORIDA SMALL FARMS/ALTERNATIVE ENTERPRISES WEB SITE

Hochmuth*, R.C.¹, Bolques, A.², Wilson, N. M.³, et al (plus 10 other team members)

¹ Multi County Extension Agent, University of Florida/ IFAS North Florida Research and Education Center – Suwannee Valley, Live Oak, Florida 32060

² Extension Agent, Florida A&M University – Gadsden County Extension Service, Quincy, Florida 32351

³ Extension Agent, University of Florida/IFAS – Marion County Extension Service, Ocala, Florida 33470

Florida has perhaps the most diverse agriculture and natural resources in the country representing nearly \$70 billion in output impacts in the state. Over 40,000 farms exist in Florida with small farms accounting for over 90% of all farms in Florida. Educational needs of small farmers in Florida were identified as one of the statewide priority thrusts for Extension programs. As a result, the Small Farms/Alternative Enterprises Focus Team was created. Developing information in an organized and easily accessible format would improve the quality and efficiency of extension agent program delivery. The first educational objective was the development of a small farm website, to become the primary educational program deliverable.

The Florida Small Farms/Alternative Enterprises Focus Team identified 18 priority topic areas needed to begin building a new web site in 2004. Key individuals were recruited to form Topic Teams to help build the information for the key topic areas. These teams of individuals included University of Florida and Florida A&M University county and state faculty and also staff, producers, and allied industry stakeholders.

The newly developed Florida Small Farms web site, <http://smallfarms.ifas.ufl.edu>, was officially opened on the web in March 2005. During the first month, over 33,000 hits were received on the site, and it has averaged nearly 50,000 hits per month continuously since it was opened.

EXTENSION ALTERNATIVE CROPS PROGRAM HELPS SMALL FARMERS TO SUCCEED

Mullins*, D.E.

Extension Agent, IFAS University of Florida, Santa Rosa County Extension, 6263 Dogwood Drive, Milton, FL 32570

Santa Rosa is a large and agriculturally diverse County in Northwest Florida. Though cotton and peanuts are the primary crops, there has been a need to diversify production by producing more alternative crops. Based upon input from the Extension Alternative Crops Advisory Committee, farmers and key leaders, there is now an intensified effort to help develop a more viable alternative crop program in the County. Beginning in 2003, this program was expanded to reach a wide audience including existing alternative crop producers, those with small acreage who wished to produce and producers of conventional crops who were searching for options. Six different kinds of activities have been employed in order to reach audiences. These included workshops/seminars, field demonstrations, farm visits, plant problem diagnosis, mass media and market development. This program has resulted in an estimated 35% increase in acreage, reduced pesticide, fertilizer and water usage and sales that have doubled over the past three years.

2006 American/World Agriculture Award Recipient *Neil E. Harl*

Neil E. Harl is Charles F. Curtiss Distinguished Professor in Agriculture and Emeritus Professor of Economics at Iowa State University, Ames, Iowa. He is a member of the Iowa Bar. Dr. Harl was Director of the Center for International Agricultural Finance from 1990 through 2004. He received a B.S. from Iowa State University in 1955, a J.D. from the University of Iowa in 1961 and a Ph.D. in economics from Iowa State University in 1965. His major fields of law interest include estate planning and taxation, business planning and agricultural law. Dr. Harl has published widely including 27 books; more than 400 professional articles and bulletins; and more than 850 articles in farm and financial publications. He is author of the 15-volume treatise, *Agricultural Law* and the single volume *Agricultural Law Manual*; co-author (with Roger McEowen) of three Tax Management Portfolios—*The Family-Owned Business Deduction*, *Reporting Farm Income* and *Taxation of Cooperatives* and co-author



with Professor McEowen of *Principles of Agricultural Law*. He has received more than 30 major awards including the USDA Superior Service Award in 1987; the President's Award from the Iowa State Bar Association in 1991; Charles A. Black Award from the Council for Agricultural Science and Technology in 1997, for effectiveness in communicating with the public; the Distinguished Service to Agriculture award from the Chicago Farmers Club in 1999, the *Wallaces Farmer* Iowa Master Farmer Award for Exceptional Service to Agriculture in 2000; the Speaker of the Year Award by the National Society of Accountants in 2000; and the Presidential Service Award from Iowa State University in 2002. Dr. Harl has served on six federal advisory bodies — a Farm Tax Reform Task Force for the U.S. Department of the Treasury in 1967; the Commissioner's Advisory Group (Commissioner of Internal Revenue) in 1979-80; the USDA Farm Structure Task Force in 1980; the Office of Technology Assessment, Technical Advisory Committee, by Congressional Appointment, 1987-1995 (chair in 1993-94); the USDA Advisory Committee on Agricultural Biotechnology, 2000-2002; and the Commission on Federal Payment Limitations in Agriculture, 2002-2003.



2006 NACAA Distinguished Service Award Winners

North Central Region — 13

Illinois

Ed Billingsley

Indiana

Jerry Nelson
David J. Trotter

Iowa

Virgil Schmitt

Kansas

Ronald W. Graber

Michigan

Dr. Mark Hansen
Mark A. Longstroth

Missouri

Mary S. Sobba

Nebraska

Steven R. Melvin

North Dakota

Duane R. Berglund

Ohio

Stephen Schumacher

South Dakota

Bob Fanning

Wisconsin

Bob Cropp

Southern Region — 37

Alabama

Thomas D. Futral
Jerry Pierce

Arkansas

Randy Chlapecka
William H. Dodgen

Florida

Daniel F. Culbert
David A. Dinkins
Clay B. Olson

Georgia

Elvin L. Andrews
Forrest Connelly
Charles D. Rice
Mark D. von Waldner

Kentucky

Annette Meyer Heisdorffer
Jerry Little

Louisiana

Ralph L. Frazier (R.L.)
Carlos A. Smith

Mississippi

Eddie B. Harris
Tim Needham
Nelda Starks

North Carolina

Kathy Bunton
Malcolm O. Gibbs, Jr.
Kathryn A. Holmes

Oklahoma

Stan Fimple

South Carolina

Charles P. Chihasz
Jack M. Whetstone

Tennessee

Ken Burress
Tim Cross
Darrell Hale
Stephen S. Harris

Texas

Dwight D. Callis
Travis W. Franke
Arlan Gentry
J. Brad Morrison
Michael R. Morrow
E. Anthony Reisinger, Jr.

Virginia

Karen F. Carter
Regina M. Prunty
Calvin A. Schiemann(Cal)

Western Region — 10

Arizona

Robert E. Call

California

Gregory Encina Billikopf

Colorado

Marvin Reynolds

Idaho

Gale W. Harding

Montana

Virginia L. Knerr

New Mexico

Floyd W. McAlister

Oregon

Timothy L. Deboodt

Utah

James D. Keyes

Washington

Susan R. Kerr

Wyoming

Dr. Stephen R. Schafer

Northeast Region — 7

Maine

Richard Kersbergen

Maryland

David S. Ross

New Jersey

Robert Mickel

New York

Thomas Kilcer

Pennsylvania

Donald C. Fretts
Emelie Swackhamer

West Virginia

Ronnie Helmondollar

2006 NACAA Achievement Award Winners

North Central Region — 9

Illinois

Stu Ellis

Indiana

Stacy A. Clupper

Kansas

David G. Hallauer

Michigan

Jane Herbert

Minnesota

David Bau

Missouri

Karen E. Funkenbusch

Nebraska

Jennifer Rees

North Dakota

Brenda Lynn Rettinger

South Dakota

Lanette Butler

Southern Region — 26

Alabama

Mike McQueen
Gerald Thompson

Arkansas

Johnny Gunsaulis

Florida

Beth Bolles
Teresa Olczyk

Georgia

Laura A. Griffeth
Joel Hudgins
L. Mitchell May

Kentucky

Bryce A. Roberts
Jay Stone

Louisiana

Boris A. Castro
Ron E. Strahan

Mississippi

Deborah A. Gaddis
Dr. Bill Burdine

North Carolina

Eileen A. Coite
Tyrone L. Fisher
Tommy R. Grandy

Oklahoma

Marty G. New

South Carolina

Robert E. Bett

Tennessee

Creig C. Kimbro
Brian White

Texas

Brian Hill
Rick Maxwell
Tommy Phillips

Virginia

C. Taylor Clarke, Jr.
Susan M. Puffenbarger

Western Region — 10

Alaska

Peter Bierman

Arizona

Jeff Schalau

California

Thomas Turini

Colorado

Kurt Jones

Idaho

Cindy A. Kinder

New Mexico

Blair Clavel

Oregon

Peter T. Schreder

Utah

Michael S. Johnson

Washington

Debbie M. Moberg

Wyoming

Tanya Daniels

Northeast Region — 8

Maine

Mark Hutchinson

Maryland

Charles F. Schuster

New Hampshire

Amy Ouellette

New Jersey

Steven K. Rettke

New York

Frans J. Vokey

Pennsylvania

Andrew D. Frankenfield

Vermont

Julie M. Smith

W. VA.

William Shockey

2006 P.R.I.D.E. Awards Abstracts

ESCAMBIA COUNTY INAUGURAL FARM TOUR

Johnson, L.

Extension Agent, University of Florida IFAS Extension-Escambia County, Cantonment, Florida 32577

Agronomic crop production contributes significantly to the economy of Escambia County. Directly and indirectly, over 6,000 people in the county are reliant upon the agriculture industry. In 2004, Escambia County's agriculture industry generated nearly \$30 million in gross value. Forestry and timber sales are also major contributors to the economy of the county. With over 150,000 acres (valued at more than \$200 million) dedicated to timber production, forestry is the largest landholding segment of agriculture in the county and employs more than 1,000 people. Over 10,000 acres of land are utilized for pastures and livestock operations, adding more than \$1 million annually to Escambia County's economy. In order to showcase Escambia County's agriculture, aquaculture, and silviculture, an Inaugural Farm Tour was planned for community leaders from government, media, and business sectors. This tour was intended to illuminate the amount of agriculture in this county and its positive impact on the economy and the environment and to engage leaders of city, local, state, and federal government, as well as local civic and business leaders, in dialogue with our county's producers so that the two groups might be able to establish a more positive relationship. 98% rated the information provided on the tour as being excellent, the other 2% rated it as being very good. "Did you increase your knowledge of the scope and impact of agriculture and forestry in Escambia County?", 94% of the respondents rated it as "Yes".

PRIDE AWARD

Billingsley*, E.D.

County Extension Director, University Illinois Extension-Jackson County, Murphysboro, Illinois 62966

The county agriculture committee identified the need to improve the understanding of agriculture within the county. It was noted that the community was supportive of agriculture but truly did not understand it. Objectives were identified and it was decided that schools and

other county groups would be targeted. Four county school classes with 250 students participated in the farm to market farm tour. The director addressed 131 of these students and the local county farm bureau manger talked with 119. This tour focused on corn and allowed the students to learn about corn production and marketing. The students shelled corn by hand, delivered it to market and also learned about corn by-products. Another school with 28 gifted students completed what we called the growing and marketing agriculture curriculum. Three of the five lessons were delivered by the director and he also assisted with the initial planting of the crops. This curriculum was developed by the director and the students actually grew and marketed different vegetable crops. They also calculated the profit or loss of their enterprises. One garden club did contact the office for the pesticide usage presentation. Here they learned about IPM strategies and comments were positive about the talk. They said the comparison of ants in the house to worms in the corn helped them understand why decisions are made using pesticides. There were 24 members who heard this presentation. The initial objectives were met realizing we have more work to follow.

PUBLIC RELATIONS EFFORTS OF GREG DRAKE II IN BUTLER COUNTY KENTUCKY

Drake, G.K.

Extension Agent, University of Kentucky Cooperative Extension Service-Butler County, Morgantown, Kentucky 24461

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 county. 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 twelve thousand people and only about two thousand 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 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 farm community 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.

“LITTLE ONE’S FARMING” EXHIBIT AT THE WILLIAMSON COUNTY FAIR

Perry,* J.D.

County Director, Williamson County Ag. Extension Service, Franklin, TN. 37064

A new Williamson County Fair (the first in 50 years) offered a great public relations opportunity for agriculture. Research into an agricultural education exhibit lead a committee to develop an interactive exhibit called “Little One’s Farming.” A professional in developing and building sets for television was contracted to assist in planning the exhibit, and later to build entrances to each station. Sets included: grain bin, chicken coop, planting area, dairy barn, apple orchard, farmer’s market and country store. Youth ages 3 –10 visit through the exhibit with an adult. They harvest produce from the first five stations and sell their harvest in the farmer’s market. With their payment for their harvested crop, they can purchase items in the country store. Purity Dairy, one of the sponsors for the exhibit, provided ice cream sandwiches and chocolate milk for the children to purchase. A 14 ft. grain bin and a life-size, milk-able fiberglass cow were highlights of this 9,000 square foot exhibit. Twenty-five to thirty volunteers were needed at all times to man the exhibit. This resulted in over 300 total volunteers and approximately 2000 hours of volunteer labor. Thirty-two thousand people went through the exhibit. It was featured on the major Nashville television networks and labeled as “the signature exhibit” at the fair. Five Clear Channel radio stations that covered the fair as sponsor partners have a combined audience of 450,000. The television’s daily reach is listed at 200,000 people. Exit surveys completed by about 10% of the attendees gave rave reviews and resulted in approximately 100 people interested in helping with the exhibit in 2006. The budget for the exhibit was approximately \$20,000.

PRIDE PROGRAM - TEACHING AGRICULTURE AND ANIMAL SCIENCE PRINCIPLES TO YOUTH IN SOUTHWEST PENNSYLVANIA

Schurman, Carol J. *

Extension Agent - 4-H Youth, Indiana County Extension, 827 Water St., Indiana, PA 15701

“Food Magic and Mysteries” was the theme of the Southwest Regional 4-H Camp. Seventy campers and 28 counselors were involved with the program to teach youth about foods, their properties, science of food, and the importance of food in our lives. This population included urban audiences from three counties and 36 minority youth. Campers learned about servings of grain needed each day, how to preserve foods, how crystallization is involved in food, the importance of eggs in diet, and how to make omelets/deviled eggs. “Food Mystery Night” involved rotating subjects of food science experiments, cheese, how taste buds work, the food pyramid, and food safety. Campers were taken to a dairy farm where they learned about dairy cattle and to a slaughterhouse and meat processor.

Evaluation results indicate 100% of the campers reported an increase in knowledge about eggs, breads and grains, food preservation (canning and pickling), candy making (crystallization), and PA wood products. Some of the specific items listed were:

- PA is the largest egg laying state in the nation.
- Things in food are not always as they seem.
- How to make an omelet
- Choose healthy foods and snacks.
- Cereal sometimes has lots of sugar.
- Salt is a preservative.
- Salt and sugar can be crystallized.
- Whole wheat is better for you.

The survey on life skills shows that campers learned to enjoy nature, take care of personal belongings, treat people with respect, help others at camp, and make decisions more appropriately.

FARMER FOR A DAY

Wesson,* S.L.¹, Martin, K.², Heck, Amy³

¹ County Extension Agent – Agriculture, University of Arkansas Cooperative Extension Service, White

County Extension Service, 411 North Spruce, Searcy, AR 72143

² County Extension Agent – Agriculture, University of Arkansas Cooperative Extension Service, White County Extension Service, 411 North Spruce, Searcy, AR 72143

³ County Extension Agent – 4-H, University of Arkansas Cooperative Extension Service, White County Extension Service, 411 North Spruce, Searcy, AR 72143

Local planning committees have frequently identified a lack of agricultural awareness as a key issue in White County. Most youth today are three-generations removed from the farm and lack an awareness of agriculture and our food production system. Adult volunteers wanted to bridge the generation gap by sharing their knowledge of heritage skills and the tradition farming culture.

This is the first program in White County that involved a large number of adult volunteers interacting directly with youth as they participated in a full day of fun and educational activities related to agricultural awareness. One of the educational highlights of the event was the Farm Simulation Game. This game involved a simulation of a beef cattle farm. Each team was comprised of youth of range of ages. Initially, each team began with a set amount of play money. Youth were allowed to make management decisions regarding herd genetics, herd health, and herd nutrition. Each of these decisions impacted their potential profit for the year. Local business men and women (feed store operator, banker, farmer, etc.) were on hand to advise teams about management decisions. In addition to the management decisions, cards were drawn to model possible weather, market, and other factors out of a farmer's control. The winning team was determined by the amount of profit made when they "sold" their calf crop at the end of the game. Due to the success of Farmer for a Day, other counties are now using this program in their educational efforts.

This project encompassed all four Extension program areas (4-H, FCS, Ag, CD). Participants were a cross section of county representing multiple races, with males and females being almost equal, representing a wide range in ages (from youth to senior adults). Accommodations were made for people with learning disabilities and physical impairments. Volunteer groups worked collaboratively for the first time on a single program.

Results:

50 4-Hers and 50+ volunteers participated in Farmer For A Day Camp

9 prospective 4-Hers participated in Farmer For A Day Camp

2 4-Hers were given the opportunity to share their knowledge by bringing their animals

4-Hers saw firsthand, the decisions faced by many farmers.

4-Hers were able to see that most of our food comes from the farm

4-Hers were given the opportunity to meet several area agribusiness men and women and ask questions regarding farming and agriculture.

Networking with community leaders was an added benefit for all involved.

Arkansas Farm Bureau staff reported the event statewide in their weekly newsletter and on their monthly video update.

COMMUNICATIONS AWARD PROGRAM - 2006

Radio Program

National Winner

FOREST PRODUCTS MARKET CONDITIONS AFTER HURRICANE KATRINA

Daniels,* R.A.

Extension Professor, Mississippi State Extension Service, Department of Forestry, Box 9681, Miss State, MS 39762

The radio program entered was a program aired on the "Forestry Friday" series that features forestry each Friday on the Extension radio program "Better Farming.

This program features information on the timber markets in Mississippi in the wake of the forest destruction brought by Hurricane Katrina in August 2005. The program aired on Friday October 14, 2005. The program is conversational and gives average timber prices. I also advise forest landowners how to handle their damaged timber with an eye on future timber values. Some recent research on the dynamics of the timber markets after natural catastrophes is also conveyed.

National Finalist

FOREST VISUALIZATION FOR NATURAL RESOURCE PROFESSIONALS, DIRECT MAIL PIECE

Downing, A.D.

Extension Agent, Forestry & Natural Resources, Virginia Cooperative Extension – Northern District (Madison County based), P.O. Box 10, Madison, Virginia, 22727

A tri-fold brochure was designed to attract Natural Resource Professionals to a hands-on educational program to disseminate new technology. This technology is very appropriate for professionals to use in making management decisions and, perhaps more importantly, as a communication tool with private forestland owners. The piece was designed and produced by the nominator, in the county office, with Microsoft Publisher desktop software. Approximately

600 copies were printed and disseminated through direct mail with lists from Professional Associations and interagency mailings. Program attendance was maximized. This is attributed, in part, to this marketing brochure which effectively communicated the power of this software to an audience who did not even know it existed.

ABSTRACT

NEILL, K. C.

Agricultural Extension Agent
North Carolina Cooperative Extension Service
3309 Burlington Road
Greensboro, North Carolina 27405

A weekly radio show with a call-in format keeps discussion topics in-depth while letting folks know about upcoming programs and events. This 30 minute show is conducted on Monday mornings at 9:00 a.m. on WGOS, a local am station reaching three counties in Piedmont, North Carolina. It is marketed under the brand of Extension Successful Gardener, and Davey Tree has now been sponsoring the show for over two years. The large listening audience (at 20,000 noted by the Neilson's ratings) is interested in receiving seasonal up-to-date gardening and horticulture information. The open format allows folks to call in with their individual problems and concerns to which the agent offers solutions that are environmentally sensitive. The frequently asked questions enable the agent to reach a larger audience at one time, saving on numerous office calls about the same subject.

A telephone survey of callers reveals that people look forward to this program and that Monday is a great time to air this show. Gardeners have spent the weekend working in their landscapes and gardens and frequently have run into problems they are seeking answers to, so they tune in on Monday to receive this educational help.

LAWN AND GARDEN UPDATE - A WEEKLY RADIO PROGRAM ON KRGJ RADIO, GRAND ISLAND, NEBRASKA

Hruskoci*, J.D.

Cooperative Extension, University of Nebraska, College Park, Hall County, Grand Island, NE 68803, U.S.A.

This entry is one selected from one of my weekly radio programs that I do each week, year round, that is aired at 8:15 AM every Friday morning on 1430 AM-KRGI radio station, Grand Island, Nebraska. The weekly show is 10 minutes in length, including an introduction, a 1 minute commercial in the middle, and a closing segment. I am the host of the show and I am free to do a monolog or bring in guests to interview. I am free to promote UNL-Extension Workshops, 4-H programs, and to simply provide Extension information. Some weeks, I will feature a 'Questions from the Mailbag' segment and answer questions that listeners have emailed me through the Website that I mention on the show. The show is taped during the week at the KRGI studio, then aired each Friday morning, however I act as though I am live in the radio studio for the program.

This particular program is just one example and was selected simply because I had remembered to have the radio station save this show to submit for an NACAA communications award. The program also features a topic that has a broad range of appeal to the general audience - lawn care. It aired April 15, 2005. I discuss the early spring growth of henbit, dandelion control, lawn mowing, and crab grass control. I also answer a question from the "listener mailbag". As far as effectiveness of the program - at least weekly I receive comments from at least someone who caught that week's program and I have found that many listeners actively tune in to the broadcast each week. I get at least 1 or 2 questions per week through my email, which I make a point of answering over the air. I believe this helps to keep the listeners more involved and stay interested in listening each week.

Regional Finalist

RADIO

Robb, G.W.

Michigan State University Extension
333 Clinton St. Grand Haven, MI. 49471
Ottawa County, Michigan

The entry is a recording of a four-minute General Ag. And Dairy Report aired November 15, 2005, the traditional firearms deer opener in Michigan, on WGHN Grand Haven, Michigan. The program was taped in advance from my office phone so I could also participate on opening day of hunting. It is aired every Tuesday at about 5:45 am and 12:25 pm. As part of a daily rotation

of Ottawa Extension staff reports. The primary purpose is to inform producers of educational programs and timely topics to assist in improving farm profitability. I strive to utilize current issues that connect both consumers and producers about general agriculture, and specifically the dairy and livestock industries.

GREENE COUNTY COOPERATIVE EXTENSION UPDATES – RADIO

Fretts*, D.C.

Fayette County Extension Director, Sr. Extension Educator, Agriculture, Penn State Cooperative Extension, 34 West Peter Street, Uniontown, PA 15401

WANB AM/FM Radio is local to the Waynesburg and the Greene County Pennsylvania area with a population of approximately 45,000 in county, and an additional potential audience of 20,000 from surrounding counties. As a cooperating extension educator serving Greene County, I take turns with other colleagues to provide subject matter content for the daily two minute radio programs which air at 7:30 AM weekday mornings. The topic I chose for the week of radio programs on the tape focused on business Succession Planning. The programs were taped at the radio station and I asked the radio station to provide me with a tape of the programs. This entry includes the five 2 minute programs aired the week of October 31, 2005. The tape was provided to me by the radio station and does not include lead-ins to the programs or advertising.

Lee Miller

COMMUNICATIONS – RADIO

Mahan*, G.L.

Extension Educator, Ohio State University Extension
Greene County, Xenia, Ohio 45385

Objective: to inform listeners of Ext. programs related to agriculture including those topics of horticulture nature and share information which may be of use to them in their everyday lives. Program is taped for airing each Monday. Average length is 6-8 minutes. This program was taped from the Extension office in Xenia via the telephone with the radio studio in Wilmington. Agent is sole contributor to determining content. Audience is estimated at 15000. Show was broadcast on WBZI radio-1500AM on Monday February 20, 2006.

Published Photo & Caption

National Winner

SOUTH DAKOTA SELENIUM IS JUST RIGHT

Fanning,* B.W.¹, Nixon,* L.²

¹County Extension Educator – Agronomy, SDSU Cooperative Extension Service, Lyman County, Kennebec, South Dakota 57544

²Ag Information Editor – AgBio Communications Unit, SDSU Cooperative Extension Service, Brookings, South Dakota 57007

The enclosed photos were used for an article on “Selenium rich” wheat in the fall, 2006 issue of “Farm & Home Research,” a publication of South Dakota State University – College of Agriculture and Biological Sciences, Agricultural Experiment Station. The farmer-rancher pictured in the photos and featured in the article lives and farms in Lyman County and has been able to sell “Selenium rich” wheat to buyers in Europe on several occasions. The buyers mix the “Selenium rich” wheat with European wheat that is virtually deficient of Selenium, and market the flour products made with it to health conscious consumers. The consumers are interested in Selenium’s role as an anti-oxidant that may have cancer fighting benefits. The authors wanted photos of the farmer-rancher standing in a wheat field for the article. I was asked to take the photos to save the journalism staff the 240 mile one-way trip from the SDSU campus in Brookings. The photos were taken with a Sony DSC-M1 digital camera at 2592 x 1944 pixels. The photos were uploaded to the Lyman County Extension website, where the staff at SDSU could access and download them for use in the publication. 7000 copies of “Farm & Home Research are published quarterly and sent free of charge to any resident of South Dakota upon written request. “Farm & Home Research is also available online at: <http://agbiopubs.sdstate.edu/> under “Other” > “Farm & Home Research”.

National Finalist

ELK HUNTING SOUTHERN STYLE

Covington, C.

Extension County Director, Mississippi State Extension Service-Claiborne County, Port Gibson, Mississippi

The photographs and story were published in the February 2006 issue (pages 50-56) of Mississippi Woods & Waters. This was part of a feature story telling about “Do-It-Yourself” elk hunting in the West. The story highlights the reasons why so many Mississippi hunters return to the Rocky Mountains in pursuit of elk. The story and photos were intended to highlight the magnificent beauty of the West and to provide detailed information about what preparations hunters will need before they attempt this journey. The photograph on pages 50-51 is a beautiful sunset in the mountains of New Mexico. This photograph is intended to stir a hunter’s desire to go out West. The photograph on page 52 represents four hunters with the rewards they reaped on a Do-It-yourself elk hunt in Colorado. I (the author) took this photograph using a tripod and a timer on the camera. The magazine editor received an email from an elderly reader who stated, “I have always dreamed about hunting out West and the article really fed the fire. I’ve made up my mind to plan a trip.” The photographs were produced professionally by the Mississippi Woods & Waters staff.

ONIONS AS AN ALTERNATIVE CROP - PUBLISHED PHOTO AND CAPTION, GRAND ISLAND, NEBRASKA

Hruskoci*, J.D.

Cooperative Extension, University of Nebraska, College Park, Hall County, Grand Island, NE 68803, U.S.A.

These two photos were taken of some of my Master Gardeners working on the onion variety trials this past year. Onion plot work requires many hours of hard labor and I would be unable to attempt the task if it were not for the help of my Master Gardener volunteers. I used a digital Nikon Coolpix 8700 to take the pictures. The newspaper wanted to include Fall harvested onion pictures in the Spring news article, so I provided them with pictures I had taken the previous Fall. The pictures appear on pages 6 and 7 of the “Ag Scope” feature insert in the Aurora News-Register, a local newspaper for Aurora, Nebraska. I also took the picture which appears in the lower left hand corner on page 2. The story ran on April 20, 2005. The story is highlighted on the front page of the insert and begins on page 2. I visited extensively with Kathy Kugler, a staff writer for the Aurora newspaper. The primary message I had wanted to convey in the article was how much I have

appreciated the help from one particular Master Gardener, Jimmie Townsley, so the article had a 'human interest' twist, but the article also carried a secondary message - that of the onion project itself. I am seeking producers interested in raising onions commercially, and the article did an excellent job bringing the project to the public forefront- particularly in the ag community. I had a number of producers contact me after the story appeared, and I was able to visit with these potential producers over the weeks that followed.

It has been my honor to work with dedicated volunteers such as Jimmie Townsley, and I was very pleased when the article appeared and did such a fine job bringing recognition to him.

PUBLISHED PHOTO AND CAPTION - HYDRANGEA

Prunty, R.M.

Extension Agent, Virginia Cooperative Extension-King George County, Virginia
22485

Homeowners are often looking for ideas on what to plant in the landscape to add color.

The Down to Earth column is written and rotated weekly among local extension agents for the Free Lance-Star, a local Fredericksburg, Virginia paper. The article for this week focused on shrubs that add bold color and the photo was included with the article to show the immense flowers of smooth hydrangea. The paper has a circulation of over 45,000. The photo was taken with a Sony MVC-CD500 digital camera and submitted to the paper electronically

Regional Finalist

COMMUNICATION AWARDS PROGRAM – PUBLISHED PHOTO & CAPTION – LIVESTOCK QUALITY ASSURANCE TRAINING

Nemecek, C.S.¹

¹ County Extension Agent, Agriculture and Natural Resources, K-State Research and Extension, Allen County, P.O. Box 845, Iola, Kansas 66749

Quality assurance is vital for young producers to be introduced to at a young age. The habits they develop now and see others do will become lifelong habits for them. At the Livestock Quality Assurance workshop, we strive to inform the participants of not only how they

should care for their livestock, but provide hands-on demonstrations to illustrate the facts and explain the never ending question of 'why.' This photo was taken of Allen County 4-H member Chance Menzie, son of Pat & Debbie Menzie of rural LaHarpe, Kansas. In the photo, you can see him utilizing hands-on skills of injecting a banana with colored dye to demonstrate the difference between subcutaneous injections and intramuscular injections in livestock. Members also participated in residue identification, broken needle demonstrations, and proper feeding mixing techniques. 4-H members in Bourbon and Allen Counties participated in several hands-on demonstrations throughout the day. The Livestock Quality Assurance session was well received by all in attendance, with 31 youth being LQA certified. This certification is required for nominating swine for the Kansas State Fair, Kansas Junior Livestock Show, and many other national shows. I cooperated with the Delta George, Bourbon County Agriculture & Natural Resources Agent to conduct the training for all youth livestock exhibitors because livestock quality assurance is not specie specific. This photo was taken with a Sony Mavica digital camera and submitted electronically to "The Iola Register" which has a 3900 daily subscription.

BOXELDER BUG PHOTO AND CAPTION

Butzler, T.M.

Extension Educator, Horticulture/Integrated Pest Management, Penn State Cooperative Extension – Clinton County Office, Mill Hall, Pennsylvania 17751

I have a column, in Lock Haven's *The Express*, under the standing line "Making Life Better". With this column, I usually try to accomplish one or two things 1) educate the general public on an interesting horticultural topic and 2) to direct them to classes, literature, etc. to learn more about the topic at hand. In most instances, the column starts off with a personal anecdote or interesting paragraph to draw their attention to the rest of the article. I always try to submit several photographs with the written column to add a visual component to attract the reader to the column. The article, with photos, was published on November 6, 2005 by the above author. It was submitted via *The Express's* virtual newsroom; therefore, it was not prepared with letterhead. An Olympus C-700 was used for the photograph. *The Express* has a daily circulation over 10,000. Several phone calls were generated because of the news article and some callers requested additional information.

“PETEY’S MESSAGE” SHARES THE BIGGER MESSAGE

Greene* E.A.

Department of Animal Science, University of Vermont,
Burlington, VT 05405

This photo appeared with an article entitled “What is Extension Anyway?” in Agriview (May 20, 2005), the biweekly newspaper published by the Vermont Agriculture Agency. The photo captures an educational portion of the “Everything Equine 2005” event. The article was dual purpose, to educate the audience about UVM Extension (in general and specifically, equine) and to give a final report on this very successful event involving UVM Extension and community partnerships.

The photo uses the “Demonstration Pen” fencing to draw the eye from the lower right corner to the horse, then audience, and finally to the “trade show background.” The picture was color (Agriview is newsprint), and was taken from the top of a set of bleachers in order to give the viewer an idea of breath of the entire event. The pen ended prior to the left margin of the picture to allow the viewer eye to “go around the corner” to the secondary focus (the audience), and finally to the tradeshow in the background. It was intended to show the perspective that “Petey” is an interesting part of a much larger event. The panels of the pen direct the reader’s eye but do not block the equine massage activity. The caption is critical to identify what the person is doing with the horse and where it is taking place.

The author took the photo with a digital camera.

EMBRACING URBAN SPRAWL

Sciarappa, William.# J.

County Agricultural and Resource Management Agent
Rutgers Cooperative Research & Extension of
Monmouth County
PO Box 5033, 4000 Kozloski Rd.
Freehold, NJ 07728

The objective of the photo was to provide *American Vegetable Grower* publication with an appropriate and impressive visualization for their lead story. The photo of the DiGregorio family of Howell, NJ, was featured on the front cover of the February 2006 issue. The purpose was to represent the essence of the article

entitled “Embracing Urban Sprawl.” This digital photo was arranged by the County Agent and his program assistant. The composition was designed to depict a friendly and close-knit family who work together on the farm and at the farmstand to make their business successful. Grower-owner Angelo DiGregorio, his wife and his son have embraced urban sprawl and diversified their operation in order to survive changing times. Essential to success is his progressive approach in producing and marketing high quality, specialty crops. The photo invites the reader to get acquainted with the family and glimpse their appealing produce.

The challenge was to prepare a photo in the middle of December that simulated the middle of summer with more color and vibrancy. On the day of the photo shoot, it was 20 degrees and the vegetables were borrowed from a local market, which Angelo and his father have supplied for many decades. A 5 Mb Canon Elf digital camera at a fine resolution of 1944 x 2592 pixels was used to take several poses which were submitted on a CD. The magazine editors then selected the best photo based on clarity and composition. The issue was printed for national distribution and was read by 23,000 vegetable growers, buyers and distributors throughout the United States.

Specialty crop research, locally grown produce and consumer preference are integral parts of the Rutgers Extension program. The results of this story and photo confirm some of the success of this effort, promote marketplace progress and help everyone take a fresh new view of today’s agriculture in the Garden State.

ALTERNATIVE AGRICULTURE INCREASING IN CHEATHAM COUNTY

Barron, Ronald L..

Extension Agent, University of Tennessee Extension,
Cheatham County, 162 Count County Services Drive,
Suite 110, Ashland City, TN 37015

This photograph and caption were created by the author and published in the Ashland City Times newspaper on May 18, 2005 and the I-24 Exchange newspaper on May 21, 2005. The picture and caption were part of a local news article on the increase of “alternative” agricultural enterprises in our county. The photo of a local family harvesting strawberries from their “Pick-Your-Own” operation was taken in the early morning with a Sony Mavica FD88 digital camera. The photo and the article had a three-fold purpose. First of all the prospective customers were informed of the fresh “Pick-Your-Own” operation and next, the information

served to inform other farmers in the area of the idea of diversification. Last but not least, the general public was informed of Extension pro-active involvement with local farmers in setting up alternative agricultural opportunities. The Ashland City Times and the I-24 Exchange have a combined circulation of approximately 22,000 newspapers and are published on a weekly basis.

PUBLISHED PHOTO AND CAPTION - HYDRANGEA

Prunty, R.M.

Extension Agent, Virginia Cooperative Extension-King George County, Virginia
22485

Homeowners are often looking for ideas on what to plant in the landscape to add color.

The Down to Earth column is written and rotated weekly among local extension agents for the *Free Lance-Star*, a local Fredericksburg, Virginia paper. The article for this week focused on shrubs that add bold color and the photo was included with the article to show the immense flowers of smooth hydrangea. The paper has a circulation of over 45,000. The photo was taken with a Sony MVC-CD500 digital camera and submitted to the paper electronically.

NEWSPAPER FEATURE HIGHLIGHTS PLANT DATABASE AUTHOR IN SALT LAKE CITY, UTAH

Wolf, M.E. *

*County Horticulture Agent, Utah State University Extension Salt Lake County, 2001 S. State St. #S-1200, Salt Lake City, UT 84190

In the depth of winter, plant enthusiasts can still enjoy a virtual garden. My January 11, 2006 Salt Lake Tribune article encourages readers to hone their native plant identification skills by using tools developed by members of the Utah Native Plant Society. After interviewing Bill Gray, highlighted in the article, I was inspired to analogize identification of native plants to biochemical reactions; the steep learning curve of plant taxonomy is like a reaction's energy barrier. Gray's "Cyberflora" CD effectively catalyzes the learning reaction. This article was published in the Salt Lake Tribune, a daily newspaper with average weekday circulation of 136,000 distributed across Utah. Article title and page layout is by the Salt Lake Tribune editor and staff. Photographs for the article were captured,

edited, and submitted by myself. This article is also published and archived on the Salt Lake Tribune website.

POSITIVE YOUTH RECOGNITION

Kinder* C.A., Extension Educator, University of Idaho Extension Camas County, P.O. Box 429 Fairfield, ID 83327

State: Idaho, **County:** Camas, **Short Summary:** The objective of this published photo was to show how Camas County uses multiple forms of awards in their positive youth recognition program. The purpose of the photo and article was to show the reader that positive recognition is important for youth development and is not just about a pretty ribbon or big trophy. The photo and story were targeted toward individuals and groups working with and supporting youth programs. The photo was timely in that it was published in September during the time when many youth are recognized for their project accomplishments, i.e. the county fair. The photo was taken using a Fuji s700 digital camera by Cindy A. Kinder. The photo was submitted electronically to the page editor, managing editor, and then printed by a local publishing company as the cover story in the Extension Focus. The Extension Focus is an eight page newspaper that is distributed directly to subscribers (2730) and to county offices (42) across the state. The primary role of the newspaper is to increase knowledge and to inform the reader of University facts and programs.

Slide Set, Transparencies, Graphic Presentation

National Winner

ENTOMOLOGY MASTER GARDENER
PRESENTATION

Simpson, A.L.

County Extension Agent, 4-H/Agriculture, University of Arkansas Division of Agriculture Cooperative Extension Service - Clark County, Arkadelphia, Arkansas 71923

Gardening enthusiasts participating in the Master Gardener program benefit from training that includes basic Entomology education. Once participants

become familiar with insect Orders, life cycles, and mouth parts, they can better determine whether insects are beneficial or harmful. They can also better determine how to prevent and control insect damage to their desirable vegetables, fruits, ornamentals, and turf. This presentation was given to help address the above topics at a tri-county Master Gardener Training involving Clark, Nevada, and Pike Counties in southwest Arkansas. It was given in February of 2006 using Microsoft PowerPoint. There were fifteen people participating in the training, and the Entomology subjects received “good” or “excellent” evaluations from all trainees.

National Finalist

“PLANNING A WATER-WISE LANDSCAPE” EXAMINES THE LANDSCAPE DESIGN PROCESS WHILE EMPHASIZING WATER CONSERVATION STRATEGIES

Wolf, M.E. *

*County Horticulture Agent, Utah State University Extension Salt Lake County, 2001 S. State St. #S-1200, Salt Lake City, UT 84190

To encourage Utah homeowners to design water-conserving landscapes, I developed a series of 3 presentations. “Planning a Water-wise Landscape” is the first of this 3-part series. Text and photographs illustrate the landscape planning process with special emphasis on strategies and techniques using less irrigation water. My primary resource was the USU Extension publication “Water-wise Landscaping” by Terry Keane. Each presentation lasts about 45 minutes. This series has been delivered to Salt Lake County residents in our county’s USU Extension classroom, local garden centers, community groups, and other venues. In addition to teaching these sessions myself, I also trained a group of Master Gardeners who subsequently delivered the presentations to various audiences. This series of Powerpoint presentations will be submitted for Peer Review this year. When approved, copies of the presentations will be available for all agents.

HOUSEHOLD PESTS AND NUISANCES....WHO ARE THEY? HOW ARE THEY MANAGED? A PRESENTATION

Flahive DiNardo*, M.¹, Maletta, M. ²

¹ Agricultural Agent Rutgers Cooperative Research and Extension of Union County, Westfield, NJ 07090

² Horticultural Consultant, Rutgers Cooperative Research and Extension of Hunterdon County, Flemington, NJ 08822

Master Gardeners are frequently asked to identify and give advice on the control of insects found in the home. This presentation was created to train Master Gardeners so that they can provide the public with guidance for managing common insect pests and nuisances. The teaching objectives for the presentation are that Master Gardeners will be able to: identify common insects found in the home; describe the life-cycle of insect pests; and explain integrated pest management techniques for preventing/controlling insect pest problems, including procedures for safe pesticide applications. The presentation has been used to train 375 Master Gardeners in six counties. The authors equally contributed to the research, script-writing and creation of the graphics for the presentation. Microsoft Powerpoint was used to generate the graphics. Photographs of insects were provided, with permission, from University of California, Clemson University, www.IPMimages.org, Kansas State University, University of Maryland, University of Massachusetts, University of Minnesota, University of Nebraska-Lincoln, Oregon State University, and Rutgers, the State University of NJ. Student noted on program evaluations that they learned: alternatives to pesticide use, insect identification and life-cycles, flea control, reasons nuisance insects invade homes, and the advantages of practicing integrated pest management.

PALM DISEASES AND OTHER PROBLEMS, POWERPOINT PRESENTATION

Welshans*, Jennifer L.¹

¹Extension Faculty – Horticulture, University of Florida IFAS Extension - Osceola County, Kissimmee, FL 34744

Palms are an intricate part of Central Florida landscapes. However, as with other landscape plants, they have their share of pests, which are unknown to many landscape professionals. From requests for a presentation on palm diseases by landscape companies for their personnel, like Walt Disney World and Gaylord Palms Resort, the PowerPoint presentation, “Palm Diseases and other Problems” was created. Compiling University of Florida/IFAS research-

based information on palm problems helped to develop this PowerPoint presentation. Geared to landscape professionals, this presentation includes information on the most common palm diseases, insects, and nutrient deficiencies landscape professionals encounter in the field. It covers symptoms of each palm problem and the proper management procedures. With the script, this 41-slide presentation lasts less than fifteen minutes. When questions from the audience are asked throughout the presentation, it can last up to 45 minutes. Through a survey conducted after the presentation, seventy-five percent of the participants indicated that half to more than half of the material presented was new to them. Ninety percent said that they could directly apply the information learned from the presentation to their work.

Regional Finalist

PREFERRED WILDLIFE FORAGE CROPS FOR THE GEORGIA PIEDMONT

Fielder,* J. K.¹, Lowe, D.B.², Sears, Jr., H.F.³

¹ County Extension Coordinator, University of Georgia Cooperative Extension - Putnam County, Eatonton, Georgia 31024

² County Extension Coordinator, University of Georgia Cooperative Extension - Baldwin County, Milledgeville, Georgia 31061

³ County Extension Coordinator, University of Georgia Cooperative Extension - Jones County, Gray, Georgia 31032

Georgia's Piedmont region is largely forest land owned by commercial and private landowners. Individuals leasing hunting rights in this area are mainly non-traditional clientele from large urban population centers. Inquiries concerning the plethora of advertised wildlife forage products available demonstrated a need for non-biased research. This effort's goal has been to document which prospective forage materials are preferred by wildlife species important to lease holders and property owners. On going trials were established in 2001. Trial plots were designed to provide side by side comparisons of wildlife forages to determine ease of establishment, maintenance requirements, palatability, drought tolerance and longevity of stand. Soil tests are conducted in the trial area and lime and fertilizer applied accordingly. Dolomitic lime, 10-10-10 and 5-10-15 fertilizers are utilized due to common availability. Additional fertility (top dressing) supplied

to each plot is made as per standard recommendation for that forage. Trials are established during the appropriate planting window. Growth and subsequent development of plots is monitored monthly. Comparisons of growth to consumption are made by comparing forage growth inside and outside of excluder cages on individual plots. Readings are kept in a site evaluation journal. Findings have been analyzed and results used to develop research posters, summary sheets, fact sheets and instructional digital presentations. Presentations have been made to over 1,600 individuals from Georgia and 5 surrounding states. Fact sheets and summaries have been made available to Extension professionals. Survey cards mailed to individual program participants indicate significant impact and improved wildlife forage plot development.

COMMUNICATION AWARDS PROGRAM- COMPUTER GENERATED GRAPHICS PRESENTATION

Billingsley*, E.D.

County Extension Director, University Illinois Extension-Jackson County, Murphysboro, Illinois 62966

A survey conducted by district 18 farm bureau in southern Illinois showed horses to be the number one livestock animal. This survey also identified the need for education for horse owners. A regional grant was written by an extension team, which included this county extension director, to obtain funds for free programming in this area. This is one of three presentations presented at the first Southern Illinois Equine Seminar in the spring of 2005. This presentation was titled, Horse Pasture Management. This part of the program was to help horse owners begin to manage their pastures. The seminar had 80 horse owners in attendance. Of the 80 attendees, 20 stated they would soil test their pastures, 35 stated they would begin pasture rotation, and 10 would look for poisonous plants.

USING ON-FARM RESEARCH TO EVALUATE PROFITABILITY

Varner,* D.L.

Extension Educator, University of Nebraska-Lincoln Extension in Dodge County, Fremont, Nebraska 68025

A team of University of Nebraska Extension Educators developed a program titled “Ten Ways to Boost Profits by \$20/Acre.” This program conveys research-based farming practices to Nebraska producers that will improve their crop production profits. Topics addressed include insect management, soil fertility, no-till farming practices, nematode control, irrigation strategies and others. “Using On-Farm Research to Evaluate Profitability” is the culminating presentation. This presentation was developed to teach producers how to effectively design, implement and evaluate sound on-farm research in their production system. It encourages producers to evaluate farming practices using proper research design, monitoring, statistical analysis and economic evaluation. Over 500 producers benefited from this presentation. Program evaluations showed that participants valued gaining the knowledge to properly evaluate alternative farming practices. Written evaluations indicated that 93% of participants were satisfied or very satisfied with the program; 19% said they would definitely make business changes based on what they learned; and another 74% said they would probably make changes. This presentation has been used at additional venues to teach proper on-farm research protocol across Nebraska.

HORTICULTURE LUNCHEON PRESENTATION

Miller, *Frannie L.

¹Rice County Agricultural Agent,
K-State Research & Extension,
701 E. Main
Lyons, KS 67554

This power point presentation on “Plant Selection” was presented at my horticulture luncheon series. The objective was to educate consumers on what they should look for when they buy plants at a nursery or store. It is important to select the right plant for the right place. The purpose was to present useful information to the citizens of Rice County. We have a number of people that are interested in horticulture and devote volunteer hour’s downtown and at the trails, therefore I hosted a Horticulture Luncheon Series to discuss important topics. A total of around a dozen individuals attended each session and I also presented it at our annual meeting. The presentation was created with Microsoft power point. I collected information from publications and took pictures of plants I had seen that met the criteria I was discussing.

SEXED SEMEN: HOW AND WHY – AN INTERACTIVE PRESENTATION TO REVIEW PROCESS OF CREATING GENDER SPECIFIC SEMEN AND ITS APPLICATION TO CURRENT DAIRY OPERATIONS

Goodling, *R.C. Jr.¹

¹Dairy/Livestock Extension Educator, Penn State Cooperative Extension in Lebanon County, Lebanon, PA 17042

Recent dairy breeding technologies have led to the potential wide availability of gender specific semen (G.S.S.) at affordable costs to dairy producers. The field educator researched, developed, and presented a 45 minute presentation on the techniques behind creating G.S.S. straws and how these techniques could be utilized in today’s dairy industry. 15 participants across 2 presentations learned and expressed interest in the topic. All participants appreciated and responded well to the interactive approach the presentation offered to explain one of the most common procedure used to produce G.S.S. One individual even reported on personal experience with the acquirement of G.S.S. straws. Most participants realized the importance ensuring use of G.S.S. is economically feasible and appropriate for an individual dairy producer’s goals. As a result of the programs, the presentation was shared with local vocational agricultural teachers for use in high school classroom activities, and a news article for an upcoming dairy insert has been planned.

COMPUTER GENERATED GRAPHICS PRESENTATION; DAIRY GOAT HOUSING CD

Porter, J.C.

Extension Professor and Dairy Specialist, University of New Hampshire Cooperative Extension, Merrimack County, 315 Daniel Webster Highway, Boscawen, NH 03303

The “*Dairy Goat Housing*,” CD was prepared for a presentation at the New Hampshire Dairy Goat Seminar. This is an annual event held for part-time producers in New Hampshire, and is also attended by people from all over New England. This year over 75 people attended the meeting held, February 4th in Manchester, N.H. The purpose of this seminar is to bring new information to dairy goat producers. The planning committee requested a presentation on dairy housing and milking facilities, because several producers in the state are getting ready to shift from a

hobby-scale to part-time commercial production of dairy goat milk products. Many goat owners get by with minimal facilities as a hobby, but need to upgrade their operation for commercial production. The presentation gives several options for housing and milking dairy goats. The presentation focuses on a farm where I helped design a custom facility based on dairy cattle housing concepts for animal handling efficiencies.

The result of this presentation has been that many goat producers around the northeast region have a better concept of design considerations for dairy goats so they can run more efficient operations. They are also aware of resources available to assist them with new building construction and building renovation.

I took the photos that were later scanned and digitized. I wrote the script and prepared the order of the presentation, and the computer entry was done by an administrative assistant in the Merrimack County office.

Direct Mail Piece

National Winner

NINTH ANNUAL FLORIDA SCHOOL GARDEN COMPETITION

Wichman,* T.A.

Florida Master Gardener State Coordinator, University of Florida, 107 Mehrhof Hall PO Box 110675, Gainesville FL, 32611

The Florida School Garden Competition is a partnership between University of Florida IFAS Extension, the Florida Federation of Garden Clubs, and the EPCOT International Flower & Garden Festival. This competition is in its ninth year and is open to all elementary schools in the state of Florida.

A new approach was needed to reach more teachers. It was decided to design and print a promotional poster for the event. In an effort to reach more teachers, each poster was filled with images of children gardening and contained a pad with 25 tear off sheets containing all pertinent dates, contact and web info. The posters were printed in 4 colors with the printing being sponsored by the EPCOT Flower & Garden Festival. The poster was

formatted to 17"x22" size to be able to fold into an 8 1/2"x11" size to make shipping cost effective.

Posters were sent to 4,000+ schools in the state of Florida. It is difficult to evaluate the impact of the poster since entries are due March 20th, 2006. The phone calls about the event have increased tenfold. There are about 1,000 hits on the School Gardening Competition website.

The true success will be measured this year by how many entry packets will be received. The preliminary response seems very favorable and plans are to continue this effort for next year's competition.

National Finalist

OREGON STATE UNIVERSITY WASCO COUNTY EXTENSION OFFICE PROMOTIONAL BROCHURE

Tuck,* B.V.¹

¹Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, Oregon 97058

The Oregon State University Wasco County Extension Office beginning July 1, 2007 will be facing the elimination of local county support which provides funding for general operations for the local extension office. To address this issue, the Wasco County Extension Office has decided to go before the voters in the November 2006 general election to request support in the establishment of the OSU Wasco County 4-H and Extension Service District and the establishment of a permanent tax rate. This would provide sustainable long-term local funding for the Wasco County Extension Office. To help create an awareness of the services and support that the Wasco County Extension Office provides to the residents of the county, we have developed as one part of our educational information campaign a color brochure. This brochure provides an overview of the OSU Wasco County Extension Office, types of programs and services offered, examples of impacts to the county, and contact information. The brochure was designed to effectively get the message across to residents of the county about whom we are and what we offer. The brochure was designed to be updated on an as needed basis and is currently being mailed out to Wasco County residents with other information pieces where appropriate. It is anticipated that it will be mailed out to

several thousand clientele by the November 2006 election.

CUT FLOWER WORKSHOP: A DIRECT MAIL PROMOTIONAL PIECE ADVERTISING A WORKSHOP FOR GROWERS

Roos, D.L.*

Agricultural Extension Agent for Sustainable Agriculture, North Carolina Cooperative Extension, Chatham County Center, P.O. Box 279, Pittsboro, NC 27312

The flyer entitled "Cut Flower Production" is a direct mail promotional piece used to advertise a farmer workshop conducted by the agent. The color flyer was mailed to approximately 50 county agricultural agents in the region for posting in their offices. Bright colors were used to provide an eye-catching design that would stand out on a bulletin board and attract potential registrants. A black and white version of the flyer, printed on color paper on a high-quality digital printer, was inserted into a newsletter and mailed to approximately 100 local cut flower growers. The color paper allowed the insert to stand out while printing in black and white saved time and money. All flyers were mailed in mid-June, about 6 weeks before the workshop. A total of 90 farmers registered and attended the workshop. The flyer was created by the agent using Microsoft Publisher.

DIRECT MAIL PIECE – GATEWAY TO GARDENING

Easterday, K.L.¹

¹Purdue University Cooperative Extension Service
Kosciusko County
100 W Center St.
Room 121
Warsaw, IN 46580

In the winter of 2006 the Gateway to Gardening symposium was sponsored by the Kosciusko County Master Gardeners and Purdue Extension – Kosciusko County. The program was offered to the general public and Master Gardeners wishing to gain more knowledge about gardening. The training also offered the opportunity for Master Gardeners to meet their educational requirements. The symposium was held February 25, 2006. Over 300 brochures were sent to the Master Gardeners and a general horticulture mailing list that has been maintained from previous programs. The flyer was also distributed to all agriculture Extension

Educators via email in pdf format. Ninety nine participants pre-registered for the event from 13 Indiana counties. Approximately 105 participants, booth people and speakers attended the symposium. The brochure was created using Microsoft Publisher 2003. Copies were printed by Extension Office personnel on an OKI color printer and mailed. The Master Gardeners who attended said they learned many new ideas.

Regional Finalist

Abstract – Direct Mail Promotional Piece

Brochure – Southern Rocky Mountain Agricultural Conference and Trade Fair

Dillon, M.A.¹

¹Area Extension Agent, Agronomy, Colorado State University Cooperative Extension, San Luis Valley Research Center, 0249 E. Road 9 North, Center, CO 81125.

State – Colorado; **County** – San Luis Valley Area (5 counties)

Summary – This brochure is created to promote pre-registration and attendance at a new Conference combining the Forage/Livestock and Potato/Grain conferences. The speaker schedule and topics are listed for each day to encourage grower planning and to attract growers to attend. The brochure is organized in December, printed in early January, mailed in mid-January prior to the Conference in mid-February. The audience now includes potato, grain, forage and livestock growers plus government agency specialists, private crop consultants, bankers and fertilizer and pesticide retail fieldmen in the San Luis Valley and other states. The brochure attracted 180 pre-registrations plus those registered at the door made a total of 310 registrants. Many attended more than one day resulting in 977 grower/days. Attendance was 215 for Potato Day; 170 for Grain Day; 112 for Forage Day and 190 for Water/ Livestock Day.

Preparation – The speakers, topics and agenda is organized by the author with help from Research Center potato scientists for Potato Day and the Livestock Agent for Livestock half Day. Others having input are the advisory committee, Chamber of Commerce Ag Committee and suggestions from previous conference evaluations. The author is totally in charge of Grain Day, Forage Day and Water. In Microsoft Publisher, the author creates the entire brochure with agenda including speaker names, times, sponsors, titles, and

topics. The brochure is made camera ready including clipart, print color, and layout. The Agent coordinated commercial printing in two print colors.

Distribution – 1177 brochures were sent by bulk mail through the Post Office. Some were placed on area business counters to promote attendance at the Conference.

PROMOTION OF SCHUYLKILL COUNTY COOPERATIVE EXTENSION THROUGH A NEW FLYER

Miller, D.L.

Agricultural Extension Educator, Schuylkill County Cooperative Extension, 1202 Ag Center Drive, Pottsville, Pennsylvania, 17901

In 2005, a new promotional brochure was used to promote Schuylkill County Cooperative Extension. Designed, edited, and printed in the Schuylkill County Extension Office, this publication was distributed to existing stakeholders, including Extension board members, cooperating agencies, and county, state, and federal funding agencies. Over 50 copies were distributed through direct mail and personal delivery. The author was responsible for the design, editing, and in-house printing of the brochure. Response to the new brochure has been extremely positive, with quarterly editions planned in the future.

BOX ELDER COUNTY – USU EXTENSION E-NEWSLETTER

Pace, M.G., Holmgren, L. and Henderson, A.

Extension Agents, Utah State University Extension - Box Elder County, 195 West 1100 South, Brigham City, Utah 84302

Time is of the essence in today's world and it seems like many of our key Extension supporters do not have the time to attend many of our meetings. The objective of this e-newsletter was to inform local supporters of what Utah State University Cooperative Extension has been doing in Box Elder County the last 2-3 months. Articles in the e-newsletter were selected because they fit areas identified by the county and state Extension plans of work. The object of the e-newsletter was to provide some brief information about a particular program the Extension Agent in our office had done in relation to their plans of work objectives. The email was sent out in basic html format without the pictures

or graphics to allow it to be received by individuals that might not have DSL or T-1 lines. If they wanted to see the newsletter with pictures and graphics, they could right-click to download the pictures and graphics. Then if the reader was interested in the article, they would click on the link to receive more information about it. The link would take them to the rest of the article or to a university fact sheet. It was emailed to 51 individuals made up of county commissioners, state legislators, city and town mayors, key county fruit and onion growers, beef and dairy cattle producers, dryland and irrigated crop producers. This has been well received and is being looked at as a quarterly publication from our office to let these key individuals know who we are and what we are doing in Extension.

COFFEE SHOP MEETINGS IN SMITH COUNTY

Wick,*Sandra L.

¹Smith County Agricultural Agent, K-State Research and Extension, 218 South Grant, Courthouse, Smith Center, KS 66967

The objective of my direct mail piece is to alert producers in Smith County on upcoming educational events that could be very beneficial to their operation. The purpose is to educate producers and help them in producing their crop and livestock enterprises. Developing more value added products for producers is critical for survival. It is important for producers to be able to use all tools to help them be profitable and continue in their operation. This mail piece was sent on Tuesday, January 17, 2006 to 200 farm units in Smith County. After the information was distributed, our office received several inquiries about the meetings which averaged 15 producers at each meeting. This piece was prepared in a word processing computer program in the office and reproduced on a color copier.

NATURAL RESOURCE ENTERPRISES WORKSHOP – LAKE VILLAGE, ARKANSAS

Jacobs, K.M.¹, Jones, W.D.²

¹Extension Associate I, Wildlife and Fisheries Department, Box 9690, Mississippi State University Extension Service, Mississippi State, Mississippi 39762
²Coordinator, Natural Resource Enterprises Program, Wildlife and Fisheries Department, Box 9690, Mississippi State University Extension Service,

The Natural Resource Enterprises (NRE) Program provides resources and training for private landowners and community leaders interested in developing an enterprise based on natural resources. Our first workshop was held in Como, MS in October 2005. We had 75 participants from 16 different Mississippi counties, and three southeastern states (FL, AR, and TN). Two other workshops have been held in 2006; one in Kilmichael, MS and one in Lake Village, AR, in collaboration with the University of Arkansas Cooperative Extension Service. We produced brochures for each of these workshops. Brochures were direct-mailed to landowners in counties surrounding the workshop location. For the Arkansas workshop, over 4,000 brochures were used in direct mailing, 2,000 more brochures were placed at convenient locations (NRCS offices, Co-ops, Extension Offices). 63 individuals attended this workshop. Brochures were designed by K. Jacobs and introductory text was written by K. Jacobs and D. Jones. Brochures were printed professionally.

THE RURAL ADVANTAGE CONFERENCE, HELD AT THE KIMMEL EDUCATION CENTER, NEBRASKA CITY, NEBRASKA

Hruskoci*, J.D.

Cooperative Extension, University of Nebraska, College Park, Hall County, Grand Island, NE 68803, U.S.A.

This entry is one of several brochures I created to promote an event - in this case, the Rural Advantage Conference. I work as part of a 10-member Extension team that has been hosting this event for the past 4 years. The past two years, UNL - Extension has been co-sponsoring the conference with the Nebraska Sustainable Ag. Society. This past year, I was in charge of creating the conference brochure, having it printed, and direct-mailed to approximately 3700 rural residents and crop and livestock producers. I created the brochure in Adobe PageMaker and had UNL Printing Services print 4000 copies. This was the very first time I had ever used Adobe PageMaker, so I fumbled around considerably before I felt I had the organization just right and had the necessary components included. With my perfectionism, I can still see a few spaces and gaps that I wished I could have eliminated, but when I attempted to do so, it would throw the whole brochure out of wack. Either I don't know exactly how to use Adobe PageMaker (most likely) or there are a

few quirks in the software. At any rate, I didn't find it very easy to work with. Our group decided on a simple two-color brochure to keep costs down. Our University color is red, so we used that. I also incorporated black and white photos to help accent and draw attention to the brochure. Other features I included along with the conference schedule was a list of suggested motels in the area and a registration form. One of the panels of the 4-panel brochure was used as a mailer face in which we placed the mailing labels. To get even more mileage out of the brochure, I posted the brochure in (.pdf) format on a website and let all University Extension staff know of it through an email. We had a very successful event - approximately 200 in attendance. Extra copies of the brochure were used at the conference as a program schedule.

HORTICULTURE SHORT COURSE A GARDENERS'S LECTURE/HANDS-ON SERIES

Grey, Donna S.

Extension Educator, Penn State Cooperative Extension Luzerne County, Pennsylvania State University, Pennsylvania, 18643

Luzerne County Extension has been very successful in recruiting interested adults into the Master Gardening training program on a yearly basis. Many inquires are received though from adults who would like the Master Gardener educational training, but are not available for the required volunteer commitment.

To address this need, Extension Educator along with Master Gardener Coordinator put together a Horticulture Short Course, a lecture/hand-on series of 30 hours of educational instruction. Topics presented were plant science, soil science, integrated pest management, entomology, woody plant biology, pruning woody plants, pesticides and pesticide safety, lawn care, plant pathology, and herbaceous plants. Interested individuals could register for the entire series or on a per session basis.

The Short Course was advertised to the general public via news releases to 9 local newspapers, direct mailing of 328 to interested individuals and landscapers, and 125 distributed to 5 large garden centers. Nine individuals completed the entire series with another 24 completing one or more individual sessions. A post evaluation will be sent out early May, 2006 to all attendees to measure marketing, course reactions, skills and knowledge.

The Horticulture Short Course brochure was edited by Extension Educator; brochure formatting, printing and duplicating done by Extension Support Staff on office equipment.

“WHERE TO FIND ‘JERSEY FRESH’ AND ‘JERSEY GROWN’ IN UNION COUNTY” PROMOTIONAL BROCHURE

Flahive DiNardo*, M. 1, Paul Margulis, P. 2

1 Agricultural Agent, Rutgers Cooperative Research and Extension of Union County, Westfield, NJ 07090.
2 Master Gardener, Rutgers Cooperative Research and Extension of Union County, Westfield, NJ 07090

The Union County Board of Agriculture received a matching grant from the 2005 NJ Department of Agriculture’s “Jersey Fresh” promotion program to add a splash of color to their annual brochure. The brochure promotes businesses in the county that sell produce and ornamental plants grown in the state to a target audience of Union County consumers. The objectives of the 2005 promotion were to: publish a two-color brochure on card stock paper instead of the traditional black ink on colored paper; promote the Department of Agriculture’s new “Jersey Grown” brand; and increase the distribution of the brochure. The brochure was created, using Adobe Illustrator and Quark XPRS, a page layout software program, by a volunteer Master Gardener, who is a professional graphic designer. The County Agent selected the artwork and page layout, provided the text, edited, and proof-read final copies. Four businesses that retail the “Jersey Grown” brand are advertised in the brochure. As a new distribution channel, 700 brochures were directly mailed to all county municipal buildings and chambers of commerce for public distribution. The brochures are also being distributed through our traditional channels: county buildings, community events and educational programs. A mail-in survey is included in the brochure with an incentive to win a gift certificate for “Jersey Fresh” or “Jersey Grown” products. Surveys collected from previous editions of the brochure indicate that consumers visit an average of 2-3 businesses advertised and spend \$11-\$20 per visit.

Personal Column

National Winner

PUTNAM COUNTY EXTENSION AGENT PERSONAL COLUMN FACILITATES INFORMATION DELIVERY TO NON-TRADITIONAL CLIENTELE

Fielder, J.K.

County Extension Coordinator, University of Georgia Cooperative Extension - Putnam County, Eatonton, Georgia 31024

The City of Eatonton, Georgia and Putnam County offer a diverse Extension clientele due to an increasing number of new residents attracted by area resort communities. These individuals are in large part non-traditional users of Extension programs and services. A column in the local news paper(s) provides an agent with the opportunity to reach these individuals at a basic level. Personal columns deliver useful information concerning current topics along with an introduction to Cooperative Extension. The *Eatonton Messenger* and its weekend editions, the *Lake Oconee News* and *Lake Oconee Breeze* have a readership of over 50,000 individuals. Columns in these news publications have also provided a no cost information outlet to the public. This is important as the number of news letters our office is capable of mailing has been reduced due to dwindling postage budgets. A large number of information requests and personal visits are sparked by these columns, many with the comment, “I am new to the area and I saw this in your column.” In summary, agent columns provide a lost cost, timely means of disseminating information to non-traditional clientele as well as the community at large.

National Finalist

ADDRESSING THE “FEAR OF THE UNKNOWN” IN THE GARDEN AND LANDSCAPE: EDUCATING READERS IN AN INFORMATIVE AND ENTERTAINING STYLE

Polomski, Robert F.¹

¹Extension Associate/Consumer Horticulture Information Coordinator, Department of Horticulture, P. O. Box 340319, Clemson University, Clemson, SC 29634-0319

When consumers are confronted by unfamiliar garden/landscape pests or problems, they need information that will help them understand the situation and make appropriate, practical, environmentally sound decisions.

I address a wide variety of gardening topics in my media efforts, but in these two entries, I wanted to showcase an informative and entertaining approach that educates readers and enables them to make sound management decisions.

In my "Green Thumb Gardening" column for *South Carolina Farmer* (quarterly publication of the SC Farm Bureau Federation; circ. of 110,000), I wrote about the annual home invasions of Asian lady beetles. In my triweekly Sunday "Advice" column for *The State* newspaper (circ. of 149,871), I wrote about bagworms. In both articles I described the pests and offered a variety of IPM-based management approaches to enable the reader to make the appropriate choice.

Color photographs of both pests were included in each column to engage readers and to help them identify these insects. I received a number of positive comments regarding the column. Readers enjoyed the humorous angle as well as the helpful "how to" information.

I wrote both columns and e-mailed the text and accompanying photographs to the editors of each publication.

ANNIE'S PROJECT, PERSONAL COLUMN

Hambleton,* R.H.

Extension Educator, Farm Business Management and Marketing, University of Illinois Extension, Mt. Vernon Extension Center, 4112 N Water Tower Place, Mt. Vernon, Illinois 62864.

Annie's Project, Education for Farm Women, is a classroom program supplemented by a personal column with the same name. The objective of this personal column is to share real-life situations of farm women that occur on the farm and in the classroom with farm women in general. Hambleton is the sole author and wholly responsible for the content of the personal column. She gathers content from formal classroom and informal settings where farm women share their concerns and common interests. Annie's Project, is published weekly in the regional publication, *MidAmerica Farmer Grower*. This publication serves 11 southern states with circulation of 18,000 copies weekly. Annie's Project is the first weekly column in this paper that is devoted to farm women. The first

column was printed September 30, 2005 and continues to this day. Feed back from farm women include e-mail correspondence asking where the information is archived so it can be retrieved in the future.

PERSONAL COLUMN

Buehring, Harvey L.

County Extension Agent - Agriculture, Nueces County, Texas Cooperative Extension , 710 East Main Street, Suite 1, Robstown, Texas 78380.

The personal column is prepared on a weekly basis. The purpose is to inform readers with timely information about events occurring in the South Texas agricultural community. This column is also used to create awareness among non-agricultural readers about issues that are of concern to the producers of their food and natural fiber crops.

This agents Personal Column is known as " Farm and Ranch Happenings". It has been printed weekly in the NUECES COUNTY RECORD-STAR since 1984. The publishers of the bi-monthly agricultural news publication, SOUTHERN LIVESTOCK STANDARD , which has state wide distribution have carried this agents column since 1990. The combined circulation of these four weekly publications is in exceed 20,000 copies per week. Occasionally these articles are carried in the TEXAS AGRICULTURE and COUNTRY WORLD RURAL NEWS publications that are distributed state wide.

This column is also distributed to six broadcast media outlets. These column articles have been effective in stimulating television news directors to cover agricultural stories that have been the focus of this personal column.

The information is prepared using WORDPERFECT 10 and is distributed by diskette to the local weekly paper and is faxed or mailed to other media outlets.

Regional Finalist

EXTENSION BITS AND PIECES.

Barkley, M.E.

Penn State Cooperative Extension in Bedford County, 120 W. John Street, Suite 2, Bedford, PA 15522

This personal column appears once every three weeks in the Sunday edition of the local newspaper, the Bedford Gazette. The weekly column is shared with other agents in the Bedford County office. The newspaper that the column appears in is distributed countywide with a circulation of 19,000. These agricultural related articles are written for livestock and dairy producers to address current issues related to farming and to teach management skills. The column is prepared using Microsoft Word and is sent to the newspaper editor electronically via email and fax.

AGRICULTURAL NEWS: PERSONAL COLUMN

Ferry, S.L.*

Community Educator for Dairy, Cornell Cooperative Extension, 415 Lower Main Street, Hudson Falls, NY 12839

The monthly columns in Agricultural News allow the use of personal experiences and anecdotes to illustrate points that can be beneficial to the dairy farm audience to convey a message. Each column is designed to provide information on a timely topic. Presented in a friendly and conversational tone, the column carries information to its 2100 dairy farm members in order to help them improve their businesses.

The MS Word documents are transmitted electronically to an office professional who formats them into a Page Maker document which the printing company to create the publication that is delivered via second class mail.

PERSONAL COLUMN – “AGENT’S OVERVIEW” CHANGING TIMES NEWSLETTER

Sciarappa, William, J.

Rutgers Cooperative Research & Extension of Monmouth County
4000 Kozloski Road, Box 5033
Freehold, New Jersey 07728

The objective of the personal column entitled “Agent’s Overview” written by the county agent is to quickly engage readers and briefly communicate information on current events, agricultural issues and farming practices in Central New Jersey. Agriculture viability and natural resource protection in our Garden State are a constant challenge. As the front page lead part of our quarterly agricultural newsletter, this column is designed to communicate and commiserate in a casual and entertaining manner as well as encourage the reader to read the rest of the eight-page publication.

“Agent’s Overview” highlights seasonal developments with a little humor to better understand and cope with our ever-changing times. 1,100 free copies were bulk mailed in both the summer and fall editions 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 has encouraged filling this necessary role from this personal perspective that networks a diverse set of interests on common grounds.

This column for “Changing Times” is produced in our county extension office using Microsoft Publisher 2000 and printed at no charge by our county printshop. Digital photos for the column are included as .jpeg files. Our county website www.visitmonmouth.com/07050coopext/forms.asp serves as a source for archiving, downloading and printing the column and full newsletter from a PDF format.

REACHING THE COMMUNITY THROUGH A PERSONAL COLUMN

Tuck, B.V.¹

¹Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, Oregon 97058

The first article was developed in response to concerns about air quality in the Mid-Columbia, which serves as an air shed corridor between the Portland Metropolitan area and Eastern Oregon and Washington. The article was designed to be simple and easily understood by the average homeowner. In addition to introducing the subject, it discusses how human activities and weather conditions impact air quality in the area. There is also information about how to do a simple test to see if it weather conditions will allow open burning. The article announces an upcoming Smoke Management Workshop that will provide additional information to residents in the area about burning management. The article was published in The Dalles Chronicle with a circulation of 6000 households on January 3, 2005. The second article focused on the Leaf-Feeding Sawfly infestation in Wasco and Sherman County small grains fields. The purpose of the article was to inform small grains producers that this serious insect pest had again been positively identified in Wasco and Sherman Counties. This pest which was shown the previous year to infest every small grain field in the region has the potential to cost growers

over \$1 million dollars in lost yields and pesticide costs. The article provides information on life history, damage caused by the insect, identification, economic thresholds, controls and where to get additional information. The article was published in The Dalles Chronicle with a circulation of 6000 households on May 11, 2005.

DESERT GARDENER: A WEEKLY COLUMN IN THE IMPERIAL VALLEY PRESS NEWSPAPER

Natwick,* E.T.¹

¹ University of California Cooperative Extension, UC Desert Research and Extension Center, 1050 East Holton Road, Holtville, CA 92250

The *Desert Gardener* column in the *Imperial Valley Press* newspaper is a weekly publication designed to keep homeowners and landscape clientele informed of the latest methods and practices for gardening and landscape management in Imperial County, California. The column was published Saturday, each week on the garden page. Submissions include articles on pest management, vegetable production, varieties of vegetables and ornamental plants, soil compaction irrigation, and composting. This public service is not only helpful to clientele, but Cooperative Extension maintains good public relations with the general public. Many interesting problems are brought to the attention of academic staff at the Cooperative Extension office in Imperial County through a heightened awareness brought about through the *Desert Gardener* column. The two examples of articles published in the *Desert Gardener* column, from March 5, 2006 and January 21, 2006, reflect the type of articles submitted for publication.

CACHE VALLEY RESIDENTS REALLY “HAVE IT ALL”

Israelsen,* C. E.¹

¹ Agricultural Extension Agent, Utah State University Extension Service – Cache County, 179 North Main, Logan, Utah 84321

This weekly newspaper column was written in September 2005 and published in the Herald Journal, a local newspaper with a readership of approximately 20,000. Cache County, a beautiful mountain valley in northern Utah, is experiencing an aggressive annual

growth rate. Several persistent individuals, voluntarily serving on land preservation committees, were seeing the fruits of their efforts with the culmination of some events referred to in this article. The major objective of the column was to remind local residents of the abundant beauty of their surroundings and to encourage efforts to preserve what can easily be lost. The local Extension Agent is author of this article and connected a few timely quotes with some observations and philosophy of his own. This column was well received and generated several positive responses from readers who appreciated the reminder of interdependence and gratitude. A broad based County planning committee, Cache 2020, has since been organized with the objective of helping local legislative leaders to plan wisely as our respective communities continue to grow.

PERSONAL COLUMN

Hay, Paul C.

Extension Educator, University of Nebraska Extension, Gage County, Nebraska, 1115 West Scott, Beatrice, NE 68310. Phone: 402-223-1384, FAX: 402-223-1370, E-mail: phay1@unl.edu Website: gage.unl.edu

Column Objective: New ideas and concepts shared with readers. Awareness of changing trends and how our producers, homeowners, acreage owners, etc may react. The column is composed by Paul Hay, using Extension materials from the University of Nebraska and other states and adding the local touch. The column is not personal - personal because that format does not the style of this educator or of his relationship with clientele. It does create and awareness in the community of the Educator, generates follow-up question and comments. I don't know what other Educators get in response, but a good on target timely topic will generate 5-7 responses in my case and 200-400 Website hits in the next 2-3 years.

Publication: My column is composed on the computer, e-mailed to the Beatrice Daily Sun, circulation 8276; Fairbury Journal, circulation 1121; Wymore Arbor State, circulation 414, and my secretary who publishes it on the web at gage.unl.edu There are currently 124 past columns on the site which generated 9181 hits last year.

NACAA COMMUNICATIONS AWARDS PROGRAM

Whitney, Todd D.

River Valley Extension District Agent, Kansas State University
Research and Extension, 811 Washington, Suite 102,
Concordia,
Kansas 66901-3415, Crops and Soils District Extension Agent

Weekly personal columns are an important communication link with community residents regarding Kansas State research information and sharing Extension programming with the public. Therefore, the primary objective of the weekly columns is public relations and information dissemination.

The "Growing in the Valley" personal column authored by Todd Whitney, River Valley Extension District Agent, is distributed to thirteen local newspapers within the four counties of the River Valley District (Clay, Cloud, Republic, and Washington counties). The potential audience is greater than 40,000 residents based on the newspaper distribution lists.

News columns are e-mailed, FAX'ed hard copied, or mailed hard copy depending on the wants or needs of the individual newspaper business. Also, Extension personal tailor the original version to the business needs including software preference; double vs. single spaced copy, etc.

Feedback from local residents and River Valley Extension board members have been very positive with occasional topic ideas suggested.

Feature Story

National Winner

MISSISSIPPI'S 'FARM' BASS

Covington,* C

Area Livestock/Forage Agent, Mississippi State University Extension Service-Claiborne County, Port Gibson, Mississippi 39150

The feature story was published in the February 2006 issue of Mississippi Game & Fish magazine (pages 17-18).

This feature story was intended to educate

landowners and sportsmen about farm ponds and how they can produce trophy-sized bass. It was also intended to reveal the excitement available by fishing a small farm pond. I took the reader on a step-by-step journey of how to produce and catch lunker bass in farm ponds. I also included a couple of photographs to provide a visual description of the content of the story. I received several telephone calls from area landowners and sportsmen requesting additional information on managing their own farm ponds.

The article and photographs were produced professionally by the Mississippi Game & Fish magazine staff and Primedia.

National Finalist

CHAINSAW SAFETY ON AND OFF THE FARM: A FEATURE ARTICLE SUPPORTING FARM SAFETY WEEK

Polanin,* N.

Agricultural and Resource Management Agent, Rutgers Cooperative Research and Extension, 310 Milltown Road, Bridgewater, NJ 08807

"I pull the cord a couple of times and then I curse the darn thing!" With a wide variety of power tools available, today's producer must be intimately familiar with their proper use and maintenance. Using highly specialized equipment such as chainsaws is one such example. Injuries occur when proper safety habits are forgotten or ignored, or when the user becomes too "comfortable" with the equipment. In 2004, over 27,000 injuries were documented from the misuse of chainsaws, from severe facial, leg and chest wall lacerations to heart attacks. Unfortunately, farmers and other users can become over-confident of the strength or ability required to control a chainsaw. Stretching beyond abilities or improper worksite cutting practices often result in a severe kickback injury. Personal safety begins with a keen respect for any piece of equipment being used, and the increased personal limitations as the day wears on. This article was prepared to remind farmers, mostly infrequent users of chainsaws, of the general safety precautions and dangers in using chainsaws. This article is based on the author's research for presentations at the 2005 Small Farm and Rural Living Expo in Pennsylvania and the Rutgers Cooperative Research and Extension Farm Safety Twilight Meeting in Burlington County, NJ. The article was published

following those meetings in the October 1, 2005 edition of *The New Jersey Farmer*. This semi-monthly newspaper is published and distributed by the American Farm Publications, Inc. of Easton, Maryland and reaches nearly 5,000 agricultural subscribers throughout New Jersey and eastern Pennsylvania.

POISON IVY: LEAVES OF THREE? LET IT BE!

Goerlich, D.L.¹, and Latimer, J.²

¹ District Program Leader, Virginia Cooperative Extension, 150B Slayton Avenue, Suite 112D, Danville, Virginia 24540.

² Professor and Extension Specialist, Virginia Tech Department of Horticulture, 306-D Saunders Hall, Blacksburg, Virginia 24060.

Clientele at a medical clinic in Farmville, Virginia requested that Virginia Cooperative Extension develop materials addressing poison ivy identification, prevention, treatment, and control to share with patients. In response, agent authored a detailed brochure entitled *Poison Ivy: Leaves of Three? Let it Be!* One-hundred copies of this pamphlet were printed for the clinic. Recognizing a broader need, however, agent modified the article and successfully submitted it to *Forest Landowner Magazine* (circulation 10,162) as a feature story. The article was published in the May/June 2005 issue of the magazine. The audience for this publication includes forest landowners, professionals, and others with an interest in forest management. A revised version of the article was simultaneously approved as Virginia Cooperative Extension publication 426-109. As a result of exposure from these varying sources, agent was interviewed by the *Washington Post* (circulation over 5 million) and *Montgomery News Messenger* (circulation 10,505) for articles. *Poison Ivy: Leaves of Three? Let it Be!* was typed in Microsoft® Word 2002 by the author. The final manuscript and images were submitted to *Forest Landowner Magazine* via Eudora e-mail software.

FEATURE STORY

Blue, L.G.

Agricultural Extension Agent - Urban Horticulture
North Carolina Cooperative Extension, Buncombe
County Center
Asheville, NC 28801

As the population of Buncombe County has grown

to over 206,000, 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 Thursday. Circulation is approximately 70,000. Story ideas are scheduled in advance with the section editor. Material is planned to be timely and of broad interest. Articles are typed on a word processor and sent to the editor by email one week in advance. Response from the readership has been excellent.

The purpose of this story was two-fold. One was to alert homeowners to the upcoming new stormwater management fee to be implemented by the city as a result of the Clean Water Act Phase II implementation. This also provided a good opportunity to help homeowners become more aware of the impacts their landscape maintenance practices can have on water quality. Photos were provided by the agent.

Regional Finalist

STRIPED CUCUMBER BEETLE FEATURED STORY

Butzler, T.M.

Extension Educator, Horticulture/Integrated Pest Management, Penn State Cooperative Extension – Clinton County Office, Mill Hall, Pennsylvania 17751

I have a column in the local newspaper that allows me to write about horticulture related topics. Usually, these topics are set up well ahead of time in order to present a calendar of articles to the newspaper editor. As the growing season progresses, there are numerous horticulture topics that present themselves; unfortunately, it is difficult to place them in the weekly column. In these situations, I submit an article as a featured story along with a photo. I try to include a photo with most articles to highlight a descriptive portion of my text to the readers. The article, with photos, was published on August 27, 2005. It was submitted via *The Express's* virtual newsroom; therefore, it was not prepared with letterhead. An Olympus C-700 was used for the photograph. *The Express* has a daily circulation over 10,000. Several phone calls were generated because of the news article and some callers requested additional information.

FEATURE STORY: “WHAT IS EXTENSION ANYWAY?”

Greene* E.A.

Department of Animal Science, University of Vermont,
Burlington, VT 05405

“What does Extension do?” is a question that is asked far too often, and few clients can define extension. In order to address this question, the author wrote an informational article on UVM Extension (specifically equine) in the biweekly newspaper published by the Vermont Agency of Agriculture (Agriview, 5/20/2005). The intention was to draw the audience in with the “tongue in cheek” title, give some reasons to support and/or justify their confusion (i.e. serving many audiences including farm, food, family, equine, etc.), and then to describe some particulars of Vermont’s equine extension program. The article provides an overview that moves into specific aspects of the equine program to help the audience realize broad impacts and specific accomplishments this particular program. It promotes equine extension, but lets the readers decide if the products and program are impressive.

The article is also informative regarding opportunities in which folks may participate. It reports on success of the recent “Everything Equine” event and teases with dates for the following year. The accompanying photo shows a demonstration at the 2005 event, with the crowds and the tradeshow in the background to support the descriptive text. The sidebar highlights UVM equine extension activities, products, and programs in a summary format. The photo, sidebar and tone of the title are intentional draws and each one may bring different readers due to different methods of appeal.

NOTE: The first paragraph is an Agriview layout error; this feature story begins with “Besides the questions...”

SOIL TEST TELLS STORY ABOUT NUTRIENTS IN LAWN, GARDEN

Jarek,* K.J.

Outagamie County Crops, Soils, & Horticulture Agent,
University of Wisconsin-Extension, 3365 W. Brewster
Street, Appleton, WI 54914

Homeowners are willing to spend large amounts of money on commercial fertilizer products to keep their lawns and gardens green and growing all summer long. Unfortunately, the majority of these individuals are

purchasing and over-applying these synthetic products when their soil levels of phosphorus and potassium are already significantly higher than what their lawn, garden, or landscape plants can actually utilize. On average, the lawn and garden soil levels of phosphorus and potassium that I encounter when I help homeowners interpret a first time soil test are approximately 10 times greater than what I have found working with producers in their farm fields. While this is costly to the homeowner, it is the environment that really pays the price when careless application methods combined with overuse sends these synthetic fertilizer products down storm water drains thereby contaminating our fresh surface waters. The purpose behind writing this article was to raise awareness of the issue with homeowners and then to encourage them to get their soil tested so that they could make changes to not only become better consumers, but environmental stewards as well. The feature article was part of the Appleton Post Crescent’s Lawn and Garden Sunday section, which reaches 72,000 people every weekend. In 2004 our office helped 118 homeowners interpret soil sample submissions, in 2005 the article proved to be very effective as we served a total of 206 homeowners an increase of 75%.

REPLACEMENT HEIFERS IN THE CLUB CALF BUSINESS

Grimes*, J.F.¹ and Turner, T.B.²

¹Ohio State University Extension, Highland County, County Extension Educator, Agriculture and Natural Resources, 119 Governor Foraker Place, Hillsboro, Ohio 45133

²Department of Animal Sciences, The Ohio State University, 2029 Fyffe Rd., Columbus, Ohio 43210

A portion of Ohio cow-calf producers are concentrating on raising club calves for 4-H and FFA members. The objective of the article titled “Replacement Heifers in the Club Calf Business” was to provide adults and youth involved in club calf production a clear and concise document outlining sound management practices for replacement heifers. Topics addressed in the article included growth rate, breed variations, phenotype, Expected Progeny Differences, body condition scoring, and others. The ultimate goal is to improve the overall quality of replacement heifers utilized for club calf production. The intended audience for this article is any adult or youth involved in beef breeding projects in Ohio. This article was printed in the Ohio Cattlemen’s Association 2005 Club Calf Directory. Ten thousand

(10,000) copies of the directory were printed and have been distributed at the Ohio State Fair, the Farm Science Review, and directly mailed to all Ohio County Extension offices and high school Vocational Agriculture departments.

RHIZOSPHAERA NEEDLE CAST DETECTED IN MERCER COUNTY

Askim, * Craig A.¹

¹ Extension Agent, North Dakota State University Extension Service- Mercer County, Beulah, North Dakota 58523

Rhizosphaera Needle Cast (*Rhizosphaera kalhkoffii*) is a fungus disease that affects production in Colorado Blue and White (Black Hills) spruce cultivators. The disease severely infects the spruce trees ability to maintain their needle retention. Older needles (ones closer to the trunk) usually show signs of infection first. Needles become infected in late spring and begin to turn brown in the fall at which time small, black fruiting bodies of the fungus are abundant on the needles and branches. The fungus is mainly spread by rain splash and infected branches touching each other. Preventative approaches are the best way to reduce the infection. Planting healthy stock and promoting good air circulation will also help in the prevention. Two chlorothalonil registered fungicides under the brand names Bordeaux and Bravo can be applied during bud break (or when new needles have reached half their growing length for the season) to help in the control of the disease. The fungicide should be reapplied three weeks after the initial treatment. Two consecutive years of fungicide applications may sufficiently disrupt the disease cycle. It was estimated that over half of the spruces trees in Mercer County were infected with this disease during the 2005 growing season.

I prepared the story and presented it to our local newspaper editor. He edited my article and printed it as a feature story in their next issue. The County newspaper is published weekly and has about 2100 subscribers.

FEELING A LITTLE WEEDY??

Tuck, B.V.¹

¹Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, Oregon 97058

As a part of my efforts to educate our community concerning issues of importance, I provide feature articles periodically that go into depth about a particular subject. In the spring weed identification and control are major issues of concern for area residents particularly as we see more and more problems with invasive species that are coming into the area along major highways. This article, which was developed as a general information piece for residents of the Mid-Columbia Region of Oregon was designed to be simple and easily understood by the average homeowner or small acreage landowner. In the article, I provided a simple introduction to the subject; information concerning weed identification resource publications and where to obtain them; university weed identification websites; a table illustrating seed survival for key invasive weeds; and steps in developing a weed control game plan and encouraging residents to contact their local OSU Extension Agent or local weed control district for additional help and information. This article was featured in The Dalles Chronicle on April 1, 2005 and Hood River News on April 16, 2005. This article was distributed to 12,500 households in the Mid-Columbia area.

MONITORING DISEASE MODEL MICROCLIMATES: LEAF WETNESS INSTRUMENTATION PITFALLS.

Phillips, P.A.

Area IPM Advisor

Univ. of Calif. Coop. Ext., 669 County Square

Dr. #100

Ventura County

Ventura, CA. 93003

The use of microclimatic measuring instrumentation in crop disease management has become more common in recent years with the advent of specific disease models driven by various combinations of temperature, humidity and/or leaf wetness. In the excitement of generating the necessary microclimatic data necessary to run the models and ultimately come to a decision as to whether a pesticide treatment is necessary, the pest control advisor (PCA) or crop manager may overlook a crucial fact: the proper placement of instrumentation is crucial for capturing meaningful observations. I wrote a semi-technical publication on the impact of proper placement of leaf wetness (LW) measuring devices on disease management.. My article described the reasons why erroneous observations can be made with

LW sensors. I included results from several local research projects I conducted in celery while attempting to validate a disease model for Septoria leaf spot (late blight) of celery. In order to make informed management decisions, pest control advisers (PCA's) and crop managers needed information about the impact of improperly positioned LW sensors within agricultural production system. This article was published as a feature research article in the "CAPCA Adviser" magazine, a publication that reaches most of the 3000+ PCA's across the state.

This article was also used as a handout at a recent CAPCA annual meeting (1200 attendees) and will be used at future pest control advisor meetings in mid and late 2006 that historically have drawn in over 300 attendees. This article has also been placed on my web page (ucceventura.xlrn.ucsb.edu) for easy grower and pest control clientele access.

"FLOWERING CHERRIES FLOURISH IN UTAH"

Sagers, Larry A.

Extension Regional Horticulture Agent, Utah State University Extension Service, Thanksgiving Point Office, 3900 North Garden Drive, Lehi, Utah, 84043-3506

This feature story on flowering cherries coincided with the nationwide publicity always accorded the flowering cherries in Washington DC when they are in bloom. Thousands of people gather in the US Capital city each spring to see the spectacular show. The trees are stunning in the climate around the nation's capital, and some may adapt well to Utah's climate. Other equally beautiful varieties are well-acclimated to Utah's climate. The article explores the history and characteristics of the flowering cherries in Washington DC and offers Utah readers alternatives for flowering cherries in their own landscapes. The *Deseret Morning News* published the article. The daily newspaper circulation is 70,000 copies distributed throughout the state of Utah and surrounding areas.

Newsletter Individual

National Winner

**JACKSON STOCKMAN: LIVESTOCK & FORAGE
EXTENSION NEWSLETTER**

Mayo*, D.E.

Livestock Extension Agent, University of Florida Extension, Jackson County, Marianna, Florida 32448

The Jackson Stockman is a quarterly newsletter sent to over 470 livestock and hay producers in Jackson County. The purpose of the newsletter is two fold. First, the newsletter is a forum for brief articles on recommended cattle and pasture management practices aimed at making Jackson County's Rancher more efficient and profitable. The agent is the editor of the newsletter and writes the lead article along with articles on upcoming events. The agent also utilizes articles written by regional specialists to provide a broad range of topics focused on livestock and forage management. This newsletter is the most practical vehicle for delivering timely information to a large audience. The second goal is to provide information on upcoming extension, USDA and Cattlemen Association programs and events. So, each issue contains both practical information as well as current news on upcoming programs of interest. Each issue also ends on a more humorous note to keep the readers attention all the way to the end of the newsletter. The agent keeps a file for each of the four seasons and a clean joke file, so that quality articles can be saved for the appropriate time of the year. This newsletter was created entirely on the agent's computer using Microsoft Word. The covers are printed using a color laser printer and the following pages are duplicated by a secretary on a copy machine for distribution through a maintained bulk mailing list.

National Finalist

EXTENSION NEWS & NOTES NEWSLETTER

Suverly,* N. A.

Alcona County Extension Director, Michigan State University Extension, Harrisville, MI 48740.

Extension News & Notes is a bi-monthly newsletter for agricultural producers of Alcona County. The agricultural audience varies including crop producers, beef and dairy producers, and small woodland managers. The newsletter is primarily distributed by mail but is available on the Alcona County Extension Office website. Regular features in the newsletter include Featured Publications and a Calendar of Events. Remaining columns feature MSU Extension and industry news and events pertaining to forage production, cash crops, environmental stewardship,

livestock production, woodland management, and gardening. The newsletter is written, edited, and designed by Norman Suverly, County Extension Director for Alcona County MSU Extension. Content is contributed by the author and news releases from MSU College of Agriculture and Natural Resources Communication and Technology Services. The newsletter is created in Microsoft Publisher. PDF versions of the newsletter are created and posted to the Alcona County Extension web site (www.msue.msu.edu/alcona). Previous issues of the newsletter are accessible at the newsletter's homepage. Approximately 147 copies of the newsletter are mailed to Alcona County producers free of charge.

ESTILL COUNTY AGRICULTURE AND NATURAL RESOURCES NEWSLETTER

Baker*, Eric¹

¹ Extension Agent for Agriculture and Natural Resources, University of Kentucky Cooperative Extension Service – Estill County, 149 Richmond Road, Irvine, KY 40336.

The *Estill County Agriculture and Natural Resources Newsletter* is published monthly offering farmers, gardeners, agribusiness, and interested citizens research-based agricultural information, cost share opportunities, and meeting notices. Producers have the opportunity to receive the newsletter at no charge by mail or viewable on our county web page. Each month, the newsletter features items related to crop production, horticulture, livestock production, human health/safety, entomology information, forestry/wildlife topics, and local/state events. Periodically, topics such as long term weather predictions, local agriculture statistics, hot topics, and farm fun facts are added. The newsletter is written, edited, and designed by Eric Baker, Estill County Cooperative Extension Agent for Agriculture and Natural Resources. Newsletter duplication and mailing is accomplished by the secretarial staff. The newsletter is created in Microsoft Publisher with PDF versions of current and past newsletters available online at <http://ces.ca.uky.edu/estill/>. The newsletter was mailed 552 households.

NACAA COMMUNICATIONS AWARDS PROGRAM-NEWSLETTER-INDIVIDUAL

Marrison, David L.¹

¹ Agriculture and Natural Resources Educator, Ohio

State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047

Agri-Culture is published five times per year for Ashtabula County farmers and for others interested in the industry of agriculture. Until the spring of 2005, the Educator published individual newsletters for agronomy, beef, dairy, grape, horticulture, and agricultural law. Due to budget and time constraints, the Educator made the decision to melt all of these newsletters into one issue. The Agri-Culture newsletter focuses on local Extension programs, current updates in each commodity area, and management issues which affect the broad spectrum of agriculture enjoyed in Ashtabula County. Each commodity group still receives direct mailings on Extension programs specific to their commodity and state electronic newsletters are forward via email to requesting producers.

Our staff expected to receive negative feedback from the individual commodity groups but have not. Most of the committees have stated that they are interested in learning what the other commodity groups are doing and appreciate the focus on management issues that reach across all disciplines.

The agricultural extension staff publishes the newsletter completely "in-house." The newsletter is currently mailed to nearly 400 local individuals and businesses. A copy of the current year newsletters are posted to the county's web site as an Adobe PDF file (<http://ashtabula.osu.edu/ag/>)

Regional Finalist

JEFFERSON COUNTY 4-H MEMBER NEWS AND NOTES

Alexander,* S. K.

County Agricultural and 4-H Educator, Cooperative Extension, Penn State University, 180 Main Street, Brookville, PA 15825, U.S.A.

The 4-H Member News and Notes newsletter is used to provide timely and useful information to 4-H members, parents and leaders of the county. Many county, regional, state, and national opportunities exist for 4-H members and leaders. The newsletter is a method of delivering the information to them. The newsletter is also a method of presenting an educational idea to the member and their family. Each month a newsletter is created by Alexander using

information from various sources. Support staff prints the newsletter on office equipment and mail it from the local office. The current mailing list is 207. Members and leaders respond to requests presented in the newsletter and opportunities to participate in events. Leaders are often observed taking their copy of the newsletter to meetings and reading important details to the membership.

NACAA COMMUNICATOR AWARDS PROGRAM – NEWSLETTER (INDIVIDUAL) ABSTRACT

Schurman, Carol J.

Penn State Extension,
827 Water St.
Indiana, PA 15701

Objective - To inform 4-H leaders of leader training opportunities and other information pertinent to them as leaders

Purpose - Leaders need to be informed of important 4-H information. The newsletter provides an appropriate way to do this.

Audience - 120 4-H volunteers, printed several times per year

Newsletter is printed in county office.

INDIVIDUAL NEWSLETTER

Fechter*, R.H.

Elk County Extension Agent, 4-H & Agriculture
P.O. Box 647, 130 South Pennsylvania, Howard, KS 67349
Kansas State University, Manhattan, KS 66506

Elk County Extension Tidbits is published four times a year — spring, summer, fall and winter. 410 families and businesses in and around the county receive the newsletter. Primary purpose of the newsletter is to inform families and producers on timely topics and educational programs to help them improve their daily lives. Objective is to provide a consistent style that is recognizable and promotes reading.

I am the only Extension Professional in my office, so I have program responsibilities in Agriculture, 4-H, and Family and Consumer Sciences. In each newsletter I include information about a wide array of subjects in agriculture and family issues. I will tell of

any Extension events or activities in the county or area that may be of interest to clientele. Each newsletter begins with my thoughts or comments. This makes the newsletter more personal and informal. I like to supplement my newsletters with clip art as this makes the newsletter less congested and easier to read.

Newsletters are produced in the Extension Office on the agent's computer using Microsoft Word and printed on a Hewlett Packard black and white laserjet printer. The office professional duplicates it with the office copy machine prior to mailing.

WALLA WALLA COUNTY EXTENSION NEWSLETTER

Moberg*, D.M.¹

¹Extension Educator, Washington State University-Walla Walla County, Walla Walla, WA 99362

The Walla Walla County Extension Newsletter is a quarterly publication (March, June, September, December) edited and published by the Washington State University Extension, Walla Walla County staff. The newsletter provides timely information on a wide variety of subjects and is distributed to 1,460 households. The newsletter contributes to the awareness of current topics, updates, available resources, and educational events. Categories of information include Farming & Livestock, Home & Garden, 4-H, and Family Living. In addition to providing information, the newsletter has increased the visibility of the extension office and informed readers of resources and staff support available to help them. My role in the newsletter is to edit the information and contribute articles, as well as supervise the arrangement of the layout. The columns are prepared, compiled, and finalized in Microsoft Word. The final printing is accomplished at the WSU Extension-Walla Walla County office. Local stakeholders have been complimentary on the new format and the relevant content of the newsletter.

Communications abstract NEWSLETTER

Talbert, M.J.
Clemson Extension Service
96 U.S.Hwy. 321
Winnsboro, S.C. 29180

The purpose/objective of the Livestock & Forage Focus Newsletter is to provide timely production information to beef cattle farmers. The newsletter is also used to inform farmers of upcoming events and meetings. It is a quarterly publication that is mailed to 112 farmers and other agricultural agents in Fairfield and surrounding counties.

I do offer pictures of farmers, cows, forages etc. to perk the interest of the reader. I take the pictures and write brief articles usually that pertain to the focus of the next cattlemen's meeting that we are hosting. Michelle Holmes, administrative assistant formats the newsletter according to my directions. She types and copies and mails it. The newsletter also appears on our website, www.clemson.edu/Fairfield, where numerous readers can view it under agriculture.

Newsletter Team

National Winner

DAIRY FOCUS NEWSLETTER

Strait,* G.L.1 , Goodling, R.2, Wagner, P.3, McFarland, D.4

Extension Educator, Pennsylvania State University
Extension Service-Fulton County, McConnellsburg ,
Pennsylvania 17233

Extension Educator, Pennsylvania State University
Extension Service-Lebanon County, Pennsylvania

Extension Educator, Pennsylvania State University
Extension Service-Franklin County

Extension Educator, Pennsylvania State University
Extension Service-York County

The Dairy Focus Newsletter is published to keep dairy producers and agricultural professionals informed of new techniques, topics, and concepts for the advancement and profitability of dairy operations in the Capital Region of Pennsylvania. The newsletter is submitted semi-monthly with an increased emphasis during the winter and spring months. Extension educators solicit industry sponsorship to get the newsletter published. The team has many persons submitting articles to be published (industry, team members, university specialists, and outside topic specialists.) We have targeted the dairy producers and agriculture professionals that reside or service dairy operation with in the eleven counties (Adams, Berks,

Chester, Cumberland, Dauphin, Franklin, Fulton, Lancaster, Lebanon, Perry, and York Counties) in Pennsylvania. Our current distribution is to over 4700 dairy producers and industry professionals in the prior mentioned counties, plus over 120 recipients in Pennsylvania counties outside our region, and also 50 recipients residing outside of Pennsylvania. The results have not been finished at this time.

National Finalist

VEGETABLE CROPS RESEARCH EXTENDED VIA REGIONAL NEWSLETTER

Le Strange,* M., Stoddard, C.S., Mueller, S.C. and Hembree, K.J., Nuñez, J., Aegerter, B.J., and Mickler, C.J.¹

¹ Farm Advisors (County Agents), University of California Cooperative Extension, Tulare and Kings, Merced and Madera, Fresno, Kern, San Joaquin, and Stanislaus Counties, respectively

The processing tomato industry in California is a highly complex and dynamic industry with an estimated annual farm-gate value of \$600 million. Prior to 1995 the industry was more heavily concentrated in the Sacramento Valley in the northern part of the state, but in recent years some processors have closed northern facilities and shifted farther south to follow production expansion in the San Joaquin Valley. Challenged with growing a new commodity, new processing tomato growers and professional consultants were eager for reliable, science-based information. Much of the expertise resided with farm advisors, specialists, and university researchers in the north while the southern farm advisor group was less experienced with the crop or more recently hired. In 2002 a regional newsletter was developed to meet the need to inform and educate producers, processors, professional consultants, and allied industry of major issues affecting processing tomato production. A team approach was developed to meet the challenge in the southern San Joaquin Valley. The newsletter serves as a vehicle to distribute current research results and information contributed by expert researchers from all over the state to a sophisticated vegetable industry. It is compiled and shared with eight contiguous counties in the San Joaquin Valley whose vegetable crop production exceeds 200,000 acres and is distributed to over 4000 individuals. The newsletter editor solicits articles, edits and formats the newsletter for content and style, and sends an electronic version to

participating advisors, who in turn print and mail the newsletter to their local, county clientele. The regional newsletter does not displace an individual advisor's county vegetable crops newsletter, but complements it with in-depth single crop information. The format was so successful it was expanded to include other commercial vegetable crop commodities. It has magnified the presence of and interest in Cooperative Extension and exemplifies University research and extension contributions to the California vegetable industry. Letters from growers, new subscriptions from within and outside of the geographic area, and awareness and recognition by clientele of individual advisors' research projects have provided positive feedback. Growers are changing some of their production and pest management practices based on the information obtained from this newsletter. One example of tremendous impact has been modifications in sub-surface drip irrigation management which improved solids in tomatoes. The guidelines provided in the newsletter helped reverse earlier processor resistance to this water-saving practice because of historically poor fruit quality associated with drip irrigation.

GARDENER'S GRAPEVINE – A COUNTY-WIDE BIMONTHLY PUBLICATION FOR SALT LAKE COUNTY UTAH

Wolf, M.E.¹, Shao, M.², and Petersen, S.³

¹County Horticulture Agent, Utah State University Extension Salt Lake County, 2001 S. State St. #S-1200, Salt Lake City, UT 84190

²County Horticulture Agent, Utah State University Extension Salt Lake County, 2001 S. State St. #S-1200, Salt Lake City, UT 84190

³Publications Specialist, Utah State University Extension Salt Lake County, 2001 S. State St. #S-1200, Salt Lake City, UT 84190

The Gardener's Grapevine is the horticultural portion of the Salt Lake County Utah State University Extension newsletter. Published six times per year, the newsletter highlights seasonal gardening issues and events for the Wasatch Front region. Highlights of the Extension Horticulture agents' programs, such as the youth horticulture education program and the community service projects, are also common topics. County Agents Wolf and Shao author or compile content material, and layout is designed by Petersen. The Gardener's Grapevine reaches an audience of approximately 3,000 readers each publication (averaged over the year). The printing is done in a

two-color offset printing method, creating a slick presentation to assure readers of Extension professionalism. The newsletter is also available from the Internet in a PDF format.

NACAA COMMUNICATIONS AWARDS PROGRAM-NEWSLETTER-TEAM

Breece, Don¹; Ward, Barry², Bruynis, Chris³, Marrison, David L⁴, Shoemaker, Dianne⁵, Zoller, Christopher⁶, Skeeles, James⁷, Kleinschmidt, Andy⁸, Wilson, Gary⁹, Roe, Brian¹⁰, Roberts, Matthew¹¹, Ernst, Stan¹².

¹ Extension Specialist, ANR/Economics Farm Management, Lima Extension Center at Findlay 1219 West Main Cross St. (SR 12) Suite 202, Findlay, Ohio 45840-0702

² Leader, Production Business Management, OSU Extension Department of Agricultural, Environmental and Development Economics, 2120 Fyffe Road, Columbus, Ohio 43210

³ Agriculture and Natural Resources Educator, Ohio State University Extension, Wyandot County, 109 S Sandusky Ave-Room 16, Upper Sandusky, Ohio 43351

⁴ Agriculture and Natural Resources Educator, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047

⁵ Extension Dairy Specialist, OSU Extension Center at Wooster, OARDC Administration Building, 1680 Madison Avenue, Wooster, Ohio 44691

⁶ Agriculture and Natural Resources Educator, Ohio State University Extension, Tuscarawas County, 419 16th Street SW, New Philadelphia, Ohio 44663

⁷ Agriculture and Natural Resources Educator, Ohio State University Extension, Lorain County, 42110 Russia Road, Elyria, Ohio 44035

⁸ Agriculture and Natural Resources Educator, Ohio State University Extension, Van Wert County, 1055 S. Washington Street, Van Wert, Ohio 45891

⁹ Agriculture and Natural Resources Educator, Ohio State University Extension, Hancock County, 7868 CR 140, Suite B, Findlay, Ohio 45840

¹⁰ Associate Professor, *Department of AED Economics & Livestock Marketing Specialist*, 2120 Fyffe Road, Columbus, Ohio 43210

¹¹ Assistant Professor, *Department of AED Economics & Grain Marketing Specialist*, 2120 Fyffe Road, Columbus, Ohio 43210

**NACAA COMMUNICATIONS AWARDS PROGRAM-
NEWSLETTER-TEAM
OHIO AG MANAGER TEAM**

Due to budget cutbacks, the number of State Specialists in the area of Farm Management in Ohio was reduced to two in July of 2004 and then to one by December 31, 2004. Recognizing the need to help maintain OSU Extension's farm and agribusiness management programming the Ohio Ag Manager Team was established in late spring, 2004. Since this time, this team has been working together to provide farm management education to the State of Ohio.

The specific goal of the Ohio Ag Manager newsletter is to deliver information relevant to the management of agricultural businesses in short, succinct articles. The newsletter's design concept provides managers with seven to ten articles each month on issues and trends impacting the agricultural industry. Each article is linked to complete reports or websites containing more detailed information. This design allows the reader to retrieve details on topics and issues that are important to the management of their agribusiness.

The newsletter is currently emailed to the 88 County Extension Educators in Ohio and to 331 individuals and agribusinesses who have subscribed to the Ohio Ag Manager electronic list serve. This list serve was developed so that the monthly newsletter could be electronically sent to subscribers. Twelve Issues of the Ohio Ag Manager Electronic newsletter were published in 2005 with a total of 102 different management topics were shared via the newsletter. Many of these articles were utilized by County Extension Educators in their country newsletters and news columns. Other farm organizations and publications such as the Ohio Farm Bureau, Ohio Farmers Union, Ohio Farmer Magazine have utilized articles in their publications. In addition, national publications such as National Hay & Forage Growers Magazine have sought and received permission to utilize articles from the Ohio Ag Manager Newsletter.

Regional Finalist

**TROWEL AND LEISURE
BRINGING YOU PRACTICAL GARDENING
KNOWLEDGE**

Grey, Donna S.
Extension Educator, Penn State Cooperative Extension

Luzerne County, Pennsylvania State University,
Pennsylvania, 18643

With a population of 310,000, Luzerne County Cooperative Extension receives daily requests for horticulture information from homeowners. As a way to extend the latest information to our clients, a seasonal newsletter was developed to address pertinent and timely topics. Each issue presents a Seasonal To-Do List, current gardening Inquires/Questions and the Answer, Integrated Pest Management, Top Plant Pick, Unwanted Guests, and Botanical Pleasures.

Receiving the newsletter just prior to the start of the season gives the homeowner a look ahead as to what should be done, what to be alerted to, and what to expect. The newsletter was established spring of 2004 and is distributed via the mail to 425 clients in Luzerne County as well as clients in five neighboring counties and New Jersey.

The newsletter is edited by Extension Educator, Master Gardener Coordinator, and a Master Gardener; formatted, printed and duplicated by Extension Support Staff on office equipment.

An extensive evaluation will be sent to recipients of Trowel and Leisure late August, 2006 to determine the usefulness of articles, if gardening needs are being met, future topics desired, and gardening practices applied.

COMMUNICATIONS AWARD, TEAM NEWSLETTER

Gordon, D.G. ¹, Schuster *, C.F. ², Tregoning, D.W. ³

¹ Extension Educator, 4H and Livestock, Maryland Cooperative Extension, Montgomery County, 18410 Muncaster Road, Derwood, Maryland 20855

² Extension Educator, Commercial Horticulture, Maryland Cooperative Extension, Montgomery County, 18410 Muncaster Road, Derwood, Maryland 20855

³ Extension Educator, County Extension Director, Maryland Cooperative Extension, Montgomery County, 18410 Muncaster Road, Derwood, Maryland 20855

The *Back 40* Newsletter is a quarterly newsletter written and produced for interested Montgomery County residents and others in the surrounding region. This newsletter is sent to 618 members of the agricultural community to provide timely information on topics related to Montgomery County and regional agriculture. Columns include articles covering agronomy, livestock,

horticulture, nutrient management, safety and Natural Resources Conservation Service and Farm Service Agency program updates. Announcements for educational opportunities are also included in this newsletter. Each member of the team writes articles for the newsletter and works with Lauren Sinay (administrative support staff) to proof, duplicate, assemble and mail the newsletter using bulk mail.

SMITH COUNTY 4-H NEWSLETTER

Wick, *Sandra L.¹

¹Smith County Agricultural Agent,
K-State Research and Extension,
218 South Grant, Courthouse,
Smith Center, KS 66967

The objective of the Smith County 4-H newsletter is to inform and educate 4-H families and citizens of Smith County. The purpose is to provide current, up-to-date information to the members to allow them to be informed of the programs and activities of Smith County along with state opportunities. Even though members have a wide range of sources of information, we feel K-State Research and Extension should and does provide research-based, unbiased information that is important to youth and adults. This information is distributed on a timely basis every month to the 4-H families. The content of the newsletter will vary, however, we try to cover the most timely topics that are pertinent on a particular month. We distribute our monthly newsletter to 670 Smith County households which includes 95 Smith County 4-H families. Several times during the year, we receive additional questions on information that was printed in the newsletter. The entire newsletter is prepared in our office from a word processor and is reproduced on a copier.

NW STOCK TALK NEWSLETTER SERVES NORTHWEST MISSOURI BEEF PRODUCERS

Deering*, S.W.¹, Schleicher, A.D.², Humphrey, J.R.³

¹Regional Livestock Specialist, University of Missouri Extension, Gentry County, Albany, MO 64402

²Regional Livestock Specialist, University of Missouri Extension, Atchison County, Rock Port, MO 64482

³Regional Livestock Specialist, University of Missouri Extension, Andrew County, Savannah, MO 64485

The three University of Missouri Extension Livestock

Specialists serving northwest Missouri felt that a more effective means of delivering timely information to beef producers was needed. Reaching these producers is important considering that beef cattle production is the primary livestock industry in the region and beef producers make up a large portion of the clientele. How we reach producers has changed with more producers using e-mail. With that in mind, an electronic newsletter was developed, the "NW Stock Talk", to provide current and important information to the beef industry in northwest Missouri. Topics include marketing, nutrition, forages, health, reproduction, meeting announcements, and others. The articles are written by the three specialists, then one specialist prepares the newsletter using Microsoft Office Publisher, after which it is converted to an Adobe Acrobat PDF file for greater accessibility. The newsletter is sent via e-mail. From October 1 to March 1, the newsletter is sent every two weeks. After March 1st, out of consideration to producers who are busy with calving, the newsletter is sent out once per month. The distribution list includes 177 producers, veterinarians, and industry personnel. Comments have been very positive: "Thanks for including me on your list of e-mail for the Stock Talk newsletter. It's good-looking, and a quick and easy read. Great job!"; "Just a note to compliment you on the new 'Stock Talk' newsletter. As a farm magazine editor and a livestock producer, I welcome this useful information and the research summaries. Keep up the good work!".

GREEN SCENE E NEWSLETTER

Klett, James E.¹, Small,*M. K.², Wilson, Carl³

¹Extension Landscape Horticulture Specialist, Colorado State University, Fort Collins, Colorado 80523

²Extension Agent, Colorado State University Cooperative Extension-Jefferson County, Golden, Colorado 80401

³Extension Agent, Colorado State University Cooperative Extension-Jefferson County, Denver, Colorado 80202

The Green Scene newsletter provides an avenue through which current, research-based information quickly reaches Green Industry subscribers when they need it most (March-October). Its production is a cooperative effort between the Green Industries of Colorado and Colorado State University Cooperative Extension. CSU Extension staff members write articles for and edit this monthly electronic newsletter while Green Industry cooperators provide article topics, publicity, publishing and mailing. Beginning on the 25th

of each month, Dr. Klett solicits topics from subscribers for next month's newsletter via email and fax. Extension personnel receive their article assignments from Dr. Klett and turn them in electronically to his support staff by the 10th of each month. The three editors (Klett, Small, Wilson) meet a few days later, review the articles, then submit revisions to the support staff. After revisions, the draft is emailed for final editorial review. Once reviewed, copy is emailed to the executive director of several Green Industry associations. She adds the masthead, formats the copy and sends out the newsletter, so it is distributed by mid month. In a survey of 107 newsletter recipients, 83% gave recommendations to their customers obtained from the Green Scene newsletter; 69% changed horticultural practices as a result of reading it and 93% planned to continue their subscription. Approximately 5 to 7 individuals read each newsletter published. Readership ranges from 1300 to 1800 individuals each month.

FENCELINES – LIVESTOCK NEWSLETTER OF THE SOUTHEAST EXTENSION DISTRICT

Adams, E. M.¹, Andrews, A. M.², Coite*, E. A.³, and Honeycutt, E. H.⁴

¹ Extension Agent, Agriculture, North Carolina Cooperative Extension, Onslow County Center, 4024 Richlands Highway, Jacksonville, N.C. 28540

² Extension Agent, Agriculture, North Carolina Cooperative Extension, Craven County Center, 300 Industrial Drive, New Bern, N.C. 28562

³ Extension Agent, Agriculture, North Carolina Cooperative Extension, Wayne County Center, P.O. Box 68, Goldsboro, NC, 27533

⁴ Extension Agent, Agriculture, North Carolina Cooperative Extension, Lenoir County Center, 1791 Hwy 11/55, Kinston, N.C. 28504

The newsletter, Fencelines, is published bimonthly to give accurate and timely information to livestock producers of Craven, Greene, Jones, Lenoir, Onslow, and Wayne Counties, located in Southeastern NC. The newsletter is also available for distribution, by request, to other county agents for use in additional counties of the Southeast District. Information is given on current topics, including beef cattle, forages, sheep and goats, and animal waste management. A schedule is set up for participating agents to submit articles to each other prior to the next issue. At that time, each agent and her secretary works to compile the articles and develop the newsletter, using computer resources available in their respective office. Attachments, events and

additional news items may be included that pertain to articles in the newsletter as needed, at the discretion of the County Agent for their county. County topics added may include advertising local workshops and events, county news, or youth events. Fencelines is currently distributed to a mailing list of 1200 livestock producers, as well as sent to four other local county extension offices for distribution, reaching ten of the thirteen counties in the Southeast Extension District of North Carolina. Having been established in January of 2005, feedback from readers and clients has been positive thus far.

POND CREEK WATERSHED PROJECT

Carmichael, Lena Beth

Area Specialist, Pond Creek Watershed Project Coordinator, University of Tennessee Extension, 107 W. College Street, Athens, TN 37303

Pond Creek Watershed Project has the goal of improving water quality. Pond Creek is on the 303(d) list as impaired for pathogens, nutrients, and sediment. This watershed covers 23,579 acres over parts of McMinn, Monroe, and Loudon Counties. The watershed is primarily agricultural, with the major source of pollution determined to be pasture-based livestock farming. The creek does not involve any municipal sewer systems. The area is rural, with beef and dairy farms prevalent. Integrated Pollution Source Inventory determined land use problems to be poor, fair, and overgrazed pastures of 9517 acres within the watershed. Work during the project has also determined management of livestock waste on dairies to be a contributing factor also. These newsletters were written and mailed to all residents of the watershed. This was determined to be just over 600 addresses through use of county road maps and the E-911 offices in each county. The newsletters inform residents of the problems in the watershed, successes occurring, and steps to be taken in the future. This publication gives each resident contact information for assistance with water quality problems. While farm visit time is concentrated on owners of large herds and large tracts of land, this newsletter gives all residents a chance to be aware and to participate. Because of the distribution of the newsletter, several small farmers and landowners have called and requested help with soil testing, herbicides and over-seeding grass pastures. Feedback from the public have been positive concerning the newsletter. Copies have also been used as an

introductory piece for face to face use by the project coordinator. The development and printing of the newsletter have been a cooperative effort with the Tennessee Valley Authority.

Video Tape/Television

National Winner

LONGWOOD GARDENS EPISODE: THE “IF PLANTS COULD TALK” SERIES ON NEW JERSEY PUBLIC TELEVISION

Hlubik, W.T.¹, Polanin N.², Weidman R.³, Marko J.⁴, and Smela D.⁴

¹Agricultural Agent Middlesex County, ² Agricultural Agent Somerset County, ³ Program Associate Middlesex County, ⁴ Program Assistants Middlesex County. Rutgers Cooperative Research and Extension of New Jersey, Dept. of Agricultural and Resource Management Agents, Martin Hall Room 326, 88 Lipman Drive, New Brunswick, NJ 08901.

The “If Plants Could Talk” (IPCT) television series has aired monthly on New Jersey Network (NJN) Public Television since 2000. The thirty minute episodes contain four to five segments covering a variety of gardening, environmental and agricultural topics. The Longwood Gardens episode aired on Saturday, September 3, 2005 at 1 PM on NJN PBS. This episode included segments on landscape design principles, integrated pest management and a great variety of plant material recommendations for northeast gardens. Based on Nielsen ratings, it is estimated that between 75,000 to 125,000 people viewed the program. The popularity of the series is reflected in the 13 million hits on the IPCT web site. In addition the program aired on three central New Jersey Public Access cable stations throughout the summer of 2005. The television series is produced entirely by Rutgers Cooperative Research and Extension Staff. Mr. Hlubik is the Project Director and Co-Host. Mr. Polanin is a Co-Host and Associate Producer. Mr. Marko and Mr. Smela serve as videographers and editors. Mr. Weidman is an Associate Producer for the series. Video for the CD ROM was created with a Sony DSR-500 DV Cam and a Canon XL-1 video camera. Digital editing was completed on an Apple G4 running OS X with Avid Express Meridian Non-Linear Editing Software version 4.6 with 3D effects, Adobe After Effects 6.5 and PhotoShop CS.

National Finalist

YOUTH BEEF QUALITY – PRODUCING A QUALITY PRODUCT FOR THE CONSUMER

Holmgren*, L. N.¹, Zobell, D.² and Chapman C.K.³

¹Agriculture/4-H Extension Agent, Utah State University Extension, 195 West 1100 South, Brigham City, Utah 84302, lyleh@ext.usu.edu

²Beef Specialist, Utah State University Extension, 4815 Old Main Hill, Logan, UT 84322-4815, dalez@ext.usu.edu

³Area Animal Scientist, Utah State University Extension, 250 North Main Richfield, UT 84701-2165, kimc@ext.usu.edu

4-H and FFA livestock programs provide a unique educational experience for youth development. In Utah, 4-H and FFA youth livestock projects produce livestock including beef, pork and lamb with a commercial market value of more than \$1 million per year. Youth must realize that they are not just raising a project for the county fair; they are in the business of producing a food product for the consumer. A DVD video, *Youth Beef Quality, Producing a Quality Product for the Consumer* was developed to assist youth leaders, county agents and FFA advisors as they teach their youth about Beef Quality Assurance and why it is so important that youth who have beef projects produce a quality beef product for the consumer. The video discusses five important areas of Beef Quality Assurance 1) Livestock Identification, 2) Prevention of disease and other health problems, 3) Nutrition, 4) Handling, and 5) Carcass quality. The video has been distributed nationwide to state BQA coordinators, extension agents, FFA advisors and 4-H and FFA volunteer leaders. The video can be ordered on the internet at <http://extension.usu.edu/cyberlivestock>.

DELMARVA GARDENS BY GINNY ROSENKRANZ, TRI-COUNTY HORTICULTURIST

Rosenkranz, V.L.

Extension Educator, Commercial Horticulture, Wicomico County Cooperative Extension, University of Maryland
P. O. Box 1836
Salisbury, MD 21802

Delmarva Gardens by Ginny Rosenkranz, Tri-County Horticulturist, is a taped, thirty-minute local cable show on Public Access Channel 14 that reaches thirty

thousand household cable subscribers in Wicomico County. PAC 14 is a Public, Educational and Government Access Television that serves the county and is non-profit. To create Delmarva Gardens, the educator goes inside greenhouses, outdoors into flower gardens or in landscapes throughout the year to catch the pertinent up-to-the-minute gardening information on film. Delmarva Gardens is currently in its sixth year of production and can be viewed on PAC 14 and the University of Maryland's Web site. Each month Delmarva Gardens is shown many times each week and consistently on Thursday evenings at 8:30 pm. It is an excellent opportunity to bring Best Management Practices and practical gardening tips to the residents of Wicomico County. Public Access Channel 14, which is a part of Salisbury University, does all of the filming and production, and all of the program ideas and implementations are by the author. In the March video Delmarva Gardens explored the correct methods to prune trees, shrubs and ornamental grasses properly. By using visual demonstration, the viewers will be able to feel confident about caring for and pruning plants at the proper time of the year.

STRAWBERRY IPM

Blue, L.G.

Agricultural Extension Agent - Urban Horticulture
North Carolina Cooperative Extension, Buncombe
County Center
Asheville, NC 28801

As the population of Buncombe County has grown to over 206,000, 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.

Buncombe County TV (BCTV) is a cable network produced by the county government Public Relations Department. In addition to broadcasting County Commissioners meetings, they run educational programming provided by various county departments. Once a program is recorded, it is aired numerous times at various times of day.

This program on backyard composting was filmed in November, 2005 and has aired 71 times between December 1, 2005 and March 7, 2006. The 12 minute feature emphasizes the value of recycling yard and kitchen waste and using compost in the garden. The lead-in and end trailer promote Extension in Buncombe

County. The segment was developed by the agent and filmed and edited by the staff of the County Public Relations Department.

Regional Finalist

GARDEN CENTER UPDATE - "CONTAINERS - BIG AND SMALL"

Fech,* J.C.¹, Janssen D.E.², Mills, B.A.³

¹ Extension Educator, University of Nebraska-Lincoln, Douglas/Sarpy County, Omaha, Nebraska, 68124

² Extension Educator, University of Nebraska-Lincoln, Lancaster County, Lincoln, Nebraska, 68528

³ Communications Specialist, University of Nebraska-Lincoln, Lincoln, Nebraska 68583

The primary audience for this presentation are entry level garden center employees. Typically, they possess the ability to communicate with customers and express a positive image for the company, but lack in horticultural knowledge. A secondary audience is the Master Gardener, who may be seeking to round out their understanding of various subject matters. The DVD serves as a teaching/training tool for Garden Center Owners and Master Gardener Supervisors. The DVD's were distributed during a traditional training session for Garden Center Managers. The managers have utilized them during initial training sessions for new employees and weekly staff meetings to add interest and appeal to otherwise boring gatherings. Master Gardener Supervisors have used them to supplement traditional training sessions as well a substitute for learning activities which have been missed due to illness. This is the latest is a 7 part series. Previous titles have been distributed in response to direct mail advertisements across the nation, an average of 200 per title per year. Each year, one new title is produced and distributed. Evaluation data gathered have indicated a high adoption rate for new learned behaviors, both in making recommendations at the Garden Center as well as in the viewer's own landscape. The DVD was recorded in the field, then assembled in the studios of the UNL Communications, Information and Technology department. NACAA member John Fech and fellow UNL horticulturist Don Janssen collaborated to plan the theme, interviews and script. The DVD was produced by Brad Mills.

Brinen, G. H.

Extension Agent, University of Florida Extension Service, Alachua County, Gainesville, Florida 32609

This video presentation is one of three that were prepared to highlight recent successful Integrated Pest Management (IPM) efforts involving University of Florida Extension Faculty and growers in Florida. This segment featured strawberries and the use of the predator mite, *Phytoseiulus persimilis*, to control the two-spotted spider mite, *Tetranychus urticae*. The second featured the production of ivy in hanging baskets and the use of another predator mite, *Neoseiulus californicus*, and banker plants to control two-spotted spider mites. The third focused on thrips in tomatoes that spread tomato spotted wilt virus and the use of reflective mulch to detour them. The series of three is used in the teaching of undergraduate pest management courses and was distributed to 68 Extension offices in 2005 for agents to use in programming with growers. The scripts were written by the agent and personnel from the Entomology Department and IPM Office. The agent visited the sites and interviewed growers, consultants and Extension specialists. The video was shot, edited, produced and duplicated by the University of Florida IFAS Communications Services Department.

TV SEGMENT OF FALL PESTS ON WPSX'S PENNSYLVANIA INSIDE OUT

Butzler, T.M.

Extension Educator, Horticulture/Integrated Pest Management, Penn State Cooperative Extension – Clinton County Office, Mill Hall, Pennsylvania 17751

Maria Hornbien, producer of WPSX's *Pennsylvania Inside Out*, has a segment titled the Three Minute Gardener. We correspond on a regular basis on potential topics for this segment throughout the year. One of my interests is pests of woody ornamentals. The purpose of the submitted Three Minute Gardener segment was to illustrate several common insect pests of the Pennsylvania landscape to homeowners. Although I did not edit the taped material, I had several major contributions to the taped segments. A week before the taping, I spent several hours walking around Penn State's campus to identify insect pests that were available and to lay out a taping schedule for the following week. I spent another day developing the scripts for the insect problems. An additional day was

spent walking around campus and taping the segments in which I appear. I also provided some still photos of the boxelder bugs to be included into the taping. Finally, I provided the producer with common and Latin names for the pests in question. The submitted segment was aired on Wednesday, December 1, 2005. Pennsylvania Inside Out is Penn State Public Broadcasting's public affairs program. The half-hour program focuses on the issues, events and people affecting the communities served by WPSX-TV and Penn State. Pennsylvania Inside Out offers a variety of public affairs, news and informational content during the week.

VIDEO TAPE/TELEVISION

Coles, J.C.

Warren County Extension Agent for Agriculture and Natural Resources, University of Kentucky Cooperative Extension Service,
3132 Nashville Road, Bowling Green, KY 42101

The *Farm & Home Show* is shown daily to update viewers on a variety of topics from UK Extension Specialists, County Extension Agents, and industry leaders. I host the agriculture segments which are shown every Tuesday, Thursday, and alternating Friday's at 4:55 a.m. The *Farm & Home Show* provides a venue for UK Extension Specialists and County Extension Agents to present the latest research pertaining to farmers as well as announce upcoming meetings. WBKO-13, an ABC affiliate provides facilities and tapes the show weekly. The viewing area has 41 counties in two states with the potential viewing audience of 2 years of age or older of 1.3 million persons.

DELMARVA GARDENS BY GINNY ROSENKRANZ, TRI-COUNTY HORTICULTURIST

Rosenkranz, V.L.

Extension Educator, Commercial Horticulture, Wicomico County Cooperative Extension, University of Maryland
P. O. Box 1836
Salisbury, MD 21802

Delmarva Gardens by Ginny Rosenkranz, Tri-County Horticulturist, is a taped, thirty-minute local cable show on Public Access Channel 14 that reaches thirty thousand household cable subscribers in Wicomico County. PAC 14 is a Public, Educational and

Government Access Television that serves the county and is non-profit. To create Delmarva Gardens, the educator goes inside greenhouses, outdoors into flower gardens or in landscapes throughout the year to catch the pertinent up-to-the-minute gardening information on film. Delmarva Gardens is currently in its sixth year of production and can be viewed on PAC 14 and the University of Maryland's Web site. Each month Delmarva Gardens is shown many times each week and consistently on Thursday evenings at 8:30 pm. It is an excellent opportunity to bring Best Management Practices and practical gardening tips to the residents of Wicomico County. Public Access Channel 14, which is a part of Salisbury University, does all of the filming and production, and all of the program ideas and implementations are by the author. In the March video Delmarva Gardens explored the correct methods to prune trees, shrubs and ornamental grasses properly. By using visual demonstration, the viewers will be able to feel confident about caring for and pruning plants at the proper time of the year.

“FALL LAWN TIPS AND STATE FAIR ENTRIES- CATSCRATCH”

Whitney, Todd D.
River Valley Extension District Agent, Kansas State University Research and Extension, 811 Washington, Suite 102, Concordia, KS 66901-3415,
Crops and Soils District Extension Agent
Extension educational updates regarding lawns & landscapes are a need in the Concordia, Kansas since there are no garden centers in this rural community with a population of 5, 100. The primary objective of this video production was to provide fall lawn tips while also updating local residents about Cloud county 4-H youth involvement at the 2005 Kansas State Fair. The primary purpose of CatScratch Productions is to involve Concordia High School youth in a meaningful cable television media production while also providing timely news updates for the local community. This video production was shown on the local cable TV station on Sep. 27, 2005. Approximately 60% of the Concordia homes have access to this cable TV station or about 3,000 residents could have viewed this broadcast. Todd Whitney, River Valley Extension Agent, planned the television production in three segments with two Concordia High School students, Whitney Sorell and Malory Gillilant. Then, he captured photos at the 2005 Kansas State Fair; wherein, the two high school youth incorporated into the video production for airing. Two educational sessions were taping in an outdoor setting

with the third wrap-up session in the Cloud County courthouse.

Fact Sheet

National Winner

NORTH FLORIDA PASTURE WEED QUICK REFERENCE SHEET

Mayo*, D.E.¹, Ferrell, J.²

¹ Extension Agent, University of Florida Extension, Jackson County, 2741 Pennsylvania Ave., Marianna, Florida 32448

² Extension Weed Specialist, University of Florida, Agronomy Department, Gainesville, Florida

The North Florida Pasture Weed Control Quick Reference Sheet was designed to give livestock and forage producers a handy, one page fact sheet to select the correct herbicides to use for weed control and also identify common plants that are poisonous to livestock. This fact sheet was distributed to over 700 producers in five North Florida Counties as a newsletters insert. This single fact sheet provides answers to most of the common questions producers have in the spring and summer about herbicide selection for pasture weed control. Recommended rates, estimated costs, grazing and harvest restrictions and specific precautions were listed for each herbicide. The weed response chart allows producers to select herbicides that provide the best control for the variety of weeds found in their specific pastures. The inside page has color photos of 19 different common poisonous weeds. There are publications available, but this fact sheets gives a summary on a single sheet of 11 x 17 paper, so it is a very practical tool for use in the field. This fact sheet was developed as a team effort between a county agent and state extension weed specialist, so the information is researched based and presented in a form that is simple, and easy to use. This fact sheet was developed on a desktop computer using Microsoft Word, digital photos from the field and Internet, and printed on a color laser printer at the Extension Office for distribution. This same sheet is also available to download at <http://jackson.ifas.ufl.edu/newsletter.htm>.

National Finalist
FACT SHEET – RAIN GARDENS

Sciarappa,* W.J.¹ Obropta, C², Quinn, V.³

¹County Agricultural and Resource Management Agent
Rutgers Cooperative Research & Extension of
Monmouth County
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Freehold, NJ 07728

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Cook – Extension Specialists
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New Brunswick, NJ 08901

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PO Box 5033, 4000 Kozloski Rd.
Freehold, NJ 07728

Watershed management and water conservation have become key issues in our Garden State. Water quality and quantity are now seen by the general public as the most important indicators of how well environmental rules and regulations are working. Citizens are trying to do their own part in better managing their use of non-point source pollutants as fertilizer, lawn pesticides, litter and petrochemicals. The purpose of this fact sheet is to provide another way for citizens and corporations to improve local environment by recharging the rain water that falls from their impervious surfaces as roofs, walkways and driveways.

The agriculture and resource management agent of Monmouth County enlisted the technical services of the statewide water quality extension agent to jointly compose a practical plan for home and office grounds. By constructing a small wet area where the natural drainage flows, the property owner can recharge a million gallons of water back into ground water aquifers annually instead of inappropriately sending it through the stormwater system and down the local stream. The landscaping choices and gardening aspects of such a project are a natural fit for Extension outreach in the final design of a rain garden.

The final drafts were created in Word 2002 on the county computer. The Rutgers University Resource Center finalized the fact sheet layout and the Rutgers webmaster uploaded this publication in February 2006. The county printshop provides hard copies for clients. A digital link for this fact sheet was provided to 20 county extension offices in New Jersey which include Master

Gardener organizations. We can account for the direct distribution of several hundred printouts at this early time and we estimate that regional clients will download several thousand copies per year from the both the county and university websites.

DISBUDDING KIDS

Barkley, M.E.

Penn State Cooperative Extension in Bedford County,
120 W. John Street, Suite 2, Bedford, PA 15522

The Disbudding Kids publication was developed as part of a Meat Goat Home Study Course, a six lesson course developed to teach meat goat producers how to improve their management skills in the areas of basic production, reproduction, nutrition, health, marketing, and financial management. This fact sheet was designed to give a meat goat producer an overview of how to disbud a meat goat kid. The publication was mailed out with the health lesson of the home study course and was also loaded onto a website. One hundred twenty one meat goat producers (32 via postal service and 89 via internet/email) are currently enrolled in the course. In addition, the website containing materials for the meat goat home study course has been accessed an average of 58,480 times per month in 2005 and an average of 97,022 the first five months of this fiscal year. Results of a follow-up evaluation from the home study course last year showed that 100% of participants adopted one or more new management practices as a result of taking the course. The publication was prepared using Microsoft Word and Fireworks software. Pictures came from scanned and digital photos. Entrant wrote the publication, took photos, formatted the publication for printing and for the web, and loaded the publication to the Bedford County website.

THREE WAYS TO CUT HOME HEATING COSTS IN 2006

Judy*, C.C.¹

¹Extension Agent for Ag. and Natural Resources,
University of Kentucky Cooperative Extension Service–
Todd County, Elkton, KY 42220

This factsheet was designed to educate homeowners about some simple ways to save heating energy during 2006. It was mailed to approximately 550 farm families and another 125 Extension

Homemaker members in Todd County. It was also utilized by agriculture and family and consumer sciences agents in some other Western Kentucky counties. With the significant increases in energy prices that occurred in 2005, Kentucky families face the prospect of energy bills for the 2005-06 heating season that could easily be fifty percent higher than last year's bills. This publication provides a brief look at three devices or practices that can result in reductions in home heating energy use as great as 35% to 40%. Reliable estimates of energy savings resulting from cutting back household temperature during the winter are relatively difficult to find. However, some U.S. Department of Energy sources indicate that dropping the average temperature in a home by three or four degrees could easily result in double digit reductions in the units of heating energy consumed. Several families have reported setting the thermostat back in their homes after reading this factsheet. This document was created by the author in WordPerfect 9 and reproduced on the Extension office copier. Photo illustrations were taken and edited by the author.

Regional Finalist

THE AMERICAN HORNET MOTH IN THE URBAN FORESTS OF NORTHERN ARIZONA ABOVE 6000 FOOT ELEVATIONS

DeGomez, T.E.

University of Arizona Cooperative Extension, School of Natural Resources, P.O. Box 15018 NAU, Flagstaff, AZ 86011

The American hornet moth is a serious pest of several tree species in the higher elevations of Arizona. Up until 1998 this pest was believed to be a wood boring beetle, *Xylotrechus nauticus*. With the work of a Master Gardener in Coconino County, Arizona we were able to determine that it is actually a clear wing moth. The Master Gardener painstakingly reared the pupae to the adult stage and then I sent the single adult specimen to USDA Systematic Entomology Laboratory for identification. It was identified as *Sesia tibialis* or the American hornet moth. I found the need to educate the public on this destructive insect and produced the Extension publication: *The American Hornet Moth in the Urban Forests of Northern Arizona Above 6000 Foot Elevations*. I have been using this publication in forest health workshops since its publication in late 2002. It is generally accessed via University of Arizona College

of Agriculture and Life Sciences websites, I do not have a reliable estimate as to how often the publication was downloaded as a pdf file in the last 12 months.

PRUNING BLUEBERRIES IN THE HOME GARDEN

Brown*, M.V.¹

¹Assistant Professor/Extension Educator, Ohio State University Extension, Richland County, 1495 W. Longview, Suite 206, Mansfield, Ohio 44906

This publication was released in 2005 to address the questions received on pruning blueberries in Ohio State University Extension offices. Basic blueberry anatomy and pruning steps were discussed to help the backyard gardener better understand the importance of pruning each year to enhance the longevity and productivity of their blueberry bushes. Following the approval of the blind peer review committee, the Communications and Technology office in the College of Food, Agriculture, and Environmental Sciences produced the format for this publication. Electronic notices of the new publication were sent to the "All-AGNR" list serve, which serves Extension personnel at The Ohio State University that have agricultural/horticultural appointments. Additionally, electronic notices were sent to the Ohio Master Gardener coordinators by the "MG-Share" list serve. Copies of this publication can be obtained from Ohionline (<http://ohionline.osu.edu/hyg-fact/1000/1430.html>). The 2006 pruning season will be the first following the release of this publication and there will be an estimated 440 hard copies distributed (88 Ohio counties X 5 copies/county). Brown served as the author on this publication with 100% of the writing, 100% of the editing, and 100% of the artistic work on the figures.

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MOVING?

Beth Clawson
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A brochure created with a specific target in mind. The brochure addresses the issue of stockpiled household hazardous waste, and is designed to get the attention of home sellers, buyers, and realtors. This brochure was developed as a consequence of survey results from household hazardous waste collections coordinated by the Natural Resources/Resource Recovery Extension Educator indicating a response to the question: "How long have you been holding your chemicals?" The overwhelming answer was: they came with the purchase of the house or farm. These are commonly referred to as "legacy" or "inherited" hazardous waste a very common problem of house and farm property sales.

These were distributed to every realtor in the county and made available at festivals, fairs and other events. To date over 400 have been distributed in the county. They were published in house using field staff resources and equipment. It was designed on Microsoft Publisher

and printed on a Canon Color Laser printer. The entire product was written, designed and published by Beth Clawson, Extension Educator.

AGRICULTURE FEEDS US; COULD IT ALSO FUEL US?

Hulcoop, L. C.
Cornell Cooperative Extension
Dutchess County
2715 Route 44
Millbrook, New York 12545

Biofuels has become a highly visible topic in 2005. In an effort to educate the residents of Dutchess County, New York this fact sheet was created. The fact sheet discusses several forms of biofuel that could be grown by the local agriculture industry. It also points to several benefits that biofuels brings to the region. In addition, the fact sheet stresses the important of energy conservation as the United States looks at ways to become less dependent on foreign oil and natural gas. The fact sheet was published in September of 2005. It is printed in the Extension office on a color printer in small quantities for easy of editing to reflect the ever changing biofuel topic. To date (March 2006) 250 copies have been distributed at the Extension office and through a biofuel tabletop display at three events in Dutchess County. The fact sheet has been reprinted in the Extension monthly newsletter and is available at the Cornell Cooperative Extension Dutchess County website. Mr. Hulcoop wrote the fact sheet using several University sources. The photos are from two local farms.

SD WIA BROCHURE

Butler, L. M.¹

¹McPherson County Extension Educator – Livestock
PO Box 29, Highway 10, Courthouse, Leola, SD 57456

SUMMARY

The purpose of this fact sheet is to inform legislators of the impact extension is making with their constituents. This fact sheet was presented to state legislators, congressional field staff, county commissioners and county extension boards.

A Community Leaders Meeting is held in late December to present extension's accomplishments to these individuals. This meeting gives educators a face to face contact with these influential people.

The fact sheet was produced in Microsoft Publisher on county equipment. Color copies were produced on an Epson Stylus C84 county printer. The fact sheet was written and edited by the author. A total of 40 fact sheets were published and distributed.

SHERMAN COUNTY PROFILES - CLIMATE

Macnab,* S.

Extension Agent, Oregon State University Extension Service, PO Box 385, Moro, Oregon, 97039

Sherman County, Oregon located in the North Central region of the state, has long relied almost totally on agriculture, particularly the production of soft white wheat for its economic base. Thirty-five years ago it was the number one ranked per capita county in the nation. However, as prices for farm products decreased and input prices continued to increase, about half the farmers and their families left for other futures. There were limited jobs available. Today, the county ranks in the bottom twenty-five counties in per capita. Recently, citizens have organized and made strides toward diversifying and attracting new business with family supporting wages to help retain its sustainability. The agent assisted in compiling information addressing the most commonly asked questions about the county under the title of "Profiles" to be available to prospective new businesses or landowners. Each Profile is designed to stand alone or work with others to provide a list of services and information about the County. The Profile fact sheet on climate in the county was the first and most frequently selected one. This data has been distributed to about thirty inquiries and individual sheets have been distributed through several County offices or businesses. Two new (non-traditional) businesses began in Sherman County in 2005 and the climate data was one of the items they requested in their search.

RED RASPBERRY PRODUCTION IN UTAH – FACT SHEET

Rothlisberger, * D.¹

¹ Assistant Professor Extension Agent, Rich County Extension Office, P.O. Box 8 Randolph, Utah 84064.

Rich County has a long standing tradition of famous raspberries. The communities of Laketown and Garden City draw a large number of tourists to the area each

summer that enjoy the tastes of raspberry products. In order to support the Raspberry growers not only in Rich County but across the state this fact sheet was developed. The fact sheet focuses on soil, planting, irrigation, culture and discussed information about viruses that have been a problem particularly in Rich County.

D. Rothlisberger assisted with the fact sheet and worked with two specialists on campus at Utah State University, Shulyer Seeley and Diane Alson.

Publication

National Winner

AGRICULTURAL LABOR MANAGEMENT: CULTIVATING PERSONNEL PRODUCTIVITY

Billikopf,* G.E.¹

¹ Farm Advisor, University of California Cooperative Extension, 3800 Cornucopia Way #A, Modesto, California 95358

How people are hired and managed is vital. Labor costs often account for 40% to 70% of production costs. *Agricultural Labor Management: Cultivating Personnel Productivity* (2nd Edition, 2003), is a peer reviewed publication. It was printed along with its Spanish translation (not peer reviewed). The purpose of this publication was to summarize years of labor management research in a practical manner that would be useful to farm managers and supervisors. It represents a thorough revision of the 1994 sold out first edition (NACAA finalist in 1999, with 2,000 copies printed). A major objective was to make the book freely available on the Web and to sell hard copies at an affordable price (\$12.50 plus shipping). Two thousand copies of each the English and Spanish books were printed. We sell hundreds of copies each year, and countless copies are downloaded and distributed for free on the Web (the labor management site receives over 2,000 hits a day). The book has been adopted for use in both agricultural and non-agricultural courses around the world. Some chapters have been particularly popular. For instance, the one on conflict management was included in a 2005 book published in India, *Managing Workplace Conflict*. The author was thoroughly involved in all facets of the publication and translation of the book, including layout design. Editorial help was provided by the University of California,

University of Chile and others. The cover was designed professionally using photos taken by the author. The book was printed and bound professionally.

National Finalist

DISEASES AND CONDITIONS OF VEGETABLES IN GEORGIA – A PICTORIAL DIRECTORY

Beard, * G.H.¹, Langston, Jr., D.B.²

¹County Extension Agent, Colquitt County, University of Georgia Cooperative Extension, 350 Building 1, Room 132, Veterans Parkway N., Moultrie, Ga. 31788

²Extension Plant Pathologist – Vegetables, University of Georgia, Cooperative Extension, P.O. Box 1209, Tifton, Ga. 31793

A picture is worth a thousand words and for years our producers, ag suppliers, insurance adjusters, and chemical company representatives have requested a field guide for the identification of various vegetable diseases and growth problems that could be used as they interact with clients on a daily basis. Correct and timely disease diagnosis is key to controlling various disease problems in commercial vegetables. The authors approached university administration about the possibility of compiling a pictorial directory entitled “Diseases and Conditions of Vegetables in Georgia” utilizing images that they compiled while using the Distance Diagnostics through Digital Imaging System. Through the collaborative effort of various agents and specialists, the authors have now produced this “for sale” publication which is being sold throughout Georgia as well as surrounding states. The authors took most of the images, compiled and edited the guide, collaborated with other agents and specialists from other states in the editing process, and worked with University of Ga. Extension communications department to produce the final draft. The publication was then let out for bids and a local printing company was selected. The publication is now available for order through the College of Agricultural and Environmental Sciences business office for \$20 per copy. The proceeds from the sale of this pictorial directory will be utilized by the authors in their extension programming. This publication is not only being bought by commercial vegetable producers, but also by home gardeners and Master Gardeners.

INTEGRATED PEST MANAGEMENT (IPM) FOR CABBAGE AND COLLARD. A GROWER’S GUIDE: AN IPM EXTENSION PUBLICATION.

Francis*, R.L.¹, Smith, J.P.², Shepard, B.M.³

¹Senior Extension Agent, Clemson University Cooperative Extension Service, Charleston County, 259 Meeting Street, Charleston, SC 29401.

²Extension Entomologist, Clemson University, Edisto Research and Education Center, 64 Research Road, Blackville, Sc 29817.

³Professor of Entomology, Clemson University, Coastal Research and Education Center, 2700 Savannah Highway, Charleston, SC 29414.

Cabbage (*Brassica oleracea* (capitata group) and Collard (*Brassica oleracea* (Acephala)) are the two main brassica crops grown by small farmers in South Carolina. Over 3000 acres are planted annually with an estimated value of \$8 M in the state. Both crops represent the major source of farm income for these growers during winter and spring months. Managing pests on these crops is the major constraint to their production. Key insect pests attacking these crops are Imported Cabbage Worm (*Artogeia rapae* (L.)), Cabbage Looper (*Trichoplusia ni* (Huber) and Diamondback Moth (*Plutella xylostella* (L.)). These pests cause severe crop damages and loss of farm income. To meet market demands, growers have adopted a calendar-based spraying program to control these pests. The disadvantages of this practice are increased production costs, insecticide resistance, environmental degradation, human health risks, and a decline in beneficial insects such as bees, predators and parasitoids. Adopting an integrated pest management (IPM) approach is the best strategy for larger or small scale farmers. The objectives of this publication are to teach how to identify major pests, predators, parasitoids and diseases. In addition a new field scouting technique is included along with procedures for sprayer calibration and insect resistance management. Design elements of the publication are limited use of technical terms, clear layout and ruggedness to encourage field use. Over 280 copies of the publication have been distributed at meetings and field days in the state. Each member was responsible for one third of the content. The publication was printed and duplicated professionally.

AN INTRODUCTION TO XERISCAPING IN THE HIGH DESERT AND PICTORIAL PLANT GUIDE FOR CENTRAL AND EASTERN OREGON

Detweiler, A.J.¹, Griffiths, P.², Olson, R.³

¹ Extension Agent, Oregon State University Extension Service – Deschutes County Redmond, Oregon 97756

² City of Bend Water Resources Coordinator, Bend, Oregon 97701

³ City of Bend Large Landscape Coordinator, Bend, Oregon 97701

Part of the allure of living in the Western United States is the beauty of the mountains and high desert environment. However, in the high desert, our natural precipitation is approximately 4-5 inches during the growing season; therefore over 50% of residential water use occurs in the landscape. Our increasing population and limited precipitation could strain our future water supply. The purpose of this publication is to educate homeowners and green industry professionals about water conservation in landscaping. The production of the guide was done in partnership between Oregon State University Extension Service and the City of Bend Water Conservation program. Amy Jo Detweiler was the principle author/editor. The City of Bend paid for production/printing. This color guide includes the seven principles of xeriscaping, including an introduction to smart controller irrigation technology(ET based), an extensive list of plants, photos and plant use. In April 2005, 50,000 guides were professionally printed and an electronic version was placed on the Oregon State University Extension Service website. Over 14,000 guides have been distributed throughout Oregon and Washington to ten counties and there has been over 800 downloads off the web. The guide is being requested and used by educators, homeowners, nurseries, landscape designers, and other green industry professionals. It is impacting behavior change when choosing plants and in water saving landscape practices.

Regional Finalist

RURAL LIVING PUBLICATION

Munk*, S.E.¹

¹Extension Educator/Horticulture, Minnehaha County Extension Office, 220 West 6th Street, Sioux Falls, SD 57104-6001.

The Minnehaha County Extension Office is a member of the Minnehaha County Water Coalition, a coalition that I conceptualized. The Water Coalition is comprised of thirteen various agencies and governmental entities that have an interest in water quality and quantity.

The coalition was established to allow a pro-active network of resource sharing to address issues related to water.

The first project concept I presented to the coalition was to develop a resource/reference manual for individuals that move from an urban setting to a rural setting. The publications objective was to serve as a resource, create awareness and address inquiries and concerns related to moving to a rural area.

The coalition supported the concept and development of the publication.

Serving as the Water Coalition's Chair, I provided overall leadership and served as the projects coordinator coordinating the publications various developmental stages, providing content and overall content collection with the projects cooperating agencies.

Coalition members assisted in providing content for the publication that was initially geared to serve Minnehaha County and another adjoining county.

The publication's format was changed however, allowing it to be a statewide publication where local contact information could be inserted in the back cover.

I worked with the Natural Resources Conservation Service Publications Department to lay out the publication and I was successful in soliciting East Dakota Water Development District and the South Dakota Association of Rural Water to fund the printing of 6,000 copies.

Copies are being distributed by the financial sponsors and agencies that make up the Water Coalition.

Copies of publication have also been distributed to all Minnehaha County Governmental Departments, Township Managers, County Commissioners, and Extension Advisory Board Members in Minnehaha County.

Planning and Zoning Office from six other counties have requested copies, one ordering 500 making the current

publication distribution over 4,600 copies to individuals and/or agencies.

The publication is also available on line.

The response to the publication has been extremely positive and the content is being reviewed for use in a Midwest Planning Service publication that would be available through out the 12 North Central States.

GULF COAST GARDENING CALENDAR

Friday,* T.L.¹

¹ Courtesy Extension Faculty-Residential Horticulture, Santa Rosa County Extension, University of Florida/IFAS, 6263 Dogwood Drive, Milton, FL 32570

As the population of Santa Rosa County has grown to over 138,000, 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 Florida panhandle tends to attract people who have recently retired and are moving to Florida from more northern climates. The most common questions coming in to the Extension office pertain to the timing of garden chores.

The objective of the Gulf Coast Gardening Calendar is to provide answers to questions about when to do certain garden tasks as well as to promote Florida-friendly gardening in Santa Rosa County. It provides a list of garden chores for each month as well as general information about our growing conditions. Additional pages include a list of invasive plants, pertinent websites and other information.

All of the text for the Gulf Coast Gardening Calendar was written by the author. The publication was produced in Microsoft Publisher. The printing is done in the Santa Rosa County Extension Office on a color copier.

The publication is frequently requested by newcomers to the county and over 1000 copies were distributed in 2005.

BUNKER SILO DENSITY STUDY SUMMARY REPORT

Craig*, P.H.¹ Roth, G.W.²

¹Senior Extension Educator, Penn State University Cooperative Extension, Dauphin County, Dauphin, PA 17018

²Extension Specialist, Department of Crops and Soil Sciences, Penn State University, University Park, PA 16802

The purpose of this communications award Publication entry was to summarize two years of data collected during a bunker silo density study conducted in the Capital Region of Pennsylvania. This study was conducted by the educator with assistance from faculty in the Department of Crop and Soil Sciences at Penn State University and other extension educators. The report was prepared by the applicant to present results of the investigation to the research cooperators, faculty and administrators. Seventy five copies were prepared originally. At a field day in August 2005, this report was distributed to 166 participants as part of an educational program for dairy farm managers. In January 2006, an additional 135 copies were distributed at the National Silage for Dairy Farms Conference in Camp Hill PA as part of an educational table top display. Information presented in the publication has been presented at dairy producer educational programs and in farm press publications. Results from this investigation have shown that bunker silo managers are not aware of their silage packing densities. Additionally results indicate that densities of bunker silos need to be improved and that following the first year of the study densities were increased by participants.

HIGH PLAINS SUNFLOWER PRODUCTION GUIDE

Belshe, D.J.¹, Meyer, R.F.²

¹ District Extension Agent, Sunflower Extension District #6, Kansas State University, Sherman County, Goodland, Kansas, 67735

² Area Extension Agent, Colorado State University Cooperative Extension, Golden Plains Area, Burlington, Colorado 80807

Objective: To educate High Plains Sunflower producers about the latest technology and information in sunflower production strategies.

Purpose: Production strategies growing sunflower within the High Plains are changing rapidly. New production technology emerges at a rapid pace with this crop. Changing markets, environment, and pests continue to develop as sunflower production matures. In the late 1980's sunflowers were starting to be processed in Kansas. In 2004 Kansas planted 171,000

acres of sunflower, outside drought years that acreage has topped 300,000 acres. Further, sunflower is produced on 200,000 acres in Colorado and 145,000 acres in Nebraska. As a result, a need was established for updating the old production guide. The High Plains Sunflower Production Guide is the result of a joint effort between 4 universities (Colorado State, Kansas State, the University of Nebraska, and the University of Wyoming) and the USDA – Agricultural Research Service. The publication was financed by the Colorado Sunflower Administrative Committee, the Kansas Sunflower Commission, and the High Plains Sunflower Committee and as a result, is made available to anyone without charge. To date, approximately 14,500 copies have been printed.

HOT OFF THE PRESS: “GREENER PASTURES: SACRIFICE A LITTLE TO SAVE A LOT”

Greene*, E.A.

Department of Animal Science, University of Vermont, Burlington, VT 05405

What began as a project to address an issue at the UVM Farm (safety, mud, and water quality), resulted in a resource for clientele to utilize for their high traffic area needs. Most livestock operations have mud and compacted ground issues in some areas of their pastures/paddocks. Smaller operations tend to be overwhelmed with tackling these, and may ignore the issue, resigned to doing nothing. Greener Pastures was created with this audience in mind, to demonstrate techniques that were useful for anyone. Also, due to the difficulties of finding publications that go beyond concepts, we chose to include the problem, thought processes, pictures, and prices; so that readers know the reasons for our choices. We also used this opportunity to educate the audience on state regulations (VT Accepted Agricultural Practices).

The publication was first presented at the Northeast Grazing Consortium (NH, 2/06), and feedback indicated that these methods were very translatable (e.g. walkways, travel alleys, and cattle pens). Since then, the NH Natural Resource Conservation District purchased 250 copies for their state and Michigan State University purchased 100 for the equine extension programs. Although it just came out in February 2006, over 600 copies have already been distributed. The author initiated the project, acquired funding from two sources, was responsible for written content (80%), photos and graphics (96%), and original design/layout.

ASSESSMENT OF EQUINE INDUSTRY HAY SELECTION CRITERIA IN NEW JERSEY AND EASTERN PENNSYLVANIA

Foulk, D.L. ¹, Chamberlain, E.A. * ², Mickel, R.C. * ³

¹ Warren County Rutgers Cooperative Research and Extension, Suite 102, 165 County Route 519 South, Belvidere, New Jersey 07823-1949

² Warren County Rutgers Cooperative Research and Extension, Suite 102, County Route 519 South, Belvidere, New Jersey 07823-1949

³ Hunterdon County Rutgers Cooperative Research and Extension, PO Box 2900, Flemington, New Jersey 08822-2900

Hay producers in New Jersey and surrounding states have one of the largest cash hay market potentials of anywhere in the United States. Growers in the region have direct access to a large equine industry valued at well over \$2.18 billion that annually spends over \$1 billion on hay, feed, supplies and related items. With such a high valued industry the extension personnel felt it would be essential that both the hay producer and the end hay user develop a greater appreciation for the realities of the market and its potentials. To achieve this goal, the extension team designed a “hay survey” for end users to ascertain the buying patterns, the knowledge level, the quality assurance concerns and specific pertinent hay utilization characteristics of the regional hay buying equine owners. The survey was mailed out in 1999 and again in 2004 to over 1,000 equine practitioners to record specific end user requirements and data that could be used by the hay producers in meeting the needs of the hay market and to effectively monitor the hay market needs. The data would assist hay producers to develop a better understanding of the equine market, the hay buyer, the equine animals needs and in general a more systematic approach to hay production patterns and quality issues for the equine market. Simultaneously, the survey results would assist the extension team in developing and delivering educational and training programs for both the hay producers and the equine industry consumers.

ON-FARM FUEL STORAGE, EXTENSION BULLETIN WQ-59

Dow, Roberta L.

Northern District Water Quality Educator, Michigan

This bulletin was written to help farmers on Michigan's 53,300 farms, make good decisions in siting new farm fuel storage tanks for motor vehicle fueling and to provide information to determine if their current tanks and equipment are in compliance with storage rules. Prior to this bulletin, it was difficult for farmers and those working with farmers (Groundwater Technicians, Extension Educators, Conservation District staff, fuel suppliers, Natural Resources and Conservation Service staff, and Michigan Agricultural Environmental Assurance Program (MAEAP) Verifiers) to get or know the rules. It was especially difficult since fuel storage is covered by several sets of regulations and by both state and federal legislation. Even when farmers were able to get the main Michigan regulations, *Flammable and Combustible Liquids Rules*, they found them difficult to understand. Also, farmers were extremely reticent to ask questions of the people who knew the rules best, the folks in the regulatory agencies. *On-Farm Fuel Storage, WQ 59* easily guides the farm fuel tank owner, potential owner, or those working with farmers through the rules for compliance in Michigan. It addresses both Michigan's new *Flammable and Combustible Liquids Rules* of 2003 as well as those of 1992 from which many tank owners may be 'grandfathered in'. This bulletin also points out the risks of fuel storage to water quality. Three thousand copies of this 23-page bulletin were printed July 18, 2005. In addition a portable document format (PDF) version was made available on-line so anyone can print the material without charge. As of February 28th, 1,880 copies of the printed version have been distributed from the bulletin stock. Roberta Dow did programming on fuel storage to farmers and heard their repeated complaints. She wrote the bulletin, took all but one of the pictures, designed the cover layout and interior layout, secured grants for publication costs, made the isolation distance diagram, and coordinated the fill-site diagram. She worked with the regulatory agencies getting their approval of the materials and with the publication editor. This Educator worked on all aspects of the project, from start to final proofing of the printer's proofs, through promotion of the released bulletin.

Web Page

National Winner

NATURAL RESOURCE ENTERPRISES WEB SITE

Jacobs, K.M.¹, Jones, W.D.²

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The Natural Resource Enterprises (NRE) Program provides resources and training for private landowners interested in developing an enterprise based on natural resources. A variety of enterprises can be developed from natural resources. Some examples include fee hunting and fishing, wildlife watching, trail riding, agritourism, heritage tourism, collection of pine straw for mulch, and other similar activities. A variety of tools are employed by the NRE Program to build a base of landowners and community leaders that are well informed about the many factors involved in developing and managing a natural resource enterprise. The NRE web site provides users with access to multiple resources from various state and federal agencies and institutions of higher education that can help them with the management of a natural resource enterprise. This web site has links to habitat management resources, cost sharing information, information on upcoming and past events and workshops, a listing of research funding by the NRE Program, examples of enterprises in Mississippi, a photo gallery of previous workshops and events, a listing of publications, a description of NRE demonstration areas, and much more. Audio clips and photos have been integrated into the web site to add interest and interactivity. Additionally, users may opt to sign up for the NRE mailing list to receive a quarterly newsletter and updates about upcoming events. This web site is continually updated to keep the information current and to encourage visitors to return to the web site frequently.

www.naturalresources.msstate.edu

National Finalist

AGRICULTURAL LABOR MANAGEMENT: Website

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How people are hired and managed is vital. Labor costs often account for 40% to 70% of production costs in agriculture. The *Agricultural Labor Management* site was created in 1996 (NACAA national award, 1999) and has been regularly updated. This Web page consists of both English and Spanish sites, with over 2,000 average daily hits from around the world, for a total approaching 2 million hits (English plus Spanish sites). The site contains the equivalent of over a thousand printed pages. Among these are 7 free downloadable books, such as *Agricultural Labor Management: Cultivating Personnel Productivity* (2nd Edition, 2003) and *Helping Others Resolve Differences: Empowering Stakeholders* (2004). Other page highlights consist of 1) electronic discussion forums; 2) an electronic newsletter; 3) research papers; 4) articles; 5) English-Spanish dictionary; and 6) a bulletin board. The bulletin board is the most recent addition in an effort to make the site more interactive. It is used by participants in my eSeminar and interested others. The eSeminar also includes interactive quizzes that are taken on-line. There are over a thousand links to the Website, but the greatest reason for the high traffic is that many of the pages (e.g., conflict management, cultural differences) are ranked in the top half of the first page in Google searches. As the webmaster, I have been thoroughly involved in all facets of the page creation, from page design to HTML editing. The bulleting board program, quiz making software, and cold fusion programming were designed by others.

UNIVERSITY OF NEBRASKA-LINCOLN ON-FARM RESEARCH WEBSITE

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On-farm research is one of the most powerful teaching strategies employed by Extension Educators. Producers respect on-farm research results more than any other public or private research venue. The challenge is disseminating on-farm research results beyond the cooperating producer and nearby neighbors. Producers, University faculty and private industry representatives often inquire about such research data. To address this issue a website was created to serve as a clearinghouse for Nebraska-based on-farm research where University of Nebraska-Lincoln Extension was a partner and could verify research protocols and results. The site allows research investigators to upload results in PDF, PowerPoint, Excel or Word format. Research site details such as soil types, topography, planting dates and photos may also be associated with research results. The website is database driven and all results are searchable by producer name, county, Extension district or research category (i.e. pest management, conservation tillage, etc.). Each research comparison has links to e-mail addresses for the associated producer(s), Extension Educator(s), private industry representative(s). Learning modules on the website help users understand and implement proper protocols for on-farm research. Forms for collecting and documenting data relevant to evaluating on-farm research data can be downloaded from the website. The UNL On-Farm Research Website debuted in October 2005 and has served 8,000 agriculturists. The website is located at <http://farmresearch.unl.edu>

NACAA COMMUNICATIONS AWARDS PROGRAM-HOME PAGE ON WWW

Kleinschmidt, A.¹ Marrison, D.², Bruynis, C.³, Breece, D.⁴; Ward, B.⁵, Shoemaker, D.⁶, Zoller, C.⁷, Skeeles, J.⁸, Wilson, G.⁹

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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. Additionally, at the web site clientele can access links to a variety of current management topics, Extension, and departmental resources. Team members Kleinschmidt and Marrison developed and maintain the website. Currently, 88 County Agricultural Extension Educators in Ohio and 331 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 that the web site was accessed by 33,528 users in 2005 with the average visit lasting over five minutes per user.

Regional Finalist

Arizona Forest Health Program Website

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The University of Arizona Forest Health Program Website has been an integral part of the program since it's inception in early 2002. The website serves as a link to specific information on insects, diseases, noxious weeds, and wildfires affecting Arizona's forests. The insects section has photos of important forest insects. The publication section has numerous publications available in downloadable format. The frequently asked questions section (FAQ's) answers many of the common questions about the recent bark beetle outbreak. The sections on diseases, noxious weeds, and wildfires are links to other websites. The website received an average of 72 users per day with 172 pageviews per day and 3761 publication downloads for 2005. Tom DeGomez is responsible for the content, maintenance and changes to the design of the website however Kelly Block is the person who physically makes the updates and was the original designer of the basic website in 2002.

The address for the website is <http://ag.arizona.edu/extension/fh/pubs.html>

HORTICULTURAL BUSINESS INFORMATION NETWORK

Hall,* C.R.

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The horticultural industry in Tennessee is one of the largest and most diverse agricultural sectors in the state. This Extension website provides information to firms ranging from farm-level businesses growing fruits, vegetables, nursery and greenhouse crops to post farm-gate businesses, such as landscape contractors and retail garden centers. Dr. Charles Hall, Professor and Extension Specialist in the Department of Agricultural Economics at UT, developed this website, called the *Horticultural Business Information Network*, as part of his statewide Extension program in horticultural marketing and management. Dr. Hall, on the UTIA faculty since March 2002, has developed an Extension educational program that emphasizes all aspects of strategic management; not only covering

the intricate aspects of marketing, but also incorporating principles of finance, personnel management, cost accounting and managerial economics. This is reflected in his website, containing the latest, most up-to-date information that will enable managers to make more informed decisions affecting the profitability of their respective horticultural enterprises. To date, the site has averaged 2,900 user sessions per month. To visit the Horticultural Business Information Network, go to www.utextension.utk.edu/hbin, or follow the links for the Crops/Nursery section on the main UT Extension homepage (www.utextension.utk.edu).

WALLA WALLA COUNTY EXTENSION WEB SITE

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The launch of the Walla Walla County Extension web site at <http://www.wallawalla.wsu.edu> is an effort to increase the accessibility of extension information to meet the varied needs of stakeholders in Walla Walla County. From the home page, visitors may access seven major pages with 18 additional pop-out categories. Categories of information include 4-H, Agriculture, Degrees, Family Living, Gardening, Water, and Weeds. The home page features quick links to upcoming events and direct links to internal and external web pages. In addition to providing information, the web site has increased the visibility of the extension office and informed readers of resources and staff support available to help them. I designed the web site within university guidelines and my continuing role is to edit information and contribute articles, as well as arrange the secondary page layouts. Dreamweaver is used to generate the html files. Although this web site was developed to serve the nearly 60,000 residents of Walla Walla county, the information is accessed by many individuals outside the county. The web site averages more than 300 different visitors per month.

ASSESSING THE BENEFITS AND THE RISKS: THE RCRE SEAFOOD SAFETY WEB SITE

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¹Marine Agent, Rutgers Cooperative Research and Extension of Ocean County, Toms River, NJ 08755

Recently, there has been a surge in information about the potential risks associated with eating seafood. Concurrently, there has been information regarding the benefits -however, recent reports suggest the tangle of information is confusing to the consumer. The Rutgers Cooperative Research and Extension Seafood Safety Web Site (<http://www.rcrc.rutgers.edu/seafoodsafety/>) was created with the aim of providing research based information for consumers to make appropriate decisions regarding seafood in their diet. The page was created to publish information from a Seafood Safety conference run by Flimlin in 2004, and was expanded to provide research based information regarding both the benefits and risks of consuming seafood, as well as further resources. The page initially went online in September 2005, and was presented at the National Forum on Fish Contamination to get input from leading professionals in the field. As of March 6, 2006, the entire site had received over 10,035 hits, with 1,296 on the home page alone. So far, there have been over 740 unique visitors to the site, with an average site visit length of 14:53 minutes. A statewide press release was issued by Rutgers University in late February 2006, so it is predicted usage will continue to increase as word of the site spreads. Agent Flimlin prepared the information from the Seafood Safety Conference, and researches information from reliable sources to add to the web site. Agent Muscio created the website, manages and formats content, and provides periodic updates.

NIAGARAFARMMARKETS.ORG HOME PAGE ON THE WEB

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Objective: As part of a Farmland Viability Grant from the New York State Department of Agriculture and Markets, an economic development project was carried out identifying farms involved in direct marketing and giving them visibility to residents and tourists. Map production, web site development, billboard construction and television advertising were integrated in a media campaign designed to bring farmers and consumers together – to encourage consumers to get to know the face, the place and the taste of Niagara County agriculture.

Purpose: Following the production of 40,000 maps

listing 78 farms and the products they offer, the maps were placed at 220 locations in Niagara and Erie Counties. In May, 2005, a web designer with experience working with the New York Experiment Station at Geneva was engaged to jointly produce the web site with the applicant. Paul Nelson of DoneRight Web Design took the content and organization suggested by this applicant and produced the web site: niagarafarmmarkets.org. The applicant retains administrative and editing capability to make changes in business listings and resources offered.

The site is linked to the Niagara Wine Trail and the Niagara-USA tourism web sites. During August and September, 2005, 1600 30-second television spots with a 10-second trailer promoting the web site and listing Extension's phone number were aired on 7 cable TV channels. All though television exposure to the 30-second spots potentially reached 372,000 households, the number of "hits" at the site is 1135, to date.

SOUTH 4 FIELD EDUCATION UNIT WEB PAGE

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South 4 Extension Field Education Unit Web Page - <http://sdces.sdstate.edu/county22.cfm?countyid=45>

With increasing numbers of people and farmers getting and using computers and having Internet access, the Internet continues to grow in importance as a method of information delivery. The South Dakota Cooperative Extension Service re-organized in 1998, forming groups of counties to operate as "Field Education Units." Extension staff members were asked to specialize in "Areas of Emphasis," and offer programming across all counties in the Field Education Unit. This development increased the scope of responsibility for individual staff members to reach out not only to a larger group of clientele, but across a much larger geographic area. With an extensive background in writing and maintaining web pages, I took on the responsibility to maintain the South 4 Field Education Unit web page. General design and layout of the initial page one accesses from the link given above was developed by the AgBio Communications staff at SDSU. The real content of the site is accessed by clicking the links: "Agronomy," "Family & Consumer Sciences," "Farm Business Mktg/Mgmt," "Horticulture,"

"Livestock," and "Youth Development/4-H." Those pages were written and are maintained by myself, using "FrontPage," and intended to provide a variety of Extension information for clientele in the area. News columns, results of plot work, information on educational programs, links to external sources of information and contact information for the staff are some of the material that can be accessed via this web page

Learning Module/Notebook

National Winner

FARMING WITH COMPUTER TECHNOLOGIES – PRECISION AGRICULTURE

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A comprehensive, hands-on computer literacy workshop titled Farming with Computer Technologies – Precision Agriculture (FWCT-PA) was developed for participants with little or no experience with computer technologies. The workshop is designed to help participants become familiar with state-of-the-art precision agriculture technologies; learn to use geographical information system and global positioning system farming technologies; and understand applications of precision agriculture technologies for their farming operations. Participants spent a day learning about yield monitors, lightbars, generating yield maps, cleaning data, geographical information systems (GIS), global positioning systems (GPS), collecting GPS data, importing GPS data into a GIS, and exploring the capabilities of a farm-based GIS system. A reference manual was developed for workshop participants. The manual includes all of the PowerPoint slides workshop exercises that participants can use to conduct workshop exercises again later. The CD also includes basic GIS data and resources that producers can use to begin their own farm GIS system. The manual is structured so participants learn the technologies in the typical order that they are adopted by Nebraska farmers. Learning precision agriculture technology requires repetition. This manual is well received by workshop participants who understand that it is a resource that will allow them to repeat the FWCT-PA workshop experience on their own time as required.

National Finalist

THE NATIONAL 4-H COOPERATIVE CURRICULUM SYSTEM'S DOG CURRICULUM: PROMOTING LIFE SKILL DEVELOPMENT THROUGH EXPERIENTIAL PROJECT ACTIVITIES

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The second revision of the National 4-H Cooperative Curriculum System's (4-HCCS) dog curriculum was created to provide enjoyable experiential learning activities for 4-H dog project youth. Curriculum team members included 4-H leaders, youth, dog trainers, youth development specialists and veterinarians throughout the country. Youth assisted with curriculum design, writing, photography, piloting and marketing. Guides in the series include Wiggles and Wags for youth in grades 3-5; Canine Connection for grades 6-8; Leading the Pack for grades 9-12; and the Dog Helper's Guide for adult project helpers. Curriculum objectives focused on youth developing the life skills of decision making, leadership, responsibility, communication and planning and organizing. Changes from previous versions include greater emphasis on selecting the right dog, responsible pet ownership, spaying/neutering, service animals, dogs' role in society

and leadership opportunities for youth. The curriculum was piloted nationally. Evaluation feedback was overwhelmingly constructive and positive and indicated that the curricular objectives were achieved. The materials met the rigorous publication standards of 4-HCCS and the national 4-H curriculum jury process. An estimated 191,000 copies of the guides will be sold in the next five years through the University of Minnesota Extension Distribution Center or www.n4hccs.org. The curriculum can be used with a variety of audiences including 4-H clubs, families, classrooms, after school programs, camps, home schools, individuals and other youth groups. The submitting member served as design team coordinator, activity writer, editor and photographer.

REVISION OF MASTER GARDENER TRAINING CURRICULUM INTO A USER-FRIENDLY LESSON PLAN FORMAT

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The objective of this project was to develop an educational tool that was relevant, completely updated, copyright compliant, standardized, and in a format that could be easily used with a minimum of training and advance preparation by Extension and Master Gardener (MG) Volunteer educators. The purpose was to provide a complete instructional packet (instructional CD and student notebook) to allow agents to train MG volunteers more effectively and easily. The instructional CD was designed as an "auto-play" with easy-to-follow instructions for training coordinators as well as instructors. Suggested hands-on activities, standardized test with key, publications and other resource materials were included. The student notebook was aligned with the lesson plans for each training module. Space was allowed for students to take notes as they followed along with the PowerPoint presentations. Resource lists, review questions, glossaries and pertinent publications were added for each module in the student notebook. The project coordinator enlisted the input of 11 subject matter specialists, 35 Extension agents, hundreds of Master Gardeners, and three curriculum specialists in this revision project. The project coordinator, in addition to revising two modules, acted as editor for all materials. Evaluations to date indicate this training curriculum has

fulfilled the objective and purpose and has been successfully used since its publication in spring of 2005 to train 300 Master Gardener volunteers.

CITRUS 101 – EVERYTHING YOU WANTED TO KNOW ABOUT CITRUS, BUT DID NOT WANT TO ASK

Futch,* S.H.

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Citrus is a major economic agronomic crop in central and south Florida as well as an important urban landscape plant throughout the entire state of Florida. In many Extension offices, citrus pest(s) or citrus problem identification ranks as some of the most frequently asked questions to staff and Master Gardeners. In an effort to broaden the knowledge of Extension Agents in northwest Florida about citrus, a comprehensive module / notebook was developed and provided to agents. The 6-hour training session was devoted entirely to citrus varieties and citrus problem identification and included suggested control strategies. I condensed the same basic information into a 3-hour presentation and used it in training 268 Master Gardeners in other counties in 2005. The reference notebook is divided into 7 easy-to-use sections and includes PowerPoint presentation handouts, 37 EDIS/ Fact Sheets and copies of Identification of Mites, Insects, Diseases, Nutritional Symptoms and Disorders on Citrus (SP 176) and Identification of Weeds in Florida Citrus (SP 341). Of the 39 included publications, I have developed or assisted with the development of 56% as being senior author (17 of 39) or co-author (5 of 39). The 13 notebooks can be used as a reference for future presentations or problem-solving activities by county faculty. In addition to the printed notebook, an enclosed CD PowerPoint presentation providing more than 235 slides was provided to agents to allow easy to use presentations.

Regional Finalist

LEARNING MODULE/NOTEBOOK: LIVING ON A FEW ACRES MANUAL

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The Living on a Few Acres manual was designed by the submitting agents for participants enrolled in the program. In the pilot year 47 participants from 5 counties were enrolled in Living on a Few Acres. The program consisted of 7 classes involving the following topics: Where Do I Start?, Soils & Forages, Livestock, Choosing a Diversification Opportunity, Horticulture, Land and Land Improvements, and Equipment & Farm Safety. Each class lasted approximately 3 hours and included lecture and hands-on activities led by the Extension Agents. Information included in the manual was obtained from powerpoint presentations by the Extension Agents, Extension publications, and other sources. The manuals were produced in-house on office equipment utilizing Word, Publisher, and Powerpoint software. Each agent was responsible for his or her section of the manual.

UTAH RANGE MANAGEMENT SCHOOL - LEARNING MODULE/NOTEBOOK

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The Public Lands Issue team of Utah State University Cooperative Extension was organized to assist the various user groups of public lands with critical concerns that develop on public lands. In 2004, the Public Lands Issue team began organizing the Utah Range Management Schools. The purpose of these one-day programs is to provide education in the latest science and techniques of range management. The chance for various user groups to visit with each other on a personal basis helps to avoid many future conflicts and provides a diversity of view points on these issues. In preparation for the range schools the members of the Public Lands Issue team produced a three ring binder of current information on range ecology, plant growth

and animal behavior. Materials in the notebooks were developed and compiled by team members and duplicated by a professional copy center. Attendees of the range schools take these binders home for use as a reference tool. In April 2005, three range management schools were held in three different locations in Southwestern Utah with over one hundred of these notebooks distributed to an audience that included ranchers, professionals from Land Management Agencies and interested citizens. Three additional schools are scheduled for mid-March 2006 in three locations in central Utah.

C.R. Reid assisted with the compilations of these materials and was a co-author on two of the important papers in the notebook. In addition he developed three Powerpoint presentations contained in the notebook and presented at the range schools; namely, 1. New Concepts in Range Ecology - Range Condition and Trend Paradigms, 2. Plant Physiology and 3. Carbohydrates (CHO's) in Plants.

IMPROVING FORAGE QUALITY BY HARVESTING HAYLAGE WITH A WIDE SWATH

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Many factors affect the drying rate of haylage. Producing haylage at correct moisture levels is the first step in achieving quality feed for progressive dairy farms nationwide.

Loss through stomata, openings found on the surface of the plant's leaves, is the principal mechanism for reducing plant moisture to silage-making levels. Traditional haylage, cut directly to narrow windrows, focused on field curing to the detriment of evapotranspiration. Recent studies by the author have shown that spreading the swath to the full width of the cutterbar maximizes exposure to sunlight, thus stimulating moisture loss and increasing radiant heat in the crop. Wide swathing also reduces density of the forage which directly affects the rate of water loss. Research conducted on intensively managed grass and on alfalfa clearly shows that wide swath can produce proper moisture for haylage (<68% moisture) in an hour for first cut grass and in two hours for first cut alfalfa.

Mowing without conditioning and laying into a swath greater than 85% of cutter bar width maximized the drying rate of the forage for silage. The research showed that for silage, swath width matters most for rapid dry down and that conditioning is not needed. Research results were incorporated into a Microsoft PowerPoint cd that was recorded with the author's voice and an auto-run feature. Demand by agribusiness and farmers for this presentation has rapidly increased. Use of the cd has freed valuable time the author can use serving his local county farming community while continuing to educate a national audience with innovative research performed right here at home.

RESHAPING WOOD CONSUMPTION IN JACKSON COUNTY

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The rise in oil prices has encouraged many residents to consider alternatives to conventional energy. One such alternative is wood heat. Unfortunately, without a basic understanding of the economics of wood heat, many people could actually pay more to heat their homes using wood. In addition, improper storage of wood can give wood insects easy access to homes. The further lack of any regulation on the sale of wood in Michigan has added to these problems.

In an effort to inform wood consumers, the "Firewood Boot Camp" was created. The program outlined the basic economics of wood heat and offered best practices for transactions between buyer and seller. It also gave practical instruction on wood identification in the absence of leaves as well as a primer on the types of insects that may be found in wood and their damage potential to personal property. At the conclusion of the boot camp, participants were given the resource CD.

After the program, participants reported they are now 19% more likely to evaluate the cost of wood based on the heat benefits derived from it than prior to attending. In addition, participants reported that they are 24% more likely to actively work to control insects now than before the boot camp.

IDAHO'S YOUTH BEEF QUALITY ASSURANCE HANDBOOK

Glaze, J.B., Jr.¹, Church, J.A.², Jensen, K.S.³, Williams, S.⁴, Nash, S.A.⁵, and Kinder, C.⁶

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³ Extension Educator, University of Idaho Extension – Owyhee County, Marsing, ID 83639

⁴ Extension Educator, University of Idaho Extension – Lemhi County, Salmon, ID 83467

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Beef quality assurance (BQA) programs are designed to provide producers with the information and tools necessary to reduce and eliminate beef quality and consistency shortfalls.

Traditionally, much of the BQA education efforts have been focused toward adults. In 2004, a team consisting of state and county Extension faculty developed youth BQA educational materials for use at youth/leader events across Idaho. The resulting handbook is divided into six sections: Handling and Management of Animals, Ethics and Animal Welfare, Record Keeping, Animal Health, Biosecurity, and Carcass Quality. During development, each team member was responsible for a specific section. Team members gathered resources, researched topics, drafted sections, and developed hands-on activities for each section. The handbook was edited and reviewed by all team members. The handbook served as the basis for workshops for the University of Idaho Meat Animal Task Force, Idaho State 4-H Leaders Forum, and a youth/leader field day. During the field day, pre- and post-tests were given to gauge the effectiveness of the handbook and the presentations. The percent of correct answers on the pre-test by youth and adults was 61% and 64%, respectively. The percent of correct answers on the post-test by youth and adults was 75% and 82%, respectively. These results show an increase in BQA knowledge of 14% and 18% for youth and adults, respectively. Of the 500 handbooks that were professionally printed, approximately 200 have been distributed to youth, leaders, and parents. Funding for the project was provided by the National Cattlemen's Beef Association.

ASSESSMENT CENTER FOR DAIRY FARM OWNERS/MANAGERS

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Abstract

In today's changing farm environment, dairy producers are required to take on more of a managerial role on their farms. For many producers, working with employees (family or non-family) is a challenging experience. While UW-Extension has developed numerous programs that help dairy farm managers manage resources, we have seldom focused on assessment of the managers themselves. To help dairy farmers better assess their managerial strengths and weaknesses, a team of UW-Extension personnel designed the Management Assessment Center for Dairy Farmers. The funding for this program was made possible primarily through a USDA grant focusing on dairy initiatives. The assessment center curriculum was developed, tested and implemented to help dairy farm managers understand their own competency levels as they relate to the selected managerial attributes. The attributes addressed are communications, planning and organizing, leadership, decision making, managing resources, empathy, teamwork, initiative and creativity. Each assessment center includes a two day program that takes place in a retreat center environment. Producers participate in a series of activities which help assessors evaluate individual managerial strengths and

areas needing improvement. These activities include group discussions, role playing, in-basket activities, personnel discussions and other business management simulations. Following the program, producers are given a detailed individualized report and a personal consultation. An example of this report is included in the supplementary materials. This report analyzes their abilities, identifies areas for them to capitalize on as managers and suggests attribute areas they should consider developing further. Each participant also receives a resource guide that will assist them in developing a plan for self improvement. A resource guide is included in the supplementary material.

MID-ATLANTIC EQUINE PASTURE INITIATIVE

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Pasture management related to equine production constitutes a large portion of the forage needs across the north-eastern states. Combined with this need was a deficit in applied knowledge for other professionals, i.e. extension, Natural Resource Conservation, Rural Conservation & Development, crop consultants and others that needed to be able to respond to "pasture" inquiry's from the equine producers in the region. With this in mind the members of the committee designed and developed a teaching module for equine and agricultural service providers that would train them and provide them with the tools and skills necessary to assist growers with the development of a sustainable equine pasture management program, in combination with a sound, environmentally conscious, farm/pasture

management plan. The training notebook consists of a nine separate pasture related categories, fact sheets, power point outlines and program evaluation forms. The SARE funded program trained 119 participants from seven states in December of 2005. The response was extremely favorable across the board with forty-three percent of the trainees indicating that they would develop and host a seminar/short course using the training they received. Fifty percent said they would host a series of twilight meetings, pasture walks and write newsletter articles based on the training sessions.

ASSESSMENT OF EQUINE INDUSTRY HAY SELECTION CRITERIA IN NEW JERSEY AND EASTERN PENNSYLVANIA

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Hay producers in New Jersey and surrounding states have one of the largest cash hay market potentials of anywhere in the United States. Growers in the region have direct access to a large equine industry valued at well over \$2.18 billion that annually spends over \$1 billion on hay, feed, supplies and related items. With such a high valued industry the extension personnel felt it would be essential that both the hay producer and the end hay user develop a greater appreciation for the realities of the market and its potentials. To achieve this goal, the extension team designed a "hay survey" for end users to ascertain the buying patterns, the knowledge level, the quality assurance concerns and specific pertinent hay utilization characteristics of the regional hay buying equine owners. The survey was mailed out in 1999 and again in 2004 to over 1,000 equine practitioners to record specific end user requirements and data that could be used by the hay producers in meeting the needs of the hay market and to effectively monitor the hay market needs. The data would assist hay producers to develop a better understanding of the equine market, the hay buyer, the equine animals needs and in general a more systematic approach to hay production patterns and

quality issues for the equine market. Simultaneously, the survey results would assist the extension team in developing and delivering educational and training programs for both the hay producers and the equine industry consumers. power point outlines and program evaluation forms. The SARE funded program trained 119 participants from seven states in December of 2005. The response was extremely favorable across the board with forty-three percent of the trainees indicating that they would develop and host a seminar/ short course using the training they received. Fifty percent said they would host a series of twilight meetings, pasture walks and write newsletter articles based on the training sessions.

NACAA
Member Presentation
Abstracts

2006 NACAA

91st
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and
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AGRICULTURAL ECONOMICS PRESENTATIONS

ANNIE'S PROJECT—EDUCATION FOR FARM WOMEN

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Annie's Project—Education for Farm Women is a program designed around needs of female adult learners all of whom come from diverse backgrounds, and various level of involvement with their farm operations. Trained instructors deliver a comprehensive educational program to farm women in 18 hours of class room instruction, divided into six class sessions, each lasting three hours. Women receive training in areas of financial management and documentation, record keeping, retirement and estate planning, marketing grain, and business plan development. Women are trained on computers to use spreadsheets and the internet to help them develop good decision making skills. Women, who are highly skilled computer users, help women with fewer skills, and women with extensive farm backgrounds become mentors to women who have little or no experience with farm life.

The first class of Annie's Project graduated in February 2003 with 10 women. Since then, approximately 1,000 women from nine states have been through Annie's Project, and the numbers continue to grow as more states offer this unique program for farm women. Evaluations indicate women are highly appreciative of a program designed around their educational and social needs. This program is considered high impact.

PLANNING THE FUTURE OF YOUR FARM – FARM BUSINESS SUCCESSION WORKSHOP SERIES

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The Planning the Future of Your Farm Workshop Series was developed based on citizen needs identified in the 2004 situation analysis and agriculture census conducted by VCE and USDA respectively. Currently the average age of Virginia farmers is 57 years, from 2000 to 2020 over 70% of the farmland in Virginia will change ownership, and most farms have incomplete or nonexistent farm business succession plans. A curriculum was developed and presented in five sessions to address intra-family communication, retirement budgeting and planning, tax issues related to farm assets, powers of attorney, advance medical directives, use of insurance tools, wills, and conservation easements. One hundred four farmland owners representing fifty-four farms participated in the first two series offered at four locations. Over 90% of the participants rated all of the sessions either "Excellent" or "Good". Some of the written comments included: 'This has been terrific, I would be paying a lot of money for education from a lawyer' 'This was an amazingly well organized and prepared workshop. Timely and comprehensive' 'Thought provoking!' 'I look forward to participating in the follow-ups' 'Thank you so much for having these five weeks of instruction. You have launched us on our farm transition endeavor, we have learned a lot. We look forward to coming back this summer!'. Plans for follow-up sessions for Series graduates are underway. The Planning the Future of Your Farm Series has already helped Fifty - four farms develop sound farm transition plans.

WHAT I DID ON MY SUMMER VACATION: COMPARING OUR EXTENSION EDUCATIONAL SYSTEM WITH A COUNTRY THAT HAS NONE – ECUADOR.

Brannen, R.

Extension Agents throughout the United States sit and ponder how they will measure and report impact. What would agriculture be like if there was no Cooperative

Extension educational system to carry the informational resources of our land grant universities to our farmers?

The South American country of Ecuador is rich in soils, water, and a climate that can produce agricultural products literally year round. The importance of grass roots education on agricultural production is vastly affected by infrastructure issues such as roads and interstate transportation, government “farm plans”, trade agreements, health and sanitation regulations commodity markets, and many other building blocks of the foundation of agriculture that we take for granted every day.

THE ECONOMICS OF RETAINING OWNERSHIP OF WEANED CALVES

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Retaining ownership of weaned calves is a marketing option available to cattle producers that can sometimes increase profits from the sale of older and heavier calves as well as provide the producer with the ability to “market” feedstuffs grown on the ranch or farm by feeding them to their own animals. Retained ownership of growthy calves can also help the producer evaluate the performance and carcass merit of their calves. Cow-calf producers who are considering the retention of weaned calves are faced with important marketing decisions such as out-of-pocket expenses like feed and other inputs, opportunity costs, facilities, market variability, taxes and price risk. Many producers find that forecasting the price calves will bring in the future is a difficult part of the decision to retain calves. Fundamental marketing principles such as forecasting yearling cash prices with the futures market and local basis, feed availability, preparing an enterprise budget and utilizing partial budgets are all important tools that can help the producer make informed decisions and estimate the profitability of retaining the ownership of feeder cattle. This presentation will discuss methods that will help teach these fundamentals to cattle producers.

YESTERDAY, TODAY & TOMMOROW: A LOOK AT THE LANDSCAPE INDUSTRY IN NORTHERN NEW JERSEY

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Rutgers Cooperative Research and Extension conducted a 2005 survey of the landscape industry in northern NJ, as a follow-up to a 1998-99 study. The objectives of the 2005 survey were to compare: gross sales and expenditures; services offered; issues challenging the industry; and predictions for growth. The survey also inquired how events that occurred from 1999 – 2003, such as the terrorist attacks of September 11, 2001 and a drought, affected businesses. Participants reported higher gross sales and expenditures compared to 1998/99 data. Lawn care services continued to make up a high percentage (66%) of gross sales. Hardscape services made higher contributions (43%) to gross sales compared to 15% in 1998/99. Participants rated issues identified in the original survey on a scale of 1-5, 5 being very important. Labor continues to be an important issue with a rating of 4.16. An ordinal ranking of issues indicates that environmental and pesticide regulations are the top issues facing the industry. In 1998/99, landscape companies predicted an average growth rate of 41% for 1999-2003. The 2005 survey revealed an average growth rate of 38% for that time period. The professionals predict a 26% growth rate for 2005-2010. The attacks of 9/11/01 affected 46% of the businesses, bringing a 17% average decrease in sales. State-mandated water use restrictions in 2002 affected 69% of the professionals, causing a 21% average decrease in sales. Positive opportunities included: low interest rates, rises in building construction and renovation, increases in workforce, and the expansion of services.

MAKING GRAIN/OILSEED SELL OR STORE DECISIONS BASED ON MARKET SIGNALS AND STORAGE COSTS

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The primary objective for farmers that store grain is to earn storage profits through higher prices. Higher prices depend upon some combination of capturing market carry, basis improvement, and speculation on futures prices. Although ownership of grain is not necessary to speculate on higher futures prices, grain ownership or storage is necessary to capture market carry and basis gains. Market carry is the price premium offered by distant months' futures prices, which represent what the market is offering to "carry" or store the grain and is a market signal for whether to deliver or store grain. Basis (difference between futures and local cash prices) represents cash market demand and provides market signals for making or deferring grain deliveries. The objectives of University of Missouri's FAPRI (Food and Agricultural Policy Research Institute) producer marketing strategy information and Grain Sell/Store Decision Aid is to help producers recognize market signals and make profitable sell or store decisions. In spite of increasing grain supplies and dismal price outlook during the 2005 fall harvest period, market signals were suggesting Missouri producers could profit from storing corn and soybeans. Deferred month futures contracts offered market carries of 12 cents per bushel for soybeans and 14 cents for corn. Weak cash bids suggested potential basis gains of approximately 30 cents per bushel for each crop. Although futures price performance remained disappointing, producers recognizing market carry and basis signals captured returns of more than 40 cents per bushel, which exceeded calculated estimated costs for commercial or on-farm storage.

THE ECONOMICS OF ORGANIC AND GRAZING DAIRY FARMS

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This project provides a solid procedure and mechanism that extension professionals can use to help their less common enterprises meet financial challenges. This can broaden the diversity of clientele in a county, state, and region.

Ten Land Grant Universities plus Ontario have standardized accounting rules and data collection procedures to gather, pool, summarize and analyze actual farm financial performance from many sustainable, small farming systems which currently lack credible financial data that producers need for decision-making. Over 200 individual management intensive rotationally grazing (MIRG) dairy farms contributed data to this project in 2000 through 2005. This is the largest and most comprehensive set of data for grazing dairy farms on the continent, showing that the grazing dairy

system is economically competitive. This project also has 54 farm years of organic dairy farm data.

The up-to-date conclusions of this USDA IFAFS grant sponsored project #00-52501-9708 can be accessed at <http://cdp.wisc.edu>.

The financial data in this project has been widely distributed to participating farmers, county extension agents, vocational-agricultural instructors, lenders and agricultural professionals both in and outside of the cooperating states. Additionally, the report has been provided to the county NRCS offices, Farm Service Agency farm loan officers and the Greenstone Farm Credit Services Branch Offices in Michigan and Wisconsin.

The procedures used here can be expanded beyond organic and grazing dairies, creating a new paradigm by which Land Grant Universities and other institutions use farm financial data to help farm families in all future enterprises.

SUSTAINABLE AGRICULTURE SUCCESS STORY: JASPER COUNTY FARMERS MARKET, SIX YEARS IN THE MAKING

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For the past six years, the Jasper County Extension Agent has partnered with the County Board of Commissioners, City of Monticello, and various other local and state groups and agencies to develop a Jasper County Farmers' Market. The market has served as a sustainable agriculture enterprise for local growers to directly market produce, plants and "Made in Jasper County" craft items. The County Agent along with new market manager, secured the use of the town square for a new location- after losing use of the vacant lot where the market had previously been held- and worked together to secure grants of over \$150K- including a USDA "Rural Business Enterprise Grant" of \$99K in 2006 for market management, advertising, and development. Vendors are now receiving from \$1500-3000 each Saturday the market is open. Using an economic impact factor of 6:1, this equates to \$9,000 to \$18,000 in local revenues as a direct result of "direct marketing." An artists' rendition of the market was also

featured on the cover of the 2006 "Georgia County Guide" publication.

ORGANIC DAIRY FARMING PROFITABILITY IN VERMONT AND MAINE FOR 2004

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Organic milk production is the fastest growing agricultural enterprise in New England, with Vermont going from 2 certified organic farms in 1993 to more than 105 in 2006. Maine has seen similar growth, increasing from 25 farms in 1997 to 63 certified organic dairy farms. Researchers from University of Vermont Extension, University of Maine Extension, and NOFA (Northeast Organic Farmers Association) collected financial and production data from 30 cooperating organic farms (thirteen from Vermont and seventeen from Maine) in the winter and spring of 2005. The study reports average production costs and returns for 2004. Overall, we found that the average organic dairy operation in this study was not profitable in 2004. The average rate of return on farm assets was -2.9%. No statistically significant differences between states were found thus the sample data was pooled and a single representative budget developed. The representative farm milked 48 cows, sold 6,890 cwt of milk and earned an average of \$22.97/cwt for milk sold during 2004. There was a \$7.16/cwt price spread between the minimum average price received by a farm (\$19.88/cwt) and the highest (\$27.04/cwt). Organic farms earned on average \$158,075 from milk sales and 43% earned off-farm income. The two highest costs per cow were feed, at \$1,003/cow and labor at \$320/cow. The total cost (cash operating expenses plus depreciation) of producing organic milk is estimated at \$22.58/cwt excluding family living costs and principal payments. In summary, year one of this two-year study showed organic milk production did not generate a large enough return to fully compensate unpaid labor and management nor generate sufficient net income to produce a positive return to farm equity. Data from this project resulted in most processors significantly raising

milk prices to organic farmers in the Northeast at the end of 2005. We are gathering 2005 performance data to see if changes in fuel, concentrate and milk pricing will impact profitability.

EVALUATING THE ECONOMIC IMPACTS OF NATURAL DISASTERS ON MISSISSIPPI AGRICULTURE, INPUT SUPPLIERS AND DEMAND

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The purpose of this paper is to analyze the economic impacts of natural disasters (Hurricanes Katrina and Rita) on Mississippi Agriculture in 2005. Mississippi as well as the entire Gulf South Region received last summer a body blow from Hurricane Katrina. By all accounts, this was one of the worst storms in human, natural, and physical costs in the history of the U.S. Many animals involved in production agriculture were destroyed. The paper will focus on those sectors that sell inputs and buy commodities from the agricultural industry impacted by these natural disasters. The objective of this analysis will be accomplished by using the IMPLAN Model.

The main sources of data for the analysis will come from the Mississippi Department of Agriculture and Commerce in 2005 and 2003 IMPLAN data set for Mississippi. These data will provide enough information to populate the model to measure the direct and induced economic impacts in the industry.

The impacts will be estimated by evaluating the economic linkages between agriculture and the affected sectors in Mississippi. An Input-Output model of Mississippi will be used to determine the direct, indirect and induced impacts of these natural disasters on the agriculture industry and state. These will include: output, employment, income, taxes, and key sectors impacted by these natural disasters. The study will also use the earnings per worker for each scenario to evaluate the overall impact on employee welfare.

AGRONOMY AND PEST MANAGEMENT PRESENTATIONS

EXTENSION'S ROLE IN THE GROWTH OF THE PEANUT INDUSTRY IN CALHOUN COUNTY, SOUTH CAROLINA

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After years of peanut production being tightly controlled by the government through a quota program, Calhoun County farmers were finally given the chance to compete in the peanut market in 2003. With the short notice of the demise of the peanut program, growers were on a sharp learning curve. Extension was put in the position of having to educate agents and producers on peanut production on a very short time schedule. The first grower meetings were held in the Calhoun/Orangeburg area in the spring of 2003. Countless hours were spent in grower fields during the growing season, learning as well as teaching with Dr. Jay Chapin, State Extension Peanut Specialist. Growers attended management schools, harvest schools, disease schools, and at the end of the year managed a record yield of 5000 lbs per acre on 2905 acres in Calhoun County. The value of the crop was \$3.6 million. Ten new farmers in the county began growing peanuts for the first time in 2004. The new growers along with the 13 original growers added to the pressure to keep the producers on track as they learned the art of growing peanuts. Grower schools, management schools, and harvest schools were held during the appropriate parts of the growing season. Acreage jumped to 6223 acres in the county, with many growers planting in adjoining Orangeburg County. Two of the state's main peanut buying points began operations in Calhoun County. Nearly half of the state's peanut crop is now grown in the Calhoun/Orangeburg area. The value of the 2004 crop in Calhoun County was \$6.17 million. The 2005 season began as a normal year with 5 new Calhoun County farmers moving into peanuts. Acreage increased to 9444 acres, placing us 2nd behind Orangeburg County in acreage. Harvest was hampered at first by drought in September and then by hurricanes in October. Timely harvest was impossible in many cases and farmers lost a large portion of their crop in the ground. Still the crop value was over \$8.03 Million. Extension continues to lead the way in peanut education

as indicated by the attendance at The State Peanut Meeting, held in neighboring Orangeburg County in 2006. It was the largest ever held in South Carolina, with over 250 attendees, of which over 150 were farmers. Extension continues to play a vital role in guiding growers through the production and harvest of a new crop as acreage approaches the 60,000 acre level.

INTEGRATED MANAGEMENT OF THE HESSIAN FLY

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The Hessian fly (*Mayetiola destructor* (say)) was first reported from the U.S. in 1779, from an area near a Hessian soldier camp site. It was first reported from Kansas in 1871 and has been reported every year since then. Hessian fly adults are small, gnat-like insects which usually go unnoticed by growers. These flies generally lay eggs on warm days in Sep-Oct and the larvae, or maggots, start feeding just above the plant's crown between leaf sheaths and stem, causing stunted shoots or tillers or even plant death. The process repeats itself in the spring causing weakened stems resulting in partially filled heads or stem breakage at the point of feeding and consequent lodging. Damage caused by this insect has been increasing in recent years with many fields throughout Ks., Mo., Ok., Tx., and Wa., having as much as 50% yield loss. Historically, the Hessian fly has been managed by three tactics: 1) Cultured control including planting after the fly-free date and destroying infested stubble and volunteer wheat. However, since 2000, weather patterns have moderated making fly-free dates irrelevant and many growers are leaving stubble and volunteer wheat to lessen erosion and retain soil moisture. 2) Use of wheat cultivars with Hessian fly resistance. Current resistant varieties are not preferred due to poor agronomic characteristics. 3) Chemical control with the use of insecticide seed treatments. These seem to provide acceptable protection for up to thirty days. However, if cold temperatures don't stop larval feeding after the thirty day period, feeding damage may occur.

CONTROL OF MELON POWDERY MILDEW

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Powdery mildew of cucurbits, which is caused by *Podosphaera xanthii*, is common and damaging. It has been controlled with repeated fungicide applications and resistant varieties. Fungicides in the Strobilurin or Quinone outside Inhibitor (QoI) group, such as CABRIO (pyraclostrobin), FLINT (trifloxystrobin) and QUADRIS (azoxystrobin), have been used on cucurbits in California since 1999. Due to excellent initial efficacy, this chemistry was a popular choice. Genetic resistance to *P. xanthii* races 0, 1 and 2 are common in commercial cantaloupe varieties grown in Imperial County and this resistance has been effective for over 60 years. Fungicide activity was compared in field trials conducted in Imperial County, California from 2000 to 2005. After reports of commercial failures of QoI fungicides in 2002 and the failure of these materials in Imperial County field trials, samples of cucurbit powdery mildew were tested for fungicide resistance using detached leaves. The presence of QoI-resistance was detected. In addition, greenhouse and field trials suggest that previously unreported plant-resistance breaking races are contributing to the commercial losses experienced in this production area. With documentation of resistance to QoI, and previous knowledge of resistance to other fungicide chemistries, which was supported by tests on local populations, high or medium risk fungicides should be tank mixed with materials with low resistance risk and alternated with materials with different modes of action. Due to the presence of plant-resistance breaking races, careful scouting for powdery mildew is important in all cantaloupe fields.

UTILIZING DIGITAL TECHNOLOGY IN EXTENSION PROGRAMMING

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Extension agents and specialist have always used a variety of sources in which to disseminate information. In the early years, extension agents traveled from town to town with various farm implements and resources loaded on train cars at which time they were demonstrated for the farming community. Today, extension agents and specialists utilize digital technology to take pictures, make presentations, record radio programs, measure test plots utilizing GPS technology, mapping fields utilizing GPS, identify various diseases, insects, and growth problems utilizing Distance Diagnostics through Digital Imaging, and aerial photography. It has always been said that a picture is worth a thousand words. Through the years I have shown producers mountains of information utilizing graphs, charts, and tables with varied results of comprehension. When this same information is shown while utilizing some type of digital imagery, the comprehension level of the producer increases dramatically. In this presentation I will demonstrate 1) recording radio programs on the computer in MP3 format and e-mailing the program to the radio station, 2) publishing a "for sale" vegetable disease pictorial guide utilizing digital photography, 3) utilizing aerial photography to emphasize research plots, 4) mapping *Phytophthora capsici* disease in watermelons utilizing GPS technology and Farm Site Mate software. We do not travel from city to city by rail anymore. Our information dissemination world has drastically expanded utilizing digital technology.

EFFECTS OF HURRICANES KATRINA AND RITA ON LOUISIANA'S FORAGE RESOURCE

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Hurricanes Katrina and Rita struck the state of Louisiana on August 29 and September 24, 2005, respectively. Both storms caused extensive flooding along the coastal parishes of Louisiana. Concerns about the amount of saltwater intrusion into pastures and hayfields were raised by producers in the affected areas. A decision was made by a group of state and federal agencies to develop a soil sampling protocol to be used to survey the soils in the affected areas for salinity. Six sites in Vermilion parish and two sites in Calcasieu parish were chosen to assess the salinity problem in forage crops. Cores were taken from the top three inches of the soil profile in mid-October. Initial salt levels ranged from 2210 to 7780 parts per million (ppm). The sites were sampled two months later and salt levels had declined by about 50%. Information on salinity levels obtained from the initial soil sampling in mid-October was transferred to producers via email messages, newsletters, public meetings, and phone calls. Producers used this information to assist them in making decisions relative to the planting of annual ryegrass (*Lolium multiflorum*) for winter forage. The recommended salt tolerance threshold for immature annual ryegrass is about 1800 ppm. Saltwater intrusion had a minimal effect on bermudagrass (*Cynodon dactylon*), which is the major perennial summer forage grown in the coastal parishes.

AGENTS GAIN MULTIPLE BENEFITS VIA TRAINING CERTIFIED CROP ADVISORS

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The Certified Crop Adviser (CCA) Program is a voluntary program coordinated by the American Society of Agronomy. Certification requires documented work

experience and education credentials, and international and state examinations. Bi-annual Continuing Education Unit (CEU) requirements include forty CEUs with a minimum of five in each of four competency areas. Discussions with industry CCAs identified their need for recertification credits. To meet this need, an extensive training in piedmont North Carolina providing 20 CEUs was established. The program has been tremendously successful to the point of spawning two additional trainings (Eastern North Carolina and South Carolina). There are multiple benefits for agents conducting these programs. First, agents are recognized as experts, capable of providing quality training for other CCAs. Second, the burden of providing CCA training by the state CCA Board and our land grant specialists has been removed. The final and maybe the most important benefit of the program is the appreciation expressed to agents by the CCAs for meeting their training needs in a very positive professional manner. This is a group that agents work with cooperatively and often look to for support with grower meetings, on-farm tests and demonstrations, field days, etc. The ability and willingness to provide this service to them can only be beneficial to both of us in the future.

THE DARLINGTON COUNTY COTTON PROJECT: POULTRY LITTER VS. COMMERCIAL FERTILIZER

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The use of Poultry Litter to fertilize cotton wasn't commonly used in Darlington County. One reason was that Darlington County didn't have abundance of Poultry in the county, and what litter was produced, ended up on pastures, corn, or small grains. Once Manure Brokers were permitted by the state regulating agency, more poultry litter was brought into the county from surrounding locations, where more poultry was raised. Once this new arrangement was put into place, questions were asked about the likelihood of using this new resource in the cotton fertility program. Other questions were could comparable yields be obtained using poultry litter instead of commercial fertilizers, and which was the better bottom line. With the help of a SARE grant, three on-farm demonstrations were conducted on three different farms across Darlington County in 2003-2005. Utilizing strip trials with 3 replications on the cooperating farms, two tons of

poultry litter was compared to commercial fertilizer based on soil test results. The two systems were monitored throughout the growing seasons, using soil tests and petiole analyses. At the end of the project many questions were answered. Among those included: even with higher nutrient levels in the soil and leaf tissue, cotton fertilized with poultry litter will cutout at season's end and yield cotton with good fiber quality. After three years, soil nutrient levels were maintained with both fertility programs and even increased some nutrients with the poultry litter. In this project, poultry litter out yielded commercial fertilizer by a three year average of 40 lbs/acre. This increase in yield can be made while saving the grower a little over \$4/acre on two farms using litter from a broker, and over \$60/acre on a farm using his own broiler litter. Poultry litter is a viable option for cotton production in Darlington County.

DEVELOPING A WEED CONTROL STRATEGY IN TRANSPLANTED BELL PEPPERS WITH PREEMERGENCE HERBICIDES

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Peppers are long-season vegetables that have several weed control challenges: they compete weakly with weeds for the first 40 to 60 days following transplanting; they are a long-season crop in many production districts that can be subject to flushes of both winter and summer weeds over the course of their growing cycle; and the preemergence herbicides registered for peppers have gaps in the spectrum of weeds that they control. As a result, growers may spend from \$200 to \$350/acre on weed management. Field selection, field sanitation, cultivation and the use of plastic mulches are cultural practices that reduce weed pressure in production fields. Devrinol, Prefar and Treflan are registered preemergence herbicides in peppers. Dual Magnum has a limited registration and provides good control of hairy nightshade (*Solanum sarrachoides*) and yellow nutsedge (*Cyperus esculentus*) which are not controlled by the other preemergence materials. Late season weed control is also an important issue in this crop. Field trials were conducted from 2004-2006 in two climatically distinct

pepper growing regions in California to examine at transplant and layby herbicide combinations of preemergence herbicides to provide long-term and economical weed control for peppers grown without plastic mulch. The herbicides tested included: Dual Magnum 7.62 (s-metolachlor), Goal Tender 4F (oxyfluorfen), Outlook 6.0 (dimethenamid), flumioxazin (Chateau) impregnated on fertilizer, and Dacthal 75W (DCPA). Excellent to poor weed control ratings were observed and phytotoxicity was noted on the peppers. Weed and stand counts were collected and statistically analyzed. These trials show promise for developing a weed control system to provide early and late season weed control for peppers grown without plastic mulch.

INTRODUCING A NEW NITROGEN MANAGEMENT STRATEGY TO NORTHEAST OKLAHOMA CROP PRODUCERS

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For more than 35 years, nitrogen recommendations from Oklahoma State University were based on an assumed amount of nitrogen needed for a desired yield goal. The assumption of actual nitrogen per bushel for wheat and corn was 2 and 1.2 lbs., respectively. Data from a long-term continuous wheat trial found this approach to be close to the actual amount needed approximately 1/3 of the time. Optical Sensor technology developed at Oklahoma State University allows nitrogen status to be assessed on a field-by-field basis during the growing season. It was estimated that optical sensing offered a potential improvement in net income of \$17/acre/year.

Field demonstrations in northeast Oklahoma using a handheld GreenSeeker™ optical sensor began on wheat in 2002. On-farm research trials conducted on corn during 2005 resulted in nitrogen savings of \$14/acre with no significant yield differences between the farmers' traditional N rate and GreenSeeker™ based N rates. County educators collected sensor readings from more than 80 wheat fields during February 2006. One farmer reported saving \$14/acre

in topdress nitrogen, compared to their traditional practice, on 1,700 acres of wheat.

ANIMAL SCIENCE PRESENTATIONS

INCORPORATING THE USE OF RADIO FREQUENCY IDENTIFICATION (RFID) INTO THE MARKETING OF WEST VIRGINIA FEEDER CATTLE

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West Virginia Feeder Cattle Marketing Pools have traditionally served as a launching point for innovations in beef cattle production and marketing. During 2005, radio frequency identification (RFID) tags were utilized in two marketing pools in order to evaluate RFID technology and identify potential problems relative to the tagging process and to determine if the RFID tags could increase the efficiency of calf pool operations. Tags were allocated to producers prior to weaning calves and these allocations were matched to producer premise numbers utilizing a prototype database developed specifically for calf pools. Producers submitted color, sex and birth date of each calf prior to the pool and these data were added to the database. On ship dates, calves were scanned prior to entering the scale pen using a handheld RFID stick reader attached to a notebook computer running the calf pool database. At receipt, the software recorded the RFID number and displayed corresponding data relative to that animal. Records of animals received were held in suspense by the database pending submission of a weight and pen assignment. This software feature allowed one person to focus on scanning calves and checking descriptive data, while a second user accessing the database on a second notebook over a network would focus specifically on entering weights. More than 1,600 calves were received at these two

pools. The ability to electronically read and enter animal identification at the receipt greatly improved the weighing process. RFID technology eliminated misread tags and reduced worker effort to read dirty tags in a moving animal. The estimated value of labor savings would defray approximately 73% of the cost of RFID tags.

REDUCING WINTER FEEDING COSTS WITH STOCKPILED BERMUDA GRASS

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Winter feeding costs can account for up to 60% of the annual production costs of beef cattle. Stockpiled Bermuda grass will retain the majority of its nutritive value for six to eight weeks after frost. With high costs of fuel, hay harvesting costs have increased dramatically. By leaving the last cutting of hay in the field, producers can avoid the cost of harvesting and utilize the forage with intensive grazing. Stockpiled Bermuda demonstrations were conducted in 2004 and 2005. The last cutting of Bermuda grass hay was harvested in early August, fertilized in mid August, and allowed to grow until frost. Forage clippings were taken in a grid to determine a forage yield. The forage was intensively strip grazed. With strip grazing, forage utilization was increased. Forage quality was monitored from mid October, until the forage was grazed out. Forage quality was not reduced below the nutrient requirements of the cattle utilizing the forage. The cattle were body condition scored at the beginning and end of the grazing period. Body condition scores did not change significantly during grazing period and actually increased in some trials. Hay feeding was delayed by a minimum of 50 days in each trial. Stockpiled Bermuda allowed producers to reduce winter feeding costs. Twenty-five producers in Yell County have adopted the practice of stockpiling Bermuda grass.

EFFECT OF AGE AT WEANING AND POST-WEANING MANAGEMENT ON PERFORMANCE AND CARCASS CHARACTERISTICS OF CHAROLAIS-ANGUS STEERS

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Seventy-four, non-implanted Charolais-Angus steers born in 2003 and 2004 were used to determine the effect of age at weaning and post-weaning management on performance and carcass characteristics. Animals were weaned at 100 or 200 days of age and managed using one of three systems: 1.) weaned at 100 days of age and starting on high-grain diet immediately (EW), 2.) weaned at 200 days of age and fed a high-grain diet immediately (NW), and 3.) weaned at 200 days of age and backgrounded on pasture and hay until 400 days of age (YR), before being fed a high-grain diet. Daily dry matter intake ($P < .0001$), average daily gain ($P < .002$), harvest weight ($P < .0001$), and hot carcass weight ($P < .0001$) increased as the age at which an animal was offered a high-grain diet increased. Rib eye area ($P > .12$) and USDA Yield Grade ($P > .42$) were not affected by treatment. Fat thickness at the 12th rib was greater ($P < .004$) for the EW carcasses than for the NW or YR carcasses, which did not differ. There were no differences in the percentage USDA Select or lower ($P = .94$), Low Choice ($P = .57$) or Average Choice or higher ($P = .77$) carcasses due to treatment. Feeding Charolais-Angus steers a high-grain diet earlier in life did not affect either USDA Quality or Yield Grade, but average daily gain, harvest weight, and hot carcass weight increased as the age at which an animal was offered a high-grain diet increased.

IMPROVING ENVIRONMENTAL AND ECONOMIC SUSTAINABILITY OF DAIRY FARMS THROUGH PRECISION FEED MANAGEMENT

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Nutrient accumulations on dairy farms have been identified as a major non point source of nutrient pollution in many US water bodies. Research has shown that the largest source of nutrients coming onto dairy farms is purchased feed. A team of Cornell University Cooperative Extension specialists in

Delaware County, in collaboration with faculty from Cornell University and USDA Agricultural Research Service Northeast Pasture Lab are developing and implementing a unique program to manage nutrients (nitrogen and phosphorus) and improve profitability on dairy farms through precision feed management. This program engages farms in precision feed planning in a team approach, with extension specialists working with farmers and their feed advisors to improve forage production, increase utilization of homegrown forages in cattle diets, and more precisely balance these diets. Monitoring of cattle diets, whole farm mass nutrient balance, and farm financial performance is performed to quantify and document changes in manure nutrient excretions, purchased feed nutrient imports, farm nutrient accumulations, and profitability on the farms as a result of program efforts. On farm feed planning efforts are supported by field research and education that provides farmers and the local feed industry with skills and technology to implement precision feed management. Results in this ongoing program include an average 40% reduction in farm phosphorus accumulations and reductions in manure phosphorus and nitrogen excretions of 14 and 52 lbs/cow/yr respectively. Other impacts include increased milk production, reduced feed costs, improved animal health, and adoption of advanced precision feeding cattle nutrition software by the local feed industry.

SUSTAINABLE LIVESTOCK PRODUCTION IN CUBA AND UGA EXTENSION DISTANCE DIAGNOSTICS SYSTEM

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Subsequent to invitation by Dr. Ed Kanemansu, UGA-CAES Global Programs Director, and Dr. Pepe Morales, Cuban National Institute of Animal Improvement, to UGA –Distance Diagnostics through Digital Imaging (DDDI) Consortium members with international sustainable agriculture and livestock production interest and experience in Central America (including the Caribbean region) to attend a second-ever, international sustainable livestock production conference,

symposium and tour of the entire country: “SIGA 2004” -II Simposio Internacional sobre Ganaderia Agroecologica: Evento y Gira de Estudios “Agroecologia en Cuba de Oriente a Occidente.” Over 20 foreign countries were represented from as far away as South Africa. Presentation will include information about unique small and large livestock production systems and applied research seen during week long tour-from” East to West” of Cuban farms, livestock research stations and rural villages. Discussion of marketing and sales (local, rural Cuban economy is based on barter currency and only has value for their own market) as well as current genetic research with dual purpose cattle and intense, rotational grazing with agro-forestry systems. During the scientific symposium, our UGA/CAES team made a DDDI presentation in Spanish, specifically showing how this easy- to- use and inexpensive system, pioneered by UGA Extension, can be used with great “life saving” impact on plant and animal health & production, sanitation and waste management, and remote disease and insect identification and diagnosis, data base information sharing, and global agro-security through improved exchange of information and understanding.

TUBE FEEDING NEONATAL SMALL RUMINANTS

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Due in part to the proliferation of new and small acreage owners, the number of small ruminant producers is increasing in many areas of the country. Many of these producers lack experience with livestock production and therefore do not have essential management skills. Observations at Extension-sponsored lambing schools revealed how hesitant most new producers are to even try to tube feed a neonatal lamb, yet this simple and common task can mean the difference between life and death for a newborn. Extension livestock educators can play a key role in making sure that small ruminant producers master the basic management skill of tube feeding. This presentation will feature a demonstration of a simple technique to ensure that the tube has been placed properly before milk or colostrum is administered. It will also include information about when tube feeding is indicated, anatomy of structures involved and sanitation considerations. A related publication, EB1998-Tube Feeding Neonatal Small Ruminants, will also be distributed to workshop attendees.

NATURAL RESOURCES PRESENTATIONS

WATERSHED STEWARDSHIP EDUCATION IN OREGON: REVIEWING OUR 10-YEAR-OLD PROGRAM AS A GUIDE FOR FUTURE PROGRAMMING

Godwin, *D.G.

Oregon State University Extension Service developed and delivered a variety of watershed stewardship education programs over the last 10 years. These efforts have included a Master Watershed Steward program and related educational activities aiming to assist land managers and watershed councils in implementing and monitoring restoration projects. OSU obtained funding and created eleven Watershed Extension faculty positions in the first six years to fuel these efforts. The Watershed Extension faculty have enjoyed many successes and recognition as leaders in the state for watershed education. However, this program has faced declining budgets and audience participation in workshops over the last few years. These factors have caused us to reflect on why and how our program was successful, and how we need to recreate ourselves and programs to meet our audience needs. The state and general public have similar needs for watershed education that initiated our original programs, such as protecting and improving salmon habitat and water quality. However, the external drivers impacting our audience include a sagging economy, increased population growth and land use development, declining health and human services, and limited clean water supplies for multiple uses. These factors have caused us to modify our program efforts to consider a more holistic approach in delivering watershed education.

VOLUNTEER STREAM MONITORS USE TRANSPARENCY TUBES TO ESTIMATE TOTAL PHOSPHORUS IN A SOUTHWEST MICHIGAN TMDL WATERSHED

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USDA Water Quality Program project data from the Lake Allegan/Kalamazoo River Total Maximum Daily Load (TMDL) watershed are guiding the development of a volunteer monitoring network designed to provide total phosphorus estimates using transparency tubes. A study to explore relationships between total phosphorus and transparency was conducted summer 2005. Nine of thirteen watershed locations indicated correlations (R^2 range = 0.69 to 0.94). Four locations downstream of impoundments were not well correlated. Strong correlations for non-impounded streams suggested that volunteer-generated transparency readings could estimate total phosphorus for these locations. Volunteers were trained in the use of 120 cm transparency tubes using five water samples of known transparency values. The means of duplicate practice readings were tracked by participant number and standard deviations calculated for the group. After two rounds of practice readings, all participants achieved a range of accuracy within that observed in the correlation study. Trained volunteers are paired with cooperating municipal waste water laboratories in a pilot study through 2006. Volunteer tube readings and laboratory grab samples are being collected on the same day at assigned locations. Volunteers enter the mean of duplicate tube readings onto the project website which will calculate an estimate of total phosphorus — providing information for the TMDL and immediate feedback to the volunteer. Laboratory results are also posted for comparison. Volunteer monitoring, using transparency tubes to estimate total phosphorus, has the potential to provide low cost, long-term water quality data for decision-making by the Lake Allegan/Kalamazoo River TMDL Implementation Committee.

CHARACTERIZING AGRICULTURAL LANDS IN A COASTAL WATERSHED FOR A REGIONAL STORMWATER MANAGEMENT PLAN

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Water quality impairments in the Wreck Pond Brook watershed contribute to area beach closings, and led to the watershed's identification as one of the Governor's Coastal Initiatives projects for 2005. The Regional Stormwater Management Planning

Committee that formed to address this challenge will characterize and analyze the watershed as a necessary part of the planning process, and in doing so, recommend best management practices (BMPs) to address and correct impairments. As part of the plan, Rutgers Cooperative Research and Extension (RCRE) is characterizing the agricultural lands in the watershed, and assisting in analyzing their contribution to fecal coliform and nutrient loading to Wreck Pond. Phase one of this assessment utilized GIS, aerial photography, and tax assessor information to compile information on the 49 qualified agricultural parcels as well as recreational lands in the watershed. A survey was distributed to agricultural landowners to learn more about current practices and uses. The survey response rate was 43%. In addition, seven landowners willing to participate in farm tours and work on best management practices have been identified. Water quality measurements have also been collected for nutrient and conventional parameters. Education, outreach, and recommendations for best management practices are anticipated outcomes of the characterization process.

P.u.S.H.ing NATURAL RESOURCE EDUCATION: A COLLABORATIVE FOCUS ON TREES, WILDLIFE, & PEOPLE IN POLK, SEVIER, & HOWARD COUNTIES IN WESTERN ARKANSAS

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Private timberland owners and pro-loggers, of the Ouachita Mountain region of Polk, Sevier, and Howard counties, have been a neglected audience for many years. This audience is receptive to any educational opportunity that they feel will help them to be better managers of their natural resources. Our youth are becoming more aware that our natural resources are precious; they are also willing to learn how to care for their environment.

A committee of Extension Agents, Forestry Commission personnel, private landowners, and representatives from the Pro-Loggers Association met and concluded that there was an educational void relating to the forestry production in Southwest Arkansas.

The committee identified topics that need to be addressed and we contacted the foremost experts in these areas to address the needs of our target audience. A resource/reference notebook has been put together for each of the clinics we've conducted and given to each participant.

This clinic has been conducted for three years with plans to continue. The average number of attendees for the Cossatot Forestry Clinic has been approximately 150 people with a large number of repeat participants. The clinics have drawn people from a three state area with the majority of the participants coming from western Arkansas. Topics presented are timely and relevant to current issues in the forestry industry.

The youth component included the training of several environmental related teams and conducting Environmental Day camps.

The continued support and attendance of tree farmers and pro-loggers is evidence of the quality programming.

COLLABORATION BRINGS ABOUT NATURAL RESOURCE MANAGEMENT

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Understanding natural resource management objectives is often confusing and daunting to livestock producers and private property owners who are not intimately familiar with Government regulations and standards. In order to help livestock producers and natural resource management personnel understand these regulations and standards the Oregon State University Crook County Extension office worked collaboratively with the Crooked River Watershed Council and the Crook County Soil and Water Conservation District to provide annual educational workshops focusing on livestock management strategies aimed at improving and sustaining our natural resources. These educational programs were called "Cows and Creeks, Managing for Healthier Watersheds" and were held over a three year period

focusing on different natural resource management issues relating to sustainable use of our natural resources. Following these programs many local producers stopped in our respective offices asking for technical and financial assistance in implementation and installation of various management techniques that were discussed during the workshops. Collaboratively we were able to work together providing both the requested technical and financial assistance that the producers requested while implementing many resource conservation practices totaling over \$55,000 in on ground practices. These practices ranged from bank stabilization projects, spring box developments, and solar powered off stream water developments.

OREGON STATE 4-H HORSE CAMP: WILDERNESS STYLE

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Participation in the Oregon 4-H Horse project is growing. Twenty-one percent of Oregon 4-H projects are horse based, up from 17% in 2001. Competitive events, such as county fairs, account for the majority of Oregon 4-H Horse project activities. In 2002, in response to requests for non-competitive and educational activities for horse members, a statewide 4-H Horse Camp was created. Enrollment in each camp is limited to twenty-five youth for safety purposes and to provide more individual attention. For the first three years, the camp was held at the 4-H Center in Western Oregon, and in 2005 an additional camp was established in Central Oregon. The goal of the camps is to provide 4-H members a safe, informal educational setting while allowing youth to have fun with their horses. Workshops are presented on a variety of topics including: low impact camping, emergency horse first aid, wilderness camping and cooking, farrier basics for trail riding, tack evaluation, and trail horse selection.

Youth are divided into ability levels for rides lasting from 1 ½ to 5 hours. The overall effectiveness of camp objectives is documented by using pre and post test evaluations. The campers have fun learning, trail riding, and experiencing new places while spending a supervised and safe weekend with fellow 4-H horse enthusiasts.

SEASONAL IRRIGATION PROGRAM FOR HOME OWNERS IN AN URBAN ISLAND

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Water is a limited resource in Texas, and will continue to become more limited as our population grows. Between 1990 and 2000 Bexar County grew almost 20 percent to a total population of 1.4 million citizens. In January, 2006 it reached approximately 1.6 million citizens, and it is expected to reach 2 million before the end of this decade.

The county's reliance on limited natural resources has long been a key issue. Among those limited resources so vital to the county's future is the Edwards Aquifer—San Antonio's primary source of drinking water. To help protect this valuable resource, a plan was developed to encourage water conservation by homeowners. This plan included the Seasonal Irrigation Program (SIP).

The Seasonal Irrigation Program began at Texas Cooperative Extension, Bexar County in cooperation with San Antonio Water System (SAWS). These calculations are applied to turf grass and converted into weekly irrigation advice.

At the present time, Texas Cooperative Extension, Bexar County has a contract with the San Antonio Water System (SAWS) to make lawn-watering recommendations to home owners. Approximately 4500 homeowners receive automatic e-mail or automated phone message on their selected watering day.

San Antonio water consumption has dropped every year since the inception of the SIP program. Results show the average SIP household uses 9,000 gallons less during the summer than those not in the program.

The success of this program is the direct result of the successful partnerships between SAWS, Extension and the Master Gardeners in Bexar County.

IMPLEMENTING PROGRAM EVALUATION WITH AN ORNERY AUDIENCE

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Evaluating educational programs is an integral part of the Extension programming process. Feedback from evaluations helps agents assess impact, gather ideas for future programs, and continually improve ongoing educational programs. As educators, however, we occasionally deal with audiences that attend classes because they are required to be there. This situation can make it challenging to coax program participants into completing and returning post-course evaluation instruments. Audiences seeking to renew licenses and certifications commonly fall into this category. Beginning in 1996, Virginia loggers intending to continue delivering wood to Sustainable Forestry Initiative® (SFI) member companies were required to attend a core program consisting of 18 hours of classroom and field training. To maintain their new found Sustainable Harvesting and Resource Professional (SHARP) status, loggers must complete 12 credit hours of continuing education training during each three year period following the completion of the core program. In the early stages of this program, evaluation instruments were not utilized. Between August 28, 2002 and December 7, 2005, however, Agent administered evaluations to 1,397 loggers that attended 49 logger-specific educational programs offered in Virginia Cooperative Extension's Central District. Evaluations were modified to become more complex and collect improved data as the audience gradually accepted the procedure. Initially somewhat resistant to attending classes to "learn how to log," Virginia's loggers have since come to appreciate that training sessions can help them operate safer, make more money, and acquire new skills. Credit for this transformation is owed in part to the implementation of program evaluations that specifically requested logger input into the development of future classes. Lessons learned during this process will be shared with Extension agents that arrange educational programs under similar circumstances.

CONDUCTING A COMPREHENSIVE CENSUS OF NATURAL RESOURCES BASED CLIENTS

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Despite over 90 years of service by Ohio State University Extension, little information is available concerning the Ohio maple syrup industry. A detailed survey was sent to all known Ohio maple syrup producers with the goal of elucidating relationships among production factors and demographic characteristics with 81% ($N = 620$) being returned. The primary aim of this research was to investigate the association among production factors and demographic characteristics of the industry and examine the influence of Extension programming on the industry. Specific industry characteristics examined were producer heritage (Amish, non-Amish or English), producer age, sap collection methods (bucket or tubing), attendance at Ohio State University Extension educational programming, and the size of the sugaring operation based on total number of taps. Eight of the ten chi-square analyses reveal that there are significant statistical differences among demographic five variables examined ($\alpha = 0.05$). For example, Amish producers in the state have significantly larger sugaring operations, utilize bucket collection systems rather than more advanced tubing systems ($X^2_{(1, N=620)} = 4.4, P = <0.031$), and are younger than their English counterparts ($X^2_{(1, N=610)} = 16.9, P = <0.001$). Amish producers are also less likely to attend Ohio State University Extension programming than their fellow English producers ($X^2_{(1, N=620)} = 11.0, P = <0.001$), while those older English producers with large operations and tubing systems were more likely to attend ($X^2_{(4, N=620)} = 30.2, P = <0.001$).

REACHING BEYOND THE CHOIR TO UNDERSERVED PRIVATE FOREST LANDOWNERS WITH ONE-STOP-SHOP CONFERENCES

Downing,* Adam K.

Extension Agent, Madison County, Virginia 22727

Forests are Virginia's primary land cover. Because 68% of the Commonwealth's forests are privately owned, private forest landowners (PFLs) are an

important link to meet the Commonwealth's goal that "Virginia's natural resources will be enhanced." Regionally, "private forestland stewardship" emerged as a priority issue in the Northern District Forestry & Natural Resources Situation Analysis. Extension's Northern District holds 2.4 million acres of these woodlands. Traditionally, PFLs have been a difficult audience to reach because of their sheer numbers and short ownership tenure. To attract this underserved audience the "Landowners Woods & Wildlife Conference" was born. The general objective is to provide a one-stop/first-stop shop to individuals and families for educational information about how to care for (i.e. sustainably manage) their land. Since the pilot offering in 2002 the program has reached 543 individual participants, of which approximately 2/3 have been first time attendees to a natural resources related event. Post-conference evaluations reveal these attendees, who represent an average of 9500 acres annually, leave the conference with new intentions. Post-conference evaluations show that at least 80% of the participants identify one specific action they plan to take in the next six months. In a one-year follow-up survey of the pilot offering, 89% indicated they had, as a result of this program, implemented a management practice on their land. Clever and extensive marketing of this program continues to bring new clients to extension and partnering organizations where they can continue their knowledge gain and implementation of sustainable practices.

DEMONSTRATION OF A STRESS LAMINATED BRIDGE FOR A FARM ROAD STREAM CROSSING

Worrell,* W.C.¹, Aust, W.M.²

¹ Extension Agent, Southwest District, Virginia Cooperative Extension, Lebanon, Virginia 24266

² Professor, 228 Cheatham Hall, Virginia Tech, Blacksburg, Virginia 24061

Agricultural Best Management Practices (BMPs) recommend that equipment and livestock should have minimal contact with streams. Stress laminated timber bridges are an alternative stream crossing for farm roads that may be less expensive, simpler to install, require less maintenance, and be more environmental friendly than traditional crossings such as culverts, fords, and low water bridges. Stringer or crane-mat type timber bridges may be constructed from larger timbers (e.g., 8x8 inch), but these timbers are more expensive and less available than 2 inch wide lumber. Stress laminated bridges can be constructed from 2 inch wide materials by stress-bolting the lumber

together to form a solid wood panel. Stress laminated bridges are inexpensive and simple to construct. A demonstration stress laminated timber bridge was constructed and placed on a stream on Virginia Tech property for farm and research traffic. The two panel bridge was constructed using white oak lumber (2 x 10 inch deep and 4, 8, 12, and 16 feet lengths). Each panel was 5.5 feet wide and 24 feet long. Costs for the steel components were \$1,457. It took 104 person hours to construct the bridge and the lumber was valued at \$1,980. Total estimated costs of the stress laminated bridge were \$4,997. Installation was conducted with a rollback truck and tractor with a front end loader. Estimated costs for low-water crossings, stringer bridges, and crane mat bridges were \$7000, \$14,000, and \$8,000, respectively. We believe that this type of structure has operational, economic and environmental advantages for many farm operations.

HORTICULTURE AND TURFGRASS PRESENTATIONS

CULTIVATING THE GROWING GEORGIA GREEN INDUSTRY

Chance III,* W.O.¹

¹ Houston County Extension Agent, UGA Extension, 801 Main Street, Perry, GA 31069

The landscape industry in Central Georgia is growing rapidly creating a great need for landscape maintenance training. Since 1997, UGA Extension has offered the *Green Up* Landscape Updates. The event has grown attracting more than 600 attendees from across central Georgia.

These meetings were designed to teach landscape maintenance principles. We also address issues like water conservation, working with and managing Spanish speaking workers, pesticide safety, customer relations and regulations covering the industry. Other programs have been planned as needed - a landscape business seminar, annual updates in Spanish, a commercial pesticide review and an athletic turf program.

Green Up is planned and conducted by a team of agents and specialists and other industry representatives. Issues are identified through evaluations and advisory group activities.

We get many good comments like “Excellent workshop” and “Would recommend to other departments.” *Green Up* has attracted the attention of the Georgia Green Industry Association (GGIA) who has now partnered with us to help with funding, registration and advertisement. Two members of the team are working with GGIA across Georgia to conduct Towne Hall meetings to identify the needs of this growing industry. We are also working through GGIA to replicate the *Green Up* concept at other locations across Georgia.

REPLANTING CITY TREES WITH STREET TREE RESOURCE EVALUATION AND EDUCATION TRUST (STREET)

Prochaska, * S.C.

Extension Educator, Ohio State University Extension—Crawford County, Bucyrus, Ohio 44820

Street trees are an important natural resource. Well cared for and appropriate street trees increase property values, modify the environment and provide beauty and wildlife habitat. But inappropriate trees can be a source of significant property damage, a threat to human health and result in added property maintenance expense. Municipalities may have programs that include maintenance, removal and replanting of street trees. These programs may not engender citizens with knowledge or ownership of the recipient trees resulting in greater tree loss and maintenance. Citizens may also select, plant and care for trees in street tree lawns. This arrangement is similar to a trust in that citizens manage this land for others. Another approach is to have self-selected citizens (have attended a training session) take responsibility for planting and care of city provided trees and follow up with short educational modules on watering, pruning, mulching, etc. Citizens will learn by doing. Thus, Street Tree Resource Evaluation and Education Trust (STREET) objectives were to train Master Gardener volunteers to identify, evaluate and inventory Bucyrus street trees; educate city government on need for an innovative street tree program; to write a grant for citizen tree planting; to educate citizens on street tree planting. Outcomes of STREET included: strong city government support for innovative tree program (including the transfer of \$9000 dollars to tree acquisition); identification, evaluation, and inventory of Bucyrus street trees by Master Gardener volunteers; grant written and funded at \$5000 for street trees; education of citizens on appropriate street tree planting.

SURVEYING THE LABOR AND MANAGEMENT NEEDS OF OHIO’S VINEYARD OPERATIONS

Marrison, D*.¹

¹ Agriculture and Natural Resources Extension Educator, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047

The grape and wine industry is a rapidly growing sector of the Ohio’s agricultural industry with 2,200 acres of juice, wine and table grapes. Ohio ranks 8th nationally for grape production harvesting a crop valued at over 3.4 million dollars each year. The purpose of this Horticulture presentation will be to share the results of a survey conducted in 2005 to assess the labor and management needs of the Ohio Grape Industry. The objectives of this study included determining the technical and soft (interpersonal) skills desired of potential employees. This study also assessed current labor needs, migrant labor utilization, and the interest of operators in learning more about selected management topics. Ohio grape growers were mailed a survey in the fall of 2005 with 51 growers raising 765.80 acres responding (52% response rate). Data were analyzed examining the responses from all producers and then individually for juice and wine growers. Respondents indicated that pruning, hand harvesting and tying were the top areas in which vineyard labor was being hired. The top two technical skills in which they would like an employee to have knowledge of or training in before hiring were pruning and safe tractor operation. Respondents also indicated that the ability to work independently and having a positive attitude were the top two soft skills desired. The top two management skills desired for future Extension educational programs were strategies for retaining good employees and governmental labor regulations.

REGIONAL MASTER GARDENER DIAGNOSTIC TRAINING

Small, *MK

Extension Agent, Colorado State University Cooperative Extension- Jefferson County, 15200 West Sixth Ave., Unit C, Golden, CO 80401

Historically, the Urban IPM program in Colorado has focused on correct diagnosis of plant pest problems and IPM recommendations. This was handled primarily

through the Colorado State University/Jefferson County Plant Diagnostic Clinic's staff and 40 specially trained Master Gardener volunteer clinicians. However, Colorado's population and diagnostic needs continue to increase while Urban IPM staffing does not. To address this, regional diagnostic training was developed to expand the volunteer diagnostician program into Metro Denver counties. Master Gardeners developed their diagnostic and customer service skills to better assist consumer and commercial clientele. The regional arrangement enabled thinly spread extension staff to train volunteers at one combined site. In April 2005, fifty-eight volunteers from five counties in the northern Metro Denver area received 24 hours of woody plant diagnostics, abiotic symptomology, turfgrass diagnostics, herbaceous diseases and first detector training. Pre- and post-tests administered for each session showed increasing knowledge among volunteers. An August practicum demonstrated that Master Gardeners receiving follow-up mentoring from staff members or experienced Master Gardeners could more accurately diagnose a problem. Regional training will be continued in 2006 in the northern Metro Denver region with added practicums to reinforce skills. A second region (three counties) will participate in 2006, with a third region (four counties) participating in 2007.

GARDENING FOR H.O.P.E.

Rudisill, *K.R.¹ , Davis, P.M.² , Psikogios, J.K.³ , Bates, S.A.⁴

¹ Extension Agent, University of Florida/IFAS-Bay County, Panama City, Florida 32401

² Extension Agent, University of Florida/IFAS-Bay County, Panama City, Florida 32401

³ Master Gardener, University of Florida/IFAS-Bay County, Panama City, Florida 32401

⁴ Master Gardener, University of Florida/IFAS-Bay County, Panama City, Florida 32401

A horticulture program was developed and presented at the request of the director of a secure residential unit for young females involved with the Juvenile Justice System. The objective was to give the young women(12-18) in a secure residential facility enough information to enable them to maintain their own yard, vegetable garden, give them sufficient horticulture knowledge to seeking employment, and to increase their awareness of the importance of plants and foster a concern for the environment. The females have serious emotional, mental disorders, been sexual abused, victimized and traumatized. This program

provided a form of horticulture therapy while improving self esteem and providing vocational training. The curriculum package was developed to fit time, age level and security constraints. Master Gardeners, the Horticulture Agent and the 4-H Agent choose the material; wrote curriculum, handouts and evaluations; developed activities and PowerPoint presentations. All materials were printed at the extension office. Knowledge gained is equivalent to a Master Gardener training course. The 35 participants in the class (March to May) had average post-test scores of 76% with an average increase of 35% over their pre-test scores. Teachers reported there was an increased appreciation for gardening, peers, self and community. Also, "The physical act of gardening provided restorative values to the lives of the residents. Other positive effects included patience, empathy, cooperation, collaboration, and a sense of belonging and self-esteem." This program had a positive affect and can be adapted for any youth in Middle or High School.

BAMBOO - THE PERFECT INDOOR PLANT

Linville, * D. L.

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Bamboo is considered by many to be a tall, invasive plant that has the ability to break cement slabs and almost impossible to destroy. It is true that some bamboo is tall, some can be invasive, and others can be troublesome. These problems usually result from placing the plant in the wrong spot. Bamboo makes a wonderful indoor plant; acting like an evergreen that stays fully leafed all year long. Bamboo is virtually insect and disease free and can be grown pesticide free. This is very desirable for people with small children or who have reactions to chemicals. Bamboo has a variety of colors to accent any decor such as black, golden, green, variegated, and striped. There is also a wide variety of leaf shapes and sizes that adds texture and shape. Bamboo comes in a wide variety of heights. Different species of bamboo can be selected that will grow less than a foot to over one hundred feet tall. Therefore, bamboo can be selected to fit the smallest apartment to the largest mall in the world. Different bamboo types can also be selected and grown for utilitarian purposes. Bamboo species could be chosen for their edible culms. Wood workers might want to select specific varieties which are used to make some

of the world's best arrows or fly rods. Bamboo is easily divided and can be given as gifts. No wonder, bamboo is the perfect indoor plant.

THE EFFECT OF NITROGEN FERTILIZER ON TREE GROWTH, INSECT POPULATIONS, OF SELECTED NURSERY TREES.

Gill, S.A.¹, Schuster*, C.F.²

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Nursery managers, arborist and landscape managers play an important role in creating and maintaining a healthy environment in urban and community forests. Determining the correct amount of nitrogen fertilizer to be applied to maintain the health of the trees and not encourage herbivore damage is the question most nursery managers, arborist and landscape managers are asking. Ongoing research being completed in Maryland is starting to provide answers to these questions. A 2-year field trial was conducted at Ruppert Nursery, Laytonsville, Maryland on two species of nursery plants to determine optimum fertilization rates for *Acer rubrum* (American red maple), and *Tilia cordata* (littleleaf linden). The impact of herbivore feeding and fertility rates was observed and noted. Nursery managers sell trees based upon trunk caliper. A manager's goal is to increase caliper size rapidly and sell the plants into the market place. The quicker the plant material reaches a specified trunk caliper (usually 2"-6" caliper is the market goal) the production field can be turned to another crop. Nurseries want to apply the optimum amount of nitrogen significantly increasing herbivore damage levels. Plants with damaged foliage may reduce the vigor of the plant thus delaying timing of sale. Herbivore feeding injury can reduce salability of a tree when they are summer dug with foliage on the tree for in-leaf sales. The primary objective of this trial is to determine the appropriate nitrogen fertilizer rate to optimize tree growth and not increase herbivore activity.

DEVELOPING EXTENSION RESOURCES FOR GIANT HOGWEED—OHIO'S NEWEST NOXIOUS WEED

Goerig,*D¹, Marrison, D.²

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² Agriculture and Natural Resources Extension Educator, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047

The discovery of a large population of *Heracleum mantegazzianum*, better known as giant hogweed, in Ashtabula County, Ohio in the summer of 2005 led to an explosion of questions on this plant to OSU Extension offices. Giant hogweed has been recorded in eleven states and is included on the federal noxious weed list due to its potential human health hazard. Because of its enormous size and eye catching giant white flowers, it is attractive to unsuspecting folks unaware of its potential hazard. Furocoumarins in giant hogweed's sap can cause skin to be highly sensitive to ultraviolet light causing severe blistering often with permanent scarring. Contact with the eyes can also cause temporary or permanent blindness. The primary objective of this Horticulture presentation is to share background information on this noxious weed and to share the Extension resources developed to increase the public's awareness of this beautiful yet caustic plant. The Educators will share the education curriculum developed in consultation with researchers in Europe. Resources developed include an in-depth ornamental circular and power-point presentation for commercial nurseries and Extension personnel. A fact-sheet and web site were also developed for use by the general public. The web site has received over 9,656 hits since August, 2005. The Educators will also share other giant hogweed resources available for use. Working together, the Educators were able to create resources to help educate the public on Ohio's newest noxious weed.

AQUACULTURE/SEA GRANT PRESENTATIONS

INTERNATIONAL AQUACULTURE EDUCATION PILOT PROJECT: USING DISTANCE DIAGNOSTICS TECHNOLOGY AND 4-H CLUBS AS A VEHICLE TO ENCOURAGE ECONOMIC

**DEVELOPMENT AND ENTREPRENEURSHIP:
EXPERIENCES OF YOUTH IN RURAL JASPER
COUNTY, GEORGIA AND THE ZAMORANO
UNIVERSITY, HONDURAS**

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One of the main goals of this international extension cultural and technical exchange, 3- year project, is to produce a meaningful international educational experience for students in rural Georgia and at Zamorano University and several other remote sites in Honduras using Distance Disease Diagnostic Imaging (DDDI) technology. This technology was developed by the University of Georgia, College of Agriculture and Environmental Sciences- Center for Internet Imaging & Database Systems (CIIDS). Further, to produce an educational model that can be emulated by others with similar interests and even more remote locales. Ongoing project objectives of establishing a curriculum of study for youth that enhances scientific thinking and practical problem solving skills using descriptions, identification, diagnoses and control of aquaculture diseases, practices and pathogenic problems; establishing a communication vehicle for student-to-instructor and student-to-student interaction using internet technology and proven Web tools for best facilitating that communication; and evaluating and communicating students' progress over a minimum of three years.

Discussion of, and to-date results of, implemented methodology will include: developing intra-and extra-curricular curriculum and evaluation methodology; design and development of distance diagnostics system in Jasper County and throughout Honduras the project; security and upgrading needs for equipment; and training materials, educational sessions, international fund raising and exchange experiences (to date and projected) of 4-H youth and adult leaders as well as Extension specialists, administration, and County Agents.

**FROM THE FARMERS VIEW: EXPERIENCES OF
FARMERS CONVERTING BARNs TO
RECIRCULATING AQUACULTURE SYSTEMS**

Laura G. Tiu*, Geoff Wallat, David Stein, Christina
Overtoom and Christina Leighfield

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In the Midwest, aquaculture is expanding at a slow pace, possibly due to short growing seasons resulting in lack of a consistent supply of product for year round marketing. Many farmers have sought to get around this barrier by investing in recirculating aquaculture systems (RAS). Since fish farming has often been compared with hog or dairy farming, it is only natural that many former livestock farmers are turning to fish to fill barns that are no longer competitive in raising terrestrial species. In Ohio and other states, farmers have converted hog barns, turkey barns and chicken barns into fish barns. Unfortunately, limited information is available on just how to do that. Rosati (1990) pointed out that culture system variables for fish are relatively unknown compared to hogs.

Despite the aforementioned barriers, the trend of remodeling existing farm structures for commercial fish culture continues to expand. To better understand farmers interested in exploring this option, researchers at Ohio State University conducted a focus group comprised of four farmers who had undergone the process. The focus group was designed to explore the factors affecting success of the operation and outline the decision making process. Second stage in-depth interviews were then held with selected members from the focus group at their fish farms. Interviews were documented in video and audio format.

A DVD was produced synthesizing the information and advice collected from the farmers. The DVD will be available for purchase or streaming video clips will be available for download from the Ohio Center for Aquaculture Development website. The DVD is a must-see for anyone considering converting a previously existing structure into a fish barn.

**POND SOILS AND THEIR USAGE FOR OTHER
CROPS**

Steeby*, J.S.¹

¹ Extension Aquaculture Specialist, Mississippi State University Extension Service, Belzoni, Mississippi 39038

Channel catfish (*Ictalurus punctatus*) is the largest commercial farm-raised aquaculture product in the United States. Live fish sales to processing plants peaked in 2004 at 660 million pounds. Processing has dropped nearly 10% in the past three years to just under 600 million pounds and ponds used for growing catfish has decreased from its zenith in 2001 of 196,760 water acres to 173,590 acres by 2005. With over 20,000 acres of ponds retired, questions about the quality and usage of ponds soils for other purposes has arisen. Most fishponds were constructed on soils with high clay content and appear after many years of use to have large accumulations of material. On closer examination the material is composed largely of fine clay particles in water suspension. Moisture content of these soils before pond draining averages around 60%. A few of the accumulated minerals present usually include phosphorus, copper, potassium and manganese. These minerals are typically used well by plants at concentrations at which they are found. Because common salt is generally used in commercial catfish ponds some sodium residues may be found. Use of crops more tolerant to sodium may be required in those cases. Generally, the soil quality present before the impoundment of water is what remains after the drying of these soils.

MARKETING MICHIGAN'S GREAT LAKES WHITEFISH: AN EXTENSION APPROACH TO ENHANCING THE COMMERCIAL FISHERY

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Great Lakes whitefish (*Coregonus clupeaformis*) is the mainstay of Michigan commercial fishery averaging 8 million lbs of harvest annually. Changing markets have necessitated an industry Extension partnership to create new opportunities for this food fish. Michigan's commercial Great Lakes whitefish industry is a complex assemblage of state and tribal fisheries which is undergoing a fundamental change that threatens its long term viability. Loss of traditional markets, foreign competition, changes in regulatory requirements, ecological change, and fish population dynamics have

impacted the marketability and competitiveness of its primary species.

In partnership with fishery stakeholders and with funding from Sea Grant's Fisheries Extension Enhancement Program, Michigan Sea Grant is conducting a five year project to assess the Michigan whitefish market, improve quality control and product consistency, enhance cooperative initiatives among disparate segments of the industry, develop value added products, identify and cultivate new markets, enhance consumer awareness and create a "brand" identity for whitefish products.

So far, the project has succeeded in bringing all segments of Michigan's commercial fishery together, for the first time, to discuss their common welfare and generate a consensus action plan. A newly formed industry steering committee has developed a project action plan to create marketing opportunities. Among the project efforts have been participating in the Select Michigan Whitefish campaign, developing a quality assurance certification guideline, consumer product testing, being featured on an Emmy Award-winning television program and creating marketing tools.

Speaker Profiles

2006 NACAA

**91st
Annual Meeting
and
Professional Improvement Conference
Cincinnati, Ohio**

SENATOR, SAXBY CHAMBLISS, (R) GA

On November 5, 2002, Saxby Chambliss was elected Georgia's 63rd United States Senator in what was one of the most stunning and historical victories of the 2002 elections. Chambliss is a member of the Senate Armed Services Committee, Senate Select Committee on Intelligence and the Senate Rules Committee. He is the chairman of the Senate Committee on Agriculture, Nutrition and Forestry. Through these committee assignments, Chambliss has emerged as a leader and gained the reputation as an expert on defense, intelligence, and agricultural issues.



In January 2005, Chambliss was unanimously elected by his Republican colleagues to serve as the Chairman of the Senate Committee on Agriculture. According to the Congressional Research Service, Chambliss is the only Senator since 1947 to chair a full standing Senate Committee who has served in the Senate for just two years. As Chairman, Chambliss oversees agricultural policy that affects the safe, affordable and production of the nation's food supply. He has earned praise and respect for his leadership. On his first day as chairman, Chambliss delivered the committee's unanimous approval of the new Secretary of Agriculture, and swiftly moved forward with a series of hearings in step with the developing concerns in livestock, school nutrition, grains and futures markets, food safety and biotechnology's future for agriculture. Chambliss secured a practical and fair amount for agriculture's share of deficit reduction during the fiscal year 2005 budget reconciliation, and held firm to maintain hard-won provisions of the 2002 Farm Bill.

In Georgia, agriculture supports one in every six jobs, an ever-present reminder in Chambliss' long time championing of national and home state farming concerns. Long before his election to Congress, Chambliss specialized in representing farmers' legal interests in South Georgia. During his four terms in the House, Chambliss was instrumental in drafting two farm bills and reforming the federal crop insurance program through his chairmanship of the Agriculture's Subcommittee on General Farm Commodities and Risk Management.

Additionally, Chambliss' leadership and experience on the issues of terrorism, homeland security, and intelligence matters earned him an appointment to the prestigious Senate Select Committee on Intelligence, where he steadfastly advocates that our U.S. intelligence community must dramatically improve its information sharing and human intelligence gathering abilities. To ensure our troops on the ground and the new Director of National Intelligence have access to the most timely and accurate intelligence, Chambliss has authored legislation calling for the creation of a Four Star military command for intelligence within the Department of Defense. Chambliss' previous role as the chairman of the House Intelligence Subcommittee on Terrorism and Homeland Security made him one of the leading congressional experts on these issues. Immediately following the tragic September 11th terrorist attacks, Chambliss' House subcommittee conducted a thorough investigation and released the first comprehensive report detailing critical shortfalls within the United States intelligence community's performance and technological capabilities.

As a member of the Senate Armed Services Committee, Chambliss continues Georgia's longstanding tradition of leadership and advocacy for the state's military installations. Following in the footsteps of former Senators Richard B. Russell, Jr., and Sam Nunn, Chambliss is a strong voice for Georgia's defense industry and the military community. Throughout the 2005 Base Realignment and Closure round, Chambliss has remained steadfast in defense of Georgia's bases targeted for closure and has also been a tireless advocate to improve the quality of life for our troops and their families.

In 1994, Chambliss was first elected to Congress to represent Georgia's 8th congressional district. Throughout his legislative career, Chambliss has been honored with numerous awards from both the private and public sector for his work in the fields of agriculture, defense, budget, and national security. He is a past recipient of the Air Force Association's W. Stuart Symington Award, the top civilian award given annually for outstanding contributions in the field of national security and was awarded the Reserve Officers Association's Minuteman of the Year Award in 2005.

Chambliss is a member of the Senate Caucus on Military Depots, Arsenals and Ammunition Plants, the Congressional Sportsmen Foundation, the Congressional Fire Services Caucus, the Rural Health Caucus, the

Juvenile Diabetes Caucus and he is the co-chair of the Senate Reserve Caucus.

Chambliss earned a Bachelor's degree in Business Administration from the University of Georgia in 1966 and earned his Juris Doctor degree from the University of Tennessee College of Law in 1968. Chambliss and his wife, Julianne, have been married since 1966, and reside in Moultrie, Georgia. They have two children and two grandchildren.

J. Frank McGill

This session is pleased to feature J. Frank McGill, retired Georgia county agent and state Specialist for peanuts to share his thoughts on the Extension Service and its' place in today's world.



Frank began his service as a county agent in Southwest Georgia and later as the Extension Specialist for Peanuts. During this assignment for 27 years, the peanut yield in the state increased from 800 pounds per acre to 3,200 pounds per acre. He earned total respect from all he served. Many peanut growers would not make a decision regarding their crop until they conferred with Frank McGill. He was appointed chairman of the U.S. Senate Task Force on Peanut Policy and has served as president of the American Peanut Research and Education Association.

Frank is active in both his church and community affairs. He is a person of sincere spiritual beliefs, having served in numerous lay-person positions.

He was promoted to the rank of full professor and appointed distinguished professor -- an attest to the contributions. His contributions to the farming community are reflected in his receiving the "2000 American/World Agriculture Award Recipient" by this organization six years ago.

Frank McGill is an excellent communicator - "a teacher above all". He has been referred to as "a county agent's specialist".

Extension philosophy and professionalism, a bit of spiritual flavor, fun and laughter -- all describe Frank McGill. A man of modesty and humility, Mr. McGill brushes off his awards by saying "*It was the team approach that did the job, and, once a county agent - always a county agent*".

Representative Don Pasley



Representative Don Pasley was elected to the Kentucky House of Representatives in 2001. He currently serves as Vice Chair of both the Agriculture and Small Business Committee and the Transportation Committee. He is a key member on the Appropriations and Revenue Committee and is considered an expert on agriculture. Representative Pasley is a member of the Tobacco Task Force and also serves on the Council for State Government Rural Issues Task Force. He is an ex-officio member of the Clark County Extension Council.

Representative Pasley is a fourth generation Clark County farmer, owning and operating 450 acres where he raises cattle, tobacco, and vegetables. He harvests fresh vegetables like sweet peppers and markets them to businesses in Central Kentucky.

Wayne Dollar



The Georgia Farm Bureau Federation, under the leadership of Wayne Dollar, is a major supporter of Georgia Extension and the Georgia Association of County Agricultural Agents.

Wayne is a graduate of the University of Georgia and began his career as a county Extension agent in south Georgia. He currently owns and maintains a farm in Thomas County, Georgia.

He was first elected president of the Georgia Farm Bureau Federation and its eight Affiliate Companies in 1994 for a two year term. In 2000, he was elected to an unprecedented fourth term as president. The Georgia Farm Bureau is the state's largest general farm organization, serving over 336,000 members.

Keith L. Smith

Associate Vice President, Agricultural Administration,
Director, Ohio State University Extension and Associate Dean



Dr. Smith became the Director of OSU Extension and Associate Dean of the College of Food, Agricultural and Environmental Sciences in July 1992. In 1998, he was named Associate Vice President for Agricultural Administration. OSU Extension is an organization with over a \$60 million budget and over 1,200 faculty and support staff, who design and deliver educational programs to the eleven million citizens of Ohio in four major program areas with the help of many specialty units. As Associate Dean, he represents Extension in meetings with the Dean, other associate deans and department chairs. He also serves on national committees as the Extension representative for Ohio State.

A native of Utah, he received his bachelor and masters degrees in Agricultural Education from Utah State University, and his Ph.D. in Agricultural Education from Iowa State University. He came to OSU in 1980 as Extension Leader for Personnel Development and Assistant Professor in the Department of Agricultural Education.

Notes

Robert Hedberg

Mr. Hedberg joined the Office of the Administrator at Cooperative State Research Education and Extension Service (CSREES) in July 2005. In this role he provides an interface between CSREES, Congressional offices and other Federal agencies regarding agricultural research, education and extension.



Prior to assuming this role Mr. Hedberg had been Director of Science Policy for the National and Regional Weed Science Societies since 1999. His primary responsibilities were to strengthen communication between federal policy makers and the members of these societies, to increase awareness of the discipline of weed science, and to help improve federal weed research and management efforts.

Additional agricultural policy experience includes work on the U.S. Senate Agriculture Committee as an American Association for the Advancement of Science (AAAS) Fellow from 1995-1996. In this position Mr. Hedberg participated in the passage of the 1996 Federal Agricultural Improvement and Reform Act (The Farm Bill) and the Food Quality Protection Act of 1996 (FQPA).

Mr. Hedberg also has broad practical experience in multiple aspects of agricultural business, research and education. This experience includes positions as Regional Agronomic Business Manager and Manager of Crop Protection Research for Agway, Inc. a large farm cooperative in the Northeastern US; as owner of New England Crop Advisory Services, a technical consulting and contract research firm and as a Regional Agronomy Agent specializing in field crops and maple syrup production for the University of Vermont Extension Service.

Mr. Hedberg's education includes a Bachelor's degree in Crop and Soil Science from Michigan State University, a Master's degree in Plant Science from the University of New Hampshire and a Certificate of Graduate Studies in Management and Administration from the Harvard University Extension School.

Notes

Notes

NACAA

Future Meeting Dates

2007	Grand Rapids, Michigan	July 15-19
2008	Greensboro, North Carolina	July 13-17
2009	Portland, Oregon	September 20-24



NACAA
252 N. Park Street
Decatur, IL 62523