
EXTENSION PROGRAMS COMMITTEE

NATIONAL JUDGING RESULTS

SEARCH FOR EXCELLENCE IN CROP PRODUCTION

National Winner TEAM ENTRY

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PENN JERSEY EXTENSION PARTNERSHIP INTEGRATED CROP MANAGEMENT SERIES: "CROP MASTER PROGRAM"

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The "Crop Master Series" is a detailed educational program designed to implement and deliver an intense, high-level extension program for regional grain and forage producers within New Jersey and Pennsylvania. During the last three years (1999-2001), The Penn Jersey Extension Partnership has coordinated and taught extensive in-depth multifaceted educational modules to seventy of the premiere regional crop producers. Growers committed to attending six one day per week sessions the first two years and an intense two day session in 2001 combined with related twilight meetings and "walk abouts", participate with other area producers to improve their knowledge through classroom and hands-on field training. Specialists participating from Rutgers University, Penn State University, and the University of Delaware team-teach with members of the Penn Jersey Extension Partnership. Detailed sessions present information on Integrated Crop Management, Integrated pest management, Soil Health and Fertility, Weed Science, Small Grain and Soybean Production,

Field Corn Production, and Forage (pasture and hay) Production. Grant funds from SARE, the Northampton County government, and participant funds contribute to the successful implementation of the Penn Jersey Extension Partnership Crop Master Series.

National Finalist Reed, T.D.

Reed, T. D.
Franklin County Extension Coordinator
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An Extension educational program was conducted in Franklin County (1998-2000) and in Lawrence County (1999) to help row crop and vegetable producers improve profitability. Total row crop acreage in the two counties exceeds 62,000 acres. Cotton, soybean and corn are the key crops. Grower meetings with Extension Specialists, newsletters, tours of on-farm demonstrations, and farm visits resulted in (1) the increased usage of broiler litter as a crop fertilizer (2) the improvement of crop pest management decisions (3) an increase in general soil testing and soil nitrate nitrogen testing (4) an increase in interest in irrigation (5) an increase in soil organic matter and acreage planted in winter cover crops (6) the increased recognition of the need to adopt some precision ag practices (7) improved cotton varietal selection through yield and quality data generated in on-farm variety trials. Farm income was enhanced through grower adoption of Extension-recommended practices.

National Finalist Heckman, E.H.

ROTATIONAL GRAZING = MORE NET PROFIT FROM PASTURE

Heckman, E.H.
Wayne County Agricultural and Natural Resources Educator, Purdue Cooperative Extension Service, 401 East Main Street, Richmond, IN 47374

Rotational grazing has become one of the agricultural strategies to reduce costs, to improve the

quality of life for farm families, and to provide environmental benefits.

Pasture management practices such as stockpiling, overseeding, improving watering systems and fencing systems, and forage species for summer grazing have been discussed and demonstrated at winter meetings, pasture walks, and field days. Newsletters, farm visits and telephone conversations also deliver pasture management information.

Wayne County graziers have adopted and implemented these practices: rotational grazing - 48; improved or expanded water system - 19; stockpiling - 6; seeded or overseeded improved varieties or new species (to them) - 24.

Many cow-calf producers have indicated that they are feeding less stored feed most winters, because they are grazing more days into the fall and winter. Several dairy producers have indicated fewer vet bills and reduced machinery expenses due to grazing.

National Finalist
Doods, R.E.

ISO COMES TO PRODUCTION AGRICULTURE

Dodds,*R.E. Lee County Extension Education
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The International Organization for Standardization (ISO) is a worldwide federation with representatives from 130 countries. Established in 1947 and headquartered in Geneva, Switzerland, ISO is a non-governmental organization with the mission of international quality standardization. Bob Dodds ISU, Lee County Extension Director, Seeley Lodwick, past Under-Secretary of Agriculture, and Nick Houston, Colusa Elevator met to discuss the sweeping changes in agriculture and how to prosper from change. The discussion resulted in the Southeast Iowa Agricultural Advisory Council being formed. Twenty-four community leaders from 16 southeast counties representing production agriculture, transportation, river navigation, agriculture services, banking and processing agreed to join. Purpose, to be futuristic in developing a blueprint for agriculture in Southeast Iowa. Monthly, decision-makers from diverse backgrounds addressed the council; one of those was Day Meyers, ISU, Center for Research (retired). He introduced ISO and its economic importance to manufacturing, both domestic and international. ISP Certification had never been accomplished with corn and soybean farmers in the United States. To initiate

the pilot project Bob Dodds contacted a local consult to assist with the technical training. Ten producers were selected and invited to an informational meeting. Five farm operations agreed to commit the time necessary to attempt ISO registration. To fund the study, grants were secured from ISU Extension \$5,000, Iowa Department of Economic Development \$16,000 and a forgivable university loan of \$15,000. In November the United Registrar Systems registered the first five corn and soybean operations in the United States, all of Lee County.

ENVIRONMENTAL PROTECTION - RURAL

National Winner
C.R. Adkins

ESTABLISHMENT OF AN INTEGRATED PEST MANAGEMENT PROGRAM FOR FLOWERING AND ORNAMENTAL SHADE TREES GROWN IN THE FOOTHILLS OF NORTH CAROLINA

Adkins*,C.R.

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The objective of this project was to teach and educate nursery growers on how to implement an Integrated Pest management (IPM) program for identifying and controlling insects, mites, diseases and weeds specific to flowering and ornamental shade trees species grown in nurseries so that product quality will be increased, labor costs and chemical input reduced, and the environment protected. Fourteen nursery sites in the foothills growing a variety of tree species were scouted throughout the 1998, 1999, and 2000 growing seasons for insects, mites, diseases and weeds. This provided an opportunity for growers and their employees to receive hands-on exposure to pests and appropriate IPM control strategies. The information obtained from scouting and monitoring was compiled into a reference manual entitled “Flowering and Ornamental Shade Tree Integrated Pest Management Manual”. A total of 175 copies were professionally duplicated and then distributed to growers attending IPM workshops and scouting field days. Those in attendance were taught the basics of IPM have been the following: (a) an improved profit return for growers on their investment through chemical and labor savings, (b) an increased awareness in the judicious use of pesticides, (c) a lessened potential for pesticide resistance in pests, (d) a reduction in the

potential harmful impacts of pesticides on the environment, and (e) an alternative pest management approach for the ornamental nursery crops industry.

National Finalist
Sites, J.W.

FIRE ANT CONTROL METHODS IN COMMERCIAL FRUIT PRODUCTION

Sites, J. W.¹

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210 S. Main #H, Monticello, Arkansas 71655

The red imported fire ant is a pest insect in over 27 Arkansas counties. Commercial fruit production is negatively impacted due to labor intensive, hands-on harvesting techniques. Until only recently pesticide labels have restricted the use of fire ant baits in commercial fruit production. In 1999, the EPA approved the use of methoprene fire ant bait on croplands, including commercial fruit operations. Until that time both private and commercial fruit producers had used either unlabeled fire ant products in their orchards, or did not use any product, which resulted in laborers being stung. The educational objective of my program was to introduce the methoprene fire ant bait product Extinguish to private and commercial fruit growers in Lincoln and Drew Counties. My plan was to demonstrate the efficacy of the product, and in doing so demonstrate the correct procedure for the product use. Result demonstrations were established in commercial strawberry, blueberry, and blackberry patches during 1999, and two commercial peach orchards in 2000. Demonstration results were disseminated to producers and the general public through local media and public presentations. Demonstration results were also presented to professional educators and researchers at two national fire ant conferences. The information was also published in the proceedings of those conferences.

National Finalist
Nowlin, D.L.

PEANUT LEAFSPOT FAX/ADVISORY PROGRAM

Nowlin*,D.L.¹

¹ Caddo County Oklahoma Cooperative Extension Service,

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Peanut Leafspot, *Cercospora arachidicola*, is a perennial threat to peanut production in Oklahoma traditionally controlled with fungicides sprayed on a 14-day interval. A goal of the program was to reduce the number of fungicides applied in order to prevent unnecessary pesticide runoff into Fort Cobb Lake Reservoir, a water supply for approximately 10,000 people. The benefit to cooperating agriculture producers is the reduced cost of production while controlling peanut leafspot disease. To assist with management of peanut leafspot disease, a model developed by Dr. John Damicone, OSU Extension Plant Pathologist, which was used to determine potential hours of infection. Weather data was needed for the model, humidity, temperature, and rainfall, were collected from MESONET, Oklahoma's statewide automated weather system. Data was applied to the model and the results plotted to a calendar. The calendar/advisory was faxed twice per week to 11 area agri-businesses where peanut farmers routinely visit. Evaluations were faxed following the growing season showing that 135 of the potential 450 Caddo County peanut producers were following the advisory. Approximately 4 unnecessary fungicide applications per producer were prevented from being applied.

National Finalist
Mickler, K.D. and Felter, E.A.

NURSERY SCOUT TRAINING

Mickler*, K.D.¹, and Felter, E.A.²

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Wholesale nursery production in Alabama, Florida, and Georgia has a value of more than 1.8 billion dollars. Extension agents and specialists from the University of Florida and University of Georgia saw the need to train nursery scouts on integrated pest management principles and techniques. With limited funding, the agents and specialists combined resources and expertise to offer a four-day, multi-state scout training school for the nursery industry. The major goal of the nursery scout training was to help the students realize that IPM is a change in philosophy from reliance on chemicals to a decision

making process that is knowledge intensive. It is based on recognition of the economic threshold idea whereby the importance of pest damage or potential damage is measured against cost. IPM requires a different attitude about risk and commitment to the process unlike unilateral chemical use. Surveys report that the nursery scout training has helped nurseries achieve a reduction in chemical usage by implementing an IPM program. Thus, keeping thousands of pounds of active ingredients from becoming a point source pollutant and contaminating area soils and water. The Nursery Scout Training school was held in Cairo, Georgia on August 22 -25, 2000. The target audience was plant protection managers and their scouts who make daily spray recommendations. The nursery scout training was limited to 20 participants to facilitate hands-on and one-on-one training methods.

ENVIRONMENTAL PROTECTION - URBAN

National Winner

Grace, Pat

THE PUTNAM COUNTY FLORIDA YARDS AND NEIGHBORHOODS PROGRAM

Grace*, Pat Horticulture Agent, Putnam County Cooperative Extension Service, University of Florida, 111 Yelvington Rd., East Palatka, FL 32131

Putnam is a small, rural county with a population of approximately 72,000, Many of its residents – new, permanent and temporary – share misperceptions about proper landscape care. Faced with Florida’s diverse and often unfamiliar environmental conditions, well-meaning individuals often wastewater, fertilizers, pesticides and energy through inappropriate landscape designs and improper gardening and landscape practices. Educational Objectives: The Putnam County Florida Yards and Neighborhoods Program was begun in the Spring of 1998. Its objectives were for participants to learn the principles of Florida-friendly landscaping and to apply these principles in their home landscapes. The nine principles emphasized were: Right Plant, Right Place; Water Efficiently; Mulching; Recycling; Proper Fertilization; Manage Yard Pests; Provide for Wildlife; Reduce Stormwater Run-Off; Protect the Waterfront. Program Activities: program activities included: educational classes, landscape tours, distribution of educational materials, educational displays at county events, the creation of a demonstration landscape, home visits, mass media and newsletters. Impact/Evaluation: Randomly

selected program participants were given a questionnaire prior to participating in an educational program. Follow-up questionnaires were sent to participants after six months to determine practice change. Results indicated that statistically significant adoption of recommended practices by program participants occurred. Conclusion: The FY&N program in Putnam County was successful in reaching its educational objectives as indicated by Evaluation/Impact data.

National Finalist

Gallagher, T.J, Braband, L.A., Carnes, K.L.

ALBANY COUNTY SUNSET ORDINANCE AND NEIGHBOR NOTIFICATION DEMANDS COMPLIANCE

GALLAGHER, T.J. ¹, BRABAND, L. A. ², CARNES*, K.L. ¹

¹Cornell Cooperative Extension, P. O. Box 497, Voorheesville, NY 12186²Geneva, NY 14456, U. S. A.

New York green services industry is under the environmental and economic pressures to eliminate the use of pesticides on school grounds, county/state owned property, residential homes, and commercial outdoor living/working space. Albany County passed the Resolution #46 Sunset Ordinance Use of Pesticides in 1998 and just endorsed the NYS Neighbor Notification Law of 2000 on Feb. 26, 2001. Cornell Cooperative Extension and Cornell’s Community IPM are using the multiplier effect to achieve compliance with Resolution #46. By team-teaching and role playing sound IPM skills and options, non-toxic control measures can save the community and environment from traditional chemical pesticides.

The BIG challenge as of March 1, 2001 is to assist the homeowner and commercial landscape applicator try to comply with the 48-hour written notification. All neighbors who own adjacent property have the “right” by state law (and now county law) to know what pesticide is going to be applied 2-days in advance. These laws mean well, but the exemptions and loopholes will cause confusion among neighbors. Education efforts are already underway on how to comply and net working with NYS-DEC and Albany County Department of Health to reach out to retailers and applicators to multiply the outreach.

National Finalist

Gao, G.

**PROMOTING ENVIRONMENTALLY SOUND
LANDSCAPE MANAGEMENT PRACTICES IN
CLERMONT COUNTY AND OTHER COUNTIES
IN OHIO**

Gao, G.

Ohio State University Extension in Clermont County,
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45160

Selection of pest susceptible plants, incorrect pest identification, problem mis-diagnosis, selection of wrong pesticide, and poor timing of pesticide application are some of the common causes of pesticide misuse in landscapes. “Southwest Ohio Perennial Flower School” and “Residential Landscaping Seminar,” were conducted to increase the awareness and adoption of environmentally sound horticultural practices by landscape managers, garden center employees, Master Gardeners and home gardeners in Clermont County and other counties in Ohio. Educational activities also included newsletters such as the weekly “Buckeye Yard and Garden Line (BYGL),” publications such as “Ornamental Research Circular,” and individual consultations. Since 1998, these activities resulted in approximately 676,919 contacts. Ninety percent survey respondents of “Southwest Ohio Perennial Flower School” indicated that they improved their pest identification skills and would select more pest-resistant perennial flowers. Ninety eight percent of “Residential Landscaping Seminar” survey respondents indicated that they made more correct diagnosis of insects and mites in evergreens and cultural and disease problems in trees and shrubs and select more appropriate management measures for pest problems in trees and shrubs. Fifty five percent BYGL survey respondents indicated that they changed their pesticide use practices. Seventy six percent said BYGL saved them money or increased their net profit since they reduced pesticide usage (40%) and selected proper chemicals or plants (58%). My educational efforts created an economic impact of \$273,250 in Clermont County and other counties in Ohio due to improved plant selection, correct pest diagnoses, accurate timing of pesticide application, and reduced pesticide usage.

National Finalist

Adams, N.E.

**PESTICIDES – A MASTER GARDENER
TRAINING PROGRAM**

Adams* N.E.

Extension Educator, Agricultural Resources, UNH
Cooperative Extension, 113 North Road, Brentwood,
NH 03833

The Master Gardener Program was introduced to New Hampshire in 1993 and since its inception, has been a popular volunteer opportunity for New Hampshire residents. Due to the nature of the volunteer service, it is imperative that participants learn and understand a vast array of horticultural information including pesticide usage and safety, garden math, and equipment calibration. Towards that end, a 3-hour module has been included within the Master Gardener training program that covers these topics.

The module is broken down into three sections – General Pesticide Information, Garden Math, and Equipment Calibration. A combination of lecture and hands-on learning has proven to be very successful in reinforcing important concepts. For the hands-on activities, trainees use a small-team approach to solve math problems, calibrate a fertilizer spreader, and locate key components on a pesticide label.

For most of the participants, this is their first introduction to pesticides, equipment calibration and garden math. Evaluations have included comments such as “Great hands-on approach” and “Hands-on portion was very helpful, especially reading labels”. Trainees are also quizzed each week using true/false and multiple-choice questions covering topics discussed the previous week. The students have performed well on the pesticide/garden math/calibration quiz with a mean score of 90% and an average of 83%.

FARM AND RANCH FINANCIAL MANAGEMENT

National Winner
Reed, T.D.

FORWARD PRICING PROPANE FOR POULTRY PRODUCTION

Reed, T. D.
Franklin County Extension Coordinator
Alabama Cooperative Extension System
P. O. Box 820, Russellville, AL 35653

Extreme price fluctuations make managing heating fuel costs for broiler operations very difficult. An Extension education program was conducted with assistance from poultry leaders in northwest Alabama to provide broiler growers with information about the risk management opportunity offered by forward pricing propane, when prices are relatively low, for several months at a time. An Extension Timely Information publication was developed which charted propane prices in recent years and discussed key points growers needed to consider before making forward purchasing decisions. An agreement was reached with AmeriGas, a national propane company, to provide propane at a fixed cost under very favorable conditions for extended intervals. Thirty-five farmers were initially encouraged to obtain propane price protection during a grower meeting, through a letter and through phone calls in July 1998. Participation in the program increased to 42 growers in 1999 and to 52 growers in 2000. This successful effort encouraged poultry leaders in Georgia to establish a similar program. Net savings achieved by program participants in Alabama and Georgia has exceeded \$600,000.

National Finalist
Campbell, J.C.

FARM AND RANCH FINANCIAL MANAGEMENT PROGRAM

Campbell, J.C.
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In my position as Area Farm Management Specialist, I work an eight county area in the southwestern part of Middle Tennessee. The objective of the program was to teach farm financial management and marketing principles to farm families in order them to continue to be competitive in

the changing agricultural economy.

Teaching methods used in the program included intensive one-on-one work with farm families, educational meetings, workshops and field days, newspaper, newsletters, demonstration results, educational piece development, table top exhibits and enterprise budget development.

Seventy-six farm families completed intensive farm plans. On 1,637 other occasions, farm families were assisted with or provided information related to farm financial management and. Twenty-one producer educational meetings and 13 "Using Computers to Manage the Modern Farm" workshops were conducted. Sixty-six educational pieces, 15 articles, 12 newsletters and four table top exhibits were prepared.

A survey of farm families using intensive farm planning indicated an average of \$5,000 per farm in increased income and/or reduced expenses as a result of the planning. This would amount to \$380,000 for the three year period.

National Finalist
Dorn, T.W., Meduna, R.J., Varner, D.L.

COMPUTERIZED FARM FINANCIAL RECORDKEEPING

Dorn, T.W.¹, Meduna, R.J.² and Varner, D.L.³

Extension Educators, University of Nebraska - Lincoln, IANR

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³ David L. Varner, Dodge County Ext., 1206 W. 23rd, Fremont, NE 68025-2504

A two-part computerized financial recordkeeping workshop series was conducted in three eastern Nebraska counties for the years, 1998-2000. Extension Educators in three adjacent counties (Lancaster, Saunders, and Dodge) planned and conducted the workshops as a team effort.

All instruction was conducted in a hands-on teaching style with participants sitting at computers performing the tasks being demonstrated in the workshop. Sample data files were created and step-by-step written instruction sheets were developed for each topic. These were used in the classroom and served as reference materials for participants to use

following the workshops. 130 unique farm operations or small businesses have had one or more representatives attend the workshops.

National Finalist
Dornfield, D.D.

DECISION MAKING BASED UPON WHOLE FARM BUSINESS ANALYSIS

Dornfield,* D. D.¹

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Decision Making Based Upon Whole Farm Business Analysis is a program that was implemented to teach farmers and agricultural lenders the process and significance of whole farm analysis and how to utilize the results of the analyses in making farm business management decisions. Computer templates were developed to facilitate teaching of the analysis process and to help farmers and agricultural professionals run business analyses. Seminars were held in three locations in a seven county area. Major efforts were made to utilize the templates and the analysis process in one-on-one consultations with individuals farmers as well as in group settings. Seventy-seven farms completed at least one full farm analysis and involved 179 farmers, business partners and farm family members. Results of the analyses were employed by producers in making 320 business decisions ranging from expansion and capital purchases to tax management and exiting the farm business. Thirty-nine agricultural professionals including Farm Service Agency County Executives, bankers, farm credit personnel and extension agents were exposed to the templates and the analysis process. Currently eight agents, nine agricultural lenders and seven farmers utilize the analysis templates in their decision making process. While the program has been very successful, the potential for future application in farm business management is even more promising

LIVESTOCK PRODUCTION

National Winner

Myers, J.A.

BEEF 2000 - A BEEF COW/CALF PRODUCTION AND COOPERATIVE MARKETING PROGRAM

Myers, * J.A.

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The economic benefits of cooperative marketing of graded feeder cattle are well documented. Despite the fact that cattle are sorted into logical outcome groups according to weight and grade, genetic variability within truck-load lots of cattle often leads to undesirable differences in cattle performance and carcass quality. To help address this problem, Virginia Cooperative Extension initiated a program with members of the Buckingham County Cattlemen's Association to cooperatively produce feeder cattle of similar breeding by contracting with an artificial breeding company to inseminate cows on multiple cooperator farms with semen from the same bull. In 1997, approximately 850 cows and heifers were bred on 20 farms participating in the program. In the fall 2000, it is anticipated that 1000 cows and heifers will be bred on 30 farms participating in the program. In August 2000, 1086 feeder cattle generated from this program were sold cooperatively in truck-load lots with an average price advantage of \$7.63 and \$4.19 per hundredweight for five and six weight steers, respectively, compared to other State graded feeder cattle sales held the same week.

National Finalist

Hughes, C.D.

PORK QUALITY ASSURANCE CERTIFICATION (1998-2000)

Hughes, * C. D.

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In 1989, the National Pork Producers Council (NPPC) launched a voluntary food safety program for swine producers labeled Pork Quality Assurance. (PQA) During the first six years of the program, only 35 Pennsylvania swine producers were participating

in the program. Cooperative Extension initiated pork quality assurance educational efforts in 1996, but accelerated certification efforts from 1998-2000. Lancaster County accounts for 31% of Pennsylvania's total swine inventory with 331,600 head, and is the center for most of Pennsylvania's integrated hog production. Lancaster County's extension livestock agent played an integral role in the development of quality assurance educational materials and in the delivery of PQA certification instruction to 647 swine producers during the 1998-2000 period. The agent certified 75% of all Pennsylvania's producers in 1998. When the state's largest pork packing company announced a 1999 deadline for PQA certification of producers supplying market hogs to their plant, cooperative extension joined the effort to accelerate PQA Level III certification opportunities. Utilizing a variety of educational delivery methods and evaluation tools, the agent has verified a total of 631 pork producers and 4-H youth in the NPPC PQA program. Currently, 99% of hogs processed at Pennsylvania's largest packing facility are supplied by PQA Level III certified producers.

National Finalist
Schoenian, Susan

LOWER SHORE MEAT GOAT PROJECT

Schoenian*, Susan¹

Extension Agent, Agriculture and Natural Resources, Maryland Cooperative Extension - Wicomico County Extension Office, P.O. Box 1836, Salisbury, MD 21802

The Lower Shore Meat Goat Project supports development of a viable meat goat industry on the Lower Shore of Maryland by working with small, part-time and limited resource farmers, commercial farms and youth and developing appropriate recommendations for the health, management, breeding, feeding and marketing of goats. A comprehensive educational program, which has included farm, home and office visits, phone calls and e-mail, seminars, conferences and field days, media releases, fact sheets, posters, PowerPoint presentations and web resources, has been carried out over the past three years. Over 1,000 people have been reached by formal educational programs, without considering the impact of media releases and web pages. The audience for meat goat programs continues to grow and is quite

diverse in terms of gender, race, color, and age. Producers have improved their production practices as evidenced by the quality of animals and reduced costs of feeding and health care. The youth component of the project also continues to increase as each local county fair now features a separate show for meat goats.

National Finalist
Carpenter, J.S.

LIVESTOCK PRODUCTION AND MARKETING IN CATAWBA, GASTON AND LINCOLN COUNTY, NORTH CAROLINA

Carpenter, J. S.

Area Specialized Agent, Livestock, North Carolina Cooperative Extension, P. O. Box 389, Newton, N. C. 28658

The Catawba, Gaston and Lincoln county region contains many, small beef cow-calf operations. The 1997 Census of Agriculture lists 782 cattle operations with 39,000 cattle and calves, with 15,000 of these being mature beef females and an average herd size of 25 animals. This is a very large potential audience that poses some unique challenges in getting Extension information into the hands of producers. Most cattlemen in the area are part-time producers with either full time employment off the farm or are in their retirement years. Most operations are subsidized with off-farm income, which make a case for promoting and teaching efficiency of production. Since 1995, a specialized Beef Cattle Coordinating Committee has been utilized to identify needs and recommend strategies for reaching beef producers with Extension programs. This committee has repeatedly focused on the need for increased education in the area of marketing feeder calves and need for education in the general and basic areas of beef production. Committee members frequently list such practices as proper (and economical) nutrition for beef animals, herd health, breeding and selection programs for replacement animals and basic management practices for improved sale prices. To reach beef producers with this information, a variety of delivery methods were used including group meetings and educational programs, individual consultations with producers, newsletters, educational tours, field days, production contests and focus groups. Many producers have responded by adopting one or more practices to improve the profitability of their operations.

Local producers were educated on the need for appropriate mineral supplementation for cow-calf herds. This resulted in the development of a customer mineral mix for local conditions of over \$14,000 to local cattlemen. Cow-calf producers were also educated on the value of by-programming 20 producers have utilized over 450 tons of wheat middlings, soyhulls and broiler litter in replacement heifer, stocker and creep rations at a savings of \$22,500 over the cost of conventional rations. Extension efforts in marketing have resulted in 18 producers marketing over 3,000 head in sponsored graded sales and retained ownership arrangements, a 50% increase in 3 years.