

Sustainable Crop & Forage Production in the East Region

Work Group Names:

Region: EAST Circle which primary base program it addresses - ANR

Section 1. Relevance

Where did this issue surface?

Texas Community Futures Forum

County Committees

Specialist(s)

What is the issue/problem?

Producers in East Regions must make crop and forages production environmentally and economically sustainable.

Problem size and scope? (How many people does it affect? How wide spread?)

Approximately 75,000 Ag producers face increasing economic pressure to ?? while simultaneously ?? seeing unrestrictive urban growth and environment concerns.

Problem severity? (How serious is this issue?) *High*

Description: Producers face environmental risks, ie., drought, uncertain prices, global competition and restrictions on use of ag chemicals, fertilizers and chemical wastes.

Target Audience? (Who does the problem impact and how many?)

Impacts all residents of the East Region

What are some general characteristics of the audience this program targets? How will you market this program to others?

The population of Ag producers is highly variable from large operations, small producers with no background. Marketing is dependent upon the commodity and the site of operation.

Section 2. Response

State the goal of the program.

The goal is to increase profitability and improve environmental stewardship.

State the outcome objectives.

Client Change	At the end of this program, will...
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<i>Knowledge</i>	increase knowledge on.... nutrient management, pest management (weeds, insect, disease) soil and fertility practices, use of adapted germ plasm (variant/hybrid) grazing management of forages utilization of new technology, sound and cultural practices
<i>Skills</i>	develop skills.... sprayer calibration, soil and forage testing use of electronic technologies, identification of pests, management skills, new variety establishment.
<i>Attitude</i>	change their attitudes pertaining to.... change attitudes on utilization of diverse species enhanced use of technologies to protect environmental resources, create a better understanding in urban-rural interfaces.
<i>Behavior Change</i>	adopt.... more efficient and environmentally sensitive management practices.
<i>New Technology</i>	adopt.... new and more efficient management practices, transgenic technologies, new tillage equipment, new pest management chemistry, etc.
<i>Best Practice</i>	adopt effective practice conducted by research in the production of crop and forages

Program Design

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)
Reduces feeding costs for beef cattle	Demonstration, education programming, publications, applied research, media, Agent trainings	Research data, publications, faculty (TAES, TCE)	Larry Redmon, Twain Butler

Development of multi species pasture systems	Demonstration, education programming, publications, applied research, media, Agent trainings	Research data, publications, faculty (TAES, TCE)	Larry Redmon, Twain Butler
Evaluation of genetics of key field crops - cotton, corn, sorghum, wheat, soybean and other as needed	replicated small trials, post data on web, filed day, educational programs	body of existing publications, websites, seed corn ?	Gaylon Morgan, Allan Knutson, Juerg Blumenthal, Kevin Ong, Robert Lemon
Soil fertility and nutrient management	same as 1 & 2	body of data, publications, websites, soils, watering nd forage testing ??.	Mark McFarland Sam Feagley Twain Butler Larry Redmon Juerg Blumenthal NRCS TCEQ TSSWCB
Pest Management in Crops & Forages	applied research in weeds, insects & diseases, publication, media, electronics, CDs	websites, publications, faculty	Allan Knutson Paul Bauman Robert Lemon Jung Blumenthal Gaylon Morgan Marty Jungman Industry Reps Glen Moore Dale Mott Jim Swart
Crop Management Systems	Applied resource, education programming, publications, media, CEUs	websites, publications, faculty	Soil & Crop Sciences Entomology Plant Pathology Ag Engineering Ag Economics County Agent Industry
Forage production & grazing management	Applied resource, education programming, publications, media, CEUs, integration of holistic management practices	websites, publications, faculty	Larry Redmon, Twain Butler, Ag Eco Dept., Animal Sci Dept., NRCS
Non traditional or alternative crops	Applied resource, education programming, publications, media, CEUs, integration of holistic management practices	websites, publications, faculty	Crop forage Specialists Industry, Federal and State Agencies

Marketing of crops & forages	Applied resource, education programming, publications, media, CEUs, integration of holistic management practices	websites, publications, faculty	Ag Economics Dept Soil & Crop Sciences Dep.,
Production, Risk Management in crops and forages	Applied resource, education programming, publications, media, CEUs, integration of holistic management practices	websites, publications, faculty, CropMan, CotMan, other models...	Soil and Crop Sciences Dept. Ag Economics Dept. Entomology Plant Pathology

Section 3. Results

Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)
<i>Knowledge</i>	Pre & post tests to determine knowledge changes in: nutrient management soil fertility tillage systems planting variants & hybrids grazing management utilization of biotechnology efficient cultural practices
<i>Skills</i>	post-pre testing to evaluate skills related to case studies sprayer calibration soil, water and forage testing use of electronic information resources technologies to protect environmental resources ability to convey better understanding of agricultural issues in the rural-urban interface
<i>Attitude</i>	post-pre test to evaluate attitude towards: utilization of diverse forage species enhanced use of technologies to protect environmental resources toward other practices in the rural-urban interface
<i>Behavior Change</i>	pre-post test has behavior changed to create more efficient and environmentally sound crop and forage management system

<i>New Technology</i>	pre-post test have you adopted new irrigation technology tillage practices pest management chemistry
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Economic Indicators. Are there economic indicators that can be measured concerning this issue?

YES

NO

Please list them below.

Interpretation. The last step in the process is interpreting the results to our stakeholders. List internal and external stakeholders that would be interested in the results of this educational program. Do not forget to think about other state agencies and groups that would be interested in these outcomes.

Internal to Extension Stakeholders	External Stakeholders

Additional Resources. What additional resources are needed to address this issue? In other words, what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.