

EDUCATION for PRODUCERS

on New Farm/Ranch Programs
September 1, 2014 to June 30, 2015



As a result of the Agriculture Act of 2014 (farm bill), new programs were available to livestock, dairy, and crop producers. USDA Farm Service Agency (FSA) worked with Cooperative Extension, a function of land-grant universities, to help producers make informed decisions about program participation. These results represent survey responses from participants in joint Extension-FSA educational programs offered over a 10-month period by 40 land-grant universities. **These data are a subset of the larger Extension effort that included other meetings, individual consultations, and education through social media.**

AUDIENCE COMPOSITION

Total Survey Responses:

102,804



- Dairy Producers - **2%**
- Livestock Producers - **14%**
- Extension Agent or Educators - **2%**
- Land Owners - **18%**
- Agency Personnel - **2%**
- Industry Personal - **3%**
- Crop Producers - **41%**
- Other Participants - **4%**

PROGRAM EVALUATION

On a scale of 1 to 7

Knowledge gained (nearly **DOUBLED**)

2.28 BEFORE **4.40** AFTER

Quality of information and materials

5.15

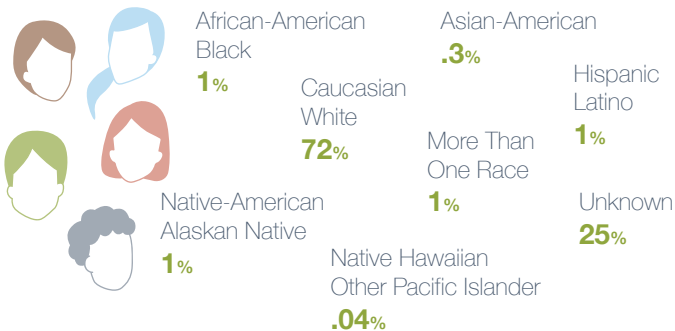
Quality of presentations and programs

5.38

Degree to which participants intend to use the information

5.92

ETHNICITY/RACE



EXPECTED REVENUE PROTECTED BY PROGRAM PARTICIPATION

Farm Size by Revenue Protected	Percent (% of Participants Responding)	Revenue Protected (# Responding X Mid-Point)
\$0 to \$50,000	13%	\$73,050,000
\$50,000 to \$99,999	23%	\$389,400,000
\$100,000 to \$249,999	22%	\$893,550,000
\$250,000 to \$499,999	19%	\$1,660,875,000
\$500,000 to \$999,999	15%	\$2,658,750,000
\$1,000,000 plus	7%	\$1,740,000,000

SOCIAL MEDIA OUTREACH



101.1 million Twitter messages

communicating and promoting Farm Bill educational offerings or activities were sent by **11.5 thousand** people and received by **23.5 million** people.

Universities/Agencies with most "tweets"

@USDA	Dept. of Agriculture	4,700 K
@agchat	AgChat	767 K
@usdafsa	Farm Service Agency	368 K
@UNL_CropWatch	Univ. Nebraska-Lincoln Crop Watch	99 K
@USDA_NIFA	National Institute of Food and Agriculture	89 K
@KState	Kansas State University	81 K
@uaex_ag	University of Arkansas	78 K
@UMNExt	University of Minnesota	77 K
@ISUEExtension	Iowa State Extension	72 K
@USDA_AMS	USDA Ag Marketing Service	57 K
@KStateResExt	Kansas State University Extension	47 K
@UNLEExtension	Univ. Nebraska-Lincoln Extension	32 K
@kstateagecon	Kansas State Ag Econ	28 K

Cooperative Extension – National System, Local Results:

This unique network of educators links locally-based educators with faculty from 110 land-grant universities – along with federal, state and local partners – to people in more than 3,000 counties/parishes in all 50 states, the District of Columbia, and U.S. territories. More than 100 years old, this system has one unifying core: It works!

What Does Cooperative Extension Do? See results at www.landgrantimpacts.org.

- Translates science for practical application and uncovers relevant research questions.
- Engages individuals, families, communities, and agricultural businesses resulting in sustained adoption of beneficial behaviors.
- Develops partnerships to take action addressing vexing local, state, and national needs.
- Prepares people for healthy, productive lives.
- Provides rapid response in times of disasters and emergencies.

Why is Extension Valued?

- Established partnership with USDA through the National Institute of Food and Agriculture.
- Sustained infrastructure through capacity funding that can be expanded to deliver educational programs and sustain long-term local connections.
- Distributed network focused on local needs with the ability to respond nationally when needed.
- Integrated with the research and teaching of the nationwide Land-grant University System.
- Ability to engage learners in measurable changes in behavior.
- Connection to limited resource audiences, including the rural poor, and people served by historically black and tribal colleges and universities.
- Added value through www.extension.org, Cooperative Extension's online learning network.

Why partner with Cooperative Extension?

Cooperative Extension has the infrastructure, capability and institutional history to be USDA's transformational educators. The integration of Extension's educational delivery capacity with selected USDA programs, agencies and mission areas can help the USDA achieve its leadership mission in the United States and globally. For those USDA agencies authorized to extend knowledge to people, communities, and agricultural businesses where they live and work, it is prudent for USDA to widely engage Cooperative Extension. During a recent period of unprecedented economic strain, federal agencies are called upon to leverage assets, complement competencies, and invest in quantifiable efficiencies for program delivery. To ensure the future strength of our Nation, an educated public is essential.

Learn More:

Cooperative Extension is coordinated nationally by the Extension Committee on Organization and Policy (ECOP). For more information, call 202.478.6088, email jane.schuchardt@extension.org or sandy.ruble@extension.org, or visit <http://ecopmondayminute.blogspot.com> or www.extension.org/ecop.

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**COOPERATIVE
EXTENSION**
Extending Knowledge, Changing Lives

