

Washington Grain Commission
Wheat and Barley Research Annual Progress Reports and Final Reports

Project #: 4150-1222

Progress Report Year: 2 of 3

Title: Extension Education for Wheat and Barley Growers

Cooperators: Drew Lyon, Stephen Guy, Timothy Murray, David Crowder, Randy Fortenbery, Ryan Higginbotham, Aaron Esser, Stephen Van Vleet, Diana Roberts, Paul Carter, Richard Koenig, Dale Whaley, Wayne Thompson, Joshua Paulsen, James Boyer, and Gerrit Hoogenboom.

Executive summary: The major accomplishments of the Dryland Cropping Systems Extension Team for 2014 were:

- 1) The public launch of the Small Grains Website (smallgrains.wsu.edu)
- 2) The development of five decision support tools for the website:
 - a) Variety Selection Tool
 - b) Nitrogen Application Calculator
 - c) Post-Harvest Nitrogen Calculator
 - d) Spring Wheat Yield Calculator
 - e) Market Price Graphing Tool
- 3) The Crop Diagnostic Clinic held in June at the Spillman Farm
- 4) The Inaugural Wheat Academy held December 16-17 in Pullman

The Team will take what they have learned in 2014 and apply it to the website and educational events for 2015. We will make a special effort to provide educational programming at sites away from Pullman in 2015.

The funds provided to this project by the Washington Grain Commission have been matched by WSU Extension, which has provided the team with sufficient resources to significantly scale up our outreach effort to growers in eastern Washington.

Impact: The Small Grains Website is the major focus for the Dryland Cropping Systems Extension Team. The following are some statistics from the website for the three-month period of September through November of 2014. The website had:

- 1) 1,481 users; 48.7% of these were new visitors and 51.3% were returning visitors.
- 2) A bounce rate of 47.8%: bounce rate is the percent of visits where only one page was looked at before the visitor left the site. Anything less than 60% is considered good, with 30% being ideal.
- 3) An average session duration of 4 minutes and 35 seconds.

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Project PI(s): Drew Lyon,

Project initiation date: July 1, 2013

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Objective	Deliverable	Progress	Timeline	Communication
Form Dryland Cropping Systems Extension Team	An active team focused on developing educational programming for dryland cropping systems in eastern Washington.	The team has been formed, meets regularly, and is actively planning educational programs.	The team was formed and began active planning in the summer of 2013.	Team members continue to provide educational programming as they have in the past, but are now delivering major programs under the banner of "Wheat Academy".
Develop dynamic, research-based decision support tools	Decision support tools.	Five tools are currently available on the Small Grains Website: 1) Variety Selection Tool, 2) Nitrogen Application Calculator, 3) Post-Harvest Nitrogen Calculator, 4) Spring Wheat Yield Calculator, and 5) Market Prices Graphing Tool. New tools proposed for development in 2015 include tools for stripe rust prediction, downy brome seed development, herbicide efficacy tables, and herbicide resistance management.	The five identified decision support tools are currently available for public use from the Small Grains Website. We plan to have two to four new tools available on the website by the end of 2015.	The currently available decision support tools are being promoted at Extension meetings and field days, as well as through news releases and in Wheat Life magazine.
Develop enhanced, dynamic (video, audio, etc.) forms of information delivery	Enhanced dynamic information delivery	Timely Topics are regularly posted to the Small Grains Website and cover topics of current interest. Ten short videos were created at the Crop Diagnostic Clinic in July and these are available at the website. One short video was filmed at the Wheat Academy and will be edited and posted in 2015.	We plan to develop quizzes, forums, additional videos, and possibly voiced-over Power Point presentations in 2015.	New dynamic products will be announced via Timely Topics on the website as well as at various Extension meetings and through news releases.
Develop in-depth virtual and live educational programs under the banner of "Wheat Academy"	In-depth educational programs.	The Crop Diagnostic Clinic was held in June at the Spillman Farm in Pullman and had nearly 80 participants. The inaugural Wheat Academy School was held December 16-17 in the Vogel Plant Biosciences Building on the WSU campus. The 60 available spots were all taken a month prior to the event.	Lessons learned in 2014 will be used to improve Wheat Academy offerings in 2015. We will try to have more virtual programming available in 2015.	The Small Grains Website will be mentioned at most Extension meetings. The Crop Diagnostic Clinic and the Wheat Academy School will be advertised and discussed on the Small Grains Website, in news releases, at field days and tours, through mailers, and in Wheat Life magazine.