

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

Project #: 4150-1224

Progress Report Year: 2 of 3

Title: Extension Education for Wheat and Barley Growers

Cooperators: Drew Lyon, Timothy Murray, David Crowder, Randy Fortenbery, Haiying Tao, Ryan Higginbotham, Aaron Esser, Stephen Van Vleet, Diana Roberts, Paul Carter, Dale Whaley, and Karen Sowers

Executive summary: The Wheat and Small Grains website (smallgrains.wsu.edu) was launched by the Extension Dryland Cropping Systems Team in early 2014. The website serves as a one-stop shop for all the information WSU Extension has on small grains production. In 2017, the website was transitioned to the new WSU spine, which required reformatting all of the pages. The new pages have larger text and are easier to read and navigate than the previous pages. This was a major undertaking that would not have been possible without our Communications Consultant, Blythe Howell. Some noteworthy new content for the Wheat and Small Grains website in 2017 included: 1) the Wheat Beat Podcast, 2) the Residue Production Calculator, 3) the Seeding Rate Converter, and 4) the Herbicide Mechanisms of Action (MOA) Tool for Pulse Crops. The cereal variety selection and testing pages were awarded a 2017 Certificate of Excellence for websites, blogs, and social media from the Extension Education Community of the American Society of Agronomy. The Extension Dryland Cropping Systems Team was awarded the 2017 CAHNRS Team Interdisciplinary Award. The Wheat Academy was held on the WSU Pullman Campus on December 12 and 13. Attendance was limited to 75 people. There were 42 industry participants and 33 farmers.

Impact: Measureable impacts for the past year include a 49% increase in sessions and a 38% increase in unique users visiting the Wheat and Small Grains website compared to the previous year. The site had 39,747 sessions with 25,534 unique users in 2017, which was up from 26,603 sessions and 58,492 unique users in 2016. The 2017 Wheat Academy filled in less than two weeks and meeting surveys were very positive for the event. Attendees included 43 industry and 32 farmer participants.

WGC project number: 4150-1222
WGC project title: Extension Education for Wheat and Barley Growers
Project PI(s): Drew Lyon,
Project initiation date: July 1, 2016
Project year: 2 of 3

Objective	Deliverable	Progress	Timeline	Communication
Add new resources to the Wheat and Small Grains website	Publications, decision support tools and calculators, videos, quizzes, topic forums, etc. Specific deliverables identified include dynamic weed control tables, an ammonium sulfate spray tank calculator, a soil lime application calculator, and three videos on soil acidification as well as several new publications on this topic. An article will be written annually for Wheat Life magazine on our Extension activities.	New content in 2016 included three dynamic decision tools: 1) Winter Wheat Herbicide Efficacy Tables, 2) Herbicide Mechanisms of Action (MOA) Tool, and 3) AMS Sprayer Mix Calculator. Three new videos on soil acidification were produced along with new publications on using a pH meter for in-field soil pH sampling, how acid soils interact with root diseases, and a three-part publication on agricultural lime and liming. New content in 2017 included the Wheat Beat Podcast, the Residue Production Calculator, the Seeding Rate Converter, and the Herbicide Mechanisms of Action (MOA) Tool for Pulse Crops.	New resources will be added every year for the duration of this grant. The specific deliverables identified will be completed in 2016.	The development of new resources will be shared with growers through Timely Topic posts on the Wheat and Small Grains website, news releases, including an annual article in Wheat Life magazine, and at education events held throughout the year.
Develop and launch subscription listserv	Subscription listserv	The subscription listserv went live on September 30, 2016. As of January 3, 2017 there were 957 subscribers to the listserv.	The subscription listserv will be available by the end of 2016.	The subscription listserv will be announced to growers through Timely Topic posts on the Wheat and Small Grains website, news releases, and at education events held throughout the year.
Improve the Wheat Academy	A highly relevant and popular program will continue to improve and a means of serving more people without losing program quality will be sought.	Registration for the 2016 Wheat Academy was completed within eight days of opening registration, with 38 industry participants and 37 farmers. This was an increase of 12 farmers from 2015. The registration fee for farmers was reduced to \$75 from \$100 in 2015 and the price for industry participants was increased to \$125. In 2017, the Wheat Academy filled in 2 weeks and included 42 industry participants and 33 farmers.	This will be an ongoing process throughout the duration of the grant.	Information on the Wheat Academy will be shared with growers through the Wheat and Small Grains website, through news releases, and other educational events. We will also attempt to make more of the information delivered at the Academy available to people through the website.
Respond to issues of concern as they arise	In-depth educational programs, publications, and decision support tools as called for by the particular issue.	Low falling numbers were a widespread problem in 2016. Growers had many questions on the topic. The Extension Dryland Cropping Systems Team worked with camille Steber, USDA-ARS, the Wsu wheat breeders, WAWG, and the WSDA to provide information on this topic. Four Timely Topics were written and posted to the Wheat and Small Grains website. Through November, these four Timely Topics received nearly 2,500 pageviews. Additionally, a Grain Quality resources page was added to the Wheat and Small Grains website.	This will be an ongoing process throughout the duration of the grant.	Educational resources and programming developed to address issues of concern will be shared with growers through the Wheat and Small Grains website, news releases, and education events held throughout the year.