Project #: 4150-1227

Progress Report Year: 1 of 3

Title: Extension Education for Wheat and Barley Growers

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Executive summary: New resources were added to the Wheat and Small Grains website in 2019. We added the Herbicide Resistance Resources page in response to increased concern about herbicide resistance in the PNW. A new PNW Extension publication on harvest weed seed control was also published to address the issue of herbicide resistance. Other new Extension publications included PNW492, FS158E, FS331E, and FS333E. The results from the 2019 cereal variety testing program were added to the website and the Variety Selection Tool. The 2018 WSU Weed Control Report was posted as were three new Weed ID quizzes. Twenty-five new episodes of the WSU Wheat Beat Podcast were posted in 2019, a new episode every other week, except during the December campus shutdown. There were also 34 new Timely Topics posted. The 2019 Wheat Academy was once again full, with 36 growers and 39 industry representatives attending the event.

There were several membership changes on the Extension Dryland Cropping Systems Team in 2019. Dr. Clark Neely joined the team as the Extension Agronomist/Variety Testing Lead in August of 2019. Aaron Esser had been managing the Cereal Variety Testing Program since early 2018 when Ryan Higginbotham left WSU. Relieving Aaron of that responsibility will allow him to focus on his areas of interest and expertise. Karen Sowers left the team in 2019 and Dr. Isaac Madsen replaced her on the team. He will provide expertise in oilseed production.

Impact: The Wheat and Small Grains website saw increased use again in 2019. For the 11-month period of January through November, the site had 49,175 sessions with 36,002 unique users; this was up from 42,484 sessions and 29,001 unique users for the same period in 2018, and 39,747 sessions and 25,534 unique users in 2017. There were 63,951 unique pageviews. The most visited pages were pages related to the variety testing program (18,078 pageviews), the common weed list (6,962 pageviews), and the home page (6,438 pageviews). The majority of the sessions from the US were initiated from the state of Washington (13,793). From January through November of 2019, the WSU Wheat Beat Podcast had a total of 9,093 plays.
### Objective

**Add new resources to the Wheat and Small Grains website, including new publications, decision support tools and calculators, videos, and quizzes.**

**Deliverable:** New and updated Extension publications, decision support tools and calculators, videos, and quizzes will be developed. Decision support tools and videos will be prioritized. An article will be written annually for Wheat Life magazine on our Extension activities.

**Progress:** "Not your grandparent’s Extension service" was published in the 2019 August/September issue of Wheat Life magazine. The Herbicide Resistance Resources page was added in 2019 as were two PNW Extension publications (PNW492 and 730), three WSU Extension Fact Sheets (FS158E, 331E, and 333E), three weed ID quizzes, the 2018 WSU Weed Control Report, and the 2019 Variety Testing Data.

**Timeline:** This will be an ongoing process throughout the duration of the project.

**Communication:** The development of new resources were 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 various education events held throughout 2019.

### Objective

**Provide Timely Topics and podcast episodes on a regular and frequent basis.**

**Deliverable:** We will post at least one Timely Topic every other week and one podcast episode in the alternate weeks so that we have at least one new item on the home page every week.

**Progress:** Twenty-five new episodes of the WSU Wheat Beat Podcast were posted in 2019; one every other week, except during the December campus shutdown. Thirty-four Timely Topics were posted in 2019, but we did not always manage to have a new Timely Topic posted every other week as intended.

**Timeline:** The proposed schedule will be initiated at the start of the funding cycle and continue throughout the duration of the project.

**Communication:** Timely Topics and Wheat Beat Podcast episodes were posted to the home page of the Wheat and Small Grains website.

### Objective

**Develop a new one-day educational program along the lines of the Wheat Academy that can be held outside of Pullman.**

**Deliverable:** A new one-day educational program held each year in at least one location outside of Pullman.

**Progress:** No progress was made on this objective in 2019.

**Timeline:** Planning for the new educational program will begin in 2019, with delivery of the first program in 2020.

**Communication:** Information on the new educational event will be communicated to growers and crop consultants through Timely Topic posts and in future advertisements for the program, including advertising in Wheat Life.

### Objective

**Respond to issues of concern to the wheat industry with educational programming that is timely and relevant.**

**Deliverable:** In-depth educational programs, publications, articles, videos, and decision support tools as called for by the particular issue.

**Progress:** Herbicide resistance was identified as an issue of concern in 2019. In response, the Herbicide Resistance Resources page was added to the Wheat and Small Grains website. A PNW Extension publication (PNW730) on Harvest Weed Seed Control was published and a session on the topic was held at the 2019 Tri-State Grain Convention.

**Timeline:** This will be an ongoing process throughout the duration of the project.

**Communication:** Educational resources and programming developed to address issues of concern were shared with growers through Timely Topic posts on the Wheat and Small Grains website and at education events held in 2019.

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