

PROJECT NO: BJKW65

TITLE: The *Cereal Sentinel*, An Area Newsletter for SW Idaho Grain Producers

PERSONNEL: Brad Brown, Extension Crop Management Specialist, Parma R & E Center

ADDRESS: Brad Brown, Parma R & E Center, 29603 U of I Lane, Parma, ID 83660;
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JUSTIFICATION: Southwest Idaho grain producers tend to spend less time managing their small grain crops than other crops in the rotation due, in part, to the greater production costs of the other crops and the greater potential for income in some years from those crops. Nevertheless, small grains are considered an essential crop that enhances the productivity of other crops in the rotation.

Grower perception of small grains has implications for SW Idaho small grain educational programs in that few growers attend field days or schools to receive the latest cereal technology. They depend to a large extent on suppliers of ag services or materials (seed, fertilizer, pesticides) for production information, or they read the popular press. These can be excellent information sources but they can also be limited in the depth of coverage or accuracy for SW Idaho agriculture. Some suppliers may be less than objective in the information they provide.

To make matters worse, few county Cooperative Extension educators in southwest Idaho have the training, experience, or time to serve the needs of small grain producers. They typically have significant youth responsibilities, multi-county responsibilities, and responsibilities for all the crops grown. There is little time or resources to focus on small grains programs in individual counties in this district.

The result is that small grains producers receive limited information from many county offices, including the results of locally conducted research especially pertinent to these producers. An area-wide newsletter, the *Cereal Sentinel*, was initiated that reaches practically all SW Idaho small grain producers and the industry serving them. The newsletter has been well received. But the cost of producing the hardcopy newsletter limits the information that can be effectively related to growers and support industry personnel.

HYPOTHESIS & OBJECTIVES: Producers and support industry personnel need research based small grains technical information to sustain their enterprises and communities. The objective here is to ensure delivery of pertinent research based small grains information useful to all SW Idaho producers and supporting agencies and industries.

PROCEDURES: Three *Cereal Sentinel* newsletters will be produced annually using commercial printing. Bulk mailing costs will be covered using Cooperative Extension franking privileges. Information will be provided from locally conducted research and extension programs as well as from other programs if pertinent to SW Idaho producers. Information will

also be gleaned from other cereal publications such as newsletters, grower magazines, and the popular press with appropriate credit given.

DURATION: Continuous

COOPERATION: Other public and commercial cereal workers, commercial printers

ANTICIPATED BENEFITS/EXPECTED OUTCOMES/INFORMATION TRANSFER:

This project has significantly improved communication of research results to SW Idaho producers and industry personnel. Improved communication has resulted in growers better informed of production and marketing issues who ask more questions regarding their small grain enterprises. Better informed producers should realize improved financial returns.

COMMODITY COMMISSION BUDGET FORM
BJKW65

Allocated by Idaho Wheat Commission during FY 2010 \$ 3,220

Allocated by Idaho Wheat Commission during FY 2011 \$ 3,500

REQUESTED FY 2012 SUPPORT:

	Salary	Temporary Help	Fringe	Travel	OE	CO	Grad Fees	TOTALS
Idaho Wheat Commission	\$ -	\$ 500	\$ 150	\$ 100	\$ 2,750	\$ -	\$ -	\$ 3,500

OTHER RESOURCES (not considered cost sharing or match):

a) Industry	\$ -
b) UI (salaries, operating)	\$ 9,000
c) Other (local, state)	\$ -
d)	\$ -
e)	\$ -
TOTAL OTHER RESOURCES	\$ 9,000

TOTAL PROJECT ESTIMATE FOR FY 2012:	\$ 3,500	\$ 9,000	\$ 12,500
	<i>(Requested)</i>	<i>(Other)</i>	<i>(Total)</i>

BREAKDOWN FOR MULTIPLE SUB-BUDGETS:

	(PI name)	(PI name)	(PI name)	(PI name)
Salary	\$ -	\$ -	\$ -	\$ -
Temporary Help	\$ -	\$ -	\$ -	\$ -
Fringe Benefits	\$ -	\$ -	\$ -	\$ -
Travel	\$ -	\$ -	\$ -	\$ -
Operating Expenses	\$ -	\$ -	\$ -	\$ -
Capital Outlay	\$ -	\$ -	\$ -	\$ -
Graduate Student Fees	\$ -	\$ -	\$ -	\$ -
TOTALS	\$ -	\$ -	\$ -	\$ -
Total Sub-budgets				\$ -

CURRENT AND PENDING SUPPORT Form:

Name: Brad Brown

Instructions:

1. Complete all columns.
2. **Record information for active and pending projects. Include this project under pending section. The % of Time Commitment CANNOT equal more than 100%**
3. All current research to which principal investigator(s)/project director(s) and other senior personnel have committed a portion of their time must be listed, whether or not salary for the person involved is included in the budgets of the various projects.
4. Provide analogous information for all proposed projects which are being considered by, or which will be submitted in the near future to, other possible sponsors.

NAME (List PI/PD #1 First)	SUPPORTING AGENCY AND AGENCY NUMBER	TOTAL \$ AMOUNT	EFFECTIVE AND EXPIRATION DATES	% OF TIME COMMITT- ED	TITLE OF PROJECT
B.D. Brown	Current/Active: IWC	3,600	7/1/10- 6/30/11	4	Education of Wheat Production
B.D. Brown	IWC	3,500	7/1/10- 6/30/11	6	The Cereal Sentinel
B.D. Brown	IBC	1,920	7/1/10- 6/30/11	4	Barley Education
B.D. Brown	Simplot Solutions	4,500	10/1/10- 9/30/11	2	NSN Evaluation for HRWW
B.D. Brown	USDA-Hatch	1,686	7/1/10- 6/30/11	48	Plant and Soil Test Calibration
B.D. Brown	Valent	6,400	11/1/10- 10/30/11	3	Dormant Seed Treatment Evaluation
B.D. Brown	Pending: IWC	3,407	7/1/10- 6/30/11	14	Education of Wheat Production
B.D. Brown	IWC	3,500	7/1/10- 6/30/11	6	The Cereal Sentinel, An Area Newsletter for SW Idaho Grain Producers
B.D. Brown	IBC	1,920	7/1/10- 6/30/11	4	Barley Education

B. D. Brown	USDA-BRD	3,350	10/1/11- 11/1/12	3	Relay Cropping with Winter Barley
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INTERNAL PEER REVIEW/PRINCIPAL INVESTIGATOR VERIFICATION FORM
*******INTERNAL PEER REVIEW VERIFICATION**

Commodity commissions/organizations require internal peer review by colleagues familiar with the subject matter.
This proposal has been peer reviewed by the following individuals:

Reviewer 1: Mike Thornton Mike Thornton 12/15/10
(Type/Print name) (Signature) (Date)

Reviewer 2: Krista Shellie Krista Shellie 12/15/10
(Type/Print name) (Signature) (Date)

Dept. Head/ James B. Johnson James B. Johnson 7 Jan. 2011
Unit Administrator (Type/Print name) (Signature) (Date)

PROGRESS REPORT

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ACCOMPLISHMENTS: A *Cereal Sentinel* newsletter was produced in February, June, and October 2010. Issues were printed covering the following topics:

Issue 53 February 5

- Spring Cereal Variety Performance, (soft white spring, hard red and white spring wheat, spring barley); Alternative N for Hard Spring Wheat Protein; Seed Banded N.

Issue 54 June 16

- Poor Wheat Stands; Leaf spot and CL; Root lesion Nematodes; Low Phytate Barley Seed Quality;

Issue 55 October 1

- Winter Cereal Variety Performance; Irrigated Trials - (Soft White Winter Wheat, Planting Dates and SWWW Performance, Hard Winter Wheat (Red and White), Fall Planted Hard Spring Wheat, Winter Barley); Dryland Trials (Soft and Hard Winter Wheat); Barley Protein for Idaho Aquaculture; Irrigated Wheat and Sulfur; Joint Stage N for Late Planted Wheat; Lodging from Overlapping Applied N

The newsletter is commercially printed and the current mailing list is approximately 1500. Formats for the printed copy included 10-12 page issues. The 12 page format results in more pages printed annual. *Cereal Sentinel* back issues are available on the Southwest Idaho Extension Cereals web site (<http://www.ag.uidaho.edu/swidaho>). A number of readers currently receive announcement of the *Cereal Sentinel* newsletter electronically and the electronic distribution list is growing. Accessing electronic files of the newsletters enables us to avoid some the production costs associated with the printed copy.

This project has significantly improved communication of research results to southwest Idaho producers and industry personnel. Improved communication has resulted in growers who are better informed of production and marketing issues. They also are asking more questions regarding their small grain enterprises. Ag publication professionals are using the *Cereal Sentinel* for story ideas and occasionally use articles in the newsletter verbatim in their own publications.

PROJECTIONS: More informed producers should realize improved financial returns. I expect the newsletter to continue to be recognized as a highly credible source of information for southwest Idaho cereal producers and supporting industries.

PUBLICATIONS: N/A