

PROGRESS REPORT



PROJECT NO: BJKV65

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

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ACCOMPLISHMENTS: A *Cereal Sentinel* newsletter was produced in February, June, and October 2011. Issues were printed covering the following topics:

Issue 56 February 11

- Spring Cereal Variety Performance, (soft white spring, hard red and white spring wheat, spring barley); Spring Planting Dates; Personnel Changes, Webinear Series.

Issue 57 June 17

- Stripe Rust Ramblings; No-till Wheat Gaining Foothold; Extension Educator Leaving;

Issue 58 October 3

- Winter Cereal Variety Performance; Irrigated Trials - (Soft White Winter Wheat, Planting Dates and SWWW Performance, Hard Red and White Winter Wheat, Winter Barley) Dryland Trials (Soft and Hard Winter Wheat); Stripe Rust; Variety Performance In Other Areas.

The newsletter is commercially printed and the current mailing list is approximately 1400. Formats for the printed copy included 10-12 page issues. The 12 page format results in more pages printed annually. *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.