

PROJECT NO: New

TITLE: Small Grains Research Report – Bringing in the grower for Cereal School Attendance

PERSONNEL: Dr. Juliet Marshall, Ext. Crop Mgmt. Specialist (SC and E Idaho)
Chad Jackson – Research Specialist
Tod Shelman – Scientific Aide II
Linda Beck – Technician
Suzette Arcibal – Technician
Katherine O'Brien – Wheat Quality Lab Manager

ADDRESS: Dr. Juliet Marshall, 1776 Science Center Dr, Suite 205, Idaho Falls, ID, 83402; 208-529-8376; jmarshall@uidaho.edu

JUSTIFICATION:

Idaho is one of the largest cereal producers in the United States. Keeping growers informed of new varieties, agronomic performance, end-use quality, and insect and disease issues is a major part of the Small Grains Programs within the College of Agricultural Sciences (CALs) at the University of Idaho. Providing tools to enhance the economic performance of cereal producers provides economic returns to all sectors that benefit from a healthy wheat and barley economy. In the past, the Small Grains Research Report has been published on-line on the website (<http://www.uidaho.edu/extension/cereals/scseidaho>), on CD-Rom, and in hard copy format. Growers were highly encouraged to utilize the availability of electronic media, yet there are many unused copies of previous reports on CD still sitting in boxes at the Idaho Falls and Aberdeen offices Prior to 2016, over 400 hard copies were printed in January with complete disbursement achieved by August. Every time we hold cereal schools throughout the region, the number one reason given for attendance is to listen to the Extension variety report and to pick up a copy of the newly released SGR.

The physical copy of the SGR should remain free to the grower – this provides a huge incentive for growers to attend the Cereal School. The cereal school platform is a wonderful delivery tool for information transfer for all of our CALs research projects as well as for the public and private breeding programs, IGPA and the commodity commissions.

HYPOTHESIS & OBJECTIVES: The hypothesis is that the SGR draws many growers to attend the UI Cereal Schools. Growers prefer the hard copy of the SGR to peruse at their leisure. The Objective is to continue providing the SGR for free as an incentive to get growers to attend Cereal School and to assist in dissemination of the research findings of all faculty. This sustained attendance at Cereal School benefits all – other researchers trying to disseminate their research results, extension faculty making contacts with stakeholders, industry representatives selling products, as well as the IGPA and commodity commissions that provide updates to growers and can increase their contact hours with producers.

PROCEDURES: Copies of the SGR will be made available to producers at all Cereal Schools. 2015 costs to produce 400 black-and-white copies of the SGR for distribution at the Cereal Schools and additional books for miscellaneous distribution were \$6499.30, at \$14 per book for 140 pages. To produce this year's book in-house it would cost \$14.70 a book, about \$5,880 for

400 black and white copies. There is no separate funding for this expense. In 2016, we were going to charge \$15 per copy at the cereal schools, but decided against it due to the difficulty in collecting the charges. Frank Curtis (Limagrain Cereal Seeds) and Jim Rooney (Lansing) volunteered to help sponsor the publication in order to continue providing the books to attendees free of charge. LCS promised \$2000, and I am still waiting for Lansings' proposed contribution. We are asking for additional support from the IBC.

DURATION: Indefinite

COOPERATION: LCS, Lansing, IBC

ANTICIPATED BENEFITS/EXPECTED OUTCOMES/INFORMATION TRANSFER:

Idaho wheat producers will receive the most recent wheat variety performance information to improve production efficiency, increase economic returns, and maintain their competitiveness. Information on variety performance is shared with growers and industry personnel through cereal schools, published materials, wheat nurseries, demonstrations, field tours and the Internet.

LITERATURE REVIEW: none

References:

Marshall, J.M., Jackson, C.A., Shelman, T., Jones, L., and O'Brien, K. 2016. 2015 Small Grains Report, Southcentral and Southeast Idaho Cereals Research and Extension Program. Idaho Agricultural Experiment Station. UI Research Bulletin 188. 133 pp.
<http://www.cals.uidaho.edu/edComm/pdf/RES/RES188.pdf>

Marshall, J.M., Jackson, C.A., Shelman, T., Jones, L., and O'Brien, K. 2015. 2014 Small Grains Report, Southcentral and Southeast Idaho Cereals Research and Extension Program. Idaho Agricultural Experiment Station. UI Research Bulletin 186. 125 pp.

Marshall, J.M., Jackson, C.A., Shelman, T., Beck, L., and O'Brien, K. 2014. 2013 Small Grains Report, Southcentral and Southeast Idaho Cereals Research and Extension Program. Idaho Agricultural Experiment Station. UI Research Bulletin 182. 116 pp.

Marshall, J.M., Jackson, C.A., Shelman, T., Beck, L., and O'Brien, K. 2013. 2012 Small Grains Report, Southcentral and Southeast Idaho Cereals Research and Extension Program. Idaho Agricultural Experiment Station. UI Research Bulletin 181. 130 pp.

Marshall, J.M., Jackson, C.A., Shelman, T., Beck, L., and O'Brien, K. 2012. 2011 Small Grains Report, Southcentral and Southeast Idaho Cereals Research and Extension Program. Idaho Agricultural Experiment Station. UI Research Bulletin 180. 101 pp.

Marshall, J.M., Jackson, C.A., Shelman, T., Beck, L., and O'Brien, K. 2011. 2010 Small Grains Report, Southcentral and Southeast Idaho Cereals Research and Extension Program. Idaho Agricultural Experiment Station. UI Research Bulletin 177. 99 pp.

IDAHO WHEAT COMMISSION - BUDGET FORM

Allocated by	Idaho Wheat Commission	during FY 2016	\$	-
Allocated by	Idaho Wheat Commission	during FY 2017	\$	-

REQUESTED FY2018 SUPPORT:

	Salary	Temporary Help	Fringe	Travel	OE	Graduate Tuition/Fees	TOTALS
Idaho Wheat Commission	\$ -	\$ -	\$ -	\$ -	\$ 2,000	\$ -	2,000

TOTAL BUDGET REQUEST FOR FY 2018: \$ 2,000

BREAKDOWN FOR MULTIPLE SUB-BUDGETS:

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

Explanatory Comments: (see FY2018 Guidelines for definition)

11.21.2016 - Version