Agriculture and Agribusiness Institute (AABI)

Dec 2, 2015
Ag and Agribusiness Staff Locations

- Extension educators networked across the state
- Tied to campus experts
- Delivering programs answering local questions/issues

67 Extension Educators, 3 Program Instructors
Agriculture and Agribusiness

Seven Work Teams
- Animal Agriculture
- Business Management
- Consumer Horticulture
- Field Crops
- Fruit
- Ornamental Horticulture
- Vegetables

Partnerships
- Across Work Teams
- Throughout Extension
- Campus faculty
- Government agencies
- Private industry
Began in 2009

Nearly 75,000 people have attended.

www.breakfastonthefarm.com

2015

- July 11 – Stakeneas Farms, Mason Co.
- July 25 – Roto-Z Dairy Farm, Sanilac Co.
- Aug 8 – Hood Farms, Van Buren Co.
- Aug 15 – Wheeler Dairy, Gratiot Co.
- Aug 29 – Pleasant View Dairy, Hillsdale, Co.
2015
- 13,481 attendees
- 1,413 Volunteers
- 12 State-wide sponsors
- 25 or more local sponsors for each event

- Increase trust in farmers by ~ 28%!
47+ Tip Sheets
- 133,000 distributed
- E-newsletters
- 45,000 Bookmarks
- Videos
- Three taped webinars
- 22,500+ page views
- Home & Garden (6), Festivals (3), Farmer’s Markets (5)

migarden.msu.edu
• ~3,000 Extension Master Gardeners in MI
• ‘15-16 classes will have over 600 people enrolled
• Extension Master Gardeners – belong to a local non-profit chapter and conduct community volunteer projects
• MSU Extension Garden Hotline, 888-MSUE-4MI (888-678-3464)
  • 5,200 calls, 2,800 contacts via email, website etc (2015)
Heidi Wollaeger, Tom Dudek were co-organizers

~ 200 participants

35 states, 3 countries

New and emerging policies, Best management practices

Oct 12-14, 2015

Hendersonville, NC
Bio-controls for Indoor Environments

- Bus trip to Ontario, CA
- Observe bio-control in businesses there
- 29 producers from seven counties
Pest Scouting & Disease Monitoring

- Regular scouting for pest impacting the fruit & vegetable industries
  - Spotted Wing Drosophila
  - Brown Marmorated Stink Bug
- Reported **regularly** to all interested growers with recommendations
- BMSB article – over 100,000 views (> 4 min per view)
Swede Midge – found by AABI Extension Educator this summer
- First report in MI

Extensive disease monitoring and reports to farmers with recommendations
Farm Bill 2014-2015
- ~ 100 meetings
- 8,000 farmers
- Developed ‘Farm Bill Analyzer’ software for farmers to help them decide what programs to choose

msue.anr.msu.edu/topic/info/farm_management
Annie’s Project

- Empower women in agriculture
- Increase Farm Business knowledge (76.5% from 37.5%)
- Improve property ownership knowledge (65.4% from 11%)
- Improve understanding of estate planning (76.5% from 0%)
- New class this winter in SW Michigan

msue.anr.msu.edu/topic/info/farm_management
Beginning Farmer’s Webinar

Jim Isleib, Coordinator

- On-going program since 2012
  - Over 1,000 people have participated
  - 2015 – 311 registrants, 20 sessions (23 presenters)
    - 54 MI counties
    - 12 states and 3 countries
  - 97% of 2015 participants valued the program
Nutrient Utilization and Water Quality

- “What’s new with Poo”
  - Harvestable vegetative buffer strips
  - Harvestable cover crops
  - Multiple ways to process and utilize manure
  - Multiple agencies participating

Expansive educational programs on nutrient utilization and reduced nutrient leaching
- Fertilization rates and timing
- Cover crops
- Use of mitigation strategies, etc

- 65% Excellent
- 25% Good
AABI - Driving Progress in Michigan Agriculture