

# Experiment Station Review

2003 review: statewide feedback on  
ISU research/extension priorities

Analyze results to help guide  
future budget decisions



# Experiment Station Review

Critical priority emerged: Keep Iowa's farmers competitive and profitable

Reflected in College of Agriculture strategic plan



# Addressing the Priority

To remain globally competitive, agriculture is no different from any other industry - increase productivity & efficiency while conserving the environment

Corn and Soybean Initiative  
established December 2004



# Survey Sets Stage

Prior to start-up of Initiative, 2004 survey conducted of Iowa corn and soybean growers and Iowa agribusiness professionals (certified crop advisers)



# Survey Sets Stage

Key questions:

On whom do they rely for crop information?

How do they view ISU programs?



# Survey Sets Stage

400 randomly selected growers dispersed among Iowa's 9 crop reporting districts

Minimum acreage of those surveyed was 1,000 acres

Respondents farmed average of 1,579 crop acres in 2003



# Survey Sets Stage

100 randomly selected certified crop advisers (CCAs)

Fertilizer/ag chem retailers and their employees, seed dealers, independent crop consultants, seed company reps, farm managers



# Key Findings

Both growers and CCAs rely on multiple sources for information on corn and soybean production



# Key Findings

More than 90% of growers identified private-sector crop advisers as a primary source of information . . .



# Key Findings

. . . while more than 80% of crop advisers identified ISU as their primary source of information



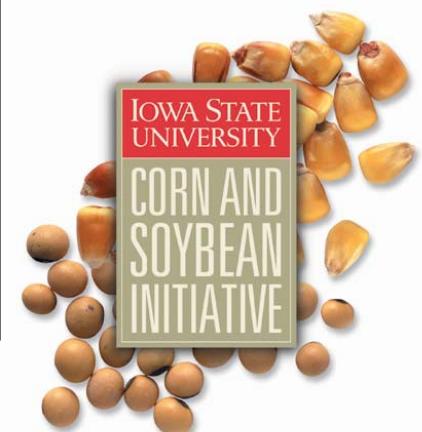
# Key Findings

Results reflect emphasis on training the trainer to effectively multiply impact and deliver science-based information



# Key Findings

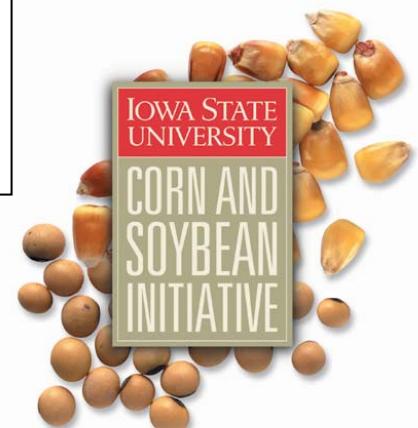
Agribusiness professionals say they obtain production information from ISU and credit ISU as source, but growers claim that ISU is cited as source of information from agribusiness only 33% of time.



# Key Findings

How often did producers identify ISU programs as ISU programs?

- PAT- 72%
- ICM Conference - 45%
- ICM Newsletter - 44%
- Crop Advantage Series - 21%



# Key Findings

Credit back to ISU often lost with one degree of separation, sometimes no degree of separation (i.e. poor marketing)!



# Survey Results Used in Planning and Development of Initiative

- be responsive
- focus research
- enhance communications
- position ISU as leading source of education and information



