

impact

University of Idaho Extension programs that are making a difference in Idaho.

Ag Talk Tuesday connects with growers and agricultural professionals

AT A GLANCE

Ag Talk Tuesdays are virtual sessions about agriculture with University of Idaho professionals and peers to discuss current crop issues and timely topics as the field season progresses.

The Situation

Growers and agricultural professionals need up to date information to make informed decisions but are increasingly restricted from participating in traditional grower-education meetings due to increased competition for their time and attention. Markets, environmental conditions, insect and disease impacts and regulations change constantly throughout the growing season. Keeping informed through unbiased, science-based and accurate sources is difficult in today's multimedia news-feed world. Further compounding this challenge is that without face-to-face interactions, it is difficult to build the trust necessary for real education to occur.

Our Response

University of Idaho Extension specialists and educators developed and conducted a series of virtual sessions about timely topics in agriculture in real-time. Utilizing video conferencing technology and a casual, coffee shop style format, attendees interacted with content experts and their peers directly and received brief formal presentations on timely topics throughout the growing season. This year, the organizing committee expanded from three to five co-hosts, expanding perspectives and expertise throughout the state,



Previous Ag Talk Tuesday recorded sessions, reports and resources are available at <https://www.uidaho.edu/ag-talk>.

including northern and western University of Idaho Extension faculty.

Program Outcomes

Seven virtual sessions were held between May and September 2022, with a combined attendance of 226 individuals. This represents an increase from 2021 (where total attendance was 218 across eight sessions).

Topics included water-year conditions, FSA program changes, herbicide-resistant weeds, new tools for small-grains variety selection, maximum residue levels in potatoes and farm input-cost updates and global outlooks.

2022 attendees reported increasing knowledge (96%) and gaining useful knowledge for their professions

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(96%), representing over 66,500 managed acres of Idaho farmland. Sixty-two percent had previously attended an Ag Talk Tuesday session and used the information gained in their professional activities.

Results indicate this program format is working to reach growers and agricultural professionals and deliver meaningful information important to their occupations. Increasing popularity indicates statewide and regional impact. Guest speakers and topics have been so successful that other organizations have utilized them in their own online education efforts,

copying our Ag Talk Tuesday format (Idaho Wheat Commission's "From the Field").

The Future

Based on these results, Ag Talk Tuesday will continue to provide a virtual face-to-face space for discussion and education of issues critical to agricultural professionals. Plans are to continue the series in 2023 and attract greater participation through targeted social media advertising and the continued delivery of relevant, timely information.

FOR MORE INFORMATION

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