

# 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



[www.breakfastonthefarm.com](http://www.breakfastonthefarm.com)



Began in 2009

Nearly 75,000 people have attended.

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%!



MICHIGAN STATE UNIVERSITY | Extension



[migarden.msu.edu](http://migarden.msu.edu)

- 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)



## MICHIGAN STATE UNIVERSITY EXTENSION

**MASTER  
GARDENER**

VOLUNTEER PROGRAM

- ~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)



**Protecting  
Pollinators**

IN

ORNAMENTAL  
LANDSCAPES  
CONFERENCE



Oct 12-14, 2015

Hendersonville, NC

- Heidi Wollaeger, Tom Dudek were co-organizers
- ~ 200 participants
  - 35 states, 3 countries
- New and emerging policies, Best management practices





# 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)



## Pest Scouting & Disease Monitoring



- Swede Midge – found by AABI Extension Educator this summer
  - First report in MI



- Extensive disease monitoring and reports to farmers with recommendations



## Business Management

[msue.anr.msu.edu/topic/info/farm\\_management](http://msue.anr.msu.edu/topic/info/farm_management)

- Farm Bill 2014-2015
  - ~ 100 meetings
  - 8,000 farmers
  - Developed 'Farm Bill Analyzer' software for farmers to help them decide what programs to choose





## Business Management

[msue.anr.msu.edu/topic/info/farm\\_management](https://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



## 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

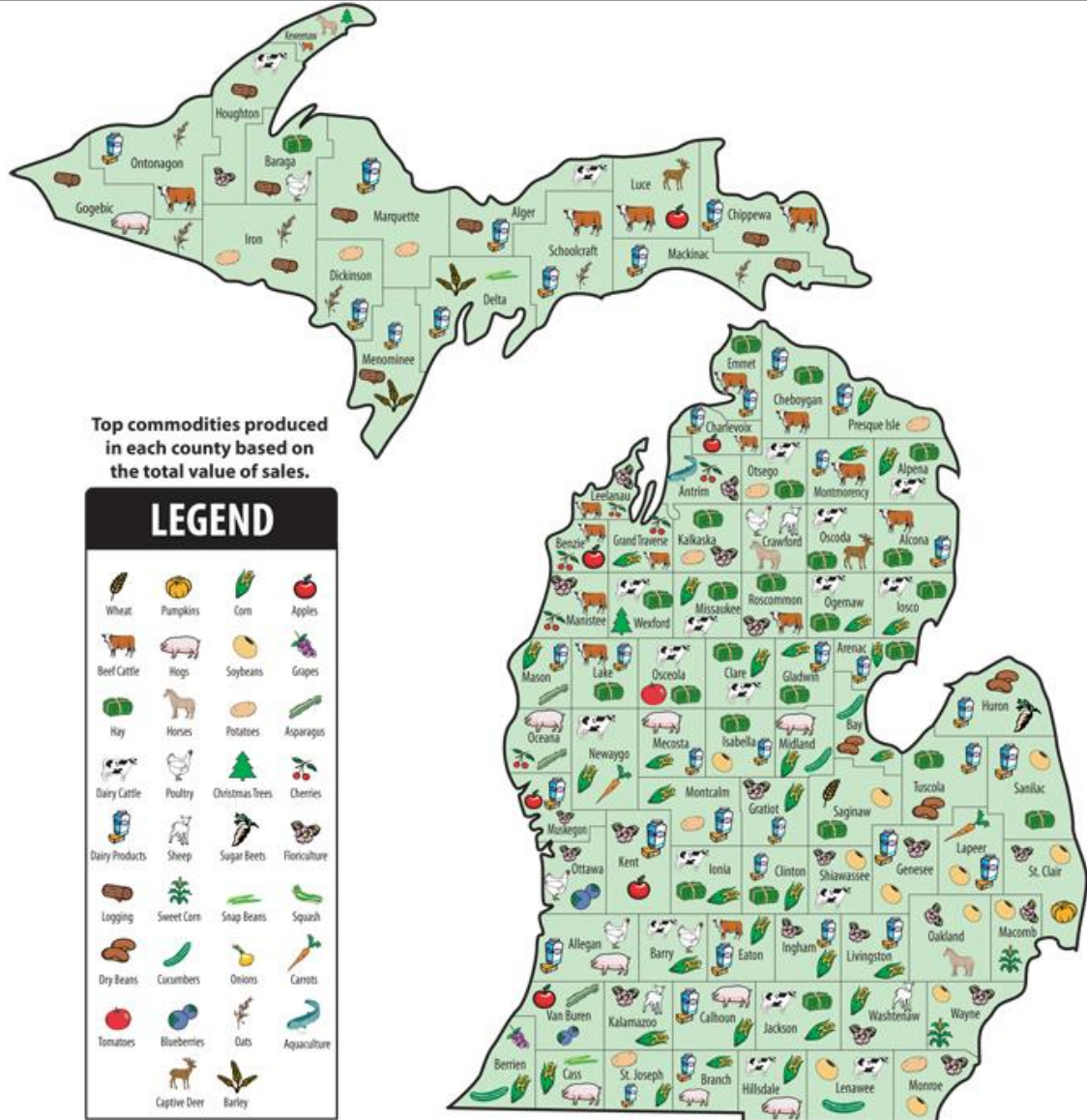
- 65% Excellent
- 25% Good

Expansive educational programs on nutrient utilization and reduced nutrient leaching

- Fertilization rates and timing
- Cover crops
- Use of mitigation strategies, etc



# AABI - Driving Progress in Michigan Agriculture



Courtesy of Michigan Farm Bureau