

North American Manure Expo...What's in a NAME?

Mary Keena

North Dakota State University Extension had the honor of co-hosting the 2018 North American Manure Expo (NAME) on August 15-16 in Brookings, South Dakota. NDSU Extension co-hosted NAME with South Dakota State University, University of Minnesota, University of Nebraska – Lincoln and Iowa State University.

NAME was launched in 2001 in Wisconsin by (what eventually became) the Professional Nutrient Applicators Association of Wisconsin and the University of Wisconsin Extension Nutrient Management Team. The event was put together at the request of custom manure applicators who wanted to see similar equipment go head-to-head with competitors. The event has evolved to include three main attractions: an industry trade show, manure technology demonstrations and educational seminars and demonstrations.

NAME is an annual, international event that is hosted in a new location each year. It has been hosted in Wisconsin, Michigan, Minnesota, Missouri, Ohio, Iowa, Nebraska, and Pennsylvania and now South Dakota in the U.S. and Guelph, Ontario, Canada. There were 1,300 people in attendance this year over the two-day event with demographics spanning eight countries including the United States, Canada, England, Belgium, China, the Netherlands, Australia, and New Zealand.



North American Manure Expo attendees participating in the educational seminars.

Day one includes tours and agitation demonstrations while day two focuses on educational seminars, the trade show and spreader demonstrations. NDSU Extension had the opportunity to chair the educational seminar committee. Two hundred ninety-two people attended the educational seminars. The seminars provide a chance to share the latest information regarding technology and equipment, manure-related research, as well as treatment options and management practices that continue to evolve. Preliminary results from a follow-up survey of NAME attendees show that 87% of 141 respondents either agreed or strongly agreed that attending the 2018 NAME made them more aware of how manure impacts soil health. The educational seminar committee considers this a success as several of the topics presented pertained to the use of manure as a fertilizer and its effects on soil health and the environment. Furthermore, 86% of 136 respondents have used what they learned during NAME to do their job better and 88% of 137 respondents said they have shared knowledge they gained with others after NAME, meaning the education and resources are reaching far more than just on-site attendees.

In addition to professional manure applicators, others attending NAME include dairy, livestock and poultry producers; handlers of both liquid and solid manures; crop consultants and nutrient management specialists; compost managers; custom operators; agricultural support industry; Extension and government agency personnel.

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Spreaders ready for demonstrations at the North American Manure Expo.

Comments from attendees included:

- “Keep up the great work. The show continues to be on the cutting edge of technology year after year. Thank you!” – NAME attendee
- “Speakers were diverse. Good job keeping topics and schedule moving. There were six in my group, so we split up, to take almost all of them [educational seminars] in. I know my employees got a lot out of attending as well.” – NAME attendee

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The 2019 North American Manure Expo will be held in Fair Oaks, Indiana on July 31 and August 1. More information can be found at www.manureexpo.org.