

Ag Alert Provides Information

The weekly Ag Alert proves to be the fastest way to provide the most up to date and relevant information to producers.

The Situation

Producers in Pembina County are continually bombarded with information from social media, weekly publications, television, and other sources. When meeting with producers, many requested access to reliable and relevant information that is short, summarized, and tailored to this specific region. Due to the frequency in which producers contact Agent Lahman using Facebook, Twitter, and e-mail, the information needed to be digital and smartphone accessible. Pembina County producers are always on the move, so it was important that the Ag Alert be downloadable; so that it can go wherever they go.

Extension Response

Agent Lahman started producing the Pembina County Extension Ag Alert weekly from March through September to cover a variety of topics. The one page, front and back, Ag Alert collected highlights from other weekly publications, as well as summaries of news articles, upcoming events, and market recaps and forecasts. A total of 24 issues were sent out via e-mail to over 100 producers in Pembina County and the surrounding area weekly.



Impacts

In the 2016 Ag Statistics, Pembina County is ranked 1st in sugar beets, 3rd in both wheat and dry edible beans and 12th in soybeans. Of every 1,000 acres in Pembina County, 692.1 are in farm production of some kind. Producers now have a way of receiving information as fast as it is released. When markets close for the night on Thursday, producers have a wrap up of the week and a forecast for the next week

by Friday morning. They are better prepared to evaluate and scout for noxious and yield reducing weeds.

After an article about how to scout for waterhemp, Agent Lahman was contacted to consult on eight different fields during the next week to verify. This resulted in timely spray applications and a reduction of seeds (250,000 to 1 mil. per plant) that cause years of reduced yields. Producers have the knowledge to identify diseases and prevent issues like Soybean Cyst Nematode from taking \$14.70 per acre in damages. This timely information results in more informed decisions and more economical choices for North Dakota producers.

Feedback

Pembina County Producers:

"I've become reliant on the summarized market recaps that come out each week."

"I'm not going to read 20 pages, but I sure as heck can read one page, the length is perfect."

"Thank you! The information is well organized, easy to read, and is readable on my smartphone."

Public Value Statement

Timely and unbiased agriculture information can lead to increased yields which improve the North Dakota economy. Additionally, high yields and crop health are critical to the world supply of commodities.

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