

## Agronomy & Economy

### The Situation

*There is an apparent disconnect between the agriculture industry and the consumers the industry supplies food for. Along with this issue there is a need for more community outreach in southwest ND from the Dickinson Research Extension Center.*

### Extension Response

A short series titled “Agronomy & Economy” was started, originally for YouTube. The first video was made in November 2015. The bi-monthly videos would include discussion on current topics in agriculture, information from NDSU researchers and discussion on the importance of their work, updates on local events, and a narrative that is informative and entertaining. In April 2016, Agronomy & Economy was expanded into radio as well as YouTube and was distributed on local Dickinson, ND radio station KDIX, KXGN based in Glendive, MT, Northern Ag Network based in Billings, MT, KEYZ out of Williston, ND, Jim Thompson Live Radio Show based in Spearfish, SD, Dakota News Network, and on KFYZ radio out of Bismarck, ND. In July 2016 we decided to focus on radio as we were reaching more people, and stopped making the YouTube videos.

### Impacts

Topics covered in Agronomy & Economy ranged from pesticide safety, crop rotation, and cover crops to lifelong learning, goal setting, and winterizing assets. With Agronomy & Economy we were able to cover a wide range of topics and reach a wider range of people.

### Feedback

Mike Renner from KDIX radio stated; “I have had several comments from listeners that have thanked us for airing the program. The comments were positive. They asked who these two guys in agriculture are and that they enjoyed the real world information. At this time and moving forward, programs like this serve not only people who are producers but serve as a critical point of contact for consumers. The one comment was I have never farmed or ranched, but the way they explained topics made me feel like I know some of the issues that producers face to make my food that I eat.”

### Public Value Statement

Bridging the disconnect between consumers and agriculture with factual information will lead to increased agriculture sustainability.

### Primary Contact

Ryan Buetow  
NDSU Area Extension Specialist/Cropping Systems  
1041 State Avenue, Dickinson, ND 58601  
701-456-1106  
[Ryan.buetow@ndsu.edu](mailto:Ryan.buetow@ndsu.edu)

### Non-Extension Collaborators

- Levi Helmuth
- Bismarck State College
- Assistant Professor of Farm Management Education