

2018 North American Manure Expo

Public Value Statement

Providing educational opportunities to nutrient applicators alongside industry events increases the likelihood of attendance and has positive implications on water quality in the Northern Great Plains and Midwest regions of the US.

The Situation

The North American Manure Expo (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 their competitors. The event has evolved to include three main attractions: an industry trade show, manure technology demonstrations and educational seminars and demonstrations.

Extension Response

NDSU Extension had the opportunity to chair the educational seminar committee for the 2018 NAME which was held in Brookings, SD on August 15-16. Two hundred ninety-two people attended the educational seminars. The educational seminars provide a chance to share the latest information regarding technology and equipment, manure-related research, business management, as well as treatment options and management practices that continue to evolve.

Impacts

Preliminary results from a follow-up survey of NAME attendees shows 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.
- 86% of 136 respondents have used what they learned during NAME to do their job better.
- 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.

Feedback

“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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Joe Breker, a ND Farmer, discussed his use of manure compost on his farm land with a group of 85 NAME attendees.

Collaborators

South Dakota State University Extension
University of Minnesota Extension
University of Nebraska – Lincoln Extension
Iowa State University Extension

Non-Extension Collaborators

Professional Nutrient Applicators Association of Wisconsin
South Dakota NRCS
Kevin Banken – Centrol Crop Consulting, Inc.

Resource Links

www.manureexpo.org