

IOWA LEARNING FARMS - 2015 BY THE NUMBERS

31
Field days/
workshops



139
*Community and
youth outreach events
*In partnership with sister program Water Rocks!



22,486
Attendees



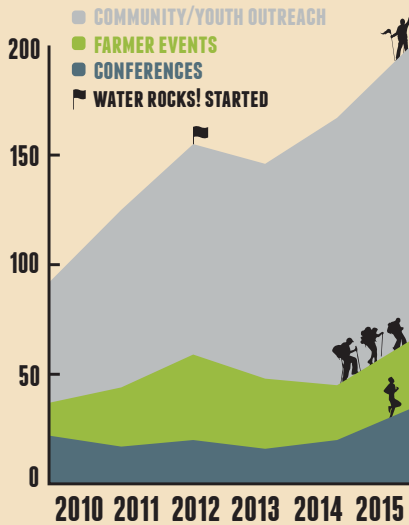
93%
Reported the event
good or excellent
40% response rate




Iowa Learning Farms continues to help farmers talk to other farmers about protecting Iowa's soil and water, with the goal of increasing conservation on the land and building a Culture of Conservation that will last for generations.

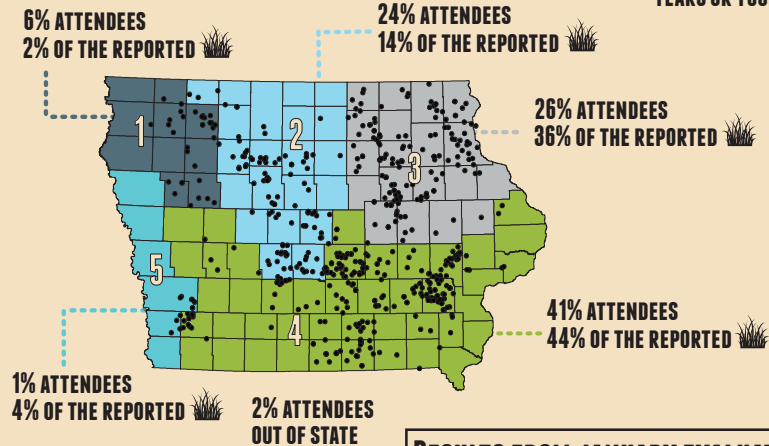
OUTREACH TO NEW HEIGHTS

204 EVENTS 30% INCREASE FROM 2014



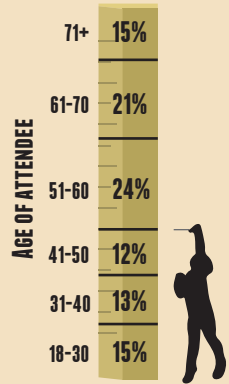
ATTENDANCE AT FIELD DAYS BY REGION

67% OF RESPONDENTS REPORTED USE



REACHING A YOUNGER GENERATION

40% OF FIELD DAY ATTENDEES ARE 50 YEARS OR YOUNGER



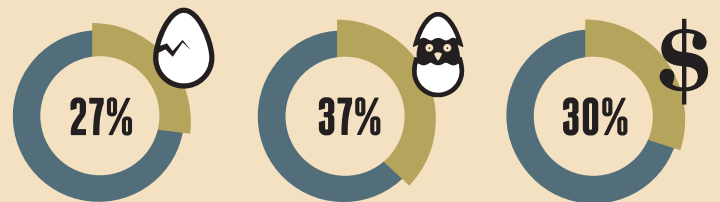
DESCRIPTION OF ATTENDEES AT FIELD DAYS

Individuals could choose more than one category



RESULTS FROM JANUARY EVALUATION

n=242



Have never tried no-till/strip-till or a cover crop.

Have two years or less experience with cover crops.

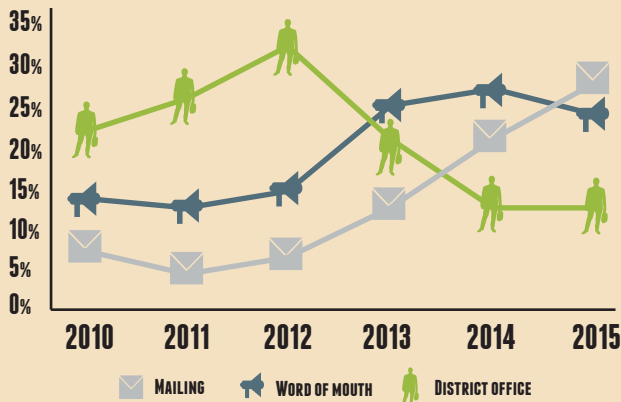
Percent of cover crop acres paid for out of pocket without cost share.



Farmers who attended an ILF event planted 9% of all cover crop acres in the state. With the ratio of new/existing cover crops, we estimate 472,500 acres of cover crops were planted in 2015.

HOW PEOPLE ARE HEARING ABOUT FIELD DAYS

TARGETED MAILINGS HAVE INCREASED 20% SINCE 2010



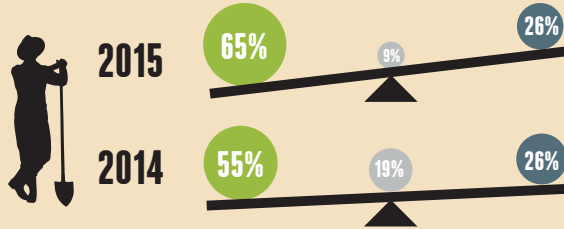
WHAT COVER CROPS FARMERS PLANTED



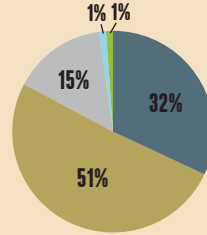
IOWA NUTRIENT REDUCTION STRATEGY

The Iowa Nutrient Reduction Strategy calls for reductions in nonpoint source loads: 41% for nitrogen and 29% for phosphorus. Is this achievable?

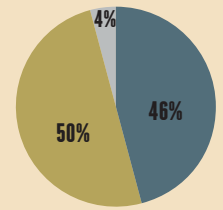
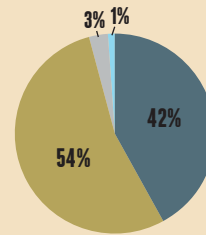
- Yes
- No
- NEVER HEARD OF IT



Helping meet the Nutrient Reduction Strategy's goals is a high priority for me.



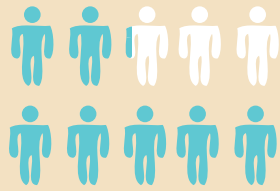
Iowa farmers should do more to reduce sediment and nutrient transport into waterways.



I am concerned about agriculture's impacts on Iowa's water quality.

- STRONGLY AGREE
- AGREE
- UNCERTAIN
- DISAGREE
- STRONGLY DISAGREE

NETWORKING



71%

OF FARMERS AT ILF EVENTS NETWORKED

+



30%

NONE



24%

1 PERSON



46%

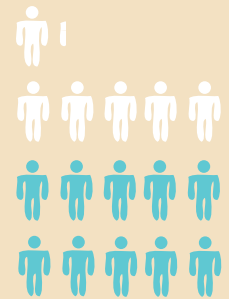
2 OR MORE

=

FARMERS ARE EXTENDING ILF'S INFLUENCE TO

61%

MORE FARMERS THAN ATTENDED THE EVENT



of those **70%** INFLUENCED 1 OR MORE FARMERS

That's a \$1.61 return for every dollar spent on an ILF event. ILF makes sense!

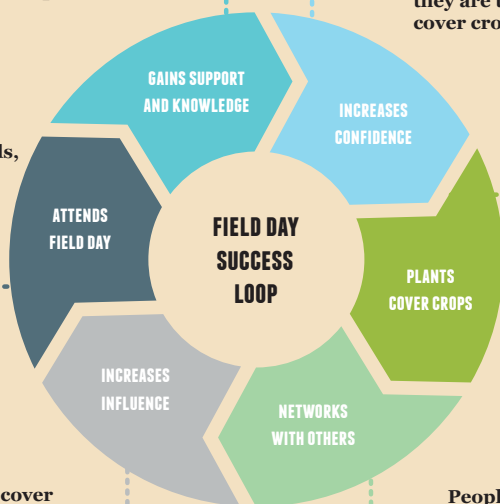


FIELD DAYS MATTER

35% of farmers reported knowledge as a barrier to implementing additional conservation practices.

The more field days one attends, the more likely they are to plant cover crops.

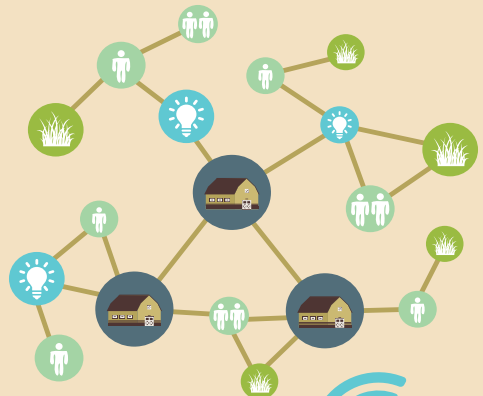
The more field days one attends, the more likely to adopt conservation.



35% who planted cover crops in previous years are adding more. 14% are planting for the first time.

Those with cover crops report having more influence.

People who plant cover crops are more excited and willing to share their experiences.



DID YOU NETWORK IDEAS?

