

impact

University of Idaho Extension programs that are making a difference in Idaho.

Ag Talk Tuesday series keeps Idaho producers informed

AT A GLANCE

Extension specialists, educators and agriculture professionals in private industry provide current-season updates on crop progress, pests, diseases and other ag-related issues in a live, online format.

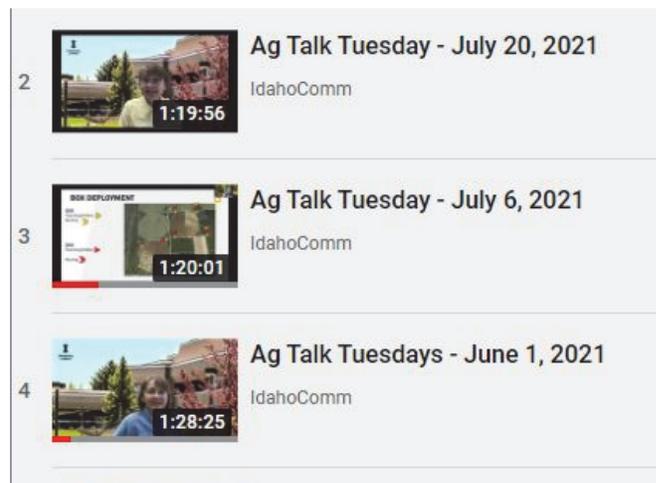
The Situation

Current season problems that arise in agriculture often require rapid responses or more information to aid decision making. Few options are available to quickly provide the agricultural community with needed information, and even fewer still allow those involved in food production to interact with several experts at once and receive real-time information from a plethora of sources.

Our Response

A unique informational series, Ag Talk Tuesdays, was created to provide regularly scheduled opportunities for producers, crop consultants, field representatives and others in the agricultural industry to meet and discuss current season problems related to agriculture. The series was initiated in 2018 by Extension specialists, with face-to-face meetings held at various locations in southern and eastern cities of Idaho. In its second year (2019), Ag Talk Tuesday transitioned into a hybrid format, with both in-person and live, online options available for attendees.

In 2020, due to restrictions necessitated by the pandemic and to participant feedback, the series converted entirely to a live online format. In addition, the



Recorded sessions of Ag Talk Tuesday are housed on the U of I College of Agricultural and Life Sciences YouTube channel.

current start time of 11 a.m. (MDT) and schedule (first and third Tuesdays during the months of May through August) became fixed. The series continued in 2021 with no changes to times and format. Other changes in 2020 and 2021 included the requirement to register online. The series is free to the public, and sessions are recorded to allow those unable to attend to listen at their convenience.

The sessions are moderated by a University of Idaho Extension specialist or educator. Each session begins with crop updates, with all participants being invited to contribute. Following the crop updates are formal presentations, where researchers, industry leaders and others in agriculture are invited to share information on agriculture-related topics, such as (but not limited

to) current research at the University of Idaho, federal or state programs, water issues and others.

Agronomists, fieldmen, growers, chemical representatives and others involved or interested in crop production have attended the series. Participants attend to engage with experts, identify current season problems and help resolve them, and to learn about other agriculture topics of interest. A high proportion of participants attend regularly, based on data from registration and attendance in 2020 and 2021. We often receive requests for the video links, and at least two attendees have requested permission to forward specific content to their own podcast channels. Recorded sessions are available at www.uidaho.edu/ag-talk.

Program Outcomes

With nearly every year of the program, participation has increased, and the online format allowed even greater participation. In the first year, total attendance was 61 across seven sessions. In 2019, when a hybrid form of the session was introduced, total attendance was 40 across six sessions. When the program converted to entirely online in 2020, 122 people registered, and total attendance was 185 across the eight sessions. By 2021, 137 people registered, and total attendance across all eight sessions was 218. One attendee noted, “The crop updates are extremely helpful for us!” Another participant indicated that the series “was able to reach a lot of influencers that can help spread “the word.”

Since each growing season brings with it new challenges, we recommend continuing this program every

summer. Keeping the times consistent, 11 a.m. (MDT) first and third Tuesdays beginning in May and extending through August will help participants plan. Flexibility is also built in, to accommodate additional sessions that may be needed to address urgent matters during the growing season. The online live format, with an option to view recorded sessions later, is desired by attendees and allows them to participate wherever they are without having to lose precious work time traveling to different parts of the state, often hours away from their location.



Cooperators and Co-Sponsors

Extension personnel (educators and area/state specialists), researchers, federal and state partners, and industry members contribute content to the series and participate in the crop updates and discussions.

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