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## LEAD Presentation - Shout It Out

John Owens

University of Nebraska - Lincoln, jowens2@unl.edu

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Dean Steve Waller - Red Letter DAY  
Dean MARJORIE KOSOLIK <sup>Ching</sup> <sub>tanney</sub>

At START  
Judy Nelson } CIT

Terry Hejny -

LEAD Presentation - Shout It Out

Noon Friday, Nov. 7, 2008

John C. Owens, NU Vice President and IANR Harlan Vice Chancellor

\*\*Good afternoon, everyone. Those of us representing the Institute of Agriculture and Natural Resources are "pleased" to be here with you today. We welcome you to \*\*IANR Shout It Out, the exciting Institute of Agriculture and Natural Resources game \*\*that allows you \*\*to test your IANR and Nebraska knowledge, learn exciting new facts, and \*\*"most importantly" of all win prizes!  
\*\*Good luck to you all!

Here's how the game works:

By your tables, you are divided into "teams". On your tables are various numbers. "The answers" to the 15 questions I'm going to ask are "distributed" throughout the room - that is, you may or may not have all the correct answers on your table, but I guarantee you will have "some" of them! "All" the correct answers are in the room, it's just that they're "distributed" among the various tables.

Just so you know, “each table” has the same number of correct answers, “albeit” to different questions. This means each table has the same chance to win, with the “deciding edge” being the additional knowledge your table members bring to the table, and how fast you are at choosing a correct answer from those in front of you for those questions no one knows for sure.

The first person to “shout out” the correct answer to the 15 questions I’ll be asking today “wins” a point for your table. At the end of our 15 questions, the table with the most points “wins” our fabulous and highly-coveted prizes. Please appoint a scorekeeper at your table to “mark down” each time your table wins a point, and we’ll compare scores at the end of the game. “Make certain” your scorekeeper is good at math!

KSU??

Now, while the correct answer to all the questions may not be on your table, it does not have to be on your table, because “if” you know the answer, you can shout it out first, scoring a point. That’s where “your knowledge” of the Institute of Agriculture and Natural Resources, and your knowledge of Nebraska, comes in.

If you don't know the answer, look through the numbers on your table and take a guess. You might want to divide the answer cards among the members of your table team so between everyone at the table you and your tablemates all will have access to all the various numbers at a glance. This will help you to respond quickly.

There's no penalty for guessing – but be aware, there are red herring numbers at your tables, as well as correct answers! It's the person who has the correct answer ***first*** who wins the point!

To give you a better idea of how the game is played, the deans and I are going to do a demonstration question. Here goes:

\*\*The university's Undergraduate Creative Activities and Research Experiences Program, known on campus as UCARE, funds research between undergraduates and faculty, giving UNL students hands-on, real-world research experience. Since the program started in 2000, how many College of Agricultural Sciences and Natural Resources students have participated in the UCARE program?

GARY: 48?

JOHN: No.

ELBERT: 192.

JOHN: No.

JOHN M.: More than 400 CASNR students, John.

*MARKWELL*

\*\*JOHN: That's right! More than 400 CASNR students have gained real-world research experience this way. Students work with an adviser the first year, and then they conduct independent research the second. Student research may range from surgically implanting transmitters into poisonous snakes to track their whereabouts in an effort to determine how various land-management practices affect snake survivability, to helping start-up food companies develop new products by working on food safety, ingredient functionality, and processing requirements.

So. That's how the game is played. To recap: If you know the answer, Shout It Out! If you've found the answer among the numbers on your table – shout it out! Work together, have fun, and the quicker you are, the better your chance of winning.

Right now, to get us started, please choose a scorekeeper at your table. This is the person who will mark down each time your table is "named" as the table with the correct answer. In addition to being "good" at math, your scorekeeper needs to be completely honest!  
(PAUSE)

Are you ready to begin? Let's do it! Here's question number one in IANR Shout It Out!

**\*\*Question 1:** 1. What percentage of Nebraska's total employment directly or indirectly derives from agribusiness?

(To first person to shout it out) That's right!

**\*\*Answer 1:** 1. In 2006 the Nebraska Policy Institute reported 1 in 3 Nebraska jobs – 31 percent of the state's total employment – derives from agribusiness.

In 1990 it was one in four.

That means that even as Nebraska's population, like that of much of the nation, is shifting to urban areas, agriculture is becoming **more important** to Nebraska's economy, not less. The Nebraska Policy Institute's report, prepared by UNL emeritus faculty member Charles Lamphear, stated, and I quote, "*Since production agriculture and its dependent agribusinesses directly and indirectly generate a very large share of Nebraska's overall economic activity, it is not an exaggeration to conclude **production agriculture is the dominant primary source for economic livelihood in Nebraska.**"*

**\*\*Question 2:** What's the return Nebraskans receive on the tax dollars they invest in the Institute of Agriculture and Natural Resources, according to an independent study released in 2007?

(to first person to shout it out) Correct!

**\*\*Answer 2:** Fifteen to one. Conservatively. Sure wish I could get that return on my investments!

The Institute is a primary engine for economic and social sustainability and growth in Nebraska. We integrate research, teaching, and extension education to provide workable programs Nebraskans can put to use on their farms and ranches, in their businesses, and in their communities, homes, and lives.

**\*\*Question 3:** The independent At Work for Nebraska report, noting that Nebraska is "a powerhouse" agricultural state, reported a "direct" 1 percent increase in agricultural production in the Nebraska economy would equate to "what" dollar amount annually?

(to first person to have correct answer) Yes! Just think about that!

*\$ 117.3 million annually*

**\*\*Answer 3:** The report said, and I quote: "... while it is highly likely that IANR's programmatic activities and research endeavors would generate considerably more than a 1 percent gain in agricultural output in the state on an annual basis, a conservative 1 percent estimate serves as a baseline for considering the significant effects of agricultural productivity on the Nebraska economy. ... **A direct 1 percent increase** in agricultural production in the Nebraska economy would equate to **\$117.3 million** annually. **Total (direct and indirect) economic output** would increase by **\$215.1 million** annually. ... **1,544 jobs** would be created in the state annually."

**\*\*Question 4:** During the state budget cuts from FY2002 to FY 2005, the Institute had to reduce its General Fund budget by how many dollars?

(points to person with correct answer.) Yes. Sadly, that's right.

*\$6.6 million*

**\*\*Answer 4:** \$6.6 million. That's money gone from our budget forever. With those dollars went programs valuable to our state. We in the Institute did all we could to save as much seed as possible to grow Nebraska's future. There were no easy cuts, no fat so many people blithely assume exists in a budget. The terrible choices facing us were to make what we considered the least bad choice from a list of *ALL* bad choices, knowing each had serious ramifications. The effects of those cuts still are felt around our state and throughout the Institute.

**\*\*Question 5:** Water is vital to Nebraska. This state has over 91,600 registered, active irrigation wells supplying water to 7.6 million acres of harvested cropland and pasture. If Nebraska's aquifers were poured over the surface of the state, the water would be at what depth?

(points to person with first right answer) You're correct!

31.9 feet

**\*\*Answer 5:** 37.9 feet.

Just as water is vital to Nebraska, so is water research and education. The largest portion of the Ogallala Aquifer lies under Nebraska. This is both a tremendous asset and a very real responsibility for Nebraskans. How do we use this resource wisely? How do we sustain and preserve it? Hydrologist Jim Goeke talks about that here:

**\*\*Jim Goeke video**

The Institute is involved in a great deal of water research and education, knowing how important both are to Nebraska. Water education occurs both in our classrooms and laboratories, and throughout the state through extension education.

**\*\*Question 6:** What percentage is College of Agricultural Sciences and Natural Resources enrollment for fall 2008 up over fall 2007 enrollment?

(AFTER SOMEONE GUESSES CORRECTLY.) Would CASNR Associate Dean John Markwell like to talk about this answer?

12.9 %

By JOHN MARKWELL;

**Answer 6:** John, I'm delighted to do so! This fall our undergraduate student enrollment is up **\*\*12.9 percent**. This year's undergraduate enrollment in the College of Agricultural Sciences and Natural Resources, which we call CASNR, is 1,642, up from 1,455 CASNR students last year, an increase of 187 students. CASNR leads UNL in student increases.

We attribute much of the increase to the work of Nebraskans for Nebraska, a consortium of CASNR stakeholder groups coordinated from the CASNR office. Nebraskans for Nebraska promote the college in their areas. The group has about 100 members, including extension personnel, and members of Ag Builders of Nebraska, Nebraska Cattlemen, and the CASNR Alumni Association. All provide names of potential CASNR students to the college, and college personnel then contact those students.

**\*\*Question 7:** In 2003, the College of Human Resources and Family Sciences and Teachers College combined to become the College of Education and Human Sciences here at the University of Nebraska-Lincoln. Research and extension education associated with the former College of Human Resources and Family Sciences is part of the Institute. <sup>Dr.</sup> Marjorie Kostelnik, dean of the College of Education and Human Sciences, is a valued member of the IANR administrative team. This question is: In how many Nebraska counties are College of Education and Human Sciences projects offered through University of Nebraska-Lincoln Extension?

(points to first correct answer person) You're right! *93 counties*

**\*\*Answer 7:** 93 counties. Extension has 83 county offices located throughout the state. These offices serve all 93 Nebraska counties. The College of Education and Human Sciences is one-of-a-kind in Nebraska, with seven departments crossing a wide range of content areas to focus on improving people's lives. These departments are dedicated to enhancing lives of individuals, families, schools, and communities, and to strengthening relationships among them.

**\*\*Question 8:** Nebraska is a national leader in 4-H participation. How many of Nebraska's youth participate in 4-H programs in our state in a year? ~~135,000~~ 135,000

(Points to first person to get it right.) **\*\*Yes!** Isn't that something? Nearly one-in-three of all age-eligible Nebraska youth make up that 135,000 figure.

4-H helps youth develop skills they can use for a lifetime – critical thinking, responsibility, confidence. Their learning occurs in a format that's both fun and educational.

**\*\*Question 9:** Where do IANR scientists rank among U.S. universities whose agricultural researchers are cited by other scientists worldwide?

9th,

(points to first to get it right) Yes!

Dean Cunningham, would you like to speak to this question?

DEAN Cunningham ↓

**Answer 9:** You bet, John! I'm delighted to tell you our scientists are some of the most-cited agricultural researchers in the world over the past decade, according to a report that keeps tabs on research that captures the interest of scientists. \*\*Our ag scientists rank 9<sup>th</sup> among U.S. universities and 11<sup>th</sup> among universities worldwide.

The ISI Essential Science Indicators Report for 1996-2006 indexes a number of journals, tracking how often articles are cited by other authors. On the world stage, USDA tops the list. The top U.S. university cited is the University of California-Davis. We're in some very prominent company here!

JOHN: Yes we are. Thank you, Gary. And now on to question 10, which is:

**\*\*Question 10:** The flat iron steak was developed as a result of muscle profiling research conducted by our IANR meat scientists and colleagues at the University of Florida. How much estimated value are new products from this research adding to beef carcass value per head?

\$50-70 VALUE PER HEAD

And – a bonus question in this round – at a minimum, what is the total value-added dollar figure this research added to beef processed in Nebraska in 2007? *\$353 million*

(Points to first person with correct answer.) \*\*That's right for the first question. And for the bonus – (points to first person who got that) – \*\* you're right.

Meat Scientist Chris Calkins tells us:

**\*\*Answer 10: *video of Chris Calkins***

Yes, research IANR scientists did with University of Florida colleagues led to new beef products that added at least **\$50-\$70 in value per head** over the past seven years.

And as for the bonus question -- during 2007, over 7 million head of cattle were processed in Nebraska. At \$50 added value per head -- we use the conservative figure -- that's **more than \$353 million value added to beef processed in Nebraska in 2007 alone.** And, I'm sure you noticed Chris used a \$1.5 billion figure, which is "amazing." Nationwide, these new value-added cuts add \$1.3 to \$1.6 billion dollars to the national economy annually. And in Nebraska alone, where beef is big, big business, since these cuts were developed, in the past decade we've seen a minimum "cumulative" **\$1.5 billion** "benefit" to Nebraska producers.

**\*\*Question 11:** The College of Agricultural Sciences and Natural Resources offers how many programs of study?

(points to first to get it) That's right!

28 programs of study

**\*\*Answer 11:** The College of Agricultural Sciences and Natural Resources offers 28 programs of study, two pre-professional programs, and two professional programs all of which can lead students to fulfilling, rewarding careers. These programs range from our extremely strong programs in traditional offerings such as animal science, agricultural economics, and agronomy and horticulture, to new programs, such as our new food technology for companion animals program and our new forensic science program, our new plant biology program, offered through either CASNR or the College of Arts and Sciences, and the hospitality, restaurant, and tourism management program offered with the College of Education and Human Sciences. The two pre-professional programs are pre-forestry and pre-veterinary medicine. The two professional programs are Veterinary Medicine (the UNL students spend their last two years of this four year program at Iowa State) and the Doctor of Plant Health program which was just approved by the NU Board of Regents and is only the second program of its type (the other program is at the University of Florida).

**\*\*Question 12:** IANR is a leader in addressing complex, important water management issues for Nebraska and the region. An extension demonstration project in the Republican River Basin "focuses" on teaching producers to achieve nearly full yields with less water. The project showed a water miser strategy used 'what' percent less water while reducing corn yields only 3 percent?      31%

**\*\*Yes, 31 percent!** Dean Dickey, would you like to talk a little bit further about this valuable project?

DEAN DICKEY ↓

**Answer 12:** I'd be glad to, John. As you said, the project showed a water miser strategy used 31 percent less water while reducing corn yields only 3 percent. Pumping costs-savings usually more than offset yield loss. Overall estimated knowledge gained in 2007 was \$3.4 million, according to 190 producer participants, who also said they saved at least two inches of water per acre.

**\*\*Question 13:** Economical wet byproducts from Nebraska's "expanding" ethanol and grain processing industry have become a major cattle feed, "thanks" to largely pioneering IANR research that is paying dividends for Nebraska. It's estimated feeding byproducts wet instead of dry has resulted in a Nebraska benefit of what amount between 1992 through 2006?

<sup>DOLLAR</sup>  
^  
1/2 a billion dollars

(points to person first to get it) Yes! Think of that number!

**Answer 13:** It's estimated that from 1992 through 2006 the cumulative benefit to Nebraska from feeding byproducts from Nebraska's expanding ethanol and grain processing industry wet instead of dry was \*\*approaching **half a billion dollars**. IANR animal scientists "proved" the feasibility, benefits, and economic advantages of feeding byproducts "wet" instead of drying and shipping them to dried feed markets. These findings were instrumental in encouraging the nearly 10-fold increase in Nebraska ethanol production capacity since the early 1990s.

When you add the \$1.5 billion cumulative benefit to our state from the value-added beef cuts and this half a billion dollars cumulative benefit of feeding wet byproducts, it magnifies two billion times the importance of the Institute as an economic engine, at work for Nebraska.

**\*\*Question 14:** Nebraska's small-businesses gain an EDGE – which stands for Enhancing, Developing, and Growing Entrepreneurs – through a UNL Extension program that gives rural entrepreneurs skills needed to create or expand their businesses, or to decide if business ideas are feasible. Since 1993 the EDGE program has helped nearly 2,500 Nebraskans transform their ideas into viable business opportunities. Approximately what percentage of those participants increased their business volume? *more than 70%* *MORE THAN 70%*

And a bonus question for an extra point – what percentage of those participants added employees? *33%*

(points to first to get it) Yes! And the bonus point, anyone?

(points to first person to get bonus) You're right!

**\*\*Answer 14:** More than 70 percent of participants increased their business volume since participating in EDGE.

**Bonus point:** 33 percent added employees.

Entrepreneurship is important to our state, and to the growth and sustainability of our communities, especially our small towns, where each job makes a difference.

**\*\*Question 15:** What percentage of College of Agricultural Sciences and Natural Resources graduates historically take their first job out of college in Nebraska?

*about 70%*

(points to first to get it) You're right!

**\*\*Answer 15:** As Entomology Associate Professor Tiffany Heng-Moss tells us:

**\*\* *Video of Tiffany Heng-Moss***

The independent At Work study cited the importance of education, and citizens with well-developed knowledge and skills, in advancing a bright future for Nebraska. The report said, and I quote, "... as knowledge, intellectual capacity, and technology become the foremost drivers of modern economies, IANR's teaching activities" within the College of Agricultural Sciences and Natural Resources (CASNR) likely will continue to grow in their importance to Nebraska's economic progress. Strengthening the lives and communities of Nebraska through research, teaching, and extension-activities is key to the long-term competitive sustainability of Nebraska's high-standard of living."

\*\*Well, folks, that concludes today's game of IANR Shout It Out! Thank you for playing. Please tally up your scores so we can proclaim today's winners, \*\*who each will receive one of our exclusive IANR note card sets. First runners-up will receive our great ice scrapers, which we hope you won't be needing too soon, but you never know! Every one participating today will receive one of our pens, and a set of our one-of-a-kind IANR bookmarks.

*(Check with tables for points won, and proclaim a winner, and runner-up. Could be ties.)*

Thank you again for your participation in IANR Shout it Out. We think the story of a 15-to-1 return on Nebraskans' tax dollar investment with us, and of the many, many benefits the Institute provides our state as an economic engine and knowledge provider to help strengthen our youth, families, and communities, is indeed a story worth shouting out. We hope you'll help us tell that story by sharing such information each time the opportunity arises.

Please come back and see us often – you always are welcome on our campus, which you <sup>ALREADY</sup> know is statewide through our network of county extension offices, our research and extension centers, and our other research and extension facilities.

We look forward to working with you as Nebraska leaders and as our constituents down through the years. Thank you. And now we'll see you get your prizes!

*(Pass out prizes, starting with winning table, which gets note cards for each person, then second runners-up get the lighted key chains, everyone gets a pen and bookmarks.)*

*###*