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Bullets on what's happening at UNL IANR

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Bullets on what's happening at UNL IANR
LEAD Group XXVI Luncheon
Noon September 18, 2006
John C. Owens
NU Vice President and IANR Harlan Vice Chancellor

1. As Nebraska's land-grant university, we in IANR take the land-grant mission of taking the resources of the university to the state very seriously.

A. As partners with Nebraska, we provide on-campus teaching and distance education classes, research and extension education.

2. Enrollment figures – We're very pleased that for the second year in a row, CASNR enrollment is up. We have 1,303 students enrolled this fall, compared to 1,264 students enrolled last fall, an increase of 39 students, about a 3.1 percent increase. Of the 1,303 students enrolled, 13 are at UNO.

NCTA — 3.8%

A. Students receive a tremendous education in CASNR, leading to a multitude of diverse careers

– a. Some of our new majors include insect science, which offers options in pest management, science, public health and forensic entomology; hospitality, restaurant and tourism management with the College of Education and Human Sciences, and landscape architecture with the College of Architecture

B. Excellent, caring faculty

C. Importance of contributing to community part of the CASNR philosophy – built into coursework and many opportunities for students to take part, build their leadership skills, such as the new Justin Smith Morrill Scholars Program

3. New University of Nebraska-Lincoln/Iowa State University Cooperative Program in Veterinary Medicine

- exciting new professional program, of value to this agricultural state
- first students who will begin classes at UNL next fall are applying now

4. Research so vital to Nebraska agriculture, to remain competitive in the world market; ISI Essential Science Indicators Report for 1994-2004 indexes nearly 9,000 journals and tracks how often articles are cited by other authors, reviewed agricultural sciences articles published by 298 institutions worldwide and found our agricultural scientists ranked 16th in the world, 10th among universities worldwide and 8th among U.S. universities.

Examples of value of research for Nebraska:

A. In the last few years, IANR meat scientists teamed with University of Florida colleagues on extensive studies that identified promising higher value uses for under-used muscles in the chuck and round. The National Cattlemen's Beef Association and industry developed several new beef products, including the well-known flat iron steak, based on this research. These new products have increased demand for beef and added \$50 to \$70 in value per head over the past seven years. With more than 26 million cattle fed and marketed in the U.S. each year, that represents \$1.3 billion to \$1.8 billion in added value annually. More than 20,000 restaurants nationwide now sell the new cuts.

B. Let me also tell you what some of our long-term research has meant for our state: Varieties developed through our wheat breeding program provide Nebraska growers with improved wheats that perform well in the field and offer the quality characteristics millers and bakers demand. Nebraska-developed hard red winter wheat varieties are planted on about 62 percent of the state's wheat acres. These improved varieties have helped boost Nebraska's annual yields by 9.5 million bushels since the 1960s. These improved varieties are worth

roughly \$30 to \$35 million annually to Nebraska producers, based on increased yield alone. Yield improvement in these varieties means Nebraska wheat growers can feed nearly 3.8 million more people a year than they did on the same acreage in the 1960s. Nebraska wheat breeders now are collaborating with scientists in 17 states on research to implement new molecular technologies, called Marker Assisted Selection, that will improve U.S. wheat quality and disease resistance.

5. University of Nebraska-Lincoln Extension is at work in a variety of ways across the state, helping people put knowledge to work.

A. We reach 118,000 youth through Nebraska 4-H. This includes young people in clubs, camps, school enrichment, and special interest groups

B. A variety of extension educational clinics, workshops, and field days across Nebraska provide critical crop production information. The Crop Management and Diagnostic Clinics and Soybean Management Field Days are two examples. Clinics included seven programs covering topics ranging from field scouting to fertilizer and irrigation management. In 2005 the clinics drew nearly 400 participants from 60 Nebraska counties and seven other states who influence or manage nearly 5.4 million acres. Nebraska participants were responsible for nearly 40 percent of Nebraska's row crop acres. Participants valued the knowledge gained at the clinics at an average of \$5.74 per acre or a total of nearly \$31 million, based on acreage involved. For Soybean Days, extension teams with the Nebraska Soybean Board, the event's sponsor. The event, held at four sites, highlights research, marketing, promotion, new uses and education. In 2005, these events drew 433 participants who are responsible for about 565,000 cropland acres. Participants valued knowledge gained at an average \$7.21 per acre, or a total of nearly \$4.1 million, based on the acres involved.

C. Methamphetamine production and use is epidemic in parts of the U.S. Rural areas in Nebraska and elsewhere are especially vulnerable because supplies to make the drug easily can be found here. UNL Extension teamed with Third District Representative Tom

Osborne to promote community awareness of the drug's dangers. In 2005, over 4,000 Nebraskans learned about meth from presentations and educational handouts. Nearly 30,000 Extension publications and informational materials were distributed. The "Nebraska Cleanup Volunteer Safety" DVD and brochure were distributed to every Nebraska county by UNL Extension and Keep Nebraska Beautiful. Six months after the meth program was presented in Indianola, law enforcement there reported a significant decrease in meth activity thanks to increased community awareness, including neighborhood "meth walks" and increased citizen monitoring and reporting. Also, in communities where the program has been presented, volunteer clean-up groups are more knowledgeable about meth lab litter safety, thanks to distribution of the volunteer safety DVD and brochure.