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IANR Research and Extension Centers and their associated districts

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IANR Research and Extension Centers and their associated districts
Presentation to the NU Board of Regents
Friday a.m., June 13, 2008
John C. Owens, NU Vice President and Harlan Vice Chancellor, IANR

1 It's a pleasure to have this opportunity to speak with you about the University's four strategically-placed Research and Extension Centers and their associated extension districts, all part of the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln.

2 At these centers scientists discover new knowledge important to their region, and important to Nebraska. Extension educators teach that new knowledge throughout the region and state so Nebraskans can put it to immediate use in their lives. It's one way we're at work for Nebraska.

3 The university's strategic-planning framework states, and I quote, "*The future of the State of Nebraska is closely tied to that of its only public university ...*" I see that reflected so powerfully at our Research and Extension Centers. These centers are a significant part of the economic engine that the Institute of Agriculture and Natural Resources provides Nebraska.

4 As you know, last year an independent study found the Institute provides a conservative 15-to-1 return on each state tax dollar invested with us. The University's Research and Extension Centers contribute to their region's and our state's economy as well as to the quality of life. The faculty and staff at these centers are leaders in providing quality education throughout Nebraska, not only in agriculture and natural resources, but also for youth, families, and communities. All are important attributes in NU's strategic framework.

5 Fundamental to our land-grant university mission of taking the resources of the university to Nebraskans, our four Research and Extension Centers and their 83 associated county extension offices serve all 93 Nebraska counties, extending the university campus throughout Nebraska. Their locations among the constituents we serve provide frequent and important exchanges of ideas, knowledge, and Nebraskans' concerns.

6 Faculty with regular academic rank are located at the centers and they hold research and extension appointments in the academic departments on the Lincoln campus. Center faculty represent a large number of disciplines, allowing them to address issues across disciplines to provide solutions to both regional and state concerns. Extension educators hold equivalent faculty rank, specialize in a subject area, and are located primarily at the 83 county offices.

7 The four Research and Extension Centers and their districts are: (SYNC WITH THEIR POP UP ON THE SCREEN) ^① the Panhandle Research and Extension Center; ^② the Northeast Research and Extension Center; ^③ the Southeast Research and Extension Center; ^④ ^{and} the West Central Research and Extension Center. (SYNC WITH LIGHTS APPEARANCE) The lights here indicate the locations of our Research and Extension Centers and the county extension offices throughout Nebraska.

8 Our Panhandle Research and Extension Center is known for its work with Panhandle crops -- dry edible beans and sugar beets; alternative energy crops; and high-elevation systems-work in crops and livestock being notable examples.

9 The Northeast Research and Extension Center, with headquarters at Norfolk, and at the Haskell Agricultural Laboratory near Concord, is known for its work in integrated pest management; environmental impact of livestock production; and organic and sustainable agriculture.

10 Our Southeast Research and Extension Center's headquarters are on UNL's East Campus. The rural/urban interface, including acreages and small farms, is one of the unique areas with which this Center works. Value-added agriculture, entrepreneurship, crop diagnostics, and irrigation are other strengths.

11 Our West Central Research and Extension Center in North Platte has served Nebraskans for over 100 years. It is known for its work in beef production systems; cropping systems with limited irrigation; and horticulture focusing on native ornamentals.

Nebraska is diverse agriculturally, topographically, and environmentally. Needs differ considerably from east to west and north to south; our faculty and staff at the Research and Extension Centers work hard to meet their region's needs.

12 Elevation across Nebraska ranges from the lowest point of 840 feet at the Missouri River to 5,434 feet at Panorama Point in the western part of the state. Rainfall ranges from 30 to 35 inches in the east to 15 to 20 inches in the west – in good years. Differences in climate between Lincoln and Scottsbluff are as great as from Lincoln to the East Coast. Different growing conditions and different soils affect what's grown.

13 In Nebraska, where one in three jobs depends in some way upon agriculture, successfully supporting this key industry is important from our most metropolitan areas to our most rural communities. The University's Research and Extension Centers are vital to that support.

These are a few facts about our centers. In the rest of our time, I'd like to give you a feel for the value of the work we do through 11 video snippets of people associated with our centers, and through comments by some of our constituents. This is only the smallest tip of the iceberg demonstrating how these Research and Extension Centers are at work for Nebraska. *14* We'll start with Mike Jacobson, president of Agriculture Builders of Nebraska, Inc., president-elect of the Nebraska Bankers Assn., and North Platte banker.

Mike Jacobson video, 1:53

How are we benefitting the state?

15 Keith Glewen, an extension educator in the Southeast Research and Extension Center, talks about the Crop Management Diagnostic Clinics offered each year for people in industry who work and consult with farm operators, as well as for crop-producers who attend:

Keith Glewen, 37 seconds

\$65 million of value added. Yearly. That's one way we're at work for Nebraska.

16 While we're at it, let's hear about another educational program in the Southeast Research and Extension Center, this one in Omaha, the EPA's largest, residential lead-superfund site in the nation. What has extension offered as a collaborator in the effort to help Omahans safely deal with the lead situation and provide healthy environments for children and families? Douglas County Commissioner Chris Rodgers says:

Chris Rodgers, 40 seconds

17 Connie Hancock, extension educator in the Panhandle district, is part of a statewide team that's helping Nebraskans use technology applications for business and entrepreneurial success:

Connie Hancock, 31 seconds

Advancing entrepreneurship is so very important to Nebraska. We're currently excited about a new 4-H entrepreneurship curriculum for use throughout the entire state of Nebraska. Last year in Nebraska we had 135,000 school children involved in 4-H programming – that's one-in-three age-eligible youth. It's the highest, per capita 4-H enrollment in the entire nation. There were 31 pilots of this new 4-H curriculum in the past year, including 12 schools. All had excellent response. Other states also are interested in our proprietary programming, with some seeking to get the curriculum placed in their middle schools.

18 One person quite interested in this 4-H entrepreneurship curriculum is Jim Krieger, vice chair and CFO of the Gallup organization and president of the Jim and Penny Krieger Family Foundation.

Jim Krieger, 1:14

19 Another way we're working to help strengthen rural Nebraska communities is with Weldon Sleight, dean at the Nebraska College of Technical Agriculture at Curtis and associate director of our West Central Research and Extension Center. ^{Dr.} Don Adams, West Central director, serves as the associate dean at NCTA. NCTA faculty all have participated in extension's EDGE program – EDGE standing for Enhancing, Developing, and Growing Entrepreneurs – to teach entrepreneurship across their curriculum. NCTA's partnership with West Central provides excellent research information for NCTA work. Dean Sleight speaks about NCTA's 100 cow program as a way to return ^{graduates} ~~students~~ to Nebraska ^{rural} communities:

Weldon Sleight, 1:04

20 Charles Shapiro, a soil scientist at our Haskell Agricultural Laboratory, talks about an exciting team project to provide new knowledge for Nebraska's organic growers. Four organic research sites are located with our centers throughout Nebraska.

Charles Shapiro, 43 seconds.

Over the past decade, organic products have become the fastest growing sector of agriculture, with an annual increase of around 20 percent.

21 Brent Plugge, extension educator, describes how research and extension education are entwined in the Nebraska Ranch Practicum, offered at the Gudmundsen Sandhills Laboratory:

Brent Plugge, 40 seconds

Research provides new knowledge, and extension education rapidly teaches it across the region and the state so Nebraskans can put it to immediate use in their lives. With a value of over \$19,000 per Ranch Practicum participant, collectively that's over \$2 million value-added through this single educational program.

22 What's the value of having applicable research done and extension education occurring rapidly throughout a region? Kate Sullivan, a Cedar Rapids community banker, tells us what it means to her area of Nebraska:

Kate Sullivan, 41 seconds

23 Water is a continuing priority on the University's agenda. Steve Melvin, extension educator working in the Republican River Basin, tells us about the value of one water conservation program.

Steve Melvin, 46 seconds

A collective \$3.4 million impact estimated by 190 farmers, and about 2 inches of water saved per acre in an area focused on water savings. How significant is that? Well, just picture a gallon milk jug filled with water, multiply it 27,154 times in your mind, and you'll have the rough equivalent of *one* inch of water savings over *one* acre. *Two* inches is over 54,308 gallons.

24 Don Adams, West Central Research and Extension Center and district director, describes another valuable economic-impact discovery:

Don Adams, 1:21

When you realize that as of Jan. 1 of this year there were 2.7 million head of cattle on feed in Nebraska, just think of the potential of an extra \$80 per steer for Nebraska producers and for Nebraska's economy. Plus, as Don noted, this finding improves subsequent fertility in female calves by increasing pregnancy rates by about 13 percent.

Don is here today to invite you to an event that President Milliken is hosting in the Sandhills, but before he does, it is my pleasure to introduce our center directors.

25 Dr. Linda Boeckner is our interim director at the Panhandle Research and Extension Center. Dr. Susan Williams is director of the Southeast Research and Extension Center. (SUSAN MAY NEED TO LEAVE JUST BEFORE NOON; CHECK HER PRESENCE FOR INTRODUCTION.) From our Northeast Research and Extension Center we have Dr. Twig Marston, who joined us in May. Twig comes to us from Kansas State University, where he was a professor of animal science and industry and worked as a beef extension specialist. And now, Dr. Don Adams, director at West Central.

26 (When the video map motion ends again, bring up At Work for Nebraska slide on PowerPoint and leave up until turn off.)

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