Title: Extension and Outreach Activities

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Co-PI’s: Karen Sowers (fully funded), Dennis Roe (partially funded), Taylor Beard (partially funded)

Duration: Fall 2007-present

Background: With each successive year of funding for the Washington Oilseed Cropping Systems (WOCS) project, the amount of information generated by field, lab and greenhouse studies increases. The Extension and outreach members of the WOCS team are tasked with delivering that information in timely, practical and understandable methods to growers, industry, agency, and other university oilseed faculty and staff in Washington (WA) state. After seven years of funding, those efforts have expanded beyond WA to the Pacific Northwest (PNW) and other oilseed production regions of the U.S.

Objective: Relay the most current oilseed production, marketing and cropping systems information based on WOCS research results to the agricultural sector of WA state, including growers; industry/crop consultants; national, regional, state, and local agencies; and university faculty, staff and students.

Methods: Information is distributed via electronic and written media, field tours, invited presentations, breakfast meetings, and an annual conference (PNW Oilseed & Direct Seed Conference).

Results and Discussion: While outreach is conducted year-round, the largest event of the year is an annual oilseed conference held in January each year. A major change to the conference occurred following the 2013 Oilseed Production & Marketing Conference when the Pacific Northwest Direct Seed Association (PNDSA) requested to have a joint conference in 2014. As a result, the 2014 conference had a sharp increase in attendees, research posters, sponsor monies, and vendors, along with exposure of many attendees to topics they may not have previously considered of interest in separate conferences. Speakers from most major canola production regions of the U.S. and Canada as well as Australia provided a wide range of perspectives and expertise to the general and breakout sessions. The keynote speaker from Australia spent several days after the conference at WSU, UI and Montana State University with arrangements made by WOCS Extension that included a seminar at Pullman, lunch with graduate students and meetings with individual faculty.

Seven of ten regional breakfast meetings held during the winter months in Lewiston and Colfax featured an oilseed topic. Presenters included local oilseed growers, industry representatives and university researchers and graduate students. Average attendance at each meeting was 38. Field tours in May and June proved successful in attracting large numbers of attendees seeking hands-on and visual experience along with presentations about oilseed production by the host grower(s), WSU, OSU, UI, and USDA.
faculty. Topics included winter canola variety trials, fertilizer and weed control, blackleg, organic amendments, residue management, and unmanned aerial vehicles. A video was developed by WOCS Extension and CAHNRS Communications featuring footage from one of the field tours and posted on YouTube (300 views Aug. 14-Dec. 31). Feedback from attendees has been very positive in continuing both the breakfasts and field tours, with the suggestion of increasing the locations in 2015.

On-farm visits and requests for presentations in WA and in the PNW came from the Spokane Farm Forum, the Asotin County wheat growers, Willamette Valley Oilseed Producers Association, and the annual American Society of Agronomy/U.S. Canola Association international meeting, where nine members of the WOCS team presented at oral or poster sessions. With a mid-year outbreak of blackleg in the Willamette Valley in Oregon, the WOCS team was contacted to be involved in a PNW Crucifer black leg interest group. Extension faculty and staff were involved in conference calls and meetings, ultimately resulting in collaboration with the WSDA and PNW university and oilseed industry partners to develop a rules change concerning the Crucifer Quarantine for WA State. The group will continue to be active in 2015.

Washington Friends of Farms and Forests contacted WOCS Extension faculty requesting information about canola production in WA and subsequently developed a page on their Washivore.org website (118 views July 31-Dec. 31). The U.S. Canola Association continued to enlist WOCS Extension and outreach to provide articles about canola production, issues and activities in the PNW for both the U.S. Canola Digest (print and online) and the monthly e-newsletter Canola Quick Bytes. News articles were submitted to CAHNRS News and WSU News throughout the year. WOCS faculty organized the visit of a Nuffield Scholar from Australia during September that involved visits with faculty, regional growers, industry, and students for two weeks.

In coordination with WSU Extension and CAHNRS Communications, the creation of a dedicated WOCS publication series is currently underway. The series will consist of fact sheets and extension manuals that provide practical oilseed production information based on research findings from the WOCS team. Previously published material utilizing funding from WOCS will become a part of this series. In 2014, five drafted fact sheets or extension manuals were submitted to the WSU review system for publication. The goal is for the series to eventually encompass all aspects of the WOCS project and be recognized by growers, industry, and other universities as a source for oilseed and other biofuel information for WA State and the PNW.

Impact/Potential Outcomes: Canola acreage in WA increased from 37,000 acres in 2013 to 45,000 in 2014, necessitating the need for continued outreach to growers and industry. The WSU Oilseed & PNDSA Direct Seed Conference was the largest event of 2014, with the following data:
- 485 attendees (Australia, Canada and 16 U.S. states)
  - 185 Growers
  - 200 Agriculture suppliers and crop consultants (from 63 different companies)
  - 100 University and agency
- 49 Speakers
- 45 Vendor booths
- 40 Research posters
- $61,900 sponsor monies
- All general and breakout sessions posted on the CAHNRS YouTube channel, WOCS website and PNDSA website
- Coverage by local newspaper and radio

Website access increased in 2014, with 9,161 page views and 2570 users from 46 countries (up 28%), 45 states (up 5%) and 65 cities in Washington (up 2%). Forty-four percent of the visitors in Washington accessed the website for the first time, while 57% of all users were first time. There were also visits from 20 cities in Oregon and 13 cities in Idaho.

Based on the success of the Extension and Outreach portion of the WOCS project, the director of WSU-ARC and the Bioenergy Coordinator at WSDA requested a meeting between a WOCS Extension team member and a member of the anaerobic digester-related research portion of Appendix A funding. Discussions were centered on the WOCS model of and approach to Extension and outreach (e.g. field tours, conference, website) as a means of sharing research information.

**Affiliated projects and funding:** REACCH (Climate Change); NSF-NSPIRE

**Publications**

**Extension:**


**Abstracts:**


Refereed:


**Invited Presentations:**


Paulitz, T. C. Washington Research- W-3147 Multistate Project Managing Plant Microbe Interactions in Soil to Promote Sustainable Agriculture, Oct. 24, 2014, Riverside, CA.


**Other Publications:**


**Internet:**


**Newspaper interviews:**


### 2014 WOCS Extension and Outreach Activities:

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<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>Colfax &amp; Clearwater Direct Seed meetings (8)</td>
<td>Colfax/Lewiston</td>
<td>266</td>
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<tr>
<td>Oilseed Production &amp; Marketing Conference</td>
<td>Kennewick</td>
<td>485</td>
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<tr>
<td>Wilbur-Ellis canola grower meeting</td>
<td>Odessa</td>
<td>75</td>
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<tr>
<td>Farm Forum/Ag Expo</td>
<td>Spokane</td>
<td>33</td>
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<td>WOCS Annual Meeting</td>
<td>Pullman</td>
<td>40</td>
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<td>Asotin Co. Wheat Growers meeting</td>
<td>Asotin</td>
<td>20</td>
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<tr>
<td>CAHNRS Showcase – poster</td>
<td>Pullman</td>
<td>100</td>
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<tr>
<td>WA Oilseeds Commission meetings</td>
<td>Phone - quarterly</td>
<td>48</td>
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<tr>
<td>On-farm visits/University/Agency meetings</td>
<td>Multiple</td>
<td>55</td>
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<tr>
<td>Winter Canola Field Tour</td>
<td>Douglas Co.</td>
<td>95</td>
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<tr>
<td>Twilight canola tour – Schibel farm</td>
<td>Odessa</td>
<td>35</td>
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<tr>
<td>Winter Canola Field Tour</td>
<td>Pomeroy</td>
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<td>Lind Field Day</td>
<td>Lind</td>
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<td>Palouse Rock Lake CD tour</td>
<td>Whitman Co.</td>
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<td>UI Field Tour</td>
<td>Moscow, ID</td>
<td>60</td>
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<tr>
<td>Western Whitman Co. Tour</td>
<td>Various</td>
<td>21</td>
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<tr>
<td>Willamette Valley Oilseed Producers Assoc meeting</td>
<td>Rickreall, OR</td>
<td>45</td>
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<td>Blackleg awareness meeting</td>
<td>Kennewick</td>
<td>30</td>
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<tr>
<td>U.S. Canola Research Annual Meeting/ASA meeting</td>
<td>Long Beach, CA</td>
<td>115</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>1,920</strong></td>
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