

Extension Program Work Area

Agriculture: Pasture & Forage Management Systems

PWA1: Pasture and forage management

Rationale

Pasture and forages are the backbone of Oregon livestock production systems. The value of hay is over \$318 million and is the third largest commodity in Oregon but this does not include millions of dollars in value for the hay directly used on farms, and not sold. There are over 850,000 acres of cultivated/improved pasturelands in Oregon. Challenges include being competitive in the market place, maintaining profitability, and assuring a high quality product while protecting environmental quality. OSU extension and research faculty are actively involved in addressing these challenges through applied research and educational programs across the state.

Stake Holder Input

Clientele input comes from county, Agricultural Experiment Station and College of Agricultural Sciences advisory committees. Faculty are in on-going contact with clientele through one-on-one contacts as well as through industry organizations, commodity commissions and other local groups - county commissions, watershed councils, soil conservation districts and marketing groups. Formal research and extension prioritization sessions have been held with forage producers and their input is being used to develop a strategic plan for forages.

How Stake Holder Input was used to create this PWA

Extension Agriculture faculty use stakeholder input to plan and implement programming based on the needs expressed by local stakeholders. At the same time, Extension Agriculture faculty inform stakeholders about pressing needs within agriculture that may not be a priority for the local community. This interaction between stakeholders and Agriculture professionals ensures that programming is relevant to the local community while reflecting the needs and concerns of producers throughout the state.

Long Term Outcome

Improved pasture and forage management that includes species and variety selection and management practices (pest management, fertilization, and irrigation, harvesting, quality testing, reduced production costs, marketing, and utilization) will result in increased forage production levels and increased farm and ranch profitability.

Indicators of Successful Achievement of this Outcome

- Acreages under specific management plans
- Documentation of acreages planted to traditional and new species
- Farm gate and regional value of crops
- Market outlets for crops
- Total acres of improved varieties, species or other technologies times the proven advantage of these new technologies above the industry norm
- Quantification of economic value of new technologies

- Grower surveys to assess understanding and adaptation of new technology

PWA2: Environmental quality

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Long Term Outcome

Adoption of refined pest, nutrient and water management technologies will sustain or improve environmental health.

Indicators of Successful Achievement of this Outcome

- Acreages under specific management plans
- Soil, water and/or air quality levels, where routinely monitored
- Change in water, air or soil quality parameters over time when new techniques are used.

PWA3: Integrated pest management

Rationale

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Long Term Outcome

Integrated pest management programs will continue to be developed and disseminated as studies on best management practices for pests and weeds of importance are researched.

Indicators of Successful Achievement of this Outcome

- Acreages under specific management plans
- Documentation of traditional and new species acreages
- Estimates of reduced pesticide use or increased effectiveness of pesticides
- Change in water, air or soil quality parameters over time when new techniques are used.

PWA4: Production efficiency and economic stability

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Long Term Outcome

New practices and cropping systems will improve the economic stability of family farms which in turn will stabilize their rural communities.

Indicators of Successful Achievement of this Outcome

- Acreages under specific management plans
- Documentation of traditional and new species acreages
- Farm gate and regional value of crops
- Market outlets for crops
- Grower income levels and survival of farming enterprises
- Alternative work opportunities in rural communities
- Total acres of improved varieties, species or other technologies times the proven advantage of these new technologies above the industry norm.
- Quantification of economic value of new technologies
- Grower surveys to assess understanding and adaptation of new technology

PWA5: Communication

Rationale

Pasture and forages are the backbone of Oregon livestock production systems. The value of hay is over \$318 million and is the third largest commodity in Oregon but this does not include millions of dollars in value for the hay directly used on farms, and not sold. There are over 850,000 acres of cultivated/improved pasturelands in Oregon. Challenges include being competitive in the market place, maintaining profitability, and assuring a high quality product while protecting environmental quality. OSU extension and research faculty are actively involved in addressing these challenges through applied research and educational programs across the state.

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Long Term Outcome

Communication networks will be developed that enable timely utilization of technologies.

Indicators of Successful Achievement of this Outcome

- Grower surveys to assess understanding and adaptation of new technology

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