



IMPACT OF THE OSU WHEAT VARIETY TESTING PROGRAM



HIGHLIGHTS

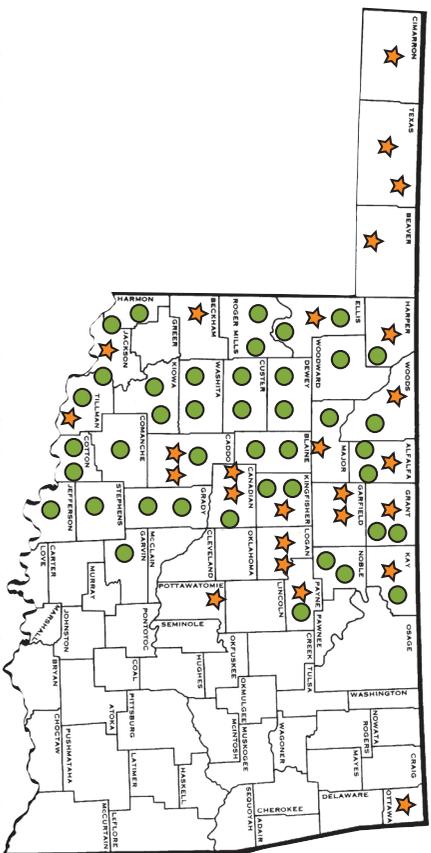
- \$180,000 in producer checkoff funds leveraged to secure over 3.6 million in federal grants
- Field-day attendees represent over 1.7 million acres annually
- Average perceived value of information provided at field days was \$21.46 per acre
- A \$25,000 annual investment of producer checkoff funds results in over \$37 million in perceived impact by producers
- Research and demonstration sites cover major wheat producing regions of Oklahoma
- Data are posted on www.wheat.okstate.edu within a few days of harvest
- Results are mailed directly to over 8,000 Oklahomans via popular press inserts

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The OSU Wheat Variety Testing Program has research and demonstration sites throughout Oklahoma. From Affton to Olustee and from McLoud to Keyes the program has a presence in the major grain producing regions of Oklahoma.

- ★ Replicated Variety Trial Site
- Demonstration Site



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PUBLIC/PRIVATE PARTNERSHIP

The OSU Wheat Variety Testing Program has a proven track record of leveraging state and commodity funding sources to obtain larger federal grants. The Oklahoma Cooperative Extension Service and Oklahoma Agricultural Experiment Station provide baseline support for the program with salaries and services. From 2005 to 2010 the Oklahoma Wheat Commission and Oklahoma Wheat Research Foundation invested a total of \$180,000 in producer check-off funds into the program. The baseline programs supported by these funds were leveraged to help secure over \$3,600,000 in federal grant dollars over the same time period.

UNIQUE & IMPORTANT DATA

Wheat production in Oklahoma is unique and Oklahoma farmers need varietal data such as fall forage production, ability to germinate in hot soil conditions, acid soil tolerance, lateness of first hollow stem, and tolerance to grazing by cattle. These characteristics are critical for adaptation to Oklahoma but are evaluated by very few variety testing programs. In fact, most surrounding states and many private companies rely on the OSU Wheat Variety Testing Program to supply this knowledge for their dual-purpose wheat producers.



ECONOMIC IMPACT

Farmers and decision makers place a high value on data generated by the OSU Wheat Variety Testing Program. Attendees of wheat variety field days in 2010 represented 1.73 million acres or about 5% of the entire 2010 US winter wheat planted acreage. When asked, 100% of attendees indicated the information they received at these field days would influence their wheat variety choice the following year. When asked to place a value on the information they had just received, field day attendees reported an average impact of \$21.46 per acre for their farming operations for a total impact of just over \$37 million. Annual farmer investment in the wheat variety testing program in the form of check-off funds is approximately \$25,000. This is an extraordinary return on investment for the farmer.

COMMUNICATION

The OSU Wheat Variety Testing Program has research and demonstration sites throughout Oklahoma. From Afton to Olustee and from McLoud to Keyes we have a presence in the major grain producing regions of Oklahoma. Variety trial data are posted on the OSU Small Grains Extension website (www.wheat.okstate.edu) within a few days of harvest and distributed directly to over 8,000 Oklahomans via the Wheat Seed Book published by High Plains Journal. Producers are kept up to date on pest management issues and crop development via the Plant and Soil Sciences Extension Newsletter and Twitter (@OSU_smallgrains).

LOCAL CONTROL

While the scope of the OSU Wheat Variety Testing Program is statewide, the direction of the program is heavily influenced by local control and decision making. OSU Area Agronomists and County Extension Educators work with local producers and state staff to determine variety trial entries, cooperators, and locations. These individuals are the eyes, ears, and strong backs of the variety testing program and ensure that research and extension programs coincide with local needs.

ENVIRONMENTAL STEWARDSHIP

Unwarranted pesticide applications are costly for the producer and potentially harmful to the environment. The OSU Wheat Variety Testing Program provides wheat farmers timely information on developing weed, insect, and pathogen problems via traditional and web-based media outlets. Integrated pest management recommendations along with current variety ratings for disease and insect resistance help producers make pesticide applications in a sustainable manner that will maximize profitability and minimize environmental impact.

