Iowa Learning Farms continues to help farmers talk to other farmers about protecting Iowa’s soil and water, with the goal of increasing conservation on the land and building a Culture of Conservation that will last for generations.

**Outreach to New Heights**

<table>
<thead>
<tr>
<th>Events</th>
<th>Increase from 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>204</td>
<td>30%</td>
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</tbody>
</table>

**Attendance at Field Days by Region**

- 67% of respondents reported use
- 6% attendees: 2% of the reported
- 24% attendees: 14% of the reported
- 26% attendees: 36% of the reported
- 41% attendees: 44% of the reported
- 1% attendees: 4% of the reported
- 2% attendees: 4% of the reported

**Reaching a Younger Generation**

- 40% of field day attendees are 50 years or younger
- Age of attendee distribution:
  - 18-30: 15%
  - 31-40: 24%
  - 41-50: 12%
  - 51-60: 21%
  - 61-70: 21%
  - 71+: 15%

**Description of Attendees at Field Days**

- 56% were farmers/landowners
- 33% Landowner
- 19% Other
- 15% Government
- 89% were farmers/landowners

**How People are Hearing about Field Days**

- Targeted mailings have increased 20% since 2010

**Results from January Evaluation**

- 27% have never tried no-till/strip-till or a cover crop.
- 37% have two years or less experience with cover crops.
- 30% percent of cover crop acres paid for out of pocket without cost share.

**What Cover Crops Farmers Planted**

- Cereal Rye: 88%
- Radish: 27%
- Oats: 17%
- Other: 12%
- Wheat: 7%

Farmers who attended an ILF event planted 9% of all cover crop acres in the state. With the ratio of new/existing cover crops, we estimate 472,500 acres of cover crops were planted in 2015.
**Iowa Nutrient Reduction Strategy**

The Iowa Nutrient Reduction Strategy calls for reductions in nonpoint source loads: 41% for nitrogen and 29% for phosphorus. Is this achievable?

- **Yes**: 65%
- **No**: 26%
- **Never heard of it**: 9%

**2015**
- **65%**

**2014**
- **55%**
- **19%**
- **26%**

I am concerned about agriculture’s impacts on Iowa’s water quality.

35% of farmers reported knowledge as a barrier to implementing additional conservation practices.

Helping meet the Nutrient Reduction Strategy’s goals is a high priority for me.

Iowa farmers should do more to reduce sediment and nutrient transport into waterways.

FARMERS ARE EXTENDING ILF’S INFLUENCE TO

- **61% MORE FARMERS THAN ATTENDED THE EVENT**

That’s a $1.61 return for every dollar spent on an ILF event. ILF makes sense!

**NETWORKING**

- **71% OF FARMERS AT ILF EVENTS NETWORKED**
- **30% NONE**
- **24% 1 PERSON**
- **46% 2 OR MORE**

- **70% OF THOSE INFLUENCED 1 OR MORE FARMERS**

Field days matter

35% of farmers reported knowledge as a barrier to implementing additional conservation practices.

The more field days one attends, the more likely they are to plant cover crops.

The more field days one attends, the more likely to adopt conservation.

Those with cover crops report having more influence.

35% who planted cover crops in previous years are adding more. 14% are planting for the first time.

People who plant cover crops are more excited and willing to share their experiences.

People who plant cover crops are more excited and willing to share their experiences.

See the whole report:
http://www.extension.iastate.edu/ilf

**Field Days Matter**

- **57%**
- **38%**

**DID YOU NETWORK IDEAS?**

- **Number of Field Days Attended in 2015**
  - **1**
  - **3+**

- **Seeds sharing information**
  - **57%**
  - **38%**