What is the Farmer of the Future?

Mark Scholl: ENTIRA

George Czapar: University of Illinois Extension

Eric Rund: International AGtivities

William Kramer: Rutgers University

March 6, 2009
Joint Area Centers Symposium
What is the farmer of the future?

…and where will they go for information?

George Czapar
University of Illinois Extension

March 6, 2009
Joint Area Centers Symposium
… continued demand for biofuels…
The new landscape of American agriculture.
Farm Numbers

A farm is any place from which $1,000 or more of agricultural products were produced or sold, or normally would have been sold, during the Census year.

• 2,204,792 farms & ranches
• 4 percent more than 2002

2007 Census of Agriculture
Change in Number of Farms, 2002 to 2007

2007 Census of Agriculture
<table>
<thead>
<tr>
<th></th>
<th>All Farms</th>
<th>New Farms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of Total</td>
<td>100%</td>
<td>13%</td>
</tr>
<tr>
<td>Average Size</td>
<td>418 acres</td>
<td>201 acres</td>
</tr>
<tr>
<td>Average Value of Products Sold</td>
<td>$135,000</td>
<td>$71,000</td>
</tr>
<tr>
<td>Sales and Government Payments</td>
<td>58%</td>
<td>73%</td>
</tr>
<tr>
<td>Payments &lt;$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Age of Operator</td>
<td>57</td>
<td>48</td>
</tr>
<tr>
<td>Farming as Primary Occupation</td>
<td>45%</td>
<td>33%</td>
</tr>
</tbody>
</table>

2007 Census of Agriculture
Number of Farms by Sales Class

- $1,000,000 or More
- $500,000 - $999,999
- $250,000 - $499,999
- $100,000 - $249,999
- $10,000 - $99,999
- $1,000 - $9,999
- Less than $1,000

Number of Farms (Thousands)

2007 Census of Agriculture
In 2002, 144,000 farms produced 75% of the value of U.S. agricultural production.

In 2007, 125,000 farms produced 75% of the value of U.S. agricultural production.

6% of farms
## What’s New in 2007?

<table>
<thead>
<tr>
<th>Activity</th>
<th># of Farms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Production</td>
<td>20,437</td>
</tr>
<tr>
<td>Generated Energy On-Farm</td>
<td>23,451</td>
</tr>
<tr>
<td>Marketed Through Community Supported Agriculture</td>
<td>12,549</td>
</tr>
</tbody>
</table>

*Source: 2007 Census of Agriculture*
Sources of Information
1867: Land Grant College Teach Agriculture and Mechanical Arts

1887: Establish Agricultural Experiment Stations

1914: Establish Cooperative Extension (Outreach)
Sources of Information

Agrichemical retailers
Seed suppliers
Consultants
Farm managers
Certified Crop Advisors (CCAs)
Sources of Information

Illinois growers rely heavily on agrichemical dealers and consultants for making pest management decisions, while a small percentage of growers base their pest management decisions directly on university recommendations.

Sources of Information

Farm supply/chemical dealers were identified as the primary source of pest management information for 70% of the corn acres and 79% of the soybean acres in the North Central Region.

Economic Research Service, USDA, 1999
Sources of Information

Agrichemical retailers identified university research/Extension as primary sources of information.

# Illinois Certified Crop Advisor (CCA) Conference
**December, 2008**

How useful are the following information sources for making crop management decisions or customer recommendations?

<table>
<thead>
<tr>
<th>Source</th>
<th>Mean 1 = Low</th>
<th>5 = High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer/Industry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farm Organizations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>University Research/Extension</td>
<td></td>
<td></td>
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<tr>
<td>Company training programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Co-workers/neighbors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazines/Papers</td>
<td></td>
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</tbody>
</table>

*N=211*
Types of information
Rank the following types of university programs as useful to dealers and applicators?

1. Extension meetings
2. Newsletters
3. Internet sites
4. Videos
5. Fact sheets
6. Personal contact
7. Other
Figure 1. University programs and resources that were identified as being useful to agrichemical retailers. Means followed by the same letter are not significantly different (P < 0.01) based on PROC Mixed analysis.

Information needs in the future

Energy crops
Equipment technology (Robotics)
Improved crop genetics (Yields and inputs)
Globalization of trade
Diverse markets

Need for Specialized Information
Welcome to Illinois Wine Country

Illinois Wines have won acclaim in state, national and international competitions. First established in the 1700s, Illinois’ historic wine country encourages visitors to rediscover their passion for American wines. From friendly vintners and affordable prices to unique varietals and award-winning wines, the more than 72 wineries across Illinois offer an enjoyable, close-to-home getaway.

http://www.illinoiswine.com

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<tr>
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<tbody>
<tr>
<td></td>
<td>195</td>
<td>271</td>
<td>316</td>
</tr>
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</table>

Census of Agriculture
Search Results

Found 12 product(s) for 87 beef (1-12 of 12)

Beef Roasts

Box 87L - Bottom Round Roast Bundle - 27 lbs.

One of US Wellness families favorite roasts is now available in a wholesale box. The bottom round has outstanding flavor and character. Buy in bulk and save.

PRICE: $179.92
($7.50 handling fee per complete order regardless of item count.)

Quantity 1

Add To Shopping Cart

Ground Beef and Beef Patties

87% Lean Beef Patties - 2 six ounce patties

87% lean grass-fed beef patties combine health, flavor, and convenience. Two 6-ounce burger patties per package, rich in CLA and Omega 3.

PRICE: $5.19
($7.50 handling fee per complete order regardless of item count.)

Quantity 1

Add To Shopping Cart
Illinois Wind Farm Projects

Approximate return: $5,000/turbine/year

Solomon, 2009

Wind Energy 101: From a Landowner’s Perspective
Friday, February 13, 2009 - TWO Locations:

Champaign County Extension Office — Program 8:30 AM - 11:00 AM

Livingston County Extension Office — Program 2:00 PM - 4:30 PM

Heard there is interest in your area? Have you been approached by a developer?
Join us for this introductory program on how landowners and the community can effectively work with wind energy developers from start to finish. Coordinated by the Illinois Wind Working Group, and University of Illinois Extension, Wind Energy 101 will feature University educators and industry professionals. The program will answer questions about how wind energy developments effect landowners, what landowners should expect, and best practices for landowners to follow when working with developers.
Need for Specialized Information

Increase of high speed internet to rural areas

2007 Census of Agriculture

57 percent of all farms have internet access
Increase of 7 percent from 2002
Need for Specialized Information

High speed internet to rural areas

Information

Credible/Reliable

Research based

Available on demand

Provide summaries (Fact sheets/Newsletters)

Offer in-depth educational opportunities
Welcome

Illinois Small Farms provides information for the commercial small farmer as well as the small acreage landowner. The purpose of this website is to provide easy access to information for small-scale farmers and those who work with them.

What’s New

National Small Farm Conference – Call for Presentations

URBANA – The 5th National Small Farm Conference will be held September 15 to 17 in Springfield. The deadline for submitting abstracts for presentations and posters is Friday, March 13. The conference is hosted by University of Illinois Extension.


if online submission is not possible, contact Rosannah Taylor (202-720-9354; rosannah_taylor@nass.usda.gov).

Proposals that address one or more of the topic areas below will be considered. Special consideration will be given to new insights, techniques, or approaches in addressing each of these general topics.

- Meeting the Needs of Small and Beginning, Underserved and Diverse Farmers and Landowners
- Research and Education Initiatives
- Collaborations and Partnerships
- Community and Economic Development
- Market Development
- Environmental Stewardship
- Education
- New Technologies

http://web.extension.uiuc.edu/smallfarm
http://www.farmdoc.uiuc.edu
Most successful plant care programs use a combination of practices for dealing with pest problems. Pesticides are only one approach for pest control, and if pesticides are used, they must be applied correctly and safely.

Not all pesticides work the same – some weed killers will kill everything while others target specific plants. As a retailer, working with the public and with pesticides, it is important that you understand the products and what they can and can’t do.

This training will take you through the various aspects of Integrated Pest Management (IPM) and pesticides. You’ll learn how to better understand the label, make sure the display area is safe, and help your customers choose the most effective pest management controls.

You’ll need to register to begin this course. After successfully finishing all of the training components, you will be able to print out a certificate of completion.

**Integrated Pest Management**

Integrated Pest Management (IPM) is a practical and environmentally sound approach for controlling pests in the home, yard and garden. Customers ask for control recommendations. To offer responsible pest management options you need to understand the type of pest and control options.
- Herbicide Injury
  - Pattern of Damage
    - Entire field affected
    - Row effect
    - Crop variety
    - Tillage effects
- Weed Species Affected
  Environmental Conditions