



Livestock and Poultry Environmental Learning Center...

Connecting Experts With Those Assisting Producers

Our Vision

Individuals involved in animal agriculture will have on-demand access to the nation's best science-based resources that is responsive to priority and emerging environmental issues.



Commitments of Project

A national team is committed to testing a Learning Center that will:

- Implement a customer driven approach that will identify critical issues.
- Coordinating the assembly of our best science-based information from multiple organizations on these critical issues.



Commitments of Project

A national team is committed to testing a Learning Center that will:

- Test innovative outreach models for connecting those who create new research knowledge with those who use it.
- Identifying appropriate national learning center roles



Our Customer

- Individuals and organizations that influence animal producer decisions.
- National Learning Center project should support existing network of public and private organizations delivering information to producers.



Our Customer

- Extension educators/agents.
- NRCS field staff
- Permit writers and inspectors
- Agricultural/commodity groups' state environmental contacts
- State & local policy makers
- Technical service providers



Outcomes and Impacts

Outputs: Products and Year 1 Activities (What We Will Do)

Short Term:

Objective 1. Implement a national Animal Agriculture Water Quality (AAWQ) outreach education initiative that is responsive to customer identified priority issues.

Objective 1 Products:

A customer advisory team will be identified to represent the primary stakeholders in the implementation of US EPA and USDA policy relative to AAWQ issues. This team will

- Assemble a periodic review and reporting of priority and emerging water quality issues identified and their science based resource needs.
- Conduct a periodic evaluation of the effectiveness of the outreach efforts of this project for addressing resource

- Participate in the activities of representatives of
- Organize

Objective 1. Implement a national Animal Agriculture Water Quality (AAWQ) outreach education initiative that is responsive to customer identified priority issues.

Year 1

1st Q

Reaffirm
Advisory
(CAT)
members

Evaluate
Development
& Emerging
Issues

Host quarterly
CAT Conference
calls.

Provide input to a
Marketing and
Communications
Plan for this project

Contribute to a
communications plan
for connecting
AAWQ project with
potential customers.



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- Assemble a periodic review and reporting of priority and emerging water quality issues identified and their science based resource needs.
- Conduct a periodic evaluation of the effectiveness of the outreach efforts of this project for addressing resource needs of customers.
- Participate in the communication of products resulting from this project to appropriate representatives of organizations represented by this team.

Year 1 Activities

1st Quarter

Reaffirm Customer Advisory Team (CAT) membership

Evaluation
Develop
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CAT Co
calls.

2nd Quarter

Host CAT face to

Advisory Team Roles:

- Define priority and emerging issues
- Evaluate effectiveness of products
- Communicate products to appropriate audiences

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project with
customers.



Short Term:

Objective 2 Products:

- A national outreach team with representation from land grant universities, USDA ARS and NRCS, US EPA, Environmental Defense, and possibly other organizations.
- Work groups consisting of national experts targeting each of the major functions or priority issues of this project.

Year 1 Activities

1st Quarter 2nd Quarter

Reaffirm Outreach Team (OT) membership

Establish

Host a face-to-face meeting of the National Outreach Team (Mark will Chair meeting) for the purpose of:

ID OT role priority and emerging issues survey

Host monthly Conference

Objective 2 Establish the infrastructure for a sustained AAWQ national outreach initiative with its foundation based upon a multi-disciplinary, multi-organization “National Outreach Team” of experts

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Objective 3 Create a National AAWQ Learning Center that provides a national audience on-demand access to our best science-based resources.

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Year 1 Activities

1st Quarter 2nd Quarter

Reaffirm Outreach Team (OT) membership

ID OT role in priority and emerging issues survey

Host monthly Outreach Conference calls

Host a face-to-face meeting of the National Outreach Team (Mark will Chair meeting) for the purpose of:

National Outreach team –

- Land grant universities
- ARS
- NRCS
- EPA
- USGS



Short Term:

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Year 1 Activities

1st Quarter 2nd Quarter

Host a face-to-face meeting of the National Outreach Team (Mark will Chair meeting) for the purpose of:

Issue Teams addressing

- Nutrient management
- Value of manure
- Alternative technologies
- Pathogens & pharmaceuticals

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Year 1 Activities

1st Quarter 2nd Quarter

Reaffirm Outreach Team (OT) membership

Establish AAWQ Learning Center

Host a face-to-face meeting of the National Outreach Team (Mark will Chair meeting) for the purpose of:

- Establishing four issue-based work groups, three of which will be defined by the Customer Advisory Team and one selected internally based upon its ability to demonstrate and deliver a product within the

ID OT role in priority and emerging issues survey

Host monthly OT Conference calls.

Objective 3 Create a National AAWQ Learning Center that provides a national audience on-demand access to our best science-based resources

Developing a plan for a pre-project customer information needs evaluation (Risse) of CAT



Short Term:

Objective 3 Products:

This project will produce the following products:

- A national web-based learning center with assistance of eXtension
- Four workshops delivered via web-cast technologies to national audiences
- Three virtual tours of alternative technologies.
- At least one additional model for sharing research results with non-research community.

Year 1 Activities (continued)

3rd Quarter

4th Quarter

Products

- Web-based learning center with assistance of eXtension (?).
 - Point of access of national resources
 - Best available resources on priority issues

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Livestock and Poultry Environmental Learning Center...

Connecting experts with those assisting producers

[Home](#) ♦ [Project Purpose](#) ♦ [Project Team](#) ♦ [Search](#) ♦ [Related Websites](#)

NATIONAL RESOURCES

[Educational Resources](#) ▶

[Planning Toolbox](#) ▶

[Regulatory Resources](#) ▶

[Research Summaries](#) ▶

[State Contacts](#) ▶

[Regional Water Quality Projects](#) ▶

FEEDBACK

[Suggestion Box](#) ▶

Project Summary

The Livestock and Poultry Environmental Stewardship Learning Center (LPES) is a **USDA funded national facilitation project**. Our project's vision is for individuals involved in public policy issues, animal production, and delivery of technical services for confined animal systems to have on-demand access to the nation's best science-based resources that is responsive to priority water quality issues associated with animal agriculture.

This project will develop and test innovative outreach models for connecting those creating new science-based information with the non-research end users of that knowledge on priority and emerging issues related to animal manure management.

This web site will serve as a convenient starting point for accessing critical national and regional **educational, decisions tools**, and **regulatory** information resources.

Your ideas for achieving this goal are important to us. Share those ideas by completing the attached **priority issues survey** or using on **suggestion box**.

LEARNING CENTER PRIORITIES

[Nutrient Issues](#) ▶

[Value of Manure](#) ▶

[Alternative Technologies](#) ▶

NEW SCIENCE SPOTLIGHT

[Pharmaceuticals](#) ▶

Short Term:

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Year 1 Activities (continued)

3rd Quarter

4th Quarter

Products

- Web-cast workshops to national audience...
 - Fall '06 pilot test with limited audiences.
 - 2007 - Start up monthly seminar series

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Products

- On-farm virtual tours of alternative technologies
 - Existing tours (Smithfield projects)
 - New (?)
- Additional models (?)

1) Web Ex or other internal communication tools 2) Web casting 3) eXtension



Project Implementation

- Planning & Construction phase
 - Assembly of issue teams and their plans
 - Plan for web presence
 - Internal team training of electronic learning technologies
- Now through July 1



Project Implementation

- Pilot phase
 - Test 2 to 3 web casts with limited audiences
 - Finalize issue team plans for web resources and web cast seminar series
 - Establish communications network
- Now through July 1



Project Implementation

- National Outreach phase
 - Monthly web-cast workshop
 - Populate priority issue web sites
 - Internal team training of electronic learning technologies
- 2007



Survey of Water Quality Issues Associated with Animal Agriculture

Jill Heemstra,
University of Nebraska



Purpose of this survey

- Set the direction of this project and get us off to a good start

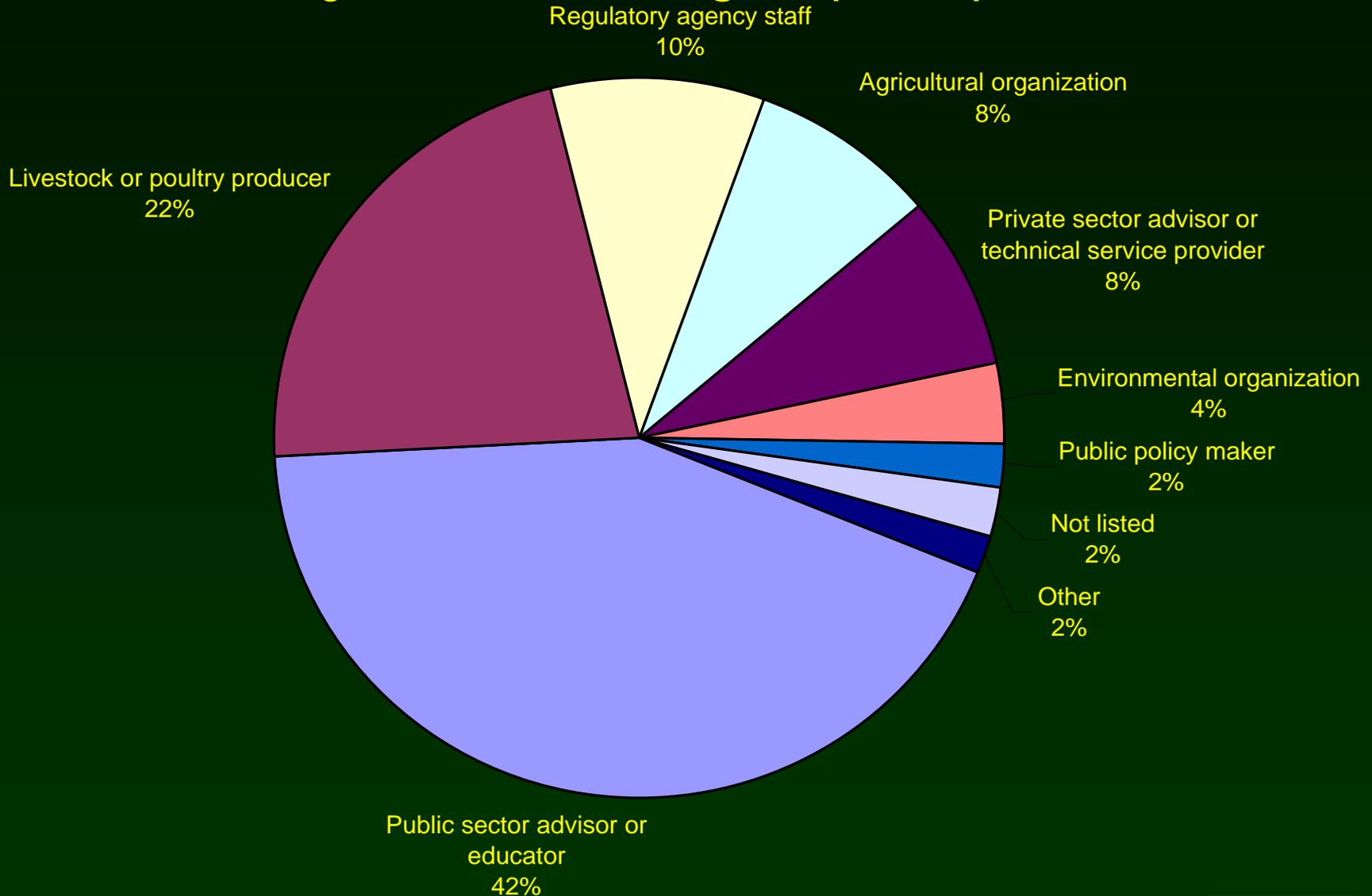


Survey Overview

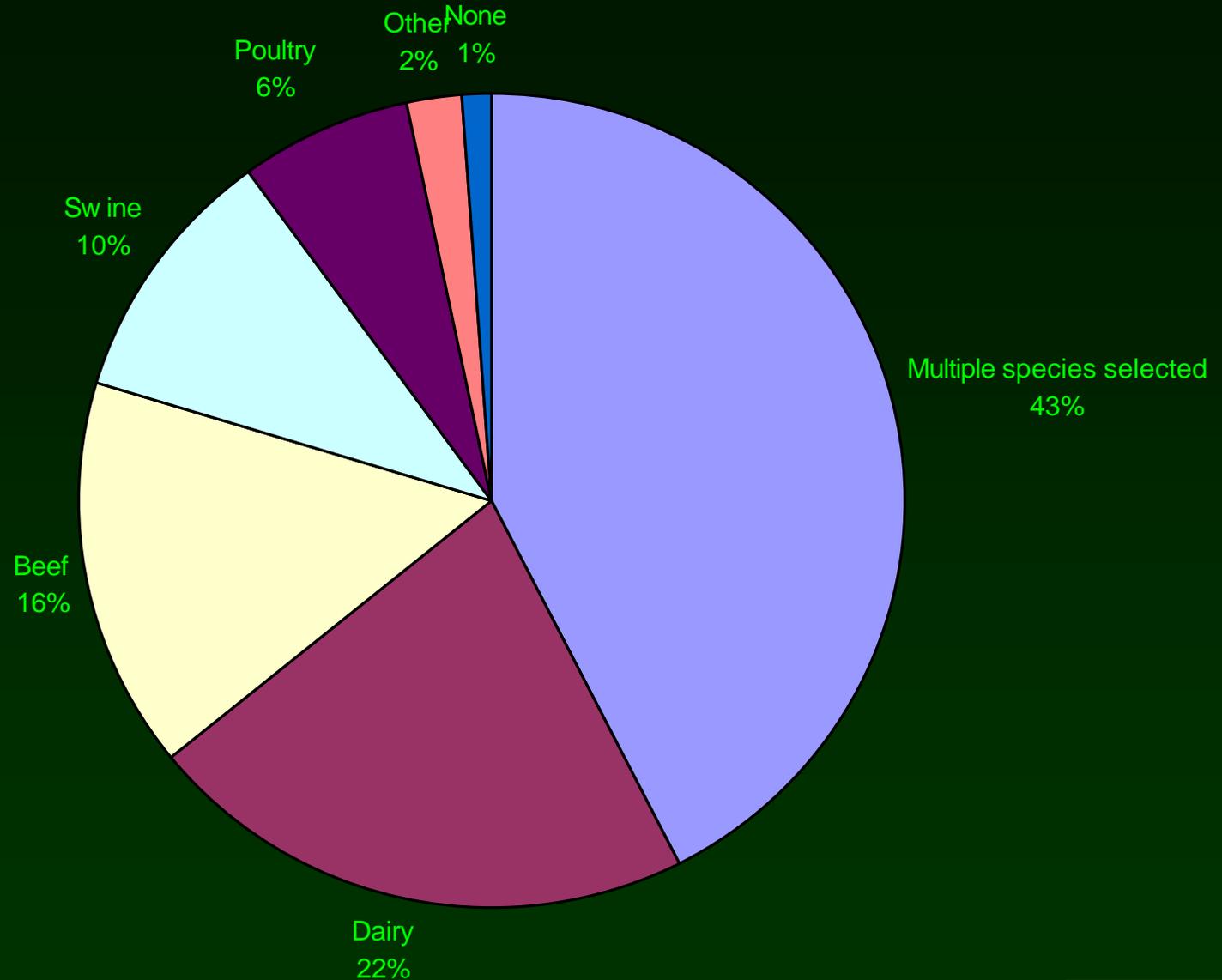
- Customer Advisory and Outreach Team member approached target audiences.
- Received 345 useable surveys
- 130 of them from the online survey



1. Summary of clientele groups represented



2. Summary of animal species represented



4. Priority Issues Rankings

- Weighted average was calculated by assigning 10 points for each #1 ranking, 9 points for each #2 ranking, 8 points for a #3 ranking and so on until 1 point is assigned for a #10 ranking and no points whenever an issue is not ranked by a respondent. The total points were divided by 345 (total number of responses) to arrive at the average.

* Issues D & F were not included in 49 of the surveys that were collected

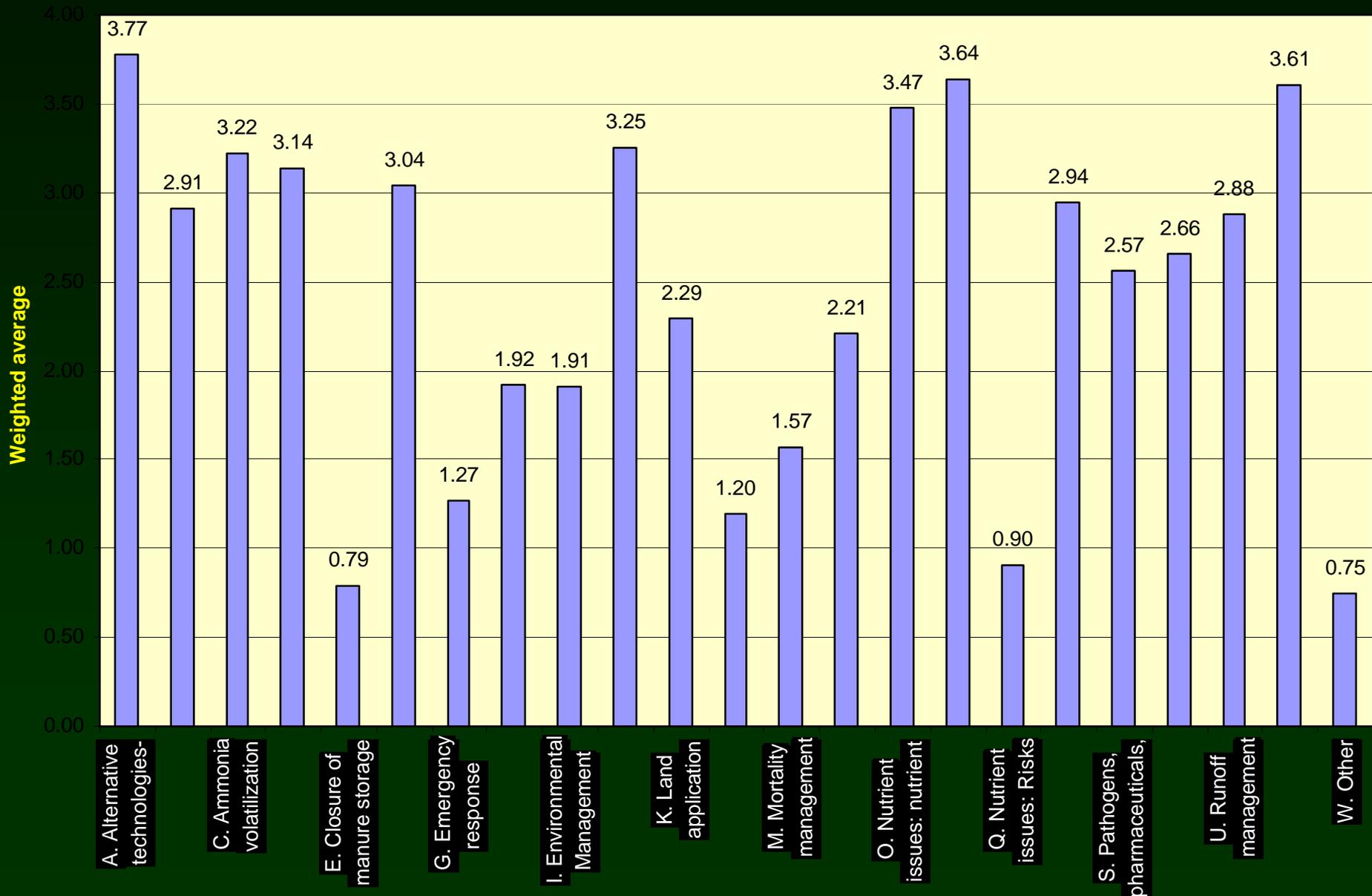


4. Priority Issues Rankings

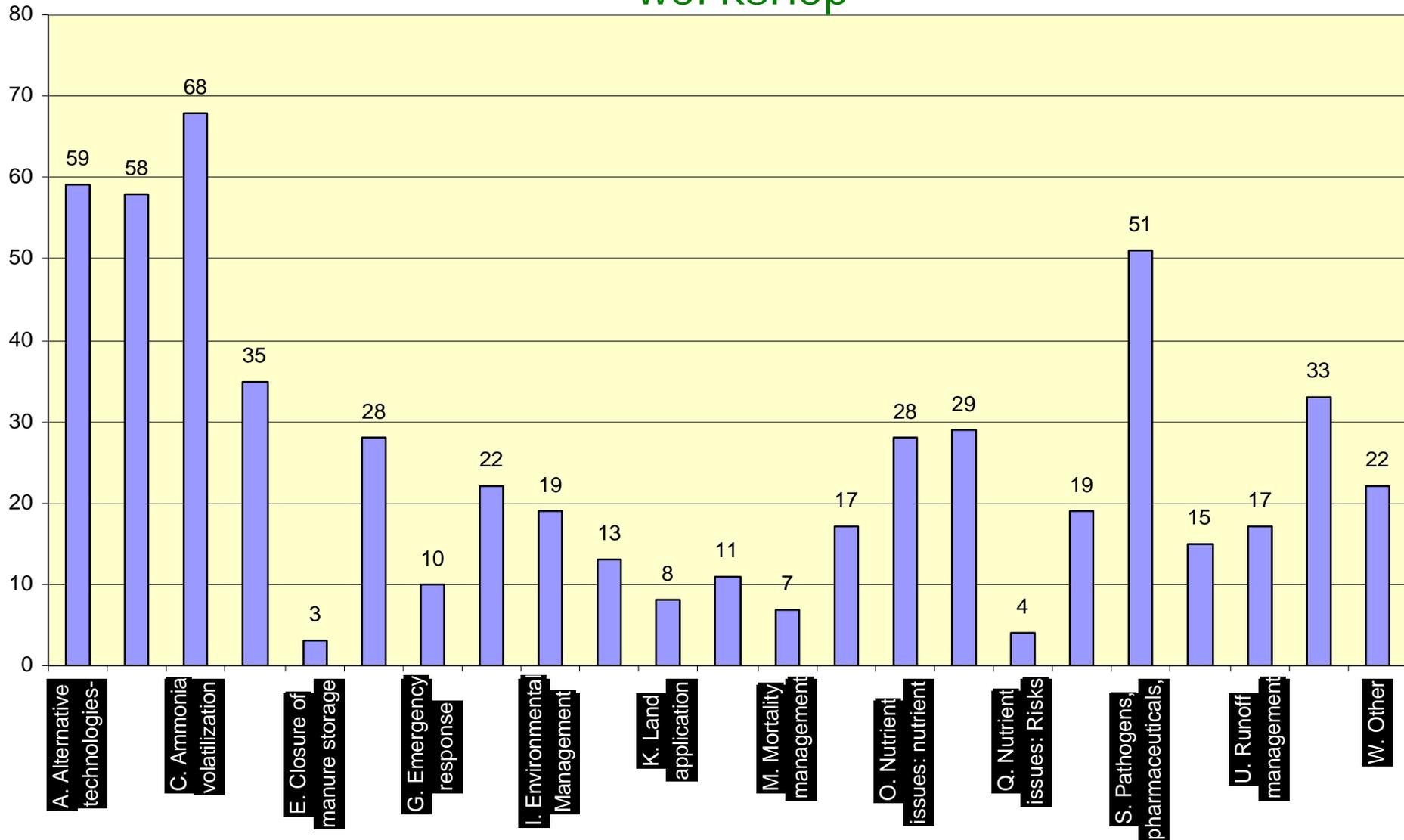
- The number of times that an issue was selected as the “priority” current or “priority” emerging issue for an expert workshop was presented separately as well as totaled .
- There were 38 “other” responses, a listing of those is given at the bottom of Table 4.



4a. Priority Issues Rankings



4b. Selection as the priority issue for expert workshop



Frequency of use of information sources to learn new information (by clientele group)

Clientele Group

Most Trusted Source of Information

All	LGU Faculty and Extension Agents
Producers	LGU Faculty and Extension Agents
Advisor (private/tsp)	LGU Faculty and Extension Agents
Advisor (public/educator)	LGU Faculty and Extension Agents
Public Policy Maker	State Agencies
Regulatory Staff	State Agencies
Environmental Org	State Agencies
Ag Organizations	LGU Faculty and Extension Agents



Quality of information sources (by clientele group)

Clientele Group

Most Trusted Source of Information

All	LGU Faculty and Extension Agents
Producers	LGU Faculty and Extension Agents
Advisor (private/tsp)	LGU Faculty and Extension Agents
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Public Policy Maker	LGU Faculty and Extension Agents
Regulatory Staff	LGU Faculty and Extension Agents
Environmental Org	Professional Society or Organization
Ag Organizations	LGU Faculty and Extension Agents



Summary Preferred Delivery Approaches to Learn New Information

<u>Source</u>	<u>Frequency</u> <u>Rating</u>	<u>Preference</u> <u>Rating</u>
Education Programs	2.07	1.79
Farm Tours	2.67	1.97
Online Courses	3.59	3.22
One-on-One Communication	1.79	1.66
Print media	2.26	2.36
Research Journals	2.43	2.38
Radio	3.83	3.55
Television	3.76	3.37
Websites	3.39	2.18



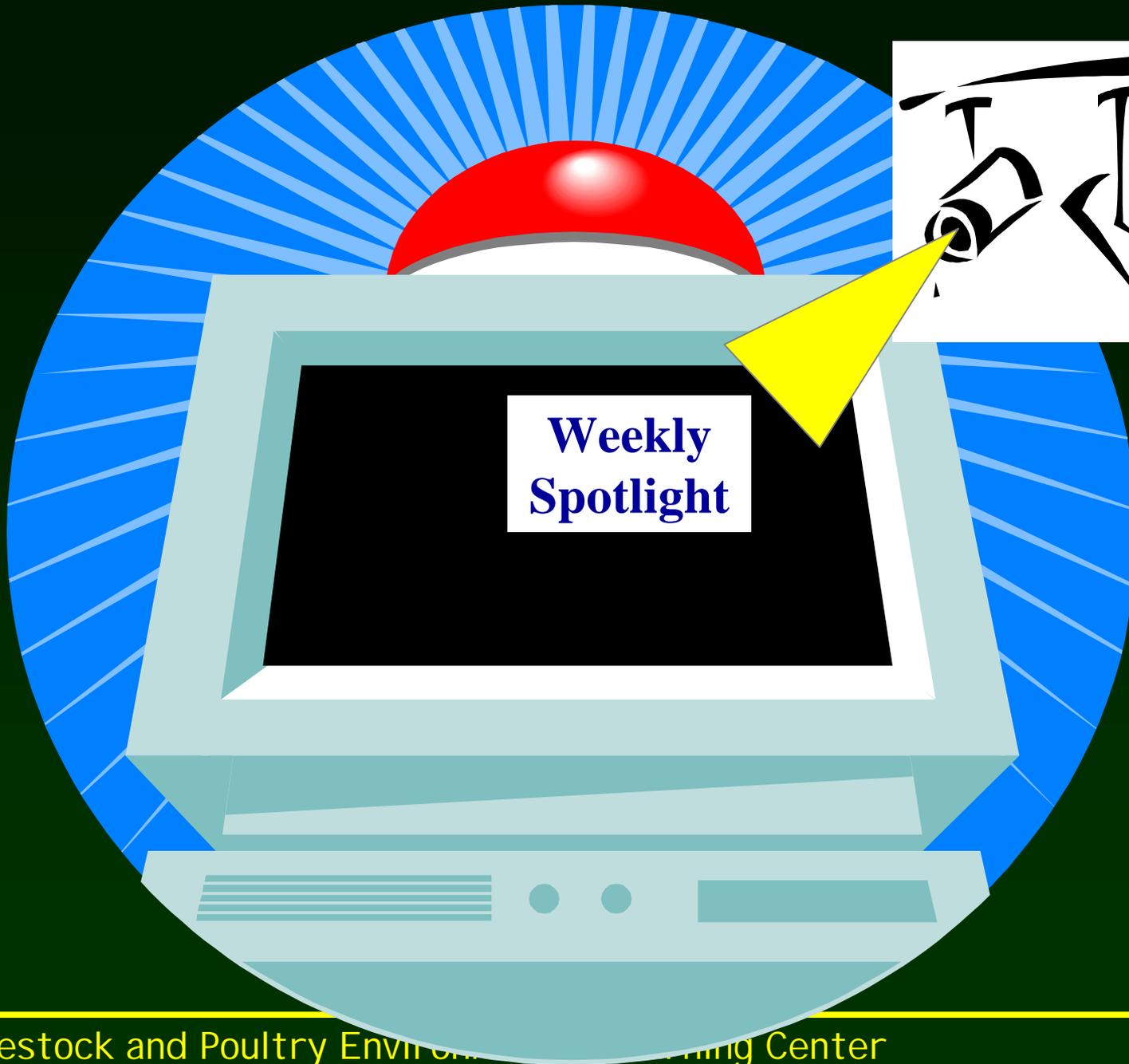
Summary of Future Delivery Approaches they Would try to Learn New Information

<u>Approach</u>	<u>Rating</u>
Web-cast workshop presented by national experts and accessible live from their computer	2.30
Virtual on-farm Tours	2.36
Fact Sheet style “Research Updates”	2.03
<u>Jointly Sponsored National Website</u> Livestock and Poultry Environmental Learning Center	2.09



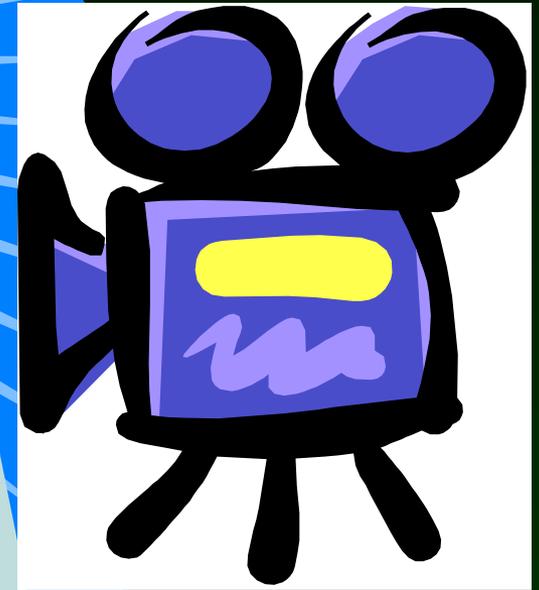
Livestock and Poultry Environmental Learning Center





**Weekly
Spotlight**





Priority Outreach Areas and External Involvement

Dr. Mark Risse



Alternative technologies workgroup

- Focus on Alternatives to Lagoons or Land Application
- Initial Topics:
 - Smithfield technologies, lessons learned
 - Vegetated treatment strips
 - Composting technologies
 - Energy from manure
- Involve producers and highlight strengths and weaknesses
- Technology Comparison Flow Chart



Manure Value workgroup

- Focus on manure as a resource
- Initial Topics
 - Nutrient/organic matter value of manure, economics
 - Case study-value for energy production
 - Case study-value of manure as soil amendment



Nutrient Issues workgroup

- Focus on nutrient management/cycling issues
- Initial Topics:
 - Phosphorus Risk assessment tools-(SERA-17 BMPs)
 - Integrated nutrient management (N and P)
 - Conservation practices/BMPs connected to RUSLE number and P index
 - Feed management
- A topic like P, which might have some regional implications, could be broadcast nationally and then have local people give regional, state or local information.



5.24.2000



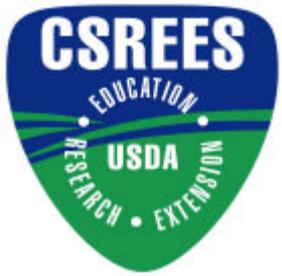
Research Updates/Emerging Issues

- Less focus and initial emphasis
- Topics could include:
 - Pathogens
 - Pharmaceuticals
 - Ammonia Volatilization and Transport



Audience would be different for these efforts





CSREES
Southern
Region Water Quality Program

Regional Home

Linkages with CSREES Water Quality Programs

- Regional efforts related to animal waste/nutrient management efforts will be incorporated.
- Nationally funded projects will be highlighted



Ways for you to become Involved

- Submit resources to be highlighted on Learning Center Website- See Inventory
- Propose topics for Webcast topics
- Submit research updates using template
- Assist with outreach/communication to your clientele
- Provide feedback on value of programs



Opportunities

- Limited funding is available for those interested in working with our teams.
- Success will require a group effort to provide our audience with the best Science based, current information.



Questions?



