1. Full name of your Program Work Team (PWT):

Integrated Field Crop, Soil, and Pest Management Program Work Team (FC-PWT)

2. Please identify your PWT’s greatest accomplishments over the past year.

Field Days/Meetings
Through the financial assistance of the PWT Special Needs Funding, we sponsored two annual field days at the Musgrave Research Farm, the Small Grains Management Field Day on June 2, 2016 (70 in attendance) and the Aurora Farm Field Day on July 14, 2016 (a second year of record attendance of 167).

During the summer, a Field Crops retreat was held over 2 days to meet, review and discuss field croppers activities from the past year, and to discuss the future of the Field Crops group and PWT. As a result, two surveys, internal and external, were created to rate goals for the Field Crops team to help inform our future directions. The surveys’ results were discussed at the November Agricultural In-Service, and a PWT meeting is planned for late February 2017 at which the surveys’ results will be included.

Major training sessions conducted by FC-PWT faculty for various field crop audiences occur in the fall and winter with Agricultural In-Service (November; for extension field staff, ca. 25 participating), Field Crop Dealer Meeting (November; for agribusiness personnel, ca. 95 attending), Northeast Certified Crop Adviser Training (December; for certified crop advisers), and a large number of winter meetings throughout the state (Corn Congresses, FC Pest Management, Grain School, NOFA-NY winter meetings, and many more). Our Team also publishes the annual Cornell Guide for Integrated Field Crop Management (print sales of over 600 as well as adaptive, searchable availability online), and the newsletter, What’s Cropping Up? (with over 100 direct subscribers and almost 400 reads of the digital editions on the platform issuu).

Communications/Outreach
Continued focus on providing updated content on FieldCrops.org. Over the past year, 73 of the 110 pages which comprise the site were updated, and 17 new pages were added including a new section on the Malting Barley Education Program.

Continued efforts to increase our social media presence through Facebook (99% page like increase over past year), Twitter (42% follower increase), and a Vimeo video channel (44 new videos added to the Cornell Field Crops account with a 115% increase in views from 2015) among others.