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 8, 2017 (76 in attendance) and the Aurora Farm Field Day on July 13, 2017 (a third year of record attendance of 178).

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. 20 participating), Field Crop Dealer Meeting (November; for agribusiness personnel, ca. 75 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). A number of our faculty and extension educators were heavily involved with the inaugural Empire State Malting Barley Summit in December with over 125 in attendance as well as two Field to Pint tours held in Eastern and Western NY during the summer. Our Team also publishes the annual Cornell Guide for Integrated Field Crop Management (print sales of over 400 as well as adaptive, searchable availability online), and the newsletter, What’s Cropping Up? (with over 100 direct subscribers and nearly 350 reads of the digital editions on the platform issuu).

Communications/Outreach
Continued focus on providing updated content on FieldCrops.org. Over the past year, 71 of the 153 pages which comprise the site were updated, and 43 new pages were added including an in-depth new section on the Diseases of Soybeans in New York State.

Continued efforts to increase our social media presence through Facebook (42% follower increase), Twitter (108 new followers in the past year with 21,159 Tweet impressions), and a Vimeo video channel (1900 views of Field Crops videos in 2016) among others.