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 7, 2018 (83 in attendance) and the Aurora Farm Field Day on July 12, 2018 (attendance of 165).

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, c. 20 participating), Field Crop Dealer Meeting (November; for agribusiness personnel, c. 125 attending), Northeast Certified Crop Adviser Training (November; for certified crop advisers), and a large number of winter meetings throughout the state (Corn Congresses, FC Pest Management, Hudson Valley Value Added Grain School, NOFA-NY winter meetings, and many more). A number of our faculty and extension educators were heavily involved with the 2nd Empire State Malting Barley Summit in December with over 150 in attendance.

Communications/Outreach
Continued focus on providing updated content on FieldCrops.org. Over the past year, 76 of the 153 pages which comprise the site were updated to ensure that content remains up-to-date and relevant. The website garnered a 183% increase in pageviews and a 5.2% increase in average time spent on the site during 2018.

Continued efforts to increase our social media presence through Facebook (46% follower increase), Twitter (131 new followers in the past year with 53,666 Tweet impressions), and a Vimeo video channel (1883 views of Field Crops videos in 2018) among others.

Our Team also publishes the annual Cornell Guide for Integrated Field Crop Management (print sales of over 300 as well as adaptive, searchable availability online), and the newsletter, What’s Cropping Up? (with over 100 direct subscribers and over 600 reads of the digital editions on the platform issuu).