

**PROGRESS REPORT
TO
NORTH CAROLINA SMALL GRAIN GROWERS ASSOCIATION, INC.**

TITLE: Hot Topic Video Education Series for NC Grain Producers
LEADER(S): Jenny Carleo¹ and Angela Post²
DEPARTMENT(S): NC Cooperative Extension Service – South Central District¹
Crop and Soil Sciences²

REPORT

OBJECTIVE 1

Initiate a pilot program to develop short update videos that will assist NC grain farmers in staying ahead of emerging crop production issues in the state.

STATUS

To date, 10 videos have been released, receiving 6,369 views. North Carolina Department of Agriculture and Consumer Services (NCDA&CS) has included one video on their main agronomic services page (left side bar): <http://www.ncagr.gov/agronomi>. Media outlets such as AgFax and Morning Ag Clips - North Carolina Edition have begun to repost the videos, further increasing the reach of the project. This led to out-of-state sample submissions to the new wheat quality testing lab, which may begin to generate income for the NC State Small Grains Program. Here is a list of completed videos as of July 27, 2020:

1. Italian Ryegrass Control Techniques in Small Grains, 14-Oct-2019

Wes Everman, Jenny Carleo, Taylor Dill, ASR Grain, NCDA&CS Piedmont Research Station
https://www.youtube.com/watch?v=v_88DS-68yw

2. Piedmont Commodities Conference, 12-Nov-2019

George Place, Simone Keith, Jenny Carleo
https://www.youtube.com/watch?v=a_l903v0nFg

3. Fall Aphid Management in Small Grains, 14-Nov-2019

Jenny Carleo, Morgan Watts, Matt Bertone, Ian Grettenberger, Dominic Reisig, NCDA&CS Piedmont Research Station
<https://youtu.be/c0wSBWf2SrY>

4. Current Wheat Fertility Recommendations, 10-Dec-2019

Angela Post
https://www.youtube.com/watch?v=ulyYrJ8McOk&feature=emb_logo

5. Italian Ryegrass Post Emergence Control Options, 7-Jan-2020

Wes Everman, Jenny Carleo, ASR Grain, NCDA&CS Piedmont Research Station
https://www.youtube.com/watch?v=gQtKO2TAX7w&feature=emb_logo

6. Tissue Testing for Optimal Nitrogen Management in Wheat, 4-Feb-2020

George Place, Jenny Carleo, Promise View Farms
<https://youtu.be/7vslz8Z0bL8>

7. Adding Sulfur at Top-Dressing in Wheat, 17-Feb-2020

George Place, Jenny Carleo, Luke Gatiboni, Daniel Overcash
<https://youtu.be/RjCKCvZQt90>

8. Identifying Hessian Fly in Wheat Crops, 3-Mar-2020

Dominic Reising, Simone Keith
<https://youtu.be/alideaTFhe0>

9. Cereal Leaf Beetle in Wheat, 17-Apr-2020

Jenny Carleo, Taylor Dill, Dominic Reising
<https://smallgrains.ces.ncsu.edu/2020/04/cereal-leaf-beetle-in-wheat/>

10. How to Time Wheat Harvest for Top Quality, 21-May-2020

Angela Post, Jenny Carleo
<https://smallgrains.ces.ncsu.edu/2020/05/timing-wheat-harvest-for-top-quality/>

OBJECTIVE 2

Long term: Provide one timely informational video for NC grain growers and agents weekly on all grain crops with support from multiple commodity groups.

STATUS

The NC Small Grain Growers pilot project paved the way to secure equal amounts of funding for similar work from the NC Soybean Producers Association and the Corn Growers Association of NC. As a result, 10 additional videos have been released on other grain crops to serve all grain growers in North Carolina. Beginning in April, we created text and blog posts on the video topics to reach online readers of our content. This also permits us to post the video and content on county websites and facilitates sharing of the information to clientele who prefer a more traditional format as well.

NEXT STEPS

We will continue to release videos in process to complete development of the 15 videos. Video concepts currently under development include: variety selection, pre-plant fertility, sugarcane aphid on sorghum, yield contest and weighing the benefits of fungicides.

BUDGET / EXPENDITURE UPDATE:

To date all \$4,000 awarded in support of this project have been spent.

IMPACT STATEMENT:

This project highlights immediately useful grain production information in a series of 15 short videos. The content includes research-based information provided by NC State that will aid farmers in making management decisions with the potential to reduce loss and increase profitability. Videos are filmed in the field, edited and then released quickly to provide growers with information they can use immediately. Video links are included in *The Wheat Beat* to supplement written content of the newsletter.