Impact, Jobs and Consumers

CONGRESSIONAL DISTRICTS

FOOD CHAIN LINKS FROM GATE TO PLATE

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>STATE TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Chain-Related Employment*</td>
<td>96,675</td>
<td>80,662</td>
<td>55,266</td>
<td>140,343</td>
<td>400,982</td>
</tr>
<tr>
<td>Total Employment</td>
<td>498,077</td>
<td>474,848</td>
<td>517,705</td>
<td>482,786</td>
<td>1,973,416</td>
</tr>
<tr>
<td>Food Chain-Related as Percent of Total</td>
<td>19.4</td>
<td>17</td>
<td>10.7</td>
<td>29.1</td>
<td>20.3</td>
</tr>
<tr>
<td>Population</td>
<td>765,406</td>
<td>764,633</td>
<td>772,076</td>
<td>760,194</td>
<td>3,062,309</td>
</tr>
</tbody>
</table>

LINKS TO IOWA STATE UNIVERSITY

<table>
<thead>
<tr>
<th></th>
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<th>2</th>
<th>3</th>
<th>4</th>
<th>STATE TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>3,653</td>
<td>3,061</td>
<td>5,831</td>
<td>6,171</td>
<td>18,716</td>
</tr>
<tr>
<td>ISU Extension</td>
<td>23,594</td>
<td>26,417</td>
<td>17,731</td>
<td>26,217</td>
<td>93,959</td>
</tr>
<tr>
<td>Alumni</td>
<td>15,012</td>
<td>12,646</td>
<td>31,710</td>
<td>30,822</td>
<td>90,190</td>
</tr>
</tbody>
</table>

Extension Enterprise

<table>
<thead>
<tr>
<th></th>
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<th>2</th>
<th>3</th>
<th>4</th>
<th>STATE TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clients Served</td>
<td>23</td>
<td>13</td>
<td>18</td>
<td>53</td>
<td>107</td>
</tr>
<tr>
<td>Dollar Impact*</td>
<td>2,950,661</td>
<td>29,759,850</td>
<td>44,500</td>
<td>75,404,299</td>
<td>108,159,310</td>
</tr>
<tr>
<td>Participation</td>
<td>318,679</td>
<td>314,732</td>
<td>305,962</td>
<td>336,893</td>
<td>1,276,266</td>
</tr>
</tbody>
</table>

*The sum of economic impact values for the four congressional districts does not equal the state total. The state and district values are obtained from a unique input-output model built specifically for that region. The figures include the direct employment and value added produced within these industries, plus the related spinoff activity that they stimulate in the remainder of Iowa’s economy; from crop farming; cattle ranching and farming; dairy cattle and milk production; poultry and egg production; hog and other animal production; forest nurseries; forest products and timber tracts; logging; fishing; hunting and trapping; support activities for agriculture and forestry; food and beverage manufacturing; ethanol and other basic organic chemical manufacturing; fertilizer manufacturing; pesticide and other agricultural chemical manufacturing; and farm machinery and equipment manufacturing.

*Impact is reported in surveys for new investments, costs saved or avoided and sales gained or retained.

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PREPARING TOMORROW’S LEADERS
- Within six months of receiving their diplomas, nearly 98 percent of graduates from the College of Agriculture and Life Sciences are working, continuing their educations or serving in the military.
- The ISU graduate program in biological/agricultural engineering ranks among the country’s top five programs, according to U.S. News and World Report.
- Students added the first nutritional information for meat (beef) to a food composition database developed for the United Nations’ Food and Agriculture Organization.
- The Agricultural Entrepreneurship Initiative helps students start businesses, such as Scout Pro, which sells a tablet app that provides a comprehensive approach to corn and soybean crop scouting, management and recordkeeping.
- One in every five Iowa youth develops communication, citizenship, leadership and life skills by participating in 4-H programs.
- Extension community and economic development specialists provide skills training each year for more than 40,000 community leaders, local government officials, business owners, entrepreneurs and volunteers.
- Extension programs that engage Iowa youth in science, technology, engineering and math activities build skills to ensure that more students are well equipped to be knowledgeable citizens and begin college or career training prepared for success.

ENSURING PROFITABLE PRODUCERS
- More than 6,000 Iowans turned to extension for advice on crop, livestock and horticulture issues related to the 2012 drought.
- Last year Iowa State researchers participated on teams that sequenced the genomes of pigs, barley and cotton, enhancing the potential of genetic improvements of these valuable commodities.
- Iowa State licensed a discovery that could lead to developing nematode-resistant plants, based on breakthrough research deciphering how cyst nematodes infect plants.
- Detailed weather and soil moisture information offered by extension online attracts about 675,000 visitors a month.
- Subscribers to an extension dairy newsletter said what they learned boosted profitability more than $100 per cow.
- Common bean, an important protein source for people around the world, resists genetic transformation using current approaches. Researchers at ISU are working to develop an efficient transformation system that will accelerate the improvement of this important crop.

HELPING IOWANS PROSPER
- Researchers are using virtual reality simulations to understand decision-making of firefighters and law enforcement officers when under stress. The team is developing simulators that better prepare these emergency responders to perform in real-life situations (http://www.youtube.com/watch?v=37ehMpyIKWY).
- Communities in 32 counties are working to improve health resources, transportation, housing and connections to other services and opportunities for older Iowans through extension’s Midlife and Beyond program.
- After extension training on financial literacy, 96 percent of participating public school teachers reported that they were “well or very well prepared” to teach financial literacy compared with 33 percent before the workshop.
- Extension teaches low-income families with young children to choose and prepare nutritious foods, stretch their food dollars, handle food safely and be physically active. After participating in at least eight lessons, 91 percent of participants showed improvement in at least one nutrition practice.
- Extension trains community-based professionals and volunteers as financial coaches so they can help their clients learn to manage resources and make informed decisions for better financial health.

IMPROVING HEALTH
- For every dollar spent on extension’s Strengthening Families Program — a parent, youth and family skills-building curriculum — $9.60 is saved by reducing substance abuse and other youth risky behaviors.
- An Iowa State scientist is studying the process organisms use to repair damaged DNA, with implications for human health and cancer research.
- A multidisciplinary team of extension specialists and faculty provided on-farm food safety workshops to prepare fruit and vegetable growers for Good Agricultural Practices certification.
- Researchers are studying Campylobacter, a pathogen carried primarily by poultry that is responsible for thousands of hospitalizations every year, to develop new methods of managing it.

PROTECTING NATURAL RESOURCES
- Des Moines Water Works didn’t have to run its nitrate removal system for three years thanks in part to extension’s efforts to help farmers optimize their production resources to reduce environmental impacts and increase profits.
- Higher grain prices have increased economic incentives for Iowa farmers to convert marginal land from pasture or forage to row-crop production. Extension created the Iowa Certified Grazier Program in 2012, to increase producers’ knowledge of grazing and pasture management techniques and increase the perceived value of using pasture and forage.
- A new study shows that the growth of sediment deposits at the bottom of Iowa’s natural lakes is accelerating despite widespread soil conservation efforts, raising concerns that the increased buildup of soil on lake bottoms could damage wildlife habitat and contribute to other environmental problems.
- An ISU economics study showed river recreation along 73 Iowa river and stream segments supported more than 6,350 jobs with an overall impact of $824 million in sales and $130 million of personal income.
- An ISU team is studying what’s behind the disappearance of honeybees known as Colony Collapse Disorder, a mysterious malady that has been killing huge numbers of U.S. honeybee colonies since 2006.