



Director's Update December 2013

Getting the word out about agribusiness

The Far West Agribusiness Association held its December 2013 Winter Conference on Dec. 9-11 in Pasco Washington. Several REACCH scientists and students were in attendance to learn about the mission and concerns of the Association, build relationships with these stakeholders and make presentations about our work in the REACCH PNA project. The opportunity was ideal as we move into Phase II of REACCH, which will include a much greater emphasis on outreach, communicating our science and working to make sure it is relevant by considering feedback from all sectors of our stakeholder audience. The ten presentations by REACCH members were: *Precision Management to Increase N Use Efficiency in Dryland Wheat* (Dave Huggins), *An Economic Forecasting Tool to Measure the Profitability of an Investment* (Clark Seavert), *Cropping System Intensification and Diversification in PNW Dryland Cropping Systems* (Bill Pan and Tai Maaz), *Cereal Aphids and Changing Climates in the Northwest* (Sanford Eigenbrode), *The Use of Different Satellite Sensors for Assessing Crop Performance* (Troy Magney), *What Do We Currently Know About the Impacts of Climate Change on PNW Cropland Agriculture?* (Chad Kruger), *Soil Carbon Sequestration in Dryland Wheat-Based Cropping Systems* (Dave Huggins), *The Cereal Leaf Beetle and Changing Climates in the Northwest* (Sanford Eigenbrode, John Abatzoglou and Nate Foote), *Transitioning from Traditional Fallow to Chemical Fallow with the Stripper Head* (Frank Young and Lauren Young). Our presentations included several with immediate relevance to producers and agricultural professionals and others addressing longer-term issues pertaining to climate change and its impacts for agriculture to mid century and beyond. All were well attended and well received, helping enormously to educate stakeholders about what REACCH is and what we are doing. The interactions with other participants and opportunities to learn were invaluable. We are very grateful to Jim Fitzgerald, Executive Director at Far West Agribusiness Association, his planning committee and staff, especially Tara Smith, for encouraging our team to contribute to the conference and for organizing the event.

Look for more REACCH-related presentations this winter at meetings including the Idaho Cereal Schools, the Far West Agribusiness Association January Winter Conference, Jan 6-8 at the College of Southern Idaho in Twin Falls, ID, posters at Oilseed/Direct Seed conference January 21, 2014 at the Three Rivers Convention Center in Kennewick, Washington.

Sanford Eigenbrode, REACCH Project Director