

Feature Story

Extension Experiences in New Zealand and Australia

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Foreign travel opportunities within your area of expertise do not always appear at the same time Professional Development Mini-grant applications are due. But I was extremely fortunate this past year when the opportunity arose to join a "Graziers' Tour of New Zealand" followed by the 22nd



The only confinement barn we saw in New Zealand housed over 1000 (with plans to go to 3000) dairy goats at Gavin Grain Goats, Gordonton. They were milked on a 108-stall rotary parlor.

International Grasslands Congress in Sydney, Australia, between September 7 and 21.

The Graziers' Tour, assembled primarily by Dennis Hancock, UGA Extension Forage Specialist, began by flying across both the equator (we left in the fall and arrived in their spring) and the international dateline (we lost a day covering about 14 time zones). Seven university Extension agents and specialists from three states, one spouse and a dairy producer couple made up the 10 who traveled by mini-bus from Auckland to the Hamilton, New Zealand area where we visited several farms and agricultural companies.

As a dairy agent I learned several interesting things there:

- North Island (where we were) New Zealand climate seldom goes below freezing, which permits growth of perennial ryegrass nearly year round making it an excellent forage for cattle and sheep (dairy products, wool, mutton and beef are all primary exports of New Zealand). The North Island pastures were not irrigated, while on the South Island there is some irrigation. Except for dairy calves in some cases, their primarily Friesian-Jersey-cross cattle live on pastures, not in barns.

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New Zealand Friesians on a typical hillside pasture (L). The “top-of-the-world” view from the steep hillside of Bill Garland’s beef and sheep pasture near Cambridge (R).

- Much of New Zealand has very steep terrain. Although sheep and cattle graze well on steep slopes, tractors do not fare so well. Helicopters are used to seed and fertilize the steep slopes.
- The vast majority of milk produced in New Zealand is dried and exported. There is little incentive to produce milk year round for the 4 million residents of New Zealand, and therefore most dairy herds are seasonal. Their cows are milking when their grass is growing best.
- The world price of dairy products is essentially the basis for dairy producer pay. Since the world price is currently relatively high, New Zealand dairy producers have incentive to increase their cows’ milk production. They are doing this by primarily supplementing pasture grass with corn silage.
- Most dairy producers “contract” to have their corn planted, fertilized and harvested into silage rather than own all the essential equipment themselves.
- There are several milk cooperatives in New Zealand, but the largest by far is Fonterra, who is a major player in international dairy product marketing. Since dairy exports have a

significant effect on the price of milk paid to dairy producers in the U.S., there is a major interconnection between New Zealand and U.S. milk supply and prices.

- The dairy industry, not the government, regulates milk quality in New Zealand. Milk Test New Zealand is a laboratory that tests all milk produced by individual farms and provides a one-day turn-around on sample analysis to keep producers and processors informed of quality (bacteria, antibiotic, etc.) issues.
- New Zealand dairy producers will tell you they milk cows for a business, not a lifestyle.

In addition to grazing dairies, we visited a sheep and beef farm, a red deer farm, an agro-tourism farm, goat farm, and several grazing related companies. The sheep and beef farm also had a 30-acre tract converted into a wildlife preserve. Mammals are not native to New Zealand so this preserve had all mammals removed and special fencing around it to prevent mammals from entering (except scientists). Only native animals and plants are now within the preserve and their numbers and interactions are being observed. The farm raising red deer (quite profitably) sold breeding stock,

antler velvet, full racks of antlers, cull animals for venison and trophy stags to hunting preserves, while the agro-tourism farm was making a fortune off of having been selected as set site of Hobbiton for the “Lord of the Rings” and “The Hobbit” movie series.

At the goat farm, we learned that the demand for goat milk is on the increase in New Zealand or wherever they were selling it in the world. One entrepreneur contractor we met had just built a 108-stall rotary parlor for dairy goats (in operation only 3 months). He was milking over 1000 goats and planned to expand to 3000 in the only animal confinement barn we saw. Goats are very susceptible to parasites, so his nannies (does) were all loose-housed, and fed by mixer wagon in a vast barn. He figured the new facilities would be paid for in five years. We then toured several grazing related companies: Milfos International, Ltd. (makers of rotary milking parlors), Gallagher Animal Mgt. Systems (makers of electric fencing, cattle prodders, etc.), and CRV Ambreed (a Dutch bull stud with a bull sampling program in New Zealand which specializes in bulls for grazing dairy cattle).

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For the ultimate way to make money from agro-tourism, let the set for a popular movie series like the "Lord of the Rings" and "The Hobbit" be built permanently into your farm landscape as it is here at Hobbiton, near Matamata.

My week in New Zealand passed by all too quickly, but from there I traveled to the International Grassland Congress in Sydney, Australia. During my stay, I presented a co-authored poster about a FL/GA dairy grazing survey, met interesting people from all over the world and had the opportunity to visit four grazing dairies in New South Wales.

Australian dairy graziers primarily depend on a perennial summer grass called kikuyu which seemed like a stockier version of our South Florida

stargrass. However, we cannot import kikuyu grass because of its tenacious ability to take over the landscape. Much like graziers here in the U.S., the Aussies usually overseed the kikuyu with rye-grass (and in some cases clover too) for winter forage to increase production. Herds seemed to average 200-500 cows, and free stall barns were non-existent.

Overall, my experience was great and I found the sharing of farming practices by the natives fascinating. If international travel opportunities happen to come your way, take them for the breath of fresh ideas and new friends which inevitably occur.

From the District Director



Eric Simonne

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Seven Tips and Four Thoughts Following the 2014 Appraisal Season

Tip 1: Be trendy like the Duval County folks: call the ROA/POW your "rapo"!

Tip 2: The best Extension program narratives have a clear statement of the problem at the end of the situation statement. Do your narratives have one?

Tip 3: Consider approaching the impacts from the standpoint of "this is the bad behavior I observed, and this is the good behavior I want to replace it with through education". Present both.

Tip 4: Consider alternatives to "pre/post tests" when seeking to document impact. Pre/post tests are instrumental to

document immediate knowledge gain and intention to change behavior, but follow up phone calls, conversation, visits and/or observation are needed to witness long-term behavior change.

Tip 5: Show demographic/situation data at the county level, not just at the national level. When official statistics are not available, provide the best estimates possible.

Tip 6: Remember to include a meaningful title, a picture and a complete caption in your (amazing) success stories reported in your "rapo"

Tip 7: Make your scholarly products traceable by posting them on your county website.

Thought 1: County Faculty in the Northeast District are amazing – in productivity and creativity. Congratulations to all!

Thought 2: The merging of the "old" 4-H organizational strategies and 4-H volunteer development system into a single program entitled "Developing Organizational and Volunteer Systems to

Support Youth Development" is confusing many. Are we going backwards? How can we help you?

Thought 3: "Nutrition and health", "pollution" and "youth" are NOT problems. They are facts and people. "Insufficient exercise", "a fiber-poor diet", "the disproportionate consumption of high-fat foods", "fertilization without a fertility plan", "irrigation without an irrigation schedule", "lack of subject matter knowledge" and "absence of life-skills" ARE problems. Make sure your narrative clearly shows the difference between the over-arching societal issues tackled in your program from the individual behavioral deficiency that needs to be corrected through education.

Thought 4: Collectively, we have reached the point where "we teach too much with PowerPoint". What happened to the hands-on demonstrations? The field demonstrations? The one-on-one farm, ranch or business visits? We need to use ALL the educational tools at our disposal, not just one or two.

How Does the **University of Florida** Work?



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Extension and the (Soft) Rule of Three: Providing Specific Information and Remaining Unbiased at the Same Time

One of the “cardinal rules” that most Extension agents understand, and which most specialists reinforce, is that when making recommendations (or suggestions) to the public, we should always use at least three examples of products or services and let the client choose what he/she wishes to use. We do so in order to balance on one hand, our neutral and unbiased position and reputation, and on the other hand, our desire to help clients with specific, actionable recommendations. For example, we might



“suggest” or “know of” three appropriate types of fertilizer, or three arborists, or three types of beans, potatoes, tomato sauce or cleaning agents.

Success Stories

Youth BEEF Camp Successes from Bradford and Duval Collaboration

By **Jessica Altum**
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Tim Wilson from Bradford County and Jessica Altum from Duval County put together an animal science camp that highlighted all segments of the beef industry, food safety and sanitation, and meal preparation. The BEEF Camp was designed to provide youth with direct understanding of their food choices

from pasture to plate. A total of 17 youth from Bradford and Duval Counties attended the camp, some of which had never visited a farm or been educated on what cuts of meat are available at the grocery store. Two sisters from Duval County attended the camp and were able to gain hands-on experience with cattle, choose retail beef cuts from the grocery store to prepare for lunch, and eat their very first steak. Both participants reported that they thoroughly enjoyed the experience of touring cattle ranches, learning food safety, and making a healthy meal. They gained competency in animal science, agriculture, and food

science during this two day camp and reported memories and developments in their life skills that they will remember when returning to their urban community. According to Ronda, their mother, after returning from BEEF science camp both of her girls were “begging her to go to the grocery store so that they could help her pick out good steaks for dinner.” She also reported that after returning home, the girls “couldn’t get their hands washed and get into the kitchen fast enough to help prepare dinner and use the new meat thermometer that they insisted on buying to help them follow good food safety rules.”



First Touch: A Duval County 4-Her reaches out to pet her very first cow at the UF Beef Teaching Unit in Gainesville (L). Feeding Their Brains: 4-Hers from Bradford and Duval County listen closely to the manager at Hillendale Feeds during an educational tour that focused on beef cattle nutrition (R).

Roaming Interview Section

Ben Beach, Information Technology Expert for the Northeast District

By **Larry Figart**
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Our roaming interview helps us get to know our Northeast District co-workers! This edition's roaming interview features Ben Beach, the Information Technology Expert for the Northeast District.

Where are you from/where did you grow up? I was born in "upstate N.Y.", but lived in Burlington, Vermont during my formative years until I joined the U.S. Navy.

How and when did you decide you wanted to be an IT Expert? My training in the Navy was related to electronics repair. After service, I held quite a few odd jobs until I got involved in electronics

again in 1996. But it wasn't until 2000 that I started my interests in IT.

What are your hobbies? I like to do things with my hands, and anything that requires me to analyze and discern how something works intrigues me. I like to figure things out on my own.

If you won the lottery tomorrow, what would you do/how would you spend your time? First, I'd pay all my debts, and then make sure my grandchildren were set for life. After that, I would like to use that good fortune to develop programs that can help others. One group would be vets, both able and disabled, and help them transition back into society. Another group would be single-parent families.

Where did you go on your last vacation? I traveled to upstate New York for Christmas in 2004.

What was the last book you read? The Truth about Leadership: The No-Fads, Heart-of-the-Matter Facts You Need to Know

What is the weirdest question you had to answer as an IT Expert? Which day?

Do you play a musical instrument? I play guitar. And flute – but that is a long time ago and just as long a story.

What is the most exciting place you have ever visited? This was hard for me to decide. I suppose it was the Straits of Magellan in South America. But a close second would have to be Lima, Peru and all of Chile.

State something about yourself that most people don't know about you. Benjamin is not the name given to me at birth.

Quiz Question

By **Nichelle Demorest**
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What Does The Spleen Do?

Answer:
https://www.youtube.com/watch?feature=player_embedded&v=aEi_4Cyx4Uw

Many have believed (since at least the 1500's) that this food may have medicinal powers. The substance thought to be good for the heart actually becomes part of large, super-sized polymers in the gut and can't pass through the gut wall. However, there may be bacteria in the intestines that break down these polymers. Food scientists at Louisiana State University are planning a research trial in which participants will consume this food daily, and their blood and fecal content will be monitored. Scientists in Boston have just announced a similar study in which the substance will be ingested in a pill instead of actually eating the food.

What is the food substance being studied?

- A) cocoa
- B) oat bran
- C) raisins
- D) wild rice

Information Technologies

Image Copyright, Document Copyright and Fair Use

By **Michael A. Davis, Ph.D.**
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Have you ever needed a picture for a newsletter article or fact sheet? Where did you get it? Google and other search engines provide links to images that many people have used in publications, both academic and personal. However, many of the images that are located on the internet are copyrighted and you can be hit with copyright infringement penalties if you use a copyrighted image without the owner's consent. Current laws concerning 'fair use' and copyrighted images indicate that you can be financially responsible even if you do such things as: 1) link back to the source and cite the photographer's name, 2) resize the image, 3) you have a disclaimer, 4) your site isn't commercial, and other instances.

Information about copyright laws can be found on the U.S. Copyright Office webpage (<http://www.copyright.gov/>) but 'fair use' purposes can be summed up in four factors from section 107 of the U.S. Copyright Law (Title 17, U.S. Code). These are listed below and can also be found at <http://www.copyright.gov/fls/fl102.html>:

1. The purpose and the character of the use, including whether such use is of commercial nature or is for non-profit educational purposes
2. The nature of the copyrighted work
3. The amount and substantiality of the portion used in relation to the copyrighted work as a whole
4. The effect of the use upon the potential market for, or value of, the copyrighted work.



The purposes listed above make it clear, right? The truth is that copyright law is murky and subject to interpretation. Your best course of action is to not use an image if you are unsure about the copyright status of that image and if you cannot obtain permission from the owner for its use.

The above information covers images, but what about written material and documents? The same four factors are also used in determining 'fair use' for these items as well, but there are a couple of other things to think about if you are using copyrighted documents. The information below was given by Diana Hagan, EDIS Librarian (diHagan@ufl.edu):

There is no clear delineation or 'line in the sand' for what is 'fair use', but if the use of the document is educational and you are citing the source in such a way that adds value to the original (such as if you, as an expert, are recommending the source (book, website, or product)), and you are not using the whole of the document in reproduction (20% or less is the typical rule of thumb), then you are within rights to use copyrighted material as 'fair use' without asking for permission.

Another instance of copyright is the use of images and material from a UF website or EDIS document. The current UF copyright policy states:

The documents contained on this website are copyrighted by the University of Florida, Institute of Food and Agricultural Sciences (UF/IFAS) for the people of the State of Florida. UF/IFAS retains all rights under all conventions, but permits free reproduction by all agents and offices of the Cooperative Extension Service and the people of the State of Florida. Permission is granted to others to use these materials in part or in full for educational purposes, provided that full credit is given to the UF/IFAS, citing the publication, its source, and date of publication.

So, in instances where you need to use images or material that are copyrighted by UF/IFAS, you do have permission to do so. However, you need to look at the credits for the image in the EDIS document as some images may have come from another source. If there is no credit given for images in an EDIS document, you might want to contact the author as a courtesy.

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Did you **know****UF/IFAS Extension Scores 3 out of 4 on Scholarship**By **Eric Simonne**, UF/IFAS Extension DED – NE District – simonne@ufl.edu

A recent workshop organized by the UF Faculty Senate focused on the definition of “academic scholarship” at UF. The three distinguished panelists (the UF Provost and Vice President for Academic Affairs, the UF Senior Vice President for Agriculture and Natural Resources, and the UF Vice President for Health Affairs) had the same view: “Scholarship is peer reviewed creation that is meaningful”. Practically, UF recognizes four forms of scholarship: research, teaching, integration and application. Scholarship at UF is meant to be original, creative, useful to others, and validated by peers. This is good for Extension. Indeed, we as Extension

faculty practice 3 out of 4 of these scholarships on a daily basis: teaching, integration and application.

This is very encouraging and reassuring for those who incorrectly believe that as agents, they need to “do their program stuff” AND “do their UF promotion and permanent status stuff”. The statements above by these three high-level UF administrators clearly show that both COULD and SHOULD be done at the same time. Just recognize where your scholarship is and when it is displayed. So, put your “scholarly glasses” on, and look for the scholarships of Extension in everything you do!

Image Copyright, Document Copyright and Fair Use...continued from previous page

Additionally, there are some sites listed below that are good repositories for free images to use in your publications:

ICS Photo Archive
<http://ics.ifas.ufl.edu/pictures/>

UF Photo Gallery
<http://identity.ufl.edu/photo.html>

USDA's MyPlate.gov – Graphics
http://www.choosemyplate.gov/global_nav/media_resources.html

Image Collections: University of Minnesota Libraries
https://www.lib.umn.edu/libdata/page.phtml?page_id=3125

Electronic Images: UC Berkeley
<http://www.lib.berkeley.edu/BIOS/image.html>

Image Gallery: USDA-ARS
<http://www.ars.usda.gov/is/graphics/photos/>

Bugwood Image Archives: University of Georgia Center for Invasive Species and Ecosystem Health
<http://www.bugwood.org/ImageArchives.html>

PMN International Image Collections
<http://www.plantmanagementnetwork.org/images/>

Wikimedia Commons
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<http://www.sxc.hu/index.phtml>

A note from the Editor

By **Alicia Lamborn**, UF/IFAS Extension Baker County, Horticulture Agent – alamborn@ufl.edu

It has been my pleasure to serve as team chair and editor for the Northeast News District Newsletter these past two and half years. Not only have I enjoyed reading and sharing the many great articles and stories of our talented faculty, I've also gained leadership skills and experience that can be transferred to future projects.

While I will still be part of the newsletter team, I am passing the torch as editor to Nichelle Demorest. I am confident that she will deliver the same quality newsletter that everyone is accustomed to and will do a good job.

Thanks to all the Northeast News team members who have made my job as editor easier and to everyone who supported me by sending encouraging feedback over the years.

Sincerely,



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