

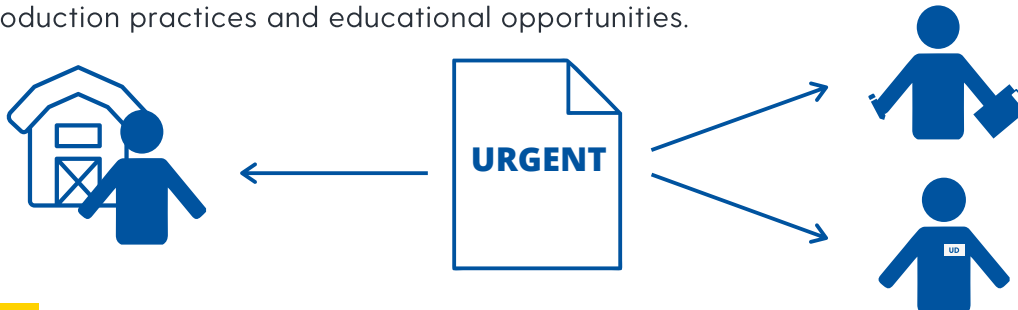
WEEKLY CROP UPDATE: TIMELY ADVICE FOR DIVERSE AUDIENCES



UNIVERSITY OF DELAWARE
**COOPERATIVE
EXTENSION**

ISSUE

Farmers, agricultural consultants, extension professionals and others need timely information on crop pests, recommended production practices and educational opportunities.



RESPONSE



Content was contributed by Extension specialists, agents and educators from

- University of Delaware,
- Delaware State University and
- University of Maryland



27 issues of the Weekly Crop Update (WCU) were released in 2019, covering topics related to vegetable, fruit and agronomic crops, events ... and more!



Issues of the WCU were emailed or mailed to 860 subscribers weekly.

IMPACTS

Of **860** subscribers, approximately **200** clicked through to read the publication weekly ...

consisting of

28% growers **24%** Extension staff **21%** agriculture consultants

18% agriculture suppliers **9%** government agencies

living in

41% Delaware **26%** Maryland
18% Pennsylvania **6%** Virginia

who

manage farms of varied size
 and consult for extensive acreage.



Readers surveyed indicated that reading the WCU helped them

- increase their professional knowledge,
- improve their crop management skills and
- become aware of issues that they otherwise would not have considered.

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RESPONSE

The Weekly Crop Update (WCU) is a University of Delaware Cooperative Extension newsletter that covers production topics related to vegetable, fruit and agronomic crops. Extension specialists, agents and educators from the University of Delaware, Delaware State University and the University of Maryland contribute articles to this publication. The newsletter also includes announcements about upcoming educational events organized by Cooperative Extension and its partners. In 2019, the WCU was published on March 1 and then each Friday from April 5 through Sept. 27 for a total of 27 issues. The year 2019 marked the 27th year of the publication's release.

Both the blog and PDF versions of the Weekly Crop Update are available online for free. There are currently about 860 subscribers who receive an email alert when a new issue is posted and, of these, approximately 200 click through to read the issue each week.

IMPACT

In September and October 2019, 34 current Weekly Crop Update subscribers completed a survey. Responses indicated that this response group consisted of 24% growers, 21% agriculture consultants, 24% Cooperative Extension staff, 18% agriculture suppliers and 9% government agencies. The largest percentage of respondents marked that they lived in Delaware (41%), while a majority of the rest lived in the neighboring states of Maryland (26%), Pennsylvania (18%) and New Jersey (6%).

Eighteen respondents reported the amount of acreage on which they find themselves using the information gained from the WCU: a total of 255,551 acres which they either manage or provide consultation for. Based on the responses to this question, the Weekly Crop Update is used by people managing farms of various sizes as well as those providing consultation for extensive acreage. The distribution of acreage size listed by these respondents was quite evenly divided between managing small farms of 50 acres or less (28%) or large farms of 250 to 5000 acres (44%), and consulting on farms over 10,000 acres (28%).

One goal of this publication is to educate readers on a variety of crop production topics. The majority of survey respondents indicated that reading the WCU helped them increase their professional knowledge, improve their crop management skills and become aware of issues that they otherwise would not have looked for.

Finally, past WCU articles available in the web archive serve as a valuable resource for readers. Ninety-one percent of respondents indicated that they often (38%) or sometimes (53%) reference information from past articles of the Weekly Crop Update.