



WWW.MSSOY.ORG → MSPB WEBSITE

WITH UP-TO-DATE SOYBEAN PRODUCTION INFORMATION

MISSISSIPPI SOYBEAN PROMOTION BOARD PROJECT NO. 63-2016 2016 ANNUAL REPORT

Title: On-farm, Interactive Soybean Management Verification Program (MVP)

PI: John Orlowski (john.orkowski@msstate.edu)

BACKGROUND

Within Mississippi, there is a range of growers' attitudes toward, and adoption of, Mississippi State University Extension recommendations. There is a subset of soybean growers that rely on Extension information and are early and enthusiastic adopters of recommendations resulting from Mississippi State University research programs. However, there is also a subset of soybean growers in Mississippi that are either unaware of or reluctant to follow Mississippi State University recommendations.

Soybean yield or production efficiencies have the potential to be substantially increased on growers operations if appropriate Extension recommendations are followed. There are already ample meetings, field days, and online resources available to growers regarding extension recommendations. One strategy to increase adoption of recommended production practices is one-on-one interaction and demonstration of the complete set of extension recommendations on growers' individual operations. Working directly on grower farms to compare university recommendations with current practices will increase adoption, and benefit not only the grower, but also help to inform future directions for soybean research.

OBJECTIVES

Objective 1: Increase adoption of Mississippi State University Extension recommendations by soybean farmers in Mississippi.

Objective 2: Increase profitability and efficiency of individual farms by personally working with growers to identify and fix production issues.

IMPACTS AND BENEFITS TO MISSISSIPPI SOYBEAN PRODUCERS

If by following Extension recommendations growers were able to increase average soybean yield by three bushels per acre on 500,000 acres at an average price of \$10 per bushel, it would result in an increase of \$15,000,000 annually. It is expected that multiple Mississippi soybean producers who participate in the program will permanently adopt one new Extension recommendation that will result in greater profitability for multiple growers across the state. Also, by comparing the whole set of Extension recommendations in an on-farm setting to current grower practices, new directions for applied research can be determined, and this will further benefit Mississippi soybean producers.

END PRODUCTS- COMPLETED OR FORTHCOMING

To coordinate MVP, Mr. Parker Harris, a recent graduate of Mississippi State University was hired in September 2016. Since his hiring, Parker has met with county Extension Agents around the Delta to identify producers who are interested in the program and could benefit from improved management. For the first year of the project, we will be cooperating with 8 separate soybean farming operations for the verification program. Cooperating producers are located in Tunica county (2), DeSoto county (1), Tallahatchie county (1), Grenada county (2), and Leflore county (2). Over the winter of 2016, Parker met with the cooperating producers to identify their current production strategies, determine their available equipment, and identify candidate fields for the program. We then



WWW.MSSOY.ORG → MSPB WEBSITE

WITH UP-TO-DATE SOYBEAN PRODUCTION INFORMATION

determined a planting plan for the cooperating producers to be implemented in the spring of 2017. As of this report, one of the cooperating farms has planted soybean, while the rest are anticipated the week of Apr. 17, depending on the weather. We will keep track of inputs and recommendations throughout the season and compare results after harvest. The verification results will be compiled and published as an official publication.