



## BUILDING A NETWORK

**942** People attended events

**\$6,945**  
Amount raised for Southern Region 4-H

**32** Companies contracting us for research

**26** Farm cooperators

**67** Videos released on YouTube

**26,309** Views

First year conducting potato research

**7,500kg**  
Potatoes donated to Lethbridge Food Bank

## Building knowledge

### Number of Employees

FULL-TIME **10**

**11** PART-TIME/CONTRACT

SUMMER STUDENTS  
**17**

NUMBER OF TRIALS

**161**

NUMBER OF PRESENTATIONS BY OUR STAFF

**42**

**28**  
RESEARCH PROPOSALS SUBMITTED

NUMBER OF CROPS RESEARCHED

**24**

**80** NUMBER OF PRESS ARTICLES

**\$686,340** MONEY INVESTED ON UPGRADING & ADDING EQUIPMENT

- Potato power tiller
- Potato planter
- Potato harvester
- Tuber washer
- Specific gravity unit
- Optical scanner
- Quonset
- Irrigation booms & reels
- Tractor
- Pipettes
- Flail mower
- Ruggedized tablet

# FARMING SMARTER ECONOMIC IMPACT

**\$259.8 MILLION**

## Knowledge gained from our events

**\$124.8 MILLION**

\* Calculated with information directly obtained from participants (acres, \$/ac impact)

Research Program **\$80 MILLION**

\* Calculated by using average return on investment from the following studies (40:1)

Magazine & Digital Communications **\$10.7 MILLION**

\* Obtained from digital analytics with the assumption of 2,000-acre farm size and \$0.01/acre impact

**\$44.3 MILLION**

Expanded reach through Popular Press

\* Calculated based on reach of publications with the assumption of 2,000-acre farm size and \$0.01/acre impact

Land managed

**275 ACRES**

## Projects with significant impact on production in southern Alberta

### ▶ AGRONOMY PROGRAM

- Timing of rolling cereals
- Hemp retting & emergence
- Improving soil health through cover crops
- Maximizing barley while minimizing lodging
- Enhanced efficiency fertilizers
- Ultra early durum

### ▶ FIELD TESTED PROGRAM

- Seed alfalfa weevil management & PGRs
- Kochia management
- Irrigation scheduling
- Potato production & varieties
- Processing vegetable production

### ▶ COMMERCIAL INNOVATION PROGRAM

- Strip till for seed canola
- Pesticide efficacy
- Nutrient product evaluations
- Biostimulant and soil amendment testing
- Variety testing