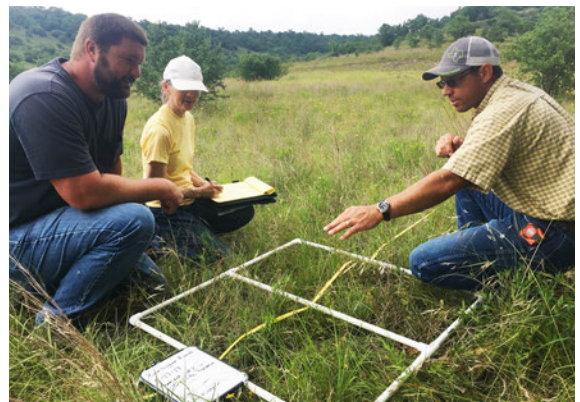


ATTRA FINAL REPORT

2020-2021



Appropriate Technology Transfer
for Rural Areas Program
RB-17-06

Annual Performance Report for Public Distribution
May 16, 2020 – May 15, 2021

Submitted to:
USDA Rural Business – Cooperative Service
1400 Independence Avenue, SW
Washington, DC 20250

Submitted by:
National Center for Appropriate Technology



Background

The ATTRA program was created in the 1985 Farm Bill and has been reauthorized in all subsequent Farm Bills. ATTRA is housed within the USDA's Rural Business-Cooperative Service (RBS) and managed by the National Center for Appropriate Technology (NCAT) through a cooperative agreement with USDA Rural Development. This national program strives to offer improved access to scientifically sound, understandable, and practical information to commercial agriculture producers by responding to client requests received via national toll-free telephone lines; postal mail; email; online chat; social media; and conferences. Historically, the producers who access the services most frequently are family-scale, small-scale, beginning, limited-resource, and returning veteran farmers. Assistance is provided to clients in a variety of ways, including via telephone conversations and responses; emailed/mailed technical responses and publications; other electronic information dissemination; in-person and virtual education through workshops, conferences, one-on-one meetings, self-help publications, and tutorials; and other appropriate outreach methods, including social media.

Work carried out under ATTRA is accomplished in all of NCAT's offices, located in Butte, Montana

(headquarters); Fayetteville, Arkansas; Davis, California; San Antonio, Texas; Keene, New Hampshire; and Jackson, Mississippi. Each office covers a region of the U.S.: Montana covers the northwestern U.S., Arkansas covers the southeast, California covers the west, Texas covers the southwest, New Hampshire covers the northeast, and Mississippi covers the Gulf States region. Additionally, NCAT has remote offices in Durango, Colorado; Dallas, Pennsylvania; and Check, Virginia.

This report covers the cumulative performance from May 16, 2020, through May 15, 2021.

ATTRA's COVID-19 Response

Throughout the COVID-19 pandemic, NCAT's ATTRA team continues to provide services to farmers, ranchers, and agricultural professionals through virtual workshops, trainings, conferences, phone, internet chat, and email technical assistance, as well as educational resources disseminated via videos, podcasts, blog posts, webinars, and publications. We routinely update the COVID-19 resource page on the ATTRA website, comprised of timely, relevant resources to help farmers and ranchers navigate the COVID-19 pandemic.



Task #1: Provide Technical Assistance to Support the Rural Workforce

From May 16, 2020, through May 15, 2021, NCAT specialists provided technical assistance to clients **33,546** times. In **2,331** cases, the technical assistance required in-depth research. Below are a number of examples of the breadth of questions received and assistance provided by our technical specialists to farmers, ranchers, and agriculture educators across the country.

- **Northern California:** ATTRA provided technical assistance to a Latino producer on wasabi production.
- **Texas:** ATTRA provided technical assistance on analyzing soil testing to a cattle rancher.
- **Arkansas:** ATTRA provided technical assistance on soil health and grazing goats on cover crops to a livestock producer.
- **Idaho:** A livestock producer was provided technical assistance on selecting breeds of sheep appropriate for dry-land farming for meat production.
- **Louisiana:** A pecan grower was provided technical assistance on poison ivy control, while another producer was provided organic pest control technical assistance on organic potato production.
- **New Mexico:** An agricultural professional was provided technical assistance on ecosystem service market payment processes.
- **Northeast:** A fish farmer was provided information on efficient and economical ways to turn up to three tons of fish waste (per day) into fertilizer.
- **Texas:** ATTRA provided technical assistance on warm- and cool-season cover-cropping options, ways to inoculate legume cover-crop seed, and various options for terminating cover crops.
- **Idaho:** ATTRA provided technical assistance to a farmer on how to renovate clay soil and build organic matter.
- **Oklahoma:** ATTRA provided technical assistance to a farmer on rangeland monitoring, building soil health, and increasing water filtration.
- **Northeast:** ATTRA provided technical assistance on how to operate a walk-behind tractor and implements to farmers in a New Hampshire district.
- **Arkansas:** ATTRA's goat and sheep expert provided technical assistance and resources to a beginning farmer on how to get started with raising goats.
- **Texas:** ATTRA provided technical assistance and extensive resources to a veteran beginning farmer interested in establishing a cattle ranch and orchard.
- **Oklahoma:** An ATTRA agriculture specialist provided technical assistance on rotational electric fencing and grazing systems for cattle.
- **Ohio:** ATTRA provided technical assistance to a small, diversified vegetable operation in central Ohio on high tunnel configuration and siting.



Task #2: Outreach

Website and Social Media

Resources were accessed during this project year **3,331,659** times, with at least **664,838** visits.

Outreach Materials

- **Voices from the Field podcast series**
We provided **50** new podcasts, with **806,767** podcast listens during the project year.
- We created **96** new **videos and webinars**, with a total of **17,235** views.
- Social media channels reached more than **21,000** followers
- **Weekly Harvest newsletter**
17,274 subscribers (distributed weekly)
- **Cosecha Mensual Spanish e-newsletter**
2,680 subscribers (distributed monthly)



Workshops and Conferences

- **ATTRA agricultural specialists**
have attended/presented at **147** workshops or conferences with a total of **40,630** attendees.
- **Due to the COVID-19 pandemic**, many conferences and workshops were held virtually. NCAT's agriculture specialists have successfully used online platforms to provide workshops, listening sessions, and technical assistance to farmers, ranchers, and agriculture professionals.
- **Sampling of conferences and workshops**
 - Chainsaw Safety, Operation, and Maintenance for Women Farmers, Jaffrey, PA
 - Managing Soil Health with Two-wheel Tractors, Keene, NH

- Biological Management of Pests in Strawberries and Vegetables, virtual national workshop
- Amplifying the Sustainability and Biodiversity Benefits of Solar, Montana
- Appalachian Sustainable Ag Project (ASAP) Business of Farming Conference, North Carolina, done virtually
- Growing Stronger: MOSES, GrassWorks, OGRAIN, Organic Pork Conference, Organic Vegetable Production Conference – based in the Midwest, done virtually
- Food Resilience, Access, and Equity, Austin, TX
- Ecological Farming Association Conference, California-based, done virtually
- Northern Pulse Growers Association – Annual Convention, North Dakota-based, done virtually
- From the Ground Up: Cover Crop Solutions for Western Farmers, Idaho and Oregon, done virtually
- Texas Hispanic Farmer and Rancher Conference
- Mississippi Association of Cooperatives Agricultural Symposium



Task #2: Outreach

- **Promoted USDA Rural Development Programs and USDA Collaboration**

- A USDA-RD Montana employee served on the Steering Committee for the Soil Health Innovations conference and was integral in providing guidance in developing the conference program and securing speakers. USDA-RD national was consulted on the conference program, speakers, and the platform of delivery.
- Rural Development programs were featured and promoted at the Texas Hispanic Farmer & Rancher Conference, and a representative from Texas Rural Development was an invited speaker.
- NCAT's ATTRA Southeast agricultural specialists worked with Steve Mosher, USDA Rural Development Southern Region Innovation Center, participated in meetings he hosted, and helped promote USDA resources. Mr. Mosher has helped promote ATTRA programs and educational materials.



- “USDA Programs Can Help Farmers Succeed” blog post explaining USDA-RD, NRCS, and FSA programs.
- “Veterans Discuss USDA Programs” podcast with two veterans discussing USDA programs.
- Conservation Assessment Ranking Tool (CART) Overview: Part I, part of a three-part webinar series on CART that provides interested farmers and ranchers with an overview of the tool, as well as a deeper look into how it works.
- Conservation Assessment Ranking Tool (CART): Part II: The Process
- Conservation Assessment Ranking Tool (CART): Part III: Deep Dive
- ATTRA produced two blog posts and provided extensive technical assistance to farmers and ranchers on the Coronavirus Food Assistance Program (CFAP) and its sequel CFAP2 to help farmers and ranchers access to federal assistance programs.
- Information related to federal resources and stimulus programs for farmers related to COVID-19 were disseminated throughout NCAT's regional offices through many ATTRA cases, trainings, workshops, and conference presentations.
- USDA programs promoted through Armed to Farm virtual trainings and will be a focus in upcoming trainings.



Task #3: Education

Farmer Training

• Armed to Farm

- In July 2020, we hosted a virtual introductory meeting via Zoom for the Arkansas Armed to Farm cohort.
- In August 2020, we hosted a virtual introductory meeting via Zoom for the Georgia Armed to Farm cohort.
- In September 2020, we held a virtual workshop that included both the Arkansas and Georgia cohorts. The workshop covered whole-farm planning and business planning, two topics we typically cover in classroom sessions during in-person Armed to Farm trainings.
- Due to COVID-19, NCAT hosted a Virtual Armed to Farm, which consisted of seven live virtual training sessions from April 1 to May 13, 2021.
 - April 1 – Whole-Farm Planning – **175** attendees
 - April 8 – Recordkeeping and Financial Management – **155** attendees
 - April 15 – Marketing Plan – **136** attendees
 - April 22 – USDA Programs – **166** attendees
 - April 29 – Enterprise Discussions – **148** attendees
 - May 6 – Conclusion & Next Steps – **143** attendees
 - May 13 – Pacific Northwest region – **10** attendees
- NCAT's Southeast Regional Office hosted an in-person Armed to Farm in Fayetteville, Arkansas, May 10-14, 2021, with **21** attendees.
- NCAT's ATTRA Armed to Farm team also created an online course via Teachable that served as a companion to the Virtual Armed to Farm live Zoom sessions.
 - **191** veterans and/or their spouses enrolled in the Teachable course.
 - As of May 15, 2021, the **82** materials in the online course have been viewed and completed **1,715** times.



Task #3: Education

Farmer Training

- **NCAT's Soil Health Innovations Conference**

- The conference had over **670** participants from all over the country. NCAT had over **50** speakers and moderators for the conference, covering a wide range of topics that addressed soil health innovations. Presentations from farmers, researchers, and other leaders in agriculture were livestreamed and recorded. These presentations included two U.S. Senators who understand the importance of soil health to all farmers and are working to ensure federal policies support farmers in their soil building efforts: Senator John Boozman of Arkansas and Senator Jon Tester of Montana. Robert Bonnie, Deputy Chief of Staff for Policy and Senior Advisor on Climate for the USDA, also joined us for a discussion on policy efforts to support farmers and soil health.



- **Latino Producer Resources in Spanish**

- Cover Crops for Hot and Humid Climates
- Monarch Habitat
- Monarch Habitat Technical Field Guide
- Federal Working Lands Conservation Resources for Sustainable Farming and Ranching
- Saline and Sodic Soils: Identification, Mitigation, and Management Considerations
- Cole Crops and Brassicas: Organic Production
- Strawberries: Organic Production
- Sorghum Sudangrass and Pigeon Peas videos
- NCAT's California team planned and implemented the Latino Farmer Conference virtually with **347** registered attendees. In Texas, NCAT was a major planning partner, presenter, and co-sponsor of the third annual Texas Hispanic Farmer & Rancher Conference, which took place as a virtual conference over a two-week period, with total attendance of **150**. Five NCAT agriculture specialists gave workshops.
- Spanish Presentations to Latino Farmers:
 - Three Farm Visit videos (posted to NCAT website within the Latino Farmers Conference)
 - Biosolarizacion, Tilth Alliance
 - Biosolarizacion, Eco Farm Conference
 - Innovations in Weed Control (Nuevas Inovaciones en el Control de Malezas)
 - Biointensive IPM (Manejo Integrado Biointensivo de Plagas), CA Small Farm Conference



Task #3: Education

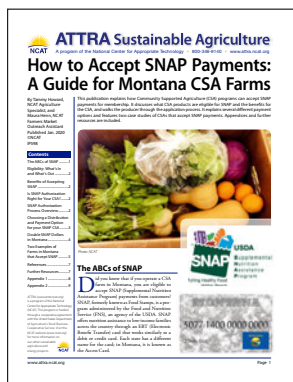
Expanded Publications Library

2020-2021 New Publications (17)



Payments for Ecosystem Services

412



How to Accept Snap Payments: A Guide for Montana CSA Farms

108



Protecting Organic Crops from the Impacts of Genetic Modification Technology

71



High Tunnel Grapes: Pest Management

116



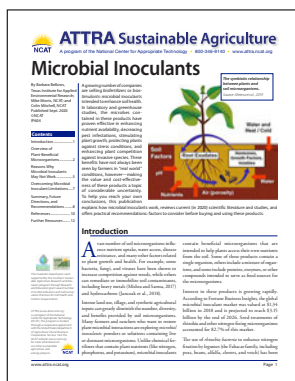
Hogs: Pastured or Forested Production

433



High Tunnel Grapes: Harvest and Quality Considerations

145



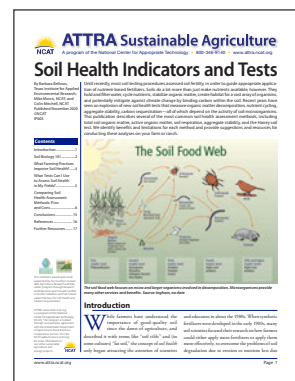
Microbial Inoculants

324



Cultivos de Cole y Otras Brassicaceae Crucíferas: Producción Orgánica

128



Soil Health Indicators and Tests

781

Task #3: Education

Expanded Publications Library (continued)

2020-2021 New Publications (17)



Saline and Sodic Soils:
Identification, Mitigation, and
Management Considerations

139



Creando Hábitats Sostenibles para
la Mariposa Monarca en California:
Una Guía Técnica

53



Suelos Salinos y Sódicos:
Identificación, Mitigación y
Consideraciones de Manejo

87



Cultivos de Cobertura para
Climas Cálidos y Húmedos

10



Creando Hábitats Sostenibles
para la Mariposa Monarca en
California

63



Recursos Federales de Conservación
de Tierras de Trabajo para la Agricultura
y la Ganadería Sostenibles

5



Farm Branding: Selling Your
Products Through Story

38



SIFT 2020: A Small-Scale Urban
Intensive Farm and a Year of
Local Food

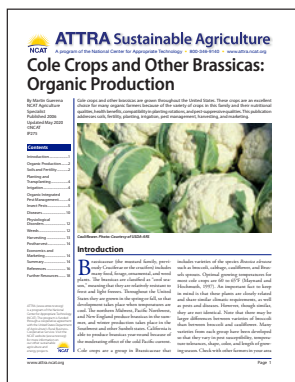
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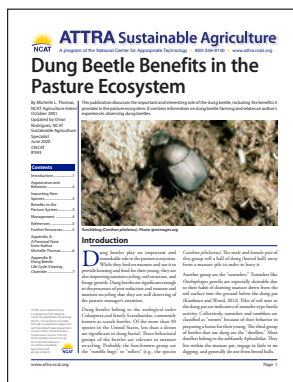
Task #3: Education

Expanded Publications Library (continued)

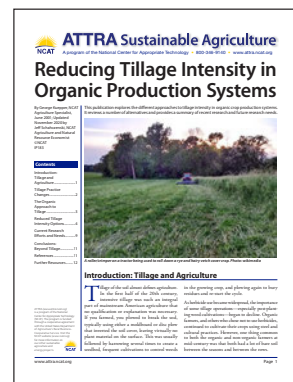
2020-2021 Updated Publications (5)



Cole Crops and Other Brassicas:
Organic Production **938**



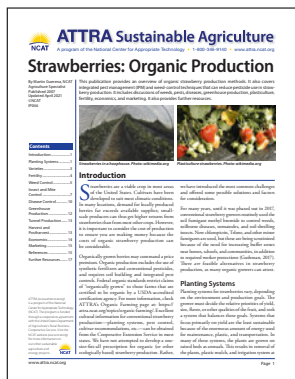
Dung Beetle Benefits in the
Pasture Ecosystem **277**



Reducing Tillage Intensity in
Organic Production Systems **338**



Federal Working Lands Conservation
Resources for Sustainable Farming
and Ranching **221**



Strawberries:
Organic Production **854**



Task #3: Education

Videos and Webinars

A TTRA added **96** video and webinar titles to our library, which were viewed **17,235** times. During the program year, all ATTRA videos were viewed **215,419** times.

2020-2021 New Videos (52)		8,871 Total Views
- Livestock Integration with Crops: A Summary 231 - What Regenerative Grazing Can Do for You 1,911 - Small-Scale Meat Sales..... 379 - Maple Gorge Farm with Linda Coffey 111 - Los Cinco Principios de la Salud del Suelo. Versión Extendida..... 74 - Rotational Grazing Tips from Linda Coffey..... 124 - Sorgo-Sudán 807 - Build a Basic Wooden Raised-Garden Bed Frame 146 - Aspen Island Ranch: Range Improvement 50 - Aspen Island Ranch: Hayfield..... 39 - Aspen Island Ranch: Riparian Areas 31 - Aspen Island Ranch: Weaning..... 28 - Aspen Island Ranch: Selection 59 - Aspen Island Ranch: Interview with the Smiths 70 - Aspen Island Ranch: Mineral Supplements 59 - Aspen Island Ranch: Spring Water..... 123 - Aspen Island Ranch: Solar Water 102 - Farm to Healthcare Tips: Storage Methods..... 63	- Farm to Healthcare Tips: Kitchen Capacity and Labor 83 - Farm to Healthcare Tips: Sourcing Local Foods..... 32 - Farm to Healthcare Tips: Affordability and Price Points 27 - Farm to Healthcare Tips: Community Buy-In and Teamwork 31 - Farm to Healthcare Tips: Barriers and Challenges 29 - Farm to Healthcare Tips: Why Source Local Food?..... 12 - Farm to Healthcare Tips: Introduction and Benefits 17	



Task #3: Education

Videos and Webinars (continued)

2020-2021 New Videos (52)

8,871 Total Views

• How to Tell if Pears are Ripe	291	• The Art of Trench Composting	370
• Managing Your Flock, Part 1: Diagnosing and Treating Sick Sheep	1,170	• Javier Ledesma Entrevista	62
• Managing Your Flock, Part 2: Preventing Internal Parasites	246	• ITAL-Acres: Elderberry.....	78
• Monitoring Your Management Practices	147	• ITAL-Acres: Yarrow.....	44
• Livestock and Crops: Leon Stangl's Specialty Crop Operation	369	• ITAL-Acres: Passionvine	33
• Livestock and Crops: Korey Fauque's Montana Dryland Farm, Part 1	194	• ITAL-Acres: Goldenrod.....	38
• Livestock and Crops: Korey Fauque's Montana Dryland Farm, Part 2	196	• ITAL-Acres: Culinary Herbs	40
• Livestock and Crops: Tyrel Obrecht's Montana Angus Operation	227	• ITAL-Acres: Boneset	35
• Los Cinco Principios de la Salud del Suelo.....	52	• Interview with Senator John Boozman, Ranking Senate Ag Committee Member.....	129
		• Gandules.....	68
		• Cádizamo Sunn	53
		• Inoculación de Caupi de Hierro y Arcilla.....	67
		• La 6ta Conferencia del Agricultor Latino: 2021 - Webinario Grabado: Dia Two.....	60
		• La 6ta Conferencia del Agricultor Latino: 2021 – Visita a la Granja La Milpa Organic Farm	57
		• Blue Ridge Eco Fair: Dosages for Teas and Decoctions.....	29
		• Blue Ridge Eco Fair: Infused Oils and Salves.....	24
		• Blue Ridge Eco Fair: Introduction	29
		• Blue Ridge Eco Fair: Teas, Diffusions, Decoctions.....	8
		• Blue Ridge Eco Fair: Tinctures	27



Task #3: Education

Videos and Webinars (continued)

2020-2021 New Webinars (44)

8,364 Total Views/Listening Sessions

• La Onda Verde (The Green Wave).....	77	• Payments for Ecosystem Services: Part Two. Carbon Markets.....	256
• Small Grains: The New Staple for Small Farmers	191	• Payments for Ecosystem Services: Part Three. Water Quality Trading.....	127
• Value-Added Products.....	559	• Sustainable Livestock: Weekly Wednesday Workshops.....	96
• Soil Health Principles - Application and Results of Investing in Your Soils.....	475	• Conservation Assessment Ranking Tool (CART) Part One. Overview Montana Farm to Grocery	251
• A Listening Session to Help Shape Future Innovation in U.S. Agriculture	117	• Conservation Assessment Ranking Tool (CART) Part Two. The Process.....	191
• Herbs: The New Commodity. Weekly Wednesday Workshops	172	• Conservation Assessment Ranking Tool (CART) Part Three. Deep Dive	108
• Multi-Species Livestock Production: Weekly Wednesday Workshops	175	• Exploring Wholesale Markets with Ellen Polishuk: How Low Can You Go?	46
• Intellectual Property: Weekly Wednesday Workshops.....	71	• Exploring Wholesale Markets with Ellen Polishuk: Is It Time to Scale Up? Ready to Grow More Produce?	62
• Payments for Ecosystem Services: Part One	764		



Task #3: Education

Videos and Webinars (continued)

2020-2021 New Webinars (44)

8,364 Total Views/Listening Sessions

- Equipment and Infrastructure Upgrading with Ellen Polishuk: When Will it Pay Off?..... **96**
- Managing Rotational Grazing for Pigs and Poultry.....**339**
- Practical Tips for Multispecies Grazing**282**
- Tall Grass Grazing: Transition Off of N Fertilizer**304**
- Barbara Shipman: Weekly Wednesday Webinar **53**
- CFAP 2 – It's Better **117**
- Integrated Parasite Management Training – Barber Pole Worm..... **161**
- Interested in Letting Livestock Do the Work? **234**
- Managing Pests Organically in the Garden and Orchard..... **196**
- Beekeeping for Beginners **442**
- Integrate Livestock into Your Veggie Crops **183**
- Integrating Livestock into Your Field Crops..... **197**
- Seed Commons and Ownership: A Listening Session on Intellectual Property Rights (IPR) **120**
- Putting Your Garden to Rest: Soil Health Virtual Workshop **29**
- A Listening Session on Excluded Methods in Organic Production **182**
- Protecting the Integrity of Seed: A Listening Session on GMO Contamination..... **60**
- Lessons from the Hemp Field.....**325**
- Pasture Biodiversity for Animal Health **193**
- Grazing to Avoid Trouble **221**
- Climate Disruption, Agriculture and Crop Insurance: What are the Connections?..... **108**
- Grabación del Seminario Three **36**
- Protecting the Whole Farm in the South Just Got Better..... **85**
- Third Annual Montana Farmers Market Networking Meeting..... **76**
- The Science and Black Art of Product Pricing..... **86**
- Biosolarización Para Controlar las Malezas | Taller **43**
- El Manejo Integrado Biointensivo de Plagas **42**
- Soil Steaming for High Tunnels..... **155**



Task #3: Education

Podcasts

Since its inception, ATTRA's popular podcast series, *Voices from the Field*, hit one million listens during this reporting period. The series, which is available on iTunes, Google Play, and on NCAT's ATTRA website, features individual interviews and interview series with our specialists and farmers on new ATTRA resources, current innovations in sustainable agriculture, and success stories.

In 2020-2021, we created and posted **50** podcasts. There were **806,767** total podcast listens for the period of May 16, 2020, to May 15, 2021.



2020-2021 New Podcasts (50)

806,767 Total Listens

Episode 152. Starting a Farm

3,560

Episode 153. COVID-19 Impacts on Local Livestock Producers

11,761

Episode 154: Using Cover Crops in an Organic Walnut Orchard

2,652

Episode 155. California FarmLink (Español)

1,631

Episode 156. Mississippi Minority Farmers Alliance

2,858

Episode 157. Pandemic Adaptation

2,534

Episode 158. Conservation Easements and Ecosystem Service Markets

2,459

Episode 159. Small Ruminants: All About Health

9,413

Episode 160. Hydroponic Trials at NCAT's SIFT Farm

2,315

Episode 161. Integrated Pest Management in Idaho Flocks

11,044

Episode 162. Starting a Farm: Soil Considerations

3,005

Episode 163. Farming Medicinal Plants

3,905

Episode 164. Soil Sessions: Understanding

3,273

Episode 165. SIFT Farm's Unusual Year

4,037

Episode 166. Agriculture in Turkey

2,251

Episode 167: Veterans Discuss USDA Programs

2,890

Episode 168. Water Quality Trading

2,542

Episode 169. Livestock Guardian Dogs

11,788

Episode 170. Native Seeds

3,391

Episode 171. Climate-Smart Agriculture

2,579

Episode 172. Small (Ruminant) Talk: Internal Parasites

2,820

Episode 173. SIFT Farm's Unusual Year. Part 2

2,101

Episode 174. Solarization, Biosolarization, and the Pandemic

2,142



Task #3: Education

Podcasts (continued)

2020-2021 New Podcasts (50)

806,767 Total Listens

• Episode 175. Profiles of Tribal Mobile Markets 2,568	• Episode 187. Perspectives on Agroforestry with Rowan Reid. Part 1 1,625
• Episode 176. Starting a Farm: Water Issues 2,556	• Episode 188. Perspectives on Agroforestry with Rowan Reid. Part 2 1,175
• Episode 177. Working-Lands Conservation Programs 3,036	• Episode 189. Alderspring Ranch. Part 1 2,380
• Episode 178. Blockchain and Agriculture 2,520	• Episode 190. Alderspring Ranch. Part 2 2,435
• Episode 179. Getting Started in Livestock: Part 1 3,168	• Episode 191. Electric Fencing 101. Part 1 2,230
• Episode 180. Meet the Subsurfer 2,844	• Episode 192. Electric Fencing 101. Part 2 1,549
• Episode 181. Pandemics and the Farm 2,448	• Episode 193. Accessing USDA Fresh Fruit and Vegetable Program 231
• Episode 182. Getting Started in Livestock. Part 2: Species Considerations 3,744	• Episode 194. Food Hubs and School Sales 437
• Episode 183. Demystifying Soil Health Indicators and Tests 3,444	• Episode 195. State Partnerships for School Markets 522
• Episode 184. An Interview with Senator Boozman 2,952	• Episode 196. Beekeeping and Agri-tourism 623
• Episode 185. Microbial Inoculants: Fact and Fiction 3,960	• Episode 197. Mortality Composting 846
• Episode 186. Is Farm to School Right for You? 6,065	• Episode 198. Schools and COVID 930
	• Episode 199. Why Farm to School? 914
	• Episode 200. Practicas de Agricultura Regenerativa 884
	• Episode 201. Ag Strategies for Ogallala Aquifer. Part 1 865
	• Episode 202. Ag Strategies for Ogallala Aquifer. Part 2 18
	• Episode 203. Supporting Beginning Farmers Market Vendors 807
	• Episode 204. School Purchasing Cooperative in Ohio 382



Task #3: Education

Blog Posts

A TTRA published **54** blog posts from May 16, 2020, through May 15, 2021—a blog post per week, twice the target goal.

2020-2021 New Blog Posts (54)

8,280 Total Views

• Coronavirus Food Assistance Program	688	• How Farmers and Ranchers Can Find Recovery Assistance and Plan for Resilience	128
• Wine cap mushroom bed.....	117	• Access to Federal Assistance for Natural Resource Conservation.....	261
• How about growing your own food at home during the COVID-19 restrictions?	190	• Beekeeping Basics: Making a Split	116
• Root propagation.....	156	• Crafting a Farm Story	111
• Beyond Fresh: Evaluating Value-Added Food Enterprises.....	127	• CFAP2	203
• Dairy Goats for the Farm.....	242	• Healthy Animals, Healthy Farm.....	146
• NCAT Commits to Racial Justice.....	56	• Over Grazing and the Maturing of an Adaptive Grazing Thought Process	107
• What the Brown Rot Hath Brough.....	78		
• Avocados: Fruit Set Challenges and Propagation from Cuttings	65		
• Selling meat/impacts of covid.....	147		
• Pear Trees Exemplify Resilience	50		
• Fundraising for meal delivery for people in need during COVID	83		
• Low Maintenance Gardening in the Time of Pandemic and Drought	115		
• Payments for Ecosystem Services.....	123		
• Farmers Markets Week	70		
• MS Food Systems Fellowship	60		
• Helping a neighbor and helping NCAT, too	33		
• Apples and Pears: How to Tell When They're Ripe	41		
• Late Summer on an Ozark Farm	48		



Task #3: Education

Blog Posts (continued)

2020-2021 New Blog Posts (54)

8,280 Total Views

- Test Driving the New LandPKS Land Monitoring System..... **61**
- Creating Habitat for Beneficials to Control Aphids in Pecans **96**
- Fall Tree Planting..... **111**
- Exploring the Garden for Beneficial Insects!..... **74**
- Getting started with livestock **169**
- Infrastructure and equipment for sheep and goat producers..... **355**
- Creating a Farm Brand **1,014**
- Getting Started with Livestock part 2 **645**
- Looking for Federal Assistance? We've Got a One-Stop Shop for You!..... **318**



- A Senator's View of a Post-COVID Food World..... **6**
- Sub-surfer ARS project deliverables **84**
- Provenza has a Recipe for Plant, Animal, and Human Health **202**
- Takeaways from the Real Organic Symposium **106**
- Buz Kloot: Seven Words that Sparked a Change **78**
- Moebius-Clune and Soil "Livestock" **46**
- Providing Water to Livestock in Frigid Weather **112**
- Juneberry: the Delicious Native American Fruit with a Thousand Names **123**
- So You Wanna Be a Farmer..... **122**
- Recovering Wood..... **112**
- Matching Your Marketing to your Audience **86**
- Summary of Soil Health Conference **119**
- Crop Insurance: What Organic Farmers Need to Know **55**
- Fruit and the Freeze of 2021..... **93**
- A Spring IPM Toolbox for Controlling Powdery Mildew in Vineyards..... **86**
- Pasture Diversity for Animals..... **97**
- Crop Insurance and Climate Change..... **49**

Summary

In spite of a year marked by challenges related to the COVID-19 pandemic, NCAT's ATTRA program was able to meet or exceed our target goals, and continued a long tradition of being a trusted resource for farmers, ranchers, and important partners across the agriculture industry. Our staff were able to innovate and nimbly create new ways to reach our audiences. As we leaned more on delivering training through digital means, we've been able to provide resources to people who might not have engaged with us otherwise. The ATTRA program is improving the quality of service to America's agriculture communities.

During the program year, the 96 videos and webinars produced during this period were viewed 17,235 times, podcasts were listened to nearly 807,000 times, and blog posts were read 8,280 times. The ATTRA website continues to be a valuable resource, with digital tools being accessed more than 3.3 million times.

Additionally, a recent user survey showed that nearly 70% of respondents changed their production practices based on information

they received through NCAT's ATTRA program. NCAT staff who provide trusted resources, individualized technical assistance, and accessible facilitation and education through the ATTRA program continue to innovate and meet our clients' needs.



Accolades

Have just watched your 9 (grazing) videos and are the best I have watched in my 20 years of farming!!

— Hamish Bielsky, Producer, commenting on videos produced by NCAT on grazing practices

I am pleased I could share a sheep moment with you. You inspired me, thank you, to lift my imagination with your webinar with John King and we did an adaptive grazing plan trial this summer. Your videos have been just great and I feel I know you very well, such is the medium.

— Rick Cameron, Producer, commenting on videos produced by NCAT on adaptive grazing

I was able to join the 'CART part three assessment' last week and thought it was an excellent presentation, thank you and NCAT for producing these webinars.

— Steve Falck, Ag Policy Professional, Iowa, commenting on the NCAT-produced webinar series "Conservation Assessment Ranking Tool"

Thanks a lot for the thoughtful presentation on Tuesday! You did a GREAT job of engaging people in a Zoom setting!

— Ben Zoba, Ag Professional, Massachusetts, commenting about a virtual presentation by an NCAT specialist on farm branding

Last spring (2019) I attended the mushroom class. Just wanted to let you know my Shiitake log is still producing and this summer I put in a Wine Cap bed. It has produced a lot of mushrooms already this year. Picked more today.

— Tina Webster, Producer and Ag Professional, Oklahoma, commenting on in-person training presented by an NCAT specialist

I was on the listening session today and was very impressed with the way you organized it and provided multiple methods of participation: poles, question box, and speaking. So well done. Thank you!

— Claire Strader, Extension Specialist, Wisconsin, commenting on listening sessions co-organized by NCAT, the Organic Seed Alliance, and the Vermont Law School's Center for Agriculture and Food Systems

Thanks so much for your time with the video and presentation last night for UNH New Farmer School. Don't tell anyone else, but it was my favorite class so far! I learned so much, and I can't wait to look into Green Heron Tools!

— New producer, New Hampshire, commenting on a virtual presentation by an NCAT specialist on farm tools and equipment



ATTRA
SUSTAINABLE AGRICULTURE

ATTRA is a program developed and managed by the National Center for Appropriate Technology (NCAT). We are committed to providing high-value information and technical assistance to farmers, ranchers, Extension agents, educators, and others involved in sustainable agriculture in the United States.

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