

San Joaquin Valley Forage Grower and Consultant Needs and Priorities

Select results from a statewide survey

Presented by:

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UC University of California
CE Cooperative Extension

Do you grow, consult on, or work in allied industry of field crops (ex. alfalfa, small grains, hay, grazed pasture, silage, rice, corn, cotton, sorghum, sunflower, beans, oilseeds, etc.) in the state of California?

Yes

No

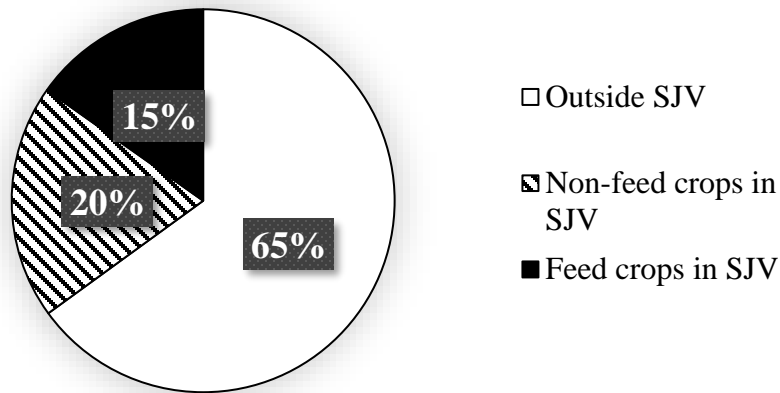
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Summer 2020, sent to > 4,800 contacts statewide

520 respondents were involved with field crops

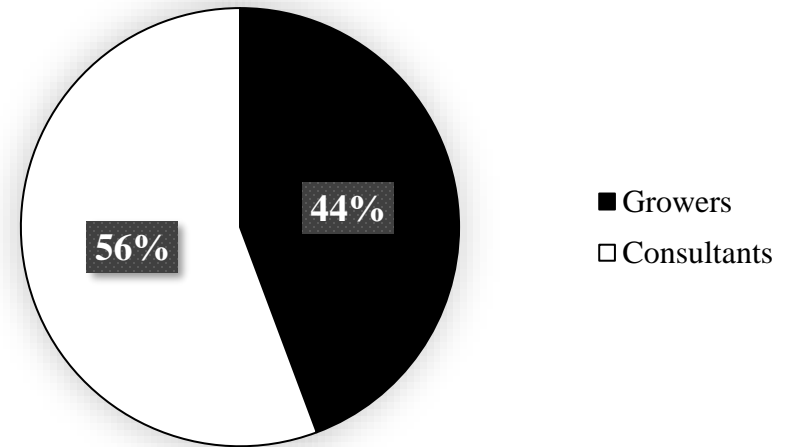
Respondents Working in Field Crops



Area of work	Respondents
Outside SJV	338
Non-feed crops in SJV	103
Feed crops in SJV	79

79 respondents worked in SJV

Profession > 75% of time



Top 3 Crop	Grower	Consultant
Alfalfa	26	36
Corn silage	21	26
Small grain silage	14	18
Small grain hay	6	5
Sorghum or Sudan	4	6
Mixed grass pasture	2	1
Mixed grass hay	1	5
Mixed species hay	0	2

Who are these respondents?

Growers	
Avg. acres managed	2,413
With some acres in trees and/or vines	83%
Avg. portion of farming income	84%
Avg. irrigated acres	95%
Farming 30+ years	53%
Farming 29 or less years	47%

Consultants	
Avg. acres consulting	33,387
Avg. time in field crops	36%
Spending some time in trees and/or vines	98%

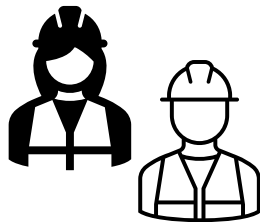
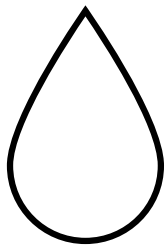
What research and extension should UC focus on?

Top 5 priorities of growers		
Issue	Priority of # Respondents	
	High	Low
Irrigation Management/Crop water requirements	22	2
Testing new products (pesticides, herbicides, biostimulants etc.)	22	2
Insect Pest Control	22	4
Disease Control	20	4
Water Conservation and Storage	20	5

What concerns these growers the most?

Top 5 concerns of growers

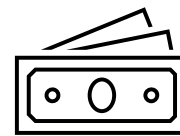
Issue	Concern of # Respondents	
	Very	Not
Water use regulations	33	0
Labor regulations	28	2
Water quality regulations	27	1
Water quality/availability	26	0
Water costs	26	1



What drives these growers' decisions?

Top 5 drivers

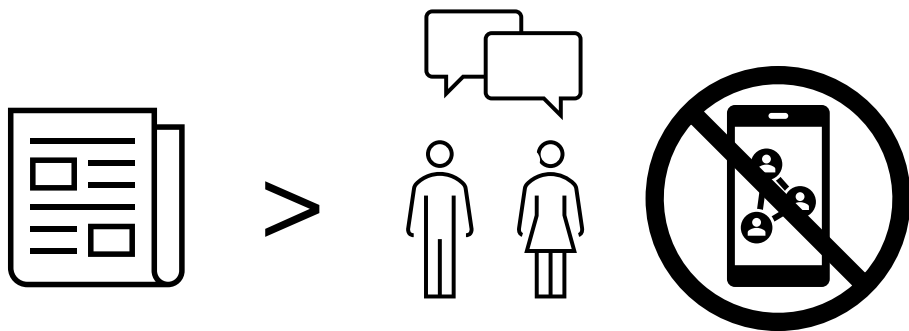
Issue	Considered by # Respondents	
	Always	Often
Water availability	25	7
Crop yield	21	10
Soil fertility	20	9
Crop quality	19	12
Profitability	16	15



How do these growers engage?

How often farmers engage with UCCE

Communication	Engagement by # Respondents	
	Some time	Never
Newsletter	31	2
Blog	28	5
Field Day	24	9
Call a Farm Advisor	20	13
Social Media	7	25



THANK YOU

QUESTIONS?

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