UT Extension extends the knowledge and expertise of the University to the people of Tennessee through agents and specialists in all 95 counties of the state. Educational programs in 4-H youth development, agriculture and natural resources, family and consumer sciences, and resource development produce substantial returns to the state. Our dairy educational programs are based on local needs, research, and a commitment to improve the quality of life for dairy producers. Our programs for dairy producers have emphasized milk quality, estate planning, and marketing.


**Milk Quality**
- 524 producers have increased awareness of effective mastitis prevention and control programs.
- 524 producers have gained knowledge on measures of milk quality indicators (including somatic cell count, preliminary incubation count, standard plate counts, lab pasteurized counts, etc.)
- 527 producers have learned the relationship between somatic cell counts and milk production.
- 258 producers have improved herd management, reduced clinical mastitis cases and decreased herd somatic cell count.
- 170 producers have submitted bulk tank samples or individual cow samples for somatic cell counts, milk quality analysis or bacterial cultures.
- 162 producers have implemented testing protocols to identify mastitis-causing bacteria within their herd or have implemented mastitis prevention and control programs.
- 118 producers have calculated the amount of milk lost based on herd somatic cell counts; lost income based on herd somatic cell counts; or annual expenditures treating cows with clinical mastitis.

**Dairy Production**
- 297 producers have gained knowledge about the benefits of pasture and grazing for dairy cattle.
- 263 producers that have increased profits due to better utilization of forages or grazing.
- 196 producers have gained knowledge about the need for production and sound financial records to manage their operations.
- 180 producers have gained knowledge about the opportunities associated with the use of artificial insemination and crossbreeding for dairy cattle.
- 154 producers have improved herds due to more artificial insemination and the use of better bulls and/or more structured crossbreeding in their herds.
- 187 producers have received cost share from the Tennessee Agricultural Enhancement program including the livestock improvement program.
- 122 producers have gained knowledge about certified organic dairy production, other niche marketing opportunities and the Tennessee Agricultural Enhancement program.
- 7 producers have increased profits due to certified organic dairy production or some form of niche marketing.
The outputs reported reflect contacts with dairy producers and contacts made about dairy production with youth, government officials, landowners, and consumers.

**Direct Contacts by Extension Agents and Specialists**

<table>
<thead>
<tr>
<th>Method</th>
<th>Number of Methods</th>
<th>Number of Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clients Visits to Extension Offices</td>
<td>836</td>
<td>1215</td>
</tr>
<tr>
<td>Direct Mail/Telephone</td>
<td>6553</td>
<td>12,399</td>
</tr>
<tr>
<td>Group Meetings/Demonstrations</td>
<td>1071</td>
<td>31,676</td>
</tr>
<tr>
<td>On-Site Farm Visits</td>
<td>2534</td>
<td>8407</td>
</tr>
<tr>
<td><strong>Total (2006 – 2012)</strong></td>
<td>10994</td>
<td>53,697</td>
</tr>
</tbody>
</table>

**Indirect Contacts by Extension Agents and Specialists**

<table>
<thead>
<tr>
<th>Method</th>
<th>Number of Methods</th>
<th>Potential Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibits</td>
<td>159</td>
<td>2207</td>
</tr>
<tr>
<td>Newspaper Articles</td>
<td>80</td>
<td>590,471</td>
</tr>
<tr>
<td>Publications</td>
<td>73</td>
<td>67,478</td>
</tr>
<tr>
<td>Radio Programs</td>
<td>194</td>
<td>151,000</td>
</tr>
</tbody>
</table>

**UT Extension Dairy Program – East Tennessee Highlights (2012)**

**Regional**

A Beef and Dairy Field Day was held on June 14, 2012. This event was hosted by the University of Tennessee Extension and East Tennessee AgResearch and Education Center. In previous years, this field day was limited to beef production topics, but the 2012 event expanded to become the Beef and Dairy Field Day. It was conducted at the university’s new agricultural research facility, Little River Animal and Environmental Unit in Walland; 187 producers attended. Demonstrations focused on advances in dairy production, including the economic considerations for grazing Holstein steers, dairy heifer development, and dairy cow comfort for both production and profitability.

**Meigs and McMinn Counties**

- In 2012, UT Extension Agents worked with local farmers and an Athens livestock marketing company to conduct video load lot sales on preconditioned, backgrounded beef calves and Holstein steer calves. This resulted in 8,507 preconditioned calves and 349 Holstein steer calves being sold. It is estimated that this effort increased total revenue for farmers by an additional $300,000.
- UT Extension was instrumental in conducting eight preconditioned feeder calf sales (7,625 head marketed), and ten Holstein steer sales (8,866 head marketed). This effort produced $427,000 in additional revenue for farmers over Tennessee's regular weekly sales.

**McMinn County**

- UT Extension taught 52 beef and dairy producers the importance of estate planning for their farm business and family.
- 11 dairy producers were taught how to improve milk quality on their dairy farms and how to better utilize production records through the DHIA program.
- UT Extension conducted a Management Academy for eight beginning beef and dairy producers. Farmers completed a whole farm plan for their operation.

Prepared by Joseph L. Donaldson, Ph.D.