Using Adobe Connect to Connect with Dairy Producers

A.S. Leaflet R2524

Larry Tranel, ISU Extension Dairy Field Specialist

Summary and Implications

From 2007 through 2009, ISU dairy extension programming has successfully experimented with using Adobe Connect to connect with Dairy Producers. The first adobe connect session on **Building a Low Cost TRANS Iowa Parlor** received 2,079 hits on the internet with 650 viewers watching the 85 slide presentation of 41 minutes in length through completion. The goal for this learning module was that "by using a low cost but highly efficient approach, dairy producers can milk cows in a very comfortable, safe, and labor and cost efficient manner." URL for viewing is:
http://connect.extension.iastate.edu/parlor.

Since 2007, e-mail or phone follow-up contacts have revealed at least 12 TRANS Iowa Milking Parlors were built from the information in the adobe presentation.

Seeing the success of this adobe presentation, a second adobe presentation on **Beginning Dairy Grazing** was developed with the intent of giving a visual teaching tour on the basics of dairy grazing. From October 1, 2009 through December 1, 2009, the presentation has had 367 hits with 160 viewers watching the 21 minute, 47 slide presentation through to the end. URL for viewing is:
http://connect.extension.iastate.edu/grazing.

Other presentations that are in their infancy since October - November, 2009 include:

1) **Managing Dairy Farm Finances**, 25 slides, 25 minutes, 182 hits, 25 views to completion.
   http://connect.extension.iastate.edu/finances
2) **Dairy Goat Financial Study, 2007-08** (WI data), 19 slides, 9 minutes, 8 hits, 1 view to completion.
   http://connect.extension.iastate.edu/goatfinances
3) **Managing Feed Cost Benchmarks**, 14 slides, 13 minutes, 16 hits.
   http://connect.extension.iastate.edu/feed
4) **Using Dairy Goat (Sheep) TRANS to Increase Profit Performance**, 30 slides, 21 minutes, 52 hits, 19 views to completion.
   http://connect.extension.iastate.edu/goattrans
5) **Using Dairy TRANS 4.4 for Profit Performance**, 35 slides, 28 minutes, 26 hits, 6 views to completion.
   http://connect.extension.iastate.edu/dairytrans
6) **What Do You Tell the Kids in Tough Times**, 18 slides, 17 minutes, 80 hits, 19 views to completion.
   http://connect.extension.iastate.edu/kids

This form of learning has met with excellent success. It has been coupled with other internet resource developments by way of an ISU Extension dairy team webpage:
www.extension.iastate.edu/dairyteam.