



EXTENSION AGRICULTURE & AGRIBUSINESS IN MICHIGAN

66,154 participants

in MSU Extension agriculture and agribusiness related programs

999 programs

provided by in MSU Extension agriculture and agribusiness educators

180,000 subscribers

to agriculture and agribusiness related MSU Extension News Digests

748 news articles

published on the MSU Extension website, in addition to 126 bulletins and fact sheets

REACHING PEOPLE WHERE THEY ARE

Michigan is agriculturally diverse both in what we produce and who produces it. MSU Extension goes beyond traditional methods of working with farmers with a strategy to reach farms at every level and size of production. We understand that some farmers may not be able to meet in person due to distance or timing of an educational offering, so we incorporate a vast array of online learning and digital informational opportunities to meet people both where they are and when they have the time to consume information integral to their farming success. In the past year, we have reached audiences in a variety of ways.

71%	in-person events
20%	webinars
4%	hybrid
5%	online

KEY PROGRAMMING IMPACTS

Michigan State University (MSU) Extension educators work with farms of all sizes to positively impact individual farming operations. When individual operations do well, their success helps to fuel state and local economies.

Emergency Response to Accidents Involving Livestock (ERAIL)

MSU Extension's ERAIL provides training and resources for local governments and law enforcement to keep travelers, animals and our food supply secure when dealing with accidents involving livestock. Standard response vehicles do not have animal containment and handling equipment, so MSU Extension initially supplied three response trailers with this equipment. Since then, a partnership with the Michigan Department of Agriculture and Rural Development helped place additional response trailers. Today, a total of nine trailers are placed throughout Michigan that help responders keep animals and humans safe while clearing the roadway.

9

Emergency Response to Accidents Involving Livestock trailers placed throughout Michigan



Helping Producers Navigate Markets and Manage Risk

Weather events, price volatility and shifting input costs can affect profitability, making it difficult for Michigan producers to plan effectively. Without clear, current information, producers risk financial losses and missed opportunities to strengthen their operations. MSU Extension's Farm Policy and Risk Management Series helps farmers better understand marketing conditions, insurance options and Farm Bill commodity program decisions. A recent report, "Assessing the Impacts of the Loss of Specialty Crops in Michigan" analyzed the economic contribution of the sector in Michigan to better understand the challenges these industries are facing.

475

views of "Assessing the Impacts of the Loss of Specialty Crops in Michigan" web page



canr.msu.edu/agriculture

MICHIGAN STATE UNIVERSITY | **Extension**



4,801

home lawn
and garden soil
tests analyzed



1,357

commercial
soil tests
analyzed



Commercial and Home Soil Testing

Soil nutrient testing provides insight into the condition of the soil and how well it can supply the nutrients that plants need to thrive. MSU Extension provides personalized recommendations for fertilizers and soil amendments through our soil testing program. Demand for soil testing through MSU Extension is strong, with 1,357 commercial and 4,801 home lawn and garden soil tests analyzed in 2025.

Specialty Cut Flower Farm Tour Series

Specialty cut flower production continues to grow as an emerging agricultural sector in Michigan, now ranking eighth in the nation with over \$10 million in annual sales. Many new growers enter the industry without formal agricultural training, creating a need for accessible, practical education. To meet this need, MSU Extension has developed a coordinated set of programs to support growers at all stages. The Specialty Cut Flower Farm Tour Series offers on-farm learning experiences where participants engage directly with successful growers and Extension educators. Across the 2024 and 2025 seasons, 88 growers from 31 Michigan counties and four states participated in these programs, with 89% reporting an increase in their cut flower know-how and 87% indicating plans to adopt new practices.

89%

growers reported increasing
their cut flower knowledge



87%

growers plan to adopt
new practices



Ask Extension and Lawn and garden hotline

Michigan residents can receive expert, research-based answers to their questions through MSU Extension's online Ask Extension system. In 2025, Extension staff and trained Master Gardener volunteers responded to 6,033 questions from residents in 83 counties on topics ranging from gardening and landscaping to family, business and community.

The Michigan Lawn and Garden Hotline provides additional statewide support via a toll-free number. In 2025, the hotline received 1,412 calls. Both services ensure residents have accessible, science-based guidance to support healthier gardens, homes and communities.

6,033

Ask Extension
questions
answered from
residents in 83
counties



1,412

Michigan Lawn and
Garden Hotline
calls received from
Michigan residents



10,342

YouTube
views of Field
Crops Virtual
Breakfast



\$715,412

cost savings
based on changes
238 surveyed
participants indicated
they planned
to make



Field Crops Virtual Breakfast

Since 2018, the Field Crops Virtual Breakfast Series has provided timely crop and pest management information to field crop producers and agronomists for 26 weeks during the growing season when important decisions are made. Participants hear weekly crop and pest updates, detailed weather updates and forecasts, earn pesticide recertification credits and have ample opportunity to ask questions. Sessions are accessed through participating live via Zoom, listening to podcast recordings, viewing YouTube video recordings or Facebook livestream. In 2025, 5,556 participants attended the live sessions. The series also garnered more than 10,342 YouTube views, 1,311 podcast views and additional views off social media and the MSU Extension website. The live sessions reached participants in 19 states and nine countries in addition to those from 61 Michigan counties. The 238 surveyed participants of the program indicated they planned to make changes producing a projected additional cost savings or income of \$715,438 in 2025.

Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status. Issued in furtherance of MSU Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Quentin Tyler, Director, MSU Extension, East Lansing, MI 48824. This information is for educational purposes only. Reference to commercial products or trade names does not imply endorsement by MSU Extension or bias against those not mentioned. Produced by the MSU Extension Agriculture and Agribusiness Communications Team. 1P-08:2026-WEB-MTWCA2.0.