

RELEVANCE

Randall County producers were encouraged this crop season to increase their grain sorghum planted acres due to the new release of the IGrowth Technology from Advanta Seed. This first-time available technology allows for pre-emergent or post-emergent control of various broadleaf and grass weeds without causing damage to the crop. This in turn provides producers an opportunity to keep a variety of broadleaf and grassy weeds under control during the entire growing season.

The IGrowth technology has never before been available to sorghum producers. The goal is to improve productivity in the field and ultimately increase more profitability to the producer. The IGrowth herbicide is called IMFLEX and is the only imazamox herbicide registered for use with IGrowth. Sorghum producers incorporating this new technology on their farm must plant labeled IGrowth technology accepted seed that is only available through Advanta Seed Company at this time.

2021 Randall County Sorghum Facts:

- 10% increase of overall planted acres from the previous 2020 season
- Totalling a near 50,000 acres planted across Randall County
- 10,000 acres of IGrowth Technology planted in 2021 in Randall County

RESPONSE

The Randall County Crops and Beef Cattle Committee identified Sorghum IGrowth Technology as an educational need to address during the 2021 growing season. Sorghum producers continually battle controlling grassy weeds along with various other troublesome broadleaf weeds which is a driving factor in yield reductions throughout Randall County. The new Sorghum IGrowth technology seems to have caught the attention of producers and if production results look promising, it could lead to increasing annual sorghum acres planted throughout Randall County. Therefore, Randall County sorghum producers request for additional programs opportunities to learn more about the new IGrowth technology.

TARGET AUDIENCE

- This program was targeted towards approximately 350 Randall County Grain Sorghum Producers.

PARTNERSHIPS & COLLABORATORS

- Advanta Seed Company, Hereford, Texas
- Result Demonstrator/Cooperator Danny Hicks, Randall County Producer
- UPL Corporation, Ryan Bryant, Sales Representative

VALUE

Economic Benefit **\$19.09** per acre

Randall County
Sorghum
Acres
Increase by
10,000

IGROWTH
Technology

10%↑



RESPONSE

Texas A&M AgriLife Extension Randall County Crops and Beef Cattle Committee developed a variety of educational programs focusing on Sorghum IGrowth Technology and Education. Specific topics included: Overview of IGrowth Technology System/ Chemistry & How it Works, How to Obtain Seed, Review of 2020 Trials and Results. Viewing of Randall County IGrowth Result Demonstration. The following educational programs and delivery methods were conducted:

- ✓ **Pre- Plant/ Producer Update Meeting** – January 27, 2021 (30 producers attended on-line, 10 attended live)
- ✓ **Randall County Producers IGrowth Technology Meeting**– February 10, 2021 (21 producers attended on-line, 17 attended live)
- ✓ **Randall County Crops Tour**– August 31, 2021 (74 producers attended)
- ✓ **Randall County Producers IGrowth Turnrow Meeting**– September 3, 2021 (7 producers attended and viewed on-site IGrowth plots)
- ✓ **Media Outreach**– IGrowth Technology Informational Updates– Radio Programs (9), TV (2), FB. Post (6), Distributed Facebook Video Highlight Sorghum IGrowth Production (reached an estimated 2,500 viewers)

Acknowledgements:

Texas A&M AgriLife Extension Randall County would like to recognize the following partners: Advanta Seed Company- Hereford, UPL Corporation Happy State Bank- Canyon, Consumer Supply Cooperative- Canyon, Boyd's Equipment- Amarillo, Hales Angus Farm- Canyon, Panhandle Filter- Amarillo, Plains Land Bank- Amarillo, Western Equipment- Amarillo, Randall County Farm Bureau, Myers Crop Insurance-Claude and Palo Duro Soil and Water Conservation District.

Evaluation Strategy

Producers understanding and intent to adopt were measured utilizing a retrospective-post evaluation following each fact-to face educational program

- **Pre-Plant Producer Update Meeting**- A total of 9 of 40 (23%) return
- **Randall County Producers IGrowth Technology Meeting**- A total of 17 of 38 (45%) return
- **Randall County Crops Tour**- Evaluation #1, a total of 15 of 36 (42%) return; Evaluation #2, a total of 15 of 36 (42% return)

100% (22 of 22) of eligible participants indicated an increase in understanding of the Sorghum IGrowth Technology System following the Producers Meeting held on February 10, 2021.

95% (21 of 22) of eligible participants indicated an increase in understanding of the sorghum varieties required for the Sorghum IGrowth Technology System.

91% (20 of 22) of eligible participants indicated an increase in understanding of recommended herbicide rate and timing of application required with the Sorghum IGrowth Technology System.

73% (16 of 22) of eligible participants indicated that they plan to adopt/plant Sorghum IGrowth Technology on their farm during the 2021 growing season.

BEFORE Treatment



AFTER Treatment

Economic Impact Summary:

57% (8 of 14) of eligible participants indicated they farmed a total of **3,600 acres**. The evaluations also concluded that the Sorghum IGrowth Technology System methods taught by AgriLife Extension resulted in an economic benefit of **\$19.09** per acre resulting in an increased production profit of **\$68,720**.

Summary/Future Plans:

Over the past five years (not including 2021) Randall County sorghum acres have continually declined. As encouraging sorghum price outlook speculated to remain strong again for 2022, Randall County producers are expected to increase their sorghum acres another 5-10%. The Randall County Crops and Beef Cattle Committee recognizes how important sorghum production is for Randall County agricultural and will continue to focus on the IGrowth Technology System. Additionally, other seed companies are expected to release their herbicide tolerant varieties this coming year as well. Therefore, these similar types of educational programs are currently being planned for the upcoming 2022 growing season.

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