PRO-DAIRY hires Joe Lawrence as Dairy Forage Crop Production System Specialist

PRO-DAIRY has hired Joe Lawrence as Dairy Forage Crop Production System Specialist. This newly created Extension Associate position enhances the capacity of PRO-DAIRY and results from a response to industry needs and increased funding from New York State in 2015 – 2016.

“We are pleased to expand the capacity of PRO-DAIRY with the hire of Lawrence,” said PRO-DAIRY Director Tom Overton. “Lawrence will work statewide in a number of areas related to forage production and quality.”

Lawrence has an MS in Soil Science from Cornell University and most recently worked as an agronomist for an agribusiness in Lewis County. Previously he worked as a Field Crops Educator for Cornell Cooperative Extension in Lewis County and is a Certified Crop Advisor and Commercial Pesticide Applicator. He also serves on the Northeast Region Certified Crop Advisor Board of Directors and previously served on the New York State Agri-business Association Board of Directors.

As Forage Crop Production System Specialist, Lawrence will focus on optimizing home-grown forage production and utilization for economic and environmental benefits, including use of impact evaluation tools such as whole farm nutrient balance assessments. Programming will emphasize data-driven decision-making and may include elements of crop selection and rotation, fertilizer and manure management, forage evaluation including corn silage yield and digestibility, and precision farming techniques.

PRO-DAIRY’s mission is to facilitate New York State economic development by increasing the competitiveness and sustainability of New York’s dairy farm businesses through industry-applied research and educational programs that enhance farm profitability while advancing dairy producers and agribusiness professionals’ knowledge, skills and enthusiasm.

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