

Dairy

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Dairy

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
307	Animal Management Systems	15%			
315	Animal Welfare/Well-Being and Protection	20%			
401	Structures, Facilities, and General Purpose Farm Supplies	15%			
403	Waste Disposal, Recycling, and Reuse	10%			
601	Economics of Agricultural Production and Farm Management	10%			
602	Business Management, Finance, and Taxation	10%			
608	Community Resource Planning and Development	15%			
803	Sociological and Technological Change Affecting Individuals, Families and Communities	5%			
Total		100%			

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	23.3	0.0	0.0	0.0
Actual	22.5	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 1742300	1890 Extension	Hatch	Evans-Allen
	0	0	0
1862 Matching 1742300	1890 Matching	1862 Matching	1890 Matching
	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

To increase profitability and productivity among dairy farmers, the statewide Dairy Team and colleagues provide timely education and technical assistance on developing a successful business or farm succession plan, low-cost dairy retrofit parlors, agricultural and labor laws, research-based best management practices, production and herdsman training for Spanish-speaking workers through presentations on farms and in class, dairy meetings, field days, farm tours and pasture walks, workshops, conferences and teleconferences, peer networking and mentoring; and dissemination of teaching materials through websites, publications, farm news media, CDs and DVDs.

Cow care and Hispanic labor: The statewide UW-Extension Dairy Team Cow Care Work Group help dairy producers establish local milk quality teams, pulling together appropriate professionals to assess and address an individual producer's milk quality problems. The producer often initiates this process through the local UW-Extension office. County dairy and agriculture agents work with producers, veterinarians, nutrition consultants, experts on housing and milking equipment, farm service professionals and others to develop a comprehensive approach to improving milk quality. The team meets regularly at the dairy farm for 4 months to identify causes of the milk quality problem, consider solutions, recommend preventive management practices and evaluate progress.

Bilingual Dairy Worker Training modules are developed in English and Spanish with the Babcock Institute for International Dairy Research and Development, so more dairy workers can learn best management skills and farm safety. The Dairy Partner/El Compañero newsletter reinforces trainings for 2,000 dairy employees on 550 farms. Bilingual Dairy Worker Training modules are shared with colleagues at the Four-State Dairy Conference, have been adopted by Illinois, Iowa and Minnesota, sold to educators and dairy producers in the Midwest, Canada, Mexico and South America, and online at: <http://babcock.cals.wisc.edu/dwt/dwt.lasso>

Low-cost dairy modernization and business planning: As farmers struggle to decide between changing their management, infrastructure and herd size or exiting the business, the Dairy Team Modernization Work Group helps them make informed decisions to achieve their goals through educational materials and programs in English and Spanish on adopting best management practices, herdsman training and farm safety skills, specializing in a more profitable niche market such as grass-fed with managed rotational grazing, farm succession and business planning, or modernizing the dairy with a more labor efficient system such as a low-cost retrofit milking parlor or freestall barn. Many Dairy Team members work with Farm and Risk Management Team work groups. Heart of the Farm provides farm management and production education for women to improve their farm business decision-making, and peer group support networks to ease their isolation. <http://www.uwex.edu/ces/heartofthefarm/>

2. Brief description of the target audience

The statewide dairy team works with a variety of audiences including producers, agribusiness professionals, and locally elected officials. Of the 83,565 adults reached through direct teaching contacts in 2007, one-third were women and two-thirds men, more than 97% white and less than 1% African American, Asian American, American Indian or other identity. Of the total reached, nearly 2% (1,559) identified as Latino/a, who may be of any race. Agri-business professionals and the 356 volunteers trained made additional teaching contacts.

UW-Extension colleagues: UW-Extension Dairy Team Cow Care, Hispanic Labor and Dairy Modernization work groups deliver statewide and multi-state educational programs working with Farm and Risk Management Team Heart of the Farm Women in Agriculture, Farm Business Succession and Business Planning work groups, Nutrient Management Team, Livestock Team, Team Forage and regional grazing networks, Team Grains, Emerging Agricultural Markets Team, Entrepreneurship team, UW-Extension county educators and state specialists with the Center for Dairy Profitability, Dairy Forage Research Center, Agriculture Innovation Center, Local Government Center, and researchers at UW-Madison, UW-Platteville, UW-River Falls and UW-Stevens Point.

Bilingual dairy worker training modules developed with the Babcock Institute for International Dairy Research and Development, UW-Madison School of Veterinary Medicine, and UW-Extension Distance/Education Digital Media help dairy and heifer producers communicate critical management and disease-prevention concepts for developing milking, reproductive care, calf management, herdsmanhip and farm safety skills among Wisconsin, Upper Midwest and international dairy workers.

Educational partners include 4-H clubs and volunteer leaders, high schools, farm business instructors, community and technical colleges, dairy business leaders and public officials, Professional Dairy Producers of Wisconsin, Dairy Business Association, Wisconsin Milk Marketing Board, farm news media, county land and water conservation departments, regional planning commissions, Wisconsin Department of Agriculture, Trade and Consumer Protection, Wisconsin Department of Commerce Dairy 2020, Wisconsin Farm Bureau, U.S. Department of Agriculture Natural Resources Conservation Service, USDA Farm Service Agency, AgSource Cooperative Services, Dairy Herd Improvement Association and other farm service professionals.

Ultimate beneficiaries include youth and aspiring farmers, small-scale, risk-averse, beginning and retiring dairy and heifer producers, dairy herd owners and managers, women in agriculture, Spanish-speaking dairy workers and their families, cheesemakers, dairy processors, dairy community and farm support businesses, dairy business service providers, dairy business entrepreneurs, state agency professionals, local government units, nonfarm neighbors, dairy product consumers in Wisconsin and around the world.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	100000	0	0	0
2007	83565	0	9245	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year	Target
Plan:	0
2007:	0

Patents listed

Dairy

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	6	21	27

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Direct participant contact

Year	Target	Actual
2007	100000	0

V(G). State Defined Outcomes

O No.	Outcome Name
1	Agribusiness professionals and dairy producers will learn strategies that improve dairy operations.
2	Farmers, non-farmers and elected officials will increase their knowledge and understanding of land use planning and livestock facilities site legislation, best practices, and options for their local communities.
3	Dairy producers and support businesses will explore, learn and adopt modernization options and management practices that result in lower costs and/or increased productivity in their dairy enterprises.
4	Dairy producers will better understand their Hispanic employees, improve their management of these employees, and increase their requisite job-related knowledge and skills.
5	Participants will increase awareness about the importance of the relationships between agriculture, local government, rural residents and environmental and recreational pursuits.

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

Economy

Appropriations changes

Public Policy changes

Competing Public priorities

Populations changes (immigration,new cultural groupings,etc.)

Brief Explanation

Appropriations changes: The Milk Money program has been a statewide milk quality improvement program offered by UW Extension in partnership with the Wisconsin Milk Marketing Board (WMMB) since 2001. As of July 2007, external financial support for centralized Milk Money activities ceased. Some dairy producers still have access to local milk quality teams in counties offering this resource through their local UW Extension office. Funding for centralized services — toll-free milk quality hotline, farm visits and laboratory support, email newsletters, development of educational materials and training programs — was not renewed by WMMB.

Competing public priorities: The Livestock Siting and Land Use work group was part of the Dairy Team through 2006. In 2007, this work group moved to the Land Use and Agriculture Team that is in process of restructuring and will be reactivated at a later date. Work of this group continues to result in long-term impacts including county zoning ordinances that align with the Wisconsin Livestock Facilities Siting Law and uniform standards for compliance.

Farm business succession is critical to the future of farming. Farm families face financial, legal and human resource risks during the transition of the management and assets of the farming business. With the average age of Wisconsin farmers being 53 years old, this will continue to be a programming issue for UW-Extension. A number of UW-Extension agriculture agents contacted state specialists requesting assistance with farm succession situations in their counties. A 2006 UW Center for Dairy Profitability survey indicated farm succession training was a professional development need for agents. As a result, the new Farm Succession and Business Planning Work Group has trained 24 colleagues and agency partners and is developing online peer-reviewed educational resources: <http://www.uwex.edu/ces/farmsuccession/index.cfm>

Educational materials supporting the Dairy Team Agricultural Literacy and rural and Urban Relationships Work Group are being revised to incorporate critical demographics and economic changes needed for effective communication on these issues.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

After Only (post program)

Before-After (before and after program)

Evaluation Results

Heart of the Farm: The National Agricultural Statistics Service's most recent agricultural census reported 7,353 Wisconsin women as principal farm operators in 2002, up more than one-fourth (27%) since 1997. Including these women, around 33,000 are operating farms with one or more partners. UW-Extension's Heart of the Farm - Women in Agriculture Conference Series and Annie's Project address the needs of farm women by providing education on pertinent topics, connecting them with agricultural resources, and creating support networks. Heart of the Farm offers 1-day conferences, training programs and hands-on workshops on business planning, Financial record-keeping, Agricultural and Labor laws, managing workers, Herd health and more.

Dairy farm women may be the hardest target audience to reach. Heart of the Farm evaluations reveal that for farm women to place priority on attending an agriculture educational program it first must be relevant to their business. As farms are expanding and hiring more employees, many of them immigrants, about 140 farm women attending in 2007 rated most highly trainings on labor laws and employee management. End-of-session questions are consistent with previous evaluations so they can be compared over time. A summary of Heart of the Farm evaluations from 2002 to 2006 was completed in 2007: <http://www.uwex.edu/ces/heartofthefarm/>

Improving farm profitability: Economic stressors have increased dairy producers' need to understand the financial performance of their farm business to make profitable business management decisions. The Extension Education Committee and past participants in Dairy Farm Business Summary and Agricultural Financial Advisor (AgFA) educational programs continue to request farm management education, and farm lenders regularly refer producers to UW-Extension To improve dairy producers' financial decision-making skills.

St. Croix County agriculture agent Lee Milligan collaborated with farm management state specialists and colleagues to develop the Managing the Dairy Farm Profitably and Building A Vision AgVenture farm financial management curricula for teaching farm financial management principles to dairy producers. Milligan used these curricula to teach eight farm financial management programs to more than 75 dairy producers in 2007. Participants reported these programs helped them identify financial strengths and weaknesses in their farm business:

- 94% reported these programs helped them monitor financial performance trends and helped them build confidence in their farm business management skills.
- 75% reported the programs helped them identify benchmarks for their financial or production performance.
- 63% noted the programs helped them decide whether to make a capital purchase.

Key Items of Evaluation

Farm women are involved in all the major decisions on their farming operation as well as household decisions. Heart of the Farm Women in Agriculture program evaluation summaries 2002 to 2007 report what 500 conference participants liked best:

- Discussion
- Lots of information
- Network with women

What they would like to change:

- More in-depth information on all topics
- More discussion and networking time

Most attendees were from dairy farms and almost two-thirds (63%) contributed 40 or more hours of on-farm work per week. Two-fifths (42%) worked off the farm an average of 30 hours a week. Most were responsible for farm bookkeeping and bill paying. Women are more likely to work with livestock than do field work, and more likely to make financial decisions rather than crop management decisions. Average farm size was 600 acres. Women were all ages, with most 45 to 54, followed by 35 to 44 years old. They heard about the program through direct mail, extension newsletters and personal contact.