

WISCONSIN'S EXTENSION STATE
ANNUAL REPORT OF
ACCOMPLISHMENTS AND RESULTS
FOR THE AGRICULTURAL RESEARCH,
EXTENSION AND EDUCATION
REFORM ACT (AREERA) for FY 2000

Submitted March 1, 2001

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1. Programs: National Goals

WISCONSIN'S EXTENSION ANNUAL REPORT OF ACCOMPLISHMENTS AND
RESULTS FOR THE AGRICULTURAL RESEARCH, EXTENSION AND EDUCATION
REFORM ACT (AREERA)
FY 2000

**GOAL 1: AN AGRICULTURAL SYSTEM THAT IS HIGHLY COMPETITIVE IN THE
GLOBAL ECONOMY**

OVERVIEW

Background:

University of Wisconsin-Extension 2000 report for Goal 1 includes six themes. Self-directed programmatic teams composed of campus-based faculty with extension and research appointments and county-based faculty and staff along with other professionals implemented these programs.

County and state faculty and staff conducted a needs assessment of stakeholders, then did a content analysis in the fall of 1999. Wisconsin's annual plans are directed at the major concerns and issues identified in these analyses. This report reflects progress being made toward these concerns and issues.

Low commodity prices, especially in the dairy industry, have placed financial stress on agriculture in 2000. Teams have organized themselves to assist Wisconsin's agriculture industry in a number of ways. The UW-Extension Dairy Team developed and implemented several Extension programs to assist dairy producers in making decisions for their future. These have included efforts in improving efficiency, financial management, risk management and marketing.

Highlights and Documented Impacts:

Building greater efficiency, the Dairy Team developed efforts with modernization of facilities to achieve improved labor efficiency and animal comfort and health. This effort was guided by research conducted by Roger Palmer (Project Number: WIS018982, Titled: Management Systems for Improved Decision Making and Profitability of Dairy Herds) on producers' planning and decisions framework. This information indicated a need for adequate planning in addressing financial, environmental and personnel concerns. The Dairy Team developed efforts addressing the needs of improving existing systems by developing and providing tools to facilitate the decision making of farm families in transitioning to modern production systems. This effort resulted in over 300 dairy producers determining the future viability of their business.

The Dairy Team also emphasized the reduction of metabolic disorders in dairy herds. This issue was identified because producers were bringing in new animals into their herds. A collaborative effort was conducted with the University of Wisconsin School of Veterinary Medicine, the Wisconsin Department of Agriculture, Trade and Consumer Protection and the Dairy Team.

Local educational programs were conducted throughout the year, and the Dairy Team sponsored a major conference held this past fall.

UW-Extension's Farm Management Education Team utilized financial information gathered by the Center for Dairy Profitability to set benchmarks. Producers were able to compare their financial data with data gathered from about 1,000 farms. Using AgFA, a software program, Extension agents, bankers, FSA loan officers and other educators were able to assist producers in making decisions about their future. Agents have reported the following:

- *473 Farm managers completed a farm business financial analysis.
- *199 Farm managers identified at least one farm business financial strength.
- *108 Farm managers identified at least one farm business financial weakness.
- *88 Farm managers developed an action plan to address/correct a farm business weakness.

UW-Extension's Risk Management Team developed a curriculum for Extension agents and vocational college educators. This curriculum was used by these educators in both group and individual settings to train producers on ways to manage risk. The curriculum emphasized the use of forward contracting, futures, and insurance to keep risk at a minimum. This resulted in over 100 dairy producers completing the written Whole-Farm Risk Management Plan.

UW-Extension's Team Grains and Team Forage implemented on-farm research, crop care clinics and distance diagnostics that assisted producers and consultants to improve crop quality and production efficiency, diagnose disease and determine insect thresholds and nutrient deficiencies. On-farm applied research integrated efforts by Ed Oplinger (Project: WIS04018 Titled: Improvement of Soybean Production Efficiency in a Reduced-Tillage Environment) and Joe Lauer (Project: WIS04177 Titled: Improvement of Silage Yield and Quality in Wisconsin Corn Production Systems) contributed to these efforts. This resulted in:

- *1,565 Forage producers and agriculture professionals gaining knowledge about research-based information that increased alfalfa yields.
- *1,671 Forage producers and agriculture professionals gaining knowledge about research-based information that improved alfalfa forage quality.
- *1,516 Producers implementing research-based management practices that increased forage yields.
- *456 Producers implementing research-based management practices that improved forage quality.
- *2,100 Producers using alfalfa scissors cut information to make an alfalfa harvesting decision.

Assessment:

After one year of the five-year plan of work, UW-Extension's self-directed teams have functioned very well in developing and implementing educational efforts. Steps are being planned to initiate a comprehensive evaluation of selected team efforts. Discussions will take place to enable tracking of Smith-Lever and Hatch funds.

Total Expenditures:
(By FTEs and Source of Funding)

FTEs	Smith-Lever Act	State Match
50.25	\$775,524	\$3,946,941

Key Themes

Key Theme: RISK MANAGMENT

- a. Volatile milk prices have made it difficult for dairy producers to meet cash flow needs. The government milk marketing programs used in past years no longer provide the price protection for producers. A variety of educational programs have been developed to help producers increase their knowledge of developing marketing plans, forward contracts, futures and options.

The Marketing and Risk Management Team in partnerships with private, nonprofit, and other public organizations produced some excellent materials on Dairy Price Risk Management. Dairy producers used these materials to manage price risk in a way to achieve farm business and family goals. Extension agents in Wisconsin's Northeastern, Central, and Western Extension Districts piloted these materials as part of the AgVentures curriculum. In order to spread the word about these excellent materials, the Marketing and Risk Management Team sponsored a Dairy Price Risk Management In-Service, open to all agribusiness professionals on September 26-27, 2000 in Wausau, Wisconsin. The objective of this conference was to demonstrate how these materials might be used effectively to assist dairy producers in managing dairy price risk. Participants at the Dairy Price Risk Management in-service in Wausau in September 2000 met in groups representing geographic areas of the state.

- b. Impact - The Dairy Price Risk educational materials received an "Outstanding Extension Group" award from the American Agricultural Economics Association. These educational materials have been placed on a web site for others to use.
 - (1) Over 40 producers attended the Dairy Price Risk Management pilot project meetings and found them to be very useful in learning the strategies for managing dairy price risk.
 - (2) Over 90 agribusiness professionals attended the September Dairy Price Risk Conference in Wausau. Participants at the conference reported they had an average of about 16 years working with dairy farmers. These participants represented UW-Extension, agricultural lenders, WTCS instructors, dairy cooperatives, dairy companies, government agencies, and other agribusiness companies. Participants were actively engaged in the application of the dairy price risk management materials throughout the in-service. They left the in-

service with a complete set of materials and the knowledge on how to best use the materials with the dairy producers they work with.

(3) At the conclusion of the conference, the participants were asked to complete an evaluation.

-- They gave the program an overall rating of 4.32 out of 5.00 (1 = low to 5 = high).

-- They reported that their understanding of topics such as establishing family and farm business goals, determining cost of production, what a good milk price is, dairy outlook information sources, marketing plans, risk management strategies, and delivering this type of curriculum, increased by about 35 percent.

-- When asked how the main topics of the conference prepared them to work with dairy families, 61 to 80 percent of the participants gave ratings of four and five (1 = not much to 5= great deal).

-- Fifty-seven to 75 percent of the participants gave a "very useful" rating for the take-home materials they received at the conference.

-- Sixty-three to 79 percent of the participants planned to use information and worksheets from the conference, web sites, videos, and market information sources in their work with dairy families.

c. Source of Funds: Smith-Lever Act funds and State matching funds

d. Scope of Impact: State Specific

Key Theme: PLANT HEALTH

a. Growers that lack information on pest management alternatives must make pest management decisions without having all of the available information. These pest management decisions affect farm profitability and environmental quality. The key to solving this problem is increasing information transfer directly to the farmer. Crop Care Clinics sponsored by UW-Extension were implemented to provide growers with the background knowledge allowing them to ask the "right" questions of their farm supplier to decide for themselves which pest management alternative is right for their particular situation.

Training was designed to be both in-field and hands-on and was to utilize a low student-to-instructor ratio. Team members preferred this method of training to classroom training because it is perceived that farmers learn better when they are actively involved with the training process. Educational plots were developed to mimic real-life situations, and growers were encouraged to follow along using field specimens. Small group size was designed to encourage interaction and questions from growers.

Initial funding for three pilot Crop Care Clinics was provided by extension administration in 1998. Grant funds were subsequently available from the Wisconsin Pesticide Use and Risk Reduction Project (\$8,000) and the Coastal Zone Management Program (\$5,000).

- b. Impact - Wisconsin's goals were to determine the value of hands-on training versus classroom style training and to improve the growers' ability to make crop and pest management decisions. To determine successes in achieving these goals, written evaluations were distributed at the conclusion of each Crop Care Clinic.

In 1991, 112 surveys were completed out of 208 participants for a 54% response rate. Of those responding, 91% indicated a #1 or #2 on a five point scale (1 = prefer in-field training, 5 = prefer classroom training) that they preferred in-field training over classroom. Also, 74% of respondents indicated that they were informed about making soybean management decisions as compared to 22% indicating that the training had no difference. Seventy-eight percent (78%) of the respondents indicated that they were better or somewhat better prepared to identify and manage ten different aspects of soybean pest management decisions.

Similar results were observed in 2000 with 110 surveys completed out of 208 participants for a 53% response rate. Of those responding, 87% indicated a #1 or #2 on a five point scale (1 = prefer in-field training, 5 = prefer classroom training) that they preferred in-field training. Ninety-four percent (94%) of respondents indicated that they were informed about making corn management decisions as compared to 7% indicating that the training had made no difference. Seventy-seven percent (77%) of the respondents indicated that they were better or somewhat better prepared to identify and manage ten different aspects of corn pest management decisions.

In 2000, 16 of the 98 responding to the survey indicated that they attended a 1999 crop care clinic. Of the 16 that did attend, 10 (62.5%) identified a change they had made because of their attendance at the clinic.

Several producers made the following comments: "(I am now) able to scout trouble spots in my own fields," "(I) made decision on my own . . ." "I learned that information received from others was incorrect," and "I really learned a lot of new information today."

The surveys and response by these growers indicates that the Crop Care Clinics are achieving its goals. It can be summed up by one grower who stated "I liked situation of problems and diagnosing what cause it -I would like to see more."

- c. Source of Funds: Smith-Lever Act funds and State matching funds
- d. Scope of Impact: State Specific

Key Theme: PLANT PRODUCTION EFFICIENCY

- a. On-farm testing improves the reliability of crop management decisions. The objective of an on-farm trial is to determine how different management options perform compared to each other under grower's environment and cropping system. The key to an on-farm test is that it must make repeated and unbiased side-by-side comparisons of the practices in question. These repeated comparisons are called replications. Simple statistical formulas can be used with replications to decide if one practice or "treatment" differs enough from the other to be sure the difference was not due to chance.

A well-conducted on-farm performance test is an important part of adapting new agronomic practices for efficient and profitable crop production. These on-farm tests validate trials conducted on Agriculture Research Stations.

- b. Impact – During the 2000 growing season, more than 200 Wisconsin producers cooperated with UW-Extension researchers and county agents in conducting dozens of on-farm research projects. These on-farm projects help prove or disprove research conducted on university research stations. Field trials in more than 100 Wisconsin corn-fields showed that farmers harvest an extra five to six bushels per acre when fields are uniformly planted with no double planted spots or gaps. UW-Extension agents collect data that tell farmers the best time to cut alfalfa for highest nutritional value and harvest corn silage for prime fermentation. Farmers get the information for their region of the state through special mailings, local radio reports, telephone messages and a Web site.
- c. Source of Funds: Smith-Lever Act funds and State matching funds
- d. Scope of Impact: State Specific

Key Theme: AGRICULTURAL PROFITABILITY

- a. Decision-making for improved lifestyles and profits is the Farm Management Education Team's mission. Management decisions on farms are becoming increasingly critical as the cost of implementing management changes and the cost of reversing them increases. Each decision requires a farm manager to consider many factors, and the amount of information available increases the need for a methodical approach to all decision making. The Farm Management Education Team developed curricula titled AgVentures.

AgVentures is a management education program that is intended to help agricultural producers improve their prospects for success. Through this program, agricultural producers can become knowledgeable of management concepts and learn how to apply their knowledge to problems that they face as they operate their farm businesses. This new management education course should be quite valuable to those persons who understand that the success of their agricultural businesses will depend largely on how successful they are in becoming top-quality managers.
- b. Impact - AgVentures has been designed to give agricultural producers ample opportunities to become acquainted with various management topics. Producers going

through this program will take modules that address various topics. Format for instruction varies from 1-3 days of instruction.

Additional financial management tools (FINPAC and AgFA) were utilized by local educators to assist in business financial analysis. Business financial analysis tools identified both financial strengths and weaknesses of the farm operation.

AgVentures strategic planning modules were delivered in five locations this past year. Over seventy-five farmers attended these modules. Each developed or revised their farm's mission statement and business goals. Graduates of AgVentures credit the experience for literally changing their lives. Here are some responses to a request for information about how they were using what they learned:

"This course changed my life's direction in encouraging me to move from conventional production to direct marketing and contract production."

"The course taught me to do enterprise budgeting on my own."

"We have been able to lower our cost of production while maintaining profitability even in the face of low prices. We have also partially realized our mission by hiring help so we can get away once in a while."

"This course was a real life saver for us. We have lowered our herd's somatic cell count (an indicator of herd health and milk quality) and increased the rolling herd average while paying off debt."

"We now are able to analyze our financial records ourselves. We have made good financial progress the last two years."

Local educators worked with over 300 individual farm operators in learning how to do a farm business financial analysis. Half of these individual farm operators were able to identify a financial strength or weakness. Doing so enabled them to make adjustments by prioritizing and developing a plan to address the financial weakness or capitalize on a financial strength.

Agents shared the following case studies:

"A dairy farm family reviewed their goals and financial performance. They decided to sell the cows and raise crops, dairy replacement heifers and feed dry cows for another producer based on their assessment of their goals. They continue to do very well financially as they did when milking cows. They report having more family time which was one of their goals."

"A farm family was having difficulty meeting cash flow needs. A financial analysis indicated production was below expectations, cow numbers were lower, labor cost was high, and debt repayment above manageable levels. FINPAC was

used to analyze alternative strategies. Results: Timber was sold to reduce debt, dairy feeding and nutrition was improved, with an increase in milk production, job descriptions and expectations were developed to lower labor cost, milk for Sept. Oct. and Nov. was forward contracted and received above market price. Personal and family stress was reduced as a result of these changes.”

“A 360 cow dairy herd accrued an open account at a local coop of \$120,000 in an 8 month period. The producer blamed low milk prices. Upon completion of a whole farm analysis and comparison of the analysis output to industry standards, the producer noted that his feed and labor costs were extremely high. Having identified the problem, steps were taken immediately and feed costs were reduced to the extent that \$82,000 will be saved over a 12-month basis. One employee was released that will save another \$18,000 per year. The analysis also led to a complete review of crop production practices and philosophies that will be further pursued for the 2001 crop year. The farmer met with his lender and was able to refinance the entire farm debt, including open accounts. The debt was restructured which served to reduce financial pressures.

“A large dairy/cash crop farm manager contacted this agent to determine if purchasing a \$110,000 combine was a sound economic decision. After calculation of the fixed and variable costs associated with ownership, comparison of those costs to the cost of custom operation, and consideration of such factors as timeliness and labor efficiency, the manager decided to purchase the combine.”

- c. Source of Funds: Smith-Lever Act funds and State matching funds
- d. Scope of Impact: State Specific

Key Theme: URBAN GARDENING

- a. Urban populations in four northeastern Wisconsin counties (Brown, Outagamie, Winnebago, and Fond du Lac) comprise more than half of the total population in those counties. Increasing urbanization has brought new challenges to Extension staff working in near-downtown neighborhoods in Green Bay, Appleton, Oshkosh, and Fond du Lac. Many of the residents in these inner-city neighborhoods experience high levels of food insecurity, especially minority ethnic groups. A survey conducted by Brown County UW-Extension found that higher percentages of Native American, African-American and Hispanic respondents were food insecure with hunger in 1999 compared to 1998. Among residents continue to suffer the highest level of food insecurity among all ethnic groups (Kok et.al. 1999).

Urban Initiative funding provided by the University of Wisconsin System supported community gardening development in Wisconsin’s Northeast District. Researchers have shown the effectiveness of community garden programs in addressing food security issues (Lackey 1998) and in delivering horticulture and related information to urban

audiences (Patel 1994). Since its inception in 1998, the Urban Initiative Garden Program has employed a coordinator and three educators to develop community gardens in the target counties. Four new gardens, modeled after UW-Extension-supported community gardens in Milwaukee County, were established in three counties, totaling over twelve acres. Land for these gardens was provided by a school district, a private landowner, Wisconsin Electric, and Fond du Lac County. Funding was provided for garden construction and programming by the Community Foundation in Green Bay and the Fox Cities. The USDA EQUIP program awarded \$25,000 to the Green Bay Area gardens for soil management and IPM education for community gardeners. Numerous donations were solicited from local businesses and service clubs, including tools, sheds, seeds, and tilling services. Municipal and county departments provided road building and water line installation. Master Gardeners, high school students, and garden participants provided development and management assistance. Youth gardening programs were developed in three gardens with volunteer support. Master Gardeners developed demonstration gardens within the Fond du Lac and Appleton community gardens. Extension horticulture information was made available in hard copy at garden sites and delivered in workshops for garden participants. The Urban Gardener newsletter was mailed in winter, spring, and summer to more than 500 gardeners, volunteers, and other contributors in the four counties. Urban Initiative Garden Program participants in these four new gardens number over 200 out of a total of over 320 community gardeners using Extension-supported gardens in the four counties.

- b. Impact - Overall, approximately 70% of all garden participants in these counties are Hmong, almost 85% of whom are shown to be food insecure in the Green Bay area (Kok, et al. 1999). The estimated dollar value of food produced in the four new gardens alone might approach \$500,000 (see Journal of Extension, Winter 1991). Preliminary results from surveys of 140 program participants also show other benefits to community garden use such as increased exercise, meeting new people, eating more fresh fruits and vegetables, and the "cultural" benefit of maintaining farming traditions. Master Gardeners and other volunteers reported a wide range of horticultural learning and resulting changes in technique, such as fertilizer use. Evaluation of the program is currently in progress with support from UW-Madison's Food Systems Partnership. Twenty-three Master Gardeners and other volunteers involved in the program returned mail surveys asking about knowledge gained and changes in gardening practice as a result of participation in the community gardens.
- c. Source of Funds: Smith-Lever Act funds and state matching funds
- d. Scope of Impact: State Specific

Other: HISPANIC WORKER TRAINING

- a. In the fall of 1998 during a series of roundtable discussions with dairy producers, the producers raised concerns with hiring of people of a Spanish or Latino background. They expressed that these individuals were exceptional workers; however, the language

barriers made communication difficult. They also noted differences in cultural traditions from their own created problems.

Northeast Wisconsin Agriculture Agents held two meetings for producers, dairy industry professionals, and Hispanic employees. About 120 individuals attended these Hispanic Labor meetings. Dairy producers heard information on cultural differences, housing programs, legal issues and Hispanic resources available. Fifty-eight Hispanic employees were taught milking procedures, calf care, feeding and nutrition and about available services in their native Spanish language. The program was rated high, and program attendees received materials in English and Spanish. This was the first time employees received training in Spanish at an UW-Extension sponsored meeting in Wisconsin. Zen Miller, Outagamie County agent, and Doug Sutter, Brown County agent, taught about the resources available to employers of Hispanic workers. "Hispanic Resources" was available on the Outagamie County website and the "Worlds Greatest Milk Quality Website."

In summer 2000, a bilingual summer agent was hired. Summer agent Anne Ledvina and Zen Miller, Dairy/Livestock agent, conducted a bilingual dairy program. The program centered on Outagamie, Brown, Kewaunee and Manitowoc Counties. Over 110 farm visits were made as producers received help with translation, mastitis control and employee relations. Over 32 employee meetings were held where employees were taught milking protocols and mastitis treatment programs. Milking procedure posters were developed in English and Spanish with digital pictures provided to help everyone involved understand the correct procedure. In three months 27 posters were developed for participating farms. Four instructional videos were made in the Spanish language.

- b. Impact - One producer lowered the SCC on his dairy from 475,000 to 325,000 by receiving a milking procedure poster and training his employees to follow the protocol. This decrease in SCC enabled the producer to capture \$190 more a day in premiums from his milk plant. Another producer increased the number of cows milked per hour from 167 to 179 by having his employees follow the milking protocol on the poster. One producer who participated in the program said that UW-Extension was on the cutting edge of Hispanic employee relations and providing a much-needed resource. Interest continues by producers to learn how to improve their employee relations with Hispanic workers.
- c. Source of Funds: Smith-Lever Act funds and State matching funds
- d. Scope of Impact: State Specific

Evaluation of the Success of Multi and Joint Activities

Critical issues identified in the fall of 1999 by stakeholders have been the main focus of UW-Extension's self-directed teams. These teams have a broad multi-disciplinary membership that

captures the expertise of campus departments and county-based faculty and staff directed at issues. It is evident that these teams have made strides in addressing these issues.

The theme “Hispanic Worker Training” is an example of an effort that reached the Hispanic speaking population. Community gardening reached the Hmong population of northeast Wisconsin. Continued efforts are being made to provide professional improvement of faculty and staff in working with the under-served and under-represented populations.

The planned programs in the five-year Plan of Work most assuredly described expected outcomes and impacts.

The self-directed team concept has brought together faculty and staff from three campuses and counties. They have discovered unique talents and knowledge to deal with concerns and issues. During the past year, this team approach has manifested itself in some unique and forward-looking presentations, documents and programs. Utilizing professionals in this way has increased efficiency, capitalized on individual talents, and built synergy focused on outcomes. New leadership has evolved on several teams that would not have occurred without these self-directed teams.

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GOAL 2: A SAFE, SECURE FOOD AND FIBER SYSTEM

OVERVIEW

University of Wisconsin Cooperative Extension responded to the emerging food safety and food quality needs of the state's communities. Effective education is critical so that consumers handle, prepare and store food safely to ensure quality for the entire household and so that processors are fully trained and able to implement federally-mandated food safety programs.

Education within the areas of food safety and food quality targeted not only consumers and food industry personnel but also allied interests within state and local governments. Educational efforts focused on the following intended outcomes:

1. Communities will encourage and support the safety of food and water for all consumers.
2. Individuals/families will choose, handle, prepare and store food safely.
3. Food processors/food industry personnel will produce safe/high quality food for consumers.

Documented Benefits:

Educational programs have resulted in significant change within the state. These impacts include:

- In communities across Wisconsin, 237 local and/or state professionals received direct or jointly sponsored Extension training in the area of food safety/quality.
- 35,600 educational contacts were made with individuals focused on SAFE food handling practices
- 937 food processors from 59 plants, two state agencies, and the federal Food and Drug Administration received training.

Total Expenditures:

(By FTEs and Source of Funding)

	FTEs	Smith-Lever Act	State Match	FNP Match
Smith-Lever	2.00	\$30,867	\$157,092	--
EFNEP/FNP	6.67	\$61,237	\$278,624	\$278,624

Key Themes

Key Theme: FOOD SAFETY

- a. The goal of food safety programming is to provide individuals with knowledge about safe food handling, preparation, and storage practices so they will be better able to purchase, prepare and serve food that is safe to eat. Over 35,600 educational contacts focused on safe food handling practices for youth, adults and seniors.

Seventeen of the Wisconsin Nutrition Education Program (WNEP) projects participated in an evaluation project to assess the impact of their programming in food safety. Educators taught food safety classes that focused on four topics based on the federal Fight Bac! campaign: proper hand washing; cooking and reheating foods to proper temperatures; prompt cooling of foods; and preventing cross-contamination.

- b. As a result of Wisconsin Nutrition Education Program food safety education:
 - 439 participants (31% of those trained) said they would wash their hands more thoroughly;
 - 248 individuals (21%) said they would improve their food handling practices to prevent cross-contamination;
 - 113 adults and seniors (16%) indicated they would do a better job of cooking and reheating foods to proper temperatures;
 - 198 adults and seniors (28%) said they would adopt safe practices for cooling leftovers;
 - 120 young children and youth (23%) said they were more likely to wash fruits and vegetables before eating them; while 66 (16%) said that they would keep shoes and backpacks off countertops and tables to avoid cross-contamination.

Selected Projects and Impacts:

- In Iron County, after food safety lessons for 46 sixth graders, a simple follow-up questionnaire found that 100% of the students knew that they needed to wash their hands for at least 20 second before eating; 76% were washing their hands more than they did before the lessons; 100% were more careful to keep cold foods cold; and 96% made sure to wash fruits and vegetables before they ate them.
- Nutrition Educators in Vilas, Florence and Forest Counties focused some of their teaching on improving the food handling skills of youth. Before the lessons, 66% of the 539 children could correctly answer questions about hand washing and food handling; after the lessons 92% of children were able to describe the correct procedures.

- In Milwaukee County an assessment of local food pantries found that 89% of the employees and volunteers at 44 pantries had received no training on food safety or safe food handling. A special grant to the Milwaukee County Wisconsin Nutrition Education Program from the Food & Drug Administration supported food safety education programming for 43 participants representing 15 Milwaukee area food pantries. As a result of the education, 46% of the participants said they would check canned foods more closely for dents; 88% would wash their hands and work surfaces more frequently and carefully; and 40% said they would repackage foods more carefully.
 - EFNEP offers educational programs to participants in six Wisconsin counties. During 2000, 786 participants graduated after receiving a series of lessons, including information on handling food safely in their homes. The food handling practices of EFNEP learners improved as a result of their participation: 34% (240 participants) reported that they more often followed the recommended practice of not allowing meat and dairy foods to sit out for more than two hours; 56% (395 participants) more often followed the recommended practice of not thawing perishable foods at room temperature.
- c. Source of Funding: Smith-Lever Act funds, State matching funds, and FNP matching funds
- d. Scope of Impact: State Specific

Key Theme: HACCP

- a. The University of Wisconsin-Extension provides a vital component of the training needed by Wisconsin industries in order to be able to implement HACCP. Since 1995, the University of Wisconsin-Extension, in partnership with the Wisconsin Department of Agriculture, Trade and Consumer Protection and the Food and Drug Administration, has delivered training to meat, poultry, seafood, and fruit and vegetable processors on HACCP and supporting sanitation programs.
- b. The primary focus of food safety training for food processors/food industry personnel in 2000 was HACCP and related programs such as validation of critical limits, better process control school for canning industry personnel, microbiological testing and intervention strategies against foodborne pathogenic microbes. A total of 937 people representing 59 processing plants, two state agencies (DATCP and DHFS), and the Federal Food and Drug Administration received training. Extension personnel provided training to 16 facilities that implemented HACCP in 2000.

Evidence of compliance with government regulations and specific training programs as a result of training were documents. Wisconsin's meat plants have outperformed the national average for prevalence of salmonella on carcasses and in certain ground products.

Training was developed to enable meat and poultry processors to scientifically validate key components of their HACCP plans in response to emerging emphases of the U.S. Department of Agriculture and the Wisconsin Department of Agriculture, Trade and Consumer Protection. Training at the Better Process Control School is required by the U.S. Food and Drug Administration for personnel overseeing critical operations in canning plants. This training is essential for Wisconsin vegetable processors to continue their large production of canned vegetables.

c. Source of Funding: Smith Lever Act funds, State matching funds, and FNP matching funds

d. Scope of Impact: State Specific

Evaluation of the Success of Multi and Joint Activities

Extension Specialists continue involvement in multi-state Extension activities focusing on education of consumers and food industry personnel. One area of emphasis is the computer-based Food Safety Tool for EFNEP Educators: Safe Food at Home. This tool was developed as a result of a competitively-funded EFSQ project. The tool was piloted in 60 households in New York, Louisiana, and Wisconsin during 2000. A revised tool will be distributed nationwide in 2001.

Extension Specialists integrated within the College of Agricultural and Life Sciences at University of Wisconsin-Madison work collaboratively with the neighboring states of Minnesota and Illinois on training for industry personnel and also offer training attended by international participants.

- * Meat Plant HACCP
- * Cider Workshops
- * Seafood HACCP
- * Brewer's Course Food Safety/Sanitation Talk
- * National Confectionery Association Food Safety Talk

Specific collaboration with the University of Minnesota included the Better Process School (canning plant personnel), ice cream short course, and pasteurization short course. Wisconsin also collaborated with the University of Illinois using curriculum materials for the Meat HACCP training. Wisconsin uses Illinois materials in its meat HACCP training (along with things Wisconsin has developed). Cooperation with Michigan Sea Grant personnel focused on the production of a training video entitled Fish Processing Plant Sanitation that is marketed by the North Central Regional Aquaculture Center.

Extension activities in the state are strengthened by applied research efforts. Evaluation of food handling practices by consumers in 2000 led to the development of stronger, more targeted educational messages for clients. Research on the safety of milk, cheese, meat, sprouted seeds, unpasteurized apple cider, and the survival of pathogens in non-composted manure allowed specialists to better address the needs of consumers, state and local government, and the industry.

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GOAL 3: A HEALTHY, WELL-NOURISHED POPULATION

OVERVIEW

Wisconsin's people are faced with increasingly complex lifestyle choices that can affect health for themselves and their families. Wisconsin enjoys success in implementing programs related to creating a healthy, well-nourished population. The state program team "Food, Nutrition, and Optimal Health" continues to offer focus for such programming. This programming is supported by faculty with research and Extension appointments, drawing on the expertise of the College of Agricultural and Life Sciences, the School of Human Ecology, and the Center for Biotechnology.

The University of Wisconsin Cooperative Extension system continues as a research-based, well-respected resource for scientifically valid information for Wisconsin consumers. Among Wisconsin's target audiences are parents and caregivers of young children, limited resource families, culturally and ethnically diverse individuals and families, youth and the elderly. In addition, other educational professionals and health and human services professionals are reached through Extension programming. Target audiences are reached by forming close collaborations with partners who have access to target audiences, by careful work with local advisory committees, through educational programs, and by taking the initiative to reach out to under-served or unfamiliar audiences. Wisconsin Nutrition Education Program staff work with individuals, families and communities affected by economic poverty, tailoring messages to Food Stamp recipients and those eligible for the Food Stamp program.

Wisconsin's goals for working toward a healthy, well-nourished population and related impacts include:

1. Communities will promote healthy food, physical activity and lifestyle choices.
 - Extension worked to increase healthful eating, physical activity, and lifestyle choices with 524 coalitions and/or networks (such as Healthy People 2010, Childhood Nutrition Coalition, and Breastfeeding Coalitions).
 - The WNEP provided community-based nutrition education programs in partnership with 757 agencies. These included public, private non-profit, schools and others from the private sector. WNEP entered into 1,073 agreements with these agencies toward the common goal of providing nutrition education to food stamp-eligible individuals and families.

- \$1,196,226 of resources were committed by partners to increase healthful eating, physical activity, and lifestyle choices. These resources included in-kind match, grants, or donations.
 - Extension annually plans and facilitates a conference for dietitians and medical professionals focused on elderly nutrition. This conference, Current Issues in Elderly Nutrition, involves partnership with University of Wisconsin-Extension, the University of Wisconsin-Madison Institute on Aging and the Wisconsin Nutrition Education Network. About 330 dietitians and community nutrition professionals attended.
2. Individuals/families will achieve optimal health throughout their lifespan by choosing and preparing nutritious meals and snacks and balancing the food they eat with physical activity.
- 163,142 youth (ages 5-17), pregnant women, families with children, adults without children, and elderly participated in educational programs about choosing and preparing meals and snacks to meet the Dietary Guidelines for Americans and the Food Guide Pyramid.
 - 8769 pregnant women, families with children, and individuals who care for children participated in Extension-led educational programs focused on choosing and preparing age-appropriate meals and snacks.
 - 361 pregnant women, parents with children, and other adults reported that they have changed one or more behaviors related to choosing and preparing nutritious meals and snacks or participating in physical activity, since participating in an EFNEP educational program.
 - 722 pregnant women, parents with children, and other adults reported consuming a diet closer to the recommendations of the Food Guide Pyramid since participating in an EFNEP educational program.
3. Communities will ensure that all people at all times have physical and economic access to sufficient acceptable food to meet their dietary needs for a productive and healthy life.
- Five coalitions and/or networks (such as hunger prevention coalitions) were led/facilitated by Cooperative Extension faculty and staff, for the purpose of working to increase food security or food systems.
4. Individuals/families will manage their resources so they are healthy and well nourished.
- 57,243 educational contacts focused on helping learners better manage their food dollars and plan and buy food for their families.

- 9,026 youth (ages 12-17), pregnant women, families with children, adults without children, and elderly participated in educational programs about developing family spending and savings plans to improve their food security or about community programs and resources that enhance work toward a healthy, well nourished population.
- 30,904 youth (ages 12-17), pregnant women, families with children, adults without children, and elderly participated in educational programs about planning, buying and preparing affordable meals and snacks.
- 408 youth (ages 12-17), pregnant women, families with children, adults without children, and elderly reported that they have changed one or more behaviors related to managing food resources since participating in an EFNEP educational program.
- 236 youth (ages 12-17), pregnant women, families with children, adults without children, and elderly reported that they were more food secure after participating in an EFNEP educational program about strategies to manage family food resources.
- 171 pregnant women, parents with children, and other adults who participated in community programs or accessed community resources enhanced their food security since participating in an EFNEP educational program.

Total Expenditures:
(By FTEs and Source of Funding)

	FTEs	Smith-Lever Act	State Match	FNP Match
Smith-Lever	4.30	\$66,363	\$337,748	--
EFNEP/FNP	88.58	\$813,249	\$3,700,232	\$3,700,232

Key Themes

Key Theme: HUMAN NUTRITION

- a. Food and nutrition materials and educational activities in Wisconsin promote healthy eating and lifestyle choices (e.g., Dietary Guidelines for Americans, Food Guide Pyramid, Nutrition Labeling) for individuals, families, and communities. Interagency collaboration has improved the quality and effectiveness of nutrition education in Wisconsin. For example, an interagency committee has redesigned materials on infant nutrition to be consistent with current research and to bring consistency to messages delivered by nutrition professionals in different agencies. Another interagency group of co-sponsors plans and supports Extension's statewide annual conference on nutrition for older adults each fall. Team Nutrition activities, breakfast promotions, and Child Nutrition Program training sessions have been conducted with strong interagency support and planning. A Cooperative Agreement from the U.S.D.A./F.N.S. has enabled several agencies in

Wisconsin to collectively form the Wisconsin Nutrition Education Network and expand/coordinate nutrition education for low-income audiences by sharing needs assessment information, educational materials, and a jointly designed and implemented “Jump ‘N Jive: Come Alive With Fruit” statewide campaign using social marketing as well as more traditional nutrition education strategies.

- b. Two interactive educational displays (“Look What \$5 Can Buy” and “What Will \$5 Buy”) and a lesson plan were designed to help limited resource families understand how to buy more fruits and vegetables with their money. Twenty-seven Wisconsin Nutrition Education Program (WNEP) projects used the display or lesson plan from February, 1999 to September, 2000. A total of 225 clients participated in planned lessons while 8,068 viewed the displays.

After viewing the educational display, 7,129 of the participants were asked if the display had helped them learn how to get more fruits and vegetables for their money; 83.9% of respondents answered “yes.” 932 learners were asked if they would use one or more of the ideas from the display the next time they bought fruits and vegetables; 97.5% of those who responded to this question said “yes.”

Some WNEP counties used an educational lesson about buying fruits and vegetables with participants in small group settings. Three shopping tips were emphasized. After the lesson, participants (total 225) were asked to rate the degree to which they will use each shopping tip: “I’m pretty good at this already,” “I do this a little but will try to do it more often,” “I am going to start doing this,” “I won’t do this.” About two-thirds of the participants said they were already pretty good at buying fresh fruits and vegetables when they are a good deal and at buying canned or frozen fruits and vegetables and concentrated juices. The remaining third of the participants said they would either try to do these things more often or would start doing so after the lesson. About one-quarter of the participants said they were already buying new fruits or vegetables occasionally when they are good deals. Nearly three-quarters of the participants said that they would either try to buy a new fruit or vegetable to try more often or would start doing so after the lesson.

Display participants said that they were pleased to learn that canned fruits and vegetables can be nutritious, affordable alternatives to frozen and fresh and that they found the ideas presented in the display helpful for increasing their fruit and vegetable intake. Classroom learners were asked what they learned at the end of the lesson about buying fruits and vegetables. Comments included: “buy the freshest vegetables,” “canned can be as healthy as fresh,” and “include fruits and vegetables in snacking.” Classroom learners were asked to set shopping goals. Goals included “find the best deals and buy a variety of fruits and vegetables,” “try something different that is on sale,” “buy fruits and vegetables in season,” “look at the grocery store flyer before shopping,” and “don’t buy more food than the family can eat.”

Selected Local Projects and Impacts:

- The Burnett County WNEP educator taught 135 second grade students about the 5-A-Day message and the importance of eating plenty of fruits and vegetables. After the lesson 87% of the students correctly stated the minimum number of fruits and vegetables they need to eat each day. One hundred forty-eight third grade students were taught a lesson on healthy snacks. After the lesson 82% of the students correctly identified a healthy snack from a variety of food choices.
- In Adams County 8 teen parents attended a series of classes on using the Food Guide Pyramid. At the end of the lessons, 100% of the participants had improved their daily food intake in at least one food group, and 6 of the 8 could correctly identify all of the Pyramid food groups and state the numbers of servings recommended each day.
- A summer youth cooking class was offered to 38 youth, aged 8 to 12 years, in Lincoln, Langlade and Oneida Counties. Impacts were assessed by asking the students a few questions before and after the series of classes. Improvements were seen on the following: ability to name the food groups on the Pyramid (71% correct on pretest, 93% correct on post-test), ability to plan a nutritious meal (40% able to do so before the class, 62% able to do so after the class), and ability to prepare a snack or simple meal (60% able to do so before the class, 93% able to do so after the class).
- In Portage County much of the educators' time is spent in the homes of first-time families. Fourteen families received a series of lessons on using the Food Guide Pyramid to make healthful food choices. After the lessons, 64% (9) of the learners said they more often thought about healthy food choices when making decisions about foods to buy; 71% (10) of the learners were choosing lower fat foods more often; and 50% (7) were more often serving two vegetables each day.
- The Washington County nutrition educator taught learners at several WIC sites using an educational lesson co-designed by WIC and WNEP. A pre-test found only 7% of the learners were able to differentiate a whole grain from a refined grain food product. After the lesson, 93% of the participants said they were willing to choose whole grain foods more often, and 87% were able to correctly name two whole grain foods.

c. Source of Funding: Smith-Lever Act funds, State matching funds, and FNP matching funds

d. Scope of Impact: State Specific

Key Theme: COMMUNITY FOOD SECURITY

a. Local partnerships between WNEP and other agencies resulted in significant impacts at the community level. Many of the partnerships result in improved food access for individuals and families and therefore enhance community food security.

b. Selected Local Projects and Impacts

-- Iron County WNEP facilitates a monthly interdisciplinary team, Integrated Family Services. Its mission is acquainting each service provider in Iron County with the services of other agencies. This allows families and individuals to be helped in an efficient manner, without duplication of services and effort, and allows gaps in our service framework to be recognized and worked upon. Many individual referrals, programming ideas and invitations are received each month.

-- The Forest County Nutrition Education Program, 4-H youth agent, Crandon School District, Crandon Park and Recreation, and Chippewa Sokaogon Mole Lake Lake Tribe collaborated to develop a summer youth program that included a USDA summer feeding program along with nutrition education. The program received additional funding from EFNEP youth funds, University of Minnesota Summer Science program, Family Preservation, and HUD. Over 100 children received summer lunch over a five-week period. At that time they also learned Native American Traditions as they relate to food and, with the help of the 4-H Agent, planted a “Three Sisters” Native American garden that provided produce for senior tribal members. Through the partnering efforts, area youth developed gardening skills, learned about nutrition and food safety, and enjoyed regular healthy lunches.

-- In the Buffalo/Jackson/Pepin/Trempealeau project WNEP educators and family living agents shared results of the Food Pantry Survey with community partners. The following survey data underscores the need for partners to enhance local community-based nutrition education programs for the food stamp-eligible population: 67 to 75% of food pantry users have a monthly household income of less than \$1000; 66 to 70% of food pantry users use the pantry four or more times per year; and food stamps seem to be underutilized by food pantry users. Fewer than one-quarter of food pantry users reported food stamp receipt (Pepin – 11%; Trempealeau – 16%; and Buffalo – 24%). State Senator Rodney Moen and State Representative Barbara Gronemus expressed their appreciation for the reports. WAXX radio requested more information regarding the survey and featured an interview with Family Living Agent Cyndy Jacoby to highlight hidden hunger in Trempealeau County. Citizens read a summary of the report in local newspapers. As a result of the food pantry survey, Trempealeau County community nutrition education and food program partners worked with the public access television station to present a three-part series, “More Than Just An Empty Stomach.” Viewers gained information on the eligibility requirements of the county food and nutrition programs and steps to access each program. Senior Services, Social Services Economic Support, food pantry board member, Western Dairyland (The Emergency Food Assistance Program and Child Care Food Program), UW-

Extension, Fare For All, Health Department, and DPI enhanced working relationships as they collaborated on this effort.

Sharing the results of the survey with local agencies who provide community-based nutrition education programs and with legislators in all levels of government has both enhanced WNEP's partnership with agencies and increased awareness of the governing officials and the public for the need for nutrition education for the food stamp-eligible population.

c. Source of Funding: Smith-Lever Act funds, State matching funds, and FNP matching funds

d. Scope of Impact: State Specific

Key Theme: FOOD RESOURCE MANAGEMENT

a. A major goal of the Wisconsin Nutrition Education Program (WNEP) is to help limited resource families become more food secure by teaching them the skills needed to track their spending, manage food dollars and plan nutritious meals for their families. Nine WNEP projects used the Money for Food curriculum to teach food resource management from October 1999 to September 2000. The lessons were taught 294 times, to individuals or groups, for a total of 1,352 contacts. Over 85% of learners reported they had learned something or would do something differently after the lessons.

Consumers who are knowledgeable about basic family resource management and food shopping practices and who have the skills necessary to make and use plans will be better able to provide nutritious and adequate food for their families. Limited resource consumers who participated in WNEP lessons about managing their food resources learned relevant skills and planned to practice behaviors that will contribute to improved food security for their families. In the words of one learner from northern Wisconsin, "This will help me feed my kids."

b. After participating in each lesson, learners were asked about a specific skill or behavior they learned or planned to adopt as a result of the learning activity.

-- After a lesson on using food stamps and other programs to put together a food budget, 147 learners were asked if they had learned something that would make it easier for them to get enough food or Money for Food. Eighty-six percent (86%) of the respondents said "yes".

-- Following a lesson on wants and needs, 94% of the 46 participants could name a food "want" (as opposed to a "need") that they would try to buy less often.

-- After a practice activity on developing a family spending plan, 92% of the 119 learners reported that they intended to try to use a spending plan for their families.

- Following a teaching activity about food shopping strategies, 100% of the 50 participants said they planned to use at least one new way to get more for their food dollars.
- After playing a game on saving money when eating away from home, 92% of 26 participants said they had learned a new way to eat away from home occasionally without spending too much.
- After learning about choosing low cost foods based on the Food Guide Pyramid, 94% of the 150 participants could name a nutritious low cost food that they would buy for their family.

In four projects a series of lessons on managing family food dollars were offered to limited-income participants. Between 85 and 180 participants answered a set of questions before and after lessons taught over several weeks.

- Nearly half of the respondents reported improvement when asked about their typical use of recommended food shopping practices such as planning meals ahead of time (49% improved) and using a grocery list when shopping (41% improved).
- Approximately one-third of the respondents reported that they were more often comparing prices when buying food (32% improved) and using Nutrition Facts on food labels (38% improved).
- Half of the participants said that they were more often keeping track of their expenses (51% improved) and using a written spending plan or budget (48% improved).
- Nearly one-third of the participants reported their families were less frequently running out of food before the end of the month (an indicator of food security) after participating in the lessons.

c. Source of Funding: Smith-Lever Act funds, State matching funds, and FNP matching funds

d. Scope of Impact: State Specific

Evaluation of the Success of Multi and Joint Activities

A partnership between Wisconsin and Minnesota Cooperative Extension Services strives to enhance the nutrition education available for Hmong families. Progress is underway in 2001 after staff turnover in Minnesota. Nutrition Education Program staff in the two states share

educational resources, participate in joint meetings and trainings, and contribute to a website that supports nutrition education for Hmong learners.

Dr. Susan Nitzke, Department of Nutrition Sciences, continues research affiliated with a five-year multi-state Hatch and Extension project on stages of change and fruit/vegetable behaviors of young adults. She will be the Principle Investigator for a complementary multi-state IFAFS proposal in 2001 to apply the findings to a set of tailored newsletter-based interventions that will be extensively evaluated to determine the effectiveness of stage-based educational programs.

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FY 2000

GOAL 4: GREATER HARMONEY BETWEEN AGRICULTURE AND THE ENVIRONMENT

OVERVIEW

The University of Wisconsin-Extension is working with the agricultural community and rural landowners to improve management practices to protect the environment. As rural areas have experienced social change, population growth and shifts, and economic transitions to sometimes larger scale operations, the potential for problems with water quality has increased. The University of Wisconsin-Extension programs have worked with these rural residents to protect the quality of life in their communities.

Education has focused on improved management of nutrients and pesticides. Education has resulted in not only improvements to environmental protection, but economic savings as well. Farms experience improved management, less regulatory problems, and better economic return on investments.

As restrictions on residuals from agricultural operations increase, Wisconsin farmers will be in a better position to have in place a plan to meet new guidelines. Risks of incurring the wrath of neighbors because of water quality or odor problems will decrease. The position of agriculture as a preeminent Wisconsin industry will continue and become stronger.

Highlights of programs include adoption of best management practices and development of nutrient and pesticide management plans by Wisconsin farmers. Impacts include the following:

- 257 Farmers attended farmer nutrient management education programs
- 139 Farms wrote nutrient management plans
 - 1253 Farmers, agronomists and the public received nutrient management education
 - 128 Farms implemented nutrient management plans
 - 185 Consumers implemented management to reduce pollution risk to the environment

Assessment of Accomplishments:

After one year of the 5-year plan of work, teams have functioned well in developing and implementing educational programs.

Total Expenditures:

(By FTEs and Source of Funding)

FTEs	Smith Lever Act	State Match
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32.80 \$506,212 \$2,576,313

Key Themes

Key Theme: NUTRIENT MANAGEMENT

- a. UW-Extension faculty work with all facets of the agricultural community to improve nutrient management practices. On-farm professionals, as well as consultants such as custom manure haulers, have been taught best management practices. Manure management planning, manure application, and equipment maintenance are just some of the issues addressed in this statewide effort.

- b. Impacts
 - In Chippewa County, 20 custom manure haulers received professional education regarding manure application rates, land contracts with manure spreading, the importance of following nutrient management plans, manure pit design, and manure application equipment.

 - Over 300 farmers in numerous counties completed the nutrient management education program sponsored by UW-Extension. Pre-test and post-test scoring showed farmers gained an understanding that over three-quarters of them were over-applying nitrogen.

 - In Eau Claire County, 12 Eau Claire County producers received educational information regarding development of nutrient management plans. Survey results show that the average producer saved over \$2,000 in commercial fertilizer expense by writing and following their own plan.

 - In Marathon County, manure management composting pilot test operations were developed and tested. Advantages to the compost operation included reduced volume and less hauling cost, less odor, no manure burn to growing crops and stable end product results. The demonstration has been shared with over 400 other producers and agribusiness professionals this year.

- c. Source of Funds: Smith-Lever Act funds and State matching funds

- d. Scope of Impact: State Specific

Key Theme: PESTICIDE MANAGEMENT

- a. Improving pesticide management and use is a key feature of modern agriculture. By improving the timing of pesticide applications, insect and disease pressures can be decreased by saving money. Decreased use of pesticides also protects groundwater

quality and decreases potential health impacts to applicators. The UW-Extension program has been successful in working with rural land owners, as well as commercial horticulture operations, in improving pesticide storage and management.

b. Impacts

- Hundreds of Wisconsin Master Gardener trainees received education regarding low input techniques around the state. These trainees continue to provide support for others as members of the Master Gardener program.
- In Brown County, over 30 Hmong community gardeners received education regarding management of insects in home vegetable gardens. Included in educational information were the relative toxicities of commonly available pesticides and safety measures to be used when applying the products. Most attendees indicated that the technique shown would be utilized in fertilizing and pest control in individuals' home gardens.
- In Fond Du Lac County, 85 landscape and nursery garden center professionals, community foresters, and grounds maintenance people received information regarding best management practices for controlling insect and disease problems in cultivars.
- Crop Care Clinics were conducted at nine sites statewide, training over 200 people in best practices for field crop pest management. Training was designed to be both in-field and hands-on and utilized a low student-to-instructor ratio. Evaluation of the clinics showed that 87% of respondents showed improved knowledge concerning better pesticide use and risk reduction. Attendees included both farmers and agricultural professionals.

c. Source of Funds: Smith-Lever Act funds and State matching funds

d. Scope of Impact: State Specific

Evaluation of Success of Multi and Joint Activities

Multistate efforts in partnership development and land use are ongoing. These programs address critical needs identified by stakeholders throughout the North Central region. Programs are in the planning stages with regional training opportunities for extension faculty and new materials expected to be offered over the next year.

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GOAL 5: ENHANCED ECONOMIC OPPORTUNITY AND QUALITY OF LIFE FOR AMERICANS

Overview

Wisconsin Cooperative Extension focused Goal 5 on expanding the role of youth as community leaders and active citizens. This includes components such as organizing community coalitions comprised of both youth and adults to address community issues, providing youth with training and experiences with democratic practices, and engaging youth in community decision-making and community service.

To advance this effort, Wisconsin Cooperative Extension organized three work teams titled "Youth in Public Leadership," "Relating to Others in a Changing Society," and "Building Capacity for Community Youth Development." Thirty-eight faculty and staff enlisted in these teams. These work teams proceeded to create statewide program plans and evaluation plans and to identify educational resources. Staff training has been provided and new curriculum products have been introduced or are in advanced stages of development. County and community-based programs are underway.

Documented Outcomes:

- 26 community coalitions with youth and adult members were organized to address a community issue
- 352 youth actively participated as a member of a community committee, public board or judicial body
- 103 youth interacted directly with public policy makers around community issues
- 326 youth initiated new action on a community issue
- 1,077 youth participated in action on a community issue
- 1,141 youth demonstrated an increased commitment to contributing to the public good.
- 226 adults learned or improved skills necessary to promote youth civic involvement

Total Expenditures:

(By Source of Funding and FTEs)

FTEs	Smith-Lever Act	State Match
13.10	\$202,176	\$1,028,954

Key Theme

Other: CIVIC CAPACITY BUILDING

- a. The focus is to engage youth in public work and give them experiences with self-governance. Skill development and community contribution are intended outcomes. Following are selected impact statements consistent with this theme.
- b. Impact:
 - The Polk County Tobacco Free Coalition was strengthened this year by adding youth members who now outnumber adult members on the coalition. These youth brought an emphasis on education for businesses about the laws involving minors and the sale of tobacco products. Educational resources were developed and distributed to area businesses. The teens produced a video, talking about the laws and the impact tobacco can have on young people. In 1999, tobacco sales compliance checks were conducted. Sixty percent (60%) of businesses checked sold tobacco products to minors. Educational resources were distributed in 2000, and businesses were rechecked. Sales of tobacco products to minors were reduced by 30% in 2000.
 - Four counties, Racine, Jefferson, Waupaca, and Vilas, are participating in the "Building Community Together" multi-state youth philanthropy project. They have established youth boards which are making grants to community groups. Youth control the grant dollars. They evaluate grant requests, make funding decisions, and monitor the projects' progress. Adult boards comprised of community leaders support the youth. W.K. Kellogg Foundation funds totaling \$49,000 have been committed to these four youth boards for support and grant making. Funds will be granted, projects completed, and the programs evaluated in year two.
 - The City of New Berlin in Waukesha County instituted a "City of New Berlin Youth Board." Members of this board of community teens, appointed by city alderpersons and the mayor, serve a two-year term. The Youth Board meets monthly and interacts directly with the mayor and alderpersons on issues that impact upon youth and the community. Within the City of New Berlin, the Youth Advisory Board has had direct impact on community policies. A local ordinance that prohibits students from having "igniter" devices in their possession was amended to reflect the youth boards input. The New Berlin Youth Board has been allocated funds in the 2001 City budget for two initiatives. One will focus on the creation of a "youth directory." The other is a study of the need for developing a youth or teen activity center.
 - Eight counties currently operate Teen Courts through a partnership between Extension and the Judiciary. Youth members of teen courts are involved in hearing cases and making judgments about sanctions for first-time youth offenders.

- In Winnebago County, the Roots 4-H club was formed after the adult leader saw the "Are You Into It?" ad from the National Advertising Council. She wanted to create a club based on community service for her daughter and her friends. The Roots 4-H club was matched with a request from the local United Cerebral Palsy (UCP) respite house looking for youth volunteers to meet with residents. The club members began volunteering at UCP once a week. As a result, the members expanded their volunteering to the Special Olympics, and they became advocates for special education students in their school.
- c. Source of Funds: Smith-Lever Act funds and State matching funds
- d. Scope of Impact: State Specific and Multistate Extension [Ohio, Minnesota and Missouri]

Evaluation of the Success of Multi and Joint Activities

Four states, Wisconsin, Ohio, Minnesota, and Missouri, are collaborating on "Building Community Together: Using Youth Philanthropy to Engage Young People as Community Change Agents." Leadership for this effort comes from Wisconsin. Fourteen sites across the four states are participating. The focus is on engaging young people in the action of community building through the work of philanthropy. It attempts to establish young people as vital contributing members of their community, and it intends to increase the available social capital in the community. Funding from the W.K. Kellogg Foundation has provided financial resources to the fourteen sites for grant making by the youth boards.

All fourteen youth boards have been organized, trained and funded. The youth boards are currently evaluating community needs. Grants will be made and impact will be evaluated in year two.

2. Stakeholder Input Process

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Stakeholder Input Process:

1. Actions taken to seek stakeholder input that encourages their participation:

Multiple approaches were taken to seek stakeholder input. The approaches included formal surveys, focus groups, key informant approaches, advisory councils (collaborating groups, agencies, and organizations) and combinations of the preceding methods. Efforts were made to ensure that the stakeholders involved were representative of the total community in terms of ethnicity, geographic location, family status, income level, age, gender, disability status, and users/nonusers of existing educational programs.

2. Process used to identify individuals and groups who are stakeholders and to collect input from them:

A ninety-four page booklet " Guidelines for Program Priority Setting," an eighty-six page booklet "Trends Analysis," and a video tape "Planning for Our Future" were developed by a statewide committee of county-based faculty/staff and campus faculty with research and extension appointments. The materials were used to train Cooperative Extension county-based faculty/staff and campus-based faculty with research and extension appointments. The materials were also used with county government oversight committees and advisory committees to help them better understand the importance of seeking a broad base of stakeholder input at the community level. The materials were distributed in print form and are also available on the WWW at the following URL:
<http://www.uwex.edu/ces/pdande/ProgramPlanning/statewide.html>

3. How was collected input considered?

Input from the local stakeholders was used to identify local issues and concerns. The local issues and concerns were gathered on a statewide basis and made available for review by all county-based faculty/staff and campus-based staff with research and extension appointments. The information is available in the Cooperative Extension Planning and Results System at the following URL:
<http://www.uwex.edu/ces/prs/> The county "issues and concerns" and the "Trends Analysis" document noted above served as the foundation for the creation of programming teams made up of county-based faculty/staff and

campus-based staff with research and extension appointments. The teams prepared a plan of work that identified resources that were available or would be developed by the teams. The teams are identified at the following URL: <http://www.uwex.edu/ces/admin/2004Teams/TEAMDEFS.html> The team plan of work and related materials are intended to be a dynamic document that will change and evolve as additional stakeholder input is provided.

At the county level the stakeholder identified "issues and concerns" and the plans of work/resources identified by the statewide teams served as the basis for identifying an initial list of county specific program priorities. The priorities are adapted as additional county stakeholder input is received.

On a four-year basis stakeholder input is requested in a rigorous and formal process at the county level and on a statewide basis. Input is also requested on a continuous basis, using many of the same approaches identified above. The continuous input is analyzed at the county level and provided to the statewide teams via the WWW sites maintained by each team. Additional input is also provided via participation in team meetings, seminars, audio conferences, and newsletters. Stakeholder input continuously shapes the plans of work and the program priorities of county-based faculty/staff and campus-based faculty with research and extension appointments.

The stakeholder input process is very helpful in refocusing and reaffirming priorities on an ongoing basis. The process is also critical in identifying emerging issues. However, some stakeholder groups have had difficulty seeing beyond the critical issues they face today. As a consequence, the "Trends Analysis" document prepared by county-based faculty/staff and campus-based faculty with research and extension appointments has been very important in helping stakeholders see beyond their immediate crisis and strategically plan for the future.

3. Program Review Process: Merit Review

Wisconsin Cooperative Extension has made no significant changes in their merit review processes since their 5-Year Plan of Work.

4. Evaluation of the Success of Multi and Joint Activities

This information is listed under each Goal.

5. Multistate Extension Activities

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RESULTS FOR THE AGRICULTURAL RESEARCH, EXTENSION AND EDUCATION
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Wisconsin Cooperative Extension chose Option D in the AREERA Five-Year Plan of Work. Zero percent (0%) was the target percentage for FY 2000. Therefore, there is no progress to report on multistate extension activities for FY 2000.

**U. S. Department of Agriculture
 Cooperative State Research, Education and Extension Service
 Supplement to the Annual Report of Accomplishments and Results
 Multistate Extension Activities and Integrated Activities
 (Attach Brief Summaries)**

Institution UW-Extension
 State Wisconsin

Check one: Multistate Extension Activities
 Integrated Activities (Hatch Act Funds)
 Integrated Activities (Smith-Lever Act Funds)

Actual Expenditures

Title of Planned Program/Activity	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Goal 1	\$0				
Goal 2	\$0				
Goal 3	\$0				
Goal 4	\$0				
Goal 5	\$0				
Total	\$0				

Carl O'Connor 2/28/01
 Director Date

6. Integrated Research and Extension Activities

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REFORM ACT (AREERA)
FY 2000

Wisconsin Cooperative Extension chose Option D in the AREERA Five-Year Plan of Work. Zero percent (0%) was the target percentage for FY 2000. Therefore, there is no progress to report on integrated research and extension activities for FY 2000.

U. S. Department of Agriculture
Cooperative State Research, Education and Extension Service
Supplement to the Annual Report of Accomplishments and Results
Multistate Extension Activities and Integrated Activities
 (Attach Brief Summaries)

Institution UW-Extension
 State Wisconsin

Check one: Multistate Extension Activities
 Integrated Activities (Hatch Act Funds)
 Integrated Activities (Smith-Lever Act Funds)

Title of Planned Program/Activity	Actual Expenditures				
	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
<u>Goal 1</u>	<u>\$0</u>	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
Total	<u>\$0</u>	_____	_____	_____	_____

 Carl O'Connor
 Director

 2/28/01
 Date