

WISCONSIN'S EXTENSION  
STATE ANNUAL REPORT OF ACCOMPLISHMENTS AND  
RESULTS FOR THE AGRICULTURAL RESEARCH, EXTENSION  
AND EDUCATION REFORM ACT (AREERA) for FY 2002

Submitted March 1, 2003

## Table of Contents

1.	Programs: National Goals .....	2
	Goal 1: An Agricultural System That Is Highly Competitive in the Global Economy..	3
	Goal 2: A Safe and Secure Food and Fiber System .....	12
	Goal 3: A Healthy, Well-Nourished Population .....	17
	Goal 4: Greater Harmony Between Agriculture and the Environment .....	27
	Goal 5: Enhanced Economic Opportunity and Quality of Life for Americans.....	31
2.	Stakeholder Input Process .....	33
3.	Program Review Process: Merit Review.....	36
4.	Evaluation of the Success of Multi and Joint Activities .....	37
5.	Multistate Extension Activities .....	38
6.	Integrated Research and Extension Activities.....	40

## 1. Programs: National Goals

WISCONSIN'S EXTENSION ANNUAL REPORT OF ACCOMPLISHMENTS AND RESULTS FOR THE AGRICULTURAL RESEARCH, EXTENSION AND EDUCATION REFORM ACT (AREERA)  
FY 2002

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

**Overview**

Background:

Wisconsin's Agriculture and Natural Resources county and state faculty and staff conducted a content analysis in the fall of 1999. Wisconsin's annual plans are directed at the major concerns and issues identified in this analysis. This report reflects progress being made toward these concerns and issues.

Current situation: Low commodity prices have continued to place financial stress on Wisconsin agriculture in 2002. Wisconsin Cooperative Extension organized self-directed teams as a dynamic approach in implementing and evaluating educational programs for farmers and agricultural businesses in Wisconsin. These self-directed programmatic teams were composed of University Extension and Research county and campus-based faculty and staff, who, along with other professionals, implemented these programs.

Self-directed teams enabled specialists and county agents to work together on issues important to Wisconsin farmers and rural citizens. These teams brought individuals together to capitalize on their expertise and interest in helping solve a problem. These teams have been able to respond more rapidly, take on important issues and provide better educational programs. Relationships with agri-businesses and agencies have grown stronger, which improved Extension's ability to recognize issues and mobilize resources to address them.

University of Wisconsin-Extension 2002 report for Goal 1 highlights: Agricultural Profitability.

The report also includes following themes: Dairy Modernization, Niche Market, Dairy Price Risk Management, Urban Gardening and Animal Production Efficiency.

## Highlights

### **Agricultural Profitability**

#### **Milk Money**

Producers facing low milk prices are looking for ways to maximize profits. Research has shown that dairy producers are losing almost \$200 per year per cow due to mastitis. This lost income comes from lower quality premiums received for their milk. In addition, discarded milk due to antibiotic withdrawal periods and treatment costs make up almost \$20 of the \$200 of lost income.

Milk quality is a persistent, multi-faceted problem facing dairy producers. As producers, seek ways to maximize milk quality to receive a higher pay price, they look for help from professionals. But producers generally do not assemble teams of professionals to address farm profit issues and this leads to a variety of opinions based on limited data.

The Agriculture and Natural Resources Extension Dairy Team under the leadership of Dr. Pamela Ruegg, UW-Extension milk quality specialist and associate professor in the Dairy Science Department at the University of Wisconsin-Madison assembled county and statewide Extension faculty and staff to develop a program titled “Milk Money.” The Milk Money program pulls together a “team” of professionals who meet at the dairy farm to figure out what the priorities are and how to go about making the needed changes. The team meets monthly over four months to make sure tasks are completed and to evaluate progress made during the past month.

In 2002 over 60 producers from sixteen counties enrolled in the “Milk Money” program. For each of these producers, the county agriculture agent brought together a team that consisted of the producer’s nutritionist, dairy plan field representative, equipment technician, banker and veterinarian. The agent facilitated these meetings with the farm family involved. Early in the process, the family has an opportunity to identify their goals for their operation. As the team evaluates the producer’s animal nutrition, milking equipment, facilities, and milking procedures; recommendations are made and analyzed for adoption.

#### Benefits:

- Twenty-seven producers reported that they experienced an increase in the amount of milk marketed, higher premiums paid for quality and reduced treatment cost. The average return per herd was about \$600 per month with a range of a high of \$2,500 and a low of \$125. Others noted improved labor savings, cow health and reduced milk lost due to less antibiotic use.
- A Clark County Wisconsin producer after participating in the “Milk Money” program stated: “I think the most important change we have made is in milking procedure. Pillows to donuts, when you get through looking at the things that may be wrong, it’s going to be milking procedure. So often, it’s just those little things you need to adjust.”

- A survey of the professionals that participated on a “Milk Money” team noted that the group dynamic accomplished more than could be done on a one-to-one basis with producers. One Marathon County veterinarian after working with a producer as a member of a team said, “I’ve been trying to get that accomplished on this farm for three years, and it looks like it’s finally going to happen now.”

Assessment:

After three years of the 5 year plan of work, UW-Extension’s Agriculture and Natural Resources self directed teams have functioned very well in developing and implementing educational efforts. There is a need to document and do a better job of analyzing changes in behavior. Discussions will take place to enable self-direct teams to develop evaluation plans that captures these behavioral changes.

Total Expenditures:

(By FTEs and Source of Funding)

FTEs	Smith-Lever Act	State Match
71.45	\$841,650	\$6,366,569

Evaluation of the Success of Multi-State and Joint Activities:

- a. Did plan address critical issues?

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.

- b. Did the plan address needs of under-served and under-represented populations?

Efforts to reach Hispanic labor expanded in 2002. Wisconsin dairy producers received information on cultural differences, housing programs, legal issues and Hispanic resources available. Hispanic employees were taught milking procedures, calf care, feeding and nutrition and about available services in their native Spanish language. "Hispanic Resources" are available on the Dairy Science Department’s website as part of the milk quality Website.

The Hmong population continues to be reached through the community gardening program. Training sessions for county agents to build their skills in reaching these underrepresented groups are well received by county faculty and staff.

**Key Themes**

**Key Theme: SMALL FARM VIABILITY**

## **Dairy Modernization**

### a. Brief description of the activity.

The transition from the tie stall barn milking system to a free stall housing and parlor milking system has been occurring on Wisconsin farms for several years. However, the adoption of milking parlors on smaller family dairy farms has been slow due to the large costs involved with building a traditional parlor and freestall setup. Many family dairy farms wish to maintain a herd size that avoids the headaches associated with hiring off-farm labor. To accomplish this their existing milking facilities need to be modernized. However, the cost of a new parlor, freestall barn and a manure handling system is usually cost prohibitive when trying to spread the investment over 60-80 cows. At this point producers reach a crossroad and must decide which future direction they want their operation to take. Their options usually include remodeling the present barn; moving the cattle out of the traditional barn and into a new freestall barn and parlor at a new location; get out of dairying; or building a new freestall barn and a retrofit parlor inside their present stall barn. Many have found the last option as being the most attractive in meeting their future goals.

### b. Impact/accomplishment statement.

Over 1,400 family dairy farms in Wisconsin have explored modernizing their existing facilities. Over 400 dairy producers have made the decision on whether or not to modernize their facilities through assistance from dairy team members. Cost savings of 25-50% have been realized when using the present milking system and the building shell that already exists in the stall barn. One Green County dairy producer saved in excess of \$60,000 by utilizing their old stall barn as their milking center. A Crawford county banker noted that a customer saved \$150,000 by retrofitting their existing facility.

### c. Source of funding. Smith-Lever Act funds

### d. Scope of Impact. State Specific

## **Key Theme: NICHE MARKET**

### **Environmentally Friendly Spuds**

#### a. Brief description of the activity.

Wisconsin is the third largest producer of potatoes in the U.S., with 85,000 acres producing an average of 41,000 pounds per acre a year. The crop was worth \$150 million in 2000. However, potato country is environmentally fragile. Potatoes grow best in sandy soils that allow pesticides to filter swiftly into ground and surface water.

Starting in 1996, UW-Madison/Extension and the World Wildlife Fund (WWF) teamed up to reduce drastically the amount of pesticides used on Wisconsin potatoes. University on-farm research proved the effectiveness of less toxic solutions to pest problems of potatoes.

b. Short impact/accomplishment statement

- In 2002, Protected Harvests second year of production, 25 Wisconsin potato growers certified over 10,000 acres and produced 160,000,000 pounds of potatoes marketed under the “Healthy Grown/Protected Harvest program. Using the bio-IPM program and guidelines, growers reduced the toxicity units on Healthy Grown potatoes by over 50% compared to conventionally grown potatoes.
- Growers manage the Colorado Potato Beetle by carefully choosing where they will plant since UW-Madison research showed that planting potatoes in fields a quarter mile or more from the previous year's potato fields reduced beetle infestations by 85 percent.
- Growers achieved a 21 percent overall reduction in toxicity levels between 1995 and 1999.

c. Source of funding. Smith-Lever Act funds and Hatch Act funds

d. Scope of Impact. State Specific

**Key Theme: RISK MANAGEMENT**

**Dairy Price Risk Management**

a. Brief description of the activity.

Milk prices have become more volatile in recent years as market forces (supply and demand) determine price. To assist dairy producers make the transition from a command to a market economy the USDA Risk Management Agency and Dairy Team launched a dairy farmer self-help program called the Dairy Options Pilot Program in twenty Wisconsin Counties. The Dairy Options Pilot Program (DOPP) allows producers to experiment with put options to reduce their milk price risk through subsidized option premiums and brokerage fees.

b. Short impact/accomplishment statements.

- Over 500 dairy producers in the twenty counties participated in the program. These producers purchased 582 put options in the fall of 2001. Risk Management Agency covered 80% of premium cost amounting to \$547,520 and broker fees amounting to \$17,440. Many participating producers successfully protected a floor price of \$1 to \$2 more per hundredweight than the cash market offered for the same month. Having a positive experience with put options will likely encourage producers to utilize this tool again.



- In a survey conducted this past year of producers participating in workshops showed a big jump in knowledge of (1) the historical average and top third price for each month, (2) milk price basis, (3) how a written marketing plan can improve my management's decision-making, and (4) the parts of a marketing plan.

Some individual comments included: "I am more accurate on determining my cost of production." "I think it was great. I needed the costs of production and was able to get that here." "This should make me more profitable."

Others commented on what they will do as a result participating in this risk management program: "I will watch the market trends more closely and frequently." "I may try to protect prices Jan-Apr 2003." "I will continue to contract milk, but now I know the prices I need."

- c. Source of funding. Smith-Lever Act funds and Rural Management Agency
- d. Scope of Impact. State Specific

## **Key Theme: URBAN GARDENING**

### **Extension-Trained Gardeners Fight Hunger**

- a. Brief description of the activity.

The National Food Research and Nutrition Center reported that 7.2 percent of Wisconsin residents are "food insecure." In other words, about one person out of every 14 does not get enough nutritionally adequate and safe food.

Master Gardeners, trained by University of Wisconsin-Extension, put their love of gardening to work to fight hunger by producing thousands of pounds of fresh vegetables for community food pantries and providing opportunities for low-income families to grow some of their own food.

- b. Short impact/accomplishment statements

- Last year, UW-Extension trained more than 750 new Master Gardeners; the number of active Master Gardeners was about 1,100 statewide. These volunteers contributed 74,750 hours to service projects in 2002.
- Community food pantries all over the state received thousands of pounds of fresh produce. For example: in Kenosha County, gardeners produced and donated more than 3,000 pounds of food and in St. Croix County, pantries received 1,490 pounds of fresh vegetables.
- In Rock County the community corrections program had a one-acre garden. The inmates had a positive educational experience maintaining the garden. The garden produced over \$8,000 worth of vegetables used in the Jail Food Service. An additional 1500 pounds of produce was

donated to area food pantries. Inmates took a great deal of pride in their garden. A quote from one inmate summed up the experience, "It was nice to see people wave and beep their horn when they drove past. People could see we were doing something productive."

- c. Source of funding. Smith-Lever Act funds
- d. Scope of Impact. State Specific

**Key Theme: ANIMAL PRODUCTION EFFICIENCY**

**Building Efficiency in Cow-Calf Operations**

- a. Brief description of the activity.

Wisconsin has a beef cow-calf population that exceeds 200,000 head and could certainly support additional cows with our abundance of forages available. It is often said we waste more forage resources in Wisconsin than many states are capable of producing. This year the beef focus team focused on the economics of grazing and low cost effective cattle handling facilities through a series of on-farm training sessions. Two hundred forty seven (247) cow-calf producers with over 10,500 cows participated in the program.

- b. Short impact/accomplishment statements

- Over 75% of these producers made some changes in either grazing or handling facilities as a result of their participation. Most decreased the grazing interval to 6 days or less, some were stockpile grazing and others modified cattle handling facilities.
- Several commented on how they took a trip through their cattle handling facilities and looked at it as their cattle would see it. They eliminated spots that were either too light or too dark and now find their cattle walk right thru the system. One producer indicated he made a facility out of an old building that was not in use and now has a working corral, gathering alley and chute system for minimal cost.

- c. Source of funding. Smith-Lever Act funds
- d. Scope of Impact. State Specific

### **Multi State Efforts:**

1. Four State (Wisconsin, Minnesota, Iowa and Illinois) Dairy Programming efforts concluded another successful programming year. This year's focus was on applied dairy nutrition and management. The focal point of the effort was a 4-State Dairy Management Seminar held in Dubuque, IA, June 19-20, 2002 that drew 500 feed professionals. Planned for the coming year is a 4-State Applied Nutrition & Management Conference to be held in La Crosse, WI, July 9 and 10, 2003 and a 4-State Forage Conference to be held in WI Dells, WI, March 25-26, 2003.
2. *Wisconsin and Minnesota Ag Engineering Newsletter* was published four times during 2002. The newsletter reached professional agriculture engineers, county agriculture agents and others. The newsletter has been a successful venture bringing resources together from the two states that has saved time and resources. Plans remain the same for the coming year.
3. Dairy Price Risk Management video was a multi-state effort that includes Wisconsin, Illinois, California and New York that was completed this past year. The effort is the development of a video DVD that, through case studies, explains dairy price risk management. The video features four dairy producers from the different states and how they have managed dairy price risk. Videos have been edited for content and will be produced for distribution. The project will be completed and no additional efforts are planned at this time.
4. Minnesota Beef School is a distance education program that reaches into Wisconsin: Two Wisconsin agents advised Wisconsin participants in the Minnesota Beef Schools correspondence course. Seventeen individuals took the Animal Health course and 27 individuals took the Pasture Management course.
5. The Wisconsin-Minnesota Agricultural Weather Website emailed daily estimates of evapotranspiration to 102 people, 90 of whom were farmers, from May through October. These daily estimates of water use by vegetable crops allowed irrigation managers to schedule irrigation carefully, resulting in savings of energy and leaching of agricultural chemicals to groundwater.
6. Great Lakes Grazing Network, Grazing Dairy Financial Data project is an effort to gather financial data on grazing dairy farms under many different management practices. Participating states include: Illinois, Indiana, Iowa, Michigan, Missouri, Minnesota, New York, Ohio, Ontario, Pennsylvania, and Wisconsin. Addition of four more states is planned. These include: Massachusetts, West Virginia, Maryland and Vermont.

7. A consortium consisting of Extension and Research faculty and staff in Iowa, North Dakota, Minnesota and Wisconsin are integrating research, extension, and education activities to address issues associated with agricultural biotechnology. The research portion of the project examines determinants of product adoption, consumer behavior, industry response, product regulation, intellectual property rights, values influencing consumer and producer decisions, and producer and consumer attitudes' towards acceptance or rejection of agricultural biotechnology. Findings are being used in developing extension and educational materials for diverse audiences to help them understand the benefits and risks associated with agricultural biotechnology.

Budgeted: \$163,696

WISCONSIN'S EXTENSION ANNUAL REPORT OF ACCOMPLISHMENTS AND RESULTS FOR THE AGRICULTURAL RESEARCH, EXTENSION AND EDUCATION REFORM ACT (AREERA)  
FY 2002

**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 for FY 2002 include:

- In communities across Wisconsin, 1,316 local and/or state professionals and volunteers received direct or jointly sponsored Extension training in the area of food safety/quality.
- 45,600 educational contacts were made with individuals focused on safe food handling practices.
- 456 processors and regulators attended HACCP training targeted for meat, poultry, seafood, or juice processors; 305 attendees were processors representing 116 companies and 151 attendees represented 13 local, state, or federal regulatory agencies.

Total Expenditures:  
(By FTEs and Source of Funding)

	FTEs	Smith-Lever Act	State Match	FSNEP Match
Smith-Lever	2.00	\$23,559	\$178,210	--
EFNEP/FNP	9.03	\$72,200	\$377,055	\$377,055

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. Almost 46,000 educational contacts focused on safe food handling practices for youth, adults and seniors.

Food safety education is an integral part of the Wisconsin Nutrition Education Program (WNEP). We believe that education in proper food storage, handling, and preparation can result in changed behavior on the part of limited resource families. Our goal is to provide individuals with knowledge about safe food handling and storage practices so they will be better able to purchase, prepare and serve food that is safe to eat.

Our program efforts parallel efforts at a national level that are dedicated to reducing the incidence of food borne illness through the Fight BAC™! campaign. We utilize safe food handling messages that provide consumers with consistent, brief, and positive actions that they can take to reduce their risk of illness. We teach food safety lessons to children, youth and adults.

Sixteen WNEP projects participated in a statewide evaluation project to assess the impact of their programming in food safety. WNEP educators counties taught classes in safe food handling, preparation and storage to children, youth, and adults, that focused on 4 topics:

- Clean: Wash hands properly. Wash fruits and vegetables before consumption.
- Separate: Prevent cross-contamination. Clean cutting boards and utensils properly. Keep shoes and backpacks off counters and tables.
- Cook: Cook or reheat foods to proper temperatures.
- Chill: Keep milk and other perishable items cold; transfer hot leftovers to shallow containers for quick cooling in the refrigerator.

b. As a result of food safety education:

- Over 1100 children across the state participated in the food safety evaluation project, responding to various questions related to safe food handling and preparation. After a food safety lesson, 1093 children indicated that they would wash hands properly; 455 that they would keep milk cold; 431 that they would rinse fruits and vegetables before eating; and 727 that they would keep shoes and backpacks off counters. Overall, children across the state responded positively to food safety education.

Youth also responded positively to food safety education. Of the 590 youth across the state who participated in this project, a majority indicated that they would adopt, or continue, appropriate behaviors after a food safety lesson. 98% indicated that they would wash hands for 20 seconds after using the bathroom, petting an animal, or playing outside; 97% indicated that they would return a carton a milk promptly to the refrigerator; 89% indicated that they would cook or reheat foods properly; and 93% indicated that they would keep shoes and backpacks off kitchen counters.

- There is significant programming with low-income adults through WNEP, and 933 adults participated in a project to evaluate the effectiveness of food safety programming. Overall, adults responded positively to the following statements after a food safety lesson: I wash my hands with warm soapy water after I handle raw meat, fish and eggs (92%); I wash knives and cutting boards with hot soapy water after I cut up raw meat (85%); I cook hamburger to 160°F (78%); and I transfer hot food to shallow containers for quick cooling in the refrigerator (72%). Barriers to adoption of an appropriate food safety behavior were primarily linked not to a lack of understanding but to a resistance to change, especially in the area of chilling leftovers promptly. Programming within WNEP will continue to focus on transferring hot leftovers to shallow containers for quick cooling.

As an additional part of this evaluation project, 335 adults participating in WNEP programs across the state were surveyed before the food safety training to determine their knowledge of expected hazards related to food. Overall, 83% of adults surveyed indicated that contamination of food with harmful bacteria is a serious problem; 62% felt that food poisoning is a very common problem; and babies, senior citizens, and people who are already sick were correctly identified by 70% of adults as at increased risk from food poisoning. The foods most likely to carry harmful bacteria (raw eggs, and raw or rare meat) were correctly identified 70% of the time; while unpasteurized milk was recognized as a potential hazard by only 65% of adults; and quite surprisingly leftover casseroles was identified as a source of harmful bacteria by 61% of adults surveyed. Only 21% of adults surveyed linked fresh produce to harmful bacteria. The results of this statewide assessment will be instrumental in the development of appropriate food safety curriculum for WNEP.

Across the state, 2630 individuals participated in this evaluation project. The results of this evaluation indicate that educational efforts have been effective in increasing safe food handling and storage practices of Wisconsin WNEP participants, and thus may help decrease their risk for foodborne illnesses.

- 484 youth (12-17), pregnant women and parents with children reported that they have changed one or more behaviors related to handling food safely, since participating in the EFNEP program.
- 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 UW-Extension plays an integral role in providing training needed by Wisconsin food processing industries to implement HACCP mandated by federal and state regulatory agencies. Since 1995, the UW-Extension in partnership with the Wisconsin Department of Agriculture, Trade and Consumer Protection, and United States Food & Drug Administration, has delivered training to meat, poultry, seafood, and juice processors dealing with HACCP implementation, validation of HACCP Critical Limits, HACCP plan reassessment, controlling *Listeria monocytogenes*, sanitation, and other supporting programs. In addition, the UW-Extension has cooperated for 34 years with the US Food and Drug Administration in delivering mandated training in safely performing critical functions in plants packaging foods in metal cans, glass jars and laminated packages.
- b. In FY 2002, increased emphasis was placed on process validation as regulatory agencies enforced new pathogen-related performance standards and demanded scientific validation of Critical Limits used by processors. A total of 305 processors representing 116 companies and 151 attendees represented 13 local, state, or federal regulatory agencies received training. Extension personnel performed over 80 process validations and/or HACCP plan reviews for an estimated 60 meat, poultry, seafood, and juice processors in 2002. Laboratory-based studies to validate processing Critical Limits were initiated for three sectors of the meat industry.
- 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-State and Joint Activities**

Extension Specialists continue involvement in multi-state Extension activities focusing on education of consumers and food industry personnel. Safe handling of food at home is important in decreasing the risk of food borne illness, and this can be especially important for low-income households. But consumers often lack the basic skills and knowledge of how to handle, prepare and store food safely.

Extension specialists integrated within the College of Agricultural & Life Sciences at University of Wisconsin-Madison work collaboratively with personnel in Minnesota and Iowa. Specific collaborations with the University of Minnesota include the Better Process Control School (canning plant personnel), ice cream short course, and pasteurization short course. Collaboration with Iowa State University occurred in Seafood HACCP training and the continued marketing by the North Central Regional Aquaculture Center of fish processing training videos produced at Wisconsin.

Extension activities in the state are strengthened by applied research efforts. Continued evaluation of consumer food handling practices led to development of improved educational messages for clients. Research on the safety of applying non-composted cow manure as fertilizer in vegetable production, improved methods for evaluating the hygienic condition of ready-to-eat foods, improved processing of sprouted seeds and alternative processing techniques for apple cider allowed specialists to better address the needs of consumer, state and local government, and the industry.

The University of Wisconsin-Extension continues to partner with New York and Louisiana in the second phase/year of Food Safety at Home. Low-income families, enrolled in the Expanded Food and Nutrition Program (EFNEP) have been trained in five areas of food safety. Evaluation of behavior change is ongoing and will be disseminated in the future.

Budgeted: \$13,650

WISCONSIN'S EXTENSION ANNUAL REPORT OF ACCOMPLISHMENTS AND RESULTS FOR THE AGRICULTURAL RESEARCH, EXTENSION AND EDUCATION REFORM ACT (AREERA)  
FY 2002

**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 (WNEP) 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, as well as EFNEP families in counties.

Hunger and food insecurity are real problems for Wisconsin families. Statewide, approximately 510,000 people live in households that are food insecure – they do not have access at all times to enough food for an active healthy life. This means almost one out of every eleven Wisconsin households is food insecure. Low income families have alarmingly high rates of food insecurity (44 percent) and hunger (19 percent).

According to 2000 Census data, 8.7 percent of Wisconsin citizens and 10.8 percent of Wisconsin children live in poverty. In many more households, incomes are considered above the poverty line, but are still low enough to qualify families for government assistance programs such as food stamps and Badgercare health insurance. Statewide unemployment rates are increasing – 4.6 percent in 2001 compared to 3.5 percent in 2000. And emergency food providers, such as food pantries, report that demand is at an all-time high.

Food stamp participation is on the rise. While the percent of food stamp recipients declined by 18.6 percent between 1995 and 2001, there has been a significant increase in recent years. The increase was 20.2 percent between 1999 and 2001, and jumped 23.5 percent between February 2001 and February 2002.

Wisconsin continues to rank at the bottom nationally for participation in School Breakfast Programs. Thirty-nine percent of Wisconsin schools that offer lunch programs participate in breakfast programs. Only 23 percent of low-income students who receive school lunch also received school breakfast.

#### Documented Benefits:

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 496 coalitions and/or networks (such as Healthy People 2010, Childhood Nutrition Coalition, and Breastfeeding Coalitions).
  - During 2001-2002, WNEP provided community-based nutrition education programs in partnership with over 750 agencies, including public sector or government-funded agencies, private non-profits, schools, private sector agencies and others. WNEP entered into over 1,000 agreements with those agencies with the common goal of providing nutrition education to food stamp-eligible individuals and families; half of the agreements led to in-kind matches in accordance with program guidelines.

WNEP is a major partner in the Wisconsin Nutrition Education Network, a statewide alliance of agencies working collaboratively so that low-income individuals and families receive consistent and effective nutrition messages. The Network sponsored a nutrition education campaign in 34 counties, promoting fruit and juice at breakfast to parents of young children eligible to receive food stamps. The campaign reached over 25,000 adults and children through group lessons, interactive displays and demonstrations. A majority of these participants reported that they intend to make behavioral changes as a result of what they learned. Over 217,791 people were reached via handouts, posters, menu backs, newsletters and newspaper articles.

- \$1,386,644 of resources were contributed as cost share 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. The 2002 conference focused on Nutrition and Alzheimer's Disease. This conference, Current Issues in Elderly Nutrition, involves partnership with University of Wisconsin-Extension, the University of Wisconsin-

Madison Department of Nutritional Sciences, the Institute on Aging, the Wisconsin Bureau on Aging and Long Term Care, and the Wisconsin Nutrition Education Network. More than 650 dietitians and community nutrition professionals attended the conferences over the past 4 years. This year, 96% of those completing evaluations reported learning information they plan to use in their practice as community nutrition professionals.

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.
  - 159,609 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.
  - 5,359 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.
  - 511 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.
  - 768 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.
  - UW-Extension WNEP improves access and increases participation in school meals. Free and reduced price school lunches and breakfasts, free summer meals and after school snacks provide nutritious meals for children that might not otherwise be receiving them.

Statewide, UW-Extension has helped facilitate the development of summer meal sites so that children can receive a nutritious meal when school is out. For example, Brown County WNEP identified the need for a summer breakfast program, and with program partners, makes it possible to serve over 600,000 meals at three sites. Due to its success, the Green Bay School Food Service continued the program in subsequent years, expanded it to also serve lunch, and now serves 32 sites around the county.

- UW-Extension conducts research to better understand the extent of food insecurity and hunger in Wisconsin, and characteristics of food insecure households.

UW-Extension conducted a survey to document the characteristics, economic circumstances, and employment barriers among food pantry clients. Results showed that 25 percent report having a long-term disability or health problem that limits their ability to work. 33 percent are employed, and 44 percent have at least one employed person in the household, yet only 18 percent of employed clients earn more than \$8/hour. This initiative has resulted in increased awareness about the nature of hunger and has led to a variety of concrete steps aimed at alleviating hunger.

- As an example of locally-based research, Waukesha County conducted a survey to better understand community needs related to food security. A key finding was that low-income residents wanted better access to fresh fruits and vegetables. In response, the Waukesha County Nutrition Coalition created a garden gleaning project. Results now available for 2001 indicate the program collected 17,142 pounds of fresh produce (a 206 percent increase over 2000), and donated it to food pantries and meal programs.
- UW-Extension enhances access to locally produced fresh produce through community gardens or farmers' markets, providing increased quantity and quality of nutritious food to low-income families.

The Hunger Task Force of LaCrosse, Inc. began an award-winning community garden to provide low-income families with fresh produce. The garden program is improving diets, saving money and teaching healthy eating. In the first four years of operation, 77,000 pounds of organic produce have been grown. Results now available from a 2000 survey of garden clients indicate 94 percent said the community garden increased their consumption of fresh produce, and families reported saving an average of almost \$9 per week on their grocery bills.

The Dane County Hunger Prevention Council created a south Madison farmers' market to reach an under-served population. The goals of the market were accomplished – WIC families and seniors were able to use their farmers' market vouchers, bringing more fresh fruits and vegetables home. Customers were able to talk with producers to learn about how the food was grown. Some of the vendors were from the neighborhood and were able to increase their income by selling at the market.

4. Individuals/families will manage their resources so they are healthy and well nourished.
  - A major goal of WNEP is to help limited resource families become more food secure by teaching them to track spending, manage food dollars and plan nutritious meals. Several evaluations were done to examine the impact of work.
  - After a lesson on using food stamps and other programs to put together a food budget, 83 percent of the 467 learners surveyed said they had learned something that would make it easier for them to get enough food or money for food.

- After playing a game on saving money when eating away from home, 87 percent of the 423 participants reported that 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, 99 percent of the 336 participants could name a nutritious low cost food that they would buy for their family.
- In the spring of 2002, two focus groups were conducted with limited-income men and women who had participated in a series of lessons on managing family food dollars. Questions were asked about what the participants were doing differently since participating in the lessons. Seventeen persons participated. When asked what they were doing differently since the lessons, participants answered: using a grocery list; planning ahead more frequently; purchasing fast food and carry-out food less often; looking for specials and using coupons more frequently; buying food in larger quantities when it is a better deal. Many of the participants said they had told friends and relatives about something they had learned in the classes.

More general results are as follows:

- 76,036 educational contacts focused on helping learners better manage their food dollars and plan and buy food for their families.
- 6,695 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.
- 16,300 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.
- 587 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.
- 247 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.
- 139 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	FSNEP Match
Smith-Lever	4.30	\$50,652	\$383,153	--
EFNEP/FNP	119.90	\$958,666	\$5,006,526	\$5,006,526

## Key Themes

### Key Theme: HUMAN NUTRITION

- a. According to the 2000 Census, 9 percent of Wisconsin citizens and 11 percent of Wisconsin children are in poverty. In many more households, incomes are above the poverty line, but are still low enough to qualify families for government programs such as food stamps. The recent economic downturn is contributing even more stress. Statewide unemployment rates continue to rise and use of emergency food sources, such as food pantries, is at an all time high. Food Stamp participation is also on the rise. In 2001, Wisconsin had 365,406 food stamp recipients – 7 percent of the population.
- b. During the fiscal year 2002, WNEP operated as 38 projects in 57 Wisconsin counties. WNEP educators reached 304,144 people during the year. Twenty-six percent of the participants were families with young children; 45 percent were school age youth; 15 percent were older adults; and 10 percent were adults between 18 and 65 years. Sixty-one percent of the participants were female and four percent had a disability. WNEP educators reached persons of many diverse cultural groups: 73 percent of participants were Caucasian, 11 percent African American, 8.5 percent Hispanic, 4 percent Asian, and 3.5 percent Native American. Educational programs were offered in a variety of settings using group sessions, learn-while-you-wait, lessons for individuals, and other strategies.

Over half of all WNEP educational contacts (152,072) focused on helping people choose more healthful food for themselves and their families, with special emphasis on eating fruits and vegetables, and selecting lower fat foods when eating away from home. Educators also taught lessons about choosing foods with less fat when eating in “fast food” restaurants.

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

### Key Theme: COMMUNITY FOOD SECURITY

- a. The Wisconsin Nutrition Education Program (WNEP) works in local communities to provide nutrition education to low-income families – those families that receive or are eligible to receive food stamps. Educational programming related to food security is

provided on the individual level (such as by teaching families how to stretch food dollars), and at the community level (such as by convening a local hunger task force).

b. Selected Local Projects and Impacts

- 21 counties had active hunger prevention councils, often convened by UW-Extension. The existence of an active hunger prevention council demonstrates a community commitment to better understand and address food security issues. For example, in Pierce County, the hunger prevention council was formed as a result of a grant written by the UW-Extension Family Living Agent and the Public Health WIC Director. Recent efforts have resulted in approximately 3000 pounds of donated venison being distributed to more than 800 individuals and families along with nutrition, food preparation and storage information; and an additional TEFAP (Temporary Emergency Food Assistance Program) site being established in Spring Valley, a small rural town in the eastern part of the county.
- At the state level, UW-Extension contributes as an active member of the Wisconsin Food Security Consortium. Accomplishments in 2002 include partnering with the Department of Health and Family Services to create an online, interactive tool for identifying local resources and gaps in service for the food stamp eligible population; creating an annual Hunger Report Card designed to report on the state of hunger and food insecurity in Wisconsin; and examining federal and state policies in improve capacity to distribute emergency food.
- UW-Extension WNEP provides poverty awareness education and training on strategies for working with low-income audience.

A program designed to develop skills for working with families in poverty has been implemented in Wisconsin, training 76 people to conduct programs and reaching over 700 people. Trainers have reported significant increases in participant knowledge and understanding of issues of generational poverty, as well as identification of skills needed to work more effectively with families in poverty.

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

d. Scope of Impact: State Specific

Key Theme: FOOD RESOURCE MANAGEMENT

- a. According to 2000 Census data, 8.7 percent of Wisconsin citizens and 10.8 percent of Wisconsin children are in poverty. In many more households, incomes are considered above the poverty line, but are still low enough to qualify families for government



assistance programs such as food stamps and BadgerCare health insurance. The recent economic downturn is contributing even more stress. Statewide unemployment rates continue to rise – 4.6 percent in 2001 compared to 3.5 percent in 2000. And use of emergency food sources, such as food pantries, is increasing. Second Harvest Food Bank of Southern Wisconsin reports an all-time high distribution in October 2001.

County-based Wisconsin Nutrition Education Program (WNEP) Coordinators and Extension Educators develop and facilitate education programs in local communities to meet a variety of community needs, and are therefore well-suited to assist communities as they seek to address poverty issues.

- a. Throughout Wisconsin, UW-Extension has facilitated 13 local awareness raising programs reaching over 800 people, using the ROWEL Poverty Simulation, a program created by the Reform Organization of Welfare (ROWEL) Education Association of Missouri. This welfare simulation experience is designed to help participants begin to understand what it might be like to be part of a typical low-income family trying to survive from month to month. In a simulation, participants are put in the position of role-playing a low-income family member with various resources and barriers scripted for them. For example, they may play a single mom with two kids, no cash, and very few assets. The simulation families move through a condensed “month” of poverty consisting of four, 15-minute weeks. Participants are generally staff or volunteers from agencies and organizations that serve low-income people. Sensitizing them to issues faced in poverty will presumably result in better understanding, and ideally changes in programming, that can benefit low income families.

This program clearly benefits local communities, playing an important role in increasing awareness about the situation for individuals in poverty. Survey results show striking increases in understanding of the difficulties and stresses faced by individuals in poverty. Participants express that the experience is an “eye opener”, and overwhelmingly say they are very satisfied with the experience and would strongly recommend it to others. Further, the simulation programs reach a large audience that works with low-income people.

Participants are motivated to do something more after the simulation. The experience provides a jumping off point for community action to address poverty issues. One community formed a network to meet and discuss resources and needs of people in poverty in their own community. Another community took the momentum gained from the simulation and conducted training to provide skill development to help staff work more effectively with low-income people.

Post-event participant surveys were administered and summary results were collected from seven counties, with a total of 563 respondents. These showed an increase in understanding of situations faced by low-income people. Each statement was rated 1=none, 2=little, 3=moderate, 4=quite a bit, 5=complete.

My understanding of the financial pressures faced by low-income families in meeting basic needs.

Before – 3.42  
After – 4.11

My understanding of the difficult choices people with low resources need to make each month when stretching limited income.

Before – 3.26  
After – 4.16

My understanding of the difficulties in improving one's situation and becoming self-sufficient on a limited income.

Before – 3.15  
After – 4.08

My understanding of the emotional stresses and frustrations created by having limited resources.

Before – 3.41  
After – 4.29

The positive and negative impacts of “helpers” on people with limited resources.

Before – 3.11  
After – 4.05

Focus group interviews were conducted three to 12 months after individuals had participated in the simulation to identify long-term impacts of participants in a poverty simulation. Findings include:

- The poverty simulation increased participants' awareness and understanding of the situation of individuals in poverty.
  - The poverty simulation changed the way individuals related to low income families.
  - The simulation experience did not usually lead to organizations making any changes to programs or policies to better meet the needs of clients/families.
  - Participants offered a wide range of ideas for “next steps” that could be taken in the community to address the plight of individuals in poverty.
- c. Source of Funding: Smith-Lever Act funds, State matching funds, and FSNEP matching funds
- d. Scope of Impact: State Specific

### **Evaluation of the Success of Multi-State and Joint Activities**

Dr. Susan Nitzke, Department of Nutrition Sciences, continues her leadership for research affiliated with a five-year multi-state Hatch and Extension project on Stages of Change and fruit/vegetable behaviors of young adults. She is the principle investigator for a complementary multi-state IFAFS project that applies Stages of Change and other constructs of the

Transtheoretical Model to a set of tailored newsletter-based interventions that is being extensively evaluated to determine the effectiveness of this approach in reaching economically disadvantaged young adults.

Dr. Larry Jones, CSREES/FSNEP National Program Coordinator, led efforts to develop FSNEP State Coordinator Core Competencies, FSNEP Logic Model Training and Impact Reporting. These efforts support increased quality of program delivery nationwide and CSREES efforts to promote a healthy, well-nourished population.

In December 2000, a committee was convened with the charge to develop a national evaluation framework that would provide a basis for the systematic gathering of information on a national basis. With two products nearing completion, that committee's work is almost finished. A Community Nutrition Education Logic Model has been developed with input from state partners, has been approved by FNS and CSREES, and will be made available for use on the national CSREES-FSNEP website ([www.csrees-fsnep.org](http://www.csrees-fsnep.org)) along with a Community Nutrition Education Logic Model web-based training that is undergoing final review.

Budgeted: \$48,364

WISCONSIN'S EXTENSION ANNUAL REPORT OF ACCOMPLISHMENTS AND RESULTS FOR THE AGRICULTURAL RESEARCH, EXTENSION AND EDUCATION REFORM ACT (AREERA)  
FY 2002

**GOAL 4: GREATER HARMONY BETWEEN AGRICULTURE AND THE ENVIRONMENT**

**Overview**

Wisconsin's agricultural community and rural landowners continue to strive to be environmental stewards and at the same time economically efficient. UW-Extension programs have been successful in bringing better management practices to the Wisconsin farm and rural community to reduce the impacts of agricultural production. The goal is to protect the quality of life in our rural communities.

Our educational programming has focused on improved management of nutrients and pesticides. The result of this education has been that farmers are not only reducing environmental impacts, they are saving money. Additional benefits also include improved management, as well as reduced regulatory pressure.

State and federal regulations requiring farmers to control residuals are increasing. With UW-Extension programs, these farmers will be in a better position to comply with new regulations and in an environmentally sound and cost effective manner. With land use pressures increasing on farm communities as well, better environmental management means better community relations.

Highlights

Programs emphasized the adoption of best management practices and development of nutrient and pesticide management plans by Wisconsin farmers.

The Agriculture and Natural Resources Nutrient Management Team with assistance from the Discovery Farms staff developed and trained individuals to deliver Nutrient Management Farmer Education Program. This nutrient management education is design to training farmers to develop their own nutrient management plans.

On-farm research conducted in cooperation with local county agents and statewide specialists showed the benefits of managing on and off farm nutrients. In one on-farm trail conducted on eight different farms showed that optimum nitrogen rates applied side-dress were about one-half the amount actually applied by most producers. Another looked at nitrogen rates on winter wheat both above and below recommended levels and subsequent yield and profit based on these nitrogen recommendations.

An effort by Extension agriculture agents and specialists formed the Professional Nutrient Applicators Association of Wisconsin (PNAAW). This group and Extension faculty and staff are working on a certification curriculum to help PNAAW members become certified nutrient applicators. Regional meetings will be conducted in Wisconsin to discuss the curriculum with applicators.

Benefits:

- Over 700 farmers gained knowledge about nutrient management practices because of attending farmer training session or through individual instruction.
- 219 farmers implemented nutrient management on 109,000 acres of crop land realizing an increase in profits of about one-half million dollars
- better nutrient management practices resulted in a 35% reduction in excessive nitrogen application.
- 35 custom manure haulers adopted practices that improved their manure application precision.

Assessment of Accomplishments:

After year three of the five-year plan of work, teams have functioned well in developing and implementing education programs.

Total Expenditures:

(By FTEs and Source of Funding)

FTEs	Smith-Lever Act	State Match
42.25	\$497,686	\$3,764,697

**Key Themes**

Key Theme: NUTRIENT MANAGEMENT

a. Farmers in 18 Wisconsin counties participated in Wisconsin’s Nutrient Management Farmer Education Program. This jointly sponsored educational program links the Natural Resources Conservation Service with the Educational expertise of Extension agricultural agents in helping 219 farmers implement their nutrient management plans.

b. Impacts

- 50 percent calibrated their manure spreaders within one year of training.
- 90 percent of the farmers in the program are implementing some or all of their nutrient management plan.
- This program fosters interagency collaboration among UW-Extension, the Natural Resources Conservation Service (NRCS), and Wisconsin Land Conservation Department staff.

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

Key Theme: PESTICIDE MANAGEMENT

- a. Improving pesticide management and use is an important issue being addressed by Cooperative Extension in Wisconsin. Our educational programs address the timing of pesticide applications, how to decrease insect and disease pressure, and how to be environmentally sensitive yet respect the need for on-farm profitability. Decreased pesticide application also reduces a potential threat to groundwater quality, while also decreasing the possible health impacts to producers. UW-Extension programs address pesticide management concerns associated with ag producers, commercial horticulture operations and private landowners.
- b. Impacts
  - Educational meetings and field days focused on the Wisconsin potato industry including the use of reduced risk pesticides and substituting lower risk materials for higher risk pesticides. Over 1,570 attendees at these meetings in Wisconsin learned about disease management strategies that included extended rotations, disease forecasting to time sprays, intensive IPM scouting to detect disease outbreaks, record keeping for long-term management of soil borne pathogens, substituting low risk for higher risk materials and resistance management programs. Outcomes from this program is a core set of growers who now carefully monitor the pounds of active ingredients of fungicide applied, the toxicity values of the materials applied, improved disease management, improved yields and improved crop quality. These growers hope to market potatoes grown under this program under an eco-label program with improved returns on their production investments.
  - Local school personnel were trained in proper Integrated Pest Management practices for the management of key disease, insect, weed and vertebrate pests. The results focus on improved pesticide use on school property. Approximately 200 school personnel were trained in the proper use of pesticides and basic concepts of IPM. A five-hour training video on school IPM was also produced and over 200 copies distributed to schools statewide. Participants include both public and private schools.
  - In Burnett, Sawyer and Washburn counties, six area greenhouse operators and three landscape companies gained knowledge about the control of disease, weeds and insect pests through proper identification and diagnosis and timely and appropriate use of IPM. Two of these businesses had been non UW Extension users prior to this year. Two of the businesses made changes in their pest control practices and recommendations.

- In Chippewa County 130 producers participated in workshops that taught crop scouting and pest identification. Eighty-five percent of those who attended rated the information as useful and indicated they intended to use the information to make pesticide management decisions.
- c. Source of Funds: Smith Lever Act and state matching funds.
- d. Scope of Impact: State Specific

### **Evaluation of Success of Multi-State and Joint Activities**

1. Tom Parslow, Fred Madison and Vance Haugen work with the North Central Sustainable Agriculture Research and Education Program (SARE) professional development program. The SARE professional development program reaches across all of the state in the North Central region. Collaborating across state has increased its viability and sharing of professional development efforts. One outcome is the development of a region wide evaluation model to be used to determine the impact of efforts. A three state professional development is being considered for the coming year
2. A multi-state professional improvement in soil health/ecology was initiated this past year. This first year was primarily devoted to planning. The effort will continue this next year with a major training being planned for July of 2003.
3. A conference for students of sustainable agriculture was conducted at the University of Wisconsin-Madison. The conference drew 170 students and faculty representing Ohio, Indiana, Michigan, Illinois, Iowa, Missouri, Kansas, Minnesota, North Dakota and Wisconsin. The effort will lead to the development of a student council to continue the dialog and planning for future student conferences. The initial project concludes July 1, 2003.

Budgeted: \$50,391

WISCONSIN'S EXTENSION ANNUAL REPORT OF ACCOMPLISHMENTS AND RESULTS FOR THE AGRICULTURAL RESEARCH, EXTENSION AND EDUCATION REFORM ACT (AREERA)  
FY 2002

**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, three faculty/staff work teams have created statewide program and evaluation plans. County and community based programs are underway.

**Documented Outcomes:**

- 515 youth actively participated as a member of a community committee, public board or judicial body
- 264 youth interacted directly with public policy makers around community issues
- 333 youth initiated new action on a community issue
- 404 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	\$154,312	\$1,167,279

**Key Theme: OTHER - CIVIC CAPACITY BUILDING**

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.

Vernon County's Teen Court hands out community service as one aspect of restorative justice for each case. The offender must design the service, make the contacts, fill out the reports and keep



in touch with the Teen Court Coordinator. Almost 95 % of the offenders complete their community service.

The City of New Berlin and the City of Muskego, continue to engage "appointed" youth representatives with community elected officials in addressing local policies. Youth on the City of Muskego Youth Advisory Board passed 3 "Resolutions" that officially shared their comments on local community issues. They shared support for a "community recreation center," support for a proposed city-school athletic complex, and have been active in supporting the development of a "teen court" for the City.

The coalition of Menominee Indian School District and the Literacy Council realized that many Menominee high school dropouts wished to return to school for a high school diploma but did not want to return to classrooms with much younger students. An Alternative Degree program was designed and accepted by most employers that allowed these students to get credits from life experiences. Sixteen youth participated in the first planned sessions.

Since the Iowa County Tobacco Coalition formed, the number of smoke free restaurants in Iowa County has grown from 9 to 24. An anti-smoking billboard contest is held annually for 5th or 6th grade students. Two winning billboards are on display for three months. Smoke free bowling has been offered one night per month at the Dodgeville Bowling Alley in 2002. Beginning in late 2002 two bowling alleys now offer smoke-free bowling and one will be offering two Friday nights per month for youth to bowl smoke free. The most recent youth survey also showed a decrease in 12th graders smoking daily from 33% in 1998 to 16% in 2001. This same survey demonstrates that 91% of youth with 16-19 youth development indicators do not smoke.

The YMCA, 4-H, public and private schools in Door County and the Volunteer Center of Door County have joined forces to develop and teach a 7 week session for youth on preparing them for serving on adult boards. Fifteen youth have participated throughout the course. In addition, meetings have been held with agencies and government officials who may be interested in having youth as part of their decision making body. The end goal is for youth to be placed with an agency or government body that is looking for youth input.

### **Multi-State 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 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.

Budgeted: \$36,484

## 2. Stakeholder Input Process

WISCONSIN'S EXTENSION ANNUAL REPORT OF ACCOMPLISHMENTS AND RESULTS FOR THE AGRICULTURAL RESEARCH, EXTENSION AND EDUCATION REFORM ACT (AREERA)  
FY 2002

**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

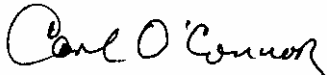
**U. S. Department of Agriculture**  
**Cooperative State Research, Education and Extension Service**  
**Supplement to the Annual Report of Accomplishments and Results**  
**Multistate Extension Activities and Integrated Activities**  
 (Attach Brief Summaries)

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
<u>Goal 1</u>	<u>\$0</u>	<u>\$50,573</u>	<u>\$163,696</u>	<u>          </u>	<u>          </u>
<u>Goal 2</u>	<u>\$0</u>	<u>\$ 7,083</u>	<u>\$ 13,650</u>	<u>          </u>	<u>          </u>
<u>Goal 3</u>	<u>\$0</u>	<u>\$13,940</u>	<u>\$ 48,364</u>	<u>          </u>	<u>          </u>
<u>Goal 4</u>	<u>\$0</u>	<u>\$66,937</u>	<u>\$ 50,391</u>	<u>          </u>	<u>          </u>
<u>Goal 5</u>	<u>\$0</u>	<u>\$36,484</u>	<u>\$ 36,484</u>	<u>          </u>	<u>          </u>
<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<u>Total</u>	<u>\$0</u>	<u>\$175,017</u>	<u>\$312,585</u>	<u>          </u>	<u>          </u>

  
 Carl O'Connor, Dean and Director  
 2/28/03  
 Date



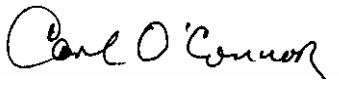
## 6. Integrated Research and Extension Activities

**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>	<u>\$500,000</u>	<u>\$500,000</u>	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
<b>Total</b>	<u>\$0</u>	<u>\$500,000</u>	<u>\$500,000</u>	_____	_____

  
Carl O'Connor, Dean and Director

2/28/03  
Date