

# 2010 University of Wisconsin Extension Annual Report of Accomplishments and Results

Status: Accepted

Date Accepted: 07/14/2011

## I. Report Overview

### 1. Executive Summary

Wisconsin agriculture is a \$59.16 billion industry and provides 353,991 jobs. Agriculture remains a vital part of the economy in nearly all 72 Wisconsin counties, contributing both jobs and income. The economic impact varies by county - from Milwaukee County where agriculture contributes \$6 billion to the county's economy, to Iron and Forest counties where agriculture contributes \$7 million to each county's economy.

A new Wisconsin Cooperative Extension and University of Wisconsin-Madison study examines the economic impacts of agriculture at the county level. Researchers found that since 2006, overall employment connected to agriculture has remained relatively stable. In general, Wisconsin agricultural employment patterns have been somewhat buffered from the larger macro economy, and for the recent recession, agriculture actually provided a modest statewide cushion against employment problems. This research was done to help agricultural leaders make informed decisions that leverage Wisconsin's agricultural strengths. The study was made possible because of strong partnerships.

"This study clearly demonstrates the importance agriculture has on the economy of each county in the state and the state as a whole," said Ben Brancel, Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection.

About one in ten state residents works in a job related to agriculture, including farmers, farm employees, veterinarians, crop and livestock consultants, feed, fuel and crop input suppliers, machinery and equipment manufacturers and dealers, barn builders, agricultural lenders, employees in food processing businesses and all of the businesses needed to support the processing of products produced on the farm. Every job in agriculture supports an additional 0.89 jobs elsewhere in Wisconsin. The Economic Impacts of Agriculture in Wisconsin Counties study report is online at <http://www.uwex.edu/ces/ag/wisag/>.

Wisconsin Cooperative Extension county educators and state specialists at the University of Wisconsin-Madison, UW-Platteville, UW-River Falls, UW-Stevens Point and UW-Superior conducted strategic planning during 2007 to 2008, engaging more than 600 stakeholders from all 72 counties. Campus and county faculty and staff analyzed community issue statements to determine how to address emerging concerns. The needs identified through this process focused research and extension education for nearly 50 statewide self-directed teams.

The 2010 Wisconsin Cooperative Extension Annual Report of Accomplishments describes how statewide interdisciplinary teams provide research-based education and assistance to sustain and grow the state's vital agricultural economy - and the \$26 billion dairy industry at its heart - across the new NIFA priorities and 9 planned programs.

**Total Actual Amount of professional FTEs/SYs for this State**

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	91.0	0.0	2.0	0.0
Actual	148.5	0.0	0.0	0.0

**II. Merit Review Process**

**1. The Merit Review Process that was Employed for this year**

- Internal University Panel
- External University Panel
- External Non-University Panel
- Combined External and Internal University Panel
- Combined External and Internal University External Non-University Panel
- Expert Peer Review

**2. Brief Explanation**

Merit review is ongoing as statewide self-directed teams develop specifics for the duration of planned programs. At the state level, program area administrators review and oversee team programming. Teams co-chaired by campus and county faculty set the direction for their initiatives, complete a statewide team plan of work, develop research-based educational resources, and report progress toward planned outcomes.

Merit reviews are conducted jointly by team leaders, program directors, and multi-state and regional partners. Teams use reviewers' recommendations to improve program quality and relevance for the intended audience, and include review comments in annual accomplishment reports and plans of work.

UW-Extension Cooperative Extension curricula and publications are peer reviewed by research and extension faculty, government or industry colleagues and professionals as appropriate to the content, purpose and intended audience. Translations are also reviewed for cultural appropriateness and reading level. Scholarly peer review and cultural review assure the quality and relevance of educational materials and outreach scholarship.

At the county level, local programming addresses priority issues identified through strategic program planning. Local elected officials review county programs as part of their oversight of extension programming.

### III. Stakeholder Input

#### 1. Actions taken to seek stakeholder input that encouraged their participation

- Use of media to announce public meetings and listening sessions
- Targeted invitation to traditional stakeholder groups
- Targeted invitation to non-traditional stakeholder groups
- Targeted invitation to traditional stakeholder individuals
- Targeted invitation to non-traditional stakeholder individuals
- Targeted invitation to selected individuals from general public
- Survey of traditional stakeholder groups
- Survey of traditional stakeholder individuals
- Survey of the general public

#### Brief explanation.

Wisconsin Cooperative Extension initiates a multi-year planning process every five years. UW-Extension engaged in statewide 5-year planning during 2007 and 2008. This process is the primary, institution-wide effort to seek broad-based stakeholder input. Extension's program development model provides the overall framework for soliciting, analyzing, and summarizing stakeholder input. The model includes situation analysis, priority-setting, inputs, outputs, anticipated outcomes and evaluation planning. Cooperative Extension campus and county faculty and staff participate in regular grower, producer, consumer, network, agency, school, government, business and community coalition meetings to stay informed of key stakeholders' changing needs.

#### 2(A). A brief statement of the process that was used by the recipient institution to identify individuals and groups stakeholders and to collect input from them

##### 1. Method to identify individuals and groups

- Use Advisory Committees
- Use Internal Focus Groups
- Use External Focus Groups
- Open Listening Sessions
- Needs Assessments
- Use Surveys

#### Brief explanation.

Stakeholder identification and involvement were key components of Wisconsin Cooperative Extension's multi-year planning process. While county offices had latitude in tailoring their planning process to their unique needs, they were strongly encouraged to use methods that solicited feedback from their communities' diverse populations and from both internal and external stakeholders of Extension. Ongoing county civil rights reviews examine the methods used during the stakeholder identification phase and formulate recommendations intended to strengthen this aspect in future planning initiatives.

**2(B). A brief statement of the process that was used by the recipient institution to identify individuals and groups who are stakeholders and to collect input from them**

**1. Methods for collecting Stakeholder Input**

- Meeting with traditional Stakeholder groups
- Meeting with traditional Stakeholder individuals
- Survey of traditional Stakeholder individuals
- Meeting with the general public (open meeting advertised to all)
- Survey of the general public
- Survey specifically with non-traditional groups
- Meeting specifically with non-traditional individuals
- Survey specifically with non-traditional individuals
- Meeting with invited selected individuals from the general public
- Survey of selected individuals from the general public

**Brief explanation.**

Input has been gathered from diverse and under-represented audiences statewide through focus groups, interviews, listening sessions and case studies of youth-adult partnerships. When appropriate, teams develop culturally sensitive educational strategies; translate materials into different languages; and partner with agencies and groups representing the needs of under-served and under-represented populations. In addition, statewide team efforts must be viewed in relation to the local context, where all 72 of Wisconsin Cooperative Extension county offices have civil rights plans designed to reach the traditionally under-served.

**3. A statement of how the input will be considered**

- In the Budget Process
- To Identify Emerging Issues
- Redirect Extension Programs
- Redirect Research Programs
- In the Staff Hiring Process
- To Set Priorities

**Brief explanation.**

Results from stakeholder input identified priority issues. County issue statements were analyzed and summarized by types of capital, were reviewed by teams and presented at a planning summit in April 2008. This planning set direction for extension and research to address priority issues, is being incorporated into budget and staffing decisions through nearly 50 statewide self-directed teams, and will continue to shape team implementation and evaluation plans through 2011.

**Brief Explanation of what you learned from your Stakeholders**

Stakeholders from across Wisconsin's 72 counties identified more than 400 issues. An analysis of these issues identified the following themes:

Economic and Capital: Improve individual/family financial security; Increase business profitability; Improve conditions that support local economy.

Human and Cultural Capital: Life skills development; Optimal conditions for child development created; Family relationships enhanced; Physical needs met; Diverse populations gain social, economic power; Diverse perspectives positively influence community.

Natural Capital: Individual actions conserve, protect, and enhance natural environment; Healthier natural environment results from community action.

Social and Organizational Capital: Skills developed for community benefit; Organizations developed to benefit community; Citizens act to improve community.

IV. Expenditure Summary

<b>1. Total Actual Formula dollars Allocated (prepopulated from C-REEMS)</b>			
<b>Extension</b>		<b>Research</b>	
<b>Smith-Lever 3b &amp; 3c</b>	<b>1890 Extension</b>	<b>Hatch</b>	<b>Evans-Allen</b>
8763001	0	0	0

<b>2. Totaled Actual dollars from Planned Programs Inputs</b>				
<b>Extension</b>			<b>Research</b>	
	<b>Smith-Lever 3b &amp; 3c</b>	<b>1890 Extension</b>	<b>Hatch</b>	<b>Evans-Allen</b>
<b>Actual Formula</b>	4848733	0	0	0
<b>Actual Matching</b>	7424600	0	0	0
<b>Actual All Other</b>	0	0	0	0
<b>Total Actual Expended</b>	12273333	0	0	0

<b>3. Amount of Above Actual Formula Dollars Expended which comes from Carryover funds from previous</b>				
<b>Carryover</b>				
	3004070	0	0	0

**V. Planned Program Table of Content**

S. No.	PROGRAM NAME
1	Dairy
2	Nutrient Management
3	Community and Economic Development Preparedness
4	Downtown Vitality and Community Placemaking
5	Youth Voices in Community Action and Governance
6	Helping Youth Understand Agricultural Issues
7	Aging in Our Communities
8	Family Financial Education
9	Organizational Development
10	Food Safety
11	Global Food Security: Food Accessibility
12	Global Food Security: Food Availability
13	Climate Change
14	Sustainable Energy
15	Childhood Obesity

**V(A). Planned Program (Summary)**

**Program # 1**

**1. Name of the Planned Program**

Dairy

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

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

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	23.3	0.0	0.0	0.0
Actual	33.5	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
1222907	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
1834361	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

Wisconsin Cooperative Extension provides leadership for a variety of initiatives designed to increase the profitability and productivity of the state's dairy farmers. Common to these initiatives are interdisciplinary teams providing timely, research-based education and technical assistance. This report will highlight two such initiatives: farm management teams and farm succession planning.

Extension educators encourage dairy farmers to use management teams to improve the productivity and profitability of their farms. Management teams focused on various topics, including milk quality, herd health, farm succession, business planning, and modernization. The Dairy Management web site provided further assistance and information to dairy producers.

Recent research shows that few retirement-age farmers name a successor, write a will, or discuss with anyone their plans as to how someone will take over the farm. To assist farmers in planning for retirement, Cooperative Extension county agriculture agents and campus specialists developed and delivered comprehensive regional workshops on various topics, including financial considerations for retirement, farm business arrangements, dealing with death, divorce, disability, disaster and disagreement, tax considerations for farm transfers, beginning farmer business planning, and the importance of communication in farm transfers.

### 2. Brief description of the target audience

Across its initiatives designed to address the needs of the state's dairy industry, Cooperative Extension reached, in partnership with others, 82,694 adults in 2010. Of those reached through direct teaching methods, 98.4 percent were white, 0.7 percent Asian American, 0.2 percent African American, 0.1 percent American Indian, and 0.6 percent of other identity; 72.1 percent were male and 27.9 percent female; 4.3 percent were identified as Latino. Also, 10,534 youth enrolled in the 4-H Dairy Cattle Curriculum. Community partners and 719 volunteers trained made additional teaching contacts. This audience included producers, agribusiness professionals, agriculture service providers, 4-H youth, local elected officials and 2,500 Spanish-speaking dairy workers on 550 Wisconsin farms.

## V(E). Planned Program (Outputs)

### 1. Standard output measures



2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	82694	0	10534	0

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

**Patent Applications Submitted**

Year: 2010

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
Actual	72	79	151

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Dairy farmers will modernize to improve labor efficiency, economic efficiency and animal comfort.
2	Dairy farmers will make informed decisions about modernization.
3	Dairy farmers will implement dairy herd health management strategies based on UW-Extension recommendations.
4	Dairy farmers will implement improved dairy production management practices by adopting UW-Extension recommendations.

**Outcome #1**

**1. Outcome Measures**

Dairy farmers will modernize to improve labor efficiency, economic efficiency and animal comfort.

Not Reporting on this Outcome Measure

**Outcome #2**

**1. Outcome Measures**

Dairy farmers will make informed decisions about modernization.

Not Reporting on this Outcome Measure

**Outcome #3**

**1. Outcome Measures**

Dairy farmers will implement dairy herd health management strategies based on UW-Extension recommendations.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	800	921

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

For 2010, the Class III price for milk continued below the average cost of production in 8 of the first 11 months, prolonging severe economic stress among dairy producers. Each dairy farm has unique animals, management practices, and facilities that require specific management practices. As producers struggle to make management changes, how can they best cut production costs and reduce losses to stay in business? For example, both clinical and subclinical mastitis result in financial losses. Increased treatment costs and greater cull rates, reduced milk production, reproductive performance and longevity, and lower cheese yields are well-documented losses due to mastitis (Ruegg, 2003). In Wisconsin, milk production loss due to subclinical mastitis costs

about \$4 per cow per day (Rodrigues et al, 2005). Thus a typical 100-cow herd (33% with subclinical mastitis) loses about \$4,000 per month.

#### **What has been done**

The new Grow Wisconsin Dairy Farm Management Team program is a partnership among Wisconsin Cooperative Extension Center for Dairy Profitability and county offices, the Wisconsin Department of Agriculture, Trade and Consumer Protection, Department of Commerce, and Wisconsin Technical Colleges. This program provides funding in the form of grants and expertise to encourage farm owners to try the management advisory team concept. Management advisory teams are composed of veterinarians, nutrition and crop consultants, agricultural finance professionals, the farm owners and managers, and a county extension agent who serves as the team facilitator. Their objective is to help farm owners and managers discover ways to improve the productivity and financial sustainability of their farms.

In addition, the Dairy Management web site provides dozens of user-friendly decision aids and technical support to help producers, their veterinarians and advisors in critical areas of dairy farm management including feeding, reproduction, heifers, replacements, finance and environmental stewardship. These decision support tools are available from county extension offices and receive up to 100 views per day at: <http://dairymgt.uwex.edu>

#### **Results**

To date, \$130,000 in grants have been awarded to 65 Wisconsin dairy farms. These farms represent about 13,845 cows and -- using the USDA-NASS 2010 average milk per cow for Wisconsin of 20,650 pounds and a \$16.00 per hundredweight milk price -- \$45,743,880 in milk revenue. Approximately 250 agribusiness professionals and other farm stakeholders have committed to serve on the program's management advisory teams.

In 2010, farm management team suggestions led to changes such as increased milk production, decreased somatic cell count and increased premiums, decreased feed, labor and bedding costs, improved forage quality, barn renovation, specialized fresh cow facilities, improved calf management and health. Service providers and consultants indicated that they considered dairy management teams an effective way to improve communication, efficiency and profitability, and have referred other farms to the program.

#### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
307	Animal Management Systems
315	Animal Welfare/Well-Being and Protection
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation

#### **Outcome #4**

##### **1. Outcome Measures**

Dairy farmers will implement improved dairy production management practices by adopting UW-Extension recommendations.

## 2. Associated Institution Types

- 1862 Extension

### 3a. Outcome Type:

Change in Action Outcome Measure

### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	475

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

The 2007 Census of Agriculture reported that half of Wisconsin farmers who were identified as principal operators were 55 years old or older. Recent research in Wisconsin, Iowa, Pennsylvania, New Jersey, North Carolina and California shows that few farmers have identified a successor or developed farm business succession plans, nor have most discussed their retirement or succession plans with anyone. Further, farmers can no longer just draft a simple will to transfer ownership to their children. Successfully transferring the farm business to the next generation requires effort over a number of years, based on good planning and communication.

#### What has been done

Ten Cooperative Extension county agriculture agents and three campus specialists developed and delivered comprehensive regional workshops entitled Transferring the Farm in a High-Stakes Era, providing research-based tips and tools to more than 200 Wisconsin farmers in Jackson, St. Croix, Barron and Sauk counties. Individual counseling and five follow-up workshops delved into details for more than 150 farmers. Local agents continue to work with families to address specific needs in their farm transfer process. Wisconsin Cooperative Extension's Heart of the Farm and Annie's Project trainings reached 125 women farm owners with farm succession planning.

#### Results

Farm families who participated in the program gained skills necessary to make transferring the farm a smoother process and improved their ability to communicate farm transfer details with family members. Eighty-five percent plan to develop or modify a will or farm business arrangement as a result of attending the program.

Providing education to assist with the succession of farm businesses and the continuation of on farm jobs is extremely important to the state's economy. Agriculture's economic impact, measured by on-farm and food processing jobs is significant in these counties, most especially for Jackson and Barron Counties. In Jackson, Barron, St. Croix and Sauk Counties, on-farm and food processing businesses generates 2,543, 8,231, 3,605 and 4,731 jobs respectively. Agriculture in these counties generate business sales of \$321M, \$1,376M, \$533M and \$676M respectively. In Barron County agriculture employment accounts for 28.6% of all jobs in the county and in Jackson County agriculture accounts for 22.1% of employment.

#### 4. Associated Knowledge Areas

<b>KA Code</b>	<b>Knowledge Area</b>
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation

#### V(H). Planned Program (External Factors)

##### External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Competing Public priorities
- Other (Newer colleagues)

##### Brief Explanation

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

##### Evaluation Results

A comprehensive, in-depth evaluation study of Wisconsin Cooperative Extension's work with agricultural service providers was previewed in this report last year. Preliminary findings are described in the evaluation studies section of this year's report on Global Food Security: Food Availability.

##### Key Items of Evaluation

**V(A). Planned Program (Summary)**

**Program # 2**

**1. Name of the Planned Program**

Nutrient Management

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	50%			
133	Pollution Prevention and Mitigation	15%			
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants	15%			
601	Economics of Agricultural Production and Farm Management	20%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	11.6	0.0	0.0	0.0
Actual	14.0	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
443051	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
816077	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

The Nutrient Management Team leads the Nutrient Management Farmer Education (NMFE) program which in 2010 delivered workshops to 500 producers (mostly dairy) and secured funding for 200 of those most at risk. The team also led the initiative to refine nutrient management tools, including the Wisconsin Phosphorus Index (WPI), a runoff phosphorus assessment tool used for cropland management planning. In addition, the team also fosters professional practices among custom manure applicators by providing training for for-hire manure applicators and making them major partners in assuring regulatory compliance.

**2. Brief description of the target audience**

Across the initiatives designed to address the state's nutrient management needs, Cooperative Extension reached 19,525 adults through direct teaching methods in 2010, 96.1 percent were white, 0.3 percent Asian American, 0.2 percent African American, 0.1 percent American Indian, and 3.3 percent of other identity; 79.7 percent were male and 20.3 percent female; 3.1 percent were identified as Latino. Community partners and 70 volunteers trained made additional teaching contacts.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	19525	4032916	0	0

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

**Patent Applications Submitted**

Year: 2010

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Actual</b>	15	15	30

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}



**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Farmers will implement nutrient management strategies to reduce nutrient over application.
2	Acres of cropland and grazing land will be covered under a nutrient management plan based on UW-Extension training and recommendations.
3	Nutrient management strategy implementation will result in increased/enhanced farm profitability
4	Wisconsin agricultural professionals will develop skills and build professional credibility.
5	Applied research projects and on-farm demonstrations of nutrient management strategies will be used to improve UW-Extension nutrient management recommendations and educational programs.

## **Outcome #1**

### **1. Outcome Measures**

Farmers will implement nutrient management strategies to reduce nutrient over application.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Condition Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	2000	2560

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Local conservationists are identifying farmers who could benefit by learning nutrient crediting and basic requirements of the USDA Natural Resources Conservation Service 590 Nutrient Management Standard. Cooperative Extension, in partnership with the Wisconsin Department of Natural Resources, provides nutrient management education which meets the certification requirement for farm nutrient management plans.

#### **What has been done**

Interagency collaborations have been formed to deliver the Nutrient Management Farmer Education program locally and to secure funding for those most in need of nutrient management planning assistance. The program integrates educational programming and local conservation efforts. Local projects were led by teams that included Cooperative Extension county educators and nutrient management specialists, county NRCS and land conservation staff, and Wisconsin Technical Colleges staff. In 2010, NMFE provided \$100,000 in grants for 11 projects that delivered nutrient management training to 200 at-risk producers who farm more than 56,000 acres in 12 counties. Another \$250,861 of in-kind support was provided by counties and Technical Colleges.

#### **Results**

As a result of local NMFE workshops, more than 500 farmers in 28 counties increased their knowledge of research-based best management practices in 2010, a 93 percent increase over the 2004-2008 five-year annual average of producers who increased their knowledge. An estimated 86 percent of these farmers developed or helped develop a qualified nutrient management plan for their operation. Since 2000, an estimated 80 percent of the total 3,200 farmers trained in the program have developed, helped develop or updated a formal nutrient management plan that meets all local, state and federal regulations. Grant-funded NMFE reached many of those most at risk, including 46 Amish and Mennonite producers whose beliefs prohibited

computer use for Snap-Plus training, yet whose 8,400 crop acres are now covered by qualified nutrient management plans because hand-written training was provided to them.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
133	Pollution Prevention and Mitigation
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants

### Outcome #2

#### 1. Outcome Measures

Acres of cropland and grazing land will be covered under a nutrient management plan based on UW-Extension training and recommendations.

#### 2. Associated Institution Types

- 1862 Extension

#### 3a. Outcome Type:

Change in Condition Outcome Measure

#### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	550000	782000

#### 3c. Qualitative Outcome or Impact Statement

##### **Issue (Who cares and Why)**

Wisconsin farmers face increasing regulatory pressures due to agricultural nutrient non-point source pollution of water resources. Government agricultural programs, zoning, large farm licenses, state animal feeding operation permits and new farmland preservation tax credits as of 2010 all require farms to have nutrient management plans. Regulations aside, improving nutrient management practices can improve farm profitability while reducing harmful effects of nitrogen and phosphorus on water quality.

##### **What has been done**

The Nutrient Management Team researches and updates guidelines and software to help farmers credit nitrogen from legumes and manure to save fertilizer cost through maximum economic return on nitrogen fertilizer, and to prevent loss of nitrogen and phosphorus from fertilizers and manure to groundwater, lakes, streams and the atmosphere. Their revised (2010) Nutrient Management Farmer Education (NMFE) curriculum combines classroom instruction, individual consultation, and on-farm field trials to engage farmers in designing nutrient management plans they can understand and follow. One key revision, updated nitrogen rate guidelines for corn, was based on a vigorous protocol developed by extension specialist Carrie Laboski for assessing corn

yield response to nitrogen fertilizer.

**Results**

Since 2000, an estimated 80% of the total 977,500 acres farmed by the 3,200 producers trained by Wisconsin Cooperative Extension Nutrient management Farmer Education are now covered by a qualified nutrient management plan that meets all local, state and federal regulations. This indicates that as of 2010, at least 782,000 acres of cropland and grazing land are covered under a nutrient management plan based on Wisconsin Cooperative Extension training and recommendations. Nutrient management (NM) plan cost is about \$7 per acre for farmer time and effort. Thus, with 782,000 acres under NM plans as of 2010 due to Wisconsin Cooperative Extension, the farmer benefit values at least \$5.47 million. This value could easily be higher, depending on how much nutrient use decreases relative to current fertilizer prices, and does not include benefits due to improved water quality.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
133	Pollution Prevention and Mitigation
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants

**Outcome #3**

**1. Outcome Measures**

Nutrient management strategy implementation will result in increased/enhanced farm profitability

Not Reporting on this Outcome Measure

**Outcome #4**

**1. Outcome Measures**

Wisconsin agricultural professionals will develop skills and build professional credibility.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	0	437

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

In 2003, the Nutrient Management Team Custom Manure Applicators Subcommittee partnered with professional applicators, and with Illinois and Michigan extension colleagues, to create a multistate, multilevel manure applicator training and certification program. When an insurance company began requiring safety training of all contractors working on insured farms, this program met their requirements.

#### What has been done

Since it was formed in 2000, the Custom Manure Applicator Subcommittee has worked with agencies, stakeholders and professional applicators in Wisconsin and the Great Lakes region to foster professional practices by establishing and advising the statewide Professional Nutrient Applicators Association of Wisconsin (PNAAW) and partnering with the insurance industry to create market-based incentives (10 percent to 50 percent premium reductions) for professional applicators taking part in the training and certification. When training requests rose from an average of three per year to one per day in early 2010, the PNAAW board asked Cooperative Extension to offer additional Level 1 and 2 trainings. Team members responded by offering eight Level 1 sessions around the state, partnering with existing applicators and Fox Valley Technical College staff to reach new applicator firms.

#### Results

In 2010, 437 applicators completed at least one level of certification training. Wisconsin Cooperative Extension offered Level 2 training in Calumet County for more than 30 crew supervisors and business owners. Twice as many certified applicators were certified in 2010 as in 2009. Trained employees have been tested on the basics of spill response, safe application and Wisconsin regulations. This extension effort has produced significant benefits for both the industry and the environment. A fully trained employee understands the regulations farmers are under, and is better able to help the farmer meet the regulations. DATCP, DNR and local Land Conservation Districts report that farmers' manure management plans are more fully implemented because of the training program. The two primary insurance agencies working with the industry report that only two manure spill claims were filed in 2010. This low number indicates that while spills do occur, cleanup and restoration costs are low because spills are dealt with quickly before they become large and costly. Insurance companies report a trained applicator knows what steps to take and equipment to use to quickly contain and clean up a spill, spending \$4,000 to \$5,000. An untrained applicator creates a much larger spill that may contaminate a nearby stream, and spends \$10,000 cleaning up a spill, twice as much.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
133	Pollution Prevention and Mitigation
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants

## **Outcome #5**

### **1. Outcome Measures**

Applied research projects and on-farm demonstrations of nutrient management strategies will be used to improve UW-Extension nutrient management recommendations and educational programs.

Not Reporting on this Outcome Measure

### **V(H). Planned Program (External Factors)**

#### **External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Competing Public priorities
- Other (Newer colleagues)

#### **Brief Explanation**

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

#### **Evaluation Results**

##### **Issue**

Wisconsin farmers face increasing regulatory pressures due to agricultural nutrient non-point source pollution of water resources. Government agricultural programs, zoning, large farm licenses, state animal feeding operation permits and new farmland preservation tax credits as of 2010 all require farms to have nutrient management plans. Regulations aside, improving nutrient management practices can improve farm profitability while reducing harmful effects of nitrogen and phosphorus on water quality.

##### **Response**

The Nutrient Management Farmer Education (NMFE) curriculum is produced, evaluated and updated jointly by interdisciplinary Wisconsin Cooperative Extension Discovery Farms and Nutrient and Pest Management Program staff. The NMFE curriculum makes use of classroom instruction, individual consultation, and on-farm field trials to educate farmers on methods for improving nutrient management practices from both an economic and environmental perspective. The next step is to involve farmers in the design of their own nutrient management plans. To measure results, NMFE curriculum coordinators complete an annual survey.

##### **Results**

Survey results show continued increases in the number of Wisconsin NMFE-trained farmers compared to the 2004-2008 five-year annual average. During 2010, around 132,750 additional acres of Wisconsin cropland were planned-up 69 percent-by 3,200 NMFE-trained producers whose major agricultural enterprise was dairy. Data from 2000 to

2010 show that as a result of local delivery of NMFE workshops, more than 3,200 producers who farm around 977,500 acres in 51 counties have received education on nutrient management training based on Wisconsin Cooperative Extension field-tested recommendations.

**Key Items of Evaluation**

**V(A). Planned Program (Summary)**

**Program # 3**

**1. Name of the Planned Program**

Community and Economic Development Preparedness

**V(B). Program Knowledge Area(s)**

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development	100%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	10.0	0.0	0.0	0.0
Actual	14.3	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
423820	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
635730	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

1. Brief description of the Activity

The Community and Economic Development Preparedness and educators across the state provide research-based education and assistance in a variety of ways. While there are statewide initiatives, some of the most effective efforts take place at the community level over a period of time. Extension's presence at the local level is central to the effectiveness of this work.



**2. Brief description of the target audience**

Of 20,725 adults reached through direct teaching methods in 2010, 94 percent were white, 2.6 percent were American Indian, 2.4 percent were African American, 0.8 percent were Asian American and 0.1 percent were of other identity; 62.9 percent were male and 37.1 percent female; 1.8 percent were Latino. In 2010, community partners and the 4,461 volunteers trained made additional teaching contacts.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	20725	0	0	0

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

**Patent Applications Submitted**

Year: 2010

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Actual</b>	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Participants will increase awareness, knowledge and ability to use data and information about economic, social, natural, physical, or human trends and conditions, or community strategies to address key issues of community economic development.
2	Participants, organizations and communities will have increased or leveraged resources such as funding, in-kind service or volunteers.
3	Participants, organizations and communities will have adopted best practices as a result of the Extension educational program.
4	Organizations, governmental entities, businesses and communities will create, retain, or expand sustainable community economic, social or human opportunities for people.
5	Participants, organizations and communities will have increased partnerships and/or networks to address the issue: Community and regional economic development.
6	Participants, organizations and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed or practices changed to address the issue: community and regional economic development.

## **Outcome #1**

### **1. Outcome Measures**

Participants will increase awareness, knowledge and ability to use data and information about economic, social, natural, physical, or human trends and conditions, or community strategies to address key issues of community economic development.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	0	0

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Despite rapid changes in Crawford County's economy in the last decade, few economic development organizations exist in the county and most of these rely on volunteers. Lack of staff and resources has slowed the county's involvement in regional initiatives and partnership-based strategies. In Spring 2010 the county board learned that it would be allocated \$80,000 annually from the Ho Chunk nation as a reimbursement for holdings of native land. The board earmarked \$70,000 of this money for economic development. CNRED Educator Brown was asked to develop a plan for creation of an economic development corporation.

#### **What has been done**

In 2010 Brown worked closely with the Crawford County board to develop a needs assessment, to provide education about economic development corporations and strategies, and to assemble a steering committee of stakeholders. Brown prepared the "Crawford Economic Development Considerations and Needs" report, and this was presented to the city council, county board and economic development organizations. Brown identified stakeholders, convened a steering committee to guide the process, and created a timeline for forming an economic development corporation.

#### **Results**

Under Brown's guidance the Steering Committee created a mission statement, developed a three-year financial plan, and drafted a director job description and outreach plan. The steering committee is on target to reach their goal of hiring an executive director early in 2011. The county board has promised four additional years of funding to the organization. According to a survey, as a result of Brown's involvement in economic development, 82 percent of local economic development stakeholders "have worked collaboratively with other economic development stakeholders," 72 percent "better understand the local and regional economy," 73 percent "are

more aware of the activities of groups and organizations working in economic development," 64 percent "have made informed decisions that will have an impact on economic development," and 64 percent "have helped to create economic development goals for Crawford County."

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

#### Outcome #2

##### 1. Outcome Measures

Participants, organizations and communities will have increased or leveraged resources such as funding, in-kind service or volunteers.

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	0

##### 3c. Qualitative Outcome or Impact Statement

###### **Issue (Who cares and Why)**

Over the past 10 years the owner of Gilman Cheese Inc. and CNRED agent Albrecht have worked together to secure funding, resources and support for the purchase and gradual expansion of the now 70-employee dairy product business. This relationship sparked a November meeting regarding a proposed plan to double the size of the plant and add 25 new employees. The current plant building is land-locked with no way to expand it without using land from a village street and closing the street. The trust and confidence in the relationship allowed for frank discussion to identify all options and design an action plan for moving forward.

###### **What has been done**

Albrecht brought in the Wisconsin Department of Commerce. A Dairy Product Value Added Tax Rebate Program was identified and was initiated for approximately \$100,000 in tax credits to help pay for activities completed in 2010 and an additional \$150,000 for the major plant expansion to be completed in 2011 will be applied for. With Albrecht's ongoing relationships with community leaders, he quickly brought together the Gilman Village Board, Gilman Development Foundation, engineers, legal counsel, and the business owner to discuss options, and finalized plans for a late November groundbreaking. The plan was to abandon a portion of the village street, replace the sewer and water line in the same location, build the new building over the line with access points, use TID #2 funds and business funds to pay for the infrastructure costs (\$100,000).

### **Results**

As of December 23, 2010, the new sewer line is in place, footings and slab are poured. The building was fully under roof in March 2011 with completion of the plant addition in May 2011. With the increased production capacity Gilman Cheese will be able to meet product demand for confirmed orders. Because the Village of Gilman is an isolated small community (pop 425) and Gilman Cheese is an outstanding employer and corporate citizen (provides good benefits, a living wage and donates considerably to community causes) there is a waiting list of 40 persons competing for the 25 jobs. The total project will solidify long term contracts for their unique dairy products, and anchor the employer in the community for years to come. The plant expansion will cost approximately \$2 million dollars which helped stimulate building labor and equipment businesses in the area.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

### **Outcome #3**

#### **1. Outcome Measures**

Participants, organizations and communities will have adopted best practices as a result of the Extension educational program.

Not Reporting on this Outcome Measure

### **Outcome #4**

#### **1. Outcome Measures**

Organizations, governmental entities, businesses and communities will create, retain, or expand sustainable community economic, social or human opportunities for people.

Not Reporting on this Outcome Measure

### **Outcome #5**

#### **1. Outcome Measures**

Participants, organizations and communities will have increased partnerships and/or networks to address the issue: Community and regional economic development.

#### **2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Pierce County planned over a three year period (2007-2010) for the 2010 Farm Technology Days (FTD). This event is an educational and commercial farm exposition that moves throughout Wisconsin year to year, now in one county, now in another. Local governments are asked to contribute to the event in numerous ways, and therefore local elected officials need information to help them decide whether they want to host the event. Both private and public stakeholders requested information about the anticipated economic impact of the event in the greater Pierce County area. The statewide event was held in Pierce County two miles southeast of River Falls in July 2010.

**What has been done**

Greg Andrews, executive secretary of FTD, and Dr. David Trechter, UW-River Falls and UW-Extension Specialist, worked together closely to develop the Pierce County Farm Technology Days-2010 Economic Impact Survey. Andrews secured a 50/50 funding partnership with the WFTD General Manager and the FTD Executive Committee to conduct the study. Dr. Steve Deller-UW Madison and CNRED Educators Pete Kling, Patricia Malone and Andrew Dane volunteered as survey interviewers at the event. The UW-River Falls Survey Research Center also contributed significantly to the study.

**Results**

The Economic Impact Report was released December 3, 2010, and the results were provided to the next three counties scheduled to host the event (Marathon, Outagamie, and Barron) to aid in their planning, fundraising, volunteerism and community support. The report was also provided to Pierce County Board Chair Paul Barkla and River Falls City Administrator Scot Simpson. Stakeholders and citizens of Pierce County learned from the report that the event generated \$1.8 million in local economic impact and gave rise to 33 jobs and \$200,000 in additional local tax revenue, and that direct expenditures during the two-day event were \$800,000. The report will provide much-needed information to counties that might be interested in hosting FTD in the future.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

## **Outcome #6**

### **1. Outcome Measures**

Participants, organizations and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed or practices changed to address the issue: community and regional economic development.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Condition Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	{No Data Entered}	0

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Dane County Regional Airport (DCRA) serves residents and businesses of south-central Wisconsin. A lack of direct flights from the airport to major U.S. cities has posed a challenge for some local businesses. For example, Spectrum Brands noted that lack of direct flights to Madison was one reason it moved its headquarters to Atlanta. In November 2006 the Dane County Regional Airport received a request for proposals (RFP) from an anonymous airline looking to provide a nonstop route between Madison and Denver, Colorado. Several components of the RFP required Dane County Regional Airport to provide maps of the Dane County region, information on the area's demographics, and data describing the regional economy. Much of the necessary economic and demographic information was unavailable.

#### **What has been done**

Andy Lewis and Matt Kures, specialists with the Center for Community and Economic Development, met with officials from Dane County Regional Airport to determine their specific economic and demographic data needs. Matt Kures responded to these needs by developing a profile of maps, demographic data, and economic trends for the region surrounding Dane County Regional Airport. The profile also compared economic trends of the metropolitan area surrounding DCRA to those of competing metro areas throughout the Midwest.

#### **Results**

Frontier Airlines, the previously unnamed airline, announced in 2010 that it would begin flights between Madison and Denver on May 3. The information and maps compiled by the Center for Community and Economic Development will be used to respond to future RFP's and in other airline operations. The data in the profile has been updated on an annual basis between 2006 and 2010. The information in the analysis is also being provided to other economic development entities in the region, such as the Greater Madison Chamber of Commerce, to help them

understand economic trends in the Madison metro area.

#### 4. Associated Knowledge Areas

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

#### V(H). Planned Program (External Factors)

##### External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)

##### Brief Explanation

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

##### Evaluation Results

{No Data Entered}

##### Key Items of Evaluation

{No Data Entered}



**V(A). Planned Program (Summary)**

**Program # 4**

**1. Name of the Planned Program**

Downtown Vitality and Community Placemaking

**V(B). Program Knowledge Area(s)**

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development	100%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	5.0	0.0	0.0	0.0
Actual	1.9	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
57534	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
86301	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

1. Brief description of the Activity

The Downtown Vitality and Community Placemaking Team, county colleagues, and partners such as the UW-Madison Center for Community and Economic Development (CCED) and Local Government Center (LGC), provided research, educational resources, and facilitation expertise to help local community and business leaders, entrepreneurs, developers, and economic development professionals build on downtowns' diverse mix of uses to contribute to the local economy, promote sustainable development, and

support entrepreneurship. In 2010 they devised statistical benchmarks to measure economic activity in downtown Milwaukee, acquired Ford Foundation funds to renovate the Lac du Flambeaux Indian Bowl, developed up-to-date "principles of community placemaking" curriculum to deliver to community development professionals, and developed webinar presentations on downtown revitalization strategies for UWEX educators and others.

**2. Brief description of the target audience**

Cooperative Extension staff reached local chamber of commerce directors, business district executives, business operators, local officials, community development professionals and consultants, and other University of Wisconsin colleagues with their educational programs. Of 15,284 adults reached through direct teaching methods in 2010, 96.7 percent were white, 1.9 percent were African American, 1 percent were American Indian, 0.3 percent were Asian American and 0.2 percent were of other identity; 51.2 percent were male and 48.8 percent female. Of these, 2.7 percent (412) identified as Latino/a, who may be of any race. In 2010, community partners and the 14 volunteers trained made additional teaching contacts.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	15284	0	0	0

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

**Patent Applications Submitted**

Year: 2010

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Actual</b>	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}



**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Participants will increase awareness, knowledge and ability to use data and information about economic, social or human conditions, or community strategies to address key issues of downtown and business district revitalization.
2	Participants, organizations and communities will have increased or leveraged resources such as funding, in-kind service or volunteers.
3	Participants, organizations and communities will adopt best practices as a result of the Extension educational program.
4	Organizations, governmental entities, businesses and communities will create, retain, or expand sustainable downtown or business district economic, social or human opportunities for people.
5	Participants, organizations and communities will have increased partnerships and/or networks to address the issue: Community and regional economic development.
6	Participants, organizations and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed or practices changed to address the issue: community and regional economic development.

## **Outcome #1**

### **1. Outcome Measures**

Participants will increase awareness, knowledge and ability to use data and information about economic, social or human conditions, or community strategies to address key issues of downtown and business district revitalization.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	0	0

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

In the spring of 2010, the Downtown Milwaukee Business Improvement District #21 (BID21) approached the Center for Community & Economic Development (CCED) for assistance in developing a set of statistical benchmarks to measure economic activity in the downtown area. The benchmarking system envisioned by BID21 would provide data to help measure progress on business and economic development initiatives. The data were presented at the first State of Downtown Economic Forum on April 15, 2010, which would be attended by many of the City's business and community leaders.

#### **What has been done**

CCED staff (Ryan and Kures) collaborated with Edward McDonald (Milwaukee County community development educator) to develop statistical benchmarks. Contacts were made with various private and public organizations in the city to assemble current (2009) and prior year comparison data for the downtown area, including office market vacancies and rents, retail mix statistics, residential statistics on condos and apartments, lodging occupancy data, data on conventions and attractions, transit ridership, parking fees and so on. The data set was analyzed to identify key trends, which were presented to the Downtown Economic Forum.

#### **Results**

The statistical benchmarks benefited BID21 and downtown business leaders by pointing out current strengths—a more stable office market than in peer cities, a downtown lodging market outperforming the U.S., condo sales still at the 2005 level, and so on—in the downtown economy upon which to build economic development efforts in a difficult economic period. Approximately 200 business and community leaders attended BID21's annual meeting and State of Downtown Economic Forum. The data CCED provided was used extensively by BID21 in their presentation to educate participants about current economic conditions. A follow-up On Milwaukee news article

was then released highlighting some of the CCED data along with subsequent perspectives from the two gubernatorial candidates.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #2**

**1. Outcome Measures**

Participants, organizations and communities will have increased or leveraged resources such as funding, in-kind service or volunteers.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	0	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

From 1950 to 1975 the Lac du Flambeau Indian Bowl was one of the must-see tourist attractions in Northern Wisconsin. The bowl played a crucial role as a place where tribal communities could present its culture through powwows, storytelling and other activities. It was not uncommon to have anywhere from 1,000 to 1,500 individuals participating in these events during the summer. As the years have gone by, because of deferred maintenance, the Bowl has deteriorated to the point that a major renovation or new construction was required to bring the facility back to its glory days.

**What has been done**

The Lac du Flambeau Tribal UWEX Program collaborated with Northwood's Nii Jii Enterprise Community and the Lac du Flambeau Planning Department to contact the Ford Foundation to ask assistance in renovating the Lac du Flambeau Indian Bowl. The work group was informed that in order to be considered they must visit the community and facility to determine eligibility. Extension took the lead in setting up an educational tour and researching the community as a whole, focusing on community history, cultural perspectives, community capacity, staff capacity and downtown revitalization planning. In addition, a campus-based specialist developed a national architectural design contest to generate ideas for the Indian Bowl.

**Results**

After long consideration the Ford Foundation determined that the project was worth their investment. What makes this unique is this is the first time a tribal community has been awarded these resources. The grant is from Ford Foundation's Space for Change Planning and Pre-Development Grant in the amount of \$100,000 over two years to support site development, architectural planning, engineering, administrative and legal services as well as the strategic development of a capital campaign for the Lac du Flambeau Indian Bowl to create a unified Native Arts and Cultural Center. The facility will also integrate the existing George W. Brown Jr. Chippewa arts and culture museum and the Woodland Indian Art Center into the space.

County:Lac du Flambeau

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

#### Outcome #3

##### 1. Outcome Measures

Participants, organizations and communities will adopt best practices as a result of the Extension educational program.

Not Reporting on this Outcome Measure

#### Outcome #4

##### 1. Outcome Measures

Organizations, governmental entities, businesses and communities will create, retain, or expand sustainable downtown or business district economic, social or human opportunities for people.

Not Reporting on this Outcome Measure

#### Outcome #5

##### 1. Outcome Measures

Participants, organizations and communities will have increased partnerships and/or networks to address the issue: Community and regional economic development.

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Over the last 15 years, concepts such as new urbanism, traditional neighborhood design, livable communities, and community placemaking have emerged in the field of community planning. These concepts have not been translated into a framework or set of principles which community-based educators can use as they meet with and facilitate the work of local decision-makers.

**What has been done**

A member of the UWEX Downtown Vitality and Community Placemaking Team, developed 19 principles of community placemaking. These principles were derived from the research of leading planning scholars, refined through practice and application, and illustrated through images of quality places. This curriculum has been evolving for eight years. The core products of this curriculum include four versions of a PowerPoint presentation, a 40-page Professional Guide, and an image library with over 600 photos and illustrations. In addition an article was co-authored on the principles in the UWEX Center for Land Use Education's Land Use Tracker which was distributed to 1,000 people.

**Results**

A two-day in-service on the Principles of Community Placemaking was held in Madison on May 5 and 6 with 16 participants. The program included three segments: Walking Tour (Atwood Neighborhood), Context-Learning the Principles, and Experiential Learning-Applying the Principles in Practice. An extensive resource packet and DVD were provided. Educators have used the in-service resources to assist neighborhood planning (Waukesha), economic development (Lincoln and Winnebago) and to enhance First Impressions assessments (Jefferson and Sauk).

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

**Outcome #6**

**1. Outcome Measures**

Participants, organizations and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed or practices changed to address the issue: community and regional economic development.

**2. Associated Institution Types**



- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

As the economy demonstrates some signs of recovery, many communities see an opportunity to re-energize their downtowns. Lacking, however, is knowledge about sound basic strategies that almost any community can adapt to local downtown redevelopment.

**What has been done**

Using webinar technology, UWEX Specialists Chuck Law (LGC) and Bill Ryan (CCED) provided leadership in delivering a series of sessions in 2010 focused on specific tasks that participants could pursue to establish their downtowns as places for retail sales, housing, work, and entertainment. During each session, an expert in downtown revitalization presented information on a topic related to downtown placemaking, followed by a discussion at each webinar site. This format was designed not only to deliver information but to facilitate local networking and peer-learning. UWEX educators at 14 sites around Wisconsin facilitated the quarterly program. Between 5 and 15 participants at each site brought their community's issues, concerns and questions to each program. A website, e-newsletter ("Downtown Economics") and blog site provided additional resources.

**Results**

Approximately 125 participants attended each session statewide, including local chamber directors, business district executives, business operators, local officials, community development professionals and consultants. Following the March presentation on the effects of the economic downturn on local retail stores, a number of participants mentioned that they had become more aware of ways for businesses to reach new customers and adjust to their reduced spending habits. These programs increased participants' awareness about the subject matter. Survey respondents indicated they had increased their understanding from a 2.6 rating (on a 4-point scale) before the presentations to a 3.2 rating afterwards, and commented that they value the partnerships and professional relationships that have developed at local sites. Participants and program sponsors strongly urged the continuation of this series in 2011.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
608	Community Resource Planning and Development

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)

**Brief Explanation**

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

**Evaluation Results**

{No Data Entered}

**Key Items of Evaluation**

{No Data Entered}

**V(A). Planned Program (Summary)**

**Program # 5**

**1. Name of the Planned Program**

Youth Voices in Community Action and Governance

**V(B). Program Knowledge Area(s)**

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
806	Youth Development	100%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	10.0	0.0	0.0	0.0
Actual	8.2	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
239262	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
358894	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

1. Brief description of the Activity

The Youth Voices in Community Action and Governance Team helps provide Wisconsin youth with the chance to serve their community in various ways, such as by working in local government, serving on teen courts, and undertaking community projects through "service-learning" courses in school. In Kenosha County, for instance, the UWEX team helped to develop a Youth-In-Governance program in which young people participate in local government, serving on all nine Kenosha County Board of Supervisors committees. Similarly, UWEX educator Ela Kakde asked all seven high schools in Lafayette County to

invite interested students to participate in Lafayette County's first youth in governance program, and secured \$7000 in grant funding to purchase computers so students could develop multimedia social networking applications for government meetings, and could connect local citizens to their county government through the convenience of cyberspace. UWEX educators also trained youth and adult volunteers in supporting 20 of 41 Wisconsin teen courts where first-time misdemeanor offenders can appear before a trained jury of their peers. Finally, since 2007 Waupaca County 4-H youth development educator Connie Abert has secured \$20,000 annual grant funding to train 50 teachers in five school districts in "service learning" teaching techniques that help students learn by engaging them in community service projects.

**2. Brief description of the target audience**

Of 3,906 adults reached through direct teaching methods in 2010, 96.8 percent were white, 0.8 percent were African American, 0.6 percent were American Indian, 0.6 percent were Asian American and 1.2 percent were of other identity; 34.7 percent were male and 65.3 percent female; 0.7 percent were Latino. In 2009-2010, 7,079 youth enrolled in 4-H Citizenship and Civic Education. Community partners such as Boys and Girls Clubs and 649 trained adult and teen volunteers made additional teaching contacts.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	3906	0	7079	0

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

**Patent Applications Submitted**

Year: 2010

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Actual</b>	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Young people who reflect community diversity work in local groups to make decisions with consequences for the organization, community or public.
2	Communities, organizations, coalitions, and programs are strengthened by the involvement of youth in decision-making.
3	Skilled and experienced youth and adults are available for community decision-making and leadership roles.
4	Community organizations, coalitions, and government bodies improve practices and policies that support youth engagement.

## **Outcome #1**

### **1. Outcome Measures**

Young people who reflect community diversity work in local groups to make decisions with consequences for the organization, community or public.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Condition Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	1000	1295

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Data from a Kenosha County Search Institute survey in 2006 indicated that only 23 percent of youth perceived that their community values young people, and only 27 percent believed that youth were given useful roles in the community. These results were among the lowest to be found in similar national surveys. Youth leadership development is critical to long-term community sustainability in Kenosha County. Programs that teach leadership skills and build the self-confidence of young people help ensure capable, effective leaders for the next generation.

#### **What has been done**

Building on initial success and interest in a Youth In Governance program, UWEX staff worked with the Kenosha County Extension Education Committee to develop a program that empowers youth by letting them participate in local government. The goal was to bring youth voices to community issues and concerns while fostering development of confident, independent and motivated young leaders. Participating youth served on all nine Kenosha County Board of Supervisors committees. Burnett County added young people to their board in 2009, and Crawford, Langlade, Marquette, Rock, Douglas, Kenosha, Oneida, Washburn and Waupaca counties have created opportunities for youth to join county board committees and cast votes.

#### **Results**

For the 2009-10 Youth In Governance program, 122 youth were nominated, 27 interviewed, and 18 appointed to serve on all nine Kenosha County Board committees, making it the largest Youth In Governance program in Wisconsin. Here is the comment of one participant: "It truly has been a tremendous group from which I have gained so much confidence, knowledge, and invaluable experience." Another said, "From my experience in YIG, I have learned, enjoyed, and grown so much; I am walking away from this program with a positive and once-in-a-lifetime experience! I am proud of our county for having the Youth In Governance program, and I am excited to see its growth in the future."

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
806	Youth Development

#### Outcome #2

##### 1. Outcome Measures

Communities, organizations, coalitions, and programs are strengthened by the involvement of youth in decision-making.

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Condition Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	0	84

##### 3c. Qualitative Outcome or Impact Statement

###### **Issue (Who cares and Why)**

Rural Lafayette County suffers from a declining population base-young people are leaving and not returning. The emptying of small towns has been linked to adults who support the best and brightest young people who leave, but under-invest in those who stay. Lafayette County local government needs policies that reflect the changing community dynamic, for there is a disconnect between youth who interact through web-based social media and cell phone text messages, and public officials who do not communicate in these new ways. Yet county government officials expect the general public to engage in local government. Policy makers need to know the implications of changing demographics and need to include all voices in the decision-making process in order to create effective policies.

###### **What has been done**

Community resource development educator Ela Kakde worked with county supervisors and departments to incorporate youth perspectives into the decision-making process. With 4-H youth agent Jessie Potterton, Kakde asked all seven high schools to invite interested students to participate in Lafayette County's first Youth In Governance program; 26 students accepted. Kakde secured \$7,000 in grant funding to purchase computer equipment for students to use in developing multimedia social networking applications to connect local citizens to their county government through the convenience of cyberspace. Wisconsin Cooperative Extension asked youth representatives to conduct a survey of grades 9-12 in all seven school districts to assess what young people would need in order to be induced to stay in or return to Lafayette County. Under extension guidance, students wrote and administered the survey, and compiled the data.



**Results**

The survey represents a completely youth-driven endeavor that informs local government how to build a plan to retain youth in the county. Based on their results, the 26 youth are creating a county vision statement with recommendations on how local government can respond to current and future needs of young people. Youth were invited to present their survey results to the Darlington City Council, Argyle Planning Commission, the village of Blanchardville, and also to regional groups, including Wisconsin Rural Partners, CESA 3, Southwestern SBDC, and the Illinois Institute on Rural Affairs. Local newspapers published monthly columns from students about their experiences and their interactions in local government. A high school senior in Argyle said, "Since I plan to go into politics, this experience has helped me learn about how complicated government is. I never knew how much work went into surveys! But this survey shows I'm not alone in wanting things different. Maybe now people will listen."

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
806	Youth Development

**Outcome #3**

**1. Outcome Measures**

Skilled and experienced youth and adults are available for community decision-making and leadership roles.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	0	270

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Studies show powerful benefits to both youth and their communities when young people serve on teen court. As court costs of processing offenders continue to increase, the need to invest limited resources in effective crime prevention is more critical than ever. In counties where teenage jurors hear first-time misdemeanor cases of their peers, and then sentence the guilty by imposing educational sanctions, the individuals "sentenced" are far less likely to return to court for later offenses than those who appear in traditional courts and are simply charged a small fine-and thus far such "educational" teen court sentences have resulted in community service valued at an average of \$4,500 per county.

**What has been done**

Wisconsin Cooperative Extension educators are supporting 20 of 41 Wisconsin teen courts where first-time misdemeanor offenders can appear before a trained jury of their peers. Where traditional juvenile courts might simply impose a small fine, teen courts are empowered to create and "sentence" offenders with learning sanctions such as performing community service, attending classes relevant to their offenses, and writing apology letters to those they have wronged. The goal is to help them realize the consequences of making poor choices.

**Results**

Wisconsin youth jurors find this such a positive experience that some assign offenders to community service as teen court jurors. While one of every three youth offenders who appear in traditional juvenile court becomes a repeat offender, only one in ten of those referred to Wisconsin teen courts appears in court again for later offenses. In 2010, for instance, Lincoln County teen court heard 37 cases. Only 4 of the 37 cases heard were referred back to court for non-compliance. As a result of teen court, 93 percent of young offenders reported they have become more responsible and make more thoughtful decisions; 67 percent said they are now more careful in choosing friends; and 58 percent feel they have increased communication with their parents. All parents of young offenders said their child is a more responsible adolescent as a result of teen court.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
806	Youth Development

**Outcome #4**

**1. Outcome Measures**

Community organizations, coalitions, and government bodies improve practices and policies that support youth engagement.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	0	5

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

When youth serve their community everyone benefits. As community service is implemented in schools as a teaching technique, whole classrooms benefit. In 2008 the National Youth Leadership Council identified eight standards of service learning that help ensure a good learning experience for students.

#### **What has been done**

Since 2007 Waupaca County 4-H youth development educator Connie Abert has secured \$20,000 annual grant funding from the Wisconsin Department of Public Instruction to train 50 teachers in five school districts in using "service learning" as a teaching strategy. In summer 2010, Abert focused on training teachers to use this strategy for alternative or recovery classes in English and science (classes for students who failed their required classes during the school year). Forty-five students participated in summer school service learning experiences. English and science students went through similar processes, but chose their own issues, community connections and strategies. Science students focused on concerns about local natural areas, agreed as a team which concerns to address, interviewed local professionals or community partners about the concerns, developed communication about why the concerns are important, brainstormed and researched solutions, visited with more community partners working on this program, decided as a group which strategies to implement, planned the steps of their service experience, and determined what they had learned.

#### **Results**

Teachers who taught in the program reported that they had fewer discipline problems, better attendance, more classroom engagement and improved academic success compared to previous years. All students rated the summer school experience at the highest level (5 on a 1-5 scale). Students learned more "book stuff" than they had learned in other classes. They valued the partnerships they developed with adults. They felt their voices were heard during decision making. They liked the leadership roles they assumed. For many, this was their first leadership opportunity in school. They felt as though they had accomplished something important in their community.

#### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
806	Youth Development

#### **V(H). Planned Program (External Factors)**

##### **External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)

##### **Brief Explanation**

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

## Evaluation Results

Wisconsin Cooperative Extension works with county boards, city councils and their committees to include youth in government, and provides other community service opportunities for young people. Kenosha County asked for help in evaluating the quality of their Youth In Governance program, and state 4-H youth development specialist Matt Calvert invited county faculty in five participating counties to help develop an evaluation process. The group selected a mixed-method process to document impact of the program on youth participants, on adult board members and on communities. They hoped for results that would lead to program improvement.

## Key Items of Evaluation

Evaluation results indicated that youth participating in these programs had become more interested in becoming involved in politics, thought better of elected officials, and had a better understanding of public issues and government.

Both youth and adults have increased respect for each other as a result of this program. "The committee respects us a lot more than they used to," one youth member observed. Youth In Governance has proved to be invaluable in educating county board supervisors on youth assets and civic engagement.

Evaluation results are already helping improve and expand support for youth representation in local government. As a result of the evaluation, Kenosha County UW-Extension Cooperative Extension added a more significant orientation process for the 18 youth appointed to serve on all nine Kenosha County Board of Supervisors committees.

Washburn County educators reported that evaluation results helped them target a more demographically representative group of youth for their program, a program in which 14 high school students served with 21 elected officials on the Washburn County Board of Supervisors. Youth served on standing committees for one year and cast advisory votes. The Washburn County evaluation report was used in a presentation to Burnett County board members as evidence of the kind of impact they could expect if they initiated a similar program. As a result, Burnett County added youth to their board in 2009.

**V(A). Planned Program (Summary)**

**Program # 6**

**1. Name of the Planned Program**

Helping Youth Understand Agricultural Issues

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
315	Animal Welfare/Well-Being and Protection	20%			
711	Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources	20%			
806	Youth Development	60%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	7.0	0.0	0.0	0.0
Actual	9.7	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
272753	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
409129	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

Backed by Cooperative Extension campus specialists at UW-Madison, UW-Platteville and UW-River

Falls, interdisciplinary county faculty, staff and trained volunteers provide age-appropriate research-based educational programs (developing toolkits, curricula, and resources) to help youth understand agricultural issues and to help train a new agricultural workforce. Youth interested in agriculture learn the latest in meat animal quality assurance standards, meat animal ethics and best practices, tractor and machinery safety, animal handling safety, and crop production safety. One example of these learning opportunities: extension youth livestock specialist Bernadette O'Rourke established the Badger Livestock Judging Camp to increase the number of youth participating in judging and to improve their judging skills. Another example: Kewaunee County agriculture agent Aerica Bjurstrom gave her What The Judge Is Looking For presentation to 143 youth in seven counties—a session that helps future livestock producers understand how live animals and carcasses are evaluated. A third example: to make Farm Technology Days a more valuable and enjoyable learning event for young people, Pierce County 4-H youth agent Frank Ginther partnered with others to fund, plan, organize and recruit presenters for a youth tent and performance stage for teenagers, a family farm adventure tent for pre-teens, and an outdoor demonstration arena.

**2. Brief description of the target audience**

Of 3,906 adults reached through direct teaching methods in 2010, 96.8 percent were white, 0.8 percent were African American, 0.6 percent were American Indian, 0.6 percent were Asian American and 1.2 percent were of other identity; 34.7 percent were male and 65.3 percent female. Of these, 0.7 percent were identified as Latino. In 2010, community partners and 649 volunteers made additional teaching contacts. During 2009-2010, 43,228 youth enrolled in 4-H crops and animal science projects, and 166 earned Tractor and Machinery Safety certification. Spanish-speaking youth were reached through bilingual dairy worker newsletters.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	3906	0	43228	0

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

**Patent Applications Submitted**

Year: 2010

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Actual</b>	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- Community partners such as Future Farmers of America, Boys and Girls Clubs and trained 4-H volunteers make additional teaching contacts to those projected in the standard outputs table.  
Not reporting on this Output for this Annual Report

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Participants will become aware of environmental and biological issues in agricultural production and coexistence with today's society.
2	Participants in agriculture-related projects will develop life skills such as organization and communication, and engage in positive use of time.
3	Participants will understand and be able to articulate the reasons for certain types of care, management and production of their projects.
4	Participants will recognize and explore career and business opportunities in Agriculture and related fields.



**Outcome #1**

**1. Outcome Measures**

Participants will become aware of environmental and biological issues in agricultural production and coexistence with today's society.

Not Reporting on this Outcome Measure

**Outcome #2**

**1. Outcome Measures**

Participants in agriculture-related projects will develop life skills such as organization and communication, and engage in positive use of time.

Not Reporting on this Outcome Measure

**Outcome #3**

**1. Outcome Measures**

Participants will understand and be able to articulate the reasons for certain types of care, management and production of their projects.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	300	243

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

In 2010, 7,251 Wisconsin 4-H youth enrolled in beef, sheep and swine projects, many of them in multiple projects with the goal of producing a quality meat animal. Most can learn about fitting and grooming their animals through Wisconsin Livestock Breeders Association show camps. However, little time is spent on judging or selection evaluation, nor can youth from counties without traditional judging programs receive such training. It was apparent that youth needed more guidance when delivering and preparing oral reasons to judges. Understanding exactly what the judge is looking for is often difficult for youth new to livestock projects.

**What has been done**

Two Wisconsin Cooperative Extension youth programs addressed this need. Bernadette O'Rourke established the Badger Livestock Judging Camp to increase the number of youth participating in judging and to improve their judging skills. The program covers the basics of selecting and breeding of beef, sheep, and swine. Youth learn how to present oral reasons, then have fun practicing giving reasons. Kewaunee County agriculture agent Aerica Bjurstrom gave her What The Judge Is Looking For presentation to 143 youth in seven counties. This learning session helps future livestock producers understand how live animals and carcasses are evaluated, which factors influence carcass quality and retail cut yield, and how to identify retail cuts based on color, size, and presence of bone.

**Results**

The 100 participants in Badger Livestock Judging Camp learned the basics of placing classes and giving oral reasons, and they gained confidence and self-esteem as they improved their communication and decision-making skills. Summer 2010 judging coaches and officials observed that camp graduates had improved in their delivery of reasons, and that they grasped judging concepts better than in the past. What the Judge is Looking For benefited parents as well as the 143 youth who attended the sessions. In follow-up conversations, a participant said, "I didn't understand why my steer did just okay at the fair, but in the carcass show a lot better. This program explained why my animal placed where he did." Another said, "This was cool, it was good to learn what my lamb was being judged on."

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
315	Animal Welfare/Well-Being and Protection
711	Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources
806	Youth Development

**Outcome #4**

**1. Outcome Measures**

Participants will recognize and explore career and business opportunities in Agriculture and related fields.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	0	0

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Nearly one in 10 Wisconsin residents works in a job related to agriculture. These include farmers, farm employees, veterinarians, crop and livestock consultants, feed and fuel suppliers, food processors, machinery manufacturers and dealers, barn builders and agricultural lenders. Agriculture is big business in Wisconsin, but young people and adults often lack first-hand information about possible careers in agriculture.

#### What has been done

Pierce County and Wisconsin Cooperative Extension hosted the 2010 Wisconsin Farm Technology Days, an event that showcased agriculture and related industries. Trained volunteer youth tent presenters provided resources for thousands of youth and adult visitors who stopped to ask questions and discuss career opportunities. Pierce County 4-H youth agent Frank Ginther partnered with youth committee leaders, agriculture and arts teachers and 4-H volunteers to fund, plan, organize and recruit presenters for a youth tent for teenagers, a family farm adventure tent for pre-teens, and an outdoor demonstration arena.

#### Results

The 2010 Farm Technology Days youth tents provided three days of experiential education for several thousand future farmers and their families. More than 250 volunteers took part as trained facilitators for youth tent and arena programs, attracting youth and their families from among 50,000 county, state and regional visitors. Evaluation data were collected in a leadership survey and a video interviewing volunteers and participants: 80% of the 30 main youth tent presenters and 40 arena and family farm adventure tent presenters described program impact in the video interviews, and 75% of committee chairs responded to the survey. Volunteers and committee members reported high satisfaction with their years of planning and effort, and many new relationships formed. Funds raised from this effort are being re-invested into community youth organizations. Further observation and surveys will monitor how these groups use Farm Technology Days funds for program development.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
806	Youth Development

### V(H). Planned Program (External Factors)

#### External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)

#### Brief Explanation

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

**Evaluation Results**

**Key Items of Evaluation**

**V(A). Planned Program (Summary)**

**Program # 7**

**1. Name of the Planned Program**

Aging in Our Communities

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
801	Individual and Family Resource Management	40%			
802	Human Development and Family Well-Being	40%			
805	Community Institutions, Health, and Social Services	20%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	2.8	0.0	0.0	0.0
Actual	3.3	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
108518	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
162776	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

The statewide Aging in Our Communities Team works to develop and evaluate research-based educational programs that address needs of those caring for Wisconsin's diverse aging population. The team offers a six-week "Powerful Tools for Caregivers" workshop series that helps caregivers cope with problems and stresses inherent in their work. Aging services in Kewaunee and Marinette counties turned to Wisconsin Cooperative Extension to conduct needs assessments and facilitate the process of developing a caregiver coalition. Community resource development educator Claire Thompson responded by conducting a "Caregiving in Kewaunee County" needs assessment, and CRD Educator Paul Putnam responded by helping Marinette County Elderly Services and Respite Care form a county-wide family caregiver coalition.

**2. Brief description of the target audience**

Of 3,250 adults reached through direct teaching methods in 2010, 95.5 percent were white, 1.5 percent were American Indian, 0.7 percent were African American, 0.3 percent were Asian American and 2 percent were of other identity; 71.4 percent were female and 28.6 percent male; 2.6 percent were Latino. Educational partners and 92 trained volunteers made additional teaching contacts.

Community-based professionals and volunteers work directly with family caregivers, who are defined (in the 2008 Wisconsin county government employee survey) as people who have provided at least one of the following caregiving responsibilities for an adult family member or friend in the previous six months: driving to appointments, assisting with home maintenance, grocery shopping, preparing meals, completing forms, assisting with bill payment, arranging meals or appointments, providing personal care, or arranging services for a long-distance friend or family member.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	3250	0	0	0

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

**Patent Applications Submitted**

Year: 2010  
 Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Actual</b>	2	0	2

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Caregivers are better prepared to make decisions related to their caregiving roles and responsibilities.
2	UW-Extension colleagues and stakeholders will understand the impact of an increasing aging population on their communities.
3	Individuals and families are better prepared to make decisions related to financial security in later life.
4	Caregivers/ participants increase their knowledge about being a family care provider.
5	Caregiver/Participants adopt family caregiver skills to assist them as a care provider.



**Outcome #1**

**1. Outcome Measures**

Caregivers are better prepared to make decisions related to their caregiving roles and responsibilities.

Not Reporting on this Outcome Measure

**Outcome #2**

**1. Outcome Measures**

UW-Extension colleagues and stakeholders will understand the impact of an increasing aging population on their communities.

Not Reporting on this Outcome Measure

**Outcome #3**

**1. Outcome Measures**

Individuals and families are better prepared to make decisions related to financial security in later life.

Not Reporting on this Outcome Measure

**Outcome #4**

**1. Outcome Measures**

Caregivers/ participants increase their knowledge about being a family care provider.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	{No Data Entered}	1950

**3c. Qualitative Outcome or Impact Statement**

### **Issue (Who cares and Why)**

Based on a 2009 national survey, it is estimated that 43.5 million people in the U. S. provide some level of care for an adult age 50 or older. According to this survey nearly eight in ten caregivers want more information on such topics as keeping a loved one safe at home, communicating more effectively with the care recipient and other family members, balancing work and eldercare, and managing caregiver stress (National Alliance for Caregiving and AARP, 2009).

### **What has been done**

UWEX staff have been involved in training more than 500 persons to lead at least one of four evidence-based curricula designed to provide caregivers with important information: Powerful Tools for Caregivers, Caregiving Relationships, Caregiving Near Life's End, and Elder Care and Work: Finding the Balance. Class leaders are now available to teach at least one of these curricula in nearly 90 percent of Wisconsin's 72 counties. To date, more than 7,000 family caregivers have received training. Twenty-one Powerful Tools for Caregivers courses were offered at locations in 15 Wisconsin counties in 2010.

### **Results**

Two hundred caregivers who took the Powerful Tools for Caregivers instruction assessed themselves in twelve areas both before and after taking the course. In all instances, average self-assessment ratings were significantly higher after participants had completed the course. When asked to describe how the course had impacted their lives, most participants offered positive comments such as this one: "It helped me personally to really see myself-where I am and how I've dealt with things in the past and now... it's given me tools I need to stay healthy and optimistic, and have a better future when life sends me more challenges."

## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
801	Individual and Family Resource Management
802	Human Development and Family Well-Being
805	Community Institutions, Health, and Social Services

## **Outcome #5**

### **1. Outcome Measures**

Caregiver/Participants adopt family caregiver skills to assist them as a care provider.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

U.S. Census data indicate that as of 2011 nearly 10,000 baby boomers are turning 65 years old every day, and that this age group will be nearly one-fifth of the population by 2030. Fifty-nine percent of family caregivers either work or have worked while providing care. Sixty-two percent of employed caregivers have had to make some adjustments to their work life, from reporting late to work to giving up work entirely (National Alliance for Caregiving and AARP, 2004). Older Americans Act Reauthorization Amendments of 2000 and 2006 established the National Family Caregiver Support Program, requiring local aging units to convene or join a family caregiver coalition or coordinating committee that provides support services to family caregivers.

**What has been done**

Aging services in Kewaunee and Marinette counties turned to Wisconsin Cooperative Extension to conduct needs assessments and facilitate the process of developing a caregiver coalition. Community resource development educator Claire Thompson conducted a "Caregiving in Kewaunee County" needs assessment. This assessment identified caregivers' need for emotional support, respite care, education, help finding services, help with tasks and transportation, and financial support. The assessment also identified a need for networking among service providers to help them make proper referrals for clients. The research provided direction to a budding caregiver coalition to address these needs. When Marinette County Elderly Services and Respite Care agency secured funding from the Greater Wisconsin Agency on Aging Resources, CRD Educator Paul Putnam helped them form a county-wide family caregiver coalition.

**Results**

The Kewaunee Caregiver Coalition has a strong core of volunteers and an agenda for change. The group plans to develop and implement a caregiver providers network, and also a community resource guide for caregivers with the Brown County United Way 211 Community Information Line. It has begun conversations with NEW Curative Rehabilitation, Inc., in Green Bay to start an adult day care/respite care program in Kewaunee County. The Marinette County Caregiver Coalition developed an action plan focusing on marketing and outreach. Grant requirements are being met. Coalition members represent 28 groups, agencies and associations from Michigan and Wisconsin.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
801	Individual and Family Resource Management
802	Human Development and Family Well-Being
805	Community Institutions, Health, and Social Services

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Economy
- Appropriations changes
- Public Policy changes
- Populations changes (immigration, new cultural groupings, etc.)

**Brief Explanation**

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

**Evaluation Results**

**Key Items of Evaluation**

**V(A). Planned Program (Summary)**

**Program # 8**

**1. Name of the Planned Program**

Family Financial Education

**V(B). Program Knowledge Area(s)**

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
704	Nutrition and Hunger in the Population	10%			
801	Individual and Family Resource Management	90%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	9.7	0.0	0.0	0.0
Actual	7.7	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
231128	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
346692	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

1. Brief description of the Activity

The statewide Family Financial Education and Management Team works with local partners to create community or regional public-private partnerships to address specific financial education needs identified by community residents, and to provide research-tested resources for training. In 2010 the team delivered family financial and tax education and youth financial education addressing the basics of

earning, spending, using credit, repairing debt, avoiding bankruptcy, saving, banking tax refunds, and improving money management practices. They reported working with community partners in 10 counties to teach middle and high school youth fundamentals of good money management through simulations that mimic the real-life economic choices people face every day. They also built capacity among community partners to provide free tax help for low-income families, and to educate low-income families on managing money to help them provide themselves with sufficient nutritious food.

**2. Brief description of the target audience**

Of 16,075 adults reached through direct teaching methods in 2010, 86.8 percent were white, 8.3 percent were African American, 1.7 percent were American Indian, 1.5 percent were Asian American and 1.7 percent were of other identity; 59.4 percent were female and 40.6 percent male; 2.9 percent were Latino. The 3,430 youth participants increased their financial literacy, and another 4,038 enrolled in the 4-H Consumer Science curriculum. Community partners and the 364 volunteers made additional teaching contacts. These data do not include participants in the SNAP-Ed program.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	16075	0	7468	0

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

**Patent Applications Submitted**

Year: 2010

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
Actual	0	4	4

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Participants will increase their knowledge of financial concepts and personal financial skills.
2	Participants will increase their use of positive financial practices.
3	Participants will sustain their use of positive financial practices.

**Outcome #1**

**1. Outcome Measures**

Participants will increase their knowledge of financial concepts and personal financial skills.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	3000	7468

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Young people urgently need basic financial survival skills. In 2006, the Wisconsin Department of Public Instruction estimated that 80 percent of state high school students held down jobs and nearly one-third had credit cards in their own name. Yet even many of those with jobs are unable to balance a checkbook or follow basic principles of earning, spending, saving and managing money. The Jump\$tart Coalition for Personal Financial Literacy reports that 52 percent of Wisconsin high school students failed a 2008 standardized financial literacy test. Schools teach math, but financial literacy skills are not required. The National Council on Economic Education advises that students can begin learning economics even earlier than high school, and that important progress can be made through active, personalized experiences in grades 3 to 5.

**What has been done**

In 2010, Wisconsin Cooperative Extension family living and 4-H youth development educators reported working with community partners in 10 counties to teach middle and high school youth fundamentals of good money management through simulations that mimic the real-life economic choices people face every day. Events had different names-such as Youth Money Smart College, Reality Daze, Reality Fair, Mad City Money, and Money Quest-but all featured learning about money by modeling real-life scenarios. Armed with mock jobs, paychecks, checkbooks, debit and credit cards and other props, young people found themselves facing real-life financial challenges. Trained adult volunteers stepped into roles as loan officers, bankers, merchants, salespeople and credit counselors.

**Results**

Nearly all middle, high school and at-risk youth participants surveyed reported that Wisconsin Cooperative Extension financial reality events increased their confidence in making decisions that deal with money, managing money in the "real" world, and setting goals. Trained adult volunteers made youth financial education events possible, providing opportunities for learning and



connections to careers, serving as role models and mentors. For example, in Richland County the family living educator coordinated reality simulations for five school districts with the Richland County Housing Partnership and 140 trained adult volunteers. Of 279 students participating, 240 completed a written survey at the end. They reported learning how much things cost (77 percent), how to set goals to manage money better (75 percent), and how career choice and income are closely related (71 percent). A majority reported that they increased their ability to plan for unexpected expenses (79 percent) and to create a budget (65 percent). Of students completing a 10-month follow-up survey, 85 percent reported that they now save regularly and 71 percent that they now compare prices when they shop.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
801	Individual and Family Resource Management

**Outcome #2**

**1. Outcome Measures**

Participants will increase their use of positive financial practices.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	1500	1336

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Taxpayers are struggling to make ends meet. Increasing home foreclosures (up 39 percent), evictions (up 7 percent), unemployment (up 50 percent), and plummeting retiree investments contributed to financial crisis for many in Dane County. IRS data indicate that in Winnebago County 1,800 persons received refund anticipation loans, and that another 3,400 received refund anticipation checks. The IRS uses the number of these checks and loans as a measure of need for free volunteer tax assistance (VITA) services. Tax assistance is part of financial literacy training. It encourages saving and sound money practices, and helps community members conserve their limited dollars by not having to pay a tax preparer. The VITA program helps clients claim all tax credits they are entitled to receive, and often secures refunds participants had not claimed on their own.

**What has been done**

Wisconsin Cooperative Extension family living and community resource development educators built capacity among community partners to provide free tax help for low-income families by growing and strengthening Volunteer Income Tax Assistance Tax Credit Education (VITA/TCE). County extension educators also recruited and managed volunteers, taught money management and nutrition, and coordinated referral services. All volunteers were required to complete the IRS Link & Learn online course and pass a test. Credit union VITA sites opened accounts for unbanked taxpayers to have their refunds deposited directly. This cut wait time and prevented taxpayers from using costly loans to access their funds.

**Results**

Wisconsin Cooperative Extension educators reported an increased number of Volunteer Income Tax Assistance sites and trained volunteers, and also more tax credits claimed and refunds received in six counties. More low-wage taxpayers received eligible credits, banked their refunds, and saved money on fees, and they learned about state and federal tax credits, and about ways to save money and about the value of developing a spending plan. In Dane County free VITA tax preparation helped 3,718 low-income workers, seniors and people with disabilities claim eligible credits yielding \$4,846,164 in refunds. Extension educators coordinated volunteer recruitment and training for translation and interpretation services for Spanish-speaking and deaf taxpayers, and referred people to other agencies for services such as food assistance, bilingual coaching and home visits. In Portage County 660 returns prepared through VITA brought in \$880,000 to individuals and families. Many more low-income county residents will have access to free tax preparation and will receive all eligible tax credits in 2011, for there are now 42 percent more trained volunteers than last year. In Winnebago County, 282 tax returns were prepared by VITA preparers at the Oshkosh Area Community Pantry. This secured \$232,630 in federal refunds, and \$134,020 in state refunds. Limited-income families saved \$56,055 in preparer fees.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
704	Nutrition and Hunger in the Population
801	Individual and Family Resource Management

**Outcome #3**

**1. Outcome Measures**

Participants will sustain their use of positive financial practices.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
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### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

According to the 2005-2009 American Community Survey (U.S. Census), 11 percent of Wisconsin residents live in poverty. Researchers have found that people in low-income households are much less likely than others to make a list before shopping, shop around for bargains, use coupons, or stock up on sale items. Teaching people how to manage food resources can be an important step in improving the quality, amount and nutritional value of their meals.

#### What has been done

Wisconsin Cooperative Extension educated low-income families education on managing money to help them maintain enough nutritious food. The Money for Food curriculum was used by Supplemental Nutrition Assistance Program-Education (SNAP-Ed) nutrition staff to teach families with limited resources how to manage their food budget and food buying. In 2010, these educators taught 19,543 adult learners in a total of 29,018 teaching contacts made at food pantries, senior dining centers, private homes and various other sites. Expanded Food and Nutrition Education (EFNEP) nutrition educators used the Eating Smart and Being Active curriculum to teach low-income families with children (in Dane, Kenosha, Milwaukee, Racine, Rock and Waukesha counties) how to plan meals, compare prices and use a grocery list. In 2010, they reached 1,552 families.

#### Results

The majority of learners who participated in the SNAP-Ed Money for Food evaluations reported they had learned something or would do something differently after the lessons. Eighty-two percent of 102 participants said they had come up with a plan for how to use cash and other resources to get enough food to feed their family, and 52 percent of 85 participants said they planned to take an action that they had learned about to make sure they had enough money for food. After EFNEP Eating Smart and Being Active lessons, 80 percent of 598 participants showed improvement in one or more food resource management practice: 50 percent improved in using a list for grocery shopping, 46 percent in planning meals, and 45 percent in comparing prices.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
704	Nutrition and Hunger in the Population
801	Individual and Family Resource Management

### V(H). Planned Program (External Factors)

#### External factors which affected outcomes

- Economy
- Public Policy changes
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Bankruptcy Filing, Foreclosure)

#### Brief Explanation

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

**Evaluation Results**

**Key Items of Evaluation**

**V(A). Planned Program (Summary)**

**Program # 9**

**1. Name of the Planned Program**

Organizational Development

**V(B). Program Knowledge Area(s)**

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
805	Community Institutions, Health, and Social Services	100%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	12.0	0.0	0.0	0.0
Actual	10.0	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
300909	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
451363	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

1. Brief description of the Activity

Organizing temporary groups to accomplish a specific purpose, creating long-term organizations to meet a specific need, and improving existing organizations to assure they are still accomplishing what the community requires them to accomplish-all these fall under the rubric organizational development, a process that simply aims to help people work together effectively. UWEX has been involved in helping people work together effectively to create a food pantry in Winnebago County, to rehabilitate a stretch of

river contaminated by PCBs in the Sheboygan River Basin, to improve municipal boards of review statewide, and to improve the work of various tribal organizations of the Lac Courte Oreilles.

**2. Brief description of the target audience**

The target audience in Winnebago County was the food insecure and the organizations that might fund a pantry; in the Sheboygan River Basin project was the U.S. Environmental Protection Agency who might fund the clean-up; in the statewide municipal board of review overhaul was primarily municipal board members, and in for the Lac Courte Oreilles it was the Sawyer County/Lac Courte Oreilles Prevention Programming Partnership, Lac Courte Oreilles Health Center, Lac Courte Oreilles Ojibwa Community College, and Northwest Regional Planning Commission.

In addition to the communities noted above, the focus of this report, Cooperative Extension state and county based staff members provided leadership for a wide variety of organizational development efforts across the state. Of 20,601 adults reached through direct teaching methods in 2010, 95.7 percent were white, 1.6 percent were American Indian, 0.9 percent were African American, 0.8 percent were Asian American and 1 percent were of other identity; 49.6 percent were male and 50.4 percent female. Of these, 1.3 percent (264) identified as Latino/a, who may be of any race. In 2010, community partners and the 797 volunteers trained made additional teaching contacts.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	20601	0	0	0

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

**Patent Applications Submitted**

Year: 2010

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Actual</b>	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Participants increase awareness, knowledge and ability to use data and information about economic, social, natural, physical, or human conditions, or community strategies to address key issues.
2	Participants, organizations and communities increase or leverage resources such as funding, in-kind service or volunteers.
3	Participants, organizations and communities adopt best practices as a result of the Extension educational program.
4	Organizations, governmental entities, businesses and communities create, retain, or expand sustainable economic, social, natural, physical, or human opportunities for people.
5	Participants, organizations and communities will have increased partnerships and/or networks to address the issue: community and regional economic development.
6	Participants, organizations, and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed, or practices changed to address this issue: community and regional economic development.



**Outcome #1**

**1. Outcome Measures**

Participants increase awareness, knowledge and ability to use data and information about economic, social, natural, physical, or human conditions, or community strategies to address key issues.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	0	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Since the Oshkosh Area Community Pantry opened its doors in April of 2009, the number of individuals in the community needing assistance to meet their basic food needs has grown greatly. Unemployment rates have remained close to 10 percent for nearly 24 months. The number of individuals running out of benefits after 100 weeks on unemployment has continued to grow. Nine out of the last 12 months have witnessed increased numbers of households served by the Pantry.

**What has been done**

That the Oshkosh Area Community Pantry is in a position to respond to these needs points to the work of Cooperative Extension back in the winter of 2007. Extension was invited to join a committee of the Oshkosh Area United Way to develop policy governance documents for a proposed Community-wide Food Pantry. In the summer/fall of 2008 the group formed the pantry board and hired an executive director. In 2010 a second full time employee was added to the pantry staff. Extension continues to play an important role in the pantry's development, which includes: leading strategic planning processes, board orientation, policy development and food safety training. Volunteer contributions include work at the pantry and pantry fundraisers.

**Results**

Cooperative Extension's organizational development work has helped to position the Oshkosh Area Community Pantry for great influence and impact. The Oshkosh Area United Way has accepted the Pantry as a member agency, which opens the door for United Way funding. The Oshkosh Area Foundation support of the pantry has secured additional funding partners. Last year there were 2010 family visits per month, up from 1,800 per month in 2009; 24,121 households served, up from 15,279 in 2009; and 1,110,222 pounds of food distributed, up from 578,000 pounds in 2009.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
805	Community Institutions, Health, and Social Services

**Outcome #2**

**1. Outcome Measures**

Participants, organizations and communities increase or leverage resources such as funding, in-kind service or volunteers.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	0	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

In 2009 the Wisconsin Department of Natural Resources (WDNR) partnered with Cooperative Extension to work toward delisting the Sheboygan River Area of Concern (AOC), a 14 mile stretch of the lower river contaminated by PCBs. A priority was to convene a technical advisory committee to develop a plan for rehabilitating or restoring fish and wildlife populations and habitat that had been impaired.

**What has been done**

Extension's natural resources educator in the Lakeshore and Sheboygan River Basins, worked with various biologists in 2009, and in November 2009 she convened the first fish and wildlife technical advisory committee meeting. Within a few weeks of its initial meeting, the committee agreed to submit funding proposals under the U.S. Environmental Protection Agency's (USEPA) Great Lakes Restoration Initiative. The committee continued its work over the next several months, continuing to sharpen its focus. Extension coordinated a canoe trip of 17 key leaders, taking them down the Sheboygan River. While people canoed, they noted potential project restoration projects to include in future initiatives.

**Results**

In the spring of 2010, USEPA, under its Great Lakes Restoration Initiative, awarded a \$200,000 grant in support of the committee's work on the Sheboygan River. In addition, USEPA announced that it wanted to fund additional projects on the river that would result in delisting the fish and wildlife beneficial use impairments. During a December, 2010 conference call, the

USEPA announced its continued support for the committee's work. The committee is currently refining a \$5,000,000 proposal in preparation for release of future funding.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
805	Community Institutions, Health, and Social Services

**Outcome #3**

**1. Outcome Measures**

Participants, organizations and communities adopt best practices as a result of the Extension educational program.

Not Reporting on this Outcome Measure

**Outcome #4**

**1. Outcome Measures**

Organizations, governmental entities, businesses and communities create, retain, or expand sustainable economic, social, natural, physical, or human opportunities for people.

Not Reporting on this Outcome Measure

**Outcome #5**

**1. Outcome Measures**

Participants, organizations and communities will have increased partnerships and/or networks to address the issue: community and regional economic development.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	{No Data Entered}	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

In 2000 the Wisconsin legislature changed the state statutes to require that at least one member of a municipal board of review must receive training certified by the Department of Revenue. This change in statute came in response to complaints by individuals and businesses about procedural and competency problems with their municipal boards of review.

**What has been done**

Cooperative Extension's Local Government Center worked with the Department of Revenue, the Wisconsin Towns Association, and the League of Municipalities to redesign an existing program to provide a more rigorous training that must be passed to meet the statute requirement. The program addresses the scripts and roles of the clerk, chairperson, board members, and assessor, forms, notices and ordinances; findings of fact and decision document; evidentiary hierarchy; appeal procedures and flow chart; Board of Review Guide; Agricultural Assessment Guide; statutes; calendar; case examples with questions and answers; an exam; and an affidavit of attendance for self-certification procedures.

**Results**

The Department of Revenue has determined that Extension's program addresses the statute's certification requirement. It is used for training by the Department of Revenue, the Wisconsin Towns Association, and by attorneys who work with the League of Municipalities to conduct training sessions in urban areas. In 2010, 507 people participated in the WisLine program and 130 municipal officials ordered the CD and materials. One hundred copies of the program were sold online. In addition, roughly 3,000 participants received training at the Wisconsin Towns Association district meetings, 600 clerks received training at the Municipal Clerks Association conference, and an unknown number of people were trained by clerks who were trained by DOR. All used the materials packet and program curriculum in their training.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
805	Community Institutions, Health, and Social Services

**Outcome #6**

**1. Outcome Measures**

Participants, organizations, and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed, or practices changed to address this issue: community and regional economic development.

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Condition Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
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2010 {No Data Entered} 0

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Long-term effectiveness of the numerous public and private organizations in Sawyer County depends on whether their efforts are contributing toward the public good, are targeting the right issues, are non-duplicative in nature, and are making effective use of the participants' time-and these in turn depend upon organizational development, strategic planning and visioning, and conflict resolution within the organizations.

#### What has been done

Over the past year, Extension's Sawyer County Community, Natural Resource, and Economic Development educator worked with several public and private organizations to aid their organizational development. This work has included education targeted at developing internal capacity as well as strategic planning and visioning. Organizations assisted through development and facilitation of strategic planning in 2010 included Sawyer County/Lac Courte Oreilles Prevention Programming Partnership, Lac Courte Oreilles Health Center, Lac Courte Oreilles Ojibwa Community College, and Northwest Regional Planning Commission.

#### Results

Through facilitated processes, these organizations have developed visions for the future and strategic plans that have led to several organizational changes and have provided for more focused and efficient operations. The Programming Prevention Partnership refined their emphasis to alcoholism; the LCO Community Health Center developed new strategies and goals as a new management team became established; the Lac Courte Oreilles Ojibwa Community College revised their existing plan and developed processes for taking a more integrated approach to their ongoing planning.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
805	Community Institutions, Health, and Social Services

### V(H). Planned Program (External Factors)

#### External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Competing Programmatic Challenges

#### Brief Explanation

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

**Evaluation Results**

{No Data Entered}

**Key Items of Evaluation**

{No Data Entered}

**V(A). Planned Program (Summary)**

**Program # 10**

**1. Name of the Planned Program**

Food Safety

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
711	Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources	50%			
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins	50%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Actual	6.6	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
235083	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
352625	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

In 2010 Wisconsin Cooperative Extension personnel, together with trained volunteers and the Wisconsin FIRST Food Industry Research, Service and Training team, provided timely research-based education to improve the safety of the food supply in Wisconsin and to improve consumer food safety practices. They provided face-to-face programs and reached Wisconsin residents round-the-clock through Web-based materials (<http://www.foodsafety.wisc.edu>) dedicated to providing the latest information on food preservation and food safety.

**2. Brief description of the target audience**

The statewide audience included individuals, families, 4-H youth, other school-age children, owners of small businesses that process food, farmers, artisan cheese makers, and meat processors. Of the 2,982 adults the Wisconsin FIRST Team reached through direct teaching methods, 96.7 percent were white, 1.5 percent Asian American, 1 percent African American, and 0.8% of other identity, while 75.1 percent were male and 24.9 percent female-and 2.7 percent were Latino. Through Family Living educational programs more than 6,500 individuals in Wisconsin received assistance in preserving food safely.

Reaching under-served deaf and hard-of-hearing students.

In 2010, Walworth County family living educator Jenny Wehmeier worked with an interpreter to present to 15 students at the Wisconsin School for the Deaf a three-day lesson on how to safely freeze, dehydrate, and can vegetables. Students took home a jar of carrots they had canned, as well as frozen carrots, and they expressed delight in their new skill. (Various other under-served participants also benefited from Cooperative Extension food safety education programs, including low-income families, Amish and Mennonite producers, people with developmental disabilities, African Americans, Hmong, Latinos, and older adults.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	9582	0	0	0

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

**Patent Applications Submitted**

Year: 2010

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Actual</b>	0	8	8



**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Improve the safety of the food supply
2	Develop and implement behavioral interventions that improve consumer food safety practices

## **Outcome #1**

### **1. Outcome Measures**

Improve the safety of the food supply

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	{No Data Entered}	0

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Small food processors are benefitting from Wisconsin's vibrant "buy local" economy. Farmers wishing to add value to their crops are getting into the business of selling canned pickles, salsas and other family-favorite products. Pickles, salsas and tomato-based products are acidified foods, and when processed incorrectly they can cause botulism poisoning. As a result, the federal government requires processors of acidified canned foods to receive training before they are issued a processing license. For small food processors, finding training that fits their needs often poses a challenge.

#### **What has been done**

In 2009, Wisconsin Cooperative Extension and the Wisconsin Department of Agriculture, Trade and Consumer Protection developed a training program to meet the needs of small Wisconsin businesses that process acidified foods-primarily salsas, tomato sauces, fruit or vegetable pickles, and relishes. The cooperative Extension Learning Store (<http://learningstore.uwex.edu/Food-Nutrition-C53.aspx>) stocks Wisconsin Safe Food Preservation publications that contain approved, research-tested recipes to help processors prepare products for market.

#### **Results**

Acidified Canned Foods workshops offered by Wisconsin Cooperative Extension helped around 200 small food processing businesses move toward success. Sixty percent of workshop participants who responded to a survey said that since their training they have submitted samples for commercial pH testing, while 40 percent said they have received recipe approval, and 40 percent said they have received their food processing license from the state. Despite these successes, processors indicated they have encountered significant barriers to business success-30 percent found state or local regulations confusing, 25 percent found establishing a retail or wholesale market challenging, and 22 percent found

it difficult to gain access to an approved processing facility. Cooperative Extension personnel used survey responses to redesign the Wisconsin Acidified Canned Foods training program in order to better support these businesses. In addition, they developed a Web resource (<http://www.foodsafety.wisc.edu/acidifiedcanning.htm>) to provide them with convenient information on licensing and product testing.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

#### Outcome #2

##### 1. Outcome Measures

Develop and implement behavioral interventions that improve consumer food safety practices

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

##### 3c. Qualitative Outcome or Impact Statement

###### **Issue (Who cares and Why)**

In difficult economic times, Wisconsin residents are turning to food preservation to save money and provide healthy, wholesome food for their families. For some, food preservation is a new activity. Others are returning to the practice. A national survey conducted by the National Center for Home preservation at the University of Georgia indicated a critical need for education in safe home food preservation. The study revealed that consumers too often use out-of-date recipes or methods that may fail to control harmful bacteria and may lead to illness or even death. As the popularity of home canning and food preservation continues to rise, consumers need ready access to accurate information to ensure the products that they prepare are wholesome and safe.

###### **What has been done**

To meet the increasing need, the Wisconsin Cooperative Extension Family Living program has trained Master Food Preserver volunteers to help educate communities in safe food preservation practices. Each summer for the past five years roughly one hundred volunteers have been trained by food science specialists who provide them with

up-to-date, researched-based information and hands-on practice. Master Food Preserver volunteers learn the science behind food preservation. Once trained, they put their knowledge to work teaching others how to safely preserve their own food. (County extension offices also provide various other food preservation education and services, such as pressure canner testing and food preservation workshops.)

**Results**

In 2010, one hundred people served as volunteer safe food preservation educators. They encouraged Wisconsin residents to make necessary changes in their food preservation practices-for example, to use only tested recipes when home canning, to add acid to tomato products when home canning, to make the proper modification to processing times and pressure (based on the local elevation), to check dial gauge canners every year for accuracy, and to only use a pressure canner for canning low-acid foods like meat and vegetables. These volunteers have pledged to devote an average of 20 hours per year for each of the next three years-a total of 6,000 hours-in service to their communities as Master Food Preserver volunteer educators.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Competing Public priorities

**Brief Explanation**

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

**Evaluation Results**

**Key Items of Evaluation**

**V(A). Planned Program (Summary)**

**Program # 11**

**1. Name of the Planned Program**

Global Food Security: Food Accessibility

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	5%			
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants	5%			
205	Plant Management Systems	10%			
601	Economics of Agricultural Production and Farm Management	5%			
602	Business Management, Finance, and Taxation	5%			
607	Consumer Economics	20%			
608	Community Resource Planning and Development	30%			
703	Nutrition Education and Behavior	10%			
704	Nutrition and Hunger in the Population	10%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Actual	11.5	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
438312	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
657468	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

In 2010 Wisconsin Cooperative Extension, including the interdisciplinary Emerging Agricultural Markets Team, the Fresh Market and Commercial Vegetable Crops Team, the Horticulture Team, plus Family Living Programs state specialists, provided timely research-based education to help citizens improve food accessibility by strengthening local food markets and systems, and by increasing the food supply for vulnerable populations.

The success of small-scale agriculture requires an effective stream of micro-enterprises from the farm gate to small-scale processors, marketers, restaurants and local food system networks. Forty farmers' markets are a critical micro-enterprise, serving as an outlet for many agricultural producers in Southeast Wisconsin. Although the number of farmers' markets continues to grow, not all markets are successful. In order to create economic opportunities for farmers, markets must provide a consistent customer base and reliable income. Many market managers do not have the skills or knowledge base to build a strong and sustainable market. To determine the role Wisconsin Cooperative Extension could play in developing these markets and in educating managers, vendors and customers, a coalition of Southeast Wisconsin educators assessed the needs of these markets, and set out to meet those needs.

In addition to strengthening local farmers' markets, Cooperative Extension also partnered in efforts to increase the food supply for vulnerable populations. Family Living Programs and the Department of Public Instruction partnered to help schools with breakfast programs increase low-income student participation, have supported other schools in starting breakfast programs through Nutrition Enhancement Breakfast grants, and have shared research-based resources on the Web at <http://fyi.uwex.edu/wischoolbreakfast>.

### 2. Brief description of the target audience

Audiences for Cooperative Extension's food accessibility initiatives include: farmers' market managers, vendors and customers, small-scale producers, food processors and entrepreneurs, gardeners and Master Gardener volunteers, local and tribal governments, school boards, school food service directors, teachers and parents of school-age children, low-income women with infants and young children, and others. Of 72,291 adults reached through direct teaching methods in 2010, 95.6 percent were white, 1 percent were African American, 0.4 percent were Asian American, 0.4 percent were American Indian, and 2.6 percent were of other identity; 51.7 percent were female and 48.3 percent male; 2.3 percent were identified as Latino.

## V(E). Planned Program (Outputs)

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	82694	10534	0	0

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

**Patent Applications Submitted**

Year: 2010

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
Actual	5	10	15

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}



**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Strengthen local food markets and systems
2	Increase household access to food for vulnerable populations

## **Outcome #1**

### **1. Outcome Measures**

Strengthen local food markets and systems

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	{No Data Entered}	0

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

More than 200 farmers' market managers in Wisconsin organize, manage, resolve conflicts, track finances and often do all this for little or no compensation. Cooperative Extension educators surveyed more than 30 farmers' market managers in Southeast Wisconsin, and many of these managers indicated they lacked the marketing and promotion skills needed to realize their markets' full potential. Vendors need managers who can bring more people to the market and keep them coming back.

#### **What has been done**

Cooperative Extension educators developed a three-part program to help market managers improve their marketing and promotion skills - a study tour, a self-study guide and a short course. The five-day study tour gave 16 market managers from throughout Wisconsin the chance to observe successful marketing and promotion strategies at a wide range of farmers' markets in Northern California. The self-study guide, "New Direction in Marketing for Farmers' Markets," presented the findings of the study tour and was used by 100 more managers (<http://learningstore.uwex.edu/New-Directions-in-Marketing-for-Farmers-Markets-P1369.aspx>). The two-day marketing and promotion short course on how to apply marketing methods successfully was based on the "New Direction in Marketing for Farmers' Markets" and was attended by 34 farmers' market managers.

#### **Results**

After the study tour each manager set three marketing and promotion goals, such as improving displays, market bags, print materials, kiosks or websites. Managers met 61 percent of their goals, made progress on 30 percent and intend to address the rest. The "New Direction in Marketing for Farmers' Markets" study guide sold 773 copies and had 120 online pageviews. It was reviewed and evaluated by market managers throughout the state. Ninety-six percent of managers surveyed said the guide helped improve their marketing and

promotion skills and 92 percent said it was easy to use and the strategies it contained were easy to apply. Eighty-eight percent of short course graduates reported they would be writing or updating their marketing plan for the 2010 farmers' market season, while 61 percent improved their ability to manage traffic flow and group vendors and products to encourage sales, 42 percent improved in collecting market data, and 34 percent learned to create a focused and meaningful mission statement.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

#### Outcome #2

##### 1. Outcome Measures

Increase household access to food for vulnerable populations

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

##### 3c. Qualitative Outcome or Impact Statement

###### Issue (Who cares and Why)

Research shows that children who eat breakfast perform better academically, are better able to maintain a healthy weight and body mass index, have improved behavior and mood, have less risk of being overweight, and have a better diet. Yet many children skip breakfast for lack of time or appetite, or because of limited income, or for various other reasons. School breakfast programs are one way to ensure that children have a nutritionally healthy start to their day. In 2004, Wisconsin ranked last in the nation in school breakfast programs, with only 29 percent of low-income students participating in such programs. Only 58 percent of Wisconsin schools that offered lunch also offered breakfast.

###### What has been done

Cooperative Extension and the Department of Public Instruction help schools increase breakfast program participation, support schools in starting breakfast programs through Nutrition Enhancement Breakfast grants, and share research-based resources with school

board members, teachers, parents, community groups and others. Eight school breakfast program conferences have been offered, four sponsored by collaborative efforts with other organizations. To help schools apply for school breakfast funding, nine grant-writing workshops were offered across the state in 2009 and 2010. The Wisconsin School Breakfast listserv reaches more than 400 members. And "The Breakfast Scoop" newsletter provides resources for school food service directors three times a year.

### **Results**

Since its inception in 2001, the Nutrition Enhancement Breakfast Grants program has resulted in 472 Wisconsin Schools starting new breakfast programs and 469 schools improving their programs. As of the 2009-2010 school year, 65.8 percent of schools offering school lunch also offer school breakfast and provide a healthy start to the day for 40.3 percent of Wisconsin's low-income students. This puts Wisconsin in the top five states for showing the greatest percent change in the number of low-income students participating, and in the top six states for showing the greatest percent change in the number of schools participating.

## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
704	Nutrition and Hunger in the Population

### **V(H). Planned Program (External Factors)**

#### **External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Competing Public priorities

#### **Brief Explanation**

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

#### **Evaluation Results**

#### **Key Items of Evaluation**

**V(A). Planned Program (Summary)**

**Program # 12**

**1. Name of the Planned Program**

Global Food Security: Food Availability

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	10%			
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants	5%			
205	Plant Management Systems	15%			
216	Integrated Pest Management Systems	10%			
307	Animal Management Systems	15%			
315	Animal Welfare/Well-Being and Protection	5%			
401	Structures, Facilities, and General Purpose Farm Supplies	5%			
601	Economics of Agricultural Production and Farm Management	20%			
602	Business Management, Finance, and Taxation	10%			
608	Community Resource Planning and Development	5%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Actual	10.7	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
354790	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
532185	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

#### Agriculture Enterprise Areas

In 2009 the State of Wisconsin reformed the Farmland Preservation Program to reinvigorate preservation of Wisconsin's working lands through new programs that encourage exclusive agricultural preservation zoning, provide for establishment of agricultural enterprise areas, and facilitate the purchase of agriculture conservation easements. Realizing that land owners, municipal officers and others would benefit from interpretation and explanation of the new legislation, UWEX educators set about preparing materials to explain the law and its possible local application, and facilitated formation of working groups to explore how the new legislation might benefit each county.

#### Wisconsin Crop Management Conference

University researchers publish the results of their on-farm field trials each year, and these results are communicated to growers, crop advisors, ag suppliers and others in large part through the three-day Wisconsin Crop Management Conference presented by Wisconsin Cooperative Extension in partnership with University of Wisconsin-Madison College of Agricultural and Life Sciences and Wisconsin Crop Production Association colleagues.

### 2. Brief description of the target audience

The statewide interdisciplinary Fruit Team, Grains Team, Livestock Team, colleagues and partners provide timely research-based education and assistance for livestock producers, forage and grains producers, field crop and vegetable producers and workers, fruit growers and workers, food processors and entrepreneurs, food coalitions and cooperatives, agriculture service providers, agronomic retail and wholesale suppliers, local and tribal officials, state and federal regulatory agencies.

Of 70,630 adults reached through direct teaching methods in 2010, 95.2 percent were white, 0.3 percent were African American, 0.2 percent were Asian American, 0.1 percent were American Indian, and 4.1 percent were of other identity; 75.3 percent were male and 24.7 percent female; 0.8 percent were identified as Latino. In 2010, community partners and the 406 volunteers trained made additional teaching contacts. The 1,625 agricultural professionals who attended the 2010 Wisconsin Crop Management Conference from Wisconsin, Minnesota, Iowa, Illinois, Indiana and Michigan produce a large multiplier effect as Wisconsin Cooperative Extension research-based recommendations ultimately reach an

increasing portion of the Great Lakes Region crop production sector including farmers.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	70630	0	0	0

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

**Patent Applications Submitted**

Year: 2010

Actual: 5

**Patents listed**

- Conley, S. P. 2009. Diagnosing early season soybean injury.
- Conley, S. P. 2009. Yellow soybean at the V2 growth stage.
- Conley, S. P. 2009. Wheat stand assessment and N timing.
- Conley, S. P. 2009. Identifying the hollow stem and jointing growth stages in wheat.
- Conley, S. P. 2009. Anthesis (flowering) in wheat.

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
Actual	36	12	48

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Enhance the economic and environmental sustainability of agribusinesses
2	Build the capacity of the agriculture service and support industry



## **Outcome #1**

### **1. Outcome Measures**

Enhance the economic and environmental sustainability of agribusinesses

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	{No Data Entered}	0

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Preserving prime agricultural land in Wisconsin becomes increasingly important as farmland continues to disappear. In 2009 the State of Wisconsin reformed the Farmland Preservation Program to reinvigorate preservation of Wisconsin's working lands through new programs that encourage exclusive agricultural preservation zoning, provide for establishment of agricultural enterprise areas, and facilitate the purchase of agriculture conservation easements. Many landowners and local government officials expressed interest in learning about the intricacies of this new legislation, especially about how it may impact their land and municipalities, and about how they might begin filing petitions for Agricultural Enterprise Area designation.

#### **What has been done**

A number of UWEX educators in a number of counties took the lead in educating communities about the new legislation, and in helping them preserve local ag lands through use of the new laws. For instance, Pete Kling developed communication lines with key decision makers in Polk and St. Croix counties, and he facilitated a meeting attended by landowners and county staff to establish two work groups charged with submitting petitions for the Rush River Legacy Agricultural Enterprise Area (AEA) in St. Croix County and the Squaw Lake AEA in St. Croix and Polk counties. Similarly, UWEX educator Alex Crockford headed up a team to develop a proposal and petition for the designation of an AEA in Langlade County. And Randy L. Knapp worked with farm families to complete petitions for the development of an AEA in Chippewa County.

#### **Results**

In December 2010, the Rush River Legacy AEA and the Squaw Lake AEA were approved and will give producers an added incentive to grow and expand their operations while protecting 18,289 acres of farmland for future generations. In August 2010, 62,000 acres of farmland were recognized as the Antigo Flats AEA in Langlade County, the largest AEA in Wisconsin. And two petitions in Chippewa County were accepted as part of the AEA pilot project.

Workshops and educational opportunities provided by UWEX educators in other counties have prepared farmers and county officials to make best use of the new legislation both to preserve agricultural land and to improve profitability through tax credits.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

#### Outcome #2

##### 1. Outcome Measures

Build the capacity of the agriculture service and support industry

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Condition Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	1625

##### 3c. Qualitative Outcome or Impact Statement

###### **Issue (Who cares and Why)**

Each year following on-farm field trials, university researchers fine-tune their best management recommendations and publish results for Wisconsin field crop, forage, fruit and vegetable producers. Some results are incorporated into state and federal agency regulations governing agricultural programs, zoning, large farm licenses, state animal feeding operation permits, and farmland preservation tax credits. Growers, their crop advisors, and agronomic suppliers need to know about all the new research and new regulations.

###### **What has been done**

Wisconsin Cooperative Extension, in partnership with University of Wisconsin-Madison College of Agricultural and Life Sciences and Wisconsin Crop Production Association colleagues, organized the annual three-day educational program called the Wisconsin Crop Management Conference, a conference where new research and regulations could be presented to growers and ag professionals by more than 20 campus specialists and researchers, by extension state specialists and county agents, and by staff of the Wisconsin Department of Agriculture, Trade and Consumer Protection; the Department of Natural Resources; and the USDA Natural Resource Conservation Service. Conference proceedings would be provided to attendees, and would be made available to the public through Steenbock library and online at: <http://www.soils.wisc.edu/extension/wcmc>.

### Results

In 2010, 1,625 agricultural professionals attended the Wisconsin Crop Management Conference. They came from Wisconsin, Minnesota, Iowa, Illinois, Indiana and Michigan. Professional attendees earned Certified Crop Advisor continuing education units in nutrient management, soil and water management, pest management, crop management, and professional development. In their evaluation, 85 percent of agriculture service providers agreed or strongly agreed that extension resources help improve services to their customers; 78 percent agreed or strongly agreed that extension recommendations improve their own or their clients' profitability; 68 percent agreed or strongly agreed that extension has helped expand their professional networks; and 64 percent agreed or strongly agreed that extension resources have reduced their own or their clients' environmental impact.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants
205	Plant Management Systems
216	Integrated Pest Management Systems
601	Economics of Agricultural Production and Farm Management

### V(H). Planned Program (External Factors)

#### External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Competing Public priorities

#### Brief Explanation

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

#### Evaluation Results

##### Overview

During 2009 and 2010, UW-Extension conducted a comprehensive evaluation of its work in providing educational information and services to agricultural service providers in Wisconsin, stimulated by the question, "Why do we need a county agricultural agent when we have the crop consultant?" While agricultural Extension traditionally targeted farmer-producers, increasingly agricultural service professionals - crop consultants, sales representatives, veterinarians, dairy nutritionists, lenders, etc - have become a target of Extension's educational programming as a way to spread information more broadly and effectively. Yet, little was documented about UWEX's extent and value of this work; thus, the call for this evaluation. The study involved surveys of agricultural service providers (935 respondents), county extension agents (68 respondents) and state extension

specialists (50 respondents) plus 18 key informant interviews.

### **Evaluation Findings**

#### Nature and scope of UW-Extension's work with agricultural service providers

The findings verify that significant UW Cooperative Extension services are being provided to and used by agricultural service providers (ASPs) across Wisconsin. Ninety-four percent of the UWEX county agents and 86% of UWEX specialists surveyed conduct meetings and/or work with agricultural service providers. Besides direct education through meetings, field days, conferences and workshops, UWEX personnel transfer knowledge and expertise to ASPs through collaborative work, joint research projects, validating agricultural information, networking and communications.

Ninety-five percent of the 935 surveyed agricultural service providers use UWEX. Two-thirds of ASPs who use UWEX have worked with UWEX for 15 or more years. UW-Extension is the primary source of professional development for 34% of the ASPs. Nearly all of the ASPs use at least one of Extension's delivery methods "frequently" or "all the time". UW-Extension meetings/workshop/conferences and newsletters or other publications are used the most frequently. The greatest proportion of ASPs (77%) works with UWEX to validate information by comparing it to UWEX information. Agricultural service providers generally feel that information provided by UWEX is research-based, trustworthy, consumer friendly, and accessible.

#### Outcomes and impacts of UW-Extension work with agricultural service providers

The agricultural service providers included in this sample give UW-Extension high marks in terms of the impact the institution has had on the agriculture sector in Wisconsin. Virtually all agree that UWEX's efforts have improved management in agriculture and contributed to the scientific understanding of agriculture. Seventy percent of the sampled ASPs reported that UWEX provides them with at least 10 percent of their annual new agricultural information. The majority of the responding ASPs report that UWEX has improved their service to their customers (85%). Three-quarters of the sample feels that UWEX increased their effectiveness by 10 percent or more. Agricultural service providers reported that UWEX recommendations have improved their own/clients' profitability (78%). Other benefits include expanding professional networks, reducing own or clients' environmental impact and increasing/maintaining client base.

#### Ways UW-Extension can improve its work with agricultural service providers

Nearly one-third of the ASPs who responded to the survey provided suggestions for ways to improve UWEX programming and work with ASPs. The evaluation study team used content analysis to examine the 319 comments and sort them by relevant themes. The three main themes that emerged were 1) collaborate with agricultural service providers more, 2) improve communication efforts, and 3) need more cutting edge research.

### **Interpretations**

The results of this evaluation study provide valuable insights into UW-Extension's work and impact with agricultural service providers. The sample of ASPs whose opinions are summarized in this report appears to be very representative of the overall population of professionals serving the agriculture sector. UWEX has been successful in establishing and maintaining long-term relationships with the diverse groups of ASPs in WI. The results clearly indicate that the longer a person has worked in the agriculture sector, the older he/she is, and the longer the association with UWEX, the more frequently he/she utilizes UWEX's educational services. The ASPs who responded to the survey provide a generally

positive assessment of the role and impact of Extension on Wisconsin's agricultural sector. Most see Extension as providing reliable and unbiased information. They see room for improvement in communication efforts, collaborations, and in providing more up-to-date research results.

### **Recommendations**

The evaluation study team recommends that the information gathered and analyzed in this study be used and extended in two general ways. First, UW-Extension should communicate the results of this study to key stakeholders involved in the agriculture sector in order to increase awareness of UWEX's work and impacts with agricultural service providers. Second, UWEX should use the results of this evaluation to improve their relationships and work with ASPs. Some specific actions UWEX can take include making presentations and/or distributing summary publications to key stakeholders and facilitating discussions with UWEX State Specialists and County Agents to consider responses to ASP's open ended question responses.

### **Key Items of Evaluation**

Ninety-five percent of the 935 surveyed agricultural service providers use UWEX. Two-thirds of ASPs who use UWEX have worked with UWEX for 15 or more years. UW-Extension is the primary source of professional development for 34% of the ASPs. Nearly all of the ASPs use at least one of Extension's delivery methods "frequently" or "all the time". UW-Extension meetings/workshop/conferences and newsletters or other publications are used the most frequently. The greatest proportion of ASPs (77%) works with UWEX to validate information by comparing it to UWEX information. Agricultural service providers generally feel that information provided by UWEX is research-based, trustworthy, consumer friendly, and accessible. Fewer ASPs view UWEX information as timely and cutting edge.

The agricultural service providers included in this sample give UW-Extension high marks in terms of the impact the institution has had on the Ag sector in Wisconsin. Virtually all agree that UWEX's efforts have improved management in agriculture and contributed to the scientific understanding of agriculture. Seventy percent of the sampled ASPs reported that UWEX provides them with at least 10 percent of their annual new agricultural information. The majority of the responding ASPs report that UWEX has improved their service to their customers (85%). Three-quarters of the sample feels that UWEX increased their effectiveness by 10 percent or more. Agricultural service providers reported that UWEX recommendations have improved their own/clients' profitability (78%). Other benefits include expanding professional networks, reducing own or clients' environmental impact and increasing/maintaining client base.

**V(A). Planned Program (Summary)**

**Program # 13**

**1. Name of the Planned Program**

Climate Change

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	10%			
133	Pollution Prevention and Mitigation	20%			
205	Plant Management Systems	10%			
601	Economics of Agricultural Production and Farm Management	10%			
605	Natural Resource and Environmental Economics	20%			
608	Community Resource Planning and Development	30%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Actual	7.7	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
229514	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
344272	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

In 2010 Wisconsin Cooperative Extension collaborated with others to provide timely research-based information to assist people in mitigating climate change by reducing carbon, nitrogen, energy and water footprints, and by reducing greenhouse gas emissions. One example: Portage County agriculture agent Ken Schroeder worked with UW-Madison specialists to evaluate the effectiveness of using portable soil moisture sensors to manage crop irrigation and avoid excess irrigating in Central Wisconsin. Another example: A team that included Wisconsin Cooperative Extension selected 15 businesses for a two-year program in which eight large Dane County businesses in 2010 tracked consumption of electricity, natural gas, and water, and explored alternative commuting options for their employees, among other things.

**2. Brief description of the target audience**

Audiences included growers and grower associations, coalitions and cooperatives, community leaders, business owners, local elected officials, plan commissions, local planning departments, school districts, economic development practitioners, the news media, and others.

Of 9,552 adults reached through direct teaching methods in 2010, 82.7 percent were white, 2.1 percent American Indian, 0.5 percent Asian American, 0.5 percent African American and 14.2 percent of other identity; 54.4 percent were male and 45.6 percent female; 0.9 percent were Latino. In 2010, community partners and the 125 volunteers trained made additional teaching contacts.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	9552	0	0	0

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

**Patent Applications Submitted**

Year: 2010  
 Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Actual</b>	0	11	11

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}



**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Develop, implement and evaluate outreach programs that reduce carbon, nitrogen, energy and water footprints in their communities.
2	Reduce atmospheric greenhouse gas emissions.

## **Outcome #1**

### **1. Outcome Measures**

Develop, implement and evaluate outreach programs that reduce carbon, nitrogen, energy and water footprints in their communities.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	{No Data Entered}	280

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Wisconsin crop producers irrigate 377,680 acres of land for harvested crops (2007 Census of Agriculture). Central Wisconsin irrigates 196,274 acres, most of which is under vegetable production. Because most irrigated land in central Wisconsin is sandy, there is potential for groundwater contamination by nitrates and pesticides if fields are overwatered. Also, proper irrigation can help prevent cropland becoming saturated and causing nitrogen to be converted to nitrous oxide, a greenhouse gas.

#### **What has been done**

Given the importance of soil moisture management, many vegetable growers are using some version of an evapotranspiration (ET)-based system to schedule irrigation. This "checkbook" method estimates soil moisture by taking into account water in the soil's crop root zone readily available for stress-free growth, the growing crop's ET, plus water from rainfall and irrigation. A concern of growers using the checkbook method is getting behind on watering, especially without substantial rain. To avoid this problem it is advisable to periodically check soil moisture with soil moisture sensors and adjust the daily soil water balance number to match field conditions. Portage County agriculture agent Ken Schroeder worked with UW-Madison specialists to evaluate the effectiveness of using portable soil moisture sensors to manage crop irrigation in Central Wisconsin, collecting data on daily soil volumetric water content, daily rainfall amounts, and irrigation events (time of application and amount of water applied). Potato growers participating in the summer project got hands-on experience with soil moisture sensors.

#### **Results**

Two hundred and eighty vegetable growers and crop consultants increased their knowledge of managing groundwater on Adams and Portage counties' sandy soils. More than 75 growers participated and contributed to the grower panel discussion on Central Wisconsin's water issues. Eliminating, through use of soil moisture sensors, the need to apply one inch of water to irrigated

land would save 27,000 gallons of water for each acre of vegetables grown, or 5.3 billion gallons in central Wisconsin. Cost savings for not needing to pump that inch of water (\$4.00 per acre-inch) would amount to around \$785,000. If overwatering could be avoided, nutrient and pesticide leaching into the groundwater and nitrous oxide release into the atmosphere would be minimized and drawdown of declining surface and groundwater resources would likewise be minimized.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
133	Pollution Prevention and Mitigation
205	Plant Management Systems
601	Economics of Agricultural Production and Farm Management

#### Outcome #2

##### 1. Outcome Measures

Reduce atmospheric greenhouse gas emissions.

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	255

##### 3c. Qualitative Outcome or Impact Statement

###### **Issue (Who cares and Why)**

A momentous impetus to shift from fossil fuels to energy efficiency and renewable energy is occurring due to the carbon economy's impacts on costs of national security, the economy, ecosystems and human welfare. While providing a huge opportunity, making this shift requires changing the predominant way society has been getting and using energy since the Industrial Revolution. Governments and businesses must become learning organizations, tap into innovation and creativity, and integrate sustainability with lean approaches to create value and save money.

###### **What has been done**

In 2008, Wisconsin Cooperative Extension specialist Sherrie Gruder helped the not-for-profit Sustain Dane develop a proposal to USEPA for a two-year grant-funded program to help 15 businesses save energy, water, transportation fuels and resources, and so reduce climate

change impacts. The eight Dane county businesses each committed to track electrical, natural gas, business travel, employee commute and water consumption; complete an energy assessment; participate in leadership training; educate employees; explore alternative commuting options; implement 5 projects; and attend monthly peer-to-peer lunch-and-learn sessions.

### **Results**

The participating businesses are learning from one another, creating a network of leading green businesses, saving money, and reducing greenhouse gas emissions. Wisconsin Cooperative Extension, Sustain Dane, and the City of Madison held two workshops in which the Mpower ChaMption businesses presented their successes to 240 other businesses. The 2010 champion businesses' expect annual savings of \$469,800 from having implemented 50 energy-saving projects, and expect to reduce annual emissions of CO<sub>2</sub> by 10,600 metric tons by reducing gasoline usage by 52,600 gallons, water usage by 160,000 gallons, natural gas usage by 415,642 therms and electricity usage by 7.9 million kWh. The 2009 champion businesses implemented 35 projects with an annual expected savings of \$218,300. Their 5-year return on investment is anticipated to top \$1 million, with an expected annual reduction of 2,880 metric tons of CO<sub>2</sub> emissions obtained by reducing gasoline usage by 833 gallons, water usage by 28,000 gallons, natural gas usage by 63,000 therms and electricity usage by 2.6 million kWh.

## **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
133	Pollution Prevention and Mitigation
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development

## **V(H). Planned Program (External Factors)**

### **External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Competing Public priorities

### **Brief Explanation**

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

### **Evaluation Results**

### **Key Items of Evaluation**

**V(A). Planned Program (Summary)**

**Program # 14**

**1. Name of the Planned Program**

Sustainable Energy

**V(B). Program Knowledge Area(s)**

**1. Program Knowledge Areas and Percentage**

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	10%			
133	Pollution Prevention and Mitigation	10%			
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants	10%			
403	Waste Disposal, Recycling, and Reuse	10%			
601	Economics of Agricultural Production and Farm Management	10%			
602	Business Management, Finance, and Taxation	10%			
605	Natural Resource and Environmental Economics	20%			
608	Community Resource Planning and Development	20%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Actual	4.0	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
140747	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
211120	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

The new interdisciplinary Bioenergy and the Bioeconomy Team facilitated new public-private partnerships to develop innovative educational and applied research collaborations that in 2010 focused on biogas projects (providing business education to various stakeholders), liquid biofuels (offering seminars on understanding emerging federal programs), and biomass supply and conversion (research was a top priority). Environmental Resources Center scientist Sharon Lezberg is collaborating with 50 regional colleagues to develop the BioEnergy and Renewable Energy Community Assessment Toolkit, as well as curricula to teach Energy Independence, BioEnergy Generation and Environmental Sustainability. Jason Fischbach, agriculture agent for Ashland and Bayfield counties, convened stakeholders to develop the Lake Superior Woody Biomass Initiative, which outlines efforts to develop a sustainable woody biomass supply chain that could provide income opportunities for area farmers. Bioenergy and bioeconomy specialist Tim Baye developed biomass supply business planning and pricing seminars, and counseled both private and public groups on risks and benefits of biomass-to-energy projects.

### 2. Brief description of the target audience

The audience includes regulated and unregulated utilities, biomass producers and aggregators, food processors, loggers, procurement foresters, wood products professionals, haulers, farmers, business owners, woodland owners, recycling volunteers, public and private agencies, government officials and firms dealing with liquid biofuel, anaerobic digester and biomass conversion technology. Of 8,297 adults reached through direct teaching methods in 2010, 91.6 percent were white, 3.1 percent American Indian, 2.4 percent Asian American, 2.4 percent African American, and 0.5 percent of other identity; 85.7 percent were male and 14.3 percent female; 1.9 were Latino.

## V(E). Planned Program (Outputs)

### 1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	8297	8120	0	0

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

**Patent Applications Submitted**

Year: 2010

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
Actual	3	4	7

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Develop biomass use for biofuels.
2	Build capacity to create, refine and implement scalable conversion technologies.



## **Outcome #1**

### **1. Outcome Measures**

Develop biomass use for biofuels.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	{No Data Entered}	0

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Increased interest in and funding for renewable energy sources may bring new economic opportunities to Ashland and Bayfield counties. The region's forests and farmlands offer a rich supply of herbaceous and woody biomass for use in the emerging bioeconomy. A number of companies have announced plans to establish or expand their use of woody biomass for energy production. Xcel Energy has received approval to nearly double their use of woody biomass at the Bayfront power plant in Ashland. Little is known about how woody biomass crops such as hybrid poplar, larch or willow will perform in the climate and soils of Ashland and Bayfield counties, nor are there agronomic or management recommendations for producers.

#### **What has been done**

Jason Fischbach, Wisconsin Cooperative Extension agriculture agent for Ashland and Bayfield counties, convened stakeholders to develop the Lake Superior Woody Biomass Initiative, which outlines education, research, and outreach efforts necessary to develop a sustainable woody biomass supply chain. Despite significant forest resources in the region and a considerable supply of harvest residues and mill waste, stakeholders recognize dedicated woody biomass crops as another important source of feedstock that could provide income opportunities for area farmers. Fischbach secured \$35,000 in funding from Xcel Energy and the Wisconsin Office of Energy Independence to implement the Lake Superior Woody Biomass Trials. The trials consist of 25 acres of woody biomass plantings with a series of formal research projects and demonstration plantings. The trials include work on hybrid poplar, hybrid willow, and native conifers. A re-plant trial is also being conducted in two hybrid poplar stands harvested during winter 2009.

#### **Results**

The primary focus of the Lake Superior Woody Biomass Trials is to evaluate and demonstrate production scenarios for potential biomass producers. After a successful establishment year in

2010, data collection began in late October. In the first year, the trials introduced people throughout Wisconsin to woody biomass crops at a production scale, and have inspired collaborations for further research and development work. Funding from the Focus on Energy program was obtained to conduct a nitrogen fertilization trial with hybrid willow. The Natural Resources Research Institute in Duluth, MN, has provided hybrid poplar for a replicated performance trial of their select hybrid poplar accessions.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
203	Plant Biological Efficiency and Abiotic Stresses Affecting Plants
601	Economics of Agricultural Production and Farm Management
605	Natural Resource and Environmental Economics

#### Outcome #2

##### 1. Outcome Measures

Build capacity to create, refine and implement scalable conversion technologies.

##### 2. Associated Institution Types

- 1862 Extension

##### 3a. Outcome Type:

Change in Action Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

##### 3c. Qualitative Outcome or Impact Statement

###### Issue (Who cares and Why)

During 2010, uncertain and uncoordinated policies at both state and federal levels, coupled with low fossil fuel prices, prompted a significant slowdown in renewable energy project development and financing. However, given recent years' momentum and continued stakeholder interest, educational and research opportunities remained strong and in some sectors grew throughout the year.

###### What has been done

The new Wisconsin Cooperative Extension Bioenergy and the Bioeconomy Team focused educational programs on biogas, liquid biofuels, and biomass feedstocks and conversion, and provided information and assistance to clients and public-private partners in all areas of the state and Upper Peninsula Michigan. Their most daunting challenge was finding how to assure

sufficient year-round organic feedstocks for profitable conversion to energy. Biomass supply education was most effective in bringing previously unrelated stakeholders together and providing educational support for their efforts.

### Results

Extension specialists have provided educational support to keep good projects moving forward, and to slow or stop projects with questionable economic or technical futures, keeping clients from making poor investment decisions. With help from Wisconsin Cooperative Extension, communities and businesses are in a better position to choose winners, generate jobs and keep communities moving forward. For example, a community manure digester project is generating energy in Dane county, with another under construction. The innovative communal digester with more than one farm providing manure may become a model for other projects. Another equally important educational outcome for private sector operators is the decision not to proceed, based on a better understanding of the risks of moving forward when future fuel prices remain uncertain.

## 4. Associated Knowledge Areas

KA Code	Knowledge Area
403	Waste Disposal, Recycling, and Reuse
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development

## V(H). Planned Program (External Factors)

### External factors which affected outcomes

- Economy
- Public Policy changes
- Competing Public priorities

### Brief Explanation

**Economy:** The Wisconsin Cooperative Extension Bioenergy and the Bioeconomy Team will play a key role in helping new bioenergy projects - from ultra-small to large - create new jobs for new industries. These uncertain times require careful analysis by an informed developer to ensure the best chance for a proposed project's success. While some larger-scale projects have been put on hold, extension business education and assistance will continue to bring research and innovation to an emerging bioeconomy.

**Public policy changes:** State and federal policies are driving research and development of the bioeconomy, and projects that can generate energy from bio-based residuals and specialty crops are being widely investigated. However, the changing political and economic landscapes in energy and environment have complicated bioeconomic development decision-making. During 2010, uncertain and uncoordinated policies at both state and federal levels, coupled with low fossil fuel prices, prompted significant slowdown in renewable energy project development and financing. Low current natural gas prices and the lack of a national carbon control policy are just two factors that could affect the long-term profitability of bioenergy projects.

**Competing public priorities:** Given Wisconsin's wealth of resources in forests and agricultural production, there is great interest among state businesses and communities in producing alternative fuels and feedstocks from biomass. Outreach and extension collaborations need further development. Additional collaboration in professional training and cross-discipline research is required to effectively and efficiently apply new technology. A new collaborative effort to develop a curriculum for USDA Farm Service Agency Biomass Crop Assistance Program education was begun by Wisconsin Cooperative Extension, the University of Wisconsin-Madison College of Agricultural and Life Sciences, and Wisconsin Bioenergy Initiative.

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

##### **Evaluation Results**

{No Data Entered}

##### **Key Items of Evaluation**

{No Data Entered}

**V(A). Planned Program (Summary)**

**Program # 15**

**1. Name of the Planned Program**

Childhood Obesity

**V(B). Program Knowledge Area(s)**

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
703	Nutrition Education and Behavior	75%			
704	Nutrition and Hunger in the Population	10%			
724	Healthy Lifestyle	15%			
	<b>Total</b>	100%			

**V(C). Planned Program (Inputs)**

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Actual	5.4	0.0	0.0	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
150405	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
225607	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

**V(D). Planned Program (Activity)**

1. Brief description of the Activity

In 2010, Wisconsin Cooperative Extension educated people in how to prevent childhood obesity by helping children to improve their eating habits and to increase their physical activity. Faculty and Cooperative Extension educators from Colorado, Michigan and Wisconsin obtained an integrated National

Research Initiative grant to develop, implement and evaluate a curriculum to teach low-income mothers of toddlers how to prevent childhood obesity. Participants completed questionnaires and food records just prior to the first lesson and about a week after the eighth lesson. Preliminary results indicate that Healthy Toddlers lessons are an effective educational approach. Cooperative Extension's nutrition education programs such as the Expanded Food and Nutrition Education Program (EFNEP) and Supplemental Nutrition Assistance Program (SNAP- Ed) likewise taught people how to eat better and be more active.

**2. Brief description of the target audience**

Primary emphasis was placed on reaching under-represented audiences including Latino, African American, American Indian, Hmong, and low-income people. Of 382,584 adults reached through direct teaching methods in 2010, 81.9 percent were white, 8.6 percent African American, 3.2 percent American Indian, 2.4 percent Asian American and 3.9 percent of other identity; 53.7 percent were male and 46.3 percent female; 14.6 percent were Latino. In 2010, community partners and 527 trained volunteers made additional teaching contacts. Wisconsin Cooperative Extension EFNEP reaches two primary audiences: low-income youth and low-income families with young children in six urban counties (Milwaukee, Rock, Dane, Racine, Kenosha, and Waukesha) plus Hmong in Portage, Outagamie, and Winnebago Counties. In 2010, EFNEP reached 1,634 youth and 1,553 adults with educational programs. Forty-five percent of those reached reported incomes below the federal poverty level.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	382584	0	0	0

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

**Patent Applications Submitted**

Year: 2010  
 Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Actual</b>	2	12	14

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Develop and implement behavioral interventions that improve nutrition and increase physical activity.
2	Develop and implement behavioral interventions that improve nutrition and increase physical activity



## **Outcome #1**

### **1. Outcome Measures**

Develop and implement behavioral interventions that improve nutrition and increase physical activity.

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	{No Data Entered}	300

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Childhood obesity has become a common health problem, especially among low-income populations. In 2008, 13.6 percent of two- through five-year-old children participating in the Wisconsin Supplemental Nutrition Program for Women, Infants and Children (WIC) were at or above the 95th percentile of Body Mass Index for age, and 29.9 percent were at or above the 85th percentile. This means more than two in five of these children are at risk for obesity. Studies show that more than half of obese children become overweight at or before age two. Mothers most often are the dominant influence on children's food consumption and dietary habits. Food preferences of children as young as two years old mimic the food preferences of their mothers. Practical and sustainable education is needed to prevent obesity among preschoolers.

#### **What has been done**

A study called Healthy Toddlers through a Positive Feeding Environment was aimed at developing ways to teach low-income mothers of toddlers how to help their children develop healthy eating habits. The program reached a high-risk audience, more than 80 percent of whom participated in the WIC nutrition program for low-income mothers and young children. Participants completed questionnaires and food records just prior to the first lesson and about a week after the eighth lesson.

#### **Results**

Preliminary analysis indicates that, compared with mothers in the control group, mothers in the test group modeled more positive eating, gave their children more control when eating, and spent more time sitting with their children when eating. Positive modeling increased 77 percent in the test group compared to 27 percent in the control group. Positive modeling is key to preventing childhood obesity, as children's food preferences mirror those of their mothers. Preliminary results from interviews with educators who taught Healthy Toddler lessons indicate that participants made the following behavior changes: eating together with children more often, turning the TV off

during meals, eating meals at the table instead of in front of the TV, preparing more fruits and vegetables for meals, being more relaxed and patient with toddlers during meals, being more receptive to toddlers' feeding cues, offering smaller portions, offering less juice and more milk and water, and arguing less with toddlers about finishing meals. All of these things are associated with healthier weights in children.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population
724	Healthy Lifestyle

**Outcome #2**

**1. Outcome Measures**

Develop and implement behavioral interventions that improve nutrition and increase physical activity

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Action Outcome Measure

**3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	{No Data Entered}	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Illnesses related to obesity and lack of exercise, such as diabetes, cancer and heart disease, are shortening lives and driving up health care costs. Diet-linked diseases account for an estimated \$250 billion each year in increased medical costs and lost productivity, according to the Center for Nutrition Policy and Promotion Strategic Plan. As documented in the national objectives of Healthy People 2010, improving the U.S. diet and boosting physical activity could reduce cardiovascular disease, diabetes and cancer. Reports from the Centers for Disease Control and Prevention state that "Poor diet and physical inactivity are associated with 300,000 deaths each year, second only to tobacco use."

**What has been done**

Cooperative Extension's nutrition education programs such as the Expanded Food and Nutrition Education Program (EFNEP) and Supplemental Nutrition Assistance Program (SNAP-Ed) provided keys to better health by showing diverse audiences (reached through a variety of

methods) how to eat better and incorporate healthy activity into their lives. In the North Central Region, more than 1.2 million youth ages five to 17 participated in nutrition education programs on healthy choices and physical activity.

**Results**

Twenty-seven percent of 13,000 participants surveyed reported spending more time being physically active. Participants said they made an effort to walk more, spent more time playing with their children at local parks or playgrounds, and walked up steps rather than using an elevator. Following a series of nutrition lessons, 97 percent of participants showed a positive change in their consumption of at least one food group, 87 percent improved in one or more nutrition practices such as considering healthful choices when selecting food and reading nutrition labels, and 80 percent improved in one or more food resource management practices such as planning meals, comparing prices and using grocery lists.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
703	Nutrition Education and Behavior
704	Nutrition and Hunger in the Population
724	Healthy Lifestyle

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Competing Public priorities

**Brief Explanation**

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

**Evaluation Results**

**Key Items of Evaluation**