Extending the resources and knowledge of the University of Wisconsin to the people of Green County

“The University in your Community...”
Meet the Green County UW-Extension Staff

Green County UW-Extension staff are faculty members of the University of Wisconsin, employed by a cooperative arrangement between the University and the county. County faculty are responsible for conducting applied research and delivering researched based information to county residents.

**Mark Mayer** – Professor – Department of Agriculture & Agri-Business, Agricultural Agent and Department Head

**Major responsibilities:** Develop and teach programs to strengthen the profitability and productivity of Green County farms and agri-business.

**Victoria Solomon** – Instructor - Department of Community Resource Development, Community Resource Development Agent

**Major responsibilities:** Develop and teach programs that build decision-making and leadership capacity in the areas of land use, local government operations, and community and economic development.

**Alissa Grenawalt** – Associate Professor - Department of Youth Development, 4-H and Youth Agent and Co-Department Head

**Major responsibilities:** Develop, teach and coordinate county 4-H and Youth Development programs.

**Bridget Mouchon** – Associate Professor – Department of Family Development, Family Living Agent

**Major responsibilities:** Develop and teach programs which build parent support and community partnerships for families.

**Jayne Butts and Amy Krass** – Extension Activity Assistants

Major responsibilities: Assist in the promotion and coordination of UW-Extension programs.

**Nicole Witt** - Student Assistant

Major responsibilities: Assist with clerical functions of office.

The staff serves under the supervision of the Agriculture and Extension Education Committee. Those members are:

Ron Syse, Chair
Oscar Olson, Vice-Chair
Ken Hodgson, Secretary
Arthur Carter
Betty Grotophorst
March 10, 2014

Dear Green County Board of Supervisors:

Attached is the 2013 Annual Report for the University of Wisconsin Extension Office. Green County UW-Extension Agents are jointly employed by UW-Extension and Green County. This joint employment assures responsiveness to local needs, reduces county costs, and provides an important link to University of Wisconsin resources. UW-Extension faculty serves under the supervision of the Green County Agriculture and Extension Education Committee.

Cooperative Extension in Green County brings the resources of the University of Wisconsin directly to Green County residents. Staffed by UW faculty, we offer Green County residents research-based education designed to meet local needs in the areas of Agriculture and Natural Resources, Family Living, 4-H/Youth Development and Community Resource & Development.

This report highlights some of the major educational programs that were conducted by the UW-Extension faculty in Green County during 2013. To give you an idea of the scope of our outreach we’ve also listed the state and county organizations that we worked with this past year on the inside back cover of this document.

We hope this report provides you with a better understanding of UW-Extension programs being conducted in Green County. If you have any questions about this report or our mission, please feel free to contact us at any time.

Respectfully submitted,

Mark Mayer, Department Head
Agriculture Agent

Victoria Solomon
Community Resource Development Educator

Alissa Grenawalt
4-H & Youth Development Agent

Bridget Mouchon
Family Living Educator
2013 UW-Extension Program Summary Report
Mark W. Mayer
UW-Extension Agriculture Agent

Agriculture Educational Programs: Number of Participants in Parenthesis
- Green County Dairy Management Seminar (62)
- Impact of Heavy Equipment on Roads Program (51)
- Nutrient Management Planning Classes with Land and Water Conservation (12)
- Dairy and Livestock Facility and Ventilation Design Consultations in Southern WI (21)
- Taught Two Pesticide Applicator Certification Training Sessions (41 Certified)
- Midwest Manure Summit, Green Bay (209)
- Presentation to New Glarus Lions and Green County Leaders on Green County Agriculture (42)
- Pork Quality and Transportation Quality Assurance Training (16)
- Nutrient Management Corn Demonstration Plot
- Consultations on Farm Transfers and Operating Agreements for Beginning Farmers (17)
- Green County Dairy Modernization Tours (217)
- UW-Extension Master Gardener Gardening Seminar (72)
- Green County Clean Sweep Collection Program (49 Farmers and 196 Households)
- Master Gardening Presentation at Kuhn North America (26)
- Webinar on the Impact of Affordable Health Care Act on Farmers (13)
- PEAQ Spring Alfalfa Readings for Radio and Internet Postings
- Instructor for UW Madison Agriculture Short Course Animal Housing Class (44)

Youth and Other Programs:
- Advisor/Coordinator for Green County Fair Dairy Youth Recognition and Livestock Auctions (306)
- Steer, Lamb and Swine Weigh-ins & Auction Meeting for Livestock Youth Projects (434)
- Judged Two District/Regional FFA Speaking Contests
- Green County Fair and Dairy Day (225)
- Presentation at 2013 State WACEC Convention on Drought Programming (34)
- World Dairy Expo Assistant Superintendent (400+)
- Advisor to Green County Master Gardeners Association, Green County Milk Quality Council and Beef, Sheep, and Pork Producer Boards

County/State Administration:
- UW-Extension Department of Ag and Natural Resources Professor Committee
- UW-Extension Dairy Modernization and Livestock Teams
- UW-Extension Department of Ag and Life Sciences Professor Committee
- Mentor Agent for New Southern District Agriculture Agents
- Hiring & Orientation for New County Community Economic Development and Nutrition Educator
- Supervision and Evaluations for UW-Extension Faculty and Support Staff
- Chaired Green County Clean Sweep Committee (Grant Applications and State Reports)
- Blackhawk Technical College Board and Agriculture Advisory Committee

Use of Media for Educational Outreach
- Green County Agri-News Newsletters sent to 770 clientele, and Monthly DHI Newsletter sent to 200
- Agriculture Interviews for the Monroe Times, WI State Journal Newspapers & Channel 3 TV
- 52 weekly programs on Big Radio AM, Monthly “Farm Talk” Program and Interviews on Big Radio FM
- Articles published in Wisconsin Agriculturist, Agri-News, Country Today and Green County area Newspapers
2013 Contacts Summary

**Direct Individual Contacts:**
- Office (51)
- Farm Visits (32)
- Phone (907)
- Emails (2,043)
- Group (1,213)

**Total 2013 Direct Client Contacts:** 4,246

**Indirect Contacts through Media:**
- County UWEX Newsletters (998)
- Local Newspaper Articles: 8,200
- Regional Radio: 90,000
- State Agriculture Magazines and Newspapers (89,000)

**Total In-Direct contacts for County, Region and State:** 188,198

2013 Program Impacts:

**Dairy Modernization Tours:**
Over 200 dairy producers and other agriculture professionals from 13 different counties explored dairy modernization options and labor saving practices through participating in the Green County Modernization tours organized by this agent. The tours generated several post farm visits by this agent dealing with modernization and expansion of area dairy farms. Four of the farms in Green County expanded herd size and built new parlors, cattle housing and/or ventilation systems in 2013 as a result of direct assistance from UW-Extension. All four farms saw their cow comfort and production increase, and reduced labor by 20% or more per cow.

**Permanent Clean Sweep Collection Site Established:**
Forty-nine farmers and 196 households were able to safely dispose of 12,422 pounds of hazardous materials through a permanent collection program that was coordinated by this agent. The collected materials included over 5,800 lbs of pesticides and poisons, over 3,000 pounds of lead and oil based paints and more than 2,000 pounds of caustic materials. In cooperation with the Green County Solid Waste Management Board, UW-Extension and the Landfill Manager a permanent collection site was established in the county and was available for residents to dispose of hazardous materials from May through October. This agent secured over $22,500 in grant funds to cover the entire cost of the 2013 program and has also secured $10,850 in grants to continue the program in 2014.

**UW-Extension Master Gardener Program:**
Ten new volunteers completed their training and earned their UW-Extension Master Gardener Certification in 2013. There are currently 41 certified and over 50 active MG’s in the Green County Master Gardener Association (GCMGA) that was established in 2004. In 2013 the group volunteered 76 hours toward Youth Education; 189 hours to Community education; and 1,794 hours of Community Service in the Green County area. Nineteen certified MG’s now serve as specialists by assisting with many of the horticulture calls that come into the UW-Extension Office. The GCMGA conducted a plant sale to fund a scholarship program in which $1,500 was distributed to area youth. The group conducted a public Gardening Seminar attended by over 80 people and was also involved with the design and building of the “Farming’ on the Square” project to celebrate the history of agriculture in the area.

**Dairy Management Seminar:**
Sixty-two area dairy farmers attend the annual Green County Dairy Management Seminar organized by this agent. Topics included Modernization of Milk Cow Facilities, Milk Marketing, Dairy Replacement Housing, and Tools for Pricing Dairy Feeds. Eighty–five percent of the participating farmers indicated that the program motivated them to make changes in their operation.

**Green County Fairy Dairy Youth and Meat Animal Auctions:**
This agent serves as the advisor to the Green County Dairy Youth Recognition Auction and the Meat Animal Sale. The Dairy Youth Auction collected $14,175 through the dairy auction with 50% being paid directly to the youth and the other half going to a scholarship fund. $3,550 in dairy youth scholarships were paid out in 2013 and a total of $24,875 has been paid out to Green County youth since 2004. The County Fair Meat Animals Auctions distributed $260,774 to over 160 Green County youth in 2013.

**Pesticide Applicator Training:**
Forty-one farmers earned their Private Pesticide Applicator Certification for using restricted-use pesticides through three trainings taught by this agent. Participants learned how to properly handle and apply pesticides, calibrate sprayers and application equipment, avoid drift and water contamination. They also learned pesticide posting requirements and state and federal posting regulations.
Meeting People & Needs Assessment

Solomon has dedicated a lot of time to building relationships with people in Green County, making an effort to meet as many people as possible. As part of these efforts, *she has had many one-on-one conversations with key stakeholders in Green County*, including county department heads, business owners and representatives, and community leaders. She has particularly focused on traveling around Green County to meet local elected officials at the town, village, and city levels. Additionally, in an effort to ensure community members are aware of the services that UW Extension provides, Solomon has consciously distributed information about Green County UW Extension.

In each of her conversations, Solomon seeks to understand the opportunities and concerns as viewed by each person she meets with. *This has enabled her to develop a plan of work for 2014 that responds to the needs she heard expressed.*

Facilitating Green County Leaders

Green County communities have identified a need for leadership development since 1995. Green County UW Extension has responded to this need by developing and leading the Green County Leaders program in partnership with a variety of community stakeholders. This program was founded by former Green County CNRED educator Sarah Burgert and continued by former Green County CNRED educator Cara Carper. The successful continuation of this program has been a priority for Solomon’s position.

Due to the scheduling of her position start date, Solomon started the week prior to the orientation and first session of this year’s Green County Leaders class. The 2013-2014 class has 22 participants, one of the larger classes in the program’s history. Solomon immediately dove into getting caught up on this program and preparing to start the new class session. *In total, Solomon facilitated four Green County Leaders day-long sessions in 2013.* This included a session in which we invited several local middle school students to participate in a poverty simulation.

In addition to facilitating the Green County Leaders program, *Solomon worked with the Green County Leaders Executive Board in holding a 10 year anniversary alumni luncheon.* This luncheon was extremely successful, with 100 attendees. In preparation for this event, *Solomon created a new program marketing report* that highlighted the impact the program has on participants and Green County Communities. The figure below shows an example of some of the information highlighted in the report. This report also contains a new metric for measuring the program’s success. Solomon calculated that over the course of the program, Green County Leader participants have donated the equivalent of $206,433 worth of volunteer hours to strengthen Green County communities.
Additionally, at the alumni event, **Solomon unveiled a new program logo and presented each alumni with a challenge coin.** This event was designed as an opportunity to re-engage program alumni, a priority identified by some local businesses.

In preparation for the next year’s Green County Leaders class, Solomon worked with the Green County Leaders Executive Board to **streamline the program application.** She has also developed plans to engage program alumni, increase the diversity of the class, and offer additional educational opportunities next year.

**Drinking Water Testing**

Conversations with towns officials, along with information about prior drinking water testing programs in Green County and discussions with Todd Jenson with Green County Land Conservation, indicated a strong desire for the continuation of drinking water testing services. In response, Solomon secured drinking water lab space for the fall of 2014, enabling drinking water testing programs to be continued next year.
In 2013, the Green County 4-H Program continued to provide youth and adult opportunities to build and provide educational programming in the areas of leadership development, personal growth and the value of service to their communities. “Learning by Doing” is the 4-H slogan while the 4-H Motto is “Making the Best Better!” In 2013, approximately 632 youth members and 260 adult volunteers were involved in the Green County 4-H Program.

**Green County 4-H Community Club Program Activities**

*(Based on quarterly activities)*

**January-March**

- Planning and preparation for Green County Junior Fair. Recruited 60 superintendents, made 45 contacts to fill 30 fair judge positions, reviewed fair book for changes, met with Green County Fair Board, and assisted with the recruitment of trophy donors.
- Met with the Green County 4-H Executive Board and Adult Leaders organization three times to provide educational programming for leadership and advise 4-H business affecting the program.
- Held 1 New Volunteer Orientation session certifying 14 new leaders to the program.
- Met with 12 4-H county project committees totaling 30 adults and 10 youth to teach project planning, implementation and program evaluation skills.
- Served on the Green County United Prevention Professionals for Youth (G.U.P.P.Y) Coalition. The coalition worked to implement the Youth Risk Behavior’s follow up Survey to collect data pertaining to the youth of Green County and the trends in youth development.
- Conducted weekly radio programs, and submitted various news releases highlighting 4-H program activities.
- Began organizing and making contacts for the 2013 Tractor Safety Course.
- Began planning for the 2013 Green/Iowa/Lafayette County 4-H Camp experience.
- Spoke at area Civic Group meetings about happenings in 4-H and with youth in the community.
- Attended 4-H Club Meetings.

**April-June**

- Met with the Green County 4-H Executive Board and Adult Leader’s 3 times to provide educational leadership and advise the group with 4-H business.
- Assisted 15 county level 4-H committees implement 12 countywide educational programs and events with over 200 youth and adults involved. Activities included: style, cake and foods review, 8 dairy judging practices, livestock and meats judging, 14 dog and 6 horse project trainings, Communication Arts and Performing Arts program and Green/Lafayette/Iowa County 4-H camp.
- Collaborated with area organizations and businesses to implement the Green County Tractor Safety and Machinery Certification program. 21 youth were certified in 2013. Handled all organizational aspects of the program as well as taught portions of the classes.
- Conducted weekly radio programs, and submitted various news releases highlighting 4-H program activities.
- Co-led the “Reality Check” Program for 300 high school youth in Green County that was held at the Monroe High School. Recruited 80 volunteers in the community to help run stations that youth took part in. This program has been going on since 2006 and is sponsored by the Green County United Prevention Professionals for Youth.
- Finished planning and took part in the 2013 Green/Iowa/Lafayette County 4-H Camp experience.
July-September

- Green County 4-H volunteer leaders met with Green County 4-H Executive Board and Adult Leader’s 2 times to provide educational leadership and advise the group about 4-H business affecting the program.
- Helped implement the junior portion of the Green County Fair for approximately 800+ youth exhibitors.
- Helped coordinate the youth from Green County that participate at the WI State Fair. Over 100 youth take part in junior events from dairy, livestock, small animals, skits and 4-H projects.
- Collaborated with 4-H youth and adults in planning for National 4-H week promotion. Conducted weekly radio programs, and submitted news releases highlighting 4-H program activities.
- Taught at the 2013 Brodhead FFA Food for America program. There were 450 fourth grade students that participated.

October-December

- Green County 4-H volunteer leaders met with Green County 4-H Executive Board and Adult Leaders 3 times to provide assistance for leadership and advised the group about 4-H business that affected the program.
- Held 1 New Volunteer Orientation session that certified 16 new leaders to the program.
- UW-Extension staff began the 4-H re-enrollment process. New this year, 4-H families enrolled online. The 4-H year runs from September 1st to August 31st annually.
- Held 4-H club officer and general leader trainings to help assist general leaders and officers in their leadership positions. These clubs completed the annual Charter Process that is required of local 4-H clubs and committees. Successfully chartered 17 4-H clubs and 5 county committees.
- 4-H volunteers orchestrated the National 4-H week promotional activities.
- Implemented the 4-H financial committee to help oversee matters with 4-H clubs and committees chartered through the Green County 4-H Program.
- Conducted weekly radio programs, and submitted news releases highlighting 4-H program activities.

2013: Phone Contacts: 1000  E-Mail/Social Media Contacts: 10,000  Total Teaching hours: 400
The Green County UW-Extension Family Living Program serves as a link to University resources for local clientele in such areas as:

- Child development, parenting, and childcare provider continuing education
- Family financial and housing issues
- Building support for and capacity of families in the community context
- Nutrition, food safety and food preservation (canning/freezing)
- Family caregiving and aging

In 2013, the Family Living Agent focused her programs on several areas, and based upon the December 2012 Local Needs Survey, worked on 7 of the top 15 issues identified as critical over the next 5 years. These included (as they were ranked in the survey): 3) Healthcare availability and cost; 4) Rising cost of living; 7) Lack of family dynamics, traditions, and parenting skills; 9) Family income stability and income levels; 10) Increasing poverty levels of Green County families; 11) Ability for youth and adults to budget and live within means; 15) Bullying education and a need for civility amongst youth and adults. UW-Extension’s Family Living Programs bring research and evidence-based programs, assessment and evaluation tools and strategies to bear on local community issues. Family Living Agents also bring content area knowledge and resources to work with community partners and families. Following are the program highlights for 2013:

**Human Development Across the Lifespan:**

- **Trainings for Childcare Providers:**
  Childcare providers play a crucial professional role, helping families understand child development and parenting issues and challenges. They also enable parents to work, both adding to and providing stability to local economies. Childcare providers receive research-based training through Green County Extension. They also receive continuing education hours which they need in order to maintain their certification or licensure. Six 2-hour classes were held in 2013.

- **Parent Education:**
  Parents are faced with a different set of circumstances than they were a couple of decades ago. Dual-income and single parent households are now the norm, and often neighbors and grandparents are working. Technology, changing cultural values, and less first-hand knowledge of infants and children on the part of new parents make parenting a significant challenge. Extension is responding with programs like the evidence-based “Raising a Thinking Child”. As part of a team locally and statewide, I am expanding this program. I have taught it multiple times in Green County. In February 2013 I held a training for local facilitators in this program that had 10 more parent educators ready to hold classes for parents throughout the county. I also held one very good class for parents at the Parks and Recreation office in Monroe. In 2014, I am setting up more Raising a Thinking Child classes for the spring (one will be held at Colony brands for employees) and am also bringing in a facilitator training for a parent education intervention program called Strengthening Families for families with older children in the fall.

**Family Financial Management and Housing:**

- **Financial Coaching/Education:**
  Financial literacy, or basic understanding of how to budget, manage credit, and save for the future is no longer something we can assume young people know. Even middle-aged adults have not saved nearly enough for their retirements. The Family Living Agent provided a financial coaching training to
12 local professionals who serve families, which was found to be very useful. She also provided one-on-one coaching and education to families referred by Family Promise, Human Services, and Work-n-Wheels families (through SWCAP).

- **Rent Smart:**
  In July of 2013, this program began to be offered on a regular date once a month. In 2013, a total of 34 people completed the Rent Smart curriculum, which aims to educate renters about how to manage expenses, be a good tenant, and prevent eviction. People who attended felt more confident (rising overall 1.25 points on a scale of 1-5 from before to after the classes) about the knowledge and skills involved in renting, and found the class provided valuable resources. They also received a certificate to provide proof of completion to current or future landlords.

- **Co-Chair of the Green County Council on Housing and Homelessness Prevention.**
  Prior to 2009, numbers of homeless and near homeless were not tracked accurately - in 2009 there were 112 unduplicated homeless and near-homeless households served by Green County Human Services, and in 2011 that number was 225 (double). The numbers were down somewhat in 2012, largely due to referrals to Family Promise. The Family Living Agent works to help the group plan its overall strategies based upon best practices in similar kinds of communities, and to involve education – both for the wider community, and for the homeless – in these plans. The Poverty Simulation and work with the Green County Leaders have led to outstanding leadership from this group and has helped expand homelessness prevention efforts throughout Green County. The group helped pave the way for and works closely with Family Promise of Green County. We are also looking for, and have begun to find ways to improve emergency housing for people who do not fit the Family Promise criteria, as well as housing options for those leaving Family Promise.

- **Affordable Care Act Network Group:**
  Together with the Health Department Director, worked to provide accurate, timely information to community professionals. She helped develop and convenes a network of professionals who provide outreach and education to local individuals and families, as well as provide assistance in applying for insurance through either Badgercare (which changed its coverage) or the new Healthcare.Gov website.

**Family and Community Mental Health**

- As chair of the Mental Health Committee of the Healthy Communities Coalition, I worked to plan education and build community resources for family members who need mental health support and access to services. Actively working to bring more awareness of mental health to the wider community, as well as actual solutions that will make mental health care more accessible.
  - The group is bringing resources to the community such as Youth Mental Health First Aid, to help adults (pastors, coaches, youth group leaders, police, pediatric staff, school staff) who work with youth know how to talk to kids and intervene or help before things lead to a crisis situation. One session has been held in Monroe and two more sessions are planned for Monroe and Brodhead. Other goals of this group have already been accomplished or are being worked on diligently. Very active and committed group!

**Additional Roles of Family Living Agent**

- Educational advisor for the Green County Association for Home and Community Education (HCE), a local non-profit organization with 92 members.
- Serves as the food safety, food science, clothing, and textiles advisor for the Green County 4H clubs and Green County Fair.
- Takes calls and provides information and referrals to general public about food safety, food preparation, food preservation, and other household and home management issues.
- Provides Food Preservation classes in collaboration with local Master Food Preservers, a very successful class was held in August of 2013.
- Nutrition Education – Hired a Nutrition Education Coordinator with federal dollars to provide nutrition and food resource management education to low-income families; provides support.
Agencies & Groups the Green County UW-Extension Office Worked With in 2013

The Green County UW-Extension Office assists a wide variety of groups and organizations through educational programming and collaborations. Some of these groups are listed below.

- Albany Sustainable Agriculture Education Center
- Area Childcare Centers & In-Home Providers
- Area Clergy & Churches
- Area Farm Fertilizer & Chemical Dealers
- Area Financial Institutions
- Area Optimist Groups
- Area School Districts
- Area Vo-Ag Instructors and FFA Chapters
- Barn Quilts of Green County
- Big Brothers/Big Sisters of Green County
- Blackhawk Technical College
- Business Improvement District Boards
- Catholic Charities Rural Life Office
- Chambers of Commerce
- Child Care Resource & Referral of S.C. WI., Inc.
- Dairy Herd Improvement Association
- Department of Natural Resources, State & Local
- Family Promise of Green County
- Future Forward! Green County
- Green County 4-H Adult & Junior Leaders Inc.
- Green County Ag Chest
- Green Co. Assn for Home & Community Educators
- Green County Beef Producers
- Green County Birth to Three
- Green County Board of Supervisors
- Green County Cheese Days, Inc.
- Green County Dairy Youth Recognition Auction
- Green County Development Corporation
- Green County EMT & Firefighters
- Green County Emergency Management
- Green County Fair Association
- Green County Family Court Commissioner
- Green County Farm Bureau & Ag In the Classroom
- Green County Master Gardeners Association
- Green County Habitat for Humanity
- Green County Health Department
- Green County Healthy Communities Coalition
- Green County Holstein Breeders
- Green County Housing Partnership
- Green County Human Services
- Green County Landfill
- Green County Leaders
- Green County Law Enforcement Agencies
- Green County Emergency Management
- Green County FFA & 4-H Meat Animal Auction
- Green County Milk Quality Council
- Green County Pork Producers
- Green County Sheep Producers
- Green County Tourism
- Green County Zoning Department
- Green Haven
- GUPPY, Inc.
- Healthy Kids Healthy County
- Homelessness Prevention Coalition of Green County
- Land and Water Conservation Department
- Literacy Council of Green County
- Monroe Area Safe Kids/Safe Communities
- Monroe Clinic Hospital
- Monroe Main Street
- Monroe Public Library
- Multi-Cultural Council of Green County
- Natural Resources Conservation Service
- Office of Probation and Parole
- Southwest WI Small Business Development Center
- Southwest WI Community Action Program
- Southern WI Ag Group
- Southwestern WI Regional Planning Commission
- Town, Village and City Elected Officials
- United Way of Green County, Inc.
- USDA Farm Services Agency
- UW-Madison State Specialists
- UW-Madison Short Course
- WI Association of County Extension Committees
- WI Cattlemen’s Association
- WI Center for Agriculture Safety and Health
- WI Department of Ag, Trade and Consumer Protection
- WI Humanities Council
- WI Assembly Rural Affairs Committee
- WI Towns Association
- World Dairy Expo
- Youth and Adult 4-H Volunteers and Members
- Young Professionals of Green County