

DANE COUNTY UW-EXTENSION

2017 Program Summary

Dane County UW-Extension Educators had 40,873 educational program and direct service contacts in 2017. More than 16,500 youth participated in an Extension program either in a classroom or out of school setting.

4-H Youth Development:

More than 1,100 Dane County youth and 350+ adult volunteers participated in the Dane County 4-H Community Club program in 2017.

Other major youth development programming in 2017 included:

- National Youth Science Day: 60
- 4-H New Family Orientation: 37
- 4-H Ambassador Program: 25
- By Youth For Youth program: 150
- FoodSmart Families: 120
- Youth Governance Program: 12

Horticulture:

The Master Gardener Program in Dane County started in 1981. Over 1,790 people have been trained since that time, and there are currently 185 certified Master Gardener Volunteers in the Dane County program.

In addition to the Master Gardener program, 745 people participated in a horticulture program in 2017 including more than 230 professionals working in the green industry.

Youth horticulture programming was offered at the Grow Academy, Mellowood in South Madison, Brentwood in North Madison, and several school and community gardens throughout Dane County.

Master Gardener Volunteer Service in 2017

Youth Education: 589 hours
Adult Education: 1,645 hours
Horticulture Support: 14,107 hours
Total: 16,340 hours
Value* \$376,789
Since 2000: 233,983 hours at a value of over
\$4,385,938

* using the current estimated dollar value of volunteer time in Wisconsin of \$23.06 per hour, from Independent Sector. Cumulative value based on previous annual estimates.

Financial Education:

During the 2017 tax year, 3,341 people had their taxes prepared free of charge at the Volunteer Income Tax site yielding \$4.5 million in refunds to taxpayers.

240 people received financial coaching or one to one educational sessions.

More than 860 Dane County residents attended one of the many financial education workshops offered (Retirement Planning, Estate Planning, First Time Home Buyers, etc.).

Agriculture:

More than 1,100 contacts were made by our Ag educators through workshops, farm visits, field days, conferences, research projects and one to one consulting. Some of the highlights for 2017 include:

- Cover Crop Basics workshop: 135
- Pesticide Applicator Training: 145 (Hmong 75)
- Nutrient Management Planning Workshop: 12
- Backyard Chickens and Raising Chickens workshops: 55
- Employer of Choice series offered at multiple Dane County farms: 66
- Farm Succession planning: 107
- Annual Organic Vegetable Conference: 176

Natural Resources:

- 3,246 residents utilized curriculum and resources from the Dane County Natural Resource Education Center including 2,176 youth.
- 120 landowners attended the Woodland Owners Conference
- 65 individuals were reached through organizational development work for farmer and natural resource based organizations.
- Dane County Pollinator Protection Educational Resources Developed

Community and Economic Development:

- Worked directly with more than 260 people throughout Dane County to provide strategic planning and organization development services for non-profits and communities.
- Assisted 73 food entrepreneurs through referrals and training.
- 214 food entrepreneurs attended the two day Edible Start Up Summit.
- Food Access Brief developed for the village of Marshall.
- Food System Racial Equity Assessment tool and facilitation guide developed.

Food Insecurity in Dane County

11.8% of Dane County residents experience food insecurity

17.5% of Dane County children are food insecure.

Food insecurity effects our most vulnerable groups, including people with disabilities, Hispanics, African-Americans, single mothers and low income households.

Source: Heckman, Public Health Madison/Dane County, 2016

FoodWise:

Dane County nutrition educators made 19,727 educational contacts in 2017 with 5,381 unduplicated learners. Of those learners, 2,234 were youth and 267 were over the age of 60. Nutrition educators also provided information to 1,787 parents about the lessons delivered in the classrooms including tips on nutrition to be applied at home.

Nutrition educators visited 131 classrooms in the Madison Metropolitan and Sun Prairie School Districts teaching 1,890 students lessons on choosing healthy snacks, physical activity and the importance of handwashing.

137 adults graduated from the FoodWise program in 2017. Dane County FoodWise engaged learners at 58 partnering agencies such as WIC Clinics, Food Pantries and Senior Centers.

2018 PROGRAM PRIORITIES

A partnership between Dane County and the University of Wisconsin, Extension educators use research-based information, a variety of educational delivery methods and local collaborations to strengthen the lives of Dane County residents.

Our educational programs are developed and measured against the following strategic directives.

We aim to build:

- Thriving youth, families and communities
- Access to opportunity
- Resilient and productive environments
- Food safety, security and health
- Stronger communities

THRIVING YOUTH, FAMILIES, ORGANIZATIONS AND COMMUNITIES

4-H Community Clubs – More than 1100 Dane County youth and 350+ adult volunteers learn together and work to improve their individual lives and the communities in which they live. Youth Development staff are working to expand membership options through various program delivery models, such as site-based clubs, special interest clubs, and afterschool clubs.

Youth Governance Program offers opportunities for youth leadership, development and empowerment through direct participation in county government decision-making.

The Financial Education Center's goal is to increase the financial literacy skills of residents to achieve financial security. Services include:

- Volunteer Income Tax Assistance Site
- United Way HIRE Initiative (Employer based financial education)
- Retirement Planning
- Financial Coaching program
- Financial Education for Latino families

Farm Succession and Transfer – Agriculture educators work closely with farm families looking to transition their farming operations to the younger generations ensuring family farms continue to thrive.

Organizational development and strategic planning – Community Development educators work with organizations throughout the county on a variety of planning processes. Strategic planning work helps boards and staff of non-profit and civic community groups tailor their organizational strategies to meet their mission and vision. Planning strengthens organizational effectiveness and cohesiveness. Educators also assist organizations with program/project planning, fund development and evaluation.

Community Engagement and Public Participation facilitation: Educators facilitate public input processes and work in conjunction with County departments or Supervisors to plan and execute public input processes. Educators also work with local communities and organizations to help gather input, design, plan and implement their local projects using community development principles.

ACCESS TO OPPORTUNITY

By Youth For Youth (BYFY) is a partnership between United Way of Dane County, City of Madison and Dane County-UW Extension. BYFY includes diverse high school students from throughout Dane County in identifying youth needs and priorities. The youth develop and implement a process to publicize a request for proposal, review proposals and recommend funding for community youth groups.

4-H Youth Development Expanding Access - Youth development staff are pursuing local and statewide efforts to engage youth who have not previously had access to all opportunities in 4-H and other youth programs.

Grow Academy strives to reduce recidivism by offering delinquent, high school credit deficient youth with cognitive-behavioral treatment, job skills training, and an ag-based curriculum.

P.A.I.D. Program, Mellowood Foundation – Horticulture Educator provide educational programming and mentoring to youth during summer urban agriculture program to encourage youth to become engaged, productive citizens with job skills and a sense of personal and community responsibility.

Youth Leadership in Agriculture and Food Systems Scholarship Program - a scholarship fund to support youth participation in leadership programs. We will prioritize programs that build youth leadership in the areas of agriculture and food production.

Inclusiveness and community building – Extension educators are providing consulting, educational programming, and resource support to emerging organizations that work with underserved populations and run by people of color. In 2018, we anticipate these will include: Opportunity, Inc.; Breaking Barriers Mentoring; Positive Women for Change; the 'Growing Urban Leadership in Food Systems (GULFS) program; Mellowood Foundation, DSSC Community Center, and Vocés de la Frontera.

Economic Empowerment Fund – Community Development Educator is supporting an effort by Opportunity, Inc. to develop mechanisms to increase grant and loan support to minority businesses.

RESILIENT AND PRODUCTIVE ENVIRONMENTS

Organic Certification Incentive Pilot Program provides an incentive for farmers to convert to certified organic practices by providing up to \$250 each year for up to three years to assist with costs associated with the conversion period and organic certification.

Dane County Grazers Network – UW-Extension and Land & Water Resources Departments continue to partner to provide support and education to livestock farmers interested in grazing and pasture management. The network provides an opportunity for farmers to learn from each other and support implementing conservation practices such as permanent ground cover, perennial forages, and rotational grazing.

Cover Crop Research and Education for Grain and Dairy Farms – Crops & Soils Educator is conducting research and providing education to farmers on using cover crops to keep soil and manure from leaving their fields. The Natural Resources Conservation Services, Land & Water Resources Dept, UW-Extension and Yahara WINS are teamed up with farmers to seed 1000 acres of corn silage with cover crops.

Cover Crop Research and Education for Vegetable Farms – Small Scale & Organic Produce Educator conducts research on the use of cover crops to reduce tillage on certified organic vegetable farms. This work is being done in conjunction with farmers in the FairShare CSA Coalition and includes 5 farms in Dane County. Results are shared through field days, research reports, and conference presentations.

Assist with key county water issues including helping to develop phosphorus reduction practices and policy with the Healthy Farms Healthy Lakes Task Force, developing training and evaluation materials for chloride reduction with winter maintenance to reduce chlorides in both surface and groundwater, provide leadership for public involvement with Cherokee Marsh rehabilitation in garnering key stakeholders' input on how best to protect the marsh, and providing facilitation assistance in updating the County's soil and water management plan.

Pollinator Protection – Extension provides outreach on the importance of and how to protect pollinators for both rural and urban populations in Dane County by developing demonstration gardens, developing educational materials and activities, providing direct education and assisting with coordination with UW research.

Natural Resources Education Center is a lending center of resources, equipment, expertise and training for area residents concerning water quality and other natural resource issues. The center helps citizens take on active stewardship roles in helping Dane County's environment.

Dane County Master Gardener Volunteers are trained by UW-Extension and support parks and other public spaces with invasive plant removal, prairie and forest restoration, and the creation and maintenance of urban green spaces. They provide educational programs at schools, community gardens, farmers' markets and other public places. The Master Gardeners also maintain the **Teaching Garden**, an educational demonstration garden at the Lyman Anderson Center on Fen Oak Drive.

Dane County Master Composter Training is a program designed to provide volunteers with basic knowledge, skills and tools to teach others to reduce organic waste in the landfill. Volunteers organize workshops and use demonstration displays to teach others to compost on site where they live and work.

FOOD SAFETY, FOOD SECURITY AND HEALTH

FoodWise (formerly WI Nutrition Education Program) – Helps limited resource families and individuals choose healthful diets, purchase and prepare healthy food, handle food safely, and become more food secure. The program is funded through a USDA grant and offered in elementary schools, senior meal sites, community centers, food pantries and other locations throughout Dane County.

Healthy Communities - Implements evidence-based tools and strategies guided by national obesity prevention frameworks to promote healthy lifestyles, strengthen new and existing coalitions, expand direct education efforts and mobilize champions of change to advance policy, systems, environment work in the County.

Community Gardens Network – Extension provides horticulture support, garden leadership and youth development educational resources to community gardens throughout the county. We partner with the City of Madison and Community GroundWorks to provide leadership to the Gardens Network.

Food Safety and Preservation – Offer classes and resources on safe food preservation and pressure canner testing. This included testing pressure canners for county residents.

The Sweet Potato Project engages and educates residents to grow and donate over 14,000 pounds of sweet potatoes to local food pantries each year.

Hmong farmers Pesticide Applicator training – Crops & Soils Educator collaborates with DATCP to provide pesticide applicator training program for Hmong growers. The program teaches pesticide selection and safety to keep farmers and the food they grow safe.

Food Waste and Recovery – Develop resources and support efforts to maximize economic, social and environmental benefits by pursuing the following waste reduction actions: prevent food waste, recover edible food for redistribution, recycle food scraps as animal feed, compost and clean energy.

Youth Advocates for Community Health - FoodWise and 4-H Youth Development staff collaborate to engage high school teens in identifying and addressing a health issue facing their community. Youth Advocates for Community Health (YACH) is a food systems leadership program focused on strengthening youth research, leadership, and interpersonal skills. This program brings youth perspective to community food access conversations.

FoodSmart Families - This partnership with Centro Hispano's Escalera program at West High School engages teens as leaders in planning and delivering healthy-living programs to younger children and their families. The programs are designed to increase participant knowledge of healthy food choices, food budgeting, food selection and safe preparation.

STRONGER ECONOMIES

Farm Human Resource Management – Through *Becoming the Employer of Choice*, a new curriculum and individual consultations, farmers and farm managers are able to improve their leadership and employee management skills.

Organic Vegetable Production Conference – Annual conference offers practical production and farm management information to growers from Wisconsin and beyond. A scholarship program and Spanish and Hmong interpretation make the conference more accessible to growers.

Organic Vegetable Grower Apprenticeship – Working with partners including the Dept. of Workforce Development on a formal apprenticeship program in organic vegetable production. This will be only the second agricultural apprenticeship registered in the state. The first apprentices will be placed on farms in March 2018. Partners in ME, PA, and NY are collaborating with WI to develop a national model for an organic vegetable grower apprenticeship.

Beginning Farmer Business Planning - Dairy & Livestock Educator works one on one with beginning livestock farmers to develop and plan for a financially viable and productive farm business.

Continuing Education for the Green Industry – We offer an annual short course to update business owners, employees and municipal workers on current horticulture related issues in their field.

Edible Startup Summit – Collaborate with Wisconsin Department of Agriculture and Consumer Protection to offer this 2 day training for food business entrepreneurs. In 2017, a one day summit focused on the tech side of building a food business will be added to the two day Summit emphasizing business development and expansion. A scholarship program assures that the training is accessible to resource limited entrepreneurs.

Food Entrepreneur Outreach and Technical Assistance: Collaborate with FEED Kitchens, Wisconsin Women's Business Initiative Corporation and others to develop programs to build capacity of low-income and minority food businesses through outreach, training programs, technical assistance, and funding support.

Community Economic Development: We work with Chambers of Commerce and Economic Development initiatives to address community identity and downtown development in the smaller communities within Dane County. A recent project involved working with UW-Extension's Center for Community Economic Development on a comprehensive market analysis for Cross Plains.