

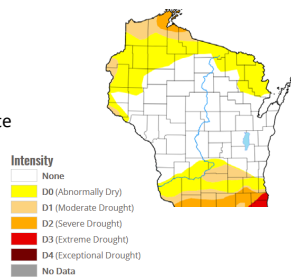


Outline

- Video Series/Creation
 - Yahara WINS grant (Partner with MMSD)
 - Farmers for the Upper Sugar River
 - Biological Farmer Friends
- Goal is to promote peer to peer learning
 - Farmers don't know what is going on at the other end of the county
 - New age of farmer
 - Provide visuals throughout the year
 - Promote community building (Relationships with the farmers)
- Participation in virtual field days, webinar (CCROP), and Producer-led webinar series

Quick Ag Update- Ahead of Schedule!

- Corn silage harvest complete
- Soybean harvest ~50% complete
- Corn grain harvest ~20% complete
- Winter wheat planting ~50% complete
- 10" behind on normal rainfall
 - Abnormally dry- Moderate Drought



Video Creation

- Increased demand during COVID
- Expand audience
 - Watch at different times due to farmer lifestyle/timeline
 - Shareable
 - Younger generation
 - Surprising lack of conversations between farmers on opposite sides of the county

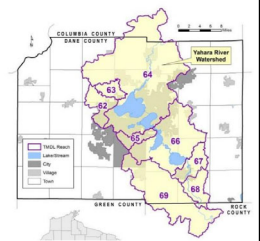


Goals

- Make experimentation and conservation social norm
- Build capacity of farmers to talk about their work
- Increase trust in agency

Yahara WINS

- Initiative to promote watershed adaptive management
- Collaborative
 - Combine resources and skills
- Cost-Effective
 - Pollution prevention and source reduction rather than treatment
- Innovative
 - Flexibility and innovation are key to being adaptive to tackle an issue of this magnitude



Innovation Grant + Extension Support



- Purchase video creation equipment
 - Editing
- Cover purchases for research and monitoring equipment
- Sample Analysis
- Recommendations on equipment and software
- Technical expertise



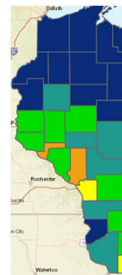
Demand

- All 3 producer-led groups in the county have requested or participated in videos
 - Yahara Pride Farms
 - Biological Farmer Friends
 - Farmers for the Upper Sugar River
- Increase participation in webinars and virtual field days
 - Producer-led DATCP webinar series
 - WI Cover Crop and Conservation Conversations
- Cover Crop Conference Video Contest

Benefits

- Promote peer to peer learning
 - Building connections between farmers
 - Authenticity
- Equity (translation and recording for later viewing)
- Visual
 - Can follow practices throughout the year

Ag and



WPR



This Sept. 14, 2019 photo shows a tractor and a hose are used to spread manure on a cornfield in Kenosha County in 2019. John Fischer/AP Photo

Report: Proposed Changes To DNR Rule Could Cost Farms Millions In Management Costs, Lower Yields
 Researchers Say More Data On Fertilizer, Manure Management Needed To



Program goals

- Directly address water quality impacts of agriculture
- Use infrastructure of Discovery Farms and farmer-led groups to continue a conversation with leaders in the community
- Use scientifically sound data
 - Incorporate non-Extension faculty
 - Continue to use on-farm data
- Streamline communication channels and collaboration opportunities
- Develop programming that increases adoption of effective management practices WITH realistic expectations for water quality

Position Specifics & First Steps

Ag and Water Quality Outreach Specialist

- Build a network of water quality resources and colleagues
- Create menu of options for on-research and demonstrations for producers
- Outreach to Producer Led Watershed Groups

Tradeoffs

