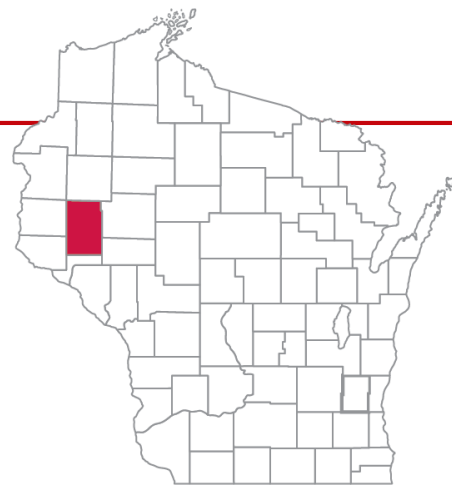




Extension

UNIVERSITY OF WISCONSIN-MADISON

DUNN COUNTY



ANNUAL REPORT 2020



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The Community Resources & Tourism Committee provides oversight for Extension:

Jim Anderson – Chair, Jim Zons – Vice Chair, Larry Bjork, Thomas Quinn, & Ann Vogl

Thank you for your continued support and guidance.

University of Wisconsin-Madison Extension Dunn County

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UW-MADISON EXTENSION

CONNECTING COMMUNITIES *with* THE UNIVERSITY OF WISCONSIN

As a statewide engagement arm of UW–Madison, the Division of Extension embodies the Wisconsin Idea to extend university knowledge to every corner of the state. That mission started in 1912 with Extension’s first agent making farm visits and continues today along with community and business development, youth engagement, and well-being programming. Our statewide network of educators and specialists with the UW–Madison College of Agricultural & Life Sciences and on UW campuses across Wisconsin is responding every day to emerging and longstanding hurdles residents are overcoming to compete and prosper. We’ve identified key opportunities to leverage local resources and leading research to affect change and improve lives through:

Supporting Wisconsin’s Agriculture Industry »

We use applied research from UW-Madison’s College of Agricultural and Life Sciences in addition to other Campuses along with educational outreach to support an economically viable agricultural industry that produces safe food in an environmentally responsible manner.

Fostering Leadership and Civic Engagement »

We work with communities across the state to support individuals, groups, and organizations to enhance quality of life and improve overall well-being, leading to stronger communities today and for generations to come.

Creating Positive, Healthy Change »

We catalyze positive change in Wisconsin families through evidence-based programs focused on nutrition, food security, food safety, chronic disease prevention, mental health, and substance misuse.

Empowering Families and Communities »

We support families in caring for each other in ways that promote growth and understanding, enhance aging-friendly communities, coach effective parents, and help families put technology, mindfulness, and financial awareness to use.

Enhancing Resilient Natural Resource Systems »

We help individuals and communities make informed decisions that support the state’s rich land, water, and mineral resources. We’re working to ensure that our resources remain at the heart of our communities, economies, and state identity.

Furthering Positive Youth Development »

We prepare the youth of today to become effective, empathetic leaders of tomorrow. From teens advising local government to Wisconsin 4-H clubs, we offer diverse educational opportunities that put youth on the path to success in Wisconsin and beyond..



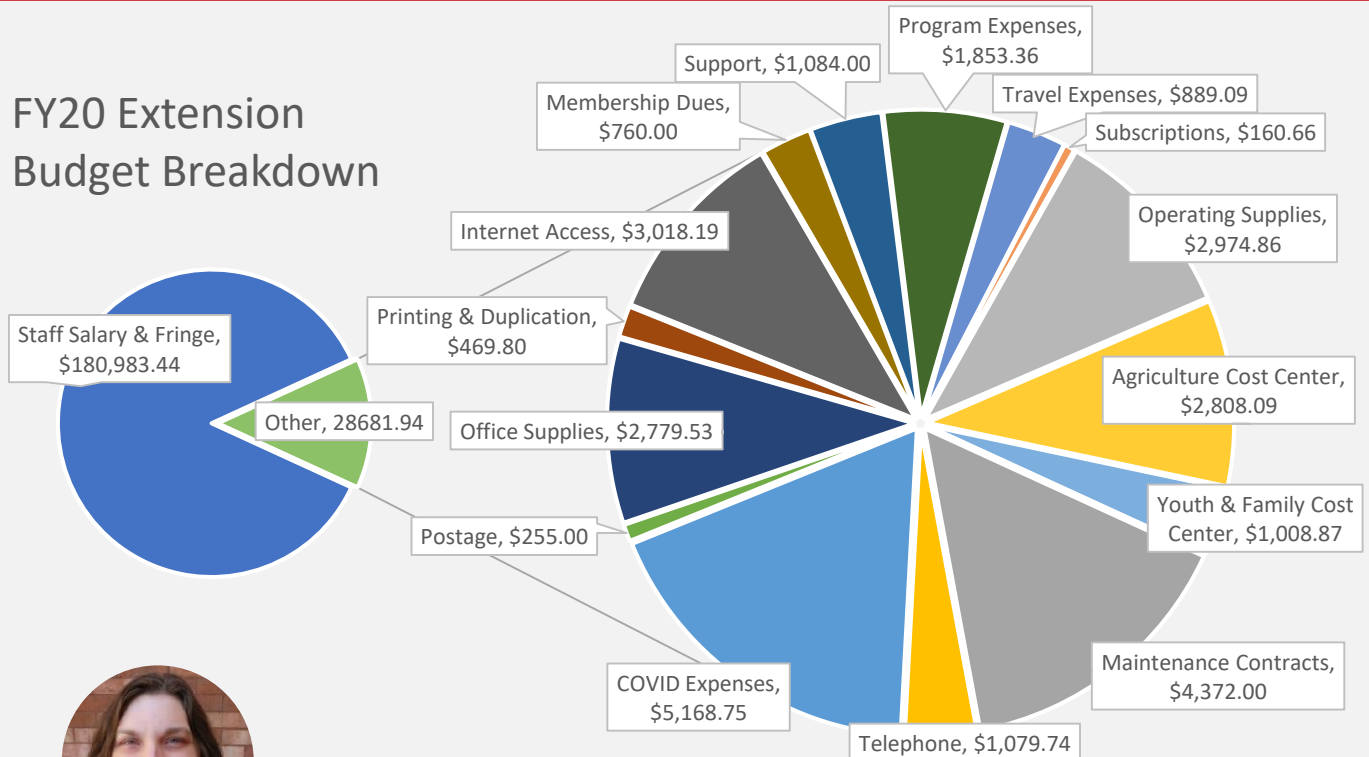
Catherine Emmanuelle
Area Extension Director
Chippewa, Dunn, and
Eau Claire Counties

Twenty-twenty was a banner year that no one signed up for. I am incredibly proud of our Extension team who nimbly responded to Dunn County’s needs, through virtual and in-person education, both responding to emerging needs with the pandemic and continuing traditional programming - a source of “normal” - and continuing our operations as smoothly as possible. Pandemic or not, Extension’s purpose is to teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities. I think you’ll see the meaningful and transformative work for lives and communities here in Dunn, in Agriculture, Horticulture, Health and Well-Being, Human Development and Relationships, Positive Youth Development, and Community Development. One day in particular stood out for me, a meeting we held in September with our staff from three counties and the Extension oversight committees from Chippewa, Dunn, and Eau Claire Counties. We had a theme of *Working Together While We are Apart*. Our dedicated staff highlighted how Extension adapted and strengthens counties and partnerships through COVID-19, including local agriculture educators’ new podcast to debut new research and development bringing new crops and diversity to Wisconsin, how our 4-H educators created a virtual learning community that has now been a model for the entire state, a look at COVID-19’s effect on financial and food security and adaptations and programs that have been developed to meet the challenges, and how Extension’s educational capacity is multiplied through the power of volunteers, who give thousands of hours of education to the county. Phew, that’s a lot! Last and not least, we could not be successful in Dunn County without the valued support from the county, community partnerships, and most importantly, the people who live here.

Grateful to be interconnected with our community and the power of education.

Catherine Emmanuelle

FY20 Extension Budget Breakdown



Michelle Bachand
Support Specialist

The Dunn County Support Specialist is a county-based employee that supports the educators while managing the day-to-day operations of the office. Michelle processed 284 support requests during the year, drafted the FY21 budget, maintained 5 social media accounts, 3 webpages, and completed numerous other tasks.



Agriculture



Katie Wantoch
Agricultural Agent,
Specializing in Economic
Development

Dunn County is home to agriculture that contributes 3,781 jobs and \$989 million dollars in economic activity (Deller, UW Extension, 2019). Some 1,200 farm businesses engage in dairy, beef, turkey, meat goat, cash grain, horticulture and vegetable crop production on over 348,000 acres (64%) of the county's land (USDA Census of Agriculture, 2017). Dunn County is seventh in grain production with \$82.1 million in sales. Dairy farming continues to be robust with sales of \$77.8 million. The diverse and dynamic agriculture in Dunn County significantly contributes to economic and social fabric of the community.

Farm business and financial management skills

are more important than ever due to fluctuating agricultural commodity prices and increasing input costs for farmers. Operating a farm business is increasingly challenging and the economic situations continue to impact farmers across all agriculture enterprises. Farmers need effective business and financial management skills regardless of their type of operation. This increased volatility in agricultural commodity markets and tighter profit margins have prompted stricter standards by lending institutions for farmers seeking financial credit.

Agricultural lenders and professionals seek out educational information from Extension to gain an awareness of the outlook for agriculture commodity markets and increase their knowledge on challenges and opportunities in agriculture. I have been the lead planning coordinator for the annual Western Wisconsin Ag Lenders Conference since 2011. This conference is designed to provide attendees with the material necessary to assist them when advising their farm clientele. The six-hour event was traditionally held in-person and included up to six Extension and ag industry professional speakers. The conference has been attended by 1,455 people over eleven years. Material is reported to be shared with over 2,000 farm clientele each year, realizing a combined outreach of almost 23,500 farmers and ag professionals.

Impact of Agriculture in Dunn County

1,288
Farms

3,781
Jobs in Agriculture

348,301
Agriculture Acres,
64% of County land

\$989 Million
Economic Impact

\$82.1 Million
Grain Sales

\$77.8 Million
Dairy Sales



Agriculture

Succession planning

Succession planning is important for the continuity of Wisconsin farms. Research indicates development of the farm family business requires focus on both family continuity and farm business profitability. With an aging farmer population, more producers are looking for information on retirement and continuation of their farm to the next generation. To address these needs, I have collaborated with Extension educators and State Specialists since 2011 to provide 20 farm succession and estate planning workshops in Dunn County for approximately 225 participants. While the content of each workshop, teaching methods, and approaches have varied, the objective of giving farmers the tools to review their farm succession options has remained the same.

By learning about resources and steps in succession planning, farmers are better equipped to have important conversations and can develop plans that lead to successful farm transitions. I assisted with the development of the *Cultivating Your Farm's Future* workbook for farm succession planning in Wisconsin. The workbook is designed to help farm families evaluate their current situation, think about what they want to do, and give them action steps to move forward. I have drafted five articles and corresponding videos to various worksheets in the workbook. I have also drafted an article

and created a video series that shares the top ten things to consider for succession planning. In early 2020, I coordinated a regional workshop where local ag professionals and myself provided farmers with an introduction to tools and resources for starting or moving ahead with their farm succession plans.

As a result of participating in the workshop, 96% of post-survey respondents (n=28) reported learning about tools to help them develop their vision and goals for the farm business (on average increasing their understanding by 1.2 points on a 5-point Likert scale). In addition, 87% said they planned to seek out resources and/or professionals to help in their farm succession planning; and 83% said they plan to implement one or more steps in their farm succession plan. Individual participants noted, "Good idea to allow 1 on 1 interaction with speakers. Very helpful." In addition to educational workshops, I have conducted individual farm succession consultations with farm families and advise families on preparing for meetings with ag professionals, such as accountants and attorneys.

<https://farms.extension.wisc.edu/programs/cultivating/>





Horticulture



Margaret Murphy
Horticulture Outreach Specialist
Chippewa, Dunn, Eau Claire,
and Polk Counties

Through horticulture outreach specialist educational outreach and diagnostic services, over **800 residents** received research-based Extension knowledge to improve their growing skills (includes estimate of horticulture inquiries for 4 counties).

Best practices for COMMUNITY GARDENERS during COVID-19

Our priority is to keep our community safe during the COVID-19 pandemic. } These guidelines are here to keep you and others safe and our garden open.

Feeling ill? Stay at home!

Always rinse vegetables before use.

Keep your distance.
Allow at least **6 feet** between gardeners.

Wash your hands regularly with soap.

Avoid touching your face. Wearing a mask is recommended.

Clean commonly touched surfaces. Don't share tools if possible.

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements. Icons adapted from freepik.com.

In order to work to keep community gardens safe during the COVID-19 pandemic I participated on a small working group to create an infographic that was translated into multiple languages and could be posted at gardens. This infographic was shared with community gardens locally and around the state to spread information about best practices.

Master Gardener Volunteer Impact in Dunn County

401

Master Gardener Volunteer Hours

451

Individuals reached by Master Gardener Programming

160

Hours of Continuing Education

2,228

Pounds of produce donated to Stepping Stones Food Pantry from the Jail Garden

Note: In 2020, we had 14 active Dunn County Master Gardener Volunteers. Due to the pandemic, the **volunteer service requirement** and all in-person programming were suspended starting in March. Despite this, they continued to fill their volunteer commitments and rose to the challenge to educate through virtual platforms as reflected in the above effort data.



Horticulture

Spring Begins!

The beginning of the year the 10th Annual Spring Begins was held (Pre-COVID) and had record-breaking attendance, over 75! Sessions included information about Native Plants in the Landscape and Small Space Gardening.

Volunteer Projects

Despite the restrictions we faced with in-person programming, Dunn County Master Gardener Volunteers were allowed to continue work on several of their volunteer projects including:

- The Cedar-Rama Park Garden that, in partnership with the City of Menomonie, maintains community green-space and manages the natural area by planting native plants and removing invasives.
- Similarly, their work with the Dunn County Humane Society manages a natural area by removing invasive plants such as buckthorn and garlic mustard.
- Their work with the Dunn County Historical Society involves demonstrating how a rain garden works by capturing and holding rainwater to slow the flow of rainwater from impervious surfaces such as roofs, streets and parking lots to allow the water time to be absorbed by the soil.
- They continued their work at the Dunn County Jail Garden Project. This year's total of produce donated to Stepping Stones food pantry was 2,228 pounds! Not bad for using only half of the space and having to go without help from the people who are incarcerated.



Spring Begins!

10th Annual Seminar
with the Dunn County
Master Gardeners



Saturday, March 7th, 2020
9:00am-12:00pm

Dunn County Community Services Building
3001 US Hwy 12 East | Menomonie
(former Dunn County Health Care Building)
*enter basement level door on West side of building





Health & Well-Being

Healthy Choices, Healthy Lives



FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). We advance healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents with limited incomes through nutrition education at the individual, community and systems levels.

The Challenge

The COVID-19 pandemic impacted the food security of Dunn County residents due to income and job loss, as well as significant changes in local, regional, and national food systems. Based on increases in Dunn County residents participating in FoodShare and federal Pandemic EBT benefits, we see a greater need for members of our community in accessing food that is healthy, safe, and affordable. FoodWise educators support our community by providing education on how families can stretch their food dollars in these difficult times and continue to put healthy meals on the table in their homes.

Dunn County has seen a **23% increase in Food Share participation** (including adults and children) from prior to the pandemic.



Based on comparison of FoodShare participation in February, 2020 and September, 2020. Data from Wisconsin Department of Health & Human Services.

Community IMPACTS

- Stepping Stones Food Pantry guests enjoyed multiple nutrition and food safety lessons. We also provided pantry staff with food safety guidelines, recipes using pantry foods, and a COVID-19 guide for food distribution.
- Participants in the Workforce Resource Food Share Employment Training program joined our lessons that helped them with food resource management skills.
- Contributed to the Health Dunn Right -Chronic Disease Prevention Action Group. Worked to develop a proposal for Market Match program grant funding that would allow FoodShare participants to double their bucks at the market which increases food security.
- Provided Menomonie Farmers Market COVID-19 guidelines to help them reopen during pandemic as an “essential food resource” while adhering to recommended procedures.
- Hmong Friendship Center participants joined food safety and nutrition lessons with an interpreter. Participants were very engaged and had many questions.
- Helped youth at River Heights Elementary, Boys and Girls Club, and Head Start to understand the importance of healthy eating and trying new foods.



ACHIEVING MORE TOGETHER

UW-Madison Division of Extension works alongside the people of Wisconsin to deliver practical educational programs where people live and work – on the farm, in schools and throughout urban and rural communities. In Dunn County, FoodWise partners with River Heights Elementary School, Menomonie and Colfax Head Start Centers, WIC, Workforce Resource, Boys and Girls Club, Hmong Friendship Center, ADRC Congregate Meal Sites, and Stepping Stones Food Pantry to help make the healthy choice the easy choice in our communities.





Health & Well-Being

Head Start families try new tastes and get mealtime tips

When it comes to raising healthy eaters, it is important for us to provide tasting opportunities and core messages to both youth and parents. In the classroom, we offer a wide range of fruits and vegetables along with role modeling critical safety practices like hand washing. With parents, most of their questions inquire how to feed their “picky eaters”. Challenges and strategies on feeding children were discussed while promoting peaceful mealtimes.

Positive responses from participants following lesson:

- *“I just wanted to let you know that the parents have been expressing how awesome your discussion was on picky eaters last Friday! It has motivated parents that have never come to a meeting before that one to want to return and ask when the next one is. Also, a parent came up to me and said that they were using one of your tips for communication at dinner and that it is working great - she asked if you were ever coming back!”* -Head Start staff
- *“Thank you for the recipes, I will make this with my kids! Like you shared today, cooking together is fun and something they will remember for a lifetime.”*



Pamela demonstrating a healthy recipe with Head Start parents

Strong Bodies goes virtual

Strong Bodies is a strength training series for all ages but mostly older adults where they improve strength, balance, and flexibility. We saw a need for a statewide virtual series that met physical, mental, and emotional needs of seniors during a very difficult time of isolation and uncertainty related to the COVID-19 pandemic. Hundreds of participants have joined our series with an average class satisfaction rate reported 9-10, out of 10! Participant responses post classes include the following: having more energy, stronger, eating healthier, better mood, sleeping better, feeling connected, and daily tasks are now easier.

- **“I found this class to be a Godsend during the pandemic”**
- **“Strong Bodies keeps me off arthritis medication”**
- **“I am getting so much stronger thanks to this program”**
- **“I really need this program. It helps my lower back and arms. I don’t think I would be motivated to do it on my own. Thank you for all you do”**
- **“I would not be exercising if this program was not available”**
- **“I can now bend down and lift my grandchildren!”**



Sandy Tarter
Coordinator
Chippewa, Dunn,
Eau Claire Counties



Nancy Fastner
Nutrition Educator
Chippewa & Dunn



Pamela Warren-Armstrong
Nutrition Educator
Eau Claire & Dunn



Joy Weisner
Nutrition Educator
Eau Claire & Dunn



FoodWise staff lead virtual statewide Strong Bodies program



Human Development & Relationships



Stephanie Hintz
Human Development and
Relationships Educator

Stephanie's efforts to *increase social and emotional wellbeing for all youth and families in Dunn County* is grounded in local community needs assessments and backed by state and national research.

Her efforts can be categorized into three main strategies to address the local and emerging needs of the community including (1) expanding access initiatives, (2) mental wellness initiatives, and (3) parenting programming.

Expanding Access Initiatives

Dunn County's demographics are becoming more diverse. In the wake of emerging state trends and embracing diversity, one strategy is to build and maintain relationships with the Hmong and Hispanic/Latina/o communities and agencies who serve this public in Dunn County. Building relationships and promoting equitable access to educational opportunities for historically underrepresented, disadvantaged, and/or underserved populations will be a first crucial step to cultivate an inclusive and welcoming environment in our community. The intention is to build strong connections that allows historically underserved populations feel more comfortable to attend relevant and social emotional wellbeing programming.

Expanding Access Initiatives continued

Specific efforts include but are not limited to:

- **Hmong Friendship Center.** There are over 30 Hmong Elders that participate in the program and with the 503c3 status they hope to grow to include intergenerational programming in the future.
- **Creating an Anti-Racist Statement.** This effort started at the county level but then was pushed to the state level. Statement will be vetted and shared in 2021.
- **A Fair and Just Recovery Grant.** A Division of Extension Innovation Funding Initiative Grant was awarded for the project to support colleagues across institutes to facilitate conversations that support a fair and just recovery in communities. These conversations and subsequent actions will focus on centering the voices of those most impacted to build awareness and take action towards addressing social and economic inequalities.

Mental Wellness Initiatives

According to the Dunn County Community Health Needs Assessment Report in 2019, Mental Health was listed as the number one priority in the realm of health that needed improvement in our community.

Specific efforts include but are not limited to:

- **Providing WeCOPE programming.** Created and launched a healthy coping mechanisms curriculum, starting 2021.
- **Health Dunn Right - Mental Health and Wellness Action Team.** Provided several free mindfulness and self care series.



Human Development & Relationships

Parenting Programming

Research indicates the primary protective factor in helping children heal from ACEs or counter effect ACEs is the presence of a consistent, supportive, and loving adult. Parental knowledge of child development and parenting skills are pinnacle to foster healthy relationships with children.

Specific efforts include but are not limited to:

- **Parents Forever.** A research-based parenting curriculum developed by the University of Minnesota - Extension and Dunn County court-ordered divorce parenting programming. Held 12 times, supported 68 parents. 100% of participants reported gaining valuable information for their life.
- **Parenting with Love and Logic Classes.** An evidence-based approach designed to create positive schools and home culture. Held once before the pandemic shut down programming and the curriculum creators did not approve of online presentations until later in the year.
- **Trained in Triple P.** An internationally recognized and accredited evidence-based parenting curriculum developed by the University of Queensland in Australia. Training completed in level 2 (a series of parenting seminars) and level 3 (a series of group discussions).



Testimonials

" This class was very informative and gives you a mental checklist of what actions you and the co-parent should be doing for/with your children."

- Parents Forever Participant

" Thanks, Stephanie. You are an excellent presenter and educator. It's nice to see someone so passionate about their work."

- Love & Logic Participant

" There is a lot of good information that you can use to build your own dynamic when it comes to co-parenting with your ex. There are also a lot of good points that you can use when supporting your children in the transition between homes and having the separation."

-Parents Forever Participant



Positive Youth Development



Luisa Gerasimo
4-H Program Educator

4-H empowers youth in grades K-13 to reach their full potential while learning citizenship, leadership, and life skills. For over 100 years, Dunn County has been a leader in 4-H youth development. Members learn by doing; through projects, activities, and adult mentorship provided by over 100 trained and background checked volunteers.

Long term studies show that those who participate in 4-H are 4 times more likely to give back to their communities, and 2 times more likely to make healthy choices. That means that **investing in 4-H makes good sense** in both the short term and the long term for our community.

Today's 4-H programs have a focus on helping youth find their "spark."

Caring adults and older youth often mentor children who are trying out new skills and finding new interests that could very well form the background of education and careers. This work is done through the traditional 4-H community club program, after-school partnerships, state and national educational experiences, and other community youth programs.

In 2020, Dunn County had 13 community clubs serving close to 400 4-H youth and adult volunteers. We also have 8 chartered project clubs. The **Dunn County Dairy Judging Team** excelled to such an extent that they were selected to **represent the nation** in Scotland in June of 2020. When COVID hit, the team was unable to travel and their trip was postponed. Many of our community 4-H clubs lack broadband access and "hibernated" for much of 2020. **Some clubs were able to meet virtually and had success with remote activities, outdoor gatherings at parks, or community services like road-side clean ups and food drives.**

4-H Volunteer Impact in Dunn County

1,571

Youth Community Service Hours

7,708

Adult Volunteer Hours

\$25.43

Value of a Volunteer Hour

Disclaimer: This data is from 2019. We wanted to capture 'traditional trends' as we experienced reduced numbers due to COVID-19



Winner of the "Every Picture Tells a Story" category, Dunn County 4-H 2020 photo contest. Picture by Anna B.



Positive Youth Development

Building Bridges Youth Program

Extension Dunn County partnered with Eau Claire Area Hmong Mutual Assistance Association (ECAHMAA) to support an after-school club for 30+ Hmong teens called **Building Bridges Youth Program**. This program was impacted by COVID-19 restrictions so had to meet virtually in the fall and did not become active again after the winter holiday. Instead of meetings, our partner organization used funds from a grant we requested, from the Charter Oak Foundation, to send care packages and school supplies along with phone support.

Virtual Programming

As the long term nature of the pandemic became apparent, local 4-H Educators began to meet regularly to offer a series of “4-H in a Box” offerings where youth received the supplies needed to create 4-6 projects during virtual meetings with volunteers, teens or staff. Chippewa, Dunn and Eau Claire 4-H educators offered a successful “**Discover 4-H**” mini-camp that helped introduce new families to 4-H through fun projects for younger children, and a well-attended “**Cookie Camp**” right before the holidays. We received many comments like this one: “Wow this was a great program and Thank you again! ...COVID has made lots of changes in our lives, but this really brought some excitement at this household. Technology, who would have thought this was going to be so much fun and allowed interaction with kids?! We truly ♥♣ and look forward to the future in 4-H! Thank you!”



Inga G., a new to 4-H Cloverbud from Ideal 4-H Club, shows off her Bean in a Bottle and String Art from Discover 4-H min-camp which was offered weekly in October via Zoom



One positive effect of having to move suddenly to a virtual basis was the high level of cooperation between 4-H colleagues across the state. Out of this came a state-wide offering called the **Virtual Learning Community** where professionals, volunteers and 4-H youth offered hundreds of classes, workshops, lectures, reading and discussion circles. I was able to offer a class called “Taming the Voices in Your Head” several times in 2020, including at the very well-attended virtual Fall Forum for 4-H youth and adult leaders. Because the focus of this class was on asking better questions, with an emphasis on positivity and self-empowerment, it was timely and well-received by 4-H adults and youth.

Taming the Voices in Your Head

Thursday, August 27th | 6:00pm

In this workshop you will learn to recognize self-talk and discover simple techniques that reduce anxiety and increase positive outcomes in your life.

*registration required





Community Development

The Chippewa, Dunn, & Eau Claire County shared Community Development Educator position was vacant for most of 2020, due to COVID/fiscal-related hiring freeze. While we do not have much specific impact to report, we wanted to keep our supporters and partners apprised of statewide Community Development related work, and look forward to filling this position in 2021.

Extension Statewide Community Food Systems Program Food Entrepreneurship Ecosystem Development (FEED) Initiative

Background

Business ownership has been shown to serve as an important vehicle for wealth creation, especially for members of economically disadvantaged communities. Research has found that in Wisconsin, Black, Indigenous and People of Color (BIPOC) have disproportionately low levels of business ownership and have demonstrably weaker relationships with key people and institutions in the small business development field, such as lenders. Language barriers and lack of in-house legal and accounting expertise can also make it difficult for BIPOC small business owners to take advantage of federal assistance programs such as the Paycheck Protection Program, making their businesses more vulnerable during economic downturns.

Despite these statistics, the food sector has some of the highest representation of BIPOC business ownership in Wisconsin and continues to be an arena in which BIPOC entrepreneurs pursue opportunities to develop new businesses and products. Because food businesses are subject to unique regulatory requirements, food business entrepreneurs require training in food safety protocol, licensing, and regulations that are not typically covered by traditional small business assistance providers.



160

Participants in online food safety trainings

350

Entrepreneurs and organizations that directly received English and Spanish-language guides for food cart operators to safely and successfully operate during the COVID-19 pandemic

151

Participants of the statewide Edible Startup Summit

One participant of the Edible Startup Summit noted in their evaluation:
"I live in Chippewa County in north central Wisconsin and I was surprised to see that there was no representation for our area. [...] I would like to see what more can be done for Value Added Farming."

The new Area 6 Community Development educator serving Eau Claire, Dunn, and Chippewa counties will serve as a crucial liaison between this region and Extension's statewide local food entrepreneurship and market development networks and programming.



Community Development

Program

In 2020, the Community Food Systems Program launched its Statewide Food Entrepreneurship Ecosystem Initiative to increase the proportion and enhance the success of BIPOC entrepreneurs, limited English speakers, recent immigrants, and others experiencing structural barriers to food business entrepreneurship in Wisconsin. The Program works with partners across the Division and the State to support BIPOC food entrepreneurs in Wisconsin by creating spaces for them to connect with each other and with other existing infrastructure, expertise and markets in culturally, technologically and linguistically accessible ways.

Preliminary resources and programming included the development of English and Spanish-language guides for food cart operators to safely and successfully operate during the Covid-19 pandemic which were distributed directly to over 350 entrepreneurs and service providers; a series of online English and Spanish-language food safety and licensing trainings that reached more than 160 food entrepreneurs and facility managers; and the 2020 Edible Start Up Summit. Because the Edible Startup Summit is a cornerstone of the larger initiative and at this point serves as an exemplar for this programming area, we have made it a focal point of this report.

Building on four previous Dane County Extension summits, the November 2020 Edible Startup Summit marked the first virtual, statewide summit of its kind. Its aim was to provide food entrepreneurs with information, connections, and resources to help launch and sustain successful food businesses. Workshop and presentation topics included food business trends; where to produce your product; social entrepreneurship and values-based business; business planning; product pricing; product development; food safety for processors, shared-use kitchens, and food carts; on-line payment systems; working with a retailer; scaling up; customer relations; brand strategy; marketing and distribution; product sourcing; and social media marketing. Regional sessions (representing four areas of the state) complemented statewide offerings by providing opportunities for networking and learning about local entrepreneurs, resources and initiatives. Regional sessions were organized by County-based Extension Educators in Crawford, Bayfield, Brown and Dane Counties and included entrepreneur panels, resource organization panels, pitch session networking, and updates on farmers' markets and other marketing efforts.

The FEED Initiative and Edible Startup Summit have increased Wisconsin food entrepreneurs' knowledge of industry trends, best practices, and where to find resources to support their businesses and expanded and diversified their professional networks. For example, evaluation data showed self-reported knowledge gains across all training and workshop categories with the greatest increases in topics such as "How to find resources to support your business" (72% average increase), "How to innovate/pivot in order to sustain a food business during challenging times" (59% average increase), and "Understanding trends in the food sector during the pandemic" (56% average increase). Participants also signaled that participation in the Summit would inform subsequent business planning and decision-making.

Many participants also reported that the Summit helped them forge new professional contacts. Nearly 95% of evaluation survey respondents indicated that they intended to continue conversations with other food entrepreneurs from the Summit. One participant noted: "I found [the Summit] exciting, loaded with information and I felt a real sense of community." Another noted, "I really enjoyed listening to some speakers who are under-represented. There were many women and minority [entrepreneurs] speaking from experience. This is fabulous!"



Community Outreach

32

Community Clubs Supported by Extension Dunn County

13 Community 4-H Clubs, (22ers, Cedarlings, Colfax Comets, Connorsville Comets, Countyliners, Elk Meadow, Hay River Helpers, Ideal, Little Elk Creek, Missouri Valley, Rock Falls Rockets, Sand Creek Pipers, and Willing Workers) as well as 8 countywide 4-H interest clubs (Dairy Judging Project, Dog Project, Horse Project, Horseless Horse Project, Meat Animal Project, Shooting Sports, Small Animal Project, and Youth Activities Council). 1 weekly after school club (Building Bridges Youth Program), Boys and Girls Club, 8 HCE Chapters (Baxterville, Ideal, Popple Creek, Tainter, Caddie Woodlawn, Cedarlings, Elk Meadow, and Weber Valley), and The Master Gardener Volunteers

23

Collaborations with Community Agencies

Arbor Place, Bridge to Hope, Chippewa Valley Technical College, Colfax School District, Dunn County Farm Bureau and Young Farmer Agriculturist, Dunn County Farmers Union, Elk Mound School District, Head Start, Leadership Menomonie, Mayo Health Systems, Menomonie Chamber of Commerce, Menomonie Farmer's Market, Menomonie Market Food Coop, Menomonie School District, Natural Resources Conservation Service, Stepping Stones, United Way, USDA Farm Service Agency, UW-Eau Claire, UW-River Falls, UW-Stout, WestCAP, Workforce Resources

13

Committees Extension Educators led or participated in

Alice in Dairyland Steering Committee, Chippewa Valley Farm-City Day, CVTC Horticulture Advisory Committee, Dunn County Dairy Promotion Committee, Dunn County Partnership for Youth, Dunn County Soil and Water Partnership, Eau Claire Area Hmong Mutual Assistance, Health Dunn Right Steering Committee, Health Dunn Right Chronic Disease Prevention, Housing Action, Mental Health and Wellness Action Teams, Hmong Friendship Center, Western Wisconsin Ag Lenders

13

Collaborations with County Entities

Aging and Disability Resource Center, ARDC Senior Meal Sites – Hosford Rich, Eau Galle, Colfax, & Knapp, Dunn County Economic Development Corporation, Dunn County Fair Board, Dunn County Public Health & WIC, Land and Water Conservation, Land Information Services, Veterans Service Office, Workforce Resources/W2



Mandated Programs

Agriculture Extension Mandated Programs

Private Pesticide Applicator Training (PAT) and Certification.

- State Statute ATCP 29 Wisconsin's Administrative Rule on Pesticide Use and Control. Extension has an agreement with DATCP to train farmers and proctor the exam.

Tractor and Machinery Safety and Certification

- Federal regulation 29 CFR 570 Subpart E-1. also State Statute 36.32 Extension partners with local high school vocational agriculture instructors. Extension develops curriculum and material, performs instructor training and coordination.

Livestock Premises Identification

- Wisconsin Act 229, 95.36 UW-Extension serves as a local partner with the Wisconsin Livestock Identification Consortium assisting livestock owners' complete the appropriate paperwork to comply with Wisconsin Livestock Premises Identification requirements.

Beef and Pork Quality Assurance and Youth for the Quality Care of Animals

- This is a National Beef and Pork Board administrative rule that states that producers and youth must complete training and become certified to be able to market their livestock. Extension is one of the primary trainers for BQA, PQA, and YQCA and can sign certification cards indicating that the training has been completed.

Emergency Government

- Homeland Security Presidential Directive -5. Establishment of NIMS. Extension is one of numerous county partners trained to perform duties as part of the Dunn County Disaster Assessment Team.

Farm Worker Safety Education

- OSHA directive CPL 04-00 (LEP 009) for Wisconsin Dairy Farms, was established in late 2011. It requires dairy farms with over 11 employees to provide safety training to their workers. Extension provides this training for skid loader safety and cattle handling to meet this mandate placed on local dairy producers as well as providing walk through and check list reviews.

4-H Program Mandated Program

Youth Protection Program

- 4-H Adult Volunteers must complete the Youth Protection Program to serve in leadership roles in 4-H Clubs. This includes background checks, volunteer orientation training, and mandated reporter training.

Human Development & Relationships Mandated Programs

Parents Forever

- Dunn County Courts require divorcing parents to take Parents Forever per State Statute 767.401: During the pendency of a divorce or paternity action, the court may order the parties to attend a class that is approved by the court and that addresses such issues as child development, family dynamics, how parental separation affects a child's development, and what parents can do to make raising a child in a separated situation less stressful for the child.

Federally Funded Nutrition Education Programs

FoodWise

- Title III of the Older American Act funds meals and address food insecurities. State Policy and Procedure Manual of the Wisconsin Aging Network, Chapter 8—8.4.4 states Nutrition Education will be provided a minimum of four times per year (one time per quarter) to participants in congregate and home delivered meal programs. Where feasible, each program will provide monthly nutrition education suitable to participant needs and interest.

Food Share Employment Training Program

- This is a federal requirement that can help some FoodShare members meet the work requirements in order to continue receiving FoodShare benefits.



Extension

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