

Professional Brief for Tenured Faculty Review

Department of Ag/Ag-Business, University of Wisconsin-Extension

Personal Information

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Formal Education: M.S. - Agronomy, University of Wisconsin College of Agriculture, Madison, WI. 1973
 M.B.A. - University of Wisconsin Whitewater, College of Business, Whitewater, WI. 1996

Extension Employment: Agriculture Agent, University of Wisconsin Waushara County, September 2005 to Present
 Agriculture Agent, University of Wisconsin Langlade County, September 1999 to 2005

Professional Contributions

The University:

<u>University Service</u>	<u>Activity</u>	<u>Year(s)</u>
UW-Extension Agriculture and Natural Resources Program Area (ANRE)	Farm and Risk Management Team	2005-Present
	Financial and Strategic Management Workgroup	2006-Present
	Fresh Market and Commercial Vegetable (FMCV) Team	1999-Present
	FMCV Team Co-Leader	1999-2007
	Central District Agriculture Agent Liaison	2006-Present
	Structuring ANRE for the Future Workgroup	2014-Present
	Central Wisconsin Agriculture Specialization Team Member and Farm Business Specialist	2005-Present

The Profession:

<u>Organization</u>	<u>Status</u>	<u>Year(s)</u>
Wisconsin Association of County Agriculture Agents (WACAA)	Member	1999-Present
	President	2008-2009
	Director	2006-2008
Department of Agriculture & Life Sciences	Standards Review and Promotion Committee	2007-2013
	Professors Committee	2013-Present
	Administrative Vice Chair	2013-Present
Epsilon Sigma Phi (ESP)	Member	2000-Present
National Association of Agricultural Agents	Member	1999-Present
UW Integrated Pest and Crop Management Advisory Committee	Member	2005-Present
Wisconsin Potato and Vegetable Growers Association (WPVGA)	Research and Education Committee	1999-Present

The Community:

<u>Organization</u>	<u>Status</u>	<u>Year(s)</u>
Waushara County Farm Bureau	Member	2005-Present
Waushara County Dairy Promotion Committee	Member	2005-Present
Wautoma Kiwanis	Member	2005-Present
	President	2010-2011
University of Wisconsin Whitewater, College of Business Advisory Committee	Member	1998-Present

64th Alice in Dairyland Selection
Waushara County, May 2011

Co-Chairman

2009-2012

Citizens Network for Foreign Affairs (CNFA) Volunteer work in Moldova

November 26, 2006 to
December 15, 2006

Major Program – Farm Finance and Management

Situation Statement:

The agricultural industry is a high input, low rate of return business. In order to successfully manage any business a good understanding of finance and business is essential. Agriculture is the main driver of the economy in the Central Wisconsin area. The Central Wisconsin Agriculture Specialization (CWAS) area is comprised of the counties of Green Lake, Marquette, Waushara, Adams, Juneau, Wood and Portage Counties. This is an area with soil types ranging from heavy clay soils to the sands of Plainfield and Hancock. This area of the state is important from an agricultural production standpoint. The CWAS area according to the 2009 Agricultural Statistics Service has 64,600 dairy cows with a production of 11,781,500 cwt. in 2008. This area is also strong in the production of cash grains with the production of 25.86 million bushels of corn in 2007 on 200,200 acres. Grain production also includes 2.92 million bushels of soybeans on 91,900 acres. The Central Sands area of Wisconsin is located within the CWAS area and as a result the production of vegetables is extremely important to the agricultural economy of this area. The production of potatoes, sweet corn, snap beans and peas results in over \$204 million (2008 Wisconsin Agricultural Statistics Service) in agricultural income to the farmers in Central Wisconsin. The 2007 Census of Agriculture lists the market value for agricultural products sold in Waushara County at over \$97 million. The counties of Portage, Waushara, Adams, Green Lake and Juneau produce 68% of the states potato production, 49% of the states sweet corn production, 62% of the states snap bean production and 38% of the states pea production. In 2007 there were 140,000 acres in the CWAS area used in the production of potatoes, sweet corn, green beans and peas.

In 2005-2006 a UW-Extension programming survey was conducted across the 7-county area. A total of 483 surveys were sent out to producers in the CWAS area. Producers returned 211 completed surveys. When asked to indicate their top three business goals over the next five years the top item was “higher profit margin/ increase net and gross income”. The second most important business goal was to “increase herd average” and the third most important goal was “pay off/reduce debt. When asked to indicate three factors that would keep them from achieving these goals the top item listed was “not enough income” and the second most noted reason was “not reducing debt enough”. When asked to indicate what specific subjects would be important the top item listed was farm recordkeeping.

A Waushara County Agricultural Extension Survey was conducted in September 2005. These surveys were sent to 83 dairy producers and to 544 crop producers. Dairy producers returned 26 surveys and crop producers returned 90 surveys. When asked to indicate what program areas would be most beneficial to them, improving farm profitability and improving dairy production were the top two responses with each receiving the same number of votes. The next two which were close behind were forage production and corn/grain production. For crop producers the most noted program area was improving farm profitability followed by increasing corn/grain production.

At the time I was hired as UW-Extension Agriculture Agent in Waushara County the position had been vacant for over a year. The previous Agriculture Agent had only been in the position for around a year and there was a period of vacancy in the position before he was hired. As a result many programs that had been in place were lost or simply discontinued. The position description for the Agriculture Agent in Waushara County specifies farm business management as a primary objective. In Waushara County and the CWAS area we have a broad range of agricultural enterprises. In the position of Waushara County Agriculture Agent I have worked to rebuild programs and meetings in a number of agricultural areas that had previously been discontinued.

Objectives:

1. Vegetable producers will gain knowledge and adopt research based management practices that will improve their overall farm profitability.
2. Grain producers will gain knowledge of research based practices and will achieve improved yields, reduce input costs and achieve improved net returns in ways that reduce negative environmental impacts.
3. Dairy and beef producers will gain knowledge of research based practices, improve their farm management skills and achieve improved net returns.

Teaching Methods Used:

1. Group Meetings

<u>Event</u>	<u>Subject Matter Taught</u>	<u>When</u>
Grazing Meetings / Pasture Walks	MIG, fencing, cattle handling	2011-Present
Shifting Gears Workshop	Farm Transfer and Farm Management	December 2012
Grain Production Meeting Whitewater WI	Grain and commodity outlook	February 2012
4-Corners Grain Group Meetings	Farm Management and Marketing	Monthly 2006-Present
Grain Group Crop Walks (yearly in June)	Farm Finance, Crop Production, Marketing,	June 2006-Present
Central Wisconsin Processing Vegetable Meetings	Ethanol Impact on Vegetables (2009) Economics of Vegetable Rotations (2007)	March 2007-2010
Corn and Soybean Production Workshops - 4 locations	Cost of Production and Marketing	February 2010
Williams/Bredesen Pasture Walk	Fencing, Forages, Cost of Production, Marketing	September 2010 August 2008
Grain Marketing Workshop Series	Grain Budgets	February 2009
Markesan Grain Club Meetings	Farm Management and Marketing	Spring 2009
CWAS Grazing Seminars – 3 locations	Maximizing the Economic Benefits of Manure	March 2008
Farm Succession Workshop	Financial Considerations in Farm Transfer	March 2008
Soybean and Wheat Workshop - 4 locations	Profitability Comparisons of Corn, Soybeans and Wheat	February 2008
Grain Marketing Workshop Series - 2 locations	Cash Forward Contracts, Marketing Plans	February 2008
Annie's Project	Farm Finance and Money Management	April 2007
Chicago Board of Trade and Nidera Grain bus tour	Grain Marketing	March 2007
Farm Business Arrangements and Farm Transfer Workshop	Financial Considerations in Farm Transfer	February 2007
Grain Marketing Workshop Series - 2 locations	Cost of Production, Developing a Marketing Plan	January 2007 December 2006

2. Print Media

Central Wisconsin Agricultural Extension Report, Collaborative newsletter within the seven-county Central Wisconsin area. Mailed quarterly. 2005-Present

Weekly agricultural news article for the Waushara Argus weekly news paper.

Weekly agricultural news article for the Berlin Journal weekly news paper.

On-Farm Demonstrations and Research, 2006 Proceedings of Wisconsin's Annual Potato Meeting, pp. 51-52.

3. Computer Applications (Abbreviated list, 8 items not listed due to document size)

Maintain Waushara County Agriculture UW-Extension Website

Grain Market Price Spreadsheet updated weekly with grain prices from the Chicago Board of Trade and nine grain market locations in the CWAS area. Updated spreadsheet is posted on the Waushara County UW-Extension Agriculture Website.

Crop Budget Analyzer Spreadsheet, Allows simplified one page enterprise budgets for corn, soybeans, wheat, direct seeded alfalfa and established alfalfa.

Fertilizer Cost for Crop Removal / Use. This spreadsheet will calculate the replacement cost for nutrients removed for various crops.

4. Computer Generated Graphics (Abbreviated list, 11 items not listed due to document size)

Waushara County Agriculture and Emergency Management Issues	March 2010	14 slides
Grain Economics 2010	February 2010	36 slides
The "New Economics of Grain Production".	February 2009	31 slides
Farm Transfer Financial Considerations.	December 2008	39 slides
Financial Statement Overview	October 2008	12 slides

Budgeting for Farm and Family.	March 2008	33 slides
Waushara County Agriculture.	June 2007	19 slides
Ethanol Impact on Corn and Soybeans in a Vegetable Rotation.	March 2007	23 slides
Grain Price Forecasting	December 2006	27 slides
Agriculture Importance in the Tri-County Area.	October 2006	28 slides
Communication, Sending and Receiving	June 2006	23 slides
Varietal Response to P on Silt Loam Soils	February 2006	18 slides
International Grain Market Factors	February 2006	38 slides
On-Farm Demonstrations and Research.	January 2006	12 slides
Paper Mill Residuals on Potatoes.	June 2005	23 slides

5. Research Projects

Application of Varying Rates of Phosphorus to Potatoes. Cooperated with Walt Stevenson, Department of Plant Pathology, to conduct a randomly replicated trial using Atlantic and Snowden potatoes with 5 different rates of phosphorus fertilizer. Results published in the Proceedings of the 2006 Wisconsin's Annual Potato Meeting. 2004-2005.

On-Farm Phosphorus Rate Potato Trial. An on-farm field trial was conducted in a Heartland Farms production field in 2006 and 2007 using varying rates of phosphorus. Results of this trial were utilized by Carrie Laboski, Department of Soil Science, UW-Wisconsin Madison and published in the 2007 and 2008 Proceedings of Wisconsin's Annual Potato Meeting. 2006-2007.

Replicated Trial Studying Varying Rates of Nitrogen and Potassium on the Production of Celery. A randomly replicated trial utilizing 4 varying amounts of nitrogen and 5 varying amounts of potassium fertilizer was conducted at Leach Farms. 2006-2007.

6. Grant Involvement

Central Wisconsin 7-County 2011 Grazing Lands Conservation Initiative Grant. A Grazing Lands Conservation Initiative Grant (GLCI) of \$12,760 was received from The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) in December 2010. This education grant is to provide pasture walks, forage demonstration plots, and educational programs on managed grazing in the 7-County CWAS and surrounding area during 2011 and 2012.

Multi-Agency Land and Water Education Grant (MALWEG). Nutrient Management Farmer Education Grant. Natural Resources Conservation Service (NRCS), National Institute of Food and Agriculture (NIFA), Wisconsin Department of Natural Resources (DNR), Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) and the University of Wisconsin-Extension (UWEX). \$10,000. 2005-2006.

Results, Evaluation, Discussion:

Objective 1: Vegetable producers will gain knowledge and adopt research based management practices that will improve their overall farm profitability.

Results and Evaluation:

The production of vegetables comprises a large part of the agricultural economy of Portage, Waushara, Adams, Green Lake and Juneau Counties in Central Wisconsin. A majority of vegetable production occurs in the irrigated sands area of Central Wisconsin. As the Agriculture Agent in Waushara County I have worked to reestablish a spring, one-day meeting for the producers of processing vegetables. This meeting specifically covers topics for the producers of vegetables and utilizes Extension specialists and local County Agriculture Agents as presenters. Conference evaluations at these meetings from 2007 to 2010 have shown an increase in topic knowledge and understanding each year. I presented material in 2007 on "Ethanol Impact on Vegetable Rotations" and in 2009 on "Economics of Vegetable Rotations". Evaluations from 17 of 27 attendees in 2007 and from 28 of 47 attendees in 2009 showed a gain in knowledge for these presentations from 3.0 to 3.83 in 2007 and from 2.94 to 4.0 in 2009 using a 5 point Lickert scale. The average for all speakers over four meetings from 2007 to 2010 showed an average gain in topic knowledge and understanding from 2.85 to 3.79. Attendance at these meetings has grown from 27 attendees in 2007 to 58 attendees in 2010. Out of 103 evaluations returned for the four meetings 68 indicated it was "very likely" and 31 indicated it was "somewhat likely" that they would use information they learned at these meetings.

In 2006 and in 2007 I conducted an on-farm research trial in a Heartland Farms production field utilizing varying rates of phosphorus to assess the effect of phosphorus on the yield and quality of potatoes. The trials were set up to provide rates of 0, 65, 135 (standard practice) and 200 pounds of phosphorus per acre. Plots were located near the center of an irrigation pivot circle with 16 rows planted as a buffer next to the pivot. Each individual plot consisted of a field length pass with an eight row planter with 36" row spacing. The trials consisted of two replications. Each plot was approximately 1.4 acres in size with

total plot size (8 rows x 4 treatments x 2 reps) of about 12 acres. Soil type for the plots was Plainfield Sand with three soil samples taken prior to planting. Samples of approximately 100# were obtained from the trucks as they were unloaded. Each plot was expected to yield approximately two truckloads. Samples were graded at the Hancock Agricultural Research Station for size and culls and 10 tubers were sampled from each plot for specific gravity and internal defects. Final yield results in 2006 showed no significant difference between those plots receiving 65, 135 and 200 pounds of phosphorus. The 2007 trial showed a response to added phosphorus at application rates higher than those currently recommended in publication A2809 Nutrient Application Guidelines for Field, Vegetable and Fruit Crops. These trials were conducted as part of a state-wide project coordinated by Carrie Laboski, UW-Madison, Department of Soil Science. The results of these trials were published in the 2007 and 2008 Proceedings of Wisconsin's Annual Potato Meeting.

Objective 2: Grain producers will gain knowledge of research based practices and will achieve improved yields, reduce input costs and achieve improved net returns in ways that reduce negative environmental impacts.

Results and Evaluation:

Grain production is very important across the CWAS 7-county area with over 200,000 acres utilized for grain production. Grain markets over the last few years have become extremely volatile with wide variations in market prices which have been followed by wide variations in the price of crop inputs. Since becoming the Agriculture Agent in Waushara County I have recorded the prices from the Chicago Board of Trade (CBOT) and ten local grain markets weekly Excel spreadsheet. This spreadsheet is posted on our County UW-Extension website. I have worked to incorporate and post relevant or new information which includes a number of spreadsheets on this website. According to a report from Karen Cornelius, Central IT - UW-Extension and UW Colleges, for the period of January 1, 2010 to December 15, 2010 the Waushara County Agriculture website received 48,122 Hits and 59,370 Downloads. The Grain Market Spreadsheet was downloaded 16,459 times in that same time period. I have continued to maintain this website which is updated weekly and posted on our UW-Extension Waushara County website.

Conversations with area grain producers revealed that a previous Waushara County Agriculture Agent had previously held monthly educational meetings with a group of area grain producers. These were short, once a month, breakfast meetings that included a 60 or 90 minute educational program. It was suggested that I should re-establish these monthly "grain club" meetings on the Eastern side of the county. In 2007 I brought together a group of grain producers who meet once a month except during harvesting and planting season for breakfast and a short educational program. Attendance at this meeting has grown from around a dozen producers to about 25 who regularly attend with another 25 or so who attend occasionally. I have conducted a number of educational programs while meeting with this group. *Grain marketing is Simple* by Edward Usset, Grain Marketing Specialist for the Center for Farm Financial Management at the University of Minnesota was used for education in marketing with this group. During the month of June or July a crop walk is conducted at one of the producers' farms which is a cooperative effort including Agriculture Agents in the CWAS area, Waushara County Land Conservation and Nick Schneider, Winnebago County UW-Extension Agriculture Agent. A survey was conducted in July 2010 with surveys mailed to 40 past attendees of grain club meetings with 15 completed surveys returned. Seven of the fifteen returned surveys contained information used to calculate impact. Information from these seven respondents indicated a positive increase in profitability of over \$301,000 as a result of knowledge gained by attending the grain club meetings. The "Grain Group" meetings have been continued with attendance ranging from 15 to 30 people at most meetings.

With the increased change in market prices and the cost of crop inputs there was a need expressed by producers for a way to compare the cost of production and the potential income for various crops they produce. Many spreadsheets that are available through University Extension are extremely detailed and complicated for those with limited computer experience. According to the 2008 Wisconsin Agricultural Statistics Service 69 percent of farms in 2007 had computer access while only 38 percent of farms used a computer for farm business. In response to this need I developed an Excel workbook with individual worksheets for corn, soybeans, wheat, seeding alfalfa and established alfalfa. Each worksheet is short enough to fit on a standard 8½ x 11 page of paper. This spreadsheet has been posted on the Center for Dairy Profitability website, Farm Team website, CWAS website, as well as the Waushara County UW website. From January 1, 2010 to December 15, 2010 this spreadsheet had been downloaded from the Waushara County UW website 4,416 times. A survey of UWEX Agriculture Agents conducted in October 2010 resulted in 17 Agriculture Agents who indicated that they had used this spreadsheet with producers with a total reported positive economic impact of \$57,000. In addition to Agriculture Agents this workbook has been used by bankers, farm cooperatives, newspaper personnel and land conservation personnel from Wisconsin and as far away as Perham, MN.

I have continued to update this spreadsheet in response to user suggestions and have received numerous positive comments on it. (**Exhibit 1**). Information on this spreadsheet has been published in the February 2014 (page 22) issue of the Wisconsin Agriculturalist. I have also placed articles at various times about this spreadsheet in The Wisconsin State Farmer, Agri-View and The Country Today newspapers.

Objective 3: Dairy and beef producers will gain knowledge of research based practices, improve their farm management skills and achieve improved net returns.

Results and Evaluation:

According to the 2008 Wisconsin Agricultural Statistics Report there were 65 dairy herds with 5,100 dairy cows in Waushara County and there were 110 dairy herds with 8800 cows in Green Lake County. In the seven-county area there are 15,395 beef cows on 991 farms. In addition to dairy and beef we also have a growing number of Amish farmers who have started dairy goat operations. In 2005-2006 I worked to organize a Milk Money Team with Krentz Brothers Dairy. As a result of this milk money program Krentz Dairy was able to realize an increase in monthly milk income of \$2800 per month due to reduced somatic cell counts. Former Green Lake County Agriculture Agent Carla Hargrave and I have worked together to conduct scissors cuts and Predictive Equation for Alfalfa Quality (PEAQ) and silage moisture readings for dairy producers. The PEAQ readings are posted each week on the County UWEX website and in 2010 was downloaded 1737 times. In addition we have collaborated in conducting a silage moisture sampling program in the two counties. There were 39 samples tested in 2008, 53 in 2009 and 46 in 2010. There is increased interest in Managed Intensive Grazing (MIG) in the CWAS area. I organized a pasture walk at the Williams/Bredesen Farm in 2008 and again in 2010. Evaluations completed by 13 of 22 attendees at the 2010 pasture walk showed an average level of topic understanding increasing from 2.94 before the meeting to 3.8 after the meeting using a 5 point Likert scale. Nine respondents indicated it was "very likely" and four respondents indicated that it was "somewhat likely" that they would use the information they learned at the pasture walk.

Objectives 1, 2, 3:

Discussion:

Farm business management is an important aspect of all areas of agricultural production. I have worked to provide educational programming in the areas listed previously but this position involves a lot more. I have worked personally with a number of farmers in the area of farm transfer, farm business management and foreclosure issues, setting up possible dairy start-up budgets and working with producers on balance sheets and income statements. In 2008 I was asked by Roth Farms to assist them in changing from a three brother partnership to a two brother partnership as the oldest brother retired. I personally worked with this partnership with the assistance of Phil Harris via teleconference to provide for a smooth transition for this farm. Don Roth stated "Your help was invaluable in making things fall into place and help us to make this an easy transfer." I also have worked directly with a number of area residents who would like to purchase a farm or start a farming operation who are unable to do so. After developing balance sheets and income and expense statements and looking over their past income records I have had to explain that financially they are not going to be able to finance what they would like to purchase. I believe that it is important to develop educational materials that are able to be understood by and used by our clientele. During 2010 I worked with a person who was interested in purchasing a farm and raising irrigated vegetables. The Enterprise Budgets he found were incorrect and resulted in projecting significant losses on all crops. With 24 years of direct experience with processing vegetable contracts I was able to provide him with accurate budget projections for sweet corn, green beans, processing peas and irrigated field corn and soybeans. His comments were that he was glad he was able to work with someone who has a real understanding of processing vegetable contracts. This person received approval for a farm loan and now produces vegetables for two processing companies. Working with fellow agents in the CWAS area has provided me with the opportunity to expand producer education into new areas. Following a grain marketing program the CWAS group held at Marshfield in February 2007 I organized a bus trip for grain producers to the CBOT and Nidera Grain. This provided 32 grain producers with education and first hand knowledge of how the grain market in Chicago operates and affects local grain markets.

A "Shifting Gears" workshop was held at Westfield during December of 2012. The workshop was attended by 7 people from 6 farms located in six different surrounding counties. Two sessions were held with speakers on legal issues and communication. An additional session was held to cover Advance Directives. Speakers for this session were Edie Felts-Podoll, previous Family Living Agent for Adams County and Jennifer Caravella who at that time was the Family Living Agent for Waushara County. End of session evaluations indicated participants' knowledge levels increased on all topics presented in the workshops. The participants indicated the resources provided in the workshop binder were very useful.

Evaluations for the meeting at Westfield (**Exhibit 2**) showed an average level of knowledge before the meeting for each session of 2.4 on a 5 point Likert scale. Levels of knowledge after the meetings showed an average of 3.9, or an increase of 62 percent. Attendees rated the usefulness of the topics on average at 4.3 on a 5 point scale with 1 being poor and 5 being excellent. I taught the session at this meeting on Farm Assets and Deferred Liabilities.

Comments from those attending included;

- Very good group. The lawyer and CPA were very knowledgeable.
- We received a lot of info, hard to take it all in. I need more time to think about it all. Lots of tidbits that are very valuable help.

- All were excellent –great info & had time for questions. Thanks!
- Topics were all well selected and presented.

Major Teaching Event – 2014 Farm Program Title 1; ARC-CO / PLC Training

In November 2014 I was one of ten agriculture agents who were asked to become a statewide program delivery specialist. I attended a Midwest area training program that was held at Indianapolis Indiana as well as a Statewide Train the Trainer Program that was held at Stevens Point WI. I conducted nine training sessions at eight locations; Juneau, Waupaca, Montello, Green Lake, Adams-Friendship, Fond du Lac and Wautoma. There were a total of 306 people who attended these training sessions and I received 183 completed evaluations. Evaluation results from these sessions were:

	Before	After	(5 point Likert scale, 1=low, 5=high)
How the coverage plans work	1.75	3.72	
How to update yields	2.05	3.84	
How to update acres	2.17	3.91	
Resource material/Decision aid tools	1.82	3.91	

Attendees were asked to rate the meeting as Excellent (55), Good (107), Fair (12) or Poor (2). In addition to the meetings I have also worked with a number of farmers either in person or by phone.

Major Research Effort –

In 2009 I authored a Grazing Lands Conservation Initiative Grant for the CWAS area which was not approved. In 2010 I restructured and resubmitted the grant application. In December, 2010 The Wisconsin Department of Agriculture, Trade and Consumer Protection approved funding \$12,760 for the Central Wisconsin 7-County 2011 Grazing Lands Conservation Initiative Grant. During 2012 two educational; meetings/focus groups were held in March and 3 pasture walks were held in the summer. Additionally there were six demonstration plots planted in the spring of 2012.

One of the initial goals of this grant was to reach out to Amish dairy producers. One of our pasture walks in 2012 was held at the farm of an Amish dairy producer. We had 18 Amish farmers attend the pasture walks in 2012.

The timeline for this grazing grant was originally set to run from 2011 through 2013. As a result of the drought in 2012 and 2013 which resulted in none of the grass demonstration plots being successfully established we received an extension from WDATCP through the end of 2014.

A grazing meeting was held on April 26, 2013 at the Marshfield Agriculture Research Station. Speakers for this meeting included Rhonda Gildersleeve, UW-Extension Grazing Specialist; Dan Vosberg, dairy grazer from Monroe WI.; and Larry Tranel, Dairy Specialist at Iowa State University. On August a collaborative pasture walk was held at Auburndale with Teal Fyksen, Golden Sands RC&D and I as the key speakers.

On October 28, 2013 a pasture walk was held at the Art and Rhita Richardson farm, N461 Sorenson Rd, Waupaca WI. This pasture walk was funded by a Central Wisconsin 7-County 2011 Grazing Lands Conservation Initiative Grant from the Wisconsin Department of Agriculture, Trade and Consumer Protection, University of Wisconsin –Extension and the Natural Resource and Conservation Service. This pasture walk was a collaborative effort between Ken Williams UW-Extension Waushara County, Greg Blonde UW-Extension Waupaca County, Teal Fyksen, Golden Sands RC&D Council, Inc.; and Adam Abel NRCS Waupaca County. Art Richardson has transitioned from dairy to beef and with help from NRCS has incorporated water system and fencing to switch to a program of Managed Intensive Grazing. The meeting announcement was publicized through notices in The Wisconsin State Farmer, Agri-View, and The Country Today newspapers. The notice was also published in the Central Wisconsin Ag Specialization newsletter which is sent to around 3500 farms in the seven-county area of Portage, Waushara, Adams, Green Lake, Wood, Marquette and Juneau Counties. In addition it was announced through the Marathon Grazing newsletter and through mailings to grazing farms by Greg Blonde. Paul Daigle, Marathon County Land Conservation also sent out information about the pasture walk to the members of the Marathon County Graziers. Although it was a chilly, blustery day attendance was around 40 people. Topics covered during the walk included fencing, water system, cattle movement and out-wintering cattle using preset hay bales.

Art purchased an Einböch seeder and the pasture walk wrapped up with a field demonstration of the seeder and a company representative discussing the use of this seeder for establishing and reseeding pastures.

Information packets including *Pastures for Profit*, *Identifying Pasture Grasses*, *The Dirty Dozen and Beyond: 25 Pasture Weeds of Wisconsin*, and a number of grazing bulletins were handed out to each attendee.

Demonstration grass plots that were planted in 2012 did not survive the drought. Additional grass plots were planted at the Ken Williams farm, the Keith VanderVelde farm and also at the Art Richardson farm in 2013. The plot at Art Richardson was planted on May 22 and the combination of warm, dry weather allowed the crabgrass to take over the plot. None of the grasses planted survived. In the plots at Ken Williams that were planted in 2013 only some of the orchard grass and the tall fescue survived. The grass demonstration plots consisted of timothy, orchard grass, small brome, meadow brome, meadow fescue, reed canary grass, and tall fescue. Of all plots planted in 2012 the plantings of orchard grass and tall fescue at Ken

Williams had enough survive that the plots were maintained. The plot planted in 2013 was planted alongside of the plot from 2012.

On March 29, 2014 a grazing meeting was held at Amherst and another meeting was held on April 26, 2014 at the Marshfield Research Station. Additionally a pasture walk/Beef Quality Assurance meeting was held on September 4, 2014 at Wautoma. The meetings on March 29 and April 26 were attended by 16 and 20 people and 24 people attended the meeting on September 4. Information packets including *Pastures for Profit*, *Identifying Pasture Grasses*, *The Dirty Dozen and Beyond: 25 Pasture Weeds of Wisconsin*, and a number of grazing bulletins were handed out to each attendee.

A survey with self-addressed stamped return envelopes was mailed in December 2014 to 220 producers on a combined meeting and pasture walk mailing list that had been developed by recording all producers who had attended a summer pasture walk or a winter educational grazing meeting over the past three years. Fifty seven surveys were returned out of 220 originally mailed out. The returned surveys indicated that their farms represented 1248 beef animals, 680 dairy animals and an unspecified number of goats.

The amount of land devoted to Managed Intensive Grazing (MIG) by those who returned surveys increased from 729 acres in 2010 to 1061 acres in 2014. Acreage per farmer involved in MIG increased from 48.6 acres in 2010 to 70.7 acres in 2014. Respondents indicated they had reduced the size of the paddocks, grazing pastures, from 4.6 acres to 1.1 acre for the same time period. With smaller paddocks there is an associated need to move the cattle from paddock to another more often. Returned surveys indicate that producers were moving their cattle on average every 19.7 days in 2010 and in 2014 they were being moved every 7.2 days. Respondents indicated that they saved \$13,000 as a result of reduced fertilizer used and they saved \$6,400 as a result of reduced machinery and fuel costs. **(Exhibit 3)**.

External Relationships

I have continued writing weekly agriculture articles for the local newspaper as well as the weekly Berlin newspaper. I have made a point to try to attend as many collaborative meetings as possible with other local departments and agencies. I have made presentations to the Farm Bureau, the local Rotary and Kiwanis organizations, and also for a local corn meeting held at the Hancock Ag Research Station. I have continued to work with the WPVGA in planning and conducting the annual statewide potato meetings held in Stevens Point. I have worked with Ken Schroeder, Portage County Agriculture Agent and AJ Bussan, University of Wisconsin Extension Vegetable Specialist to plan and organize a vegetable meeting for Central Wisconsin vegetable processors which has been held each year on the first Wednesday of March. Attendance had increased to 48 people in 2012 but has declined in the past two years to around 35.

In the summer of 2013 our office received a call from a person in the office of Wisconsin State Representative Scott Krug seeking information concerning the use of irrigation and its' effect on crop and vegetable production in Central Wisconsin. I gathered together information on our sandy soils, water holding capacity, water usage by crops, rooting depth of crops as well as data showing the economic impact of the crops that are grown using irrigation. I then visited with Representative Krug at his capitol office to explain the material I had put together. Following my visit this information was used by Representative Krug at a number irrigation and Lakes meetings in the Central Wisconsin area. **(Exhibit 4)**

In March, 2013 I served as guide and host for Jon Zirkle, MSU-Extension, who visited the Hancock Agriculture Research Station and area farms with a group of FFA students from southwest Michigan. **(Exhibit 5)**

Internal Relationships

The Waushara County Extension office is a very cohesive group that works together exceptionally well. I have assisted with area animal science days, Market Animal Quality Assurance, and with programs and events at the Waushara County Fair. I have attended the local Market Animal committee meetings and the Waushara County Fair Board meetings.

I completed two terms on the Standards, Review and Promotion committee and now serve on the Professors Committee. In addition I am currently serving as Vice Chair for ANRE and serve as the Agriculture Agent Liaison for the North Central District. As Vice Chair I am serving on the mentor teams for six untenured agriculture agents. I am also currently a member of a group of agriculture agents who have been asked to serve on a committee to look at options for "Restructuring ANRE".

I have helped at the weed booth each year at Farm Technology Days and also at the WPS Farm Show at Oshkosh. In 2014, with the resignation of Nick Schneider, Winnebago, I took over the leadership for the UW-Extension booth at the WPS Farm Show.

For the 2014 Farm Technology Days I was on the CWAS committee who was responsible for the display plots, the dairy tour, the Applied Technology tent and the Progress Pavilion.

Kenneth Williams

Five-Year Professional Improvement Plan

The farming industry overall has entered an era of increased volatility in prices received for farm products and for the prices paid for the inputs required to produce those products. As a result there is a need for producers to stay current with marketing programs to reduce the potential risk this volatility places on producers.

In order to provide current farm business and marketing programs I need to continue to attend programs on farm business and management. This should include attending statewide meetings such as the Wisconsin Crop Management meetings, Corn/Soy Expo and the annual Grazing Conference. Attendance at national farm business or management meetings would also be an excellent way to gain additional expertise. This option may be limited due to current economic conditions however there are currently some professional improvement funds available.

The area of technology is continually changing. I need to continue to obtain training and expertise in this area. I need to become more adept at using a computer tablet, Google Docs as well as other technology such as Facebook and U-Tube. I currently try to keep current information on our county UW-Extension website through the use of WordPress.

Our county has a growing number of Amish farmers. A number of these have started dairy goat operations. This is an underserved audience and I see a need for ways to provide educational opportunities to this group but it will require delivery methods that will be different from current programming. As a result there is a need for more training in the area of cultural diversity.

In 2006 I was a volunteer for CNFA. In November of 2010 I was asked to assist CNFA on another program that was available in Moldova. Due to work schedules I was unable to accept this offer. I would like to participate in another program for volunteer work should one become available in the future.

I also plan on spending some time this next summer in my fishing boat.