

Timothy J. Jergenson
Department of Agriculture and Life Sciences
Tenured Faculty Review
April 27, 2016

Position: Barron County UW-Extension Agricultural/Natural
Resources/Horticultural Agent 2002 – Present

Rank: Associate Professor – Granted July 1996

Program Responsibilities: 80% Agriculture & Horticultural
20% Administrative

Major Programs Development/Implementation and Teaching Impacts

Farm Financial Management – New Farm Bill

Situation: In March 2014 a new federal farm was signed into law. The details of the new farm bill first became available to farmers in August of 2014. The provisions of the new farm bill were very different than previous farm bills and farmers expressed their confusion and their need for information in order to make an informed decision about enrollment in the new programs.

Response: This agent hosted a Dairy Margin Protection Program (MPP) educational workshop attended by approximately 70-75 dairy producers and agribusiness staff in September 2014. The guest speaker was Mark Stephenson, dairy marketing specialist, UW-Extension.

A series of workshops were hosted and co-taught by this agent in January 2015 in Barron, Polk, Burnett, and Washburn counties in cooperation with the Farm Service Agency staff in the respective counties covering the ARC/PLC provisions of the new federal farm program. This agricultural agent, in cooperation with staff from the Barron County Farm Service Agency developed a fact sheet to distribute to attendees to the workshops. **(Exhibit 1)**

Outcomes: Over 300 producers, agribusiness people, and agency attended workshops co-hosted and co-taught by this agricultural agent during January 2015 to explain the provisions of the new farm bill. The attendees overwhelmingly reported an increase in their understanding of the new farm bill and their understanding of how to use resource materials and decision-making aids related to the ARC/PLC programs as taught by this agent.

Using a Lickert scale, workshop participants were asked to rate their knowledge of the new farm bill provisions before the work shop and following the workshop on a scale of 1 to 5 with 1 being low knowledge and 5 being high knowledge. Workshop participants indicated their knowledge of how the ARC/PLC program works prior to the workshop as 1.83 and 3.78 at the conclusion of the workshop. Furthermore, the workshop participants rated their knowledge of resource materials and decision-making tools before the attending the workshop to be 1.83 and 3.75 after the workshop. **(Exhibit 2)**

Many of the dairy producers who consulted with the Barron County agricultural agent regarding the Dairy Margin Protection Program (MPP) and the ARC/PLC Program had a previous working relationship with this agent. However, seven dairy producers who had not previously worked with this agent consulted with him because they had been referred by the Barron County Farm Service Agency. These referrals from the FSA were the result of relationships developed by this agent and the FSA staff over a period of several years.

Fifty percent of Barron County dairy producers enrolled in the Dairy (MPP). According to staff at the Barron County Farm Service Agency many of these producers indicated that workshops offered by the Barron County UWEX Office, newsletter articles written by the Barron County Agricultural Agent, and one-on-one consultations with the Barron County Agricultural Agent provided them with information they needed to make their decision to enroll in the program.

Farm Financial Management – Land Rent Issues

Situation: The Barron County UW-Extension Office is often looked to by landlords, tenants, and agricultural professionals for advice and information about land rental rates. During 2014, eighty-three farm operators decided upon cash rental rates for farmland based on current market conditions and cost of production following consultation with the Barron County agricultural agent. Fifteen farm operators and/or landlords developed written cash leases with the assistance of the Barron County agricultural agent.

Response: A workshop entitled “Farmland Rent Workshop” was conducted and co-taught by the Barron County Agricultural Agent. Phil Harris, Agricultural Law Specialist, UW-Madison was also a presenter at the workshop. The workshop was attended by seventy-two farmers, landlords, and farm lenders.

Outcome: Fifty-two percent of the attendees responding to a workshop evaluation at the “Farmland Rent Workshop” indicated they did not currently have a written lease (25 of 48 respondents). When asked “As a result of this meeting, will you use a lease for future rental agreements?” thirty attendees indicated “Yes” and eight responded “No.”

Participants in the “Farmland Rent Workshop” were asked to rate their knowledge of topics covered during the workshop on a scale of 1 being low and 5 being high. The following table indicates the results of the “Farmland Rent Workshop.” Forty-seven attendees completed the evaluation.

TOPICS:	Knowledge/Before					n = 47	Knowledge/After					Ave	% Change
	1	2	3	4	5		1	2	3	4	5		
Trends in Farmland Rental Rates-Jergenson	9	11	15	8	4	2.72	1	10	19	19	4.14	52.00	
WI Lease Law Primer-Harris	16	15	13	3	1	2.13	1	1	15	22	7	3.71	75.00
Terminating Agricultural Leases-Harris	19	18	7	3	2	2.00	1	14	20	9	3.84	92.00	
Decision Making Tools for Arriving at Rental Rate-Jergenson	18	15	7	2	2	1.98	1	14	20	7	3.79	91.00	

Farm Financial Management – Modernization of Sheep Handling Facilities

Situation: Designing and incorporating safe and efficient handling facilities for Wisconsin sheep producer is a major obstacle to growing the industry. Most of Wisconsin’s sheep reside in specialty flock of less than 100 head. To grow the industry, Wisconsin shepherds need resources to design low cost solutions to sheep handling.

Response: To help sheep producers address the need for developing safe and efficient sheep handling systems, Ryan Sterry, St. Croix County Agricultural Educator, Tim Jergenson, Barron County Agricultural Educator and Clarie Mikolaynunas, former UW-Extension Small Ruminant Specialist completed a video

resource examining five farms and how they have designed efficient handling facilities. The video highlights the most labor intense times for shepherds: lambing and shearing. Along with efficiency, an emphasis was placed selecting examples that included safety for both the shepherd and the sheep. The Lambing and Sheep Handling Facilities educational video was presented in an abbreviated form at the Indianhead Shepherd's Clinic in Rice Lake, WI to 45 sheep producers in February 2012. The video was presented and 116 copies distributed to sheep producers at the Wisconsin Sheep & Wool Festival in Jefferson, WI in September 2012. Agricultural Extension educators received copies of the video by mail in August 2012 and were able to view the video at a poster session at the ANRE Conference in October 2012.

Outcome: Eight of nine respondents to a survey regarding the Lambing and Sheep Handling Facilities indicated the information would help them to make decisions about improvements to their sheep handling facilities on their farms. **(Exhibit 3)**

Farm Financial Management – Pricing Farm Commodities

Situation: This agricultural agent frequently receives questions from farmers, farm lenders, and dairy ration advisors regarding how to price questions related to corn silage. These questions are challenging to answer because there is no public price reporting mechanism for marketing of for corn silage.

Response: Using a spreadsheet developed by this co-worker's of this agricultural agent from other counties this agent works with and informs clients of a strategy for pricing corn silage. This agricultural agent was contacted in September 2013 by the editor of Progressive Forage Grower and asked to submit an article on pricing corn silage. The article was published in the Progressive Forage Grower, January 2014. **(Exhibit 4)**

Outcome: Following the publication of the corn pricing article in Progressive Forage Grower, five out-of-state agribusiness people contacted this agent with questions regarding pricing corn silage. Two of the contacts were ration advisors and one was a farm lender (two were unknown). This article was submitted to the Wisconsin Association of County Agricultural Agents for award consideration and won first place in the "Feature Story" category of the Communications Awards program. The article was also a national runner-up in the National Association of County Agricultural Agents Communications Awards in 2014.

Farm Financial Management – Avian Influenza

Situation: During March and April 2015 avian influenza (AI) swept across poultry producing areas of the United States moving from south to north, often following the migratory flyways of wild waterfowl. Barron County is home to the largest concentration of turkey production in Wisconsin and AI struck this area in mid-April. By the time this disease had run its course over 652,000 turkeys and turkey eggs on – farms had to be destroyed in order to bring the disease under control. Dozens of small farm poultry flocks were also put under quarantine, but none of those birds died from the disease of had to be destroyed.

All of the turkeys were owned by one large company that specializes in hatching growing out and processing turkeys. This company employs over 1500 people in Barron and neighboring counties. Due to concerns about protecting their label, this company chose not to make any public statements locally

about the disease and its impact on their business or the health of residents living near their turkey farms. The company did make some public statements through their corporate headquarters which is located in another state. All attempts by this agricultural agent to contact the local managers of the turkey company regarding AI were referred to the company's corporate headquarters.

As a result of the turkey company's decision to not address local concerns publicly, this agricultural agent was quickly overwhelmed with questions from area farmers who owned some poultry flocks, neighbors of the large turkey farms that were affected by AI, and the local news media. Rumors were running rampant in the local communities about AI and its impact on the health of people in the communities of Barron County and the economic impact of this disease would have on the area.

Response: This agricultural agent teamed up with Barron County Public Health staff to put together a public outreach campaign explaining AI, its potential impacts on the health of people, and steps that were being taken to control the disease. The director of the Barron County Public Health Department and this agricultural agent created a network with public health officials from the State of Wisconsin, USDA-APHIS, Wisconsin Department of Agriculture, Trade, and Consumer Protection, a Vice President of Marketing at the turkey company whose farms were affected by AI. This agent also worked closely with Ron Kean, UW-Extension poultry specialist.

The public health officer and this agricultural agent delivered five public presentations on AI to community service clubs, radio and television interviews, and numerous newspaper interviews.

(Exhibit 5)

Outcome: While it is difficult to accurately measure public perception, anecdotal feedback from participants at the public presentation indicated they greatly appreciated the accurate information, as did the Barron County Board of Supervisors. The public health official and this agricultural agent were awarded "Be Your BEST Award" for teamwork from REALiving, an employee services contractor serving Barron County Government. This agricultural agent and the public health official were also asked to do a presentation for the "Northern Lights" tour of Wisconsin Public Television in July 2015. The presentation was archived on Wisconsin Public Television's "University Place" and is still running at that location.

Leadership Development

Situation: Barron County was selected to host Wisconsin Farm Technology Days for 2013. Each host county is responsible for planning Farm Technology Days and making local arrangements when the show is held in their locale. The planning and organizing process requires over 1000 volunteers and three years of preparation work. The agricultural agent/educator in the host county is responsible for recruiting a leadership team of local volunteers to plan and organize the show in their county.

Response: Tim Jergenson, Barron County Agricultural Agent worked closely the Barron County Administrator, and the Barron County Extension/Land Conservation Committee to select and recruit qualified volunteers to lead the planning effort for Wisconsin Farm Technology Days – Barron 2013. A diverse group of nearly 80 volunteers was recruited to fill positions on the Executive Committee and key leadership roles on fifteen standing committees charged with the carrying out the work of hosting WIFTD-Barron 2013.

Special emphasis was placed on helping the WIFTD Barron 2013 leadership team to develop leadership skills, communication methods and team building techniques. Several leadership training opportunities were provided to the leadership team utilizing UW-Extension educators as well as non-UW-Extension consultants. Members of the WIFTD Barron 2013 leadership team embraced the leadership training offered and adopted many of the practices taught to them.

Quarterly meetings with the Executive Committee and the Committee chairs were held to help improve communication and develop an understanding of what each person was dealing with. These meetings built trust between the committees and an appreciation of what issues they all were dealing with. Early on two of these meetings were strictly focused on leadership training. One was an all-day (Saturday) event that was led by UW-Extension staff on working with various personalities' styles and traits of the different age groups. Another was an evening meeting with Rick Olson, a corporate leadership trainer that helped the leadership team to better understand and build strategies for working with volunteers.

Outcome: Several members of the WIFTD-Barron 2013 leadership team have moved onto take leadership positions in local and statewide organizations. They have indicated that their experience on the leadership team of WIFTD-Barron 2013 and the participation in the leadership training opportunities provided to them as part of that event provided them confidence to take on new leadership roles.

One member of the Executive Committee of WIFTD-Barron 2013 chose to run for the Wisconsin Milk Marketing Board of Directors. She was elected and now serves on the WMMB Board. Another member of the Executive Committee volunteered to run for the Barron County Farm Bureau Board of Directors and was elected. She now serves on that Board as a committee chairperson. One of the WIFTD-Barron 2013 committee co-chairs was elected as the president of the Cumberland Kiwanis Club and also was promoted to the vice-president role at the financial institution where he works.

On Monday evening, September 22, 2013 the Barron County Board of Supervisors acknowledged the contributions that WIFTD volunteers made to the success of the show. A resolution passed by the Supervisors stated, "the Barron County Board of Supervisors do hereby recognize and commend the volunteers, the leadership team, the host farmers Alex and Mary Olson, the Agribusinesses, and farm families of Barron County and The Barron County UW-Extension staff for their hard work in the completion of an outstanding Wisconsin Farm Technology Days 2013."

WIFTD Barron-2013 was financially successful and surplus funds were available after all of the bills were paid. The Executive Committee of WIFTD - Barron County awarded a total of \$142,000 from the surplus funds to a variety of local non-profit organizations, primarily youth serving organizations and local volunteer fire departments. Another \$61,461 was distributed to twenty-two non-profit community organizations and churches that helped to prepare and serve the food during WIFTD in Barron County.

Horticulture –Master Gardeners as Teachers

Situation: This agricultural agent began work in the Barron County UW-Extension Office in October 2002 and challenged by the Barron County Extension Education Committee of the Barron County Board of Supervisors to proactively program in Horticulture.

Response: This agricultural agent made a concerted effort to expand horticultural education programming through the Master Gardener Volunteer Master Gardeners as teachers. In 2002, the

membership of the Barron County Master Gardener Volunteers was approximately 10-12 people. Today the group averages 45 - 50 members each year.

Outcome: As the Barron County Master Gardener Volunteers have grown in membership, members have also increased their technical knowledge and self confidence in teaching others. During 2014, five different Master Gardener Volunteers provided teaching presentations to fellow members at monthly meetings. One of these members frequently is a guest presenter at Master Gardener educational events in other Wisconsin counties. In addition to teaching presentations to other Master Gardener Volunteers, one of our members has authored a fact sheet on recycling plastic agricultural film as garden mulch. This fact sheet is being used by staff from the WI Department of Natural Resources in NW Wisconsin in their work to encourage recycling and reduce the waste stream flowing into landfills. Public speaking and teaching fellow Master Gardener Volunteers is difficult and challenging work, but it reflects how Barron County Master Gardener Volunteers are “raising the bar” in horticultural expertise and teaching ability.

Examples of Teamwork – Within UWEX and with External Partners

Avian Influenza Public Information Outreach with Barron County Public Health - 2015
New Farm Bill Educational Series with Farm Service Agency - 2015

Contributions to the Profession and/or University

Wisconsin Association of County Agricultural Agents member 1990-present
National Association of County Agricultural Agents member 1990-present
Epsilon Sigma Phi National Extension Fraternity member 1998-present
Department of Ag/Agribusiness member 1990-present

Applied Research and/or Publications

“Pricing Corn Silage,” Progressive Forage Grower, January 2014

Administrative Responsibilities and/or Research Programs

Department Head – Barron County UW-Extension – 2004 – present

Professional Growth & Development (past five years)

- Wisconsin Pest Management Update Meetings – Lake Hallie/Chippewa Falls, November 8, 2011
- ANRE Conference – Wilderness Resort, Wisconsin Dells, October 26, 2011
- Forage Teaching and Technology Conference – West Salem, August 24, 2011
- Western District Ag Agents Meeting – Marshfield – January 17, 2012
- Agriculture and Natural Resources Extension Conference – Wisconsin Dells, October 10-12, 2012
- Soil and Water & Nutrient Management Meetings – Eau Claire County, November 29, 2012
- Soil, Water, and Nutrient Management Meetings – Eau Claire County, December 5, 2013
- Agriculture and Natural Resources Extension Conference – Wisconsin Dells, October 9-11, 2013
- Farm Succession in WI: Bridging Educational Efforts with Professional Services – Eau Claire, October 23, 2013

- MCN Intro Training – Rice Lake Barron County Campus, October 25, 2013
- ARC/PLC Training-The-Trainer Workshop – Steven’s Point, November 25, 2014
- Northwest Regional Faculty Workshop – WITC Ashland, October 10, 2014
- Agriculture and Natural Resources Extension Conference – Wisconsin Dells, October 20-22, 2014
- Qualtrics Training/Workshops – Spooner Research Station, May 27, 2014
- NACAA Professional Improvement Conference, Mobile, Alabama -July 2015
- Transforming Today’s Extension for Tomorrow’s Possibilities – Madison, November 11-13, 2015
- Oh, The Places We Go! – Creating Potential with Change – Eau Claire, February 10-11, 2016

Additional Programs and Awards

- Be Your Best Quarterly Award Winner, Real Living - 2015
- Communications Awards - WI Assn. of County Agric. Agents - 2014
- Wisconsin Sheep Industry Award - 2012
- Search for Excellence Award (team) - WI Assn. of County Agric. Agents- 2011