

# MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

### **AGENDA**

Date & Time of Meeting: Thursday, June 4, 2020, at 4:00 p.m.

Meeting Location: Employee Resources Conference Room, C-149, 500 Forest Street, Wausau WI

Committee Members: Sara Guild, Chair; Ka Lo, Vice-Chair; Gary Beastrom; Becky Buch; Tom

Rosenberg; Rick Seefeldt, Chris Voll

Marathon County Mission Statement: Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. It directly or in cooperation with other public and private partners provides services and creates opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and do business. (Last updated: 12-20-05)

**Committee Mission Statement:** Provide the leadership for implementation of the Strategic Plan, monitoring outcomes, reviewing and recommending to the County Board all policies related to educational and economic development initiatives of Marathon County.

The meeting site identified above will be open to the public. However, due to the COVID-19 pandemic and associated public health directives, Marathon County encourages Extension, Education & Economic Development Committee members and the public to attend this meeting remotely. Instead of attendance in person, Committee members and the public may attend this meeting by **telephone conference**. If Committee members or members of the public cannot attend remotely, Marathon County requests that appropriate safety measures, including adequate social distancing, be utilized by all in-person attendees. Persons wishing to attend the meeting by phone may call into the **telephone conference beginning five (5) minutes prior to the start time indicated above using the following number:** 

Phone #: (650) 215-5226. Access Code: 163 043 4924 Password: 398338 from Phone. When you enter the telephone conference, PLEASE PUT YOUR PHONE ON MUTE!

- Call to Order
- 2. Public Comment Portion of the Agenda has been Temporarily Suspended
- 3. Approval of the Minutes of the May 7, 2020, Extension, Education & Economic Development Committee Meeting.
- 4. Policy Issues Discussion and Potential Committee Determination None
- 5. **Operational Functions** required by Statute, Ordinance, or Resolution:
  - A. Discussion and Possible Action by Committee None
  - B. Discussion and Possible Action by Committee to Forward to County Board for its Consideration None
- 6. Educational Presentations and Committee Discussion
  - A. Strategic Plan Status Review Review of Strategic Plan strategies and outcomes statuses. Discussion regarding potential priorities and next steps for achieving the Committee's assigned Strategic Plan goals.
  - B. Reports from Committee-Affiliated Departments and Organizations
    - 1. UW Madison Division of Extension
    - 2. UW-Stevens Point Wausau
    - 3. MCDEVCO
    - 4. Marathon County Public Library
- 7. Announcements, Next Meeting Date and Time:
  - A. Future committee calendar
    - 1. Next meeting Thursday, July 2, 2020 at 4:00 pm
- 8. Adjourn

Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk's Office at 715-261-1500 or e-mail <a href="mailto:infomarathon@mail.marathon.co.wi.us">infomarathon@mail.marathon.co.wi.us</a> one business day before the meeting.

# Presiding Officer or Designee

Wausau Daily Herald, City Pages,	NOTICE POSTED AT COURTHOUSE
and Other Media Groups	
M. Palmer	BY: M. Palmer
	DATE:
	TIME:
	and Other Media Groups



# MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

# **MINUTES**

Thursday, May 7, 2020, at 4:00 p.m.

Courthouse Assembly Room, 500 Forest Street, Wausau WI

Attendance:	Present	Absent
Sara Guild, Chair	W	
Ka Lo, Vice Chair	W	
Gary Beastrom	W	
Becky Buch	W	
Tom Rosenberg	Χ	
Rick Seefeldt	W	
Chris Voll	W	

Others Present: Lance Leonhard, Mary Palmer, Scott Corbett, Jason Hausler (W), Vicki Resech, Ann Herda-Rapp (W), Becky Frisch (W), Brian Kowalski (W), Ralph Illick (W), Michelle Van Krey (W)

# 1. Call Meeting to Order

The Extension, Education & Economic Development Committee meeting was called to order at 4:00 p.m. by Chair Guild.

- 2. **Public Comment:** The Public Comment portion of the agenda has been temporarily suspended, pursuant to Marathon County Resolution # R-18-20, dated March 17, 2020.
- 3. **Approval of the Minutes** of the February 18, 2020, Extension, Education & Economic Development Committee (EEED) Meeting.

# Action:

MOTION BY LO, SECOND BY SEEFELDT, TO APPROVE THE MINUTES OF THE FEBRUARY 18, 2020, EXTENSION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE MEETING. MOTION CARRIED.

Chair Guild asked each member to give a brief introduction and their background.

- 4. Policy Issues Discussion and Potential Committee Determination: None
- 5. Operational Functions required by Statute, Ordinance or Resolution: None
  - A. <u>Discussion and Possible Action by Committee to Forward to HR, Finance & Property</u>
    Committee for Consideration
    - 1. <u>UWSP Wausau Campus Security Camera Project</u>

# Discussion:

Ann Herda-Rapp, Campus Executive in Wausau, The County owns all the UWSP Wausau Campus buildings and the programming and interior furnishings are UWSP Wausau's. This proposal is on security cameras because of an incident (that ended up being non-threatening) at the Marshfield Campus. They are asking Marathon County to either pay for phase 1 purchase of \$38,920 or phase 2 which would be \$6,620 per year. The system would be owned and maintained by UWSP. They are looking at hiring someone internally to do the wiring to save money. The money UWSP is allocating must be spent by June 30 when their fiscal year ends.

Wisconsin Counties Association (WCA) has given a gloomy forecast for counties. At HR/Finance next week the 2020 and 2021 budget deficits will be discussed. The County's deficits will be approximately \$4 million in 2020 and \$7 million in 2021. If we would go with phase 1 a budget amendment would

need to be done through HR/Finance and then to County Board. Do we believe that it is in alignment of the goals and mission of our committee and the county to move this forward?

A walk through of the facility was done and the 32 cameras would be placed in key areas both inside and outside the buildings. All universities are planning for face-to-face, total virtual or a combination in the Fall. Hopefully early summer a decision will be made. UWSP Wausau was on track to have a higher enrollment this Fall. The cameras would be tied into the main campus video system. Possibly do a memorandum of understanding.

Law enforcement input was requested so HR/Finance can make a more informed decision.

#### Action:

MOTION BY LO; SECOND BY VOLL TO CONSIDER PHASE 1 FOR \$38,920 FOR AN ESTIMATED ONETIME COST APPROPRIATE AT THIS TIME, TO MOVE THIS REQUEST TO HR/FINANCE FOR FURTHER CONSIDERATION WITH INPUT FROM LOCAL LAW ENFORCEMENT AND POSSIBLY SEND TO COUNTY BOARD FOR FINAL APPROVAL. MOTION CARRIED.

# Follow Through:

Send to HR/Finance for further consideration with law enforcement input.

# 6. Educational Presentations and Committee Discussion

- A. Committee Role and Responsibilities Guild / Leonhard
  - 1. Committee Overview Mission, Purpose, & History
  - 2. Operational Decision-Making Common Committee Operational Functions
  - 3. Reporting Relationships Departments and Subcommittees Reporting to this Committee (see Rule 2.04(1) of Marathon County Code of Ordinances)

### Discussion:

Chair Guild went through this committee's roles and responsibilities as stated in the current Board rules. The role of this committee is varied but County Board rule 2.04(1)(f)(5) "Serve as the initial contact point for individual and/or organizations who wish to influence County Board policy regarding County education and economic development" sums up the major roles.

Administrator Leonhard gave a brief history of former committees and how the EEED committee came to be. Most frequent operational items you will see are Capital Improvement Project (CIP) requests from UWSP Wausau.

# Follow Through:

None needed at this time.

- B. Reports from Committee-Affiliated Departments and Organizations
  - 1. UW Madison Division of Extension Update
  - 2. UW-Stevens Point Wausau
  - 3. MCDEVCO
  - 4. Marathon County Library Board

#### Discussion:

- Jason Hausler UW Madison Division of Extension All but one employee are educators.
   The budget is split 50/50 between the University and the County. He gave a background of the extension and the partnership between the university and the county.
- Ann Herda-Rapp UW-Stevens Point Wausau The University and the county have a remarkable relationship. Currently there are seven buildings. Traditionally Wausau had been a two year campus, but have also added three bachelor's degree programs. See 5.A.1 above for more information. The student dorms is an area that will be discussed in the future.
- Vicki Resech, Marathon County Development Corporation (MCDEVCO) It's a public/private entity. Four county board supervisors sits on their Board. They provide GAP financing, administrators for the Private Onsite Wastewater Treatment Systems (POWTS) loans, economic development education for small business owners, have 35 business mentors, these are several of the many programs MCDEVCO has to offer. Business and workforce development. A great resource for small business throughout the County. Targeting small business with 10 or less employees who cannot get federal or state funding during Covid-19.

- MCDEVCO is one of the non-profits who we allocate funding to but it is being reduced.
- Ralph Illick, Marathon County Public Library Gave an update on what the Library and staff
  have been doing since closing on March 17<sup>th</sup> to the public. This past Monday, May 4, started
  drive by/pick up service. Making amazing process on the facility. Will be working closely with
  the Department of Public Instruction when things move forward. Have a task force that are
  looking at memberships in library systems and see where we fit best. The Library is part of the
  County team. Friends of the Library raises about \$25,000 per year to help with programming.

Chair Guild thanked everyone for their attendance and updates.

# Follow Through:

None needed.

C. Activities & Priorities – Discussion of Committee's actions during the recent session and potential priorities for the next session in light of Marathon County's Strategic Plan and Comprehensive Plan (Executive Summary)

#### Discussion:

Chair Guild went through the <u>attachment</u> relating to the Strategic Plan Objectives (8.7, 10.7, 10.8 and 10.10) and the summary of 2018-2020 activities.

Suggestions to be worked on forwarded from the prior committee:

- Broadband/Infrastructure (stay involved with facilities and infrastructure as it relates to broadband)
- Workforce (UWSP-Wausau and North Central Wisconsin Workforce Development Board (NCWWDB)
- Development and redevelopment of employment center (Public and Private Partnerships)
- Entrepreneurial (Fair Board and MCDEVCO)

Thank about the role of this committee and what we can do to make a difference.

# Follow Through:

Contact Chair Guild with any issues you would like this committee to consider.

## 7. Announcements, Next Meeting Date and Time:

A. Future committee calendar

The next meeting will be Thursday, June 4, 2020 at 4:00 p.m. No announcements.

# 8. Adjourn

There being no further business to discuss, MOTION BY VOLL, SECOND BY LO TO ADJOURN THE MEETING. Meeting adjourned at 5:53 p.m. MOTION CARRIED.

Minutes prepared by Mary Palmer



# Extension, Education & Economic Development Committee's



# **Strategic Plan Objectives, Strategies & Outcomes Statuses**

NOTE: This report was compiled by Sara Guild, Chair of the Extension, Education & Economic Development Committee, on May 28, 2020 to be used as a point of reference for the June 2020 EEED Committee meeting. Its contents are limited to the Chair's personal observations and interpretations and should not be construed to represent an official Marathon County report or interpreted to imply these are the only items relevant to achieving the listed strategic plan goals.

# Objective 8.7: Strive to provide affordable, reliable, high-speed internet access throughout the County.

- Strategy A: Develop a comprehensive approach to county-wide high-speed internet access, including: fiber, copper, powerline, cellular, Wi-Fi, new radio frequencies, and other emerging technologies
  - STATUS: The Marathon County Broadband Assessment and Plan with recommendations for achieving county-wide broadband coverage was developed by consulting firm Design Nine Broadband Planners and presented to the County Board in December 2019.
- Strategy B: Promote partnerships between carriers/providers and government through MCDEVCO
  - STATUS: Marathon County government representatives met with multiple providers in March 2020.
     MCDEVCO has expressed a willingness to serve as a partner in future broadband expansion activities, including as a support system/coordinator for activities involving the providers.
- Strategy C: Develop financial incentives to encourage carriers/providers to commit to helping accomplish this objective in Marathon County.
  - STATUS: The March 2020 meeting between Marathon County officials and providers included a general discussion about the types of financial incentives that would be beneficial to providers. Suggestions included receiving county-provided grants as well as getting assistance with writing and submitting grants for state or federal funds.
- Strategy D: Establish a dig-once policy for county roadway reconstruction and bridge projects that engages providers in a discussion about whether to include conduit for fiber.
  - o STATUS: Infrastructure Committee has been evaluating possible methods for implementing this policy.
- Strategy E: Marathon County Government will invite all carriers providing services in Marathon County to present their current coverage, speeds, and costs.
  - STATUS: All providers in Marathon County were asked by the consultant to provide this information during the plan development process. Responses varied; all information received is reflected in the consultant's final report.
- Outcome Measure 1: By December 31, 2019, the number of households with high-speed internet access will increase by 9,800.
  - o **STATUS:** Unknown but can be verified by reviewing data from the City-County Information Technology Commission.

Objective 10.6: Ensure the future availability of a skilled and flexible workforce prepared to meet the needs of both existing and emerging industries and technologies.

- Strategy A: Work with the North Central Wisconsin Workforce Development Board to ensure a well-trained workforce.
  - o STATUS: Unknown; not directly involved with or aware of any specific actions taken by Marathon County representatives to develop the county's workforce in conjunction with NCWWDB.
- Strategy B: Seek out additional opportunities to partner with local education providers (secondary and post-secondary).
  - STATUS: Marathon County actively supported the transition of the UW-Marathon County campus to become UW-Stevens Point Wausau.
  - A representative from the Wausau School Board regularly attends EEED Committee meetings and shares information from the school district.
- Outcome Measure 1: By December 31, 2022, the current workforce participation rate will increase by 5%.
  - o **STATUS:** Unknown; may be impacted by COVID situation.
- Outcome Measure 2: By December 31, 2022, the number of vacant positions within Marathon County will be reduced.
  - o **STATUS:** Unknown; may be impacted by COVID situation.

Objective 10.8: Encourage development and redevelopment of key employment centers in areas that possess strong market potential, provide good transportation access for workers, and promote efficient movement of goods.

- Strategy A: Support efforts to engage the public and private sectors to provide leadership for county economic development efforts
  - STATUS: Provided funding for Greater Wausau Chamber's regional economic development study. Study resulted in the creation of the Greater Wausau Prosperity Partnership, which includes representation from Marathon County government
  - Also supported a feasibility study into potentially developing a new regional sports & events complex, including exploring the possibility of utilizing county-owned land for the facility.
- Strategy B: Engage local municipalities on how county infrastructure development can contribute to business and industrial park growth.
  - STATUS: MCDEVCO holds monthly meetings with municipalities to discuss economic developmentrelated issues; it is unknown how often these conversations specifically address county infrastructure issues.
- Objective 1: By December 31, 2022, utilization of available, vacant business and industrial park space will increase by 5%.
  - o **STATUS:** Unknown; may be able to get information from North Central Wisconsin Regional Planning Commission.
- Objective 2: By December 31, 2022, the number of full-time and part-time employee positions in Marathon County will increase or be maintained.
  - o **STATUS:** Unknown; may be impacted by COVID situation.

# Objective 10.10: Create an innovative atmosphere to foster an entrepreneurial-supportive environment.

- Strategy A: Respond to changing economic conditions and opportunities through periodic review and updating of economic development strategies, policies, investments, and programs.
  - STATUS: Unknown; currently unaware of any recent committee reviews of economic developmentspecific policies or programs.
- Strategy B: Work with MCDEVCO to support a low-interest loan fund to finance new farmer startups and adoption of new technology by existing farmers.
  - STATUS: Funded a loan with MCDEVCO that supports replacement of private onsite wastewater treatment systems (POWTS).
  - The Environmental Resource Committee's proposed new Land and Water Resource Management Plan includes a recommendation for the EEED Committee to evaluate opportunities to better support farms; this proposal could potentially involve a discussion on options for county funding for farmers.
- Strategy C: Enhance awareness of MCDEVCO as the primary point of contact for business expansion and startup information.
  - o STATUS: Committee toured MCDEVCO's new Gears facility in 2019 and also received multiple updates on the organization's initiatives during the 2018-20 session.
  - In the 2020-22 session, MCDEVCO will have an opportunity to provide monthly updates to the EEED
     Committee. The Committee Chair and two committee members have also been appointed as a members
     of the MCDEVCO Board of Directors.
- Outcome Measure 1: By December 31, 2022, the number of businesses in Marathon County will increase.
  - o STATUS: Unknown; data can be obtained.
- Outcome Measure 2: By December 31, 2022, 90% of businesses that receive assistance from Marathon County Development Corporation will be sustained for 3 years.
  - STATUS: Unknown; data can be provided by MCDEVCO



# June 2020 Educator Update

(for work completed in May of 2020)

# FoodWise Education - Tammy Hansen, Gaonou Thao, Melissa Yates

- Continued to review FoodWlse approved curriculums and refine lesson plans based on these curriculums.
- Submitted final version of 2020 grant with suggested revisions.
- Continued to participate in webinars on food security issues, managing classroom behavior and Extension/
   FoodWIse zoom meetings
- Gaonou and Melissa both continued to participate in statewide curriculum workgroups
- Facilitated a Marathon County Hunger Coalition Nutrition Workgroup zoom meeting focused on planning the Share the Harvest Farmers' Market gleaning project for this summer.

# 4-H Youth Development - Kaitlyn Bernarde

- Collaborated with the Wausau School District, other community partners, and office support staff to create Community Connections kits to use at home. There will be activities for the 5 traditional weeks of Community Connections, geared towards youth in grades 1st-4th grades.
- Partnered with 4-H programs in Clark, Langlade, Lincoln, Oneida, Shawano, and Wood counties to create the "Camp
  in a Box" program. This program will replace the in-person overnight camps for 1st-5th graders that were canceled
  due to COVID-19.
- Re-invented the "Monday Minute" live videos to be "Monday Minute At Home" with an accessible, quick activity to
  try and make on their own. These will be closed captioned and shared on YouTube, Instagram, and Facebook pages
  and the Extension website.
- Facilitated meetings with club general leaders, fair superintendents, and community partners with program updates, cancellations, and recommendations due to COVID-19.

# **Agriculture Education - Heather Schlesser**

- Continue to create videos about the Extension staff: https://www.youtube.com/channel/UCReOkUVwgPFN3rEkvlpMPhw
- Continue to create videos regarding the COVID-19 factsheets: https://www.youtube.com/channel/UCReOkUVwgPFN3rEkvlpMPhw
- Facilitating Heart of the Farm Coffee Chats on a biweekly basis
- Revising Farm Succession Focus Group Manuscript for submission to the Journal of Extension

# **Community Development Education - Melinda Osterberg**

- Assisted Extension colleagues in compiling information for the Marathon County Strategic Plan Update, with a draft being finalized from support from Ben Krombholz with the Public Library
- Supported Community Development Institute in identifying ways that Extension can support the business community through the current health crisis
- As part of my work in Lincoln County, I facilitated a zoom program on alternate service delivery models during the COVID-19 health crisis. Sixteen individuals from throughout the State attended the webinar regarding the

regulations associated with curbside pick up during the Safer At Home Order. Participants obtained information from the Lincoln County Health Department on standards for business operation during the COVID-19 health crisis and developed skills to reach customers and build business resilience during this challenging time. A business owner shared how they had reduced costs, changed offerings, and reached customers through direct delivery and social media marketing. Examples were provided from other Central Wisconsin businesses who have been able to maintain sales, build relationships with customers, and create new markets during the Safer at Home Order. A recording of the program is available at: <a href="https://www.youtube.com/watch?v=k37BofDcvqw&t=1959s">https://www.youtube.com/watch?v=k37BofDcvqw&t=1959s</a>

Partnered with Lincoln and Langlade County Agricultural Educator on a program on how to conduct direct sales of
agricultural products, twenty-five individuals attended the program which featured a representative from DATCP
explaining the regulations associated with direct consumer sales and a representative from Extension who outlined
the process to accept SNAP/FoodShare benefits as a form of payment. A recording of the program is available at:
<a href="https://www.youtube.com/watch?v=b1Fhw-cC08A">https://www.youtube.com/watch?v=b1Fhw-cC08A</a>

# **Horticulture Education - Janell Wehr**

- Developed and hosted Herbaceous Ornamentals, a web based interactive class introducing the fundamentals of
  annuals, perennials, and bulbs. 50% stated it was their first Extension educational experience and all reported an
  interest in future Extension educational opportunities. Classes were held in collaboration with the YMCA-The
  Landing and UWSP Continuing Education's Seniors club.
- Developed and hosted Growing Veggies in containers, another web based interactive class. 89% of participants reported increased motivation to grow vegetables in containers after the session.
- Romaine Calm and Garden On is a 6 week, 12 session web based, interactive beginning gardening course. Round 1
  was completed in the beginning of May, and relaunched Round 2. At the completion of the program 88% of
  participants reported they were more motivated to contact their local Extension office with gardening questions.
  One participant shared, "even though I've gardened for years I'm learning. I would highly recommend this program."
- Serving on the Master Gardener statewide steering committee in development of new program mandates.

# Area Director Update - Jason Hausler

- Serve on the Dean's COVID Task Force, examining opportunities and challenges related to the COVID-19 Pandemic. Work has been focused on getting the resources and work of the University out to those that need it during this time, along with how we, as an organization begin to move forward with programming opportunities that may be in person, purely virtual or a hybrid of some sort.
- Assisted Extension colleagues in compiling information for the Marathon County Strategic Plan Update, with a draft being finalized from support from Ben Krombholz with the Public Library.
- Facilitate discussions between Extension and the Wisconsin Association of Fair on some best practices and opportunities to consider for this year's fair should they need to modify or adapt their plans.

From: Ralph Illick

Sent: Thursday, May 28, 2020 2:25 PM

To: Sara Guild

Subject: Library update for the EEEDC Committee

Good afternoon Sara,

The following is a summary of the latest MCPL updates:

At our May 18 Board Meeting, the board voted to continue offering curbside pickups at all nine locations, telephone reference services, and enhanced virtual programming until the next board meeting on June 15.

The board asked that we deliver a partial reopening plan at that meeting. We believe that we will be as prepared at that time as would be reasonable. We have procured cleaning supplies, sneeze-guard screens, hazard tape, and cloth masks for all staff at all locations. Each building and each workspace will be audited the week of June 1. Signage will be prevalent and prominently displayed prior to reopening, and branch coordinators are and will continue to be in constant contact with the municipal leadership their branch libraries serve.

I would point out to committee members that the logistics for curbside delivery are so labor intensive that they preclude our being concurrently able to also offer traditional "in-house" services for walk-in traffic.

Once we reopen, we will have to discontinue offering curbside service.

We are working to reopen under guidelines issued by both the CDC and the WI DPI. I will gladly talk with any committee members personally if they want to learn more about our next steps. Please feel free to contact me if you have any further questions.

Ralph Illick Library Director Marathon County Public Library 715-261-7211



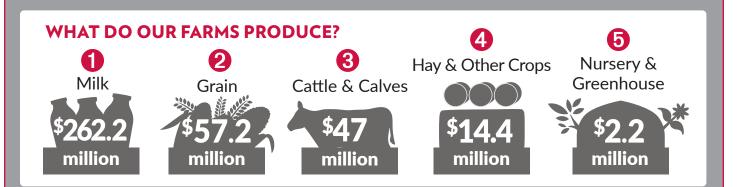


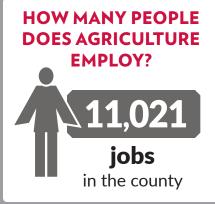
# **AGRICULTURE WORKS HARD FOR**

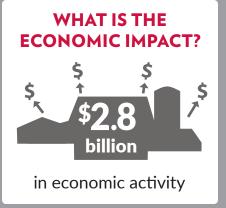
# ► MARATHON COUNTY

Family-owned farms, food processors and agriculture-related businesses generate thousands of jobs and millions of dollars of economic activity for Marathon County, while contributing to local income and tax revenues.

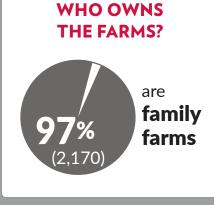
# Agriculture's annual impact:















# THE AGRICULTURE SECTOR BENEFITS THE ENTIRE COUNTY

Marathon County has diverse agricultural ventures, with the leading products being ginseng, dairy and maple syrup. Marathon County's diverse agriculture is a vital part of the area's culture, communities and economy. Historically the county has the most acres in the state in forage and consistently ranks in the top three counties for corn silage and oats grown for grain. The largest farm receipt is still from dairy. Marathon County ranks in the top three counties for total agriculture sales.

# Did you know?

# **MARATHON COUNTY IS**

# No. 2 in Wisconsin's dairy industry & No. 19 in the United States





The University of Wisconsin–Madison Division of Extension is part of the local and statewide network of organizations and agencies that support Wisconsin's \$104.8 billion agriculture industry. Extension helps enhance the economic impact of agriculture by providing research-based information that increases farm profitability, improves food safety, reduces environmental impacts and expands agribusiness networks.

For more information, please contact:

UW-Madison Extension Marathon County 212 River Dr, Suite 3 Wausau, WI 54403

715-261-1230

marathon.extension.wisc.edu

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Support for this work was provided by UW-Madison Division of Extension, Dairy Farmers of Wisconsin and Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). Economic data (2017) provided by: Steven C. Deller, Professor, Department of Agriculture and Applied Economics, UW-Madison and Community Development Specialist, UW-Madison Extension. Contribution of Agriculture to the Wisconsin Economy: Updated for 2017 is available at https://go.wisc.edu/i6947n. Additional data was from the USDA 2017 Census of Agriculture. Publication production was completed through a collaboration of the Extension Natural Resources Institute and the Extension Office of Communications and Stakeholder Engagement.

Produced in cooperation with Dairy Farmers of Wisconsin, Wisconsin Department of Agriculture, Trade and Consumer Protection and Wisconsin Farm Bureau.





