


University Extension – Pierce County Agriculture Programs
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Agriculture continues to be one of the largest and most influential industries in Pierce County in terms of land use and economic impact. According to the most recent WDATCP Ag. Statistics, and adjusting them for average corn and soybean yields in 2006 and increases in cash corn, soybeans, and a modest climb in milk prices, agricultural product sales in Pierce County is estimated to have topped \$100 million dollars, similar to 2005. The largest segment in Pierce County continues to be the dairy industry, which is also Wisconsin’s largest industry generating over \$25 billion to the state’s economy. Pierce County corn and soybean yields were above average in 2006. Drought limited yields in some parts of Pierce County in 2006. Total farm numbers have increased in Pierce County.

In 2006, a grassroots effort pursued interest in bidding to host the 2010 Wisconsin Farm Technology Days event (North America’s Largest Farm Show) that travels to changing locations. By authority and resolution of the Pierce County Board of Supervisors, a fiscal commitment and direction of Executive Secretary of the 2010 Show-Greg Andrews, to submit a bid on behalf of Pierce County was directed.

Pierce County Agriculture continues to change. The number of farms in Pierce County has increased according to the last Census on Agriculture. The most important issues expressed by agricultural producers continue to be farm management/profitability, cash grain production, dairy modernization and expansion, land-use issues associated with rural residential development, and protecting natural resources. Extension provides educational programs and applied research projects that focus on priority needs expressed by farmers, agribusinesses and citizens through advisory committees such as the Pierce County AgriGrowth Council, and the Pierce and St. Croix County Ag. and Extension Listening Sessions. Discussions on the formation of a Pierce County Community Partner Advisory Group will add additional needs assessment processes.

The Impact and Use of Pierce County Extension Agriculture Programs and Applied Research:

2006	2005	2004	Educational Activity
2,203	2,046	1,372	Attended Extension Ag. Seminars and Workshops, Field Days
Incl.	Incl.	290	Attended Extension Field Days and Farm Tours
1,116	1,772	2,443	Office Consultations Including Phone Calls (Phone Calls Only in 2004) (Phone Questions answered in 2006)
123	139	100	Private Pesticide Applicators Trained and Certified
11	8	9	New Farm Business Feasibility Plans Reviewed
262	205	311	E-mail Answers Provided
98	106	139	On-Farm Visits Made
31	36	47	Radio Programs, Interviews, and News Articles
27	Started	NA	Website Features Added to County Ag. Website

Outcomes and Benefits to County and Citizens

- Conservation Reserve Program compliance demonstrations and education reached over 200 CRP contracted individuals and helped maintain over 4,300 acres in compliance.
- Soybean growers benefited from educational field days that protected over 20,000 acres of soybeans in the region from pests such as spider mite, soybean aphid, and the looming risk of soybean rust.
- Farmers selected high performing corn hybrids and improved yields as a result of participating in corn hybrid selection workshops.
- Landowners and farmers (over 200) utilized the Pierce County Farmland Rent Study.
- New young farmers received start-up feasibility advice and 5 young farmers began the business of farming.
- Over 800 farmers in Northwest Wisconsin attended educational meetings and learned management strategies for coping with the 2006 drought.
- Farm families developed farm transition information to pass the farm on to the next generation. Several successful farm transfers were implemented.
- Farmers are trained and certified under Private Pesticide Applicator Training laws.
- Pierce County and it's stakeholder organizations rallied behind the goal of hosting the 2010 Wisconsin Farm Technology Days.
- Ag. Industries in Pierce County benefit from profitable farms.
- Agriculture relies on UW-Extension for research-based, unbiased research conducted locally.
- Ethanol information helped make informed decisions by business, industry and government

Selected Examples of Extension Agriculture Educational Programs:

- **Western Wisconsin Ag. Lenders Conference**
- **Soybean Rust Distance Education Series**
- **Conservation Compliance for CRP Field Day**
- **Pierce/St. Croix Grain Crops Seminar**
- **Conservation Awards Banquet**
- **Regional Corn Conference**
- **Farm Estate and Transfer Workshops**
- **Private Pesticide Applicator Training and Certification (Federal/State Mandate)**
- **Soybean Diagnostic and Crop Care Clinics**
(27 additional educational programs and applied research projects not listed)

Total Attendance at Programs During 2006

(2,203)

Requests for Pierce County Extension Agricultural Educational Services were made by the following institutions, organizations, agencies and local government during 2006.

Wisconsin Farm Technology Days Board of Directors
Pierce County Departments-numerous
Pierce County Administration
University of Wisconsin-River Falls
Chippewa Valley Technical College
St. Croix County
Pierce County Farm-related organizations (10)
Pierce County USDA- NRCS
Pierce County USDA-Farm Service Agency
Western Wisconsin Agriculture Supply

Ellsworth School District
Pierce County Land Conservation
Wisconsin DNR Forester
Pierce County Townships
W. WI Ag. Lenders Assoc.
WI Dept. of Agriculture
Pierce County Econ. Dvlp. Corp.
Precision Ag. Services
Pierce Co. Dairy Promotion, Inc.
Pierce/Pepin Electric Cooperative