

## Outcomes and Impact Indicators by Team

**TEAM: Dairy**

**Outcome: 1** Dairy Replacements Outcome 1 Heifer raisers will improve their financial management:

**Indicator: 1** Number of dairy producers and custom growers that calculated their cost of raising dairy replacements. (Numeric)

**Outcome: 2** Dairy Replacements Outcome 1 Heifer raisers will improve their financial management:

**Indicator: 1** Number of dairy producers and custom growers that adopted practices to reduce the cost of raising dairy replacements. (Numeric)

**Outcome: 3** Dairy Replacements Outcome 2 Calf raisers will improve their health management:

**Indicator: 1** Number of dairy producers and custom growers that learned and adopted key management practices to maximize calf health and growth. (Numeric)

**Outcome: 4** Outcome 2 Dairy Replacements Heifer raisers will improve their health management:

**Indicator: 1** Number of dairy producers and custom growers that learned and adopted key management practices to maximize heifer health and growth. (Numeric)

**Outcome: 5** Outcome 1 Feeding and Nutrition Dairy producers and agri-business professionals will gain a better understanding of feed cost measures.

**Indicator: 1** Number of dairy producers and agri-business professionals that gained a better understanding of feed cost measures. (Numeric)

**Outcome: 6** Outcome 2 Feeding and Nutrition Dairy producers and agri-business professionals will improve their knowledge of strategies for improving income over feed cost.

**Indicator: 1** Number of dairy producers and agri-business professionals that improved their knowledge of strategies for improving income over feed cost. (Numeric)

**Outcome: 7** Outcome 3 Feeding and Nutrition Dairy producers and agri-business professionals will improve their knowledge of alternative feed ingredients.

**Indicator: 1** Number of dairy producers and agri-business professionals that improved their knowledge of alternative feed ingredients. (Numeric)

**Outcome: 8** Outcome 4 Feeding and Nutrition Dairy producers and agri-business professionals will be exposed to and use decision tools in the area of feed cost and alternative feed ingredients.

**Indicator: 1** Number of dairy producers and agri-business professionals that were exposed to decision tools in the area of feed cost and alternative feed ingredients. (Numeric)

**Indicator: 2** Number of dairy producers and agri-business professionals that used decision tools in the area of feed cost and alternative feed ingredients. (Numeric)

**Outcome: 9** Outcome 1 Milk Quality: Dairy producers will learn how to calculate the cost of mastitis on their farm.

**Indicator: 1** Number of dairy producers that learned how to calculate the cost of mastitis on their farm. (Numeric)

**Outcome: 10** Outcome 2 Milk Quality Dairy producers will learn how to calculate the cost of potential premiums.

**Indicator: 1** Number of dairy producers that learned how to calculate the cost of potential premiums. (Numeric)

**Outcome: 11** Outcome 3 Milk Quality Dairy producers will better understand how to control environmental mastitis.

**Indicator: 1** Number of dairy producers that better understood how to control environmental mastitis. (Numeric)

**Outcome: 12** Outcome 4 Milk Quality Dairy producers will learn how to troubleshoot high bacteria counts on their farms.

**Indicator: 1** Number of dairy producers that learned how to troubleshoot high bacteria counts on their farms. (Numeric)

**Outcome: 13** Outcome 5 Milk Quality Dairy producers will implement milk quality advisory teams on their farms.

**Indicator: 1** Number of dairy producers that implemented milk quality advisory teams on

their farms. (Numeric)

**Outcome: 14** Outcome 6 Milk Quality Dairy producers will adopt practices to control mastitis.

**Indicator: 1** Number of dairy producers that adopted practices to control mastitis. (Numeric)

**Outcome: 15** Outcome 1 Modernization Dairy producers will determine the future viability of their business.

**Indicator: 1** Number of dairy producers that determined the future viability of their businesses. (Numeric)

**Indicator: 2** Describe the business being developed or evaluated. (Text)

**Outcome: 16** Outcome 2 Modernization Dairy producers will explore, learn and adopt modernization options and production and labor management practices that result in lower costs and/or increased productivity in their dairy enterprises.

**Indicator: 1** Number of dairy producers that attended a modernization program or tour sponsored by Extension. (Numeric)

**Indicator: 2** Number of dairy producers that increased their knowledge of modernization options and management practices that may lead to improved profitability or productivity. (Numeric)

**Indicator: 3** Number of dairy producers that made a decision on a modernization option based on information and knowledge acquired from Extension. (Numeric)

**Indicator: 4** Describe the modernization decision made by the dairy producer. (Text)

**Indicator: 5** Number of dairy producers that adopted a technology and/or labor management practice based on information acquired from Extension. (Numeric)

**Indicator: 6** Describe the technology and/or labor management practice adopted by the dairy producer. (Text)

**Indicator: 7** PLEASE REFER TO THE SUCCESS STORY INPUT SCREEN FOR THIS INDICATOR...DO NOT SUBMIT YOUR NARRATIVE HERE. Develop a success story of a dairy farm that has gone through a modernization decision process and implemented the plan. (Numeric)

**Outcome: 17** Outcome 3 Modernization Dairy support businesses were established as a result of dairy team programming.

**Indicator: 1** Number of new dairy support businesses that were established as a result of Extension programming. (Numeric)

**Indicator: 2** Describe the support business(es) established as a result of Extension programming. (Text)

**Indicator: 3** Number of new jobs that were created in the support businesses

established as a result of Extension programming. (Numeric)

**Indicator: 4** Describe the new job(s) created. (Numeric)

**Outcome: 18** Outcome 4 Modernization Dairy support businesses will explore, learn, and develop modernization technology to support the dairy producer decisions to modernize.

**Indicator: 1** Number of dairy support businesses that attended a modernization program or tour sponsored by Extension. (Numeric)

**Indicator: 2** Number of dairy support businesses that increased their knowledge of modernization options and services and/or equipment that they could offer to dairy producers. (Numeric)

**Indicator: 3** Number of dairy support businesses that provided services to help dairy producers make a decision on a modernization option based on information and knowledge acquired from Extension. (Numeric)

**Indicator: 4** Describe the dairy support business(es) and the services and/or equipment provided for the modernization decision made by the dairy producer. (Text)

**Indicator: 5** PLEASE REFER TO THE SUCCESS STORY INPUT SCREEN FOR THIS INDICATOR...DO NOT SUBMIT YOUR NARRATIVE HERE. Develop a success story of a dairy support business that has helped dairy producers make a modernization decision and implemented the plan. (Success Story) (Numeric)

**Outcome: 19** Outcome 1 Hispanic Labor Dairy producers will better understand their Hispanic employees and improve the management of their employees.

**Indicator: 1** Number of dairy producers that are managing their Hispanic employees better. (Numeric)

**Outcome: 20** Outcome 2 Hispanic Labor Wisconsin Hispanic Dairy workers will improve their knowledge and skills in dairy production.

**Indicator: 1** Number of Hispanic dairy workers that improved their milking skills and understanding of mastitis. (Numeric)

**Indicator: 2** Number of Hispanic dairy workers increased their knowledge of dairy cow reproduction and estrus detection. (Numeric)

**Indicator: 3** Number of Hispanic dairy workers that improved their calf management and calving skills. (Numeric)

**Indicator: 4** Number of Hispanic dairy workers that improved their herdsmanship skills and fresh cow examination procedures. (Numeric)

**Outcome: 21** Outcome 1 Reproduction/Genetics Dairy producers will learn about and/or implement new reproductive and genetic technologies to improve farm profitability.

**Indicator: 1** Number of Dairy producers that better understand the economic impact of reproduction and genetics. (Numeric)

**Indicator: 2** Number of Dairy producers that adopted management practices to improve reproduction and genetics. (Numeric)

#### **TEAM: Emerging Agricultural Markets**

**Outcome: 1** Team members will gain necessary knowledge to develop outreach programs and provide technical assistance to producers and other ag entrepreneurs who are looking to start or expand a value added agriculture business.

**Indicator: 1** Members will attend conferences, trainings, and participate in other educational activities to expand their knowledge and skill related value added agriculture. (Text)

**Outcome: 2** Producers and other ag entrepreneurs will gain knowledge about value added agriculture and gain the skills to implement successful business and marketing strategies.

**Indicator: 1** Producers and other ag entrepreneurs will attend meetings, conferences and other training opportunities, developed and offered by the EAM Team, to gain knowledge about value added agriculture and gain the skills to implement successful business and marketing strategies. (Text)

**Outcome: 3** Producers and other ag entrepreneurs will receive the technical assistance they need to successfully develop and expand their value added agriculture business.

**Indicator: 1** Number of producers or ag entrepreneurs that received technical assistance from Ag Innovation Counselors and other EAM team members as they developed or expanded their value added agriculture business. (Numeric)

#### **TEAM: Farm and Risk Management (FARM) Team**

**Outcome: 1** Farm managers will use FARM Team programming and resources to increase their knowledge of management principles.

**Indicator: 1** Number of managers that increased their knowledge of risk management. (Numeric)

**Indicator: 2** Number of managers that increased their knowledge of commodity markets. (Numeric)

**Indicator: 3** Number of managers that increased their knowledge of strategic

- management and/or business planning. (Numeric)
- Indicator: 4** Number of managers that increased their knowledge of farm succession planning. (Numeric)
- Indicator: 5** Number of managers that increased their knowledge of human resource management. (Numeric)
- Indicator: 6** Number of managers that increased their knowledge of financial management and record keeping. (Numeric)
- Indicator: 7** Number of managers that increased their knowledge concerning cost-of-production. (Numeric)
- Indicator: 8** Number of Women in Agriculture that increased their knowledge of farm and risk management. (Numeric)
- Indicator: 9** Number of managers that increased their knowledge of risk management. (Numeric)
- Indicator: 10** Number of managers that increased their knowledge of commodity markets. (Numeric)
- Indicator: 11** Number of managers that increased their knowledge of strategic management and/or business planning. (Numeric)
- Indicator: 12** Number of managers that increased their knowledge of farm succession planning. (Numeric)
- Indicator: 13** Number of managers that increased their knowledge of human resource management. (Numeric)
- Indicator: 14** Number of managers that increased their knowledge of financial management and record keeping. (Numeric)
- Indicator: 15** Number of managers that increased their knowledge concerning cost-of-production. (Numeric)
- Indicator: 16** Number of Women in Agriculture that increased their knowledge of farm and risk management. (Numeric)
- Outcome: 2** Farm managers will utilize FARM Team programming and resources to analyze their current business management.
- Indicator: 1** Number of managers that analyzed their risk management plans. (Numeric)
- Indicator: 2** Number of managers that analyzed their strategic management or business plans. (Numeric)
- Indicator: 3** Number of managers that analyzed their farm succession plans. (Numeric)
- Indicator: 4** Number of managers that analyzed their human resource management protocols. (Numeric)
- Indicator: 5** Number of managers that analyzed their information management systems. (Numeric)
- Indicator: 6** Number of managers that analyzed their farm's financial performance. (Numeric)
- Indicator: 7** Number of managers who determined their cost-of-production. (Numeric)
- Indicator: 8** Number of managers that analyzed their risk management plans.

(Numeric)

**Indicator: 9** Number of managers that analyzed their strategic management or business plans. (Numeric)

**Indicator: 10** Number of managers that analyzed their farm succession plans. (Numeric)

**Indicator: 11** Number of managers that analyzed their human resource management protocols. (Numeric)

**Indicator: 12** Number of managers that analyzed their information management systems. (Numeric)

**Indicator: 13** Number of managers that analyzed their farm's financial performance. (Numeric)

**Indicator: 14** Number of managers who determined their cost-of-production. (Numeric)

**Outcome: 3** Farm managers will utilize Farm Team programming and resources to improve their farm business management.

**Indicator: 1** Number of managers that developed risk management plans. (Numeric)

**Indicator: 2** Number of managers that developed commodity marketing plans. (Numeric)

**Indicator: 3** Number of managers that implemented a commodity marketing plan. (Numeric)

**Indicator: 4** Number of managers that developed strategic management plans. (Numeric)

**Indicator: 5** Number of managers that developed farm business succession plans. (Numeric)

**Indicator: 6** Number of managers that developed human resources management protocols. (Numeric)

**Indicator: 7** Number of managers that conducted financial feasibility analysis. (Numeric)

**Indicator: 8** Number of managers that developed practices to optimize financial profitability. (Numeric)

**Indicator: 9** Number of managers that developed risk management plans. (Numeric)

**Indicator: 10** Number of managers that developed commodity marketing plans. (Numeric)

**Indicator: 11** Number of managers that implemented a commodity marketing plan. (Numeric)

**Indicator: 12** Number of managers that developed strategic management plans. (Numeric)

**Indicator: 13** Number of managers that developed farm business succession plans. (Numeric)

**Indicator: 14** Number of managers that developed human resources management protocols. (Numeric)

**Indicator: 15** Number of managers that conducted financial feasibility analysis. (Numeric)

**Indicator: 16** Number of managers that developed practices to optimize financial

profitability. (Numeric)

**Outcome: 4** Outside stakeholders will utilize FARM Team programming and resources to improve their knowledge of agricultural issues.

**Indicator: 1** Number of agricultural lenders that increased their knowledge of farm and/or agribusiness management issues. (Numeric)

**Indicator: 2** Number of agribusiness personnel that increased their knowledge of farm and/or agribusiness management issues. (Numeric)

**Indicator: 3** Number of policy makers that increased their knowledge of farm and/or agribusiness management issues. (Numeric)

**Indicator: 4** Number of educators that increased their knowledge of farm and/or agribusiness management issues. (Numeric)

**Indicator: 5** Number of other stakeholders, and describe how their knowledge of farm and/or agribusiness management issues increased. (Text)

**Indicator: 6** Number of agricultural lenders that increased their knowledge of farm and/or agribusiness management issues. (Numeric)

**Indicator: 7** Number of agribusiness personnel that increased their knowledge of farm and/or agribusiness management issues. (Numeric)

**Indicator: 8** Number of policy makers that increased their knowledge of farm and/or agribusiness management issues. (Numeric)

**Indicator: 9** Number of educators that increased their knowledge of farm and/or agribusiness management issues. (Numeric)

**Outcome: 5** Farm women will improve their farm business decision-making skills and mitigate their feelings of isolation through networking opportunities.

**Indicator: 1** Number of farm women that increased their knowledge of risk management. (Numeric)

**Indicator: 2** Number of farm women that increased their knowledge of financial management and record keeping. (Numeric)

**Indicator: 3** Number of farm women that increased their knowledge concerning cost-of-production. (Numeric)

**Indicator: 4** Number of farm women that analyzed their risk management plans. (Numeric)

**Indicator: 5** Number of farm women that determined their cost-of-production. (Numeric)

**Indicator: 6** Number of farm women that developed practices to optimize financial profitability. (Numeric)

**Indicator: 7** Number of farm women that increased their knowledge of human resource management. (Numeric)

**Indicator: 8** Number of farm women that analyzed their human resource management protocols. (Numeric)

**Indicator: 9** Number of women that networked with other farm women; also describe ways in which they networked with one another to mitigate feelings of isolation. (Text)

- Indicator: 10** Number of farm women that increased their knowledge of risk management. (Numeric)
- Indicator: 11** Number of farm women that increased their knowledge of financial management and record keeping. (Numeric)
- Indicator: 12** Number of farm women that increased their knowledge concerning cost-of-production. (Numeric)
- Indicator: 13** Number of farm women that analyzed their risk management plans. (Numeric)
- Indicator: 14** Number of farm women that determined their cost-of-production. (Numeric)
- Indicator: 15** Number of farm women that developed practices to optimize financial profitability. (Numeric)
- Indicator: 16** Number of farm women that increased their knowledge of human resource management. (Numeric)
- Indicator: 17** Number of farm women that analyzed their human resource management protocols. (Numeric)
- Indicator: 18** Number of women that networked with other farm women; also describe ways in which they networked with one another to mitigate feelings of isolation. (Text)

**TEAM: Fresh Market and Commercial Vegetable**

**Outcome: 1** Wisconsin vegetable growers and vegetable production consultants; food processors, crop consultants and farm co-op personnel will gain knowledge on advanced production, pest management, and marketing techniques.

**Indicator: 1** Number of vegetable growers who gained knowledge on advanced production, pest management, and marketing techniques. (Numeric)

**Indicator: 2** Number of vegetable production consultants that gained knowledge on advanced production, pest management, and marketing techniques. (Numeric)

**Outcome: 2** Wisconsin vegetable growers and vegetable production consultants; food processors, crop consultants and farm co-op personnel will adopt advanced production, pest management, and marketing strategies learned.

**Indicator: 1** Number of growers that adopted advanced production, pest management, and marketing strategies. (Numeric)

**Indicator: 2** Number of vegetable growers that adopt ecologically-based, biointensive integrated pest management techniques. (Measure toxicity units, pounds active ingredient, acres adopting). (Numeric)

**Indicator: 3** The amount of products grown utilizing IPM practices, (lbs., cwt, or tons). (Numeric)

**Indicator: 4** Estimated number of acres of vegetables utilized by vegetable processors that are grown with reduced input (IPM) technology. (Numeric)

**Indicator: 5** Estimated dollars farm producers saved by implementing advanced IPM technology. (Numeric)

**Indicator: 6** Estimated income increase to producers who implemented advanced production, pest management, and marketing techniques. (Numeric)

**Outcome: 3** New partnerships will be made and existing partnerships enhanced between Extension personnel, vegetable growers, food processors, crop consultants, state agencies, and private non-profit groups such as World Wildlife Fund.

**Indicator: 1** Number of new partnerships formed or enhanced this year. (Numeric)

**Indicator: 2** Estimated number of hours spent with the above groups. (Numeric)

**Outcome: 4** Growers will implement soil and nutrient management practices that better utilize farm-generated crop nutrients, reduce soil erosion, and minimize negative impacts on environmental quality. These include the use of cover crops, soil testing, better placement and utilization of nitrogen, and the proper implementation of manure into the cropping system.

**Indicator: 1** The number of potato and vegetable growers educated on current research-based, nutrient management information from the collaborative non-point taskforce committee. (Numeric)

**Indicator: 2** The number of potato and vegetable growers that adopt research-based, nutrient management information. (Numeric)

**Indicator: 3** The number of potato and vegetable growers that complete a nutrient management plan. (Numeric)

**Outcome: 5** The vegetable self-directed team will strengthen relationships and direct more educational resources to traditionally underrepresented clientele.

**Indicator: 1** Number of underrepresented clientele attending meetings and gained knowledge about advanced production, pest management, and marketing. (Numeric)

**Indicator: 2** Number of acres managed by underrepresented clientele adopting advanced production, pest management, and marketing techniques presented at educational meetings. (Numeric)

**Indicator: 3** Number of farms adopting reduced risk approaches to pest management. (Numeric)

**Indicator: 4** Number of farms adopting new tools to manage pests in a sustainable manner. (Numeric)

**Outcome: 6** Ecologically based or bio-intensive IPM programs such as reduced risk and area-wide programs will be utilized by Wisconsin vegetable growers. Use of these practices will 1) replace the use of "high" risk pesticides with the use of "low" risk pesticides, 2) increase area-wide pest management programs, 3) decrease the total toxicity associated with pest management, and 4) improve

the economics of production.

**Indicator: 1** The number of growers participating in ecologically based or bio-intensive IPM programs. (Numeric)

**Indicator: 2** The number of acres managed according to ecologically based or bio-intensive IPM guidelines. (Numeric)

**Indicator: 3** Number of acres adopting production, pest management, and marketing techniques presented at educational meetings. (Numeric)

**Indicator: 4** Number of farms adopting reduced risk approaches to pest management. (Numeric)

**Indicator: 5** Number of farms adopting new tools to manage pests in a sustainable manner. (Numeric)

### **TEAM: Fruit Crops**

**Outcome: 1** Wisconsin Fruit Crop Growers will increase their knowledge of enterprise profitability.

**Indicator: 1** \_\_\_ growers increased their knowledge of enterprise profitability. (Numeric)

**Outcome: 2** Wisconsin Fruit Crop Growers will implement practices that improve profitability.

**Indicator: 1** \_\_\_ growers implemented practices that improved profitability (Numeric)

**Outcome: 3** Wisconsin Fruit Crop Growers will increase their knowledge of factors impacting the environment on their operation.

**Indicator: 1** \_\_\_ growers increased their knowledge of factors impacting the environment on their operation. (Numeric)

**Outcome: 4** Wisconsin Fruit Crop Growers will implement production practices and/or make improvements in their operation that that will improve environmental quality.

**Indicator: 1** \_\_\_ growers implemented practices and/or improvements that will improve environmental quality. (Numeric)

**Outcome: 5** Wisconsin Fruit Crop Growers will increase their knowledge and utilization of new fruit crop varieties and production practices.

**Indicator: 1** \_\_\_ Wisconsin Fruit Crop Growers increased their knowledge and utilization of new fruit crop varieties. (Numeric)

**Indicator: 2** \_\_\_ Wisconsin Fruit Crop Growers increased their knowledge and utilization of new fruit crop production practices. (Numeric)

**Outcome: 6** Wisconsin Fruit Crop Growers will increase their knowledge and utilization of integrated pest management.

**Indicator: 1** \_\_\_ Wisconsin Fruit Crop Growers increased their knowledge and utilization of integrated pest management. (Numeric)

**Outcome: 7** Wisconsin Fruit Crop Growers will implement production practices and/or make improvements in their operation that that will improve and protect surface and groundwater quality.

**Indicator: 1** \_\_\_ Wisconsin Fruit Crop Growers implemented production practices and/or made improvements in their operation that will improve and protect surface and groundwater quality. (Numeric)

**Outcome: 8** Existing and future Wisconsin Fruit Crop Growers will increase their knowledge of minor fruit crops such as grapes, pears, currants, blueberries, blackberries, and/or hazelnuts.

**Indicator: 1** \_\_\_ Existing Wisconsin Fruit Crop Growers increased their knowledge of minor fruit crops such as grapes, pears, currants, blueberries, blackberries, and/or hazelnuts. (Numeric)

**Indicator: 2** \_\_\_ Aspiring Wisconsin Fruit Crop Growers increased their knowledge of minor fruit crops such as grapes, pears, currants, blueberries, blackberries, and/or hazelnuts. (Numeric)

#### **TEAM: Grains**

**Outcome: 1** Wisconsin grain producers and agricultural professionals will gain knowledge or implement best management practices for grain crops production.

**Indicator: 1** Number of producers and agricultural professionals who gained knowledge about research-based information that controls input costs for grain crop production. (Numeric)

**Indicator: 2** Number of producers and agricultural professionals who gained knowledge about corn grain yield response to economically optimum N rates. (Numeric)

**Indicator: 3** Number of producers and agricultural professionals who gained knowledge about research-based information that improves profitability of small grain production. (Numeric)

**Indicator: 4** Number of producers and agricultural professionals who gained knowledge about research-based information that reduces energy costs for harvesting and drying grain. (Numeric)

**Indicator: 5** Number of Agents and agricultural professionals who increased their knowledge of research and demonstration plot layout, experimental design

and analysis of results. (Numeric)

**Indicator: 6** Number of producers and agricultural professionals that implemented best management practices for crop production. (Numeric)

**Indicator: 7** . (Numeric)

**Indicator: 8** . (Numeric)

**Outcome: 2** Wisconsin grain producers and agricultural professionals will increase adoption of management practices that sustain Wisconsin soils, improve soil, air and water quality and are economically profitable.

**Indicator: 1** Number of farmers and ag professionals who gained understanding of soil ecology and management practices that preserve and improve soil quality. (Numeric)

**Indicator: 2** Number of farmers and agricultural professionals who gained knowledge of the use of cover crops in grain production systems. (Numeric)

**Indicator: 3** Number of farmers who plan to implement management practices to protect or improve soil quality. (Numeric)

**Indicator: 4** . (Numeric)

**Indicator: 5** . (Numeric)

**Indicator: 6** . (Numeric)

**Indicator: 7** . (Numeric)

**Indicator: 8** . (Numeric)

**Indicator: 9** . (Numeric)

**Outcome: 3** Wisconsin grain producers and agricultural professionals will gain knowledge of emerging pest management issues, and increase their capacity to respond with integrated pest management practices.

**Indicator: 1** IPM and PAT: Number of producers and ag professionals who gained knowledge of integrated pest management practices in grain crops for established and emerging pests. IPM principles presented by UW-Extension Agents through Pesticide Applicator Training programs continues to serve as a key numeric impact indicator. (Numeric)

**Indicator: 2** SOYBEAN IPM KNOWLEDGE: Soybean IPM: Number of producers and ag professionals that gained the knowledge necessary to implement IPM practices in soybeans leading to profitable yields; including management of soybean cyst nematode, rust, weeds, white mold, soybean grain yield and quality protection from insect vectored soybean viruses (soybean aphid and associated viruses; bean leaf beetle and bean pod mottle virus), and other soybean pest related issues. (Numeric)

**Indicator: 3** SOYBEAN IPM ACREAGE: Soybean IPM acres: Number of soybean acres produced following integrated pest management practices leading to profitable yields; including management of soybean cyst nematode, rust, weeds, white mold, soybean grain yield and quality protection from insect vectored soybean viruses (soybean aphid and associated viruses; bean leaf

beetle and bean pod mottle virus), and other soybean pest related issues.  
(Numeric)

**Indicator: 4** CORN IPM KNOWLEDGE: Number of producers and ag professionals that gained the knowledge necessary to implement IPM practices in corn leading to profitable yields. This includes the management of weeds, corn rootworm and other insect pests, Insect Resistance Management in Bt crops with refuge areas, and effect of corn fungicides on corn diseases and overall plant health and yield/profitability. (Numeric)

**Indicator: 5** CORN IPM ACREAGE: Corn IPM acres: Number of acres of corn where IPM was implemented leading to profitable yields. This includes the management of weeds, corn rootworm and other insect pests, Insect Resistance Management in Bt crops with refuge areas, and effect of corn fungicides on corn diseases and overall plant health and yield/profitability. (Numeric)

**Outcome: 4** Wisconsin grain producers and agricultural professionals will gain knowledge of and apply economic decision tools to improve their profitability.

**Indicator: 1** Number of farmers who gained knowledge of economic decision tools to evaluate cropping system changes to improve their profitability. (Numeric)

**Indicator: 2** Number of agricultural professionals who gained knowledge of economic decision tools to evaluate cropping system changes to improve profitability. (Numeric)

**Indicator: 3** Number of farmers who used economic decision tools to identify more profitable cropping systems. (Numeric)

**Indicator: 4** Number of agricultural professionals who used economic decision tools to evaluate cropping system changes to improve profitability. (Numeric)

**Indicator: 5** . (Numeric)

#### **TEAM: Horticulture**

**Outcome: 1** To provide high quality, research based information to the general public.

**Indicator: 1** The number of individuals trained. (Numeric)

**Indicator: 2** The number of volunteers trained. (Numeric)

**Indicator: 3** The number of publications dispersed. (Numeric)

**Indicator: 4** The number of presentations given. (Numeric)

**Indicator: 5** The number of web site hits. (Numeric)

**Indicator: 6** The number of days educational displays were displayed. (Numeric)

**Indicator: 7** The number of volunteer hours performed. (Numeric)

**Indicator: 8** The number of publications produced. (Numeric)

**Outcome: 2** Increase the knowledge of commercial and consumer audiences about

improving water resource quality through landscaping practices.

- Indicator: 1** The number of individuals trained. (Numeric)
- Indicator: 2** The number of volunteers trained. (Numeric)
- Indicator: 3** The number of publications dispersed. (Numeric)
- Indicator: 4** The number of presentations given. (Numeric)
- Indicator: 5** The number of web site hits. (Numeric)
- Indicator: 6** The number of days educational displays were displayed. (Numeric)
- Indicator: 7** The number of volunteer hours preformed. (Numeric)
- Indicator: 8** The number of publications produced. (Numeric)
- Indicator: 9** The number of individuals having changed management practices. (Numeric)
- Indicator: 10** The number of pounds of produce donated. (Numeric)

**Outcome: 3** To develop and provide leadership training and resources to initiate, promote, enhance and sustain community gardening projects across Wisconsin.

- Indicator: 1** The number of individuals trained. (Numeric)
- Indicator: 2** The number of volunteers trained. (Numeric)
- Indicator: 3** The number of publications dispersed. (Numeric)
- Indicator: 4** The number of presentations given. (Numeric)
- Indicator: 5** The number of web site hits. (Numeric)
- Indicator: 6** The number of days educational displays were displayed. (Numeric)
- Indicator: 7** The number of volunteer hours preformed. (Numeric)
- Indicator: 8** The number of publications produced. (Numeric)
- Indicator: 9** The number of individuals having changed management practices. (Numeric)

**Outcome: 4** To increase the amount of timely information available to professional horticulturalists through newsletters, educational events and individual consultation.

- Indicator: 1** The number of individuals trained. (Numeric)
- Indicator: 2** The number of newsletters or publications dispersed. (Numeric)
- Indicator: 3** The number of web site hits. (Numeric)
- Indicator: 4** The number of contacts. (Numeric)
- Indicator: 5** The number of individuals having changed management practices. (Numeric)

**TEAM: Livestock**

**Outcome: 1** Livestock and Poultry producers, Wisconsin Ag marketers, and processing facilities will become registered premises as part of the National Animal Identification Plan. Improve their bio-security knowledge and develop animal ID record keeping systems linked to other production technologies and husbandry strategies utilized on farms. Livestock team members will be cooperative investigators in animal identification equipment studies, and provide producers with information about the program.

**Indicator: 1** Indicator: 1 \_\_\_\_\_ The number of livestock and poultry production, marketing, and processing sites that register as a site. (Numeric)

**Indicator: 2** Indicator: 2 \_\_\_\_\_ The number of livestock and poultry producers that develop and implement a bio-security plan for their farm. (Numeric)

**Indicator: 3** Indicator: 3 \_\_\_\_\_ The number of livestock and poultry producers that implement animal ID recordkeeping systems on their farm. (Numeric)

**Indicator: 4** Indicator: 4 \_\_\_\_\_ The number of livestock and poultry producers that have linked their animal ID farm record system to other production or marketing technologies. (Numeric)

**Outcome: 2** Adult and youth producers get trained in animal care, handling, and food quality and food safety.

**Indicator: 1** \_\_\_\_\_ The number of youth that receive instruction in PQA (MAQA) (Numeric)

**Indicator: 2** \_\_\_\_\_ The number of producers, farm employees, and livestock truckers that participate, become certified, and receive training in UW-Extension sponsored animal care, handling and food quality courses ( BQA, PQA, SWAP). (Numeric)

**Indicator: 3** \_\_\_\_\_ The number of producers who after participating in a UW-Extension sponsored training alter their animal handling methods or facilities. (Numeric)

**Outcome: 3** Livestock producers will benefit financially from technology implementation and performance data acquired from testing programs.

**Indicator: 1** \_\_\_\_\_ Participating beef and sheep producers will be able to improve decision making after receiving the bull test, ram test, and Iowa fed cattle results. (Numeric)

**Indicator: 2** \_\_\_\_\_ Number of livestock producers who improve farm profitability from technology and new marketing strategy adoption. (Numeric)

**Outcome: 4** Livestock producers will increase their awareness and application of livestock management strategies that support environmental stewardship

**Indicator: 1** \_\_\_\_\_ Number of livestock producers to adopt appropriate environmental management strategies for their farms. (Numeric)

**TEAM: Nutrient Management**

**Outcome: 1** NUTRIENT MANAGEMENT - Education & Training: Producers will gain knowledge of soil, plant, water, and nutrient relationships regarding nutrient management strategies.

**Indicator: 1** Number of farmers receiving information on nutrient management practices and strategies. (Numeric)

**Indicator: 2** Number of farmers that implemented a nutrient management plan. (Numeric)

**Indicator: 3** Number of farmers that update or revise a nutrient management plan. (Numeric)

**Indicator: 4** Number of farmers receiving information or training on rules and regulations associated with nutrient management, livestock siting and CAFO Permits. (Numeric)

**Indicator: 5** Describe other ways producers gained knowledge of soil, plant, water, and nutrient relationships regarding nutrient management strategies (Text)

**Outcome: 2** PROFITABILITY - Education & Training: Wisconsin farms will increase through the implementation of improved nutrient management strategies.

**Indicator: 1** Describe economic impact - money saved - or profitability increased by farmers implementing improved nutrient management strategies. (Text)

**Indicator: 2** Number of producers reducing inputs by implementing improved nutrient management strategies. (Numeric)

**Indicator: 3** Number of producers increasing crop yield, and / or crop quality by implementing improved nutrient management strategies. (Numeric)

**Indicator: 4** Describe other ways profitability of Wisconsin farms increased through the implementation of improved nutrient management strategies. (Text)

**Outcome: 3** AGRICULTURE PROFESSIONALS - Education & Training: Knowledge and capability of agricultural professionals and agency staff regarding nutrient management will be increased.

**Indicator: 1** Number of agricultural professionals and agency personnel trained regarding nutrient management issues and public policy to reduce nutrient losses. (Numeric)

**Indicator: 2** Number of agricultural professionals successfully trained to utilize P loss risk assessment and P-based nutrient management tools. (Numeric)

**Indicator: 3** Describe other ways knowledge and capability of agricultural professionals and agency staff increased, regarding nutrient management. (Text)

**Outcome: 4** DEMONSTRATION & RESEARCH: Research and on-farm demonstrations of nutrient management practices will be conducted related to plant biological efficiency and/or abiotic stresses.

**Indicator: 1** Number of field trials or demonstrations of the new, price-adjusted nitrogen rate guidelines for corn. (Numeric)

**Indicator: 2** Number of field trials or demonstrations of nutrient availability from digested, composted, manipulated, or bedded pack manure. (Numeric)

**Indicator: 3** Number of field trials or demonstrations of Manganese deficiency in soybean. (Numeric)

**Indicator: 4** Number of field trials or demonstrations of corn silage nutrient recommendations and impact on soil loss. (Numeric)

**Indicator: 5** Number of field trials or demonstrations of soil test phosphorus stratification. (Numeric)

**Indicator: 6** Describe other on-farm nutrient management research, demonstration activities, or cultural practices to improve biological efficiency or stress tolerance. (Text)

**Outcome: 5** EDUCATION & TRAINING - On-Farm Educational Events: Knowledge of manure handling and nutrient management will be increased through participation in WI Farm Technology Days and other on-farm educational events.

**Indicator: 1** Number of farmers participating at on-farm educational events. (Numeric)

**Indicator: 2** Number of custom applicators participating at on-farm educational events. (Numeric)

**Indicator: 3** Number of agriculture professionals participating at on-farm educational events. (Numeric)

**Indicator: 4** Describe other ways WI Farm Technology Days and other on-farm educational events increased knowledge of manure handling and nutrient management BMPs. (Text)

**Outcome: 6** EMERGING TECHNOLOGIES: Producers and agricultural professionals will gain knowledge of emerging technologies, tools and models to make manure and nutrient management more cost effective and environmentally sound.

**Indicator: 1** Number of farmers and agricultural professionals receiving information or education on emerging manure and nutrient management techniques. (Numeric)

**Indicator: 2** Number of farmers that implemented / installed updated manure handling practices or technologies after receiving information, education or technical assistance. (Numeric)

**Indicator: 3** Describe continued refinement and distribution of the P-index enhanced SNAP-Plus nutrient management planning software. (Text)

**Indicator: 4** Number of nutrient management planners (including farmers) that have expanded their knowledge of P-based nutrient management principles.

(Numeric)

**Indicator: 5** Describe the effectiveness of the Wisconsin P-index in predicting P losses from cropland will be verified by comparison with measured runoff P losses from sub-watersheds. (Text)

**Indicator: 6** Describe other ways producers and agricultural professionals gained knowledge of emerging technologies, tools and models to make manure and nutrient management more cost effective and environmentally sound. (Text)

**Outcome: 7** CUSTOM MANURE HAULERS: The knowledge and capability of custom manure haulers to follow nutrient management plans and applicable regulations will be increased.

**Indicator: 1** Number of custom manure applicator employees completing certification training. (Numeric)

**Indicator: 2** Number of custom manure applicator employees completing level 1 training. (Numeric)

**Indicator: 3** Number of custom manure application firms completing level 1 training to offer to employees. (Numeric)

**Indicator: 4** Number of custom manure applicator employees taking level 2 courses. (Numeric)

**Indicator: 5** Number of custom manure application firms completing their first EMS/Level 3 plan. (Numeric)

**Indicator: 6** Number of custom manure application firms reviewing/revising their level 3 certification. (Numeric)

**Indicator: 7** Number of firms joining applicator association. (Numeric)

**Indicator: 8** Number of personal instruction support to applicators/employees. (Numeric)

**Indicator: 9** Describe other ways knowledge and capability of custom manure haulers increased for following nutrient management plans and applicable regulations. (Text)

#### **TEAM: Team Forage**

**Outcome: 1** Producers and ag professionals will gain knowledge and implement research-based management practices that increase forage or corn silage yields and/or feeding quality.

**Indicator: 1** Producers and ag professionals gained knowledge about research-based information that increases forage or corn silage yields. (Numeric)

**Indicator: 2** Producers and ag professionals gained knowledge about research-based information that improves forage or corn silage quality. (Numeric)

**Indicator: 3** Producers implemented research-based management practices that increased forage or corn silage yields. (Numeric)

**Indicator: 4** Producers implemented research-based management practices that improved forage or corn silage quality. (Numeric)

- Indicator: 5** Describe a farm situation or case study where forage or corn silage yields and/or quality were improved by adopting a research-based management practice. (Text)
- Indicator: 6** Alfalfa producers used scissors cut information to make an alfalfa harvesting decision. (Numeric)
- Indicator: 7** Corn silage producers used whole-plant dry down information to make a harvesting decision. (Numeric)
- Outcome: 2** On-farm forage research trials will be used to verify or add to the current knowledge base and change production practices on Wisconsin farms.
- Indicator: 1** Producers participated in "on farm" forage research trials. (Numeric)
- Indicator: 2** Producers or ag professionals gained knowledge about results from an "on-farm" forage research trial. (Numeric)
- Indicator: 3** Describe a situation or case study where management practices were changed as a result of participating in an "on farm" research trial. (Text)
- Outcome: 3** Producers will be advised and/or make decisions on the economics of forage production, utilization and/or machinery investments.
- Indicator: 1** Producers were advised on the economics of forage production, utilization and/or machinery investments. (Numeric)
- Indicator: 2** Producers determined their cost of forage production using Agricultural Budget Calculation Software (ABCS) or other budgeting tool. (Numeric)
- Indicator: 3** Producers made an economic decision on production, utilization and/or machinery investments based on forage crop enterprise budgets or decision software aids. (Numeric)
- Indicator: 4** Describe a farm situation or case study where a positive economic decision was made from either developing a forage crop budget or using a software decision aid. (Text)
- Outcome: 4** Producers will select and properly manage equipment, storage structures, and use harvesting techniques that enhance forage enterprise profitability.
- Indicator: 1** Producers gained knowledge about research-based management practices that reduce dry matter losses and improve quality of stored forage. (Numeric)
- Indicator: 2** Producers implemented a research-based management practice that reduced dry matter losses and improved quality of stored forage. (Numeric)
- Indicator: 3** Producers gained knowledge about improving forage quality or reducing dry matter losses by changing harvesting equipment or handling practices. (Numeric)
- Indicator: 4** Producers improved forage quality or reduced dry matter losses by changing harvesting equipment or handling practices. (Numeric)
- Indicator: 5** Describe a farm situation or case study where a producer adopted a

research-based management practice(s) that reduced dry matter losses in harvesting and storage and improved forage quality of stored forage. (Text)

**Outcome: 5** Dairy producers and ag professionals will gain knowledge and implement research-based management practices that improve stored forage utilization.

**Indicator: 1** Dairy/livestock producers and ag professionals gained knowledge about research-based management practices that improve the utilization of forage in the feed ration. (Numeric)

**Indicator: 2** Dairy/livestock producers implemented research-based management practices that improved the utilization of forage in the feed ration. (Numeric)

**Indicator: 3** Describe a farm situation or case study where a dairy producer adopted a research-based management practice that improved forage utilization and milk production. (Text)

**Indicator: 4** Dairy/livestock producers and ag professionals used advanced forage and feed testing procedures to monitor the phosphorus content of forages, feeds, diets, and/or manure. (Numeric)

**Indicator: 5** Dairy and livestock producers gained knowledge about and/or used the new forage analysis system (e.g.dNDF, TDN, Milk2000) to evaluate forage quality. (Numeric)

**Indicator: 6** Ag professionals gained knowledge about and/or used the new forage analysis system (e.g.dNDF, TDN, Milk2000) to evaluate forage quality. (Numeric)

**Indicator: 7** Dairy/livestock producers and ag professionals used advanced forage and feed testing procedures to monitor the phosphorus content of forages, feeds, diets, and/or manure. (Numeric)

**Outcome: 6** Dairy and livestock producers will gain knowledge and implement research-based management practices that improve pasture productivity, utilization, and benefit the environment.

**Indicator: 1** Dairy and livestock producers gained knowledge about research-based management practices that improve pasture productivity and utilization. (Numeric)

**Indicator: 2** Dairy and livestock producers implemented research-based management practices that improved pasture productivity and utilization. (Numeric)

**Indicator: 3** Dairy and livestock producers implemented research-based management practices that improved pasture productivity and utilization. (Numeric)

**Indicator: 4** Livestock producers, agency personnel, and the general public gained knowledge about the environmental benefits of grazing systems. (Numeric)

**Indicator: 5** Describe a farm situation or case study where a dairy or livestock producer implemented a research-based management practice that improved pasture productivity and/or utilization. (Text)

**Outcome: 7** Producers and ag professionals will access research-based forage

production and utilization information on the Wisconsin Team Forage Web Site.

**Indicator: 1** Number of visits to the UW Forage Resources web site. (Numeric)

**Indicator: 2** Number of visits to the "Focus on Forage" web site. (Numeric)

**Indicator: 3** Relate any solicited or unsolicited comments from ag professionals or forage producers using the Team Forage web site or any of its components. (Text)

**TEAM: Wisconsin FIRST**

**Outcome: 1** Food industry personnel will receive training to comply with federal, state, and industry requirements and/or standards.

**Indicator: 1** Number of individuals receiving training to comply with federal, state, and industry requirements and/or standards. (Text)

**Indicator: 2** Number of individuals receiving training to comply with federal, state, and industry requirements and/or standards. (Numeric)

**Outcome: 2** FIRST team outreach programming will have a demonstrable, positive impact within the food industry.

**Indicator: 1** Number of individuals receiving training or education. (Text)

**Indicator: 2** Number of individuals receiving training or education. (Numeric)

**Outcome: 3** Food processors will have improved access to web-based, food related educational materials.

**Indicator: 1** Web site will be updated. (Text)

**Indicator: 2** Web site activity logs will be generated. (Numeric)

**Indicator: 3** Number of documents posted on the new site. (Numeric)

**Outcome: 4** With FIRST team assistance, food processors will solve problems related to the formulation, processing, and safety of their products.

**Indicator: 1** Number of "problem solving" contacts and projects. (Text)

**Indicator: 2** Number of "problem solving" contacts and projects. (Numeric)