



## Eastern District Innovative Grant Program

### Calendar Year 2009 Application Form

Completed application form should not exceed (3) pages, using a minimum font size of Arial 11 point, retain form formatting, and no less than 1-inch margins. Submit completed application electronically to [karen.smiley@ces.uwex.edu](mailto:karen.smiley@ces.uwex.edu), and fax signature page (if electronic signature not available), by **April 7, 2009.**

***Project must be completed by December 31, 2009, unless prior approval received for extended timeline.***

**1. Project Title: Animal Welfare and Dairy Modernization Program**

**2. Funding Requested: \$1500**

**3. Project Lead/Grant Applicant (Name & County):**

**a) Project Collaborator(s) (if applicable)**

Abby Huibregtse, Oconto County Agriculture Agent

**4. Signature:** Abby Huibregtse  
**Grant Applicant/Lead**

**5. Project Description**

**a) Situation Statement**

When we talk about dairy modernization, we often discuss financials, facilities, and efficiency. However, another key aspect of dairy modernization is animal welfare and cow comfort. How animals are treated on today's dairy farms not only affects their production and longevity, but it also determines the public's perception of dairy producers.

UW-Extension has not tackled fully the issue of animal welfare to this point. We don't have a specialist in this area, but there are some animal welfare experts around the world that have spent time researching this topic. The dairy industry is important to Wisconsin, and consumer perception is critical to selling our products, so animal welfare is a topic that our dairy farmers should pay attention to. Dr. Marina von Keyserlingk, an Associate Professor at the University of British Columbia, and done a lot of research on animal behavior and welfare. We would like to have her as our keynote speakers at an animal welfare/ dairy modernization meeting in eastern Wisconsin. This meeting would be held in December of 2009. Two identical meetings would be held on consecutive days- one in Green Bay and one in Fond du Lac.

A local agriculture building company has already committed to contribute financially to this program. With their assistance and registration fees, we will be able to cover expenses and keep the cost low for attendees. However, to bring in an international expert on this subject, we need additional funding. I believe this program will be the first

in the state to focus on animal welfare as it relates to dairy modernization. It is timely, unique, and hopefully a worthwhile utilization of grant dollars.

b) *Project Objectives/Expected Outcomes (include plan for sharing results with colleagues and show how project had a net economic impact on the community)*

The agenda will focus on improving facilities while keeping cow comfort and animal well-being in mind. Presentations will be given by UW-Extension state specialists and local agents. However, to really cover this topic thoroughly, we feel the need to bring in an outside expert. The addition of Dr. Keyserlingk to this program will increase participation and the impact of this meeting. This topic is timely, and bringing in one of the world's leaders in animal behavior and welfare helps UW-Extension lead the way for dairy producers. This program will provide awareness, and hopefully attendees will gain knowledge on the subject. Those producers and local agriculture agents that attend the program can then spread the word across the eastern part of the state through newsletters and word of mouth. This program could lead UW-Extension to do more work with animal welfare, with both agriculture producers and urban agriculture education. Across the country, agriculture producers have been the center of attention in several cases of inhumane treatment. It is our hope that this program would help our local dairy producers do what they can to treat their animals the best they can and provide the consumers with nothing but good opinions of the dairy industry.

c) *Project Timeline (include planned responses/activities)*

This program is scheduled for early December. This is the ideal time for dairy-related programming, as weather prevents many additional outdoor chores. Speakers will be lined up this spring, and logistics will be completed this summer. Promotion will occur in the fall, and everything will be prepared for the December meetings.

d) *Evaluation Plan*

The seminar will be evaluated through a standard survey of participants directly following the meeting. Further interest in the topic would lead to other opportunities for education and evaluation.

**6. Detailed budget breakdown (specifying the amount and purpose of funds requested from District Resource Management funds, and clarifying the source and amounts from other funds):**

Main Speaker Cost (Honorarium)	\$500.00
Main Speaker Travel (airfare, hotel, meals)	\$1,000.00
Other Speaker Costs (travel, meals)	\$500.00
<u>Meal Costs: \$15/person (estimate 60 attendees)</u>	<u>\$900.00</u>
Total Budget	\$2,900.00

*Projected Funding:*

<i>Resource Management Grant for main speaker costs</i>	<i>\$1,500.00</i>
<i>Local sponsorships and registration fees for meals, travel</i>	<i>\$1,400.00</i>

- 7. If you have received Resource Management funds, in the past, include the following information for all funded projects (if you have a number of past projects, this can be a separate (4<sup>th</sup>) page):**

In 2008, I applied for and received a grant to bring in a speaker for a local dairy producer hoof care workshop. The Resource Management fund that I received went towards covering speaker costs. Additional funding from a local agriculture business helped cover attendee meal costs. This animal welfare/dairy modernization meeting will be held at the district level, so its impact will reach beyond the borders of Oconto County.