

## National strategic goals and themes

### National strategic goal 1

#### An agricultural system that is highly competitive in the global economy

Empower the agricultural system, through research and education, with knowledge to improve the competitiveness in domestic production, processing, and marketing

**Key Themes:** Agricultural competitiveness, Agricultural profitability, Animal health, Animal production efficiency, Innovative farming techniques, Managing change in agriculture, Niche market, Managing risk, Small farm viability; Agricultural profitability, Animal health, Small farm viability; Other: Under-served and under-represented population (Spanish-speaking dairy workers and managers); Adding value to new and old agricultural products, Bio-based products, Biofuels, New uses for agricultural products, Niche markets; Biosecurity, Agricultural profitability, Grazing, Organic agriculture

### National strategic goal 2

#### Enhanced economic opportunity and quality of life for rural Americans

Empower people and communities, through research and education, with knowledge to address economic and social challenges facing rural youth, families, and communities

**Key themes:** Character ethics, Communication skills, Leadership training and development, Youth and adult workforce preparation, Youth development 4-H; Other: Under-served and under-represented populations (Low-income school-age children and youth, African American, Hmong and Latino/a school-age children and youth)

**Evidence:** Campus and county faculty and staff report their work against expected outcomes through Cooperative Extension's Planning and Results System (PRS). They also submit more detailed success stories of their work for the PRS database. The Wisconsin 4-H Youth Development Arts and Communication Program Evaluation final report November 2006 is published online at: <http://www.uwex.edu/ces/pdande/evaluation/evalstudies.html>

### **National strategic goal 3**

#### **A safe and secure food and fiber system**

Ensure a safe, adequate food and fiber supply through improved science-based detection, surveillance, prevention, and education

**Key Themes:** Food handling, Food safety, Foodborne illness; Other: Under-served and under-represented populations; Other: Comprehensive land use planning, Drinking water safety, groundwater quality, Waterborne toxin protection, well water testing; Food handling, Food quality, Food safety, Foodborne pathogen protection, HACCP

**Evidence:** Campus and county faculty and staff report their work against expected outcomes through Cooperative Extension's Planning and Results System (PRS). They also submit more detailed success stories of their work for the PRS database and integrated research reports for USDA's CRIS database. Wisconsin Food Stamp Nutrition Education (FSNE) annual reports are available at: <http://www.uwex.edu/ces/wnep>

### **National strategic goal 4**

#### **A healthy, well-nourished population**

Enable people to make health-promoting choices, through research and education on nutrition and development of more nutritious foods

**Key themes:** Human health, Human nutrition; Other: Food resource management; Food accessibility and affordability; Food recovery and gleaning, Food security; Under-served and under-represented populations (American Indian)

**Evidence:** Campus and county faculty and staff report their work against expected outcomes through Cooperative Extension's Planning and Results System (PRS). They also submit more detailed success stories for the PRS database and integrated research reports for USDA's CRIS database. Wisconsin Food Stamp Nutrition Education (FSNE) annual reports are published on the Wisconsin Nutrition Education Program web site: <http://www.uwex.edu/ces/wnep>

## **National strategic goal 5**

### **Greater harmony between agriculture and the environment**

Enhance the quality of the environment through better understanding of and building on agriculture and forestry's complex links with soil, water, air, and biotic resources

**Key Themes:** Land use, Land management; Land use, Natural resources management, Nutrient management, Soil erosion, Soil quality, Water quality; Agricultural waste management, Riparian management, Soil erosion, Soil quality, Water quality; Other: Grazing, Pasture management, Under-served and under-represented population (low-income farmers at risk)

**Evidence:** Campus and county faculty and staff report their work against expected outcomes through Cooperative Extension's Planning and Results System (PRS). They also submit more detailed success stories of their work for the PRS database and integrated research reports for USDA's CRIS database.

For trained custom manure applicators, the insurance companies providing incentive discounts on vehicle and environmental liability premiums annually audit all certified firms to ensure compliance.