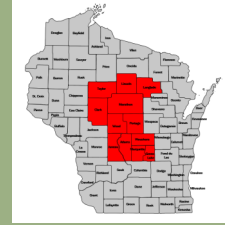


# Extension Central News



Winter Edition 24-25

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## EXTENSION CENTRAL NEWS

A cooperative effort of multiple Central Wisconsin Counties and Wisconsin Extension.

### Our Mission

*To be the primary source of research based agricultural information and education for the agricultural community in Central Wisconsin.*



### CLIMATE-SMART COMMODITIES PARTNERSHIP

The Farmers for Soil Health program provides technical and financial assistance to farmers planting cover crops in select states. It is a farmer-led cover crop program that advances the use of soil health practices, meets sustainability goals and can improve farmer profitability.

*We aim to improve soil health by encouraging farmers to expand their adoption of cover crops, to reach 30 million U.S. acres by 2030.*

### PROGRAM DETAILS

- Enrollment is open now.
- The program is a three-year commitment.
- Crop fields in a corn and/or soybean rotation will be eligible for transition incentives totaling \$50 per new acre of cover crops across three years.
- Signing incentives of \$2 per acre are available for existing cover crops on corn and soybean fields.
- The program requires participation in measurement, reporting and verification to demonstrate progress toward the program's goal.

### ENROLLMENT CONTACT



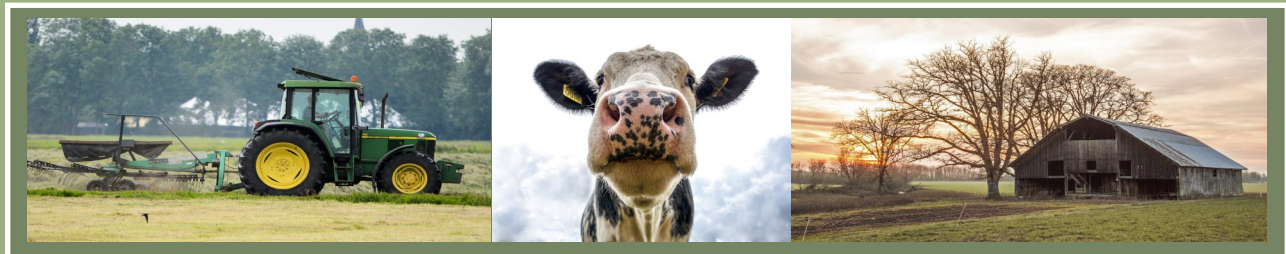
Teagan Duffy  
WI Soil Health Specialist  
[Conservation Technology Information Center](mailto:duffy@ctic.org)  
262-325-6637  
duffy@ctic.org



**Conservation Technology Information Center**

Farmers for Soil Health is lead by the Soy Checkoff, Pork Checkoff, and National Corn Growers Association with special support from the American Soybean Association, National Fish and Wildlife Foundation, The Sustainability Consortium, National Association of Conservation Districts, University of Missouri's Center for Regenerative Agriculture, National Center for Appropriate Technology's Appropriate Technology Transfer for Rural America (NCAT-ATTRA), Walton Family Foundation, DTN, Soil Health Institute and USDA-NRCS.

Visit us online at [FarmersForSoilHealth.com](http://FarmersForSoilHealth.com).



## Camelina as a Cover Crop - field photos from Juneau County

By Anastasia Kurth

There has been recent interest in winter camelina being used as a cover crop in Wisconsin, giving farmers an option other than cereal rye for a late-planted, overwintering cover. Beyond just adding some diversity to our winter cover, camelina has other potential benefits to our cropping systems, including less nitrogen tie up before corn and providing pollinator habitat in the early spring when little else is flowering in agricultural fields.

Extension (Regional Crops Educators Anastasia Kurth, Sam Bibby, and Will Fulwider along with Ag Water Quality Outreach Specialist Chelsea Zegler) is evaluating winter camelina's capacity to fill a crucial role of cereal rye cover crops in scavenging nitrogen leftover in the soil, preventing nitrate loss to the environment. Nitrates can infiltrate groundwater and pose risks to human health at elevated levels. With four farmer-collaborators who all planted winter camelina in strip trials along with cereal rye and a no cover control after soybeans, we are evaluating post-harvest and pre-plant soil nitrogen levels, biomass production, and subsequent corn yields along with employing a, at least to our knowledge, new-to-Wisconsin method of measuring nitrogen loss to the environment: resin puck lysimeters. These relatively inexpensive devices, \$5-10, sandwich a nitrate selective resin often used in home water filtration systems between layers of sand and mesh in a PVC pipe. The PVC puck is then placed in a trench dug horizontally from an access hole about 20 inches below the surface to catch nitrogen leaving the root zone of an undisturbed soil column. These pucks were installed immediately prior to cover crop planting and will be removed just before corn planting to compare the nitrogen leaving the fields between the camelina, cereal rye, and no cover control.



Juneau County is lucky to have a participating farmer-collaborator in Mauston. Drone-seeded winter camelina was flown over soybean in mid-September. Lysimeters were installed in early October after soybean harvest, and remaining winter camelina and winter rye treatments were drilled after lysimeter installation. This project is expected to last two years. Stay tuned for updates and research conclusions as the project progresses.

Resin puck lysimeter nitrate measuring device.

Below are some photos of winter camelina treatments taken on October 28, 2024.



Drone-seeded (left) and drilled (right) winter camelina. Drone-seeded winter camelina has a growth advantage with an earlier planting date.

This project is expected to last two years. Stay tuned for updates and research conclusions as the project progresses.

## Are Your Fields Begging for Potassium?

Matt Lippert; Regional Extension Dairy Educator in Clark, Marathon and Wood Counties, Wisconsin

Data from the Fertilizer Institute show that many states average soil tests are critically low in potassium. (See Figure 1.) This is especially true for states that produce a lot of forage. Corn yielding 200 bushels per acre and 60-bushel soybean crops remove about 60 pounds of K<sub>2</sub>O per acre. If the same corn crop is harvested as silage about 240 pounds of K<sub>2</sub>O is removed. Four times more K removal. This magnification of extra potassium removal for forage is much greater for potassium than it is for phosphorus. Like corn silage, 4-ton dry matter yield alfalfa also removes about 240 pounds of K<sub>2</sub>O (Wisconsin Nutrient Management Fast Facts Magazine 2024; Wisconsin Extension Crops and Soils Program). The Fertilizer Institute summarized soil test numbers and found in Wisconsin as an example that 76% of submitted soil samples were below critical levels of Potassium, down over 10 units from 2000. In many fields potassium levels are very low and getting lower. Low soil K also affects the efficiency of nitrogen utilization. Protein is nitrogen, so in addition to yield loss, low potassium may be affecting protein levels in forages. Low potassium levels also affect stand longevity of perennial crops such as alfalfa.

(Figure 1)

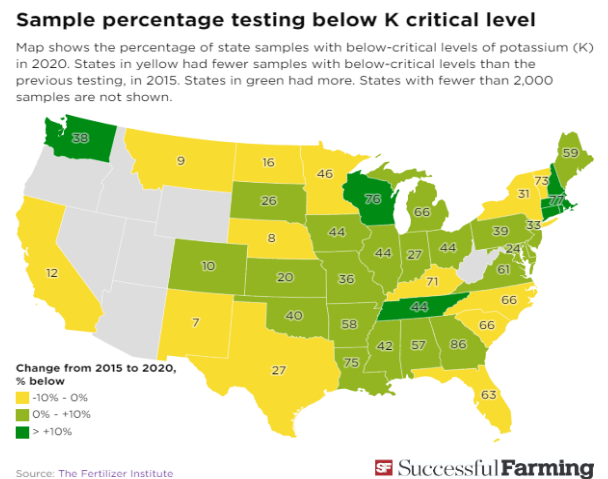
In livestock operations, manure returning to the field may nearly match the rate of removal of K from the silage harvested. It is a good, but not perfect match. Doing math, having actual tests of the liquid manure, it is often the situation that while phosphorus levels build, potassium levels deplete. If manure levels are limited to hold or lower phosphorus levels, typically potassium levels will drop unless additional potassium is applied. On farms where maximum forage production is achieved the removal of potassium can be rapid. Many farms are now double cropping a winter cereal to harvest more forage per acre. This additional forage crop typically removes as much potassium as a full season normal grain crop of corn or soybeans.

If no manure is applied, 400-600 pounds of 0-0-60, or equivalent, is needed to simply maintain the potassium level depending on yield. The price of potash fluctuates, recently many producers found themselves facing low soil potassium levels and high potash prices. This necessitated that when potassium prices moderate fertility programs should not only maintain but also build soil potassium levels. Droughts, wet spells, soil clay levels may play with the soil potassium test, but too often producers avoid applying potassium while trying to get the soil to release the potassium it holds as unavailable. Yes, soil mineralization of potassium is possible, but it is also unpredictable, while the amount removed from forage harvest is undeniable.

Wisconsin Nutrient Fast Facts Magazine also contains this gem-

“6— Forage from fields with excessively high K level: Test forage for excessive K levels (> 3%) to prevent increased incidence of milk fever and other related illnesses in cattle.”

Sometimes producing low potassium forage is considered to protect fresh cows from having milk fever at calving time. It takes a long time to take a field with adequate to high potassium and convert it to a field that is low enough in K to produce low potassium forage. While doing this the yield on the field will also drop. As land becomes more valuable, can you afford to intentionally create poorly performing fields. There are other more reliable ways to protect against milk fever, and they can be used in conjunction with forage testing to provide safe rations for transition cows. You can reliably balance for dietary Cation-Anion Difference (DCAD) by using anionic products in the diet. These can achieve stronger DCAD effects than low K forages alone. Also when using DCAD products, a separate segregated





inventory forage used just by the transition cows is no longer needed. There are other products as well, Zeolite A is a calcium binder that has been shown to be effective in preventing milk fever. These products do make for more expensive rations, but they are fed for only a few weeks in the cow's lactation cycle, and are not expensive if you account for more effective control of transition time metabolic disorders and higher total lactation production, the extra cost will make you money. Then we add the higher yield from a field adequate in potassium and the ease of managing fields and inventories by not producing low potassium forages as an additional benefit.

Lactating cows generally benefit from higher levels of potassium in the ration, this is the main herd being fed, yet another reason to get the soil potassium soil test at least to optimum.

Finally, we hear of luxury consumption of potassium. This should be found in high forage test or tissue test levels of potassium in forages.

Figure 2. K levels in forage samples. Courtesy Rock River Labs, data from the Midwest since 2018.

<b>AFeedType</b>	<b>N</b>	<b>p15</b>	<b>Mean</b>	<b>p85</b>	<b>StDev</b>
Corn Silage	193845	0.738	0.909	1.067	0.176
Grass Hay	17740	1.058	1.734	2.385	0.680
Legume Silage	102228	2.146	2.604	3.051	0.464
Non-Legume Haylage	37399	1.863	2.459	3.029	0.592
Other	35230	1.660	2.176	2.670	0.527

For the example of Grass Hay which has a wide range of fertility management we see that the potassium level doubles from the 15th percentile to the 85th percentile. Also note the high levels found in legume silages. What I observe in this data set is that many forages are grown in very potassium limiting situations, also on farms with high, (luxury?) levels of potassium, if the forage is being returned to the field as manure, is there a problem to this? Concentrates fed to cows are low in potassium, the high potassium in forages are beneficial for lactating cows. It is possible for forages that are sold that high potassium is a wasteful practice, but otherwise, ration K balance, stand longevity, nitrogen-protein development all benefit from potassium levels in these forages.

Soil tests, forage samples, lactating cow rations- they all make the case that too many err on the side of too little instead of too much soil applied potassium fertilizer.

A COLLABORATIVE EFFORT BETWEEN FARMERS AND RESEARCHERS...

# VALUING THE MARGINS

This project is seeking row crops farmers who want to learn more about in-field profitability and opportunities to save money and improve conservation using yield monitor data.

## THE BIG IDEA

Some row crop fields have problem spots that just don't produce very well. Even in otherwise profitable fields, these areas just don't turn a profit.

Farmers could improve their bottom line and provide their communities with cleaner water, cleaner air, and more stable weather by managing these areas differently. For example, by converting problem spots to grassland.

But how bad does a problem spot need to be before it becomes unprofitable? When does it make sense to change how these spots are managed?

## THE PROJECT

### 1. Mapping profitability

We want to understand the amount and location of profitable and unprofitable areas within row crop fields.

With help from our farmer partners, we will map profitability within row crop fields using yield monitor data and records of what was applied and how much it cost.

Farmers will get copies of the maps of their own fields and summaries of the trends we find across farms.

### 2. Comparing the value of production and conservation

We want to understand how the value of crops compares to the benefits of conservation, such as perennial grasslands.

We will estimate the dollar value of natural resources like clean water, clean air, and more stable weather, and compare how much of these benefits are provided by row crops versus grasslands.

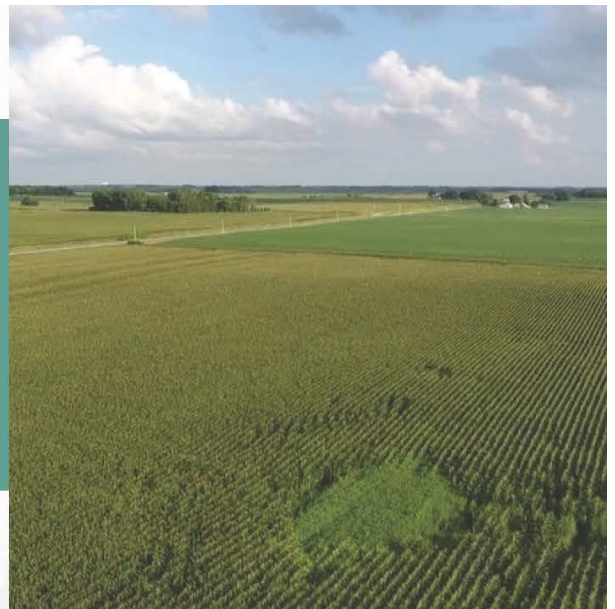
This step would not require anything from our farmer partners, but we are happy to share the results if interested.

### 3. Understanding barriers to change

We want to understand what our profitability maps get right or wrong, and how management decisions about unprofitable areas are made.

We would like to interview our farmer partners about their perspectives, to help researchers and groups like NRCS and Pheasants Forever better support farmers in their production and conservation goals.

All responses will be kept anonymous, but farmers will receive summaries of any trends we find.



## PARTICIPANTS

### REQUIREMENTS

- Yield monitor data for multiple years
- Records of expenses and rates for seed, fertilizer, herbicide, and pesticides
- Willing to share data and participate in 1-hour interview (responses anonymous)

### BENEFITS

- Profitability maps of your fields
- Better understanding of opportunities for improving profits and conservation
- \$500 to thank you for your time and expertise



## CLARE DIETZ

cdietz2@wisc.edu  
(563) 599 7631

Please feel free to email, call, or text me with any questions, suggestions, or interest in participating!

Alternatively, fill out this survey to find out if you qualify for this project:



**To read the articles below, use the links provided.**

Article: Adaption to Extreme Weather Events with Cover Crops

<https://cropsandsoils.extension.wisc.edu/articles/adaptation-to-extreme-weather-events-with-cover-crops/>

Article: Manure Tracker App Making Life Easier

<https://cropsandsoils.extension.wisc.edu/manure-tracker-app-making-life-easier/>



**Join us at the 2024 WWASH Conference, where on-farm research meets the implementation of water and soil health practices.** Experience engaging keynotes, interactive breakout sessions, and insightful roundtables designed to deepen your understanding of agronomy, water quality, and soil health. Gain valuable insights and practical knowledge to apply on your farm or the farms you work with.

**The Wisconsin Agribusiness Classic** is Wisconsin's premier agribusiness industry event drawing interest and participation from all confluences of the industry from throughout the Midwestern states.

The program is held January and boasts an attendance of nearly 1,000 attendees. The conference and tradeshow is a collaborative effort between the Wisconsin Agri-Business Association and the University of Wisconsin.

The depth of coverage and exhibits provided through the conference and tradeshow makes it clear why the Wisconsin Agribusiness Classic is Wisconsin's premier industry event.



**January 13-14, Kalahari Resort, Wisconsin Dells**  
<https://wiagribusiness.org/2025-ag-classic/>



# Sauk & Juneau Counties Crop Updates

Ag news for Sauk and Juneau Counties from UW-Madison Extension



Sign up for the monthly Sauk & Juneau Counties Crop Updates email newsletter in addition to the Extension Central Newsletter.

Sign up here: <https://signup.e2ma.net/signup/2007656/1927697/> or scan the QR code below.



February 6-7, Kalahari Resort, Wisconsin Dells

<https://cornsoyexpo.org/>



**2025**  
**SYMPOSIUM**  
February 17-19 • Chula Vista, WI Dells  
Hosted by Midwest Forage Association, Wisconsin Custom Operator, & Professional Nutrient Applicators Association of Wisconsin

**The Forage Symposium** brings together industry, extension, and research professionals from across the Midwest for three days of forage and nutrient information. <https://midwestforage.org/>



**GrassWorks Grazing Conference**  
The Midwest's premiere Grazing learning and networking event  
Thursday, January 23 – Saturday January 25, 2025  
Chula Vista Resort and Conference Center, Wisconsin Dells

<https://grassworks.app.neoncrm.com/np/clients/grassworks/event.jsp?event=20>

# NUTRIENT MANAGEMENT PLANNING

This course is designed to develop a nutrient management plan that will meet the NRCS 590 Standard requirements. Participants will enter soil test information into the software program, SNAP-Plus, and will develop a plan using the data. Subjects include conservation plans, field mapping, soil test analysis, manure management and crop selection and requirements.

**SOIL TESTING PAYMENTS** Participants will receive reimbursement for up to \$750 of eligible soil testing costs. (Please contact your County's Conservation Department with any questions regarding this reimbursement.)

### COURSE ENROLLMENT INFORMATION

Please register for the Full Course if you are new to Nutrient Management Planning. If you have already taken the Full Course in the past, please register for the Refresher Course.

Additional family members and/or farm employees may attend with a registered attendee at no additional charge.



*These courses are in partnership with the county conservation departments from Marathon, Clark, Lincoln, Portage, Taylor and Wood counties.*

### 3 WAYS TO REGISTER:

1. Complete form found on reverse side and follow mailing instructions
2. Visit one of the websites below and search by class type or class # found next to each class

NTC Classes

<https://bit.ly/nutrient-management-planning>

Mid-State Classes

<https://courses.mstc.edu/>

3. Call us at **715.803.1965**

*Participants eligible to receive a stipend payment of up to \$700 upon completion of a nutrient management plan. Reimbursements are provided by a DATCP Nutrient Management Farmer Education Grant and administered by the county conservation departments.*



**WORKFORCE TRAINING +  
PROFESSIONAL DEVELOPMENT**

### FULL COURSE - 12 HOURS TOTAL (THREE 4-HOUR SECTIONS)

Fridays, January 10 - 24, 2025 10:00 a.m. - 3:00 p.m.	\$260*
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NTC Medford Campus

Wednesdays, January 15 - 29, 2025 10:00 a.m. - 3:00 p.m.	\$260*
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NTC Wausau Campus

Thursdays, January 16 - 30, 2025 10:00 a.m. - 3:00 p.m.	\$260*
--	--------

NTC Spencer Campus

Thursdays, February 13 - 27, 2025 10:00 a.m. - 3:00 p.m.	\$260*
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NTC Spencer Campus

### REFRESHER COURSES - 8 HOURS TOTAL

Fridays, January 10 & 17, 2025 10:00 a.m. - 3:00 p.m.	\$130*
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NTC Medford Campus

Wednesdays, January 15 & 22, 2025 10:00 a.m. - 3:00 p.m.	\$130*
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NTC Wausau Campus

Thursdays, January 16 & 23, 2025 10:00 a.m. - 3:00 p.m.	\$130*
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NTC Spencer Campus

Thursdays, February 13 & 20, 2025 10:00 a.m. - 3:00 p.m.	\$130*
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NTC Spencer Campus



**WORKFORCE & ECONOMIC  
DEVELOPMENT**

### FULL COURSE - 12 HOURS TOTAL (THREE 4-HOUR SECTIONS)

Tuesdays, March 11 - 25, 2025 10:00 a.m. - 3:00 p.m.	\$260*
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Wood County River Block, Wisconsin Rapids Class #25793

Thursdays, March 13 - 27, 2025 10:00 a.m. - 3:00 p.m.	\$260*
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Mid-State Stevens Point Campus Class #25794

### REFRESHER COURSES - 8 HOURS TOTAL

Tuesdays, March 11 & 18, 2025 10:00 a.m. - 3:00 p.m.	\$130*
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Wood County River Block, Wisconsin Rapids Class #25795

Thursdays, March 13 & 20, 2025 10:00 a.m. - 3:00 p.m.	\$130*
--	--------

Mid-State Stevens Point Campus Class #25796



**Registration Form**

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Home Phone (\_\_\_\_\_) \_\_\_\_\_ Birthdate \_\_\_\_/\_\_\_\_/\_\_\_\_ Email Address \_\_\_\_\_

I'm interested in the following class (Circle one):    Full Course    Refresher Course

Location (Circle one):    Medford    Wausau    Spencer (1<sup>st</sup> Session)    Spencer (2<sup>nd</sup> Session)    Mid-State - Wood County River Block    Mid-State - Stevens Point Campus

Credit Card: \_\_\_\_\_ MasterCard    \_\_\_\_\_ VISA    Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_ Signature: \_\_\_\_\_

The following information is not required, but will help us identify your records should you need an official transcript of attendance. It is kept confidential. Aggregate data on race/ethnicity and high school attendance is used for state and federal funding purposes. Though your response is optional, it is very much appreciated.

Social Security Number \_\_\_\_\_ or Student ID Number \_\_\_\_\_

Race/Ethnicity: \_\_\_\_\_ American Indian \_\_\_\_\_ Asian \_\_\_\_\_ Black, not Hispanic \_\_\_\_\_ Hispanic \_\_\_\_\_ White, not Hispanic \_\_\_\_\_ Native Hawaiian/other Pacific Islander

Mail both Mid-State & NTC registration forms with payment to:

**NMP Self-Paced Online Option**

**There is also a self-paced online option for learning. It will require internet good enough to watch videos and a printer.**

***Before doing this option, TALK TO YOUR LOCAL LAND CONSERVATION OFFICE to ensure they will accept this option as a sufficient training method. UW Extension offers the trainings, but Land Conservation is the authority when it deals with rules and compliance.***

**The self paced option can be found at:**

**<https://uwnmfe.tiiny.site/0001.html>**

**2025 Virtual Nutrient Management Training for Farmers: Use the link below for needed information/dates.**

This virtual training is for farmers interested in writing their own nutrient management plans. It provides both the basics of nutrient management and an introduction to SnapPlus. The same training will be offered on two dates, **January 10 and March 14, 2025, from 10 a.m.—3 p.m. online via Zoom.**

**Scan QR code or visit <https://tinyurl.com/NMEVENTSP2025> to register.**

**Questions? Contact Dan Smith: [dhsmith@wisc.edu](mailto:dhsmith@wisc.edu) or (608) 219-5170**





**Extension**  
UNIVERSITY OF WISCONSIN-MADISON  
CLARK COUNTY



Nutrient Management Farmer Education  
**NUTRIENT MANAGEMENT PLANNING**  
**“ON THE ROAD SHOW”**

Thursday, February 27, 2025 - Hixon Town Hall

Tuesday, March 4, 2025 - Green Grove Town Hall

9:30 AM - 3:30 PM each day

**Refresher course is required every 4 years  
to submit your own plan.**

- This training will be hand written, but you can attend to become requalified for SNAP program.
- Bring your soil samples and current plan (if you have one, either written or e-version).
- Please bring your own lunch and drinks—generally do a working lunch for time efficiency.

**SIGN UP TO ATTEND**



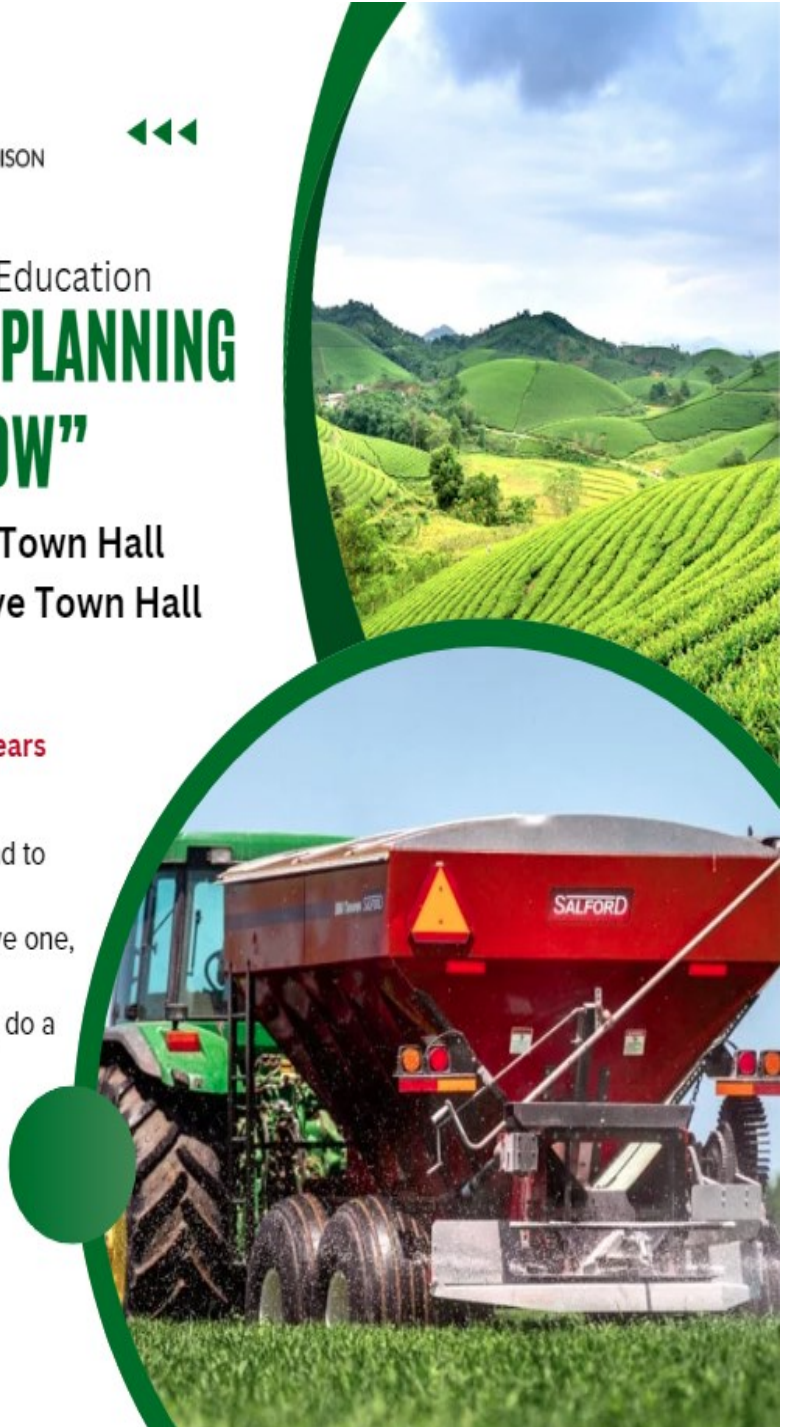
Extension Office

**+715-7436-5122**



Land Conservation Office

**+715-7436-5102**





CropCost is a new, FREE online tool to help producers evaluate the cost of production of their crops on a per unit basis.

Users of CropCost can:

- Choose either a specialty crop or commodity crop plan
- Split production and overhead expenses across crops grown
- See breakeven cost of production when yields and expenses change
- Confidently evaluate the cost of production for crops to aid in marketing and pricing decisions

Create an account at [CropCost.org](https://CropCost.org) to start evaluating your cost of production today!



# PAT ~ Pesticide Applicator Trainings and Testing

**MUST pre-register and pre-order manual at:  
<https://patstore.wisc.edu/secure/home>**

Manuals and Registration are no longer available at local Extension Offices. They must be ordered online from the UW PAT Program.

## **Juneau County**

Date: January 30, 2025  
Location: Extension Juneau County 220 E. State St, Mauston  
Time: 9:00– 3:30  
Contact: 608-847-9332

## **Sauk County**

Date: March 6, 2025  
Location: Extension Sauk County  
505 Broadway St, Baraboo, WI  
Time: 9:00—3:30  
Contact : 608-355-3250

## **Clark County**

Date: February 21, 2025  
Location: Abbotsford City Hall  
Time: 9:00—3:00  
Contact: 715-743-5122

## **Clark County**

Date: March 19, 2025  
Location: Thorp Fire Hall  
Time: 9:00—3:00  
Contact: 715-743-5122

## **Clark County**

Date: April 11, 2025  
Location: Clark County Courthouse Neillsville  
Time: 9:00– 3:00  
Contact: 715-743-5122

## **Marathon County**

Date: January 22 OR February 25, 2025  
Location: UW Extension Marathon County  
212 River Dr. Wausau  
Time: 9:00—3:00  
Contact: 715-743-5122

## **Langlade County**

Date: January 30, 2025  
Location: 840 Clermont St, Antigo, WI  
Time: 8:30 Registration  
Contact: 715-627-6238

## **Taylor County**

Date: February 25, 2025  
Location: 624 College St., Education Center  
Time: 9:00 AM  
Contact 715-748-1413

## **Portage County**

Date: February 25, March 6, or March 25, 2025  
EXAM ONLY on April 3rd  
Location: Portage County Annex Building  
Time: 9:00 AM  
Contact 715-346-1316

## **Waushara County**

Date: April 11, 2025  
Location: Waushara Cty. Government Center  
1st Floor 380 S. Townline Rd, Waushara  
Time: 9:00– 3:00  
Contact: 920-787-0416

## **Green Lake County**

Date: February 25, 2025  
Location: Green Lake Cty. Government Center  
571 Cty. A Green Lake, WI  
Time: 9:00– 3:00  
Contact: 920-294-4032

## **Marquette County**

Date: March 9, 2025  
Location: 480 Underwood Ave. Montello, WI  
Time: 9:00– 3:00  
Contact: 608-297-3141

## **Other Trainings in the area:**

Pound Town Hall : February 21  
Shawano Court House : March 6  
Leona Town Hall : March 25  
\*contact Scott Reuss at 715-732-7510

## UW-EXTENSION NOONTIME BEEF ROUNDUP

The Beef Roundup provides insights for beef producers and industry professionals, this free, monthly series will take place on the second Thursday of each month, on Zoom, from 12:00 p.m. – 1:00 p.m. CST from January to March 2025. This year's line-up includes:

- **January 9, 2025** – Biosecurity Julia Herman, DVM, Beef Cattle Specialist Veterinarian, National Cattlemen’s Beef Association, discusses the importance of biosecurity measures in protecting livestock and employees. Attendees will learn how to evaluate risks and implement practical biosecurity measures to reduce risk and improve business health.
- **February 13, 2025** – Seller Reputation and Its Influence on Buyers Dr. Kellie Curry Raper, Extension Livestock Marketing Specialist, Department of Agricultural Economics, Oklahoma State University, explores how seller reputation plays a crucial role in buyer decision-making. This session will cover the factors that influence buyer trust and how beef producers can enhance their reputation to improve marketability and profitability.
- **March 13, 2025** – Direct Marketing Dr. Megan Nelson, Adam Hartfiel, and Beth McIlquham, UW-Madison Extension Educators, share strategies for establishing successful direct marketing operations, from farm-to-table and online sales to building customer loyalty.



Registration Information: To register for the series, please visit <https://go.wisc.edu/4e791d>

After registration, attendees will receive a confirmation email with a link to join the webinar. For more information, assistance with registering, or to request an interpreter, please get in touch with [adam.hartfiel@wisc.edu](mailto:adam.hartfiel@wisc.edu) or 920-647-6560 by December 20, 2024.

**SAVE THE DATE!** Registration & Pricing Details Coming Soon! Pre-registration will be required and limited to the first 20 paid participants.

The University of Wisconsin-Madison Division of Extension invites small ruminant, dairy, and beef producers to an **Internal Parasite Management Workshop on April 25th from 1:00 - 4:00 p.m. at the Abbotsford City Hall, Abbotsford, WI.**

Internal parasites can significantly impact the health and performance of a flock or herd. Topics for this workshop include:

- Intestinal parasite lifecycle
- Development of resistance
- Management strategies
- Experience with hands-on Fecal Egg Count (FEC) using fecal samples from your animals

**Saver the Date**



Area beef producers are invited to the **NCWCA Winter Event and Annual Meeting** on Saturday, January 11, 2025, at the Ice Age Pavilion, 847 Fayette Ave, Rib Lake, WI 54470

Starting at 9 a.m., BQA certification will be offered for those wishing to earn or renew their certification. **Pre-registration is required online (see below) or call Kelly at 715-748-1413 for help with your online registration.**

**The Winter Event** begins at 1 p.m. with presentations, panels, and discussions about topics pertinent to beef operations:

- Using your forage to balance your herd's rations
- Animal disease traceability impacts
- The value of US beef exports
- Production recordkeeping
- Marketing panel
- News from the WI Cattlemen's Association and NCWCA sponsors

**The Annual Meeting** begins at 4:45 p.m. and includes Membership Recruitment, Educational Reimbursement, and Hall of Fame award presentations.

**Dinner** begins at 6 p.m. and this is what we need your RSVP for. Please call Karen at 715-613-4802 by December 27 for pricing and to reserve your dinner tickets. You may pay at the door, but to keep our costs down, we need your commitment by December 27.



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON

**WISCONSIN BEEF QUALITY ASSURANCE CERTIFICATION**


ATTEND AN IN-PERSON TRAINING OR COMPLETE ONLINE AT:  
**www.bqa.org**

**Register for an in-person session:**  
<https://tinyurl.com/2hr5karf>

January and February locations still available



SCAN ME



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON

**SCHOOL FOR BEGINNING BEEF PRODUCTION**

For those:

- newer to beef production
- or those looking to add beef to their farm

FREE, 'live' online, evening sessions over Zoom

**REGISTRATION DETAILS COMING SOON!**

**7 pm - 8.30 pm, January 2025:**

- Jan 14: Business of beef: what are your options?
- Jan 16: Marketing: begin with the end in mind.
- Jan 21: Beef cattle nutrition
- Jan 23: Veterinary and recordkeeping skills
- Jan 28: Herd reproduction to build your future
- Jan 30: Stocker/Backgrounder/Finishing Enterprises

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements.

To request an interpreter, materials in an alternative language or format, or other services to make this event more accessible, please contact Adam at adam.hartfield@wisc.edu or 920-647-6560 by Dec 30, 2024. There's no added cost to you for these services.



# ACCOUNTING

## FARM RECORD BOOKS

Available for purchase at the Taylor County Extension Office  
925 Donald Street, Room 103  
Medford, WI 54451

**Cost: \$6.50**

Cash and check purchases accepted

 For More Information  
**715-748-1413**



## We want to hear from you about Precision Dairy Technologies

We are looking for people involved in farm decision-making (owners, part-owners, managers, or consultants) to participate in a short survey about precision dairy technologies.

Participants who complete the survey will be entered to win one of twenty \$50.00 Visa gift cards.

**Access the survey using the QR code or the link below!**



[go.wisc.edu/5k7515](https://go.wisc.edu/5k7515)

 **Smart Farm Hub**  
UNIVERSITY OF WISCONSIN-MADISON

## Taylor County Extension is on Facebook & the Web!

Facebook: Extension Taylor County University of Wisconsin Madison

Link: <https://www.facebook.com/taylor.uwex.edu3>

Web: <https://taylor.extension.wisc.edu>

To receive this Newsletter electronically, please contact Kelly at [phillips32@wisc.edu](mailto:phillips32@wisc.edu) or 715-748-1413.



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON  
TAYLOR COUNTY  
**925 Donald Street, Rm 103**  
**Medford, WI 54451**

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## Contacts

Please contact your local Extension Office for the following:

- To receive this as an eNewsletter emailed to you
- Any changes to your email address or physical address (if mailing)
- To unsubscribe to this newsletter completely

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