



NEWS FROM EXTENSION

UW-MADISON DIVISION OF EXTENSION WOOD COUNTY



Central Wisconsin Farm Profitability Expo

by Anna James, Natural Resources Educator

This spring Wood County Land and Water Conservation will be hosting the Central Wisconsin Farm Profitability Expo, in partnership with UW-Madison Extension, Wisconsin Potato and Vegetable Growers Association, and Mid-State Technical College. The event will be held at Mid-State Technical College in Wisconsin Rapids, Wisconsin on March 22nd, 2023, from 10 a.m. to 3 p.m.

The Central Wisconsin Farm Profitability Expo is a revitalization of Healthy Soil, Healthy Water events that first took place in 2016 as a part of the Wisconsin River Total Maximum Daily Load (TMDL) project. The event has since blossomed into a diverse gathering of stakeholders coming together to encourage profitable farming by building resiliency, diversifying farming operations, reducing inputs, and increasing farmer return on investments. Attendees can often find themselves in the company of producers, shoreline property owners, and staff from multiple agencies and organizations.

This year's event is scheduled to cover an abundance of topics relevant to Central Wisconsin. Attendees will learn about conservation practices farmers use to increase profitability and self-sufficiency while being stewards of the land, and challenges and opportunities for nitrate

reduction in the Central Sands. Central Wisconsin farmers will also discuss the specific barriers they are experiencing when adopting best management practices, and conservation professionals will cover funding programs available to help with adoption of best management practices.

Attendees will have the option to join in person or virtually. Registration will be free thanks to Petenwell and Castle Rock Stewards and Wood County Land and Water Conservation.

To learn more about the event, please visit <https://www.mstc.edu/farm-expo>.

SCHEDULE AT A GLANCE

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| 9:00 a.m. | Registration & Networking |
| 10:00 a.m. | Welcome Address |
| 10:10 a.m. | Producer Led Panel
Anna James - UW-Madison Extension |
| 11:00 a.m. | Challenges & Opportunities
for Nitrate Reduction in the
Central Sands
Kevin Masarik - Groundwater Education
Specialist |
| 12:00 p.m. | Lunch |
| 1:00 p.m. | Farmer Discussion Panel
Ken Schroeder - UW-Madison Extension |
| 1:45 p.m. | Break |
| 2:00 p.m. | Petenwell & Castel Rock
Stewards: History &
Partnerships
Scott Bordeau - President of PACRS |
| 2:30 p.m. | Conservation Professionals
Panel
Anna James - UW-Madison Extension |
| 3:00 p.m. | Adjourn |

Rounding out the Year's Research with a Hefty Helping of Communication & Outreach

by Allison Jonjak, Cranberry Outreach Specialist

Winter in the cranberry world is when we focus on communicating and training. The highlight of the year is Cranberry School, with an attendance of 350 cranberry growers and 100 vendors. UW-Madison faculty join cranberry growers for an in-person discussion of the year's most important research results, and valuable live Q&A time. This year featured presentations on cranberry cultivar genetic purity, pesticide screening trial results, bioinsecticidal nematode progress, the systems approach to disease management in cranberry, and more. In an interactive question-and-answer panel format, the growers engaged researchers on physiology (including nutrient application timing and next-year's-crop sensitivity to November chilling periods) and on dissolved oxygen (critical for water quality and cranberry health).

Alongside Wisconsin's Cranberry School, Allison presented at the Pacific Northwest Cranberry Congress on her pesticide screening results. We've already hosted February's Virtual Brown Bag (featuring UW-Madison Extension Farm Management's Jim Versweyveld) focusing on "Keeping the Right People"—helping growers to improve workforce development. Up this week will be March's Virtual Brown Bag, featuring Vince Michalski of Land'O'Lakes on supply chain status for 2023 as well as fungicide availability, and DATCP's Alyssa Foss who will give updates on Worker Protection and Safety (WPS).

And we're in the thick of planning for 2023's growing season trials: there will be 5 herbicide trials, 2 fungicide trials, and 3 insecticide trials. 2023's education season looks promising as well, with Virtual Brown Bags scheduled for May, June, July, November, and December; with in-person Spring Mini-Clinic in April, and the Summer Field Day in August.

Enjoy these last few weeks with snow on the ground during which we can prepare for the growing season!



Allison was thankful for good audio equipment at Wisconsin's Winter Cranberry School, hosted January 18-19, 2023 at the Wisconsin Dells. These 186 growers received training in preparation for DATCP's Pesticide Applicator test.

Upcoming Extension Programs

- **4-H Creative Arts Day** | Saturday, April 1 - 9am | Pittsville Schools
- **4-H Goes to Science Expedition Day** | Saturday, April 15 | UW-Madison Campus
- **Central Wisconsin Farm Profitability Expo** | Wednesday, March 22 - 10am-3pm | Mid-State Technical College (Wisconsin Rapids Campus)
- **FOCUS: Financial Wellness** | Tuesday, March 21 - 3-4pm
- **Rent Smart** | Friday, April 7 - 9:30am-12:30pm | McMillan Memorial Library
- **Rent Smart** | Friday, April 10 - 9:30am-12:30pm | Everett Roehl Public Library
- **Strongbodies** | Tuesdays & Thursdays, January 31-April 20 - 9-10:15am

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