



EXTENSION CENTRAL NEWS

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The Herd Bull and Frost Bite, Why Should You Care?

Submitted by Heather Schlessner
 Marathon County, Dairy Agent

As Jack Frost starts rearing his ugly head it is probably about time we start thinking and talking about frost bite. While we typically think about frost bite in our cow herd as far as udder and teat health, it is also important to think about frost bite in our bulls. We often associate bull infertility issues with heat stress and the warm months of summer. However, negative temperatures and wind can also wreak havoc on the fertility of our bulls.

Cold weather and wind chill can result in temporary or permanent bull infertility. This infertility is due to testicular damage and semen deterioration. The defects in sperm are directly proportionate to the severity of damage to the testis and scrotum. Older bulls, with lower hanging scrotums are not able to pull their testicles up close to the body to keep them warm and often suffer more frequent frost bite than younger bulls that can pull their testicles up close to their body.



When frost bite occurs the bull's testis suffers from two temperature extremes. The first is the extreme cooling that sets in from the frostbite. However, as the testis begins to thaw and the body's healing mechanisms kick in, the tissue begins to swell and suffers from inflammation. With inflammation comes heat. The extreme cooling is short lived, however the inflammation and the body's attempt to repair the damage tissue takes longer. A bull's sperm production and quality are decreased as a result of the inflammatory heat response.

The bottom portion of the testicles is most susceptible to winter damage as this portion is left exposed when the testicles are pulled up and may touch the ground when the animal is laying down. Due to the structure of the testis, the epididymis is more vulnerable as it lays over the testis with part of it covering the bottom of the testis. If the epididymis is damaged the sperm that were stored there will not be viable. Sperm stored in damaged portions of the epididymis lose their viability.

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The Herd Bull and Frost Bite—Continued from front page

The second area of concern is the portion of the scrotum exposed between the rear legs that is not protected by the belly or inside thighs. If damage occurs to this tissue, then the bull's long term ability to raise and lower the scrotum can be affected. Sperm production is hindered when the temperature of the testis is not adequately controlled.

The scrotum has very little insulating and protecting properties. It was designed to help cool the testicles not to keep them warm. To prevent frostbite it is important to provide bulls with adequate dry bedding and protection from the wind. Bedding will help to protect the scrotum and testis and prevent the bull from laying on frozen ground. Even if bedding and wind protection is given to bulls during the winter, it is still advisable to have bulls tested for breeding soundness prior to the breeding season. It is important to

remember that the process of making sperm takes 61 days and that sperm maturation in the epididymis takes an additional 14 days to complete. Therefore, even after the external damage from frost bite has healed, it will take six to twelve weeks for normal sperm production to resume. Keep in mind that the bull may never pass a breeding soundness examination if the damage was severe enough.

Reviewed by: Sandy Stuttgen – UW Extension Agriculture Educator Taylor County; Ryan Sterry – UW Extension Agriculture Educator St. Croix County

References: <https://www.ag.ndsu.edu/news/columns/beef/breeftalk/wind-and-cold-are-a-dangerous-combination-for-bulls/>
<https://www.dtnpf.com/agriculture/web/ag/livestock/article/2019/02/01/scrotal-frostbite-can-affect-bull>
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https://www.beefmagazine.com/mag/beef_jack_frost_nipping



FARM READY RESEARCH
view topics and register for the winter webinar series



Extension winter programming goes online with Farm Ready Research webinar series

Whether you're interested in dairy production, livestock production, or farm management, the University of Wisconsin-Madison Division of Extension's Farm Ready Research webinar series has the most up-to-date information for you.

Beginning in December 2020 and continuing through April 2021, Extension experts will host webinars throughout the week on topics ranging from determining cost of production to preventing on-farm injuries to navigating your farm business. Visit go.wisc.edu/FarmReadyResearch to see the full list of topics and to register for sessions.

There is no charge to participate in the sessions, but pre-registration is required to allow access to the session. Extension recognizes that producers are receiving information for a lot of meetings this winter; the Farm Ready Research webinar website go.wisc.edu/FarmReadyResearch is your place to find all information about UW-Madison Extension Agriculture programs.

"With so many webinars replacing in-person meetings, Extension created a 'one-stop shop' for information and registration for agriculture programs," said Trisha Wagner, Extension Farm Management Program Manager. "A producer might be looking for one specific topic on this website but end up finding other webinars of interest to attend."

A sample week of Extension agricultural webinars begins on Tuesdays with Badger Dairy Insight from 1-2:30 p.m. and Wisconsin Beef Special Edition from 7-8:30 p.m.; Wednesdays focus on Small Ruminants from 7:30 – 9 p.m.; and then it's Farm Management Fridays from 11 a.m. – noon. All times reflect Central Time.

- Badger Dairy Insight topics provide guidance about farm safety and information for dairy farms of all sizes to remain competitive and profitable.
- Wisconsin Beef Special Edition combines content from UW-Madison Extension Cow/Calf Days and Wisconsin Cattle Feeder Workshops.
- Small Ruminant Series topics range from direct marketing to lamb care, forage analysis, and pasture management.
- Farm Management Fridays will highlight farm business management information, resources and decision-making tools for farmers and agribusinesses to improve business profitability and lifestyles through informed decision-making.

"Not all series run every week, so please check the online schedule that also includes more information about each session," said Megan Nelson, Extension Livestock Program Manager.

Extension Winter Programming Calendar—webinar series

JANUARY 2021

Date	Time	Event	Location
Jan 5	1pm	Badger Dairy Insight: Feeding for profits - nutrient digestibility and milk components	Zoom Meeting
Jan 8	11am	Farm Management Fridays: Navigating Your Farm Business through 2021	Youtube livestream
Jan 12	1pm	Badger Dairy Insight: Preparing for an Emergency	Zoom Meeting
Jan 12	7pm	Beef: An Update on Mineral and Vitamin Needs for Beef Cattle	Zoom Meeting
Jan 15	11am	Farm Management Fridays: In it for the long haul - Cash flow during a Crisis	Youtube livestream
Jan 19	1pm	Badger Dairy Insight: Raising Them Right: Calf and Heifer Health	Virtual -Zoom Meeting
Jan 20	7:30pm	Small Ruminants: Basic Lambing Skills for the Beginning Shepherd	Zoom meeting
Jan 22	11am	Farm Management Fridays: Farm-gate Economic Outlook forum	Youtube livestream
Jan 26	1pm	Badger Dairy Insight - Emerging Reproductive Strategies: Using IVF embryo transfer	Zoom meeting

FEBRUARY 2021

Date	Time	Event	Location
Feb 2	1pm	Badger Dairy Insight: Animal care on the farm and beyond	Zoom Meeting
Feb 2	1pm	CANCELLED - Badger Dairy Insight: Getting the most out of your Forages	Zoom Meeting
Feb 5	11am	Farm Management Fridays: Standing Strong and Resolute as a Guardian of Your Equity	Youtube livestream
Feb 9	1pm	Badger Dairy Insight: Preventing Injuries When Working with Cattle	Zoom Meeting
Feb 9	7pm	Beef: Management of Newly Weaned Calves in the Feedlot	Zoom Meeting
Feb 16	1pm	Badger Dairy Insight: Getting the Most Out of Your Farm's Data	Virtual -Zoom Meeting

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Date	Time	Event	Location
Feb 19	11am	Farm Management Fridays: Is Fair Equal?	Youtube livestream
Feb 23	11am	Badger Dairy Insight: Getting the most out of your Forages	Virtual - Zoom Meeting
Feb 23	7pm	Beef: Hairy Heel Wart: A Threat for the Health and Production of Cattle in Beef Operations	Zoom Meeting

MARCH 2021

Date	Time	Event	Location
Mar 2	1pm	Badger Dairy Insight: Optimizing the use of sexed semen in your dairy herd	Virtual -Zoom Meeting
Mar 5	11am	Farm Management Fridays: Building a Positive Farm Business Culture, with employee safety & health	Youtube livestream
Mar 9	1pm	Badger Dairy Insight: Oh, CRASH! Safety Considerations for Agricultural implements on Roads	Virtual - Zoom Meeting
Mar 9	7pm	Beef: Pasture Weed Management	Zoom Meeting
Mar 16	1pm	Badger Dairy Insight: Improving Dairy farm efficiency through genetics	Virtual -Zoom Meeting
Mar 19	11am	Farm Management Fridays: Your farm startup: Where to begin and who can help?	Youtube livestream
Mar 23	7pm	Beef & Small Ruminant: Direct Marketing Meat and Introduction to Meat Suite	Zoom Meeting
Mar 30	1pm	Badger Dairy Insight: Robotic Farm Management; What's Different?	Zoom Meeting

APRIL 2021

Date	Time	Event	Location
Apr 9	11am	Farm Management Fridays: Healthy Minds, Healthy Farms	Youtube livestream
Apr 21	7:30pm	Small Ruminants: Designing Your Sheep and Goat Grazing System	Zoom meeting
Apr 23	11am	Farm Management Fridays: FARMing for Health	Youtube livestream



Pesticide Applicator In-person Certification Testing Suspended – Certification Extended to December 2021

Release Date: November 30, 2020

Media Contact: Leeann Duwe, Public Information Officer, (608) 224-5130, LeeannM.Duwe@wisconsin.gov

MADISON – Due to COVID-19, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is suspending pesticide applicator in-person certification testing until further notice. As a result, DATCP is extending current pesticide applicator certifications until December 31, 2021. Private and commercial pesticide applicators with certifications that expire January 31, 2020–November 30, 2021, can continue to operate as a certified pesticide applicator until December 31, 2021.

New Online Process for Temporary Certifications

DATCP and the University of Wisconsin Pesticide Applicator Training Program are working to develop a temporary online certification exam process. This will allow individuals to receive temporary certification as a private or commercial pesticide applicator.

Online exams will be available starting on the following dates:

December 1, 2020

- Commercial – Structural Pest Control (Category 7.1)
- Private – General Agriculture (Category 100/101)

January 1, 2021

- Commercial – Field and Vegetable Crops (Category 1.1)
- Commercial – Forestry (Category 2.0)
- Commercial – Seed Treatment (Category 4.0)
- Private – Greenhouse and Nursery (Category 104/105)
- Private – Fruit Crops (Category 112/113)

January 15, 2021

- Commercial – Turf and Landscape (Category 3.0)
- Commercial – Aquatic and Mosquito (Category 5.0)
- Commercial – Right of Way and Natural Areas (Category 6.0)
- Commercial – Aerial (Category 9.9)

More Information

More information about the temporary online certification exam is available at <https://patstore.wisc.edu/secure/default.asp>. To receive updates about certified pesticide applicator information and requirements, subscribe to [DATCP's email list](#).

DATCP certifies over 19,000 commercial pesticide applicators and over 12,000 private applicators. To learn more about DATCP's certification and licensing for pesticide applicators visit

https://datcp.wi.gov/Pages/Programs_Services/PesticidesFertilizersCertificationLicensing.aspx.

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Find more DATCP news in our [newsroom](#), on [Facebook](#), [Twitter](#), and [Instagram](#).

Center for Communication and Civic Renewal (CCCR)

Submitted by Evan Henthorne
Adams County, Agriculture Educator

We are part of the [Center for Communication and Civic Renewal](#) here at UW Madison where we work to understand the relationship between media and civic and political life here in Wisconsin.



This research group includes a number of faculty members here on campus, including Lew Friedland (professor in the School of Journalism & Mass Communication) and Kathy Cramer (professor in Political Science). We have interviewed people all across the state to learn about how they make sense of politics in their daily lives. As a team, we've interviewed well over 200 people so far.

While we have listened to tons of folks, we haven't listened to nearly enough farmers. This is a gap that we're working hard to fill, as we recognize the vital role farmers play in this state in particular. We would love to listen and learn about the issues that you think are most pressing where you live, in the farming community, and in Wisconsin more broadly.

Please let us know if you might be interested in sitting down for a video interview. By participating you will help ensure that the experiences of farmers will be represented in our research, which we produce for academic audiences and public audiences alike. We'll also note that, in order to protect your privacy, we don't use the names or identifiable information of people who participate in our research.

Please contact *both* Sadie Dempsey (smdempsey@wisc.edu) and Benny Witkovsky (bwitkovsky@wisc.edu) if you would like participate or if you have any questions about the researchers, the project, or the interview itself."

Marketing with Confidence

Submitted by Ben Jenkins
Green Lake County, Agriculture Educator

Farming today is challenging in many ways. Most of us expect the typical challenges a season can bring, pest pressure, wild weather, and machinery breakdowns. But today more than ever a farmer needs to be able to tackle the challenge of the marketplace. Starting in January, the UW-Madison Division of Extension will be putting on one half an hour webinar a week taking you through the basics of finding your cost of production, understanding your cash flow, and then using this foundational information to make the important decisions about how and when to sell your grains and livestock.

This program series will be a bi-weekly half hour teaching sessions via Zoom with time for questions afterwards. We

will have two tracks one focused on grain and the other on livestock. The two tracks will be on opposite weeks. The schedule will be as follows:

Grains: Tuesdays from 7:30 to 8:00 am with time for questions following, January 5, 19, February 2, 16, and March 2, 16. To register go to: <https://go.wisc.edu/9mclkr>

Dairy & Livestock: Thursdays from 1:00 to 1:30 pm with time for questions following, January 14, 28, February 11, 25, and March 11, 25. To register go to : <https://go.wisc.edu/64a5js>

Speakers include Brenda Oft from Midwest Market Management, Austin Delong from the Delong Company, and others, to register for this series and see the list of topics go to: <https://sauk.extension.wisc.edu/agriculture/upcoming-programming/>.

For any questions on this upcoming program series please reach out to Alana Voss, Extension Juneau & Sauk County Educator at alana.voss@wisc.edu or 608-477-3945.

Colostrum Isn't Just for Dairy

Submitted by Heather Schlessner
Marathon County, Dairy Agent

When I typically think of feeding colostrum, I think of a dairy farm. However, it is just as important to make sure newborn calves are getting adequate colostrum on a beef operation as it is on a dairy operation. Colostrum is the "first milk" produced by the dam and is high in immunoglobulins to help the calf survive disease and infection until its own immune system matures. Colostrum is also a great source of energy, vitamins, white blood cells, and growth factors for the calf.



Photo credit: Aeri-ca Bjurstrom UW-Extension Agriculture Educator Kewaunee County.

For adequate passive transfer, calves should receive 10-12% of their body weight in colostrum at the first feeding within the first four hours of life. After six hours there is progressive decline in the efficiency of absorption. The passive transfer process ends 24 hours after birth. It is important to note that after a calf is born, oral stimulation starts the passive transfer clock.

Failure of passive transfer occurs when the calf does not absorb an adequate amount of immunoglobulin from the colostrum. Prevalence of failure of passive transfer in beef calves has been reported to range from 11% to 31% in North America. While beef herds typically let Mother Nature take care of making sure the calf receives adequate colostrum, you may want to consider intervening and assist calves that do not appear to be adequately nursing. Calves that experience failure of passive transfer are more likely to become sick or die in the first two months of life as compared to calves with adequate immunity.

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A study conducted on beef herds in Quebec (Raboisson, et al, 2016. PLoS One) showed failure of passive transfer was depended on the level of assistance the calf received in nursing. There were 221 animals in their study. Ninety-four of the calves had no assistance, 105 were led to the dam to nurse, and 22 were bottle-fed. The rate of failure of passive transfer was 22.3%, 18.1% and 4.6% in the no assistance group, the group that was led to the dam, and the bottle-fed group respectively. In this study animals that were bottle-fed colostrum had the lowest percentage of failure of passive transfer. In this study, calves given no assistance or not led to the dam for feeding had the greatest chance of failure of passive transfer.

While bottle feeding every calf may not be practical, helping those that seem to be struggling can help your bottom line. Failure of passive transfer may ultimately impair your profitability due to additional costs associated with treatment, reduced weight gain, and an increased risk of calf mortality. The average total costs per beef calf with failure of passive transfer is estimated to be \$95 with a range from \$24 - \$166. .

As you prepare for calving season this year consider ways you can enhance your colostrum feeding program. What changes can you make to your operation to ensure

your calves have a good foundation? Being present at all calving time to ensure calves receive adequate colostrum soon after birth will help to minimize your farm's rate of failure of passive transfer and sets you up for success.

Reviewed by: William Halfman – UW – Extension Agriculture Educator Monroe County; Sandy Stuttgen – UW Extension Agriculture Educator Taylor County

References:

<https://u.osu.edu/beef/2008/03/12/beef-calves-and-colostrum/#:~:text=As%20a%20general%20rule%20of,is%20about%2012%20hours%20old.&text=In%20a%20calf%20under%2075,4%20quarts%20soon%20after%20birth.>

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Godden S. Colostrum management for dairy calves. *Vet Clin North Am Food Anim Pract.* 2008; 24(1): 19 – 39. Doi: 10.1016/j.cvfa.2007.10.005

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2021 UW-Madison Division of Extension and WPVGA Virtual Grower Education Conference

February 2-3, 2021



Register today to attend the Virtual 2021 UW-Madison Division of Extension and WPVGA Grower Education Conference on February 2-3, 2021.

An online platform will host pre-recorded video presentations by all invited speakers, and those same speakers will appear live via zoom at their scheduled presentation times. The conference will run from 8:20 a.m. to 3:30 p.m. on Tuesday, February 2 and again from 7:45 a.m. to 4 p.m. on Wednesday, February 3. Every effort has been made to bring outstanding speakers and topics of interest to potato and vegetable growers.

All WPVGA funded researchers will provide a research report on the conference website. These reports will be in pdf format and will represent a summary of the research progress. Research reports will be compiled and included in the 2021 Conference Proceedings. Complete Proceedings will be available online and printed copies will also be available via mail upon request.

The Annual Industry Show will not be held in person in 2021. In its place, up to ten WPVGA Associate Division exhibitor presentations will be scheduled during the Grower Education Conference on Feb. 2-3. The exhibitor presentations will consist of ten-minute videos along with live, virtual presenters. These presentations will feature products or services that are either new or newly relevant in light of current issues facing our industry and will clearly demonstrate how the product or service brings value to growers.

The annual Industry Awards Banquet will also not be held in person in 2021. Industry awards will be presented virtually, via zoom during the Grower Education Conference.

In order to register for the conference, please go to the WPVGA website <https://wisconsinpotatoes.com/> under the events tab and the 2021 Virtual Grower Education Conference for the agenda and registration form information. If you have questions, please contact the WPVGA Office at (715) 623-7683.

WPVGA | P.O. Box 54409 | Phone: (715) 623-7683

www.wisconsinpotatoes.com

Silage Changes Over Time

by Matt Lippert

Wood & Clark County, Dairy and Livestock Agent

Silage is the result of a fermentation process. A critical step is the exclusion of oxygen. In tower silos the weight of the silage above helps accomplish this, in a bagger the machine presses the feed tightly to exclude air, in bunkers and piles driving over helps pack the feed and exclude air. In all methods prompt covering of the silo is important to reduce edges that do not ferment properly- rotten feed or some grade between high quality and unusable.

Anaerobic bacteria can thrive in the absence of oxygen and we rely on them to make volatile fatty acids (VFA) that acidify the feed to the point that even the bacteria shut down and the feed is preserved until we expose it to oxygen again at feed out. Acetic acid is a common fermentation product from bacteria, lactic acid is considered the most efficient at quickly lowering pH and therefore retaining more of the feeds original value. Inoculants added to the silage usually take advantage of this and provide many lactic acid producing bacteria (LAB). Butyric acid generates an odorous unpalatable feed and a high loss of the original energy of the feed. Butyric feed is often the result of feed that is ensiled when the moisture is too high. It usually takes time for the butyric acid levels to build up. If you made a feed that is making you nervous about how it will feed out due to wetness, don't put off feeding it like you are postponing problems, feed that feed quickly and you may beat the conversion of other VFA's to butyric acid.

Acetic acid has its virtues, in the summer when heating can make the feed unstable, silages high in acetic acid will be more resistant to secondary fermentation than those without adequate acetate. Inoculants including *I. buchneri* bacteria are used to have more stable feeds during the warmer months. *Buchneri* are a slow growing type of bacteria that produce more acetic acid than other LAB, are more expensive, not as energy efficient as other LAB, and will be wasted if you don't give them time to do their work. Inoculating a silo with *buchneri* bacteria with the intention of lowering the silo unloader immediately and feeding it right away will not generate the desired result.

In a well packed and sealed silo, pH will have dropped quickly within one week of time, find the feed will become more stable and well preserved if you wait a month.

The fiber digestibility of a feed is not altered much by fermentation. Sugars will be depleted and converted to VFAs and even if the pH has dropped feeds higher in sugars will be less stable than if a complete fermentation has occurred. Protein becomes more soluble following fermentation; this can be seen by how hay and silage from the same crop will test and feed differently due to fermentation of the silage.

Starch digestibility changes in the silo or bunker, taking more time than the typical one month suggested to allow from harvest before feeding. Although the rate slows there are significant changes that can occur in starch digestibility even after 90 – 120 days. The increase in digestibility of starch is desirable but may require

adjustments in the ration over time as the starch becomes more available. A herd may perform differently from the same feed even after it has been feed for months. Butterfat test may drop' and milk production might increase.

Laboratory analysis will show the change of starch digestibility, level of butyric acid and other fermentation products over time, even though it may have been put up as very similar feed as much corn silage does routine testing throughout the year are important to capture how the feed is changing so that the performance of the herd can be optimized.



What is the Value of Soil Organic Matter?

by Ken Schroeder

Portage County, Agriculture Agent

With another cropping season wrapped up, now is the time to evaluate what worked well in 2020 and plan for the 2021 growing season. A farmer's work is never done. That said, for the most part the rush is over and one can actually take some time to consider such questions as: what is the value of soil organic matter anyway?

To address this question, first we need to define what organic matter is. Soil organic matter (OM) is the portion of the soil derived from plants or animals in various stages of breakdown/decomposition. Farmland in the Upper Midwest typically ranges from less than 1% to 5% OM with much of our intensely farmed land on the lower end of this range.

What are the benefits of organic matter? Organic matter in the soil leads to improved water infiltration and drainage reducing runoff and the soil and nutrient losses that go along with it. At the same time, OM increases the water holding capacity improving resiliency during dry periods and drought. Increasing soil OM leads to better soil aeration from improved aggregation and in-turn improved root growth and less crusting. OM in the soil increases the Cation Exchange Capacity (CEC). Generally, the higher the soil OM content, the higher the CEC which increases the soil capacity to retain nutrients reducing leaching.

Organic matter is also loaded with nutrients. As the OM breaks down these nutrients will be consumed by soil organisms and released into the soil solution making them available for plant uptake or lost to leaching and volatilization. In other words, soil OM serves as a slow-release nutrient supply.

What is the fertilizer value of 1% soil OM per acre? Using a table developed by USDA/NRCS on nutrient content of soil and associated fertilizer value and adjusting for average spring 2020 fertilizer costs one can estimate a value of \$523 per acre per 1% organic matter.

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Nutrient	Average pounds per 1% OM per acre	Fertilizer cost (\$ per pound)	Fertilizer value per 1% OM per acre
Nitrogen	1,000	0.40	\$400
Phosphorus	100	0.32	\$ 32
Potassium	100	0.28	\$ 28
Sulfur	100	0.63	\$ 63
Carbon	11,500		
Total			\$523

Note: Available nutrient amounts per acre are lower and require mineralization in order to be taken up by the plants.

Nutrient availability can be tracked through routine soil testing for phosphorous, potassium, and sulfur. For estimates of plant available nitrogen, I suggest using the pre-sidedress soil nitrate tests (PSNT). Soil nitrate testing estimates the amount of plant-available nitrate-nitrogen in the root zone. This allows nitrogen (N) fertilizer recommendations to be adjusted for field-specific conditions that can influence crop N needs. PSNT consists of soil sampling to a depth of 1 foot when corn is 6 to 12 inches tall. This test is intended to predict the amount of plant-available N that will be released from organic sources during the growing season. It is most useful for confirming legume, manure, and cover crop N credits and providing a site-specific estimate of soil N availability. NOTE: Soil nitrate testing is not reliable on coarse-textured sand or loamy sand soils because their nitrate content can change rapidly. For more details on

the PSNT procedures, see the University of Wisconsin-Madison Division of Extension publication A2809 Nutrient Application Guidelines for Field, Vegetable, and Fruit Crops in Wisconsin pages 46-50. The publication is available for viewing and downloading at the Extension Learning Store <https://learning.store.extension.wisc.edu/>, under soils in the agriculture dropdown menu or enter A2809 in the search box.

In conclusion, I would say that soil organic matter has considerable value and is worth working to build and preserve not only for your benefit but future generations as well.

For more in-depth coverage of this topic, see Caley Gasch and Jodi DeJong-Hughes' publication *Organic Matter Does Matter* available at <https://extension.umn.edu/soil-management-and-health/soil-organic-matter-cropping-systems>



PROJECT RECOVERY

Project Recovery is an outreach program working with individuals, families, and communities impacted by COVID-19 throughout the state of Wisconsin.

Trained outreach workers provide community-based support and education to help farmers, farmworkers, and their communities cope during this stressful time.

CONTACT US:

1-833-FARM-HELP
(833) 327-6435 (toll free)
www.projectrecoverywi.org



Project Recovery is a service made possible through partnerships between FEMA, Wisconsin Department of Health Services, Wisconsin Community Action Program Association, and Southwestern Wisconsin Community Action Program.

Highlighting Wisconsin Conservation Virtual Poster, Video, and Photograph Showcase

Calling all farmers, agribusiness professionals, agency and Extension staff, NGOs, faculty, students, and community members!!

This year, the Wisconsin Cover Crops Planning Committee is hosting a virtual poster, video, and photograph showcase as part of the 2021 Wisconsin Cover Crops Conference. The goal is to highlight innovative agricultural conservation practices, successful conservation outreach, educational activities, and scientific research on cover crops, soil health and resilient cropping systems from across the state.



We know a lot of great cover crop and conservation work and outreach is being done across Wisconsin...Share your great work with others!

Submitted posters, videos and photos should fit into one of the following three categories:

1. Cover crop systems at work

Highlighting the successes and challenges of innovative cover crop practices, equipment, and strategies.

2. Sharing the conservation message with others

Focusing on farmer and community-based education and outreach materials and approaches.

3. Wisconsin-based cover crop, conservation, and soil health research and demonstrations

Summarizing results from research and demonstration efforts across the state.

Important Dates

Online submission intent and description form due **January 6, 2021**.

Final submission of poster, video or photograph due **February 1, 2021**.

Wisconsin Cover Crop Conference and Virtual Showcase - **February 10-11, 2021**.

University of Wisconsin-Madison, Division of Extension will be using these photos on our website, in curricula, and in promotional context such as social media or brochures. The showcase is open to anyone 18 years of age or older at the time of registration.

Posters, videos, and photos will be housed online and will be available for viewing by Wisconsin Cover Crop Conference attendees and the general public beginning February 5, 2021.

Poster, video, and photograph submissions will be judged and category winners announced during the Wisconsin Cover Crop Conference on February 11, 2021.

Cash prizes will be awarded to the first, second and third place winners in each category by submission type (poster, video, and photograph).

Questions about the Showcase? Jamie Patton, UW Nutrient and Pest Management Program, jjpatton2@wisc.edu (608) 807-8530

See next page for information on participating

How do you participate in this year's Showcase?

First, submit an online description of your poster, video or photograph by January 6, 2021.

Go to <https://forms.gle/t87DNAVqGjfMDW3J9> and provide a title, author(s), affiliation(s) and description for each poster, video and photograph submission.

The description should be less than 200 words and provide a summary of the message and purpose of your submission, as well as the approach taken and major results/findings (if applicable).

Submissions will be reviewed and notice of acceptance will be sent by January 8, 2021.

Second, create your submission according to the following guidelines.

Posters can be created using PowerPoint, Adobe Illustrator, Canvas or similar program. Posters should be no more than 48 inches wide by 36 inches tall. It is anticipated posters may be printed off for display at future in-person workshops. A template (PPT) is provided to assist in poster creation, but NOT required.

Videos should be 2 to 5-minutes in length and focused on an educational or informational message. Professional editing is not required, but videos should contain a title and authorship information at the beginning of the video.

Photographs must be your original work. Minimal processing, including cropping and adjustments to correct or enhance exposure or colors, is acceptable. Photos must not include a watermark or descriptive text.

Additional Guidelines for All Submissions

Submissions should be appropriate for all audiences and contain no offensive materials or language.

Submissions should be informative or educational in nature and avoid product or service endorsements.

When using ideas or materials, (photos, graphs, etc) from another source, they must be properly cited.

No copyrighted materials (music, images, etc.) may be used without copyright or license to use the material.

Written permission must be obtained and provided upon request for all copyrighted materials.

Third, submit your work to the *Wisconsin Cover Crop Conference Showcase* by February 1, 2021.

Posters must be submitted as a PDF titled as "**2021 Poster – Your Name**". File size should not exceed 25MB.

Videos should be submitted in .mp4 file format and titled "**2021 Video – Your Name**" with a minimum quality of 720 p and bitrate of 5 Mbps. File size should be less than 1 GB.

Photographs should be submitted in .jpg format and titled "**2021 Photograph – Your Name**". File size should be 5 MB or less.

If submitting more than one work in a single category, number your files sequentially.

Email your submissions or links to downloadable files to jjpatton2@wisc.edu

Questions about how to create or submit your poster, video, or photo?

We are here to help!

Jamie Patton
jjpatton2@wisc.edu

Whitney Prestby,
whitney.prestby@wisc.edu

Chelsea Zegler
zegler@wisc.edu

Highlighting Wisconsin Conservation

Virtual Poster, Video, and Photograph Showcase

Submission Suggestions and Recommendations

General poster considerations:

- **Focus your attention on creating great content.** Don't let poster design overshadow your message.
- **Text should be large enough to be seen and read from 2-3 feet away.** In virtual format, this roughly translates into viewing your file at approximately 20% size, if the poster is 48"x36". Avoid overly decorative fonts.
- **Larger visuals (photos, tables, figures...) attract more attention.** All visuals should be relevant to your message. Too many visuals decrease the likelihood your poster will be viewed and read.
- **Don't be overly technical.** Avoid scientific jargon, acronyms, complicated visuals, etc.
- **Choose colors to provide good contrast between the text and background.**

General video considerations:

- **Edit.** Remove any extraneous footage that does not contribute to your message.
- **Identify all individuals who provide commentary within the video.**
- **Use a tripod and/or microphones.** This can limit excess movement and/or wind noise.
- **Enhance your video with different equipment.** For example, in-field and drone video (in moderation).
- **Make sure all audio can be heard at an appropriate level throughout the video.**
- **Write a script and practice.** Depending on video type, this may improve your recording.
- **Focus on a few key concepts and present them well.** Too much information may overwhelm the viewer.
- **Use a conversational tone.** This can make the video sound more natural by using short, concise sentences.
- **Avoid jargon, acronyms and slang.** Choose simple words to convey your message.

General photo considerations:

- **Take lots of photos.** You can even take high quality photographs with your smartphone.
- **Focus on creating creative and original photos.** Consider unique lighting, angles, and subject matter to tell your story. You are looking for a photograph that is effective at communicating your message without additional text.
- **Practice with your camera to become technically proficient with focus, composition, and depth of field.** Experiment with your macro, panoramic, selective focus, and other camera options.
- **Select photos with high aesthetic quality and visual appeal.** Also look at the emotional appeal of the images.

Important Dates

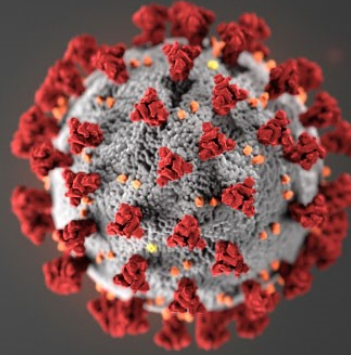
Online submission intent and description form due **January 6, 2021**

Final submission of poster, video or photograph due **February 1, 2021**

Wisconsin Cover Crop Conference and Virtual Showcase - **February 10-11, 2021**

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COVID-19 Guidance for Farm Employers



Trisha Wagner
Extension Farm Man-
agement Outreach Pro-
gram Manager

Farms have unique challenges with the rapidly spreading COVID-19. Make sure your employees understand that your primary concern is their health and the health of their families, and measures are in place to ensure long and productive careers at your farm.

Organize your communication to keep employees informed on local developments, staffing shortages, shipments and deliveries. Provide information at set times and (or) a central location to ease anxiety and ensure employee questions are answered. Keep your message simple and inform employees of what is happening, what the farm is doing and what employees need to do. **Take these steps now to minimize the impact COVID-19 has on your farm and minimize risk to family and friends.**

- **Require that [sick](#) employees to stay home, emphasize respiratory etiquette, and hand hygiene by all employees and provide special attention to workers at high risk (older workers and underlying health conditions):**
 - Farm workers who arrive at work feeling ill or become sick while at work should be isolated from other employees and sent home immediately.
 - Place posters that encourage [staying home when sick](#), [cough and sneeze etiquette](#), and [hand hygiene](#) at entrances and within your workplace where they are likely to be seen.
- **Perform routine cleaning:**
 - Routinely clean all frequently touched surfaces in the workplace, and visit the detailed [cleaning and sanitizing recommendations](#).
 - Take extra sanitation precautions in employee breakrooms, rest rooms, and other areas where your team meets. Wipe down surfaces like countertops, light switches, food preparation areas, commonly used equipment, time clocks, tool handles, steering wheels, and doorknobs.
 - Encourage employees to wash their hands with soap and warm water for at least 20 seconds and provide *hand sanitizer* that contains a minimum of 60% alcohol.
- **Provide accurate information and instructions from trusted sources:**
 - [Wisconsin-specific information about COVID-19](#) including [fact sheets](#) in English, Chinese, Spanish, Hmong (WI Department Health Services)
 - Employees who are well but who have a sick family member at home with COVID-19 should notify their supervisor and refer to CDC guidance for [how to conduct a risk assessment](#) of their health.
 - If an employee is confirmed to have COVID-19, employers should inform fellow employees of their possible exposure to COVID-19 in the workplace but maintain health record confidentiality and refer to CDC guidance for [how to conduct a risk assessment](#) of their health.
 - Information on medical attention and health insurance including telemedicine (a doctor's visit on a computer, smart phone or tablet) [fact sheets](#) in English and Spanish (UW-Madison)
- COVID19 is caused by a *novel* coronavirus (unique to other coronavirus) and there is no approved vaccine for COVID-19. This pandemic disease has caused a global crisis. Discourage all travel at this time and encourage "[social distancing](#)" as the best way to show concern for family and friends here or in a different country.



Extension
UNIVERSITY OF WISCONSIN-MADISON
GREEN LAKE COUNTY

Green Lake County
571 County Road A
Green Lake WI 54941-8630



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

EXTENSION CENTRAL NEWS

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



Extension
UNIVERSITY OF WISCONSIN-MADISON

Our Mission

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

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