

**Attachment 1 - NCR-SARE Proposal Cover Page
PDP Competitive Grants Program, Calendar Year 2010**

PROPOSED PROJECT TITLE

Making Pasture Walks More Than Just a Walk in the Pasture

PROJECT COORDINATOR

(This is the person that NCR-SARE will communicate with and hold responsible for reporting.)

Name and Title: Laura Paine

Organization: WI Department of Agriculture, Trade, and Consumer Protection

Phone: 608-224-5120

Address: PO Box 8911, 2811 Agriculture Drive

Fax: 608-224-5110

City, State, Zip: Madison, WI 53708

E-mail: laura.paine@wi.gov

I have read the Call for Proposals and consent to the review process.

Signature of Project Coordinator: Laura Paine

Date: August 20, 2010

PRINCIPAL INVESTIGATOR

(This is the person that the Primary Grantee holds responsible for the project and could be different from the Project Coordinator; leave blank if the Project Coordinator and Principal Investigator are the same person.)

Name and Title: Same person

Organization:

Phone:

Address:

Fax:

City, State, Zip:

E-mail:

I have read the Call for Proposals and consent to the review process.

Signature of Principal Investigator: Laura Paine

Date: August 20, 2010

LEGAL NAME OF ORGANIZATION TO WHICH AWARD SHOULD BE MADE (PRIMARY GRANTEE; include mailing address)

Wisconsin Department of Agriculture, Trade, and Consumer Protection

PO Box 8911

Madison, WI 53708

PRIMARY GRANTEE'S TAX IDENTIFICATION NUMBER (TIN): 39-6006422

AUTHORIZED ORGANIZATIONAL REPRESENTATIVE (AOR; Official Representative of Primary Grantee)

Name and Title: Randy Romanski, Deputy Secretary, DATCP

Address: PO Box 8911

Phone: 608-224-5012

Fax: 608-224-5045

City, State Zip: Madison, WI 53708

E-mail: randy.romanski@wi.gov

Signature of AOR: Randy Romanski

Date: 8-25-10

PARTNER ORGANIZATIONS (Organizations that will receive project funds through subcontracts with the Primary Grantee)

GrassWorks, Incorporated

Pri-Ru-Ta Resource Conservation and Development

PROPOSED PROJECT START DATE (cannot be before January 1, 2011): January 1, 2011

PROJECT DURATION (maximum of 36 months): 36 months

TOTAL BUDGET REQUEST FROM NCR-SARE (\$75,000 maximum): \$72,060

Attachment 2 - NCR-SARE Project Summary Page
Professional Development Program Competitive Grants Program, Calendar Year 2010

Project Investigators:

PI Laura Paine Institution: WI DATCP
Co-PI Val Adamski Institution: GrassWorks, Inc.
Co-PI Lanice Szomi Institution: Pri-Ru-Ta RC&D
Co-PI Brian Pillsbury Institution: WI NRCS
Co-PI Doug Marshall Institution: Madison Area Technical College
Co-PI Rhonda Gildersleeve & Dennis Cosgrove Institution: UW Extension

States Involved: Wisconsin and neighboring states

Funds Requested: \$72,060

Project Duration: 36 months

Project Title: Making pasture walks more than just a walk in the pasture

Project Narrative (Do not exceed 250 words)

Over 140 pasture walks are held each year in Wisconsin, but the quality of the educational experience provided can vary dramatically. At its best, a pasture walk blends farmer-to-farmer learning with the sciences of plant physiology and animal nutrition; at its worst, a pasture walk is simply a walk in the pasture. This project seeks to merge the established informal communication and education mechanisms that serve grazing farmers with institutional research-based resources. Recognizing the strengths of both of these approaches, we will create a structure that integrates them and provides agency and non-profit staff engaged in grazing education a forum for sharing ideas, information, and expertise. A good grazing educator needs expertise in adult education, plant and animal science, and facilitation of farmer-led discussions, among other things. Among the Extension agents, Land Conservation and NRCS staff, experienced farmers, and others who work with graziers, few have all of these skills and all would benefit from the expertise others bring to the table as well as from access to research-based information tailored to their region. This project builds on a one year pilot project begun by GrassWorks, Inc., Wisconsin's non-profit grazing farmer organization. The two 'educators roundtables' held in the last year were well received by over 50 participants from a variety of agencies. This project will expand on this successful model with the goal of 'leveling the playing field' so that a farmer in any region will have a similar high quality educational experience no matter whose pasture they're walking.

Goal: Create a network for enhancing the capacity of agency and non-profit personnel to deliver managed grazing education to their local clientele.

Inputs	Outputs		Short-Term outcomes		Intermediate Outcomes	Long Term Outcomes
	Activities	Participation				
Farmer input on their needs, partner time and expertise, funds for travel, expertise for establishment of virtual community.	Conduct face-to-face workshops and virtual meetings, gather input from participants on effective formats for networking, set up networking framework.	Farmers, grant-funded non-profit staff, NRCS grazing specialists, county Land Conservation staff, Extension agents and specialists, other agency staff.	1) Establishment of an information sharing network among university, agency and grant-funded non-profit staff working with graziers in the region.		1) Wide-spread availability of consistent, information-rich educational opportunities for farmers wishing to establish a pasture-based system or improve their existing system provided by a robust collaborative network of educators and technical assistance providers.	Increasing acreage of well-managed perennial grasslands and attendant environmental, economic and social benefits
Farmer input on their needs, partner expertise, research-base on grazing and farmer learning.	Provide training and information sharing on farmer to farmer learning, adult education methods and integration of both.		2) Increased awareness among these personnel of the strengths and qualities of both research-based information and farmer-to-farmer learning for this audience.		2) Increased ability to address the social and educational constraints that limit adoption of management intensive grazing among dairy and livestock farmers in the North Central region.	A better understanding of farmer-to-farmer learning in the grazing community and how to integrate it with more traditional forms of teaching and information transfer.
The collective time and expertise of network members, research base, outside expertise.	Through networking and mutual training, establish partnerships and regional teams to deliver grazing education to farmers.		3) More effective integration of resources and programming among all parties whose common goal is providing high quality education on managed grazing.		3) As a result of building these resources and structures, increased numbers of well-managed, pasture-based livestock farms.	
Environment, audience, and context: The growth of managed grazing in Wisconsin has occurred with relatively little input from mainstream institutions that provide farmer education. This project seeks to bring together the established, informal education mechanisms that serve grazing farmers with research-based information and resources and assist agency & university staff in becoming more effective educators by blending facilitation of farmer-to-farmer learning with traditional teaching methods.			Evaluation: We will evaluate our effectiveness by surveying both the agency staff involved in the project and the clientele who participate in educational programs conducted by these staff. Participants in the network will be surveyed annually throughout the project and the program will be adapted based on their responses, farmer clientele surveys will be conducted in the last year of the project.			

NCR-SARE Project Logic Model Narrative

Professional Development Program Competitive Grants Program, Calendar Year 2010

Environment and Audience. The growth of managed grazing in Wisconsin has occurred with relatively little input from mainstream institutions that provide farmer education. By nature, this site-specific, management-focused system is well suited to the pasture walks and farmer-to-farmer learning patterns that have evolved along with the managed grazing movement (Hassanein 1999, Paine et.al. 2000). Starting in the late 1980s, farmers interested in converting their operations to a pasture-based system began meeting on farms to share information and support each others' efforts. Little information was available through the traditional sources that farmers typically rely on. Out of necessity, these farmers began to depend on each other for information and problem solving. Informal grazing network developed around the state, with 23 networks in existence at the peak of the movement in 1998 (Paine et.al. 2000).

Many of these networks were catalyzed by a sustainable agriculture grant program run by the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) from 1986 through 1997 (Hassanein 1999). The program helped farmer networks cover the costs of developing and mailing pasture walk announcements, paying speakers, writing newsletters and other activities. In some cases, farmers engaged local agency staff for assistance, but these networks were generally farmer run.

When the funding for the sustainable agriculture grant program was exhausted in 1997, grazing farmers in Wisconsin lobbied for and received an annual allocation of funding from the Natural Resources Conservation Service (NRCS) Grazing Lands Conservation Initiative (GLCI) for a competitive grant program to support grazing education, technical assistance, and research. Since 1999, this grant program has funded grants to non-profit agencies, county Land Conservation Departments, and several Extension offices to provide a patchwork of grazing network coordinators and technical assistance providers around the state (Taylor 2007, Flashinski 2008, Flashinski and Neary 2009, Neary and Paine 2010). These staff have a wide variety of backgrounds from professionals with PhDs to retired farmers.

Today, more than 11,000 Wisconsin livestock farmers identify themselves as using managed grazing (2007 Census of Agriculture). While over 140 pasture walks and other grazing events are held annually in the state, the quality of the experience a farmer has and the amount of information he or she leaves with varies considerably. That experience is largely driven by differences in the training and background of network coordinators and varying levels of access to research-based information.

This project seeks to reduce these differences by building a bridge between university resources and local grazing networks. In 2008, the University established an Extension Grazing Specialist position to foster research and technology transfer on managed grazing. A recent grazing 'summit' coordinated by the University of Wisconsin College of Agricultural and Life Sciences (UW CALS), GrassWorks, Inc. and DATCP was attended by 48 people including faculty members from six CALS disciplines who are already conducting or are interested in conducting grazing research.

As these institutional resources on managed grazing become more available, this project seeks to merge local knowledge and science, and to integrate university information into the established, informal communication and education processes that serve grazing farmers. The increased capacity of the University of Wisconsin to serve this clientele group will be more effectively utilized if we

create communication structures that link them with the parallel educational structure that has existed in the grazing community since the 1980s. This project will make available to local grazing educators sound, research-based data to complement the experientially focused knowledge typically generated through pasture walks. The structure we create will provide a conduit of farmer feedback to agencies that develop educational programs for these farmers.

The three goals of this project are 1) to create a network or 'Community of Practice' that allows collaboration and communication among grazing educators throughout the region, 2) to establish a conduit to provide local agency and non-profit staff access to research based grazing information and specialist expertise, and 3) to provide training for grazing educators in effective adult education methods, including program planning and evaluation as well as the unique farmer-to-farmer learning that occurs within grazing networks.

Target audience. This project targets two groups: the first is staff of existing regional and county-based agencies that provide technical assistance and education to farmers on a variety of topics. These agencies include county Land Conservation Department staff, local NRCS staff, county Extension educators, and university and technical college faculty. Typically trained in Soil Science, Agronomy, Dairy/Animal Science, or Agricultural Business Management, many of these staff have not had training in managed grazing. Indeed, there is no specific coursework in pasture management at most universities in the region. With their lack of familiarity with the subject matter, these agency staff are less likely to effectively advise farmers on this topic. The goals for this group are to give them a working knowledge of grazing management techniques and to create a bridge between these technical assistance personnel and the non-profit staff and farmers who coordinate grazing network activities and pasture walks.

The second group is the cadre of grant-funded staff hired primarily by Resource Conservation & Development Councils to provide grazing education and technical assistance (Flashinski 2008, Flashinski and Neary 2009, Neary and Paine 2010). These positions are filled by personnel with widely varying backgrounds. Some are experienced grazing farmers with little or no post-secondary education; others have bachelor's degrees in related fields such as soils or natural resource management. Although they receive training for writing grazing plans, few have had formal education in grazing management or farmer/adult education.

Both groups would benefit from both the educational content of this project and the establishment of a communication network among themselves. In a 2009 needs assessment, Gildersleeve documented 40 county based Extension staff requesting training on managed grazing (Gildersleeve, R., pers. comm.). Grant-funded grazing educators welcomed a pilot project conducted by Val Adamski, Executive Director of GrassWorks, Inc. in 2009. The two informal grazing educator roundtables that were held were attended by a total of over 50 people. The sessions included sharing and integration of programming calendars, training in adult education processes, and planning of coordinated regional events. Participants expressed interest in continuing these training and networking opportunities.

Inputs. Aside from this grant, the most substantial resources will be contributed by the agency and non-profit partners who have come together to form the project team. Valerie Dantoin Adamski is Executive Director of GrassWorks, Inc. Wisconsin's farmer-run, non-profit grazing organization and is a grass-based dairy farmer herself. Lanice Szomi is Project Manager for Pri-Ru-Ta Resource Conservation & Development Council, one of the most active non-profits in providing grazing

education in North Central Wisconsin. Brian Pillsbury is the Wisconsin NRCS State Grazing Specialist and currently conducts technical assistance trainings for grazing specialists. Doug Marshall, Farm Business Management Instructor for Madison Area Technical College, coordinates a yearly for-credit grazing school for southern Wisconsin farmers, and Dr. Rhonda Gildersleeve and Dr. Dennis Cosgrove are University of Wisconsin Extension State Grazing and Forage Specialists, respectively, and bring a wealth of research-based knowledge and an established Extension communication network to support our efforts. As state grazing specialist with the WI DATCP, Project manager Laura Paine administers the GLCI grazing grant program and has established a robust communication network with farmers, agencies, and organizations involved in grazing throughout the state. Cosgrove, Gildersleeve and Paine will provide expertise in program development and evaluation.

Another important resource will be clientele and participant input. Bob and Karen Breneman, dairy farmers from Rio, WI, as well as GrassWorks' farmer board members will serve as farmer advisors and will provide input into what educational structures and methods most effectively provide them with the information they need. In addition, we will solicit input from agency and non-profit staff who participate in the project on what knowledge and skills would contribute to their effectiveness and what structures they need to maintain communication among themselves. The energy and commitment of these participants will be critical to the creation and maintenance of the network and this will only be forthcoming if the network is tailored to meet their needs.

Other inputs will be expertise in information technologies to allow us to create efficient, effective means of networking participants who are dispersed around the state, as well as expertise in adult education and in education of farmers. Face-to-face meetings will be important to establish the personal connections needed to build a strong network, but other possible structures for communication include webinars, email distribution lists, wikis, blogs and other virtual communities.

Activities. A pasture walk can be a remarkably effective learning experience, allowing farmers to gain knowledge and see--firsthand--how information is applied in a real-world situation, and gain an understanding of how the concepts learned can be adapted and applied to his or her own farm. At its worst, a pasture walk is simply a walk in a pasture. The difference is not so much the content or the setting. Rather, it is effective facilitation of the discussion that develops among participants and blending in appropriate science-based information.

To organize a good pasture walk, the grazing educator needs a unique collection of skills and knowledge that rarely exists in one person. The grazing educator needs to have a sound background in managed grazing practice, animal science, pasture agronomy, and perhaps lane and watering engineering, or he or she needs to know where to find and how to access that expertise. In addition, he or she needs to be able to help that farmer effectively share his or her story as well as foster information-rich discussion among the participants. Managing the informality of the pasture walk is an art. Informality encourages valuable interaction among participants but one discussion can quickly devolve into many conversations if it is not managed well. This project will help grazing educators 'round out' their expertise to make them more effective pasture walk facilitators.

This project will create a network or Community of Practice to enhance the capacity of agency and non-profit personnel to deliver managed grazing education to their local clientele. Building on the pilot project begun by GrassWorks in 2009, we will provide opportunities for networking and skill building in adult education as well as in grazing management, and expand the GrassWorks

roundtables to include formal training sessions focused on current grazing research, on-farm learning opportunities that highlight the adaptation of research results into ‘real world’ settings, how to organize these materials into an effective educational program and how to measure the impacts of that program. We will provide all participants with opportunities to practice and share their skills in facilitating the informal discussions that occur in the pasture walk setting.

Over the three year duration of the project, we plan to partner with the UW Extension Forage Team (through coordination with Gildersleeve and Cosgrove) to conduct one or two Grazing Teaching and Technology conferences and up to 12 quarterly educational workshops or roundtable events at various locations around the state. Although not planned as a multi-state project, sessions will be open to agency staff from other states and we will develop electronic teaching resources that will be available to educators in the NC region.

To achieve our first goal, we will work to establish a grazing educator Community of Practice based on the effective structure of a grazing network. Grazing networks and Communities of Practice share a number of common characteristics (Kimble 2006, National Institute of Food and Agriculture 2010). Grazing networks function through establishment of a shared set of interests, a mutual sense of familiarity and trust, and a commitment to the group. By incorporating these principles into the training program, we hope to foster development of collaborative relationships among participants that are likely to result in a lasting communication and mutual support structure—a Community of Practice.

The second goal involves developing a curriculum and resource library and over the course of the project, conducting trainings that enhance agency and non-profit staff familiarity with and knowledge of the resources available in other agencies and the university. Staff in county and regional offices may have little access to information sources other than the internet. The internet provides easy access to a wide range of information, but limited means of identifying well-researched and locally appropriate information. Our trainings and the communication network we establish will be based on the successful Extension model whereby state-level specialists can be accessed by local educators throughout the state to provide needed expertise. This model, already effectively linking local Extension agents with State Specialists, will be extended to link other agency non-profit staff to these resources. Team members Rhonda Gildersleeve and Dennis Cosgrove will provide leadership in guiding participants to UW Extension and other sources of well-researched information. This project will help integrate available resources across the state so that a farmer in any region will have a similar high quality educational experience no matter whose pasture they’re walking.

Developing effective adult education skills will involve providing training for grazing educators on program planning and adult learning styles, including facilitating farmer discussion groups. Pasture management is an art as well as a science and the best pasture walks blend farmer-to-farmer learning with the sciences of plant physiology and animal nutrition. Evaluation of the effectiveness of the educators’ programming will be another focus of the project.

Local agency staff whose focus is technical assistance (providing seeding mixes, designing watering systems) will benefit from tools to help their clientele gain skills in developing and managing their pasture system. Even those educators experienced in more traditional teacher-student relationships may be unfamiliar with the role of facilitating farmer-led pasture walks. We will develop a curriculum for training grazing educators that integrates the principles of adult education and farmer-to-farmer learning with grazing management technical information.

Outputs. In Wisconsin, we estimate that there are approximately 12 to 15 grant-funded grazing educators, 6 to 8 county Land Conservation staff, four NRCS grazing specialists, and up to 40 Extension staff who conduct one-on-one grazing education or sponsor pasture walks and other educational programs for graziers. All of these non-profit, university, and agency staff will be invited to participate. We will also invite educators and technical assistance providers from neighboring states to participate.

We will conduct 6 to 12 face-to-face workshops, pasture walks, and virtual meetings for 20 to 40 grazing educators from around the state and in neighboring states, and one or two statewide, day-long Extension sponsored Grazing Teaching and Technology conferences for up to 60 participants. These activities will provide training and information sharing on farmer to farmer learning, adult education methods and integration of both, as well as research-based technical information.

Topics for these sessions include basic subjects such as pasture rest/rotation principles, seeding mixes, pasture fertilization, watering and fencing design and grazing planning. We will also cover advanced topics such as low stress livestock handling, managing pastures for drought, stockpiling pasture to extend the grazing season, finishing meat animals, raising dairy heifers, and outwintering. The majority of sessions will have both a formal, classroom-style presentation as well as an on-farm, hands-on component. We will incorporate presentations by UW faculty who have had or have ongoing research funded by the GLCI grant program and other sources.

Adult learning topics will include information on how adults learn including specific information on farmers as learners such as a focus on information utility, hands-on testing of new knowledge, and learner control of the learning experience. We will also incorporate educator-to-educator sharing on facilitating farmer discussion groups, drawing both from Extension education resources (Taylor-Powell 2008) as well as from the experience of effective grazing educators within the group. We will utilize both formal teaching and 'role-playing' as means of building skills among participants.

One major tangible output of the project will be a curriculum for training grazing educators in both content and teaching/facilitation methods. We will also produce a summary of the survey input we gather from participants on effective formats for networking among this group of educators and a template for establishment of an effective network or community of practice for the field of grazing education.

A final output will be a collection of resources, either existing or newly developed, tailored to the needs of grazing educators. There is an extensive body of knowledge on managed grazing available, but it is dispersed and not always available in a format that is easily utilized in the field. This project will assemble basic materials needed by grazing educators in the North Central Region and identify gaps in information which members of our group may be able to fill either as part of this project or with future efforts.

Outcomes and Measurement.

Short-term outcomes will include 1) establishment of an information sharing network among university, agency and grant-funded non-profit staff working with graziers in the region, 2) increased awareness among these personnel of the strengths and qualities of both research-based information and farmer-to-farmer learning for this audience, and 3) more effective integration of resources and

programming among all parties whose common goal is providing high quality education on managed grazing.

Establishment of an information sharing network will involve identifying potential partners in grazing education and supporting construction of a physical and virtual network that meets their needs and that we hope will be sustainable after the project is over. We will monitor the development of this network and document increased interaction and partnerships among participants over the course of the project. Our target is to have 50% of those who participate in any project events commit to staying involved in this network.

Increased awareness among these personnel of the strengths and qualities of both research-based information and farmer-to-farmer learning for this audience will be measured through traditional survey methods including our pre-project survey and periodic surveys during the project. We will also evaluate participants' use of these newly learned skills by attending pasture walks that they facilitate. Each participant will come to the project with a unique set of skills and skill-building needs. We expect all of our participants to share their knowledge with one another so that everyone will take home something that will enhance their skills as grazing educators.

We will measure increases in integration of resources and programming among all parties whose common goal is providing high quality education on managed grazing via pre-project and periodic surveys of participants as well as by monitoring specific indicators such as regional and multi-network collaboration (to bring in outside speakers, for example), 'field trips' of one network to visit another network, and other examples of collaboration.

Intermediate outcomes will include 1) wide-spread availability of consistent, information-rich educational opportunities for farmers wishing to establish a pasture-based system or improve their existing system provided by a robust collaborative network of educators and technical assistance providers, and 2) as a result of building these resources and structures, increased numbers of well-managed, pasture-based livestock farms.

Increased availability of consistent, information-rich educational opportunities will be measured by surveys at the end of the project of the farmer clientele of project participants. We will also use measures such as increases or decreases in the number of requests for information, numbers of events and activities planned and carried out, and survey data on the number of times project participants call on others in the network for information and assistance.

We expect to observe increased numbers of well-managed, pasture-based livestock farms as a result of building these resources and structures. This will be measured by clientele surveys and soliciting data from project participants on numbers of farms converting to managed grazing in their areas. We can also potentially utilize public data sources such as the National Agricultural Statistics Service to document changes.

Timeline.

Winter 2011: First planning meeting of project team, generate list of grazing educators and contact key grazing contacts in neighboring states, develop pre-project survey of participants, begin drafting curriculum. Solicit input from GrassWorks farmer board members. Attend regional NC SARE PDP grant recipients meeting.

Spring 2011: First meeting of grazing educators (meet and greet, conduct survey, assess educational and networking needs and interests, gather input from them on future formats and topics). Solicit from participants survey data that they have collected on the effectiveness of their programs, for use in designing curriculum and comparing with final end-of-project survey. Follow-up meeting of project team to organize at least the next three quarterly workshops.

Summer 2011: Plan and conduct summer pasture walk/workshop, incorporating both technical information and teaching/facilitating training. Begin building library of research-based information. Begin establishing communication mechanisms for network.

Fall 2011: Plan and conduct fall pasture walk/workshop, continue developing and incorporating curriculum segments. Continue building library of research-based information. Continue establishing communication mechanisms for network. Continue curriculum development.

Winter 2012: Plan and conduct winter workshop for project participants, solicit input on training and materials developed to date, conduct interim survey on behavior changes and attitudes toward the project and document effectiveness of network. Solicit topics for next year's programs. Modify program based on participant input. Continue building library of research-based information. Continue establishing communication mechanisms for network. Continue curriculum development. Follow-up meeting of project team to organize at least the next three quarterly workshops. Submit annual report to NC SARE program.

Program of activities for years 2 and 3 will follow the outline above, except for assisting in scheduling, planning and conducting the Extension Grazing Teaching and Technology Conference in Summer 2012.

Winter 2013-14: Conduct final wrap-up meeting/workshop. Design and administer final participant survey. Design and administer survey of participants' clientele and pasture walk attendees. Submit final report to NC SARE.

Program Evaluation Narrative

Our evaluation plan includes on-going evaluation of program participants as well as evaluation of the participants' clientele. The program participant evaluation will begin with a 'pre-program' evaluation to determine what their experience levels, expertise, and knowledge gaps are. We will annually gather feedback from participants via written surveys as well as informal verbal feedback. In the final months of the project, we will conduct a comprehensive survey of participants asking them to assess their increases in knowledge and skills, value of the program, and changes in behavior.

In addition, we will evaluate responses from participants' clientele. In the first months of the project, we will collect from participants any surveys that they have recently conducted with participants in their pasture walks and other educational activities (grant-funded educators are encouraged to conduct evaluations of their projects). At the end of the project we will survey these and other clientele of our participants to assess whether the project has positively impacted their teaching and facilitation skills. We will also attend pasture walks and educational programs conducted by project participants to observe the effectiveness of the training and the level of ease with which they incorporate what they've learned into their work.

**Attachment 3 - NCR-SARE Proposal Budget
PDP Competitive Grants Program, Calendar Year 2010**

SUMMARY BUDGET (THREE YEARS)

ORGANIZATION AND ADDRESS WI DATCP PO BOX 8911 2811 AGRICULTURE DRIVE MADISON, WI 53708 PROJECT DIRECTOR(S) LAURA PAINE			36 MONTH Funds Requested
A. Salaries and Wages	CSREES-FUNDED WORK MONTHS		
1. No. of Senior Personnel	Calendar	Academic	Summer
a. (Co)-PD(s)			
b. Senior Associates			
2. No. of Other Personnel (Non-Faculty)			
a. Research Associates/ Post-doctorates			
b. Other Professionals			
c. Paraprofessionals			
d. Graduate Students			
e. Pre-baccalaureate Students			
f. Secretarial-Clerical			
g. Technical, Shop and Other			
Total Salaries and Wages			
B. Fringe Benefits (If charged as Direct Costs)			
C. Total Salaries, Wages, and Fringe Benefits (A plus B)			
D. Nonexpendable Equipment (Attach supporting data. List items and dollar amounts for each item.)			
E. Materials and Supplies (training materials)			\$3500
F. Travel: Mileage and lodging for educators to attend trainings.			\$21,660
Travel expenses for PI to attend mandatory PI meeting in St. Paul			\$1000
G. Publication Costs/Page Charges			\$
H. Computer (ADPE) Costs			\$
I. All Other Direct Costs (In budget narrative, list items and dollar amounts, and provide support)			
Conference meeting facilities, speaker fees, farmer-presenter stipends			\$9900
Major participants (part time salary for GrassWorks and/or Pri-Ru-Ta RC&D approx. 400 hours/yr. @ \$30/hr., incl. benefits)			\$36,000
J. Total Amount of Request			\$72,060
NAME AND TITLE (Type or Print)		SIGNATURE	DATE
Project Director Laura Paine		<i>Laura Paine</i>	8/20/10
Authorized Organizational Representative		<i>Muh...Hunt</i>	8-25-10

**Attachment 3 - NCR-SARE Proposal Budget
PDP Competitive Grants Program, Calendar Year 2010**

YEAR 1 BUDGET

ORGANIZATION AND ADDRESS WI DATCP PO BOX 8911 2811 AGRICULTURE DRIVE MADISON, WI 53708			12 MONTH Funds Requested
PROJECT DIRECTOR(S) LAURA PAINE			
A. Salaries and Wages	CSREES-FUNDED WORK MONTHS		
1. No. of Senior Personnel	Calendar	Academic	Summer
a. (Co)-PD(s)			
b. Senior Associates			
2. No. of Other Personnel (Non-Faculty)			
a. Research Associates/ Post-doctorates			
b. Other Professionals			
c. Paraprofessionals			
d. Graduate Students			
e. Pre-baccalaureate Students			
f. Secretarial-Clerical			
g. Technical, Shop and Other			
Total Salaries and Wages			
B. Fringe Benefits (If charged as Direct Costs)			
C. Total Salaries, Wages, and Fringe Benefits (A plus B)			
D. Nonexpendable Equipment (Attach supporting data. List items and dollar amounts for each item.)			
E. Materials and Supplies (training materials)			\$500
F. Travel: Mileage and lodging for educators to attend trainings.			\$7220
Travel expenses for PI to attend mandatory PI meeting in St. Paul			\$1000
Major participants (part time salary for GrassWorks and/or Pri-Ru-Ta RC&D approx. 400 hours/yr. @ \$30/hr., incl. Benefits			\$12,000
G. Publication Costs/Page Charges			\$
H. Computer (ADPE) Costs			\$
I. All Other Direct Costs (In budget narrative, list items and dollar amounts, and provide support) Conference meeting facilities, speaker fees, farmer-presenter stipends			\$3300
J. Total Amount of Request			\$24,020
NAME AND TITLE (Type or Print)		SIGNATURE	DATE
Project Director Laura Paine		<i>Laura Paine</i>	8/20/10
Authorized Organizational Representative <i>Mark M. Hart</i>		<i>Mark M. Hart</i>	8-25-10

**Attachment 3 - NCR-SARE Proposal Budget
PDP Competitive Grants Program, Calendar Year 2010**

YEAR 2 BUDGET

ORGANIZATION AND ADDRESS WI DATCP PO BOX 8911 2811 AGRICULTURE DRIVE MADISON, WI 53708 PROJECT DIRECTOR(S) LAURA PAINE			12 MONTH Funds Requested
A. Salaries and Wages	CSREES-FUNDED WORK MONTHS		
1. No. of Senior Personnel	Calendar	Academic	Summer
a. (Co)-PD(s)			
b. Senior Associates			
2. No. of Other Personnel (Non-Faculty)			
a. Research Associates/ Post-doctorates			
b. Other Professionals			
c. Paraprofessionals			
d. Graduate Students			
e. Pre-baccalaureate Students			
f. Secretarial-Clerical			
g. Technical, Shop and Other			
Total Salaries and Wages			
B. Fringe Benefits (If charged as Direct Costs)			
C. Total Salaries, Wages, and Fringe Benefits (A plus B)			
D. Nonexpendable Equipment (Attach supporting data. List items and dollar amounts for each item.)			
E. Materials and Supplies (training materials)			\$1500
F. Travel: Mileage and lodging for educators to attend trainings.			\$ 7220
G. Publication Costs/Page Charges			\$
H. Computer (ADPE) Costs			\$
I. All Other Direct Costs (In budget narrative, list items and dollar amounts, and provide support) Conference meeting facilities, speaker fees, farmer-presenter stipends Major participants (part time salary for GrassWorks and/or Pri-Ru-Ta RC&D staff. approx. 400 hours/yr. @ \$30/hr., incl. Benefits			\$3300 \$12,000
J. Total Amount of Request			\$24,020
NAME AND TITLE (Type or Print)	SIGNATURE		DATE
Project Director Laura Paine	<i>Laura Paine</i>		8/20/10
Authorized Organizational Representative	<i>Mark A. Hart</i>		8-25-10

**Attachment 3 - NCR-SARE Proposal Budget
PDP Competitive Grants Program, Calendar Year 2010**

YEAR 3 BUDGET

ORGANIZATION AND ADDRESS WI DATCP PO BOX 8911 2811 AGRICULTURE DRIVE MADISON, WI 53708			12 MONTH Funds Requested
PROJECT DIRECTOR(S) LAURA PAINE			
A. Salaries and Wages	CSREES-FUNDED WORK MONTHS		
1. No. of Senior Personnel	Calendar	Academic	Summer
a. (Co)-PD(s)			
b. Senior Associates			
2. No. of Other Personnel (Non-Faculty)			
a. Research Associates/ Post-doctorates			
b. Other Professionals			
c. Paraprofessionals			
d. Graduate Students			
e. Pre-baccalaureate Students			
f. Secretarial-Clerical			
g. Technical, Shop and Other			
Total Salaries and Wages			
B. Fringe Benefits (If charged as Direct Costs)			
C. Total Salaries, Wages, and Fringe Benefits (A plus B)			
D. Nonexpendable Equipment (Attach supporting data. List items and dollar amounts for each item.)			
E. Materials and Supplies (training materials)			\$1500
F. Travel: Mileage and lodging for educators to attend trainings.			\$ 7220
G. Publication Costs/Page Charges			\$
H. Computer (ADPE) Costs			\$
I. All Other Direct Costs (In budget narrative, list items and dollar amounts, and provide support) Conference meeting facilities, speaker fees, farmer-presenter stipends Major participants (part time salary for GrassWorks staff approx. 400 hours/yr. @ \$30/hr., incl. Benefits)			\$3300 \$12,000
J. Total Amount of Request			\$24,020
NAME AND TITLE (Type or Print)		SIGNATURE	DATE
Project Director Laura Paine		<i>Laura Paine</i>	8/20/10
Authorized Organizational Representative		<i>Mark A. Hart</i>	8/25/10

Budget Justification

Salaries/Fringe benefits. None

Non-expendable equipment. None

Materials and Supplies. Materials will include development of printed materials, as well as some funds in years 2 and 3 for web updates. Costs are estimated at \$500 in Year 1 and \$1,500 in each of Years 2 and 3. We have several options for web hosting including GrassWorks' website, Paine's DATCP web pages, Gildersleeve's Extension grazing website, Cosgrove's Extension grazing website, and a cooperative website managed by Paine and maintained on the UW Center for Integrated Agricultural Systems website. Pages can be designed and materials posted at minimal expense.

Travel. We've budgeted \$7,220 per year for participant travel. Most grazing educators, whether county Extension or Land Conservation staff or employed by non-profits, have limited travel budgets. These funds will ensure that all educators will be able to participate in the network as it is developed. Travel expenses were calculated as follows: Mileage for 20 educators to attend 4 trainings per year x 3 years, avg. 150 miles x \$0.485 per mile = 150 miles x 0.485 x 4 trainings x 3 years x 20 educators = \$17,460. Lodging: 20 educators x 1 overnight session per year x 3 years x \$70/night = \$4200. Total = \$21,660 or \$7,220 per year. Costs also include \$1,000 in expenses for the PI to attend a mandatory PI meeting in St. Paul, Minnesota in Year 1.

Publications/Page costs. None planned.

Student Assistance/Support. None.

All Other Direct Costs.

Consulting services: Consulting costs of \$12,000 are planned to provide staff salaries for GrassWorks, Inc. and Pri-Ru-Ta Resource Conservation and Development to assist in coordination of activities and pasture walks. One of GrassWorks' goals is coordination of local grazing network activities and one of the goals of this project is to strengthen GrassWorks capacity to play that role for farmers and grazing educators. Pri-Ru-Ta RC&D has resources and capacity to support the coordination effort and will partner with GrassWorks to perform these functions. Consultant salaries are estimated at \$30/hour and 400 hours for a total of \$12,000 per year.

Conference facility expenses: Estimated at \$1000 per year for a total of \$3000 for the three year project.

Farmer Speaker Honoraria: We have budgeted \$100 for each of two farmers per session, and four workshops per year for a total of \$2400 over three years.

Expert presenter fees and expenses: we are budgeting \$1500 per year for a total of \$4500.

Literature Cited

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- Flashinski 2008. GrazeBook 2007: Making Wisconsin a greener place. Annual report of the Grazing Lands Conservation Initiative. GrassWorks, Inc. Wausau, WI. 55 pp.
- Flashinski and Neary 2009. GrazeBook 2008: A compilation of regional and statewide projects made possible by the Wisconsin Grazing Lands Initiative, 2004-2008. Center for Integrated Agricultural Systems. Madison, WI. 51 pp.
- Hassanein, N. 1999. Changing the way America farms: knowledge and community in the sustainable agriculture movement. University of Nebraska Press, Lincoln, NE. 216 pp.
- Kimble, C. 2006. Communities of Practice: Never Knowingly Undersold. Innovative Approaches for Learning and Knowledge Sharing, EC-TEL 2006 Workshops Proceedings, (October 2006), Knossos, Crete, Sun SITE Central Europe, 2006, pp. 218 - 234.
- National Institute for Food and Agriculture. 2010. Sustainable Development: eXtension Communities of Practice. Accessed August 23, 2010.
http://www.csrees.usda.gov/nea/nre/in_focus/susdev_if_extension_cop.html.
- Neary, S. and L.K. Paine 2010. Wisconsin grazing initiative 2009 annual report. UW Center for Integrated Agricultural Systems, Madison, WI. 39 pp.
- Paine, L.K., R.M. Klemme, D.J. Undersander, and M. Welsh. 2000. Wisconsin's grazing networks: history, structure, and function. J. Nat. Resour. Life Sci. Educ. 29: 60-67.
- Taylor, J. 2007. Managed grazing education and research in Wisconsin: A compilation of regional and statewide projects made possible by the Wisconsin Grazing Lands Conservation Initiative, 2002-2003. UW-Madison Center for Integrated Agricultural Systems. Madison, WI. 38 pp.
- Taylor-Powell, E. 2008. Building capacity in evaluating outcomes: A teaching and facilitating resource for community-based programs and organizations. UW-Extension, Cooperative Extension. Madison, WI. 81 pp.

Project Personnel

Project Partners:

- Laura Paine, Grazing and Organic Agriculture Specialist, Wisconsin DATCP. As Project Manager, Paine will provide overall coordination and administration of the project. Paine has nearly 20 years of experience in grazing education and research, including experience as a county Extension educator and grazing network coordinator. She and her husband also operate a pasture-based beef operation and have hosted pasture walks on their farm. Her background and her current position, administering Wisconsin's ~\$1 million per year grazing grant program, provides her with a broad base of knowledge and understanding of the needs of grazing educators as well as their farmer clientele.
- Valerie Dantoin Adamski, Executive Director, GrassWorks, Inc. Valerie is the communication hub of GrassWorks, a farmer-run, non-profit grazing organization and as such, will provide a structure through which to organize and communication with grazing network coordinators and farmer members. As a grass-based dairy farmer herself, Valerie has hosted pasture walks and participates in farmer discussion groups. She has expertise in teaching adult learners through her part-time position at Northeast Wisconsin Technical College and will be one of the facilitators of the educational sessions throughout the project.
- Dr. Rhonda Gildersleeve, University of Wisconsin Extension State Grazing Specialist will provide leadership in development and delivery of a curriculum that provides research-based educational materials and information on managed grazing and pasture management that participating agency colleagues can utilize as they conduct pasture walks, field days and other educational activities for grazing farmers. She will co-chair (with Dennis Cosgrove) organization of a biennial Grazing Teaching & Technology conference sponsored by UW Extension's Team Forage grazing workgroup. The agenda will be focused on providing Wisconsin's grazing educators with updates on recent pasture-based research projects conducted in Wisconsin by University, US Dairy Forage Center and other agencies. Rhonda will also serve as a liaison to county and state UW Extension colleagues to encourage their active awareness and participation in grant-sponsored activities for this project.
- Lanice Szomi, Project Manager for Pri-Ru-Ta Resource Conservation & Development Council, Medford, WI. The Pri-Ru-Ta Council currently employs five Grazing Specialists that serve the Northwest 14 counties of Wisconsin. Lanice's role in this project is to be a liaison between agency personnel, UW educators, and the producers. One strength that the Resource Conservation & Development Council program has is that they are able to cross the county lines and bring a variety of groups together to find the solution to a common problem. The Pri-Ru-Ta RC&D has historically played this role in the grazing community. The liaison job will include utilizing the contacts that Lanice has developed, providing logistical skills to secure meeting places, develop mailings and implement follow-up, facilitate discussions and contribute a professional and a producer's perspective on curriculum development.
- Brian Pillsbury, State Grazing Specialist, WI Natural Resources Conservation Service is responsible for training grazing lands specialist to become certified grazing land planners with farmers one-on-one. He will help communicate the skills in site specific pasture planning with individuals including technical knowledge of livestock, soils, and plants along with salesmanship techniques to help convey the message on the benefits of Managed Grazing implementation to the environment and financial success of the farm. Since 75% of the grazing educators also provide site specific consultation with farmers, it is important to understand the plant, animal, soil, and water resources they are working with. Brian will provide input in these educational

sessions in getting the message across to producers concerning the most critical elements of implementing managed grazing.

- Doug Marshall, Farm Business Management Instructor, Madison Area Technical College will assist the Program Manager in developing and delivering managed grazing curriculum to Wisconsin Technical College System Agriculture Instructors. These individuals teach adult farmers as well as post secondary students. They are in positions which have the potential to increase managed grazing adoption and lead successful pasture walk programs. Few have been trained in the merits of grass based dairy and livestock operations, but they do possess valuable experience in successful adult education. Possible venues for the training include the Wisconsin Association of Agriculture Educators Professional Development Conference and the Farm Business Instructors Fall Conference.
- Dr. Dennis Cosgrove, Forage Extension Specialist, University of Wisconsin-River Falls. Dr. Cosgrove will coordinate with Dr. Gildersleeve on developing and providing Extension materials and resources for the trainings. He will co-chair (with Dennis Cosgrove) organization of a biennial Grazing Teaching & Technology conference sponsored by UW Extension's Team Forage grazing workgroup. He will also be involved in providing research-based content for both the workshops and web-based materials.

Laura K. Paine

Grazing & Organic Agriculture Specialist
Economic Development Consultant
Wisconsin Department of Agriculture, Trade,
& Consumer Protection
Division of Agricultural Development
608-224-5120
laura.paine@wi.gov

N893 Kranz Road
Columbus, WI 53925
920-623-4407

Formal Education

Savory Center for Holistic Management, 2005. Certified Educator in Holistic Management.

Two year training in teaching strategic planning, goal-setting, and decision-making for farmers.

University of Wisconsin-Madison, 1992. Masters of Science in Horticulture.

Specialization in commercial vegetable production, a living mulch system for organic asparagus production.

Southern Illinois University, 1976. Bachelors of Arts in Botany.

Minors in Anthropology and Art. President's Scholar. University High Honors.

Relevant Employment

<u>Position/Title</u>	<u>Employer</u>	<u>Year(s)</u>
Grazing & Organic Agriculture Specialist Economic Development Consultant	Wisconsin Department of Agriculture, Trade, & Consumer Protection	2006-present

I was hired to develop statewide programming and market development in the areas of pasture-based livestock and dairy systems and organic agriculture in Wisconsin. I administer a \$900,000+ grant program for grazing education and research and coordinate a statewide organic agriculture advisory council. The Council works to foster growth in the organic sector in Wisconsin and advises the WI Agriculture Department and other state and federal agencies. I also provide organizational and one-on-one agricultural business development technical assistance. Recent projects include facilitating a group of 28 beef producers to form a grass-fed beef marketing cooperative, organizing a series of workshops for veterinarians on organic dairy animal health management.

Agriculture Agent & Associate Professor	University of Wisconsin Extension	1999 to 2006
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I provided assistance and problem solving for Columbia County farmers on field crop production and marketing, hay and pasture management, and vegetable production and marketing. Major efforts included educational programming with the Columbia County Corn Growers Association, the Columbia County Grazing Network, Master Gardener training program and the Badgerland Produce Auction.

Coordinator & Research Specialist	UW Agronomy Dept.	1992-1999
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Agriculture Ecosystems Research Project, a multi-agency partnership. I coordinated an interdisciplinary research program evaluating wildlife and natural resource impacts of management intensive grazing.

Professional Roles and Contributions

Midwest Organic Services Association Board of Directors, elected 2010.

GrassWorks Board of Directors, Advisor, 2000 to Present

WI Sustainable Agriculture Task Force, Member, 2000 to Present

UWEX Integrated Crop & Pest Management Advisory Committee, Member, 2003 to 2006

Wisc. Chapter Soil & Water Conservation Society, Member, 1993 to Present

Served as President & Annual Meeting Program Chair in 2003.

Selected Refereed Journal Articles

- Paine, L.K. 2009. Case Histories of Grass-Fed Market Development in the Upper Midwest. In: Franzluebbers, A.J., ed. 2009. Farming with Grass: Achieving Sustainable Mixed Agricultural Landscapes. Ankeny, IA: Soil and Water Conservation Society.
- Jackson, R.D., L.K.Paine, and J.E.Woodis. 2008. Persistence of Native C4 Grasses under High-Intensity, Short-Duration Summer Bison Grazing in the Eastern Tallgrass Prairie. Restoration Ecology. Published Online: 6 Oct 2008.
- Roth, A.M., D.W. Sample, C.A. Ribic, L.K. Paine, D.J. Undersander, and G.A. Bartelt. 2005. Grassland bird response to harvesting switchgrass as a biomass energy crop. Biomass and Bioenergy. 28: 490-498.
- Paine, L.K. and C.A. Ribic. 2002. Comparison of riparian plant communities under four land management systems in southwestern Wisconsin. Agriculture, Ecosystems, and Environment. 92: 93 105.
- Lyons, J., B.M. Weigel, L.K. Paine, and D.J. Undersander. 2000. Influence of intensive rotational grazing on bank erosion, fish habitat quality, and fish communities in southwestern Wisconsin trout streams. Journal of Soil and Water Conservation. 55: 271 276.
- Paine, L.K., R.M. Klemme, D.J. Undersander, and M. Welsh. 2000. Wisconsin's grazing networks: history, structure, and function. J. Nat. Resour. Life Sci. Educ. 29: 60 67.
- Paine, L.K., Dan Undersander, and Michael D. Casler. 1999. Pasture growth, production, and quality under rotational and continuous grazing management. J. Prod. Agric. 12(4): 503 504, 569 577.
- Paine L.K., T.L. Peterson, D.J. Undersander, K.C. Rineer, G.A. Bartelt, S.A. Temple, D.W. Sample, and R.M. Klemme. 1996. Some Ecological and Socio-Economic Considerations for Biomass Energy Crop Production. Biomass and Bioenergy, 10(4): 231-242.
- Paine, L., H.C. Harrison, and A.C. Newenhouse. 1995. Establishment of Asparagus with Living Mulch. J. Prod. Agric. 8(1): 1-2, 35-40.

Extension bulletins

- Skora, R., L. Paine, P. Reedy, and J. Swenson. 2009. A Consumer's Guide to Grass-Fed Beef. UW Extension Publication #A3862.
- Undersander, Dan, Stan Temple, Jerry Bartelt, Dave Sample, and Laura Paine. 2000. Grassland Birds: Fostering Habitats using Rotational Grazing. UW Extension Publication #A3715.

Grants, Research, & Collaboration

North Central Regional SARE Research Grant, 2008-2010. Working with Farmers, Dairy Processors, and Chefs to Build a Market for Grass-Fed Milk. Principle investigator on a \$148,000 grant to compare chemistry and culinary characteristics of grass-fed milk to conventional milk in selected dairy products.

North Central Regional SARE Research Grant, 2007-2019. Grass-fed and Organic Beef: Production Cost and Profit Potential. Partner with Iowa State University and University of Nebraska on a \$149,966 grant to document cost of production on 30 beef farms in the three states.

North Central Regional SARE Professional Development Program Grant, 2007-2008. Organic Dairy Short Course for Agricultural Professionals. Partner with Minnesota Department of Agriculture on a \$66,250 grant. In Wisconsin, we used our funds to carry out 6 workshops for veterinarians on organic animal health practices.

Wisconsin Grazing Lands Conservation Initiative research grant, 2005-2006. In cooperation with Dr. Randy Jackson, UW-Madison, I wrote and administered a \$45,000 grant for study of natives grass establishment for pasture system.

Agricultural Development and Diversification Grant for Grass-Based Dairy Processing Cooperative, 2005-2006. I wrote and am administering a \$10,000 grant to support market research and business development of the cooperative.

Agricultural Development and Diversification Grant, 2003-2004. I co-wrote a proposal with Columbia County Farmer Diane Lapacek for \$18,000 to support the Badgerland Produce Auction.

Valerie L. Dantoin



Phone: 920-833-6704
Email: grass@granitewave.com

Full Circle Farm
W2407 Hofa Park Rd.
Seymour, Wi. 54165

Vocational Objective

Protect & restore as much of the natural environment as possible while balancing the needs of the human community. Create, model and teach biologically and economically sustainable systems.

Work History

2008 - Present, Executive Director, GrassWorks, Inc. Wisconsin's statewide, farmer-member managed grazing organization

1990– present: Owner and manage (with my husband, Rick) of Full Circle Farm, a 90 cow Wisconsin family dairy farm. Certified organic, grass-based. We blend tradition with innovative ecological farming methods. Hosted over 1000 people at many educational events on the farm. Partnered in agronomic & grazing research projects on the farm. Co-write for **GRAZE** magazine.

2008-present. Faculty, Northeast Wisconsin Technical College, developed and taught ten college courses in organic agriculture.

Fall 2006 - Lecturer, semester long botany class at St. Norbert College in De Pere, WI.

2000– 2006: Founder and manager of the Wisconsin Dairy Graziers cheese cooperative. Wrote several grants to fund creation of this new project. Researched nutritional aspects of grass-milk cheese, manage daily operations, direct marketing. Wrote many publications about grazing and its benefits for animals, the landscape, water quality, and the food produced by grazing.

1996-2000: Watershed education specialist. Planning Dept., Oneida Tribe. Planned & installed watershed improvement projects. Developed outreach materials, wrote monthly newsletter. Communicated ecological methods of farming to improve water quality in the Duck Creek Watershed.

1987-1992. Worked for the Wisconsin Department of Natural Resources, wildlife bureau as a wildlife damage control specialist. Was concurrently enrolled in Ph.D. program in Land Use Planning at UW.

1985-1987 Research specialist at the U.S. Dairy Forage Research Center. University of Wisconsin Extension Service. Was finishing my Master's Degree in Agronomy during this time.

1984-1985. UW– Extension education service. Implemented Near-Infra-red forage testing program. Traveled the state performing educational forage testing seminars.

1985. Teaching assistant in UW Agronomy Dept. Taught lab section, wrote quizzes, graded papers.
1981 (?) -1984. UW Soil & Plant Analysis Lab. Ran routine plant & soil tests, assisted with field trials.

Education

1987-1990 enrolled in Ph.D. program at University of Wisconsin-Madison, Environmental Studies Program. Finished all course-work, ABD.

1985, Completed Masters Degree in Agronomy, University of Wisconsin– Madison

1982 Bachelors Degree, Microbiology, UW-Madison

Awards. University of Wisconsin College of Agriculture & Life Sciences Honorary Recognition (2005)
Shawano County Conservation Farm of the Year (1998).

Board of directors: Township of Maple Grove Planning & Zoning Committee—Smart Growth Representative (1996-2003), East Central Regional Planning Farm Advisory, Shawano County Outdoor Recreation Committee, GrassWorks Inc (1995-1998).

Memberships

GrassWorks, Wisconsin Dairy Artisans, American Cheese Society, Organic Valley Cooperative

RHONDA RAE GILDERSLEEVE, Ph.D.

UW Lancaster Agriculture Research Station
7396 State Rd 35 & 81
Lancaster, WI 53813
(608) 723-6243
rhonda.gildersleeve@ces.uwex.edu

Home:
16129 County Rd T
Boscobel, WI 53805

Education

Ph.D., Soil & Crop Sciences Department, Texas A&M University, 1987. Dissertation: ***Screening Trifolium Species for Iron-deficiency Chlorosis.***

M.S., Agronomy Department, University of Florida, 1982. Minor studies: Animal Science. Thesis: ***Agronomic Evaluation of Aeschynomene Species Under Mob-grazing Conditions.***

B.S. Agric., 1980, University of Wisconsin-River Falls, 1980. Major: Production Agronomy; Minors: Animal Science, Chemistry.

Professional Experience

UW EXTENSION GRAZING RESEARCH SPECIALIST (November 2008 – Present), University of Wisconsin-Extension, Agriculture & Natural Resources Program Area, Lancaster Ag Research Station, Lancaster, WI. I am responsible for developing and coordinating statewide Extension efforts to deliver research-based information that supports pasture-based dairy and livestock production systems across WI. In this capacity I serve as a technical resource on pastures and grazing management to Wisconsin farmers and their advisors in government agencies and private industry.

AGRICULTURAL AGENT (October 1999 – November 2008), University of Wisconsin Extension, Iowa County, Dodgeville, WI. I was responsible for organization and implementation of extension programming in Iowa County to extend agricultural research, information, and technologies to agricultural producers and residents of Iowa County. Program priority areas: Pastures, Forages, & Livestock Production Systems; Farm Family Business Management, and Environmental Stewardship/Land Use.

COUNTY DIRECTOR & LIVESTOCK/NATURAL RESOURCES FARM ADVISOR (October 1988 – October 1999). University of California Cooperative Extension, Inyo & Mono Counties, Bishop, CA. I was responsible for organization and implementation of all agricultural extension programming for Inyo and Mono Counties in Eastern California as well as administrative responsibilities for the county office from 1993 – 1999. Livestock/Natural Resources Extension activities emphasized education and research programs to improve efficiency, productivity, and natural resource stewardship of local range beef and sheep operations through programs on animal health, nutrition, reproduction, beef quality assurance, range/pasture management, rangeland monitoring, grazing issues, ranch economics, and water quality. I also served as the local Extension contact for participation as a team member/co-chair in collaborative planning and implementation (CRMP) processes relating to grazing management on public lands in conjunction with other government agencies, including U.S. Forest Service, Bureau of Land Management, CA Department of Fish & Game, and private ranching interests. Other extension programming included: alfalfa/irrigated pasture production and management, pesticide use and safety information, alfalfa production costs, water allocation issues, farm/ranch resource management, row crop production (garlic, onions, carrots), development of Ag in the Classroom teachers' in-service training seminars, and provided information to local residents on questions relating to home food production and home horticulture as requested.

TECHNICAL ASSISTANT - Postdoctoral (June – September 1988). Texas A&M Ag Research & Extension Center, Overton, TX. Screened subterranean and rose clover germplasm for phytoestrogenic

compounds using HPLC techniques under direction of Dr. Ray Smith and assisted research staff with establishment, data collection, and harvest of other legume breeding trials and related experiments.

GRADUATE RESEARCH ASSISTANT (July 1984 – April 1988). Texas A&M Univ. Ag Exp Station, Beeville, TX. Conducted greenhouse and field research on iron-deficiency chlorosis of *Trifolium* spp. growing on calcareous soils. Assisted major professor, Dr. Bill Ocumpaugh, with grazing trials, field, lab, and greenhouse studies emphasizing establishment and utilization of winter annual legumes (mainly *Trifolium* and *Medicago* spp.) and other forages adapted to South Texas. Responded to producer calls on forages questions for Dr. Ocumpaugh when he was unavailable. Computerized data acquisition, analysis of research data; trained other employees on computer hardware and software packages. During residency at TAMU, taught Intro Agronomy (AGRO 105) discussion sections for Dr. Harry Cralle.

VISITING TECHNICAL ASSISTANT (April – June 1984). Centro de Ganaderia, Colegio de Postgraduados, Chapingo, Mexico. Assisted with calibration of NIR instrument for forages program and used NIRS to predict % TNC in rhizoma peanut (*Arachis glabrata* L.) samples. Participated in other research activities of host scientist, Dr. A.J. Saldivar.

DAIRY FARMER (July 1983 – March 1984). Family farming operation near Fennimore, WI. Responsible for care of dairy herd and other livestock; assisted in all phases of crop production (corn, oats, alfalfa). Decided to resume graduate studies pending sale of farm.

GRADUATE RESEARCH ASSISTANT (July 1982 – June 1983). Agronomy Dept. and USDA-ARS, Univ. of Missouri-Columbia, Columbia, MO. Assisted Dr. Paul Beuselinck with field and greenhouse studies in forage legume breeding program (*Lotus*, *Lespedeza*, *Macroptilium* spp.). Left to assume farming responsibilities at home due to father's illness.

GRADUATE RESEARCH ASSISTANT (March 1980 – June 1982). Agronomy Dept., Univ. of Florida, Gainesville, FL. Conducted research on grazing management of *Aeschynomene americana* L. Assisted major professor, Dr. Bill Ocumpaugh, and other forages graduate students with physiological and management-oriented field studies of several tropical forage species. Assisted Dr. Gerald O. Mott with classroom and laboratory activities for graduate classes in Tropical Pastures (AGR 6233) and Methods of Agronomic Evaluation (AGR 6237).

UNDERGRADUATE RESEARCH ASSISTANT (May 1978 – February 1980). Plant & Earth Sciences Dept., Univ. of Wisconsin-River Falls. Assisted Dr. Arden Campbell on genetic study of corn yield relationships with stalk quality. Responsible for plot management, hand-pollinations, data collection, seed harvest. Supervised three high school student employees.

MISCELLANEOUS EMPLOYMENT (part-time, 1971 – 1978). Lab technician, Federal Milk Market (college internship), Waunakee, WI; Quality Control, Oconomowoc Canning Company, Cobb, WI; Farm Worker, Burton & Ledford Dairy, Vienna, GA; Raised on general farming operation in southwest Wisconsin (dairy, hogs, beef, crops) and spent most of spare time engaged in agricultural production.

A current references and publications list is available upon request.

LANICE SZOMI

**W5101 CORRECTION LANE
MEDFORD, WI 54451
715-748-2269
lszomi@tds.net**

SUMMARY

A conscientious, dedicated and creative team member offering the knowledge and abilities to efficiently and accurately operate and expand a 501(c)3 non-profit organization.

WORK HISTORY

JUNE 2004 TO PROJECT MANAGER

**PRESENT PRI-RU-TA RESOURCE CONSERVATION AND DEVELOPMENT COUNCIL, INC.,
925 DONALD STREET, ROOM 102 MEDFORD, WI 748-2008**

- In my current position, I provide well researched information to Pri-Ru-Ta's corporate board members to facilitate non-profit management, development, corporate governance and decision making. Specifically, I have researched and relayed findings in the following areas that have facilitated corporate decision making; employment and labor law, conflict of interest, tax law, risk management, developed fiduciary duty training for member and sponsors and fund raising.
- The Council has been incurring over \$175,000 in expenses annually. I use QuickBooks to track project expenses and calculate the Council's cost allocation plan. This was beneficial for the Council's first Federal audit in 2006.
- Researched and developed an indirect cost allocation plan that meets the OMB federal standards. Accountability and sound recordkeeping help maintain good working relationships with grantors and sponsors.
- Provide information necessary for the Council to develop Annual Plans of Work and the 5 year Area Plan. The Council's plans contain practical objectives that have guided the Council through a period of quantitative and qualitative growth.
- Assisted the North Central Graziers Network and Lake Superior Grazing Initiative in preparing their annual grazing conferences. This includes: organizing the catering, securing the facility, promoting the conferences via a registration brochure sent out to producers and agency personnel, arranging airline tickets, securing motel rooms, organizing the registration and payments for attendees and vendors, securing donations, purchasing local foods for the meal and helping set up the night before. These conferences have been averaging 150 people per year between them. I created an evaluation template and compiled the results. The results are used to prepare for the following year's conference.
- Planned, organized and facilitated the Price-Taylor County Land Stewardship Conferences for the last 5 years in partnership with the Price & Taylor County Land Conservation Departments, UW-Extension offices, WI-DNR and UWEX Basin Educator. We consistently have over 200 people in attendance.
- My exposure to the grazing movement in Wisconsin has led me to believe strongly in the economic and environmental benefits of management intensive grazing as a technical practice and as a means to foster communication among livestock producers in Wisconsin. This prompted my personal and professional involvement with a state-wide group of grass-fed beef producers who plan to establish a cooperative for the marketing of locally produced, premium grass-fed beef to Wisconsin and regional consumers.
- In cooperation with partners, I have successfully designed 13 MALWEG grant proposals. I oversee the grant funds the North West Graziers Network. With consistent partner relationships, we are able to secure almost a 2-1 in-kind match for grant applications.

(over)

LANICE SZOMI

- Compile and provide budget and progress reports to the Council and grantors. Along with these reports, I am in regular contact with the grantors to anticipate and confirm what they expect from us, but also what we can do to make their job easier.
- I am proficient in Microsoft Word, Excel, Publisher, Powerpoint, ArcView, ArcMap and SoilView computer programs. I utilize the Internet and Email daily.
- Work closely with the Council's Treasurer to track expenses, allocate them to the proper grants and prepare regular reports for the Council members.
- I keep a running tally of expenses incurred, reimbursements submitted and payment dates for each Grazing Specialist and myself. These positions involve maintaining communication with the grantors, in this case is WI-DATCP and NRCS.
- Conduct grants searches that may be utilized by local agencies or groups and provide them with the proper applications and deadlines.
- Provide technical assistance to local groups or agencies that are applying for State or Federal grants within the 10 county RC&D area of Northwestern Wisconsin.
- Work closely with the Land Conservation Departments, UW-Extension agents, Farm Service Agency, Tribal Liaisons, DNR, Basin Educators, NRCS and other Grassroots organizations to develop, finance and carry out projects that will benefit the people and communities in Northwest Wisconsin.
- Developed efficiencies in promotional mailings by utilizing a local business that employs developmentally challenged adults.
- Prepare and distribute bi-monthly agendas, minutes and information packets for Council meetings.
- Created promotional brochures to inform the public what the Pri-Ru-Ta RC&D Council is and what services it can provide.
- Created "The Grazing Planner" with contributions from area Grazing Specialists. This informative newsletter is printed 2-3 times per year and reaches about 4,500 producers that aren't on the regular network mailing lists. This has become a very effective way to promote grazing conferences and pasture walks.
- Provided technical support and marketing ideas to the Council in the production of the SoilView DVD. This set of 2 discs provides county by county aerial photography, soil survey information and other GIS data layers that are important to crop consultants, farmers, hunt-fish people and realtors.
- Provide in-office supervision of the Grazing Specialist in Medford and off-site supervision to employees located in regional offices.
- Maintain and update contact and mailing lists for the North Central Graziers Network, Lake Superior Grazing Initiative, The Grazing Planner and the Pri-Ru-Ta Council.

JANUARY 2007 TO **SECRETARY**

PRESENT WISCONSIN ASSOCIATION OF RC&D COUNCILS

- I prepare, confirm and distribute the agenda and minutes for the quarterly meetings and the annual meeting.
- Verify meeting location, as centrally located in the state as possible.
- Maintain a State Association list for email notices and postal mailings using Microsoft Excel.

MAY 2009 TO **BEEF PRODUCER**

PRESENT MEDFORD, WI

I started a grass-fed cow/calf beef operation on my property in Medford, WI. I currently have 6 head of Angus crosses. I also raise pastured poultry and pork. My hay ground is certified organic. I serve on the Board of Directors of the Wisconsin Grass-fed Beef Cooperative as secretary.

Brian Patrick Pillsbury
S5541 Glacier Drive
Baraboo, WI 53913
Mobile: 608-963-3629
Evening Phone: 608-356-9963
Day Phone: 608-355-4470
Email: brian.pillsbury@wi.usda.gov

WORK EXPERIENCE **USDA-Natural Resources Conservation Service** **1/1997 - Present**
Baraboo, Wisconsin US
Grade Level: GS 12
Hours per week: 40

Grazing Lands Specialist , 457- Soil Conservationist

Responsible for all aspects of conservation planning on grazing lands, including updating standards and specifications for grazing land practices, developing job sheets, design tools, and grazing plan formats.

Oversee a \$1 million grant agreement between NRCS and the WI Department of Ag, Trade, and Consumer Protection to carry out a Grazing Lands Conservation Initiative Grant Program. This includes reviewing reports, giving guidance on project selection, and maintaining the technical quality of the projects awarded.

I am responsible for oversight of the Prescribed Grazing Planner certification under the conservation planning certification program for technical service providers, agency employees, and the conservation partnership.

I conduct state-wide training on standards and specifications, grazing land planning policy, and the animal and forage science of implementing the Managed Grazing Practice. (Contact Supervisor: Yes, Supervisor's Name: Patrick Murphy, Supervisor's Phone: 608-662-4430, ext. 258)

USDA- Natural Resources Conservation Service **9/1987 - 1/1997**
Colchester, Vermont US

Grade Level: GS 12
Salary: \$60,000 USD Per Year
Hours per week: 40

Resource Conservationist/Agronomist , 457 & 471- Agronomist

Responsible for all aspects of grazing land conservation and conservation agronomy. Responsible for agronomic standards and specifications on cropland as well as grazing lands.

Carried out the Highly Erodible Land provisions of the 1985, 1990, and 1996 Farm Bills and initially the Wetland Provisions, until a wetland specialist was hired.

Coordinated the plant materials program, served as the plant materials liaison for the State Resource Conservationist.

Developed outreach through a cooperative agreement with the University of Vermont Center for Sustainable Agriculture to conduct education programs in Managed Grazing. (Contact Supervisor: Yes, Supervisor's Name: Pauline Pare, Supervisor's Phone: 207-990-9554)

University of Vermont Extension Service **8/1986 - 9/1987**
Burlington, Vermont US

Hours per week: 40

Nutrient Management Technician

Conducted all field work for fertilizer trials on corn and forage crops. "Worked with farmers on nutrient management planning, manure crediting and soil testing in St. Alban's Bay watershed. Analyzed soil tests and made fertilizer recommendations.

USDA, Natural Resources Conservation Service **4/1981 - 9/1984**
Sibley , Iowa US

Grade Level: GS 9/11
Hours per week: 40

District Conservationist , 457 - Soil Conservationist

District Conservationist for Osceola County Iowa. Responsible for all aspects of the soil conservation program in partnership with the soil conservation district. Developed multiple conservation plans, responsible for technical design and implementation of conservation practices with state and federal financial assistance (cost share funds). Supervised three employees, including one state employee. Developed the plan of work and long range plan with the district. Conducted outreach to schools, 4-H clubs, and adult groups in soil and water conservation education. Sought out minority cooperators and provided them with technical assistance. (Contact Supervisor: Yes, Supervisor's Name: Wallace Tonsfeldt, Supervisor's Phone: Retired, address unknown)

EDUCATION

University of Idaho

Moscow, Idaho US

Master's Degree - 5/1986

60 Semester Hours

Major: Integrated Pest Management (Entomology)

GPA: 3.5 out of 4.0

Relevant Coursework, Licensures and Certifications:

Research thesis on host plant resistance of peas to the pea weevil. Conducted all research, statistical analysis, prepared and defended a masters thesis. Focused on plant/insect interactions and herbivore/plant interactions.

University of Vermont

Burlington , Vermont US

Bachelor's Degree - 5/1979

100 Semester Hours

Major: Plant and Soil Science

Minor: Soil Science

GPA: 3.0 out of 4.0

Relevant Coursework, Licensures and Certifications:

Agronomy and Soil Science, Soil Chemistry, Soil Physics, Soil Classification, Field and Forage Crops, Botany, Soil Fertility, Animal Science, Botany, Plant Physiology, and Biochemistry.

LANGUAGES**English**

Spoken:	Advanced
Written:	Advanced
Read:	Advanced

AFFILIATIONS

WI Chapter Soil and Water Conservation Society	Past President
Society For Range Management - North Central Section	Past President
American Forage and Grassland Council	Member
Certified Grassland Professional	Registered
GrassWorks, Inc.	Member

PROFESSIONAL PUBLICATIONS

Trout and Cows can Co-Exist - National GLCI News, Oct. 2004
Where Have All the Legumes Gone- Pasture Challenges in the Midwest, 4th National Conference on Grazing Lands, Reno, NV 12/2009
Impact of Grazing and Prescribed Fire on Pastures, WI Prescribed Fire Conference 2006

REFERENCES

Patrick Murphy	USDA/NRCS	State Resource Conservationist
Phone Number:	608-662-4430, ext 258	
Email Address:	pat.murphy@wi.usda.gov	
Reference Type:	Professional	

ADDITIONAL INFORMATION

USDA Honor Award - Grazing Lands Conservation Initiative
USDA-NRCS Superior Service Award
R,C&D Distinguished Service Award

Resume of Douglas A Marshall

PROFESSIONAL

- 1982 – Present Farm Business and Production Management Instructor at
Madison Area Technical College - Reedsburg
- Farm Business Program is an adult farmer training program
Including courses in livestock nutrition, livestock management,
soil management. Crop production, and farm records and
business analysis. Other courses taught include managed
grazing, farmer generated nutrient plans and commodity
marketing.
- 1976 – Present Grass based farm owner/operator and beef producer

EDUCATION

- 1973 – 1975 Teaching and Research Assistant at South Dakota State
University, Brookings, SD
M.S. Degree in Animal Breeding and Genetics
- 1969 -1973 Undergraduate student at University of Wisconsin –Madison
B.S. Degree in Meat and Animal Science

August 12, 2010

To SARE program reviewers:

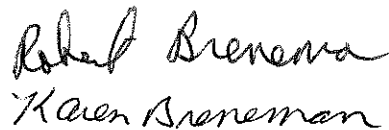
We are writing in support of Laura Paine's North Central SARE Professional Development Program proposal titled "Making pasture walks more than just a walk in the pasture". We are dairy graziers and founding members of the Columbia County grazing network. We have attended and hosted many pasture walks since we started grazing in 1993, and we continue to find value in them when they are done well.

A pasture walk is first and foremost an opportunity for information and experience sharing among farmers. The goal is for farmers to learn from each other in a conversation facilitated by someone who is skilled in leading a discussion, who encourages participation, and who has technical knowledge of grazing management.

As farmer reviewers for the Wisconsin Grazing Initiative grant program, we are familiar with the variety of Wisconsin grazing education projects and their staff. We feel that the proposed SARE PDP project will enhance their effectiveness by linking them together to share resources and providing them with a foundation of information and skills that will provide a good learning experience for grazing farmers no matter where they are located.

We strongly encourage you to fund this project.

Sincerely,

Handwritten signatures of Robert and Karen Breneman. The first signature is "Robert Breneman" and the second is "Karen Breneman".

Robert and Karen Breneman

N5953 Hwy G

Rio, WI 53960

Paine, Laura K - DATCP

From: Gerald [jaeger@kmoraine.com]
Sent: Tuesday, August 24, 2010 8:25 PM
To: Paine, Laura K - DATCP
Subject: Sare Grant

At Grassworks we are in full support of the Sare Grant to coordinate and improve the work of grazing educators throughout the state. These are the key people who are doing the personal contacts with graziers. These workshops that coordinate and share the experiences that they have out in the field plus the education they need for improved pasturewalks and the many other ways that they contact graziers and potential graziers is essential to the future success of grazing in Wisconsin.

Gerald Jaeger

Grassworks President

GrassWorks, Inc.
Board of Directors

Gerald Jaeger
Truttmann
(President)
Campbellsport

Bill Guell (V.P.)
Campbellsport

Kay Craig (Treas.)
New Holstein

Wendy Galbraith
(Sec) Aniwa

Robert Winkel
Waupun

Dave Johnson
Arcadia

Karl Franson
Amherst

Peter Pitts
Spring Green

Matt Hartwig
Athens

Ryan Klusendorf
Medford

Kevin Mahalko
Gilman

Advisory members:

Paul Daigle
Marathon Co. LCD,
Wausau

Dr. Ronda
Gildersleeve
UW Research
Lancaster

Laura Paine
DATCP, Madison

Jennifer Taylor
School for
Beginning Dairy &
Livestock Farmers

Valerie Dantoin
Adamski
Executive Director



To: SARE reviewers

From: Valerie Adamski, Executive Director, GrassWorks

Re: Letter of support for "Improving Pasture Walks" grant proposal

GrassWorks is pleased to partner with the Wisconsin Department of Ag, Trade, and Consumer Protection, as well as several other groups, to submit this proposal for creating better pasturewalks.

Wisconsin has been a leader in managed grazing for over 20 years. We've done well to expand adoption of managed grazing partly through the use of pasturewalks, peer-to-peer learning opportunities that occur on farms, out in fields, with the skill and knowledge of the host farm on display. For the last 10 years we've used an informal collection of interested staff from all different agencies to handle the logistics of organizing and promoting the pasturewalks. These staff people are enthusiastic and helpful. However, their skills as teachers and group facilitators is uneven and is a barrier to making each pasture walk a truly engaging and meaningful experience for prospective new graziers.

This proposal can fill a training gap for the people who've been on the frontlines of organizing and conducting pasture walks. They'll gain skills in adult education methods that many of them lack. For example, participants will no longer have to stand around the same patch of clover out in a field for an hour talking about all the neat things occurring on the host farm, rather they'll progress across the farm and see how the host farm operates. The facilitators will learn how adults learn best (ie. discussion rather than lecture; or movement rather than sitting in one place) and they'll apply these new practices to improve pasturewalks from "amateur" to "well done".

It's time for pasturewalks to improve so that this critical, sustainable practice, managed grazing, can continue to grow.

Thank you for considering this proposal.

August 23, 2010

RE: LETTER OF SUPPORT

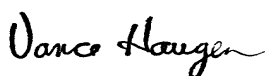
I wish to express my wholehearted support for the SARE Professional Development Program Project Request: Making pasture walks more than just a walk in the pasture.

Having organized and facilitated over 100 pasture walks and having been a participant in 50 other pasture walks in the last 14 years it is evident that a well managed and facilitated pasture walk can be an extremely effective educational event. Pasture walks should blend farmer to farmer learning with research based science and practical field-tested principles. Coupling these educational components allows farmers to rapidly expand their grazing knowledge and gain confidence to quickly apply those principles to their own farms.

While pasture walks are popular educational venues for both farmers and educators, a good pasture walk does not “just happen”. Proper methodology, preparation and attitude are needed to create and sustain a meaningful educationally event. Given the number of pasture walks that are sponsored in the region, it is fair to say that not all of the individuals facilitating pasture walks have a clear idea on how to organize the educational event for optimum results. Respect for local knowledge, clear and defined educational goals, basic ground rules on side conversations during the pasture walk, detailed soil maps and topographical maps of the farm and a firm grasp of the host farm’s history are all necessary components of well-executed pasture walks. This also assumes that the pasture walk facilitator will couple these components with a strong knowledge of grazing principles, concepts and practices.

This Professional Development Project would put together a strong working model of a first rate pasture walk that could be emulated and thoughtfully modified throughout the region. Disseminating a first-rate pasture walk model would assure that farmers would experience a quality educational event that could help them rapidly reach their grazing goals. In addition, training area educators on successful pasture walk methods that are researched-based would help reduce some of the stress of curriculum development in their professional lives.

Once again, I believe this project would create positive measurable high quality educational results for both framers and grazing educators in the region and would be a worthy project for SARE Professional Development to fund.



Vance Haugen
Crawford County UW-Extension, Agriculture Agent