

Wisconsin Department of Agriculture,
Trade and Consumer Protection

DIVISION OF AGRICULTURAL DEVELOPMENT

2018-2019 ANNUAL REPORT



DIVISION OF AGRICULTURAL DEVELOPMENT FISCAL YEAR 2018-2019 ANNUAL REPORT

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MISSION

The Division of Agricultural Development works to grow Wisconsin agriculture by providing programs and services to the state’s farmers, agribusinesses, consumers and agricultural organizations; by providing technical and financial resources; and by building relationships and collaborating with industry partners for assistance and funding.

ABOUT THIS REPORT

This annual report offers a summary of the many programs, services and activities conducted in fiscal year 2018 (July 1, 2018 – June 30, 2019) by the Division of Agricultural Development at the Wisconsin Department of Agriculture, Trade and Consumer Protection.

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Interesting Facts:

In 2018-2019, the Division of Agricultural Development



Provided export development services to more than **158** Wisconsin agricultural companies, including organizing or co-sponsoring foreign trade shows/missions to South Korea, China, Germany, United Arab Emirates, Mexico, Uruguay, and Guatemala*



Helped Wisconsin companies generate more than **\$28.2 million** in export sales*



Hosted **16 international delegations** including from: China, India, Japan, Nigeria, South Korea, Russia, Taiwan and Vietnam



Helped nearly 40 companies secure **\$1.4 million** in export promotion funding*



Fielded more than **2,350** phone calls from Wisconsin farmers seeking assistance for financial business planning, generational successions and entry and exit strategies



Reimbursed **\$955,000** in Organic Cost Share funds to more than **863** organic farmers



Distributed nearly **\$1.275 million** in Specialty Crop Block Grant funds to 17 projects



Supported agricultural education to **more than 500** schools participating in Farm to School



Worked with nearly 500 Something Special *from Wisconsin*[™] companies who reported an average **12-15% increase** in sales as a result of being SS/W program members



Increased awareness of Wisconsin agriculture via **Alice in Dairyland**, who conducted more than **200** radio/TV interviews, and wrote **680** social media posts and **85** articles



Awarded **\$200,000** in Buy Local Buy Wisconsin grant funds to **9** local food projects



Awarded Dairy Processor Grants totaling **\$200,000** to **10** Wisconsin dairy companies

**Staff/company reported*



WISCONSIN FARM CENTER

The Wisconsin Farm Center serves the state's farmers and agribusinesses in sustaining and growing Wisconsin's farms and rural communities.

The Farm Center helps Wisconsin farmers deal with the critical economic, business and social needs of farm families. Farm Center services include financial and business consultation, farm succession planning, conflict mediation and assistance with production challenges.

PROGRAM ACTIVITY

Contacts (email, phone, in person): 2,319

Active cases: 130

Financial planning cases (active, closed, or on hold): 150

Transition & estate planning: 25

Counseling vouchers: 154 distributed, 53 redeemed

FARM CENTER STAFF

FTE: 7 (GPR and grant funded)

Staff Training Certificates: Journey Mental Health First Aid;
Question, Persuade, Refer (QPR)

RURAL ELECTRIC POWER SERVICES PROGRAM

The Rural Electric Power Services program is administered in cooperation with the Wisconsin Public Service Commission, which funds one FTE position and program costs. As part of a whole farm evaluation, veterinarians provide diagnostic services for herds and livestock, milking and dairy equipment, feed and nutritional value and stray voltage as well as consult with farmers on power quality and other electrical-related services related to stray voltage.

PROGRAM ACTIVITY

Consultation in power quality and other electrical related services: 6

Herd health diagnostic assistance: 2

Note: This position was vacant from February 2018 - January 2019.

MEDIATION & ARBITRATION
PROGRAM

The federally funded Mediation and Arbitration Program provides mediation services for farmer disputes ranging from credit issues to environmental concerns to farm family conflicts. Mediation service involves a neutral individual (Farm Center staff and trained volunteers) who helps facilitate negotiation and understanding between conflicting parties.

PROGRAM ACTIVITY

Cases: 16

Training sessions delivered to volunteer mediators: 4

Number of attendees: 26

MINORITY/VETERANS FARMERS OUTREACH
PROGRAM

The Minority Farmers Outreach program provides outreach and risk management assistance to beginning, minority and veterans farmers in order to increase their sustainability and profitability.

PROGRAM ACTIVITY

Number of contacts (inquiries and outreach by email, phone, in person): 11

Participation in events: 5

WISCONSIN AGRICULTURE & FOOD CENTER

The Wisconsin Agriculture and Food Center supports the growth and success of local and regional food systems through business, farm and rural development programs and services.

BUSINESS DEVELOPMENT
PROGRAM



Business start-ups, expansions, and transitions can be complicated due to regulations, changing technology, and changing markets. The Business Development Team provides the information, resources, and connections that beginning and emerging businesses require for success.

The program develops and expands market share for local products within Wisconsin and the U.S. by engaging with a broad network of stakeholders, including food production companies, agricultural associations, food processors, distributors, wholesalers, retailers, etc.

PROGRAM ACTIVITY

Provided one-time and on-going technical assistance to 42 clients

Participated in seven national events

17 out of 42 cases are for organic products (about 40% of the cases)

ORGANICS, LIVESTOCK GRAZING AND SPECIALTY CROPS/MARKET DEVELOPMENT
PROGRAM

Wisconsin has more organic dairy and livestock operations than any other state, and ranks second in total number of organic farms. Staff provides information and technical assistance to organic growers and processors. Staff administer the Organic Cost Share Program and help facilitate the Organic Advisory Council.

PROGRAM ACTIVITY

Farms assisted: 54

Presentations/events attended: 2

Attendees at events: 500

LIVESTOCK AND MEAT PROCESSING

PROGRAM



Staff provides technical assistance to livestock producers and meat processors in an effort to grow Wisconsin's livestock and meat industry. With nearly 290,000 head, Wisconsin's beef cattle herd ranks 12th among all states. The beef cattle industry contributes more than \$2 billion in income and is responsible for more than 35,000 jobs.

Our program and services reach from the pasture to the meat plant and into retail markets. This "field to fork" approach allows us to play an important role in addressing the opportunities and challenges of one of Wisconsin agriculture's most vital segments.

Farms/businesses assisted: 12

Events attended: 10

BUY LOCAL, BUY WISCONSIN

PROGRAM

The Buy Local, Buy Wisconsin program (1 FTE) is an economic development program designed to promote local and regional sales of Wisconsin products, keeping food dollars in the state. The program provides resources and technical assistance for producers and grant money for industry innovations.

PROGRAM ACTIVITY

Number of presentation/field days/ events hosted: 2

Attendees: 205

Case/consultation/technical assistance: 11

Number of events attended: 11

PROGRAM



Something Special *from* Wisconsin is a trademarked marketing program (1 FTE, 1 LTE). Businesses can apply to use the SSfW logo if at least 50 percent of the value of the product or service is attributable to Wisconsin ingredients, production or processing activities. The program's operating budget is funded by memberships.

PROGRAM ACTIVITY

Membership: 489

Membership retention: 91%

Average member sales increase: 11%

Number of members who participated in events/conferences: 120

WISCONSIN FARM TO SCHOOL (F2S)

PROGRAM



The Wisconsin Farm to School Program (1 FTE), established by 2009 Wisconsin Act 293, helps support more than 250 Farm to School programs in Wisconsin.

Comprehensive farm to school programs combine local or regional procurement efforts, nutrition and agriculture education, and student engagement activities such as school gardening in order to provide the broadest benefits to both students and farmers across Wisconsin. DATCP provides training and technical assistance to increase farm to school activities across the state, and also works with farmers, food distributors, and processors to identify and reduce impediments to increasing the amount of WI-grown and produced foods served in institutions, including schools. Staff facilitate and participate with the Farm to School Advisory Council to provide strategic direction for Wisconsin Farm to School programming and policy.

PROGRAM ACTIVITY 2018 Highlights

Grant dollars brought to WI for F2S and Early Childcare Education programming: \$1.8 million

Number of farmers, educators and school nutrition directors who received technical assistance: 242

Farms and orchards participating in F2S programs: 171

Value of produce and other goods purchased from WI farmers: \$9.2 million

Number of gardens at K-12 and Early Childcare Education sites: 470

WI Great Apple Crunch participants: 295,134

DAIRY PROCESSING **PROGRAM**



The Dairy Processing program (1 FTE) works with businesses on the processing and manufacturing stages of marketing milk and major dairy products. We assist businesses from the receipt of raw materials to the packaging and sale of products. Our efforts are aimed at helping businesses and individuals involved in Wisconsin's \$45.6 billion dairy industry grow, diversify and find new markets.

PROGRAM ACTIVITY

Presentations: 8

Conferences/events attended: 12

One-to-one technical assistance: 48

COMMUNICATION, OUTREACH & OPERATIONS

The Communications, Outreach & Operations Center team works to tell the story of Wisconsin agriculture through communications, outreach and promotional events. Additionally, it supports and administers the many programs and services DAD offers and provides the internal structure for efficient operations.

ALICE IN DAIRYLAND **PROGRAM**



One of the most recognizable spokespersons of Wisconsin agriculture, Alice in Dairyland is a public relations professional working for the Wisconsin Department of Agriculture, Trade and Consumer Protection. She travels to promote Wisconsin products to audiences of all ages, educating the media, youth and civic groups about the many facets of the state's agricultural industry. Program funded by GPR and program partners including: Dairy Farmers of Wisconsin, Wisconsin Corn Promotion Board, Kettle Moraine Mink Breeders Association and the Midwest Jewelers Association.

PROGRAM ACTIVITY

Events: 370

Number of social media postings (Facebook, Twitter and Instagram): 680

Number of media interviews: 745 (66 television, 594 radio, 85 print)

Classroom visits: 85

Number of students: 1,680

FAIRS

PROGRAM

Annually over 3 million people attend Wisconsin's 76 county and district fairs. DATCP partners with the Wisconsin Association of Fairs to improve exhibits and to better showcase and educate fairgoers about Wisconsin agriculture by improving signage, buildings and exhibits.

PROGRAM ACTIVITY

Fairs inspected: 31

Number of exhibitors: 48,208

Number of licensed fair judges: 2,100+

Number of exhibits: 353,985

Value of fair premiums distributed: \$787,100

MARKET ORDERS

PROGRAM

DATCP manages seven marketing orders for the major agricultural commodities in the state (cherry, cranberry, corn, milk, soybean, ginseng, potatoes). Under a marketing order, commodity producers pay assessments to fund market development, research and educational programs.

Producers vote to approve marketing orders and elect marketing boards. Elected marketing boards collect and administer marketing order assessments. DATCP administers marketing order referenda and elections, and helps marketing boards perform their obligations under the marketing orders. Program staffing (1 GPR, 1 LTE) is funded by GPR and market order assessments.

NUMBER OF LICENSED PRODUCERS PER MARKET ORDER

Cherry: 27 Corn: 30,474 Cranberry: 212 Ginseng: 168

Milk: 8,640 Potato: 114 Soybean: 19,918

GINSENG

Staff oversees Wisconsin's cultivated ginseng program, which generates up to \$20 million annually in gross income. License fees fund 1 LTE.

Number of ginseng growers: 175

Wisconsin acres in production: 2,500

2018 harvest: 968,217 lbs.

CLIENT ASSISTANCE PROGRAM **PROGRAM**

The Wisconsin Client Assistance Program staff work with individuals with disabilities of working age to resolve disagreements over services they are seeking from the Division of Vocational Rehabilitation (DVR) at the Department of Workforce Development. *(In 2019, the Client Assistance Program moved to the Division of Trade and Consumer Protection.)*

PROGRAM ACTIVITY

Number of informational and referral services: 743

Number of training sessions presented to community groups and public agencies: 4

Attendees: 75

GRANTS



DATCP distributes and manages grant programs and administers oversight of grant programs to grow Wisconsin agriculture.

BUY LOCAL, BUY WISCONSIN (BLBW) GRANT **PROGRAM**

The legislatively-funded, competitive grant program accepts proposals from individuals, groups, businesses and organizations involved in Wisconsin agriculture designed to strengthen Wisconsin's agricultural and food industries by working to reduce the marketing, distribution, and processing hurdles that impede the expansion of sales of Wisconsin's food products to local purchasers. Proposals also are accepted from the fields of food processing, distribution, food warehousing, retail food establishments and agricultural tourism. The maximum grant award is \$50,000 per project. Grant applicants must provide cash or in-kind match equivalent to or greater than 50% of total project costs.

PROGRAM ACTIVITY

Total dollars requested: \$1,104,193 from 21 applicants

Projects awarded: 9

Total distributed: \$200,000

Average grant award: \$22,222

New jobs created: 9

DAIRY PROCESSOR GRANT **PROGRAM**

The legislatively funded program fosters innovation, improves profitability, and builds the long-term sustainability of dairy plants. Grant recipients have developed modernization plans for growth and profitability, implemented the highest standards of food safety procedures, and developed education programming for staff.

PROGRAM ACTIVITY

Total dollars requested: \$426,638 from 14 applicants

Projects awarded: 10

Total funding awarded: \$200,000

Average grant award: \$20,000

ORGANIC COST SHARE PROGRAM PROGRAM

This is a federal rebate program that provides funds to help organic farmers and processors pay for organic certification. The amount of reimbursement is a formula based on how much applicants have paid for the organic certification.

PROGRAM ACTIVITY



Total money distributed: \$953,560

Cost shares awarded: 871

Average amount of rebate: \$1,095

SPECIALTY CROP BLOCK GRANT PROGRAM

Provides federal grant funds to increase the competitiveness of specialty crops and identify emerging markets in Wisconsin.

PROGRAM ACTIVITY

Applications received for Specialty Crop Block grants: 22 for a total of \$3,746,000 in requests

Total dollars requested: \$1,776,265

Projects awarded Specialty Crop Block grants: 17

Total money awarded: \$1,274,934; average grant award: \$74,996

Staff also collaborate with stakeholders to apply for and administer additional grant programs for the benefit of Wisconsin agriculture including: Specialty Crop Block Multi-State, Federal-State Marketing Improvement Program, Emerging Market Program, Agriculture Trade and Promotion grants, Value-Added Producer Grants, Risk Management Education Grants, National Institute of Food and Agriculture, Farm and Ranch Assistance Network program grant.

WISCONSIN INTERNATIONAL AGRIBUSINESS CENTER

The Wisconsin International Agribusiness Center (IABC) works to position Wisconsin agriculture in the global marketplace and assist Wisconsin companies in successfully engaging international customers.

PROGRAM

The IABC identifies export opportunities around the world for Wisconsin's agricultural companies and producers. The IABC provides technical expertise and market development initiatives to aid the growth of Wisconsin agriculture through increased exports and the development of trade enhancing partnerships. We use client feedback, global trends, market and export data to establish criteria for identifying target markets and activities.

Funding for IABC activities is provided in part through membership and participation in organizations such as: Wisconsin Economic Development Corporation-State Trade and Export promotion, Food Export Association of the Midwest, U.S. Livestock and Genetics Export, and the U.S. Hardwood Association.

Services include:

- Providing international market development support, coordination and technical expertise;
- Planning/facilitating trade missions, trade shows and international marketing opportunities;
- Providing technical expertise and market development initiatives to aid the growth of Wisconsin agriculture through increased exports and the development of trade enhancing partnerships;
- Working with foreign governments to facilitate agricultural development initiatives;
- Hosting foreign buyers, government officials and trade delegations.

PROGRAM ACTIVITY

Delegations hosted: 17

Seminars hosted/presentations given: 28

Trade missions: 13 (26 WI companies participating)

Buyers missions: 3 (39 WI companies participating)

Export sales reported by Wisconsin companies as a result of having received IABC services: \$28,195,500

Anticipated export sales reported by WI companies as a result of IABC services: \$37,828,135

Companies assisted in accessing federal funding to defray international marketing expenditures: 31
(Value: \$1,129,817. *Note: A portion of this total based on 2018 Calendar Year*)

Companies receiving export development services: 162 companies received more than 400 consultations

Anticipated number of jobs added or sustained: 236.8*

Additional economic activity: \$36.6 million based on actual export sales*

Certificates of free sale issued (issued to companies to export products): 111 (Jan. 1-Dec. 31, 2018). Per year income: \$3,500-\$4,200

** Calculation: \$1 million in agricultural exports creates or sustains 8.4 jobs and \$1.3 million in additional domestic economic activity*

