

Marathon County Land & Water Resource Management Plan 2015



Small family farms





Sufficient ground water quantity



Good water quality



Diverse & profitable agriculture



Balanced mixed land use

FARMLAND PRESERVATION PROGRAM REGIONS - MARATHON COUNTY WI



Map Developed by Marathon County
Conservation, Planning and Zoning GIS



Map Print Date: 04/28/2015

Path: O:\Common\gisdata\conservation\farmland_preservation\plan_mxd\standby_fsp_regions_photos.mxd

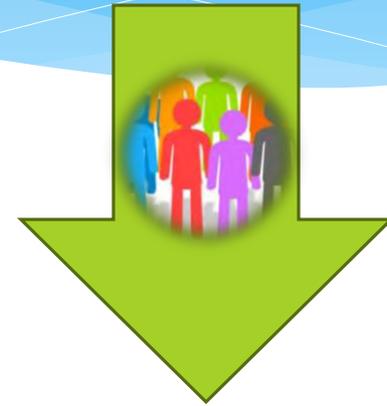
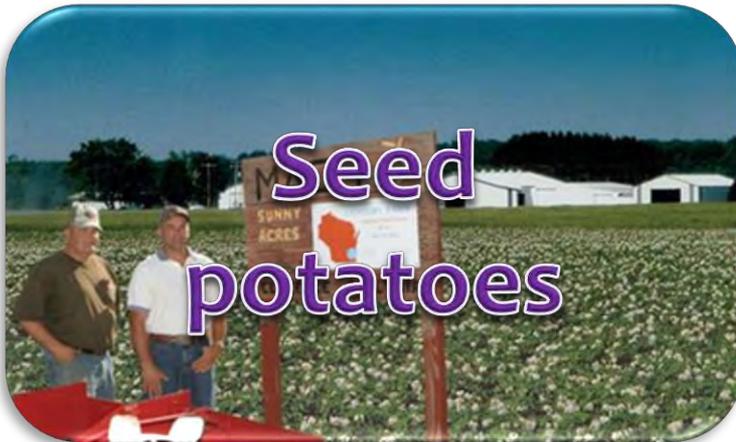
	Antigo Flats		WBDHUC10 Areas
	Eastern Lakes		Dill Creek-Big Eau Pleine River
	Heart of America		Lake Dubay-Big Eau Pleine River
	Lumberjack		
	Wisconsin Central		
	Wisconsin River Influence		
	Municipal Boundary		

Goal 1: Land Use Conversion (22,000 acres/decade)

- * Maintain **prime farmland** in production
- * **Minimize fragmentation** of cropland by housing developments
- * Promote **Farmland Preservation Zoning**
- * Provide producers with **viable opportunities** to protect farmland

Antigo Flats

Vision for agriculture: The Antigo Flats will be a nationally and internationally recognized leader in seed potato production.



Heart of America

Vision for agriculture: Heart of America will be a leading dairy producing region in the state which supports family farms. Best management practices (BMP) will be environmentally sound and sustainable to protect farmland and natural resources. Urban and rural interests will be balanced and coordinated to ensure efficient delivery of services and maximum protection of the farmland resource.



Goal 2: Reduce Agricultural Nonpoint Runoff

- * **Reduce runoff** leaving the farm sites;
- * Improve **regulatory response** and messages with emphasis on soil erosion and nutrient management;
- * Provide adequate **program and financial incentives** to implement BMP's (improve policy focus); and
- * Promote and **educate** landowners about new manure management technologies.



Nutrient Management Plans: 700+ farms (1,300+ landowners)



Total acres	2011	2012	2013	2014	
288,000	146,934 Acres	142,376 acres	146,114 acres	151,448 acres	53%



Waste Storage Closure

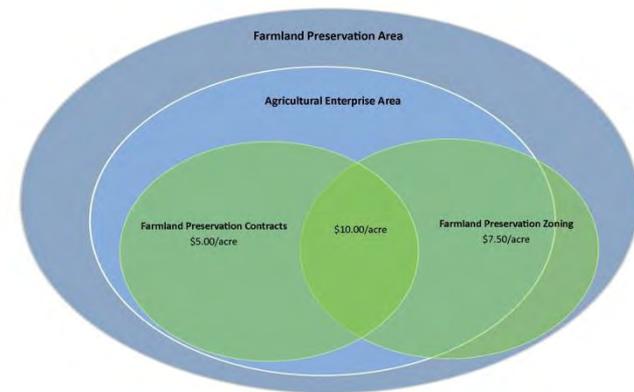
Total	2010	2011	2012	2013	2014	
160	90	102	120	128	135	85%

Managed Grazing: 140+ farm farms



Total acres	2011	2012	2013	2014	
25,000	14,214 acres	15,386 acres	18,162 acres	18,919 acres	76%

Farm Compliance Certification: Performance Stands



Total	2010	2011	2012 (AEA)	2013 (FP Plan)	2014	
290	160	177	146	212	222	77%

REGULATORY STRATEGIES FOR MANURE MANAGEMENT



Chronic and Predictable



- * Chronic: annual, allowable, acceptable
- * Predictable:
 - * modeled performance
 - * method standards
- * Performance Standards and Prohibitions
- * Historically, focus of program solutions

“The Event Discharge: Spills”

- * Ephemeral and gully erosion
- * Waste Storage Facility (WSF) failure
 - * Structural (bank collapse)
 - * Equipment (pipes, pumps, transport, application)
- * Mismanagement
 - * Cropland application of manure
 - * Overflow of WSF
 - * Manure dumping



Resource Concerns: Soil Erosion

Soil Erosion: Transect Survey

Tons/Acre/Year

"T"

1.8

2.3

2.3

2.2

(3-5 ton/ac/yr)

100%



Resource Concerns: Water Quality



Sequencing of Policy: Phase 1

April 2015: Citation Authority

- * Waste Storage Facilities (WSFs)
 - * New construction
 - * Significant modification
 - * Closure/deconstruction
- * Nutrient management plans by all permittees
- * Nutrient management plans (pre-1985 facilities)

Sequencing of Policy: Phase 2

Spring 2016 (after public engagement)

- * Direct runoff from manure applications to cropland and pastures
- * Development and Implementing Emergency Response Plans
- * Development of Operation and Maintenance Plans

Sequencing of Policy: Phase 3

- * Develop “Public Engagement Plan”
- * Nutrient Management Plans: all producers
- * Spills Management
 - * Direct runoff of manure and contaminated runoff from farmstead areas
 - * Overflowing WSFs
 - * Unconfined manure storage in Surface Water Management Areas

Goal 3: Lake, Reservoir and Watershed Management

- * **Lake Management Plans:**
 - * Eastern Lakes
 - * Big Eau Pleine River and Reservoir
 - * Lake Wausau
- * **Citizen Involvement**
- * **Farmer Engagement**

Conservation Delivery: Current Partnerships

Challenge: Traditional assistance – methods standards ??

Challenge: Performance standards vs. water quality outcomes



United States Department of Agriculture
Natural Resources Conservation Service



Clark County Government
Wisconsin

Conservation Delivery: New Partnerships

Concerns: Private and citizen involvement and expectations

Concerns: Municipalities and Industries



Maple Ridge Dairy
Dave Ruesch Farm



Solutions: People

