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Agricultural Outlook Forum
U.S. Department of Agriculture

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Cooperative Extension's Role in a Diversified Agricultural Food System

Richard M. Klemme

Cooperative Extension's Role in a Diversified Agricultural Food System

Richard M. Klemme

Dean and Director

Cooperative Extension

University of Wisconsin-Extension


Cooperative Extension



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Cooperative Extension – A Contemporary 21st Century Education Organization

- University of Wisconsin-Extension's Vision: We are known as a thriving, well-known, sought out educational resource that reflects the rich diversity of the state.


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Wisconsin's Diverse Agriculture

Dairy & Livestock Systems

Cash Grain Systems

Vegetable Crop Systems

Fruit Crop Systems

Local/Regional Food
Systems



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Cooperative Extension's Business Model

Customer driven
(local/state/federal)

Aligned with investors
(local/state/federal)

Human and Web-based Customer
Interaction
(sales and field reps)



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Cooperative Extension's Business Model

Serving interrelated markets
(agriculture, youth, families,
communities)

Connected to Research and
Development that builds
'products' from the customer
base.



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Cooperative Extension's Business Model

Connected to a Marketing Division that infuses relationship building, product evaluation, and advertising (communicating value)

Taps venture investors with partnerships at all levels.



Cooperative Extension's Transformation

We have transformed our work in all of our markets – youth, families, communities, and AGRICULTURE.

Our work represents the BOTH/AND of legacy and contemporary extension programming.



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Cooperative Extension's Transformation in Agriculture

Mainstream Agriculture:

- Trusted source of information
- Multiplier impact through commercial sector
- On farm research
- Addressing emerging issues



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Cooperative Extension's Transformation in Agriculture

Emerging issues:

- Personnel management
- Ag/Environment interface
- Ag/Urban interface
- Policy engagement



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Cooperative Extension's Transformation in Agriculture

Serving emerging regional food systems:

- Building awareness around the complementary nature of all food systems
- Facilitating market development (local, regional, national)
- Building research capacity



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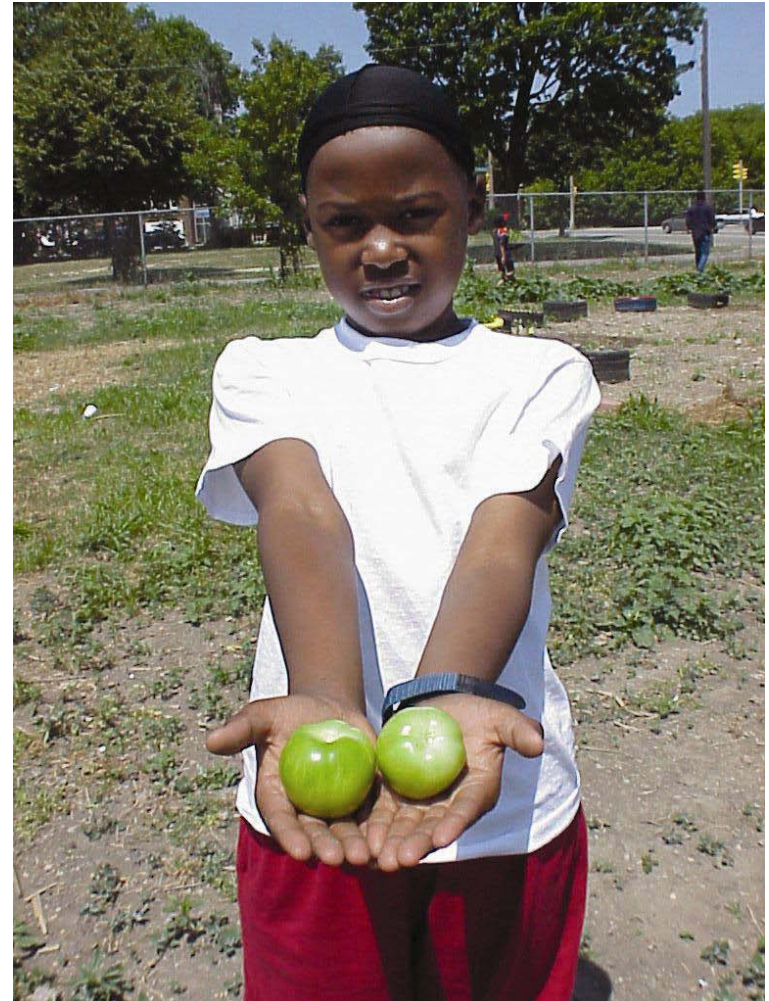


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Cooperative Extension's Transformation in Agriculture

Serving interrelated
metropolitan cooperative
extension market sectors

- Nutrition, health, and wellness
- Food systems
- Building community capacity



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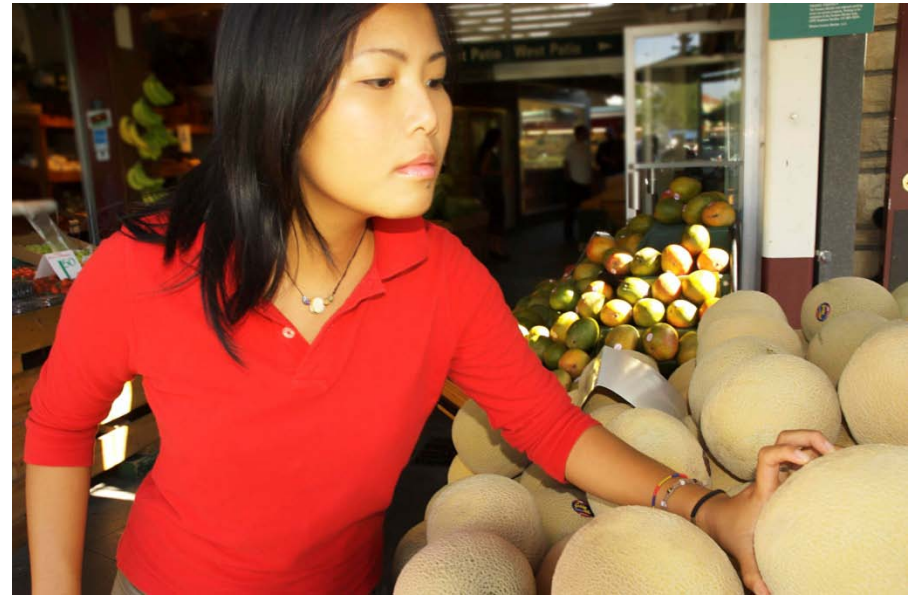


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Cooperative Extension's Transformation in Agriculture

Serving interrelated
metropolitan cooperative
extension market sectors

- Working with local governments
- Economic development
- Environmental quality



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Cooperative Extension – The New Normal

Transforming how we work in communities

- Seeing BOTH/AND opportunities to better serve people and institutions
- Improve our business plans, including marketing, for our traditional investors
- Expand our venture investor markets with new partnerships



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- The purpose to which we in Cooperative Extension commit:
- We teach, learn, lead, and serve, connecting people with the University of Wisconsin, and engaging with them to transform lives and communities.



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