Cooperative Extension’s Role in a Diversified Agricultural Food System

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Cooperative Extension – A Contemporary 21\textsuperscript{st} 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.
Wisconsin’s Diverse Agriculture

- Dairy & Livestock Systems
- Cash Grain Systems
- Vegetable Crop Systems
- Fruit Crop Systems
- Local/Regional Food Systems
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)
Cooperative Extension’s Business Model

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

Connected to Research and Development that builds ‘products’ from the customer base.
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.
Cooperative Extension’s Transformation in Agriculture

Mainstream Agriculture:

- Trusted source of information
- Multiplier impact through commercial sector
- On farm research
- Addressing emerging issues
Cooperative Extension’s Transformation in Agriculture

Emerging issues:

- Personnel management
- Ag/Environment interface
- Ag/Urban interface
- Policy engagement
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
Cooperative Extension’s Transformation in Agriculture

Serving interrelated metropolitan cooperative extension market sectors

- Nutrition, health, and wellness
- Food systems
- Building community capacity
Cooperative Extension’s Transformation in Agriculture

Serving interrelated metropolitan cooperative extension market sectors

- Working with local governments
- Economic development
- Environmental quality
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
Cooperative Extension

• 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.