



# Minnesota Senate Agriculture, Broadband, and Rural Development Committee

January 2023

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Dean

University of Minnesota Extension



# Extension Addresses Issues Important to Minnesota

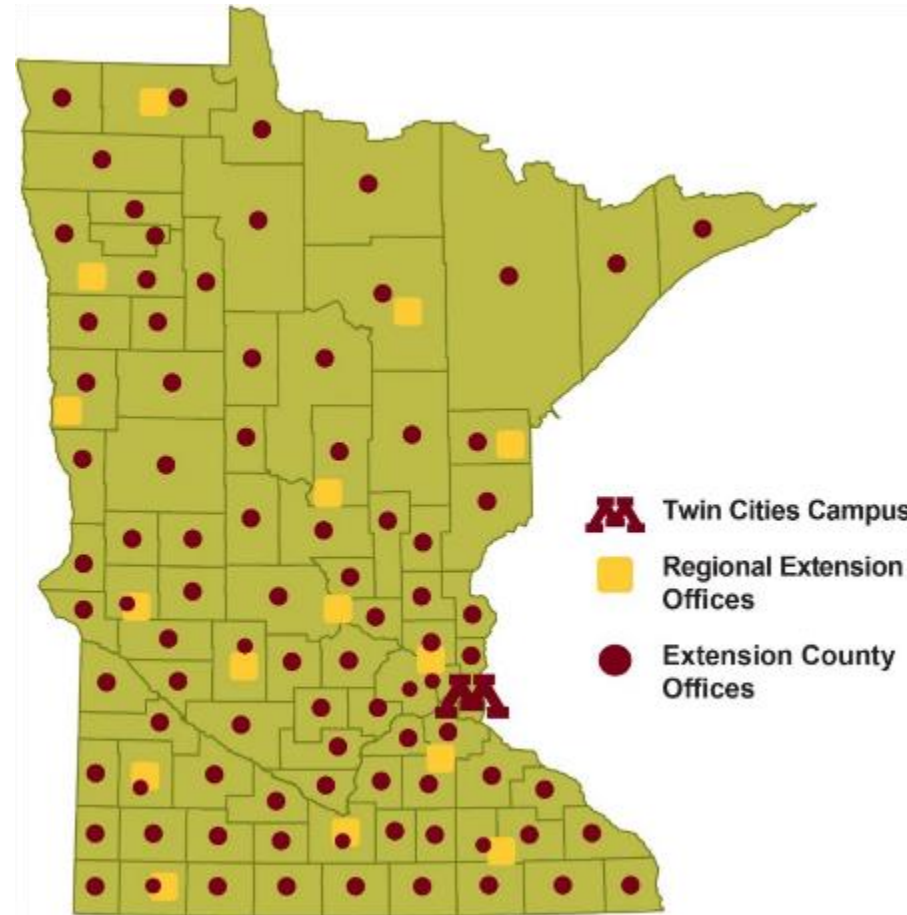
Through research-based education, Extension makes Minnesota a better place to live, work and play

- ✓ Growing leaders
- ✓ Strengthening families
- ✓ Enhancing rural economies
- ✓ Agriculture Production and Marketing
- ✓ Future workforce

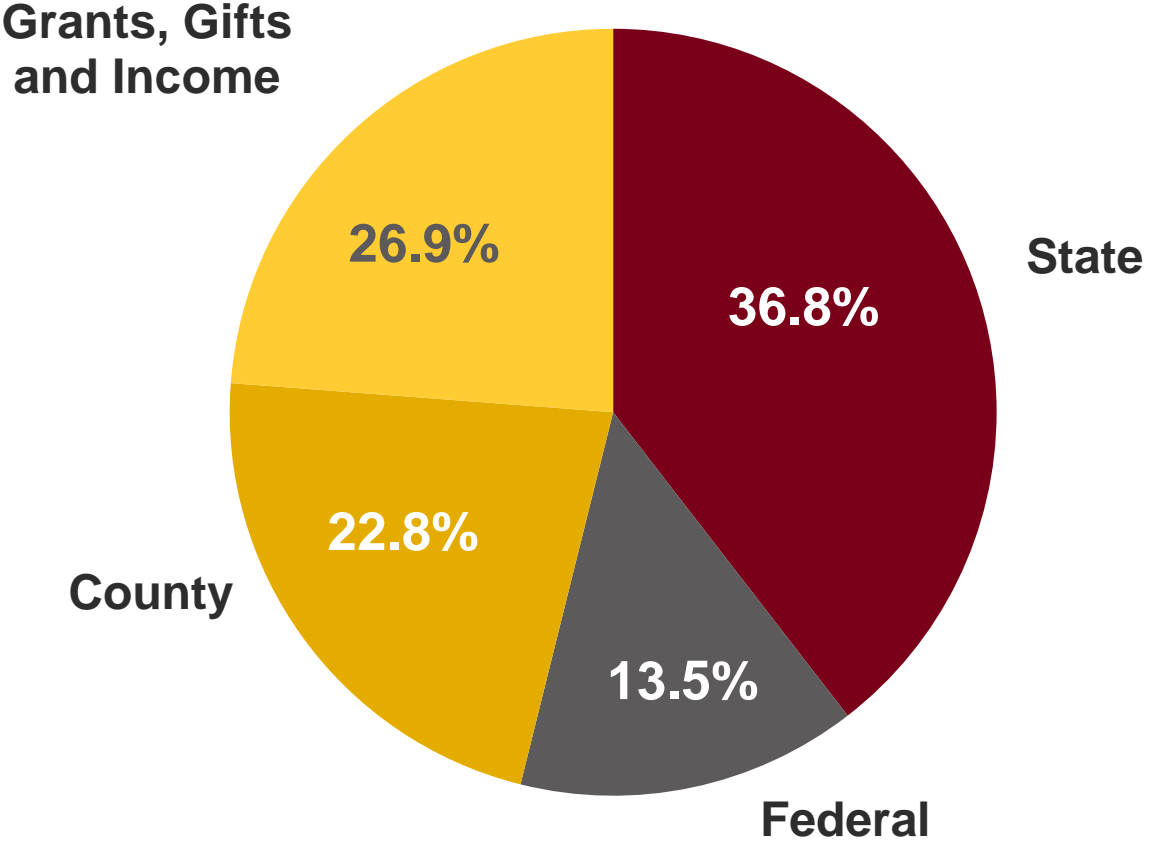


# Extension is Located Throughout Minnesota

- 15 Regional Offices
- 87 County Offices



# Extension 2022-23 Budget: \$78.9 M







# County/Extension Partnerships 2023



# Extension Partnerships within UMN

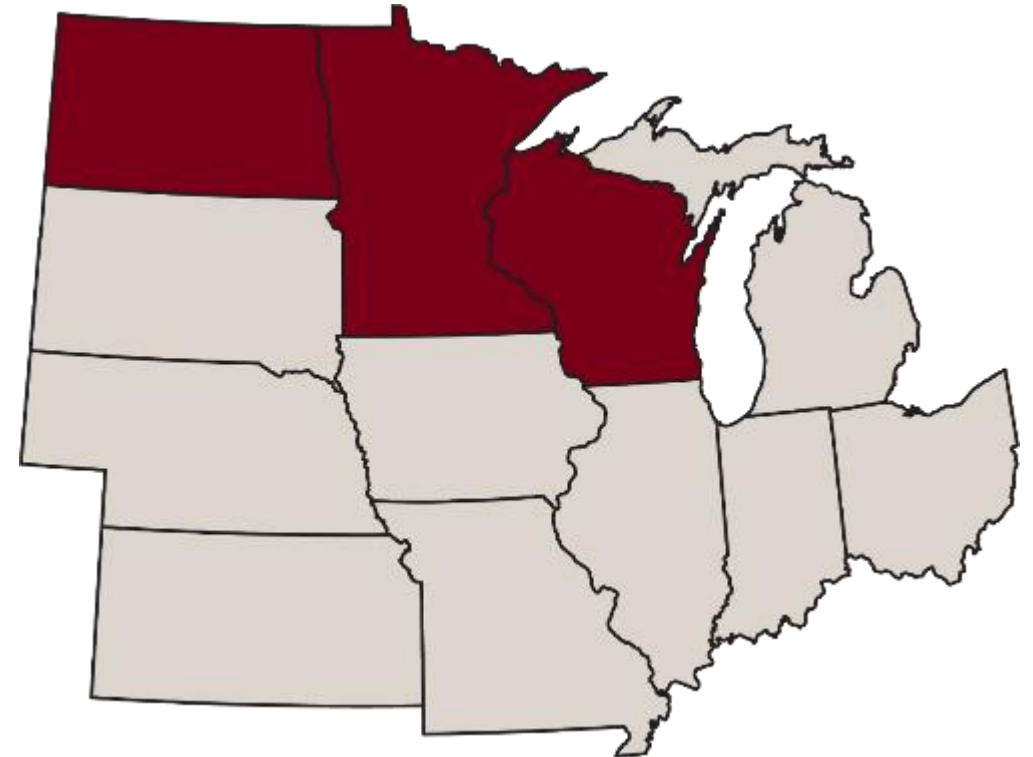
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- **Extension Partnerships:**
  - *Joint tenure/tenure track faculty*
    - College of Food, Agriculture and Natural Resource Sciences
    - College of Veterinary Medicine
    - College of Education and Human Development
    - Hubert H. Humphrey School of Public Affairs
    - University of Minnesota Crookston

# Extension Is a National Leader in Partnering with other Land-Grant Universities

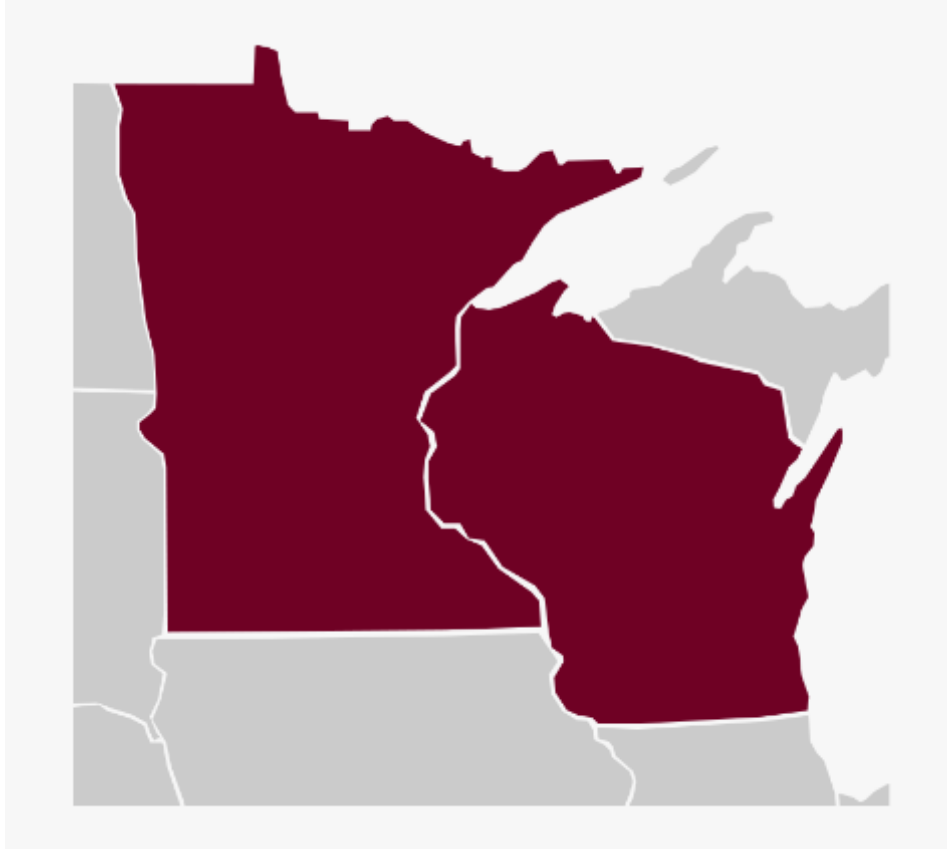
## Joint Faculty and Educator Positions

- **North Dakota State University**
  - Potatoes production
  - Sugarbeet production
  - Sugarbeet weed management
  - Sheep Production
  - Nutrition
- **University of Wisconsin**



# Wisconsin and Minnesota Partnership

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- **Rural Entrepreneurship**
- **Partial funding by rural financial organizations**
- **Wisconsin – funding from governor**



# Farming Continued Despite Drought and COVID

- **Self guided and on-farm research tours help farmers continue learning**
- **Virtual pesticide safety and environmental education: 11K professional and 17K farmers**
- **Strategic Farming webinars address drought and economic issues**



# New and Emerging Farmers

**Lakisha Witter working with Extension to address the many issues that come up while growing tomatoes and other produce in a high tunnel to extend the growing season.**



**Extension is working with Kenyan and Somali farmers who are growing crops from their home countries**

**Annalisa Hultberg, Extension educator, worked on food safety practices with Moses Momanyi of Dawn2Dusk farm in Cambridge.**





# “Climate-smart” decision-making

## Minnesota Climate Adaptation Partnership (MCAP):

- **Climate resilience = Mitigation + Adaptation**
- **Multi-agency partnership, collaborations across sectors and levels of government**

***“Liquid manure application in northern, increasingly unpredictable climates”  
(USDA Funded Program)***



# Agriculture Business Management

## ■ Programs:

- Ag Marketing Groups
- Agricultural Tax Issues course
- Dairy Risk Management Strategies Workshops
- Farm transition and estate planning: Create your farm legacy
- Farmland Rental Workshop
- Women in Ag Network



# Rural Stress: Mental Wellbeing of Youth & Farm Families

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## USDA Partnership with Midwest states

- **Community meetings**
- **Multidisciplinary Team**
- **Mental wellbeing resources**
- **Provided suicide education to over 150 professionals & community members**



# Gardens – Community Gardens – Farm to School New and Renewed Interest

## New 'Gardening from the Ground Up' webinar series continues to grow



## Farm to School Programs



## New Courses Delivered

- Starting a Garden from scratch
- Selecting and starting plants
- Pest management

# Volunteers contribute nearly 1M hours/year

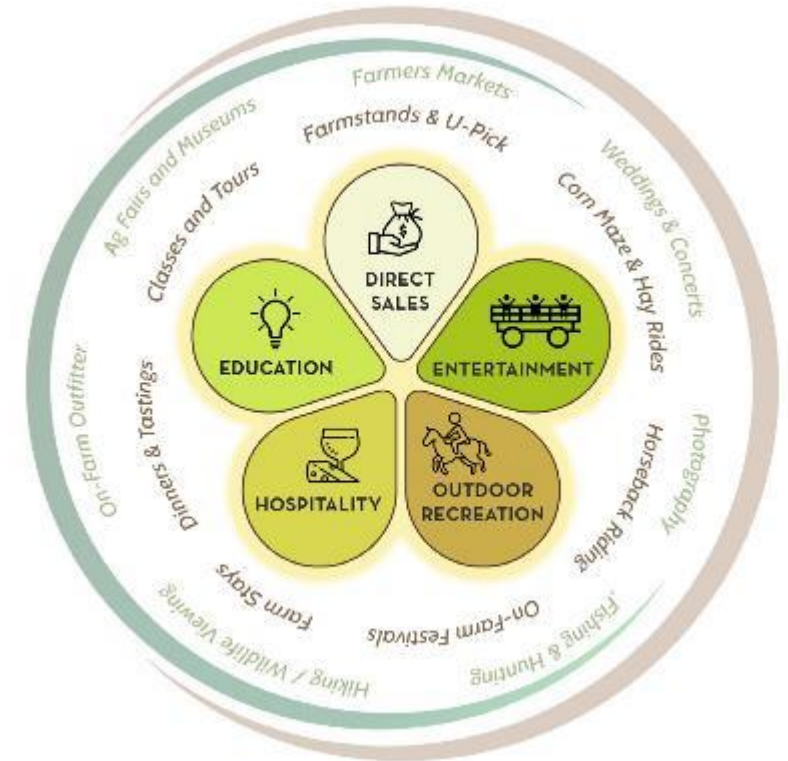
- **Master Gardeners**
- **Master Naturalists**
- **4-H volunteers**
- **County Extension Committees**
- **AIS Detectors**





# Tourism Center

- **Minnesota Tourism industry is important in Rural Minnesota.**
  - Economic Impact
  - Festivals and Events
  - Value of Tourism
- **Re-newed interest in Agri-Tourism**
  - Zoning laws
  - Food safety
  - Business Planning
  - Property Rights



# MN Changing Rural Demographics and Workforce

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## “Rural Brain Gain”

- High school graduates often leave small towns - they go to college - they get jobs. Then, they want to come back!
- The population of residents ages 30 to 49 has increased in rural Minnesota counties.
- These newcomers have significant education, skills, connections, spending power and children.
- **Communities can work together to attract newcomers and create a quality of life that all residents enjoy.**

# Rural Leadership

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- Minnesota Agriculture and Rural Leadership (MARL)
- Red River Valley Emerging Leaders







## University of Minnesota 4-H

**4-H is Minnesota's largest youth development organization, growing leaders in every part of the state**



# Emphasis on agriculture in MN 4-H

- **MN State Ag Ambassadors**  
22 youth, Farmfest, soil erosion
- **Growth in Ag clubs and camps**  
Cargill Foundation grant & contracts
- **Campus immersion camps**  
Ag educational and career pathways
- **\$750,000 agriculture education/careers**  
AFRI federal grant
- **Bend Don't Break - rural youth stress**  
MN Department of Ag
- **Down on the Farm - Career and Ag Exploration**  
Statewide hybrid programming on animal science





# Specialized ag license plate supports 4-H & FFA



# Recognition for learning and leadership



**Nicole Cash wins  
the National 4-H Youth  
in Action Award in STEM for  
robotics design for toddlers  
with disabilities**

**NPR: Why 4-H**

**NICOLE CASH:** It kind of felt like a home away from my home. It was a place where not only could I be myself, but I could see other people being themselves, and we could just grow through life together and just kind of build ourselves as characters and as humans.

**NPR: What's your pitch for a young person to be involved in 4-H?**

**NICOLE CASH:** I would say that they should get involved in 4-H because it is a place where you can develop something that I like to call transferable skills. It's something that you can't really get outside of youth development programs, and those are things like competence and public speaking and just the skills that you use to build yourself as a person besides like the hard skills that you learn from public education.





# Reaching all Youth In Minnesota

- **Minneapolis and Moorhead**
- **STEAM clubs, campus immersions & parent ed**
- **Educational pathways**



# Extension embraces hybrid learning

Hybrid can mean...

Synchronous hybrid

In person OR online

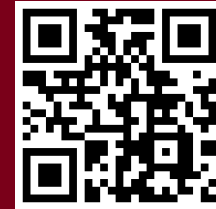
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Offering a "choice model" for everyday meetings where you have some participants attending in-person and some online can be well-received by participants, but is

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same

**NEW**  
**Hybrid**  
**Meeting**  
**and**  
**Teaching**  
**Resource**  
**Guide**



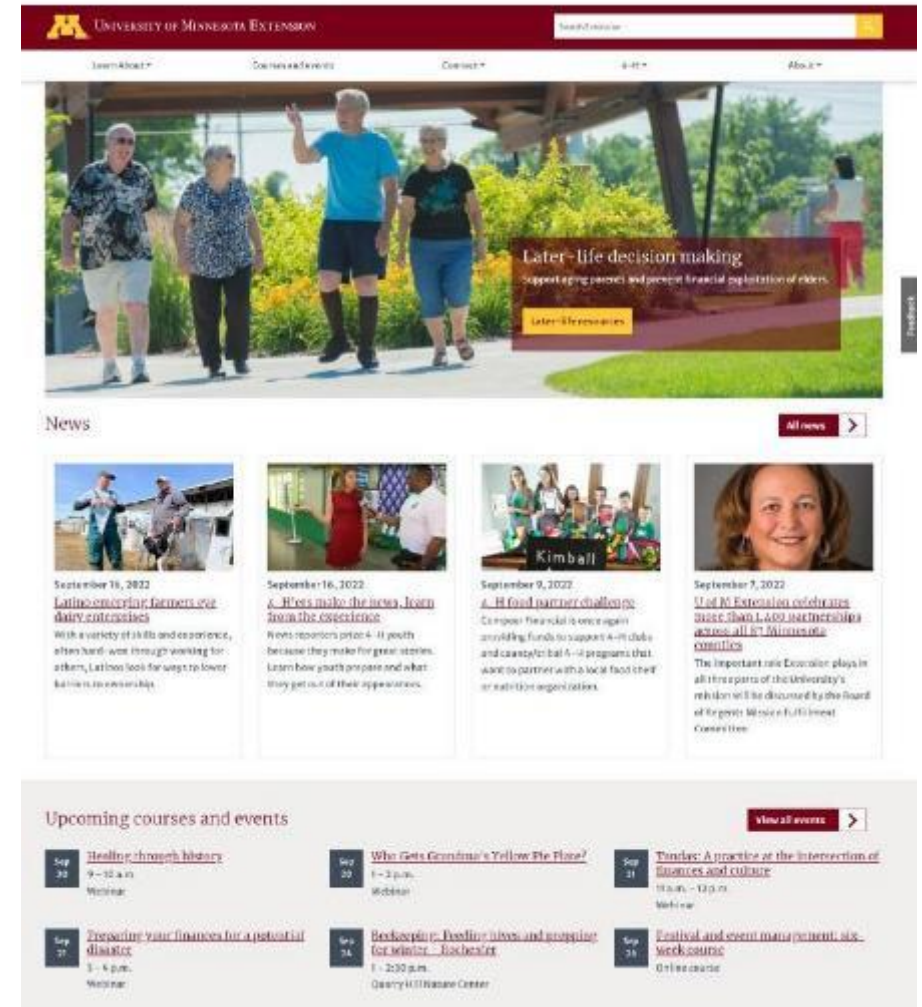
<https://z.umn.edu/HybridGuide>



UNIVERSITY OF MINNESOTA EXTENSION

# Extension's website – Connecting with MN

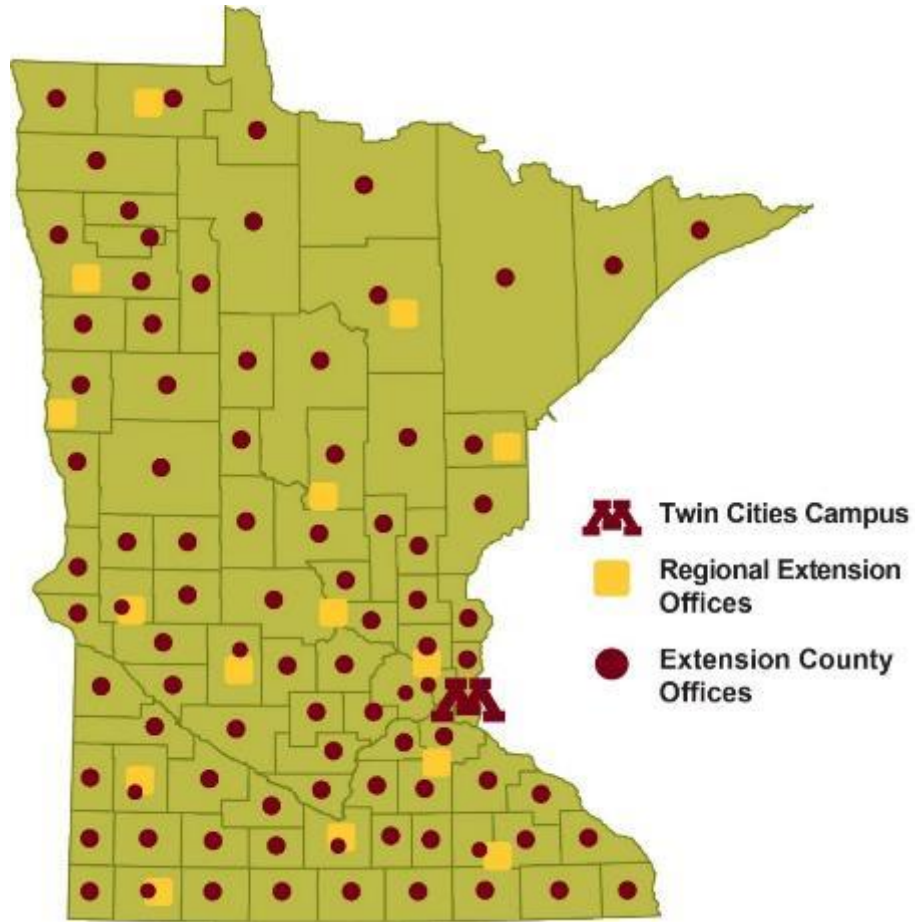
- 13M pageviews (up 11%)
- 8M users (up 18%)
- 63% access via mobile
- 83% come from searches
- Users rate pages on average 4.54 out of 5 stars (n=5,865)
- Most popular content:
  - dairy nutrition, houseplants, growing fruit, garden insects, horse health, soil management and nutrients, Extension courses and events





# University of Minnesota Extension

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*Thank  
You!*