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UNIVERSITY OF WISCONSIN

Mailing Address: 410 S. 3rd Street

# RIVER FALLS

River Falls, WI 54022-5001

Office of the Dean  
College of Agriculture  
Room 210 Agriculture Science Building  
715/425-3841  
715/425-3785 FAX

March 6, 1996

Honorable Al Ott, State Representative  
Wisconsin 3rd Assembly District  
Room 318 North State Capitol  
P. O. Box 8953  
Madison, WI 53708

Dear Representative <sup>al</sup>Ott:

On behalf of our College of Agriculture and University, I want to thank you and the members of the Assembly Committee on Agriculture for holding a public hearing on our campus. We appreciated the Committee's willingness to travel to River Falls and spend two days visiting with our students, faculty, and agri-business representatives on important issues affecting Wisconsin agriculture, rural development and higher education in agriculture.


Attached are copies of additional testimony from faculty members who were unable to testify at the public hearing due to the expiration of time at the public hearing on Thursday, February 22, 1996. These are statements from faculty in our departments of Plant & Earth Science and Agricultural Economics that discuss the importance of support for education in agriculture in Wisconsin.

I am pleased that the hearing received wide coverage from the local and state agricultural press. Both the Country Today and AgriView carried major stories that focused on our proposed new dairy facility, and the importance of additional funding to support computers and other technology related to agriculture, food and the environmental sciences. It was heartening to see the enthusiasm and broad interest of faculty and students who testified and attended the public hearing.

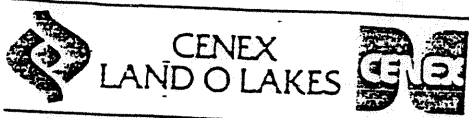
Your presence on our campus and willingness to focus on higher education and rural development is important to our University and to the state of Wisconsin. The Assembly Committee on Agriculture plays an important role in policy and funding initiatives that directly impact on agriculture. This information gathering session and your presence in western Wisconsin will hopefully be of assistance in future legislative deliberations.

Again, we thank you for coming and firmly believe that the two days were mutually beneficial. We look forward to working with you in the future.

Sincerely,

  
Gary E. Rohde, Dean  
College of Agriculture

- c: Members of the Assembly Committee on Agriculture--Ward, Ainsworth, Zukowski, Otte, Skindrud, Hahn, Olsen, Gronemus, Baldus, Reynolds, Springer, Wilder, Dueholm.  
Senator Alice Clausing  
Representative Sheila Harsdorf



Cenex/Land O'Lakes Agronomy Company

(612) 451-5151

March 9, 1995

Dr. Bob Baker, Chair  
Plant & Earth Science Department  
University of Wisconsin - River Falls  
River Falls, WI 54022

RE: AGRONOMY DEPARTMENT, UNIVERSITY OF WISCONSIN - RIVER FALLS

Dear Dr. Baker:

We have been extremely pleased with the quality of education received by Agronomy graduates of University of Wisconsin - River Falls. We are judging the quality of your University based upon two factors.

First, we recruit students who either have majors or minors in Agronomy for our Crop Production Specialist program. This program started with 20 agronomists in 1988 and has expanded to over 200 in 1994. University of Wisconsin - River Falls graduates have been a very significant portion of those hired into this particular program (26/210). This program specifically requires strong agronomic skills of the individuals hired to do whole farm crop production planning, nutrient management planning, and pesticide management planning, followed by appropriate crop production input sales.

Secondly, we have interacted with the Agronomy faculty in research, demonstration, and training plots on the campus farms since 1985. This effort has involved faculty and teaching academic staff, as well as non-teaching personnel. This arrangement has involved the sharing of equipment, seed, land, and other production inputs to train our 200 agronomists each year. We have also funded specific research conducted by the University of Wisconsin - River Falls faculty on projects relating to crop production.

The ability to evaluate the personnel, curriculum, facilities and equipment available to educate students who have an academic and vocational interest in Agronomy gives us the ability to rank the Agronomy Program at University of Wisconsin - River Falls as being of high quality.

P.O. Box 64089, St. Paul, MN 55164-0089  
5500 Cenex Drive, Inver Grove Heights, MN 55077

page two

Letter to Dr. Bob Baker, Chair

March 10, 1995

The students attending University of Wisconsin - River Falls have a unique advantage of priority access to production agriculture in a lab farm setting. The majority of the students in the past have had farm backgrounds, but as demographics indicate, there are fewer of these students available for recruitment. Therefore, the undergraduate education emphasis at the University of Wisconsin - River Falls is critical in providing students excellent job opportunities in Production Agriculture, especially in the agri-business areas of consultative selling. Due to the closure of University of Minnesota - Waseca coupled with the research and graduate training emphasis of both the University of Wisconsin - Madison and University of Minnesota - St. Paul, the University of Wisconsin - River Falls Agronomy program is not effectively duplicated by any higher education institution in this region.

We highly value our relationship with the University of Wisconsin - River Falls, its faculty, academic teaching staff and non-teaching personnel. The program is strong and requires constant maintenance to develop the students who will be able to meet the needs of production agriculture in the 21st century. We are willing to elaborate on any issues that you may have concerning specific items you need addressed to fully evaluate the Agronomy Academic Program at the University of Wisconsin - River Falls.

Sincerely yours,



David E. Johnson, President  
Cenex/Land O'Lakes Agronomy Company

SHEILA E. HARSDORF  
State Representative  
Wisconsin's 30th Assembly District



March 14, 1996

Representative Alvin Ott, Chair  
Assembly Committee on Agriculture  
318 North, State Capitol  
INTERDEPARTMENTAL

Dear Representative Ott:

As you may recall, when the Assembly Committee on Agriculture held a public hearing at the University of Wisconsin-River Falls there was insufficient time for everyone interested to testify.

One of these individuals, Dr. Steve Carlson, a professor at UW-River Falls has provided his written comments which he asked me to share with you. I hope you will take time to read them.

If you have any questions please feel free to contact me.

Sincerely,

*Sheila*

SHEILA E. HARSDORF  
State Representative  
30th Assembly District

SEH/ksp

*Al - you already had a  
copy - I clipped it on -  
you had highlighted  
parts of it - should  
I file it (?)*

MEMBER: JOINT COMMITTEE ON FINANCE

15 North, State Capitol, P.O. Box 8952, Madison, Wisconsin 53708-8952 (608-266-1526) or (1-800-362-WISC)  
N6627 County Road E, River Falls, Wisconsin 54022 (715-425-6430)

Recycled Paper and Soy Base Ink



United States  
Department of  
Agriculture

Soil  
Conservation  
Service

1802 Warden Street  
Eau Claire, WI 54703

April 25, 1994

Bob Baker  
Chair, Department of  
Plant and Earth Sciences  
University of Wisconsin River Falls  
Department of Plant and Earth Sciences  
River Falls, WI 54022

Dear Bob,

The purpose of this letter is to reflect support for the Soil Major program at River Falls. In a time of increasing environmental concerns, soil information is looked upon as the basic requirement to ensure the responsible management of all our natural resources.

With the need and use of soil information increasing and the level of its use becoming more complex as it relates to other issues educational programs for providers of this information needs to be, if anything, strengthened. Soil use problems are related to many geological, climate, social, cultural and economic situations as well. From my knowledge of many soil graduates from River Falls your soil staff does an exceptional job in relating to the students, and making them appreciate, the complex relations of soil science to these other situations.

This excellence is evidenced within our agency by three of the last four soil scientist hires being River Falls Soil Major graduates.

Sincerely,

LARRY L. NATZKE  
Area Resource Soil Scientist



The Soil Conservation Service  
is an agency of the  
Department of Agriculture

AN EQUAL OPPORTUNITY EMPLOYER

Patricia Gensen & Mark McAfee

1989 AURI - full new growth in rural ag community  
- non-profit - gets away from regulation  
(see copy of testimony)

Mark McAfee

examples: alternative fuel  
specialty papers  
soft dairy farming  
Shitake mushrooms  
dry soup products  
(Asian-Am market in CA)

Allan Jacy, Bud Sholtz - involved in encouraging new uses - including for dairy products (pharmaceutical applications)  
Ag/UP funding pot

\$5 mil budget / \$4 mil from state general revenue  
direct line-item appropriation

David Juchten

- if you neighbors have the same problem - get together

\* MN local goat coop

different counties got together  
bought bullets together &  
got a price break (? \$15,000)

drained together - (\$200,000 in hazard alone)

- most interesting coops in Dakotas & MN

\* Fiber optics

1 headache - schools - how'd don't correlate  
(scheduling, distance learning programs)

agriculture

#45 mil - growing 11% per year

fastest growing sector of ag in WI

400 calls annually on agriculture

fed grant - \$450,000 for 3 yrs

- WI is falling behind other states in value-added agriculture

*or expanding*

\* Businesses in trouble or coming in →

Gov and DAD might there - only

thing we've really done to help

ag expand is ADD ~~ADD~~

Dennis Johnson

\* co-ops that value-added co-ops have returned 10s of millions of dollars to farmers in last 10-15 yrs.

\* 60+ employs 1.5 million payroll

5 mil economic benefit to community (Renoville video -

Joe Tregonig ADD

- whey lactose developed into a pharmaceutical grade (used to be a useless product) - crossing int. lines

- ADD - receives at least 350 calls per year

- 41 sheep dairy producers, a cheese plant and 3 new products

Rod Nilsestuen & Will Huguen

### Coop Development Services

- 9m Acs
- worked w/ 200 projects
- a little out of state

### challenge

put the pieces together

look @ AURI type model for WI

\*AURI willing to show info + partner w/WI

- projects don't just happen - want to work @ them

- risks for private sector putting \$ on table

- AURI is welcome mat for business

- everyone is involved - congrats. office

state legislators, AURI

- wouldn't rank ag economic investments in WI very high today

? Won't development happen anyway ~~today~~

- already said creating jobs is imp.

- few other actors beside ag can provide the economic impact

- specialized knowledge + skills needed to be successful



STATE OF WISCONSIN

To Al

Date \_\_\_\_\_ Time \_\_\_\_\_

WHILE YOU WERE OUT

M Al Deedus

of \_\_\_\_\_

Phone \_\_\_\_\_

Telephoned		Please Call	
Called to See You		Rush	
Returned Your Call		Will Call Again	

Message We are will have to leave early from hearing on Fri.



Party Receiving Call

STATE OF WISCONSIN

To \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_

WHILE YOU WERE OUT

M Rep. Reynolds

of \_\_\_\_\_

Phone \_\_\_\_\_

Telephoned		Please Call	
Called to See You		Rush	
Returned Your Call		Will Call Again	

Message can't make it to being Fri. 23rd



Party Receiving Call

STATE OF WISCONSIN

To AI

Date \_\_\_\_\_ Time \_\_\_\_\_

WHILE YOU WERE OUT

Rep. Otte

of \_\_\_\_\_

Phone \_\_\_\_\_

Telephoned		Please Call	
Called to See You		Rush	
Returned Your Call		Will Call Again	

Message

He has a conflict at 7:30 am on Friday of hearing. He won't be able to go to hearing



Party Receiving Call

• Commitments Exchanged

• Journal Entry

• Thoughts & Ideas

• Agendas (telephone, meetings)

• Conversations

Feb. 22/23 hearings - River Falls

1) Being questioned by message to Comm. Inquiries - ~~idea~~

2) ~~of Ethics Bd. on message~~ ~~quicker~~ ~~steps~~

3) Hearing notice (? do 2) (2 restrict time) Feb 5th + Feb 12th

4) Send pers Feb 8th or 9th

5) Agenda from Rohde by Feb 1

6) Agenda from Jim Arto

7) opt name plates

survey on state car, plane

provide hotel #s H.N. 2 later chat

prelim count \* encourage attendance

Week of Jan 24

transportation to motel for ATZ, EMS (who bring chairs) ~~to show~~

Best Western after 1pm check-in 2 rooms - 1 w/ 2 queens 1 w/ 1 queen non-smoking 24 hr. cancel

bring tax exempt #

OK - No

Reynolds - yes Thurs no Fri Standard - yes

Call ↓

Ote, Hahn, Zwickowski

• Commitments Exchanged  
• Journal Entry  
• Thoughts & Ideas  
• Agendas (telephone, meetings)  
• Conversations

- building + establishment of Dairy Research Center

\* fully computerized greenhouse

\* food science pilots

\* Klaber

\* different from Madison - R.F. more undergraduate work

\* campus lab farm \* Rural Development Institute

Panel of students - broad cross-section of majors - some w/ internz, going to grad school ? restrict time for comments

4-5 teachers (faculty) + (staff) MAP R

Employers \* Kim do hotels / Shulka

Thurs. 2/22 Student Center

11:00 - Arrive

11:30 - Hearing until 3:00 pm

Tours til 6 or 6:30

Dinner at RDI, Town RDI

Fri. 2/23 Rodley Commons

AVRI rep

1 or more providers directly related to AVRI

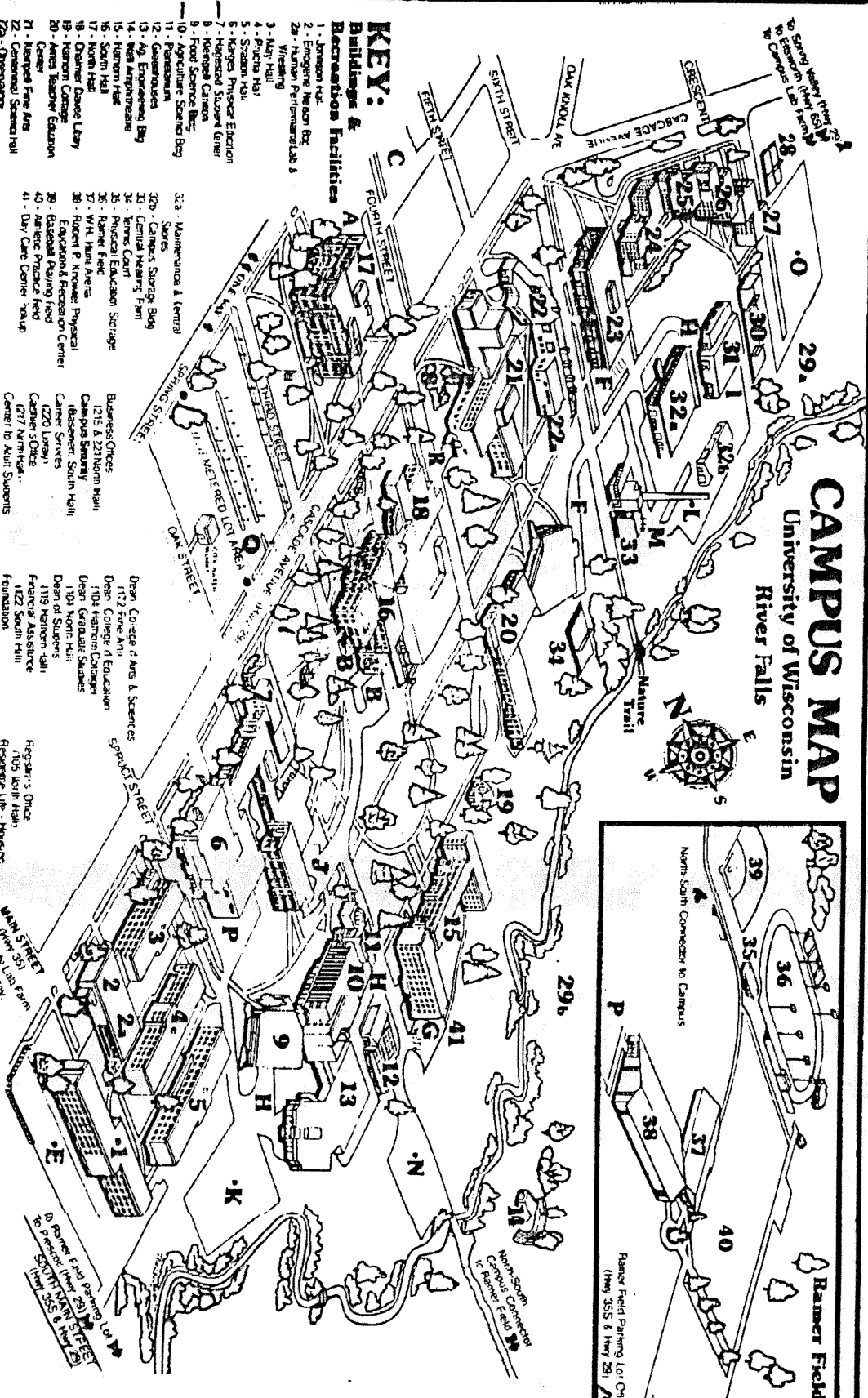
? DAICP

Special interest to project of

Parkin lot J (south of Hogstad Student Center) or Q. Both are metered lots but meters will be *park at a bagged meter*

# CAMPUS MAP

University of Wisconsin  
River Falls



## KEY:

- Buildings & Recreation Facilities**
1. Johnson Hall
  2. Engene Nelson Bldg
  3. Human Performance Lab
  4. Wrestling
  5. Pyle Hall
  6. Stanton Hall
  7. Hogstad Physical Education
  8. Hogstad Student Center
  9. Food Science Bldg
  10. Agriculture Science Bldg
  11. Prentiss Hall
  12. Greenhouse
  13. Ag. Engineering Bldg
  14. West Amphitheater
  15. Harmon Hall
  16. North Hall
  17. Warner Dance Library
  18. Harmon College
  19. Arts Teacher Education
  20. Arts Teacher Education
  21. Central Fine Arts
  22. Central Science Hall
  23. O'Connell Hall
  24. Harmon Hall
  25. Harmon Hall
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  40. Harmon Hall
  41. Harmon Hall

- Administrative Offices**
- 112 South Hall
  - 114 Harmon Hall
  - 118 North Hall
  - 120 Harmon Hall
  - 122 Harmon Hall
  - 124 Harmon Hall
  - 126 Harmon Hall
  - 128 Harmon Hall
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  - 198 Harmon Hall
  - 200 Harmon Hall

- Business Offices**
- 1215 & 221 North Hall
  - 1216 North Hall
  - 1217 North Hall
  - 1218 North Hall
  - 1219 North Hall
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  - 1221 North Hall
  - 1222 North Hall
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  - 1250 North Hall

- Faculty Offices**
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- Parking Lots**
- A - North Hall
  - B - South Hall
  - C - Spring & Fourn
  - D - West of Johnson
  - E - West of Johnson
  - F - Harmon Hall
  - G - Harmon Hall
  - H - Harmon Hall
  - I - Harmon Hall
  - J - South of Student Center
  - K - South of Student Center

Post-It™ Fax Note 7871

Date	2/20	# of pages	1
To	KIM		
From	LeAnne		
Co./Dept.	Co.		
Phone #	Phone #		
Fax #	608-267-4358	Fax #	715-425-3785

# RIVER FALLS

Office of the Dean

College of Agriculture

Room 210 Agriculture Science Building

715/425-3841

715/425-3785 FAX

**DATE:** March 8, 1996

**TO:** Wisconsin State Assemble Agriculture Committee

**FROM:** Dr. Gerald Nolte, Professor and Chair  
Agricultural Economics Department  
University of Wisconsin-River Falls

**RE:** Follow up Testimony to hearing held on the UNIVERSITY OF WISCONSIN-RIVER FALLS campus February 22, 1996

The Honorable Al Ott and all committee members:

Thank you for coming to River Falls on February 22 and 23. The faculty and students are proud of "our" college and we are always pleased to show it off. We think we are good stewards of the State's resources and we are confident enough our belief that we encourage anyone, especially legislators and employers of our students, to scrutinise us carefully. Good teaching is not glamours stuff and it doesn't make headlines. People who want to know have to take the time see it up close and ask the right questions of the right people. Again, thank you for taking the time.

My name is Gerald Nolte. I am a professor and the chair of the Agricultural Economics Department of the College of Agriculture at The University of Wisconsin-River Falls. I have been a professor here for 25 years. In that time I have seen good times and bad time here at the University and for agriculture. I remain optimist for the future.

I had hoped to speak to you on the 22nd but time ran out. I do not feel bad about it. I think it was more important that you heard from the students. I can transmit my thought by paper, the flavor you got from listening to the students could only come from taking the time to listen. I was prepared to talk to you on several topics. Several of these were covered by others, therefore, I would like to concentrate on one, computing in the college. I speak to this topic because computing in the college curriculum is important, it is a large drain on resources, and the testimony given by the students seemed to give mixed messages. As I see it, the two messages were: computing in the college is woefully lacking; computing in the college is very adequate.

A case can be made for either; a case can be made for both. There is a significant amount of computing that is done in the college by the faculty, the staff and the students, both as part of class work and for non class activities. Some faculty use computing much more than others. Some should use more computing with their students than they do, some do not do much with their students because it is not appropriate technology for some topics. It is not surprising that some students report that computing is an everyday part of their course work and others have had only limited exposure. But it is more complex than this.

Computing has been a rapidly changing activity in society and on campuses. There seems to be no let up in sight for that rapid change. It has been difficult for faculty to get started using it in an integrated way in classes, to say nothing about keeping up with the rapid pace of change. Most of our faculty, or any college faculty, went through school without using micro computers. For some

of the faculty in the junior ranks this is not true, but it is true for the majority of the faculty. Most of the faculty are like me, to the extent that I know computing it is self taught. Being self taught is not necessarily bad, surely professors should be constantly learning and they should do much of it on their own. But, there is this time thing (as George Bush would say.) The faculty has to be highly motivated, not highly motivated in general, our faculty is, but highly motivated specifically toward computing. This motivation to learn computing has to be in addition to staying up with the rapid pace of technological change in their professional area of agriculture. It also means learning computing well enough to use it in teaching, that means teaching computing as you teach the main subject. I think that our faculty, and faculties in general have done a good job of retrofitting their skills to move into the computer age. The State has been well served. The State has provided extra funds for student access to computers but very little for training of faculty.

There still are significant numbers of faculty who have not moved into the computer age. These individuals have not been motivated to do it on their own. I think that it will cost the State extra funds to get this group trained in computing. I think it is important for education that this training happen. I think the State will benefit from it. In many ways it is not fair to those of us who have been motivated to do it on our own, but life is not fair.

Let me go on to give you a sense of some of the types of computing that go on in the college here at UW-River Falls. I will give you some examples from agricultural economics because I know it best. Students in farm management "manage" a paper farm. It is a simulated farm and the simulator is designed to put emphasis on economic planning. It is computer assisted and we have been using versions of it for more than 20 years. I have written the current version to work with micro computers. Students can use almost any micro computer anywhere to build their plans, cash flows, income statements, and balance sheets. The students also use computer spread sheets to build budgets and do other forms of analysis. All of our students have E-mail addresses. This means that they get most of their assignments sent to them in this way. They can, and do, send me messages asking for help as they are working on assignments. Similar computing things to what go on in farm management go on in many other classes. On campus there are three general access labs, there are a few computers in each dorm, and there are three in the Ag-Sci building. These computers stay very busy and it means wait time for students at prime times. Here is another instance where some would say inadequate and others would say adequate. The three computers in Ag-Sci is a little extra service we provide to the students and the maintenance comes out of my own hide. Also, each of the fraternities has computers and increasing numbers of students have their own machines.

The newer applications that need to be integrated into courses deal with communications. The internet is truly becoming the information highway. There is an amazing amount of information now available to our students and it is just a keyboard and video screen away from them. Our commodity marketing students gather data from the Mann Library at Cornell University, or other data sights. They electronically search for the data, "sweep" out what they want, bring it into their spread sheet, edit it electronically, and build great looking graphs, or use it in some other analytical way. Data that use to be available only at big research library is now available to us. The problem is that I need to know a lot more about using this technology if I am going to really teach it in an integrated way in my classes. I need time to learn and time is very scarce. Keeping up with economics, grading, working with students, and university committee work is a full time job. I have worked so hard at staying up with computing and I was doing rather well but now I am falling behind again. And, if I am behind then most of the faculty in the college are behind me. I am at the point where I have to start guarding against professional burn out. I hope you see what I mean when I say our computing is adequate, our computing is inadequate.

I said I, (we) need time, but we also need new machinery and software. A typical department budget has no room for purchasing computers. My department has gotten ours with outside grants and gifts. We have worked very hard to scrounge up the money for these computers and we have

been reasonably successful. But, now, only after a few years, they are almost obsolete. They simply do not have the power to run Windows applications or go onto the information highway. We are falling behind again with equipment just as we are falling behind with computing skills.

Thank you for taking the time to read this testimony. I hope it adds to your knowledge and understanding of what is happening in education in the College of Agriculture at the University of Wisconsin-River Falls.

University of Wisconsin - River Falls  
College of Agriculture

OFFICE OF THE DEAN

3/6/96

Al Ott -

I have enclosed copies of  
the stories on the hearing for  
you information in case you didn't  
see them.

Enjoyed working with you

on this - G. Folde



# River Falls Campus Thriving, Budget Constraints Worrisome

By Jane Fyksen  
Regional Editor

Wisconsin's Assembly ag committee visited the University of Wisconsin-River Falls last week, at the invitation of ag dean Gary Rohde. The committee went to the northwest Wisconsin ag campus to listen to concerns of students and faculty, as well as members of the farm community.

What chairman Al Ott (R-Forest Junction) and fellow ag committee members saw is an outlying ag campus that's thriving, though worried about budget constraints.

The committee held a similar hearing a year ago on the Madison ag campus. It was there that UW-Madison meat and animal science professor Robert Kauffman suggested that maybe Wisconsin only needed one ag college and it should be in Madison. That didn't sit well with folks at River Falls and Platteville.

Rohde, however, tells Agri-View that it's "not what one person said or didn't say," at the Madison hearing that prompted the invitation to River Falls. Agriculture students and faculty are proud of their ag college, and particularly the fact that River Falls specializes in teaching ag undergraduates. That's in contrast to Madison, where undergraduates share professors with research, Extension and masters and doctorate programs.

The River Falls ag campus may be small, but as some of its 1,300 students testified at last week, they like it that way. With the focus on teaching, professors aren't preoccupied by research projects and time-consuming graduate programs. The committee heard over and over again how ag students at River Falls aren't just "a Social Security number on a roster," as one student put it. They have easy access to their instructors and get lots of personal attention - especially when it comes to internships and getting jobs after graduation.

Rohde told the legislators - many of whom had ties to River Falls as alumni or with children going there - that one of the "raps" universities take is that research "drives everything." He pointed out, however, that UW-River Falls' college of agriculture has a "comparative advantage" by specializing in teaching undergraduates. In fact, it is one of the largest undergraduate colleges of agriculture in the nation.

Rohde told the Assembly ag committee that "the yellow light is flashing" and UW-River Falls feels "somewhat squeezed" financially. State dollars "haven't been forthcoming as they should," he told legislators, noting that despite an ag enrollment that's gone up about 25% in the last half-dozen years, the proportion of the state budget going to higher education has fallen from around 15% when he came on board 15 years ago to around 9%. Though the college of ag has been, according to Rohde, "working harder to find outside money from agribusiness, it still deserves state support.

At the onset of the hearing, Ott told the River Falls ag students who

packed the hearing room that his committee wanted to catch "some of your youthful enthusiasm for agriculture." He said it was the committee's aim in coming to River Falls to find out how the Legislature could "lift that up for you" and "not step on it." Indeed, what the state lawmakers heard was testimony from young adults who are optimistic about the future of agriculture and excited about the prospect of careers in the field.

Leading off a steady stream of ag students wanting to testify was Christopher Patton, student president from DePere. Though since coming to River Falls he's switched his major from ag education to political science, Patton said what "sold" him on the campus was "its commitment to undergrad education" and the fact that "the faculty were concerned, number one, about students."

Patton said he disagreed that three colleges of agriculture in Wisconsin add up to "duplication. Students need as many opportunities and points of access into agriculture as possible," he argued.

Scott Werlein, Mondovi, testified as a "nontraditional student," having come to River Falls to major in ag business out of the Marine Corps as well as technical college. He likes the ag campus' "hometown atmosphere. Everybody is one big family here," he said, adding that "the only thing that holds you back from succeeding (at River Falls) is yourself." He did, however, complain that credits earned at technical school didn't readily transfer to the university. He thinks there should be "more communication" between technical colleges and the UW as to how credits are awarded.

Jeff Wittek, Thorp, said he came as a "second generation" to River Falls, not knowing what he wanted to do or even if he really wanted to go to college. Rohde, his advisor, encouraged him to run for state FFA office. He did so, and successfully, and it gave him a whole new outlook. Wittek indicated that the faculty truly cares about students.

Richard Noflke, a senior majoring in horticulture, related that his background is in fresh-market vegetable production in the Appleton area. He pleaded with legislators to remember the "diversity" of Wisconsin agriculture, not only when doling out funding, but also when passing restrictions on pesticides. There's more to Wisconsin agriculture than dairy, said Noflke, pointing out that the state is number two now in dairy, while it's number one in many vegetable crops, such as snap beans, sweet corn for processing, cabbage for sauerkraut, and canning beets.

Noflke also pointed out that "years ago," farmers looked to the UW to find out what's new in terms of technology. What's happened, he maintained, is that "private industry is on the cutting edge of technology." He thinks it's a "grave error" that university research has fallen behind. "The university should reestablish itself at the cutting edge of technology. The university should be the leader," he told the committee.

Other testimony focused on everything from the importance of River

Falls' horse program to how the college offers opportunities in horticulture - agriculture's boom field. Over and over, students reminded legislators of their need for lab equipment and computers, which take money. Pride was also expressed in River Falls' strong internship program that places upwards of 180 students annually with agribusinesses and on farms in order to glean hands-on experience and "people skills" they'll need in their ag careers.

Rohde reported that about 25% of the 5,300 students at UW-River Falls are in the college of ag. There's also a college of education and of arts and sciences. Tuition this fall will run around \$2,500 a year, with \$2,500 not unusual for room and board. Though tuition has been going up about 5% a year, the cost of enrollment and dorms combined is probably 10 to 20% lower than on the Madison campus, the River Falls ag dean guesses.

Madison's entrance requirements are also slightly stiffer than River Falls', Rohde continues. To get into UW-River Falls college of ag, students must be in the top 40% of their graduating class and score 22 or higher on a 36-point college entrance exam. Exceptions are made, he adds.

There are roughly 1,300 ag students this year on campus. Enrollment has been going up, says Rohde, expecting it might even hit 1,400 this fall. "Maximum capacity" in the ag college is around 1,500 students.

## Dairy Club Sale March 4

The University of Wisconsin-River Falls Dairy Club will hold its 12th biannual consignment sale on March 4, 1996, at noon. The sale will be held at the University Dairy Farm in River Falls and will feature 40 registered Holsteins from Wisconsin and Minnesota.

Lots include a fancy September 1995 juror daughter with a PTP1 cow +1239 out of a VG-87 Southwind dam, an August 1995 P9 Roebuck daughter out of an EX-90 Inspiration dam with a 5-04 record of 40,440 lbs. milk, 1389 lbs. fat, and 1207 lbs. protein, second dam with 35,740 lbs. of milk; a September 1995 Mascot daughter with a PTP1 cow +1063 out of an EX-98 Beautician dam with 19,750 lbs. milk, next two dams Very Good with over 26,000 lbs. milk; a fresh 1993 Prelude daughter with 1233 PTP1 out of a VG-87 Mark dam with a record of 29,720 lbs. milk, 1330f, and 1071p; and a January 1995 Oscar daughter from the "Sweet" cow family.

Also selling will be semen from bulls like Paradise-R Roebuck, Maizefield Bellwood-ET, Pen-Col Dusier-ET, Cook-Farm Starbuck Flip, Irishhead Goldust-ET, and Duregal Astro Starbuck-ET, along with a print from Bonnie Mohr called "One Summer's Day", and a print called "Six in Serenity" donated by Jeanne Tuman. A \$100 semen voucher from Sire Power, Inc. will be available through a drawing for all who attend.

The university farm is half a mile south of River Falls on Cemetery Road. For more information or for a catalog, contact Kelli Tuman at 715-426-2933.

# Dairy facility, funding top list of UW-RF students' concerns

Now, private industry is on the cutting edge. This has been a grave error."

Some disagree, saying the university's function is not to be first out with new technology, rather it need only to relate to it and let students concentrate on the basics.

The proposed 80-cow milking parlor/free-stall facility would replace a facility built in the 1950s at the Mann Valley Lab Farm. It would primarily serve as a teaching laboratory.

"We want the facility here to be a laboratory teaching facility resources the university had."

## UW-RF Dairy Club plans sale

River Falls

The University of Wisconsin-River Falls Dairy Club will hold its 12th biannual consignment sale March 4, starting at noon. The sale is called "Holsteins on the Horizon II." The sale will be held at the University Dairy Farm in River Falls and will feature 40 head of registered Holsteins from farms in Wisconsin and Minnesota.

Some sale highlights include: A fancy September 1995 Juror daughter with a PTP1 of +1239 out of a VG-87 Southwind dam; an August 1995 P9 Roebuck daughter out of an EX-90 Inspiration dam with a 5-04 record of 40,440 pounds milk, 1,389 pounds fat and 1,207 pounds protein; second dam with 35,740 pounds of milk; September 1995 Mascot daughter with a PTP1 of +1063 out of an EX-93 Beautician dam with 19,750 pounds milk; next two dams Very Good with more than 26,000 pounds milk; a fresh 1995 Prelude daughter with +1233 PTP1 out of a VG-87 Mark dam with a record of 29,720 pounds milk; and a January 1995 Oscar daughter from the "Sweet" cow family. Also selling will be semen from top bulls, including Paradise-R Roebuck, Maizefield Beltwood-ET, Pen-Col Duster-ET, Cook-Farm Starbuck Flip, Indianhead Goldust-ET and Duregal Astre Starbuck-ET.

An art print from Bonnie Mohr titled "One Summer's Day" and a print donated by Jeanne Tuman called "Six in Serenity" will be available. A \$100 semen voucher from Sire Power Inc. will be given away through a drawing.

"The sale gives the Dairy Club members the opportunity to make available scholarships, member awards and participate in educational activities from funds made available through the sale," said Kelli Tuman, sale chairman. Bob Schauf of Indianhead Holsteins is a co-signor and supporter of the UW-River Falls Dairy Club. He said he believes the sale is a learning experience for students. "I think it's a great experience for the kids in the club to put a sale together and get a handle on the value of an animal in terms of reading a pedigree and seeing how cattle sell," he said.

The University Dairy Farm is one-half mile south of River Falls on Cemetery Road. For a sales catalog, call (715) 426-2933.

—Jennifer Berg, special contributor

ideas.

The committee met 2 days last week at UW-River Falls. The first day of testimony was filled with the Wisconsin Assembly pleas for more funding so that technology and more computers can be made available to students.

Dairy science student Mike Wachtendonk of Seymour and Larry Baumann of the animal and food science department addressed the need for public support of a dairy facility in which newer technologies — such as

"When you restrict budgets, you're restricting the opportunities for people to get in and get an education," said Ken Sipple, president of the College of Ag Alumni Association and the Ag Advisory Committee.

While there are money problems, Cathy Larson, ag education graduate student from Amherst, discussed the positive, unique aspects of the university's growing ag education program.

"Ag education is the key to the future of ag in this state," she said, pointing out the changes in high school ag education that have occurred, including more emphasis on science, technology and specialty areas like horticulture.

As a student teacher at Weyauwega-Fremont High School, Ms. Larson said she saw 100 students each day and taught courses ranging from animal rights to hydroponics, in addition to regular ag classes.

In reply to a question on "stagnant" ag education programs in Wisconsin, she said there are plenty of jobs for ag instructors, as more departments are being added and many schools are seeking second teachers.

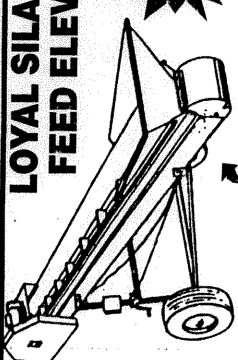
When numbers dipped in the 1980s, explained Richard Jensen, ag education department chairman, "it served as a wake-up call to a lot of us." Changes were made to accommodate a wider array of students.

Today, one of the problems, again, is funding for such things as laboratories, modern computers and summer contracts. Caps on school spending will continue to be a problem, Ms. Larson said.

The main cause of failing high school ag education programs, she said, is often found in the program or teacher, not the decline of the agricultural industry. "Your traditional ag is not going to sell any more," Ms. Larson said.

—Heidi Clausen

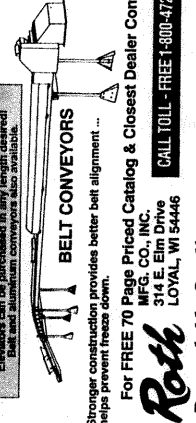
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# STUDENT VOICE

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## Ag Assembly Committee hears testimony

LEANNE OLSON HUNTRODS  
UW-RF NEWS SERVICES

The Wisconsin State Assembly Committee on Agriculture heard over three hours of testimony from students, graduates, faculty and staff at UW-River Falls on Feb. 22.

The public hearing was conducted to provide an opportunity for students and faculty to speak to the legislators about issues and concerns relating to programs at UW-RF, employment prospects and the future of agriculture.

Committee Chair Al Ott, R-Forest Junction said that he hoped the students would share their "youthful enthusiasm for agriculture" with the Committee during their testimony.

Approximately 20 College of Agriculture students addressed the legislators. Many who testified stated that accessibility of instructors and "hands-on learning" were keys to the success of the college. One of the major themes conveyed by the students was the importance of state-of-the-art technology in their education.

Anne Nelson, a senior geology major from Hudson, said "one frustration was the lack of instrumentation in labs that is so important to applying the classroom theory."

Denise Scott, a junior agriculture engineering technology major from Cameron, said in regard to technology that "we are behind and need to get caught up" with industry.

Michael Reisinger, a senior land management major from St. Joseph, Minn., said the college needs to improve student access to computer technology. Access to computers was a recurring theme throughout the hearing.

Mike Wachtendonk, a senior animal science major from Seymour, asked the legislators to support a proposal

for a new dairy teaching center on campus. Larry Baumann, associate professor of animal science, indicated the University has a proposal before the Board of Regents for an 80-cow, free-stall milking facility.

According to Baumann the existing facility was built in the late 1950s. He said that it would be more cost effective to build a new facility than to remodel. Faculty have a desire to incorporate management practices, such as sand bedding and different feeding systems like total mixed rations, which can not physically be done in the current facility.

Ken Sipple, a 1964 graduate, college advisory board member, and Agriculture Alumni Association president, said that when budgets are re-

stricted, access to post-secondary education is restricted. He also said that there are more jobs and opportunities in agriculture than graduates available.

"Therefore, we need to support the enthusiasm of these students," Sipple said.

Bonnie Van Dyk, College of Agriculture graduate and assistant vice president of marketing at Farm Credit Services, said that there is a very good network between the professors on this campus and agribusiness. Van Dyk said we are "relationship lenders, and the faculty in the College of Agriculture are relationship educators."

Terry Ferris, assistant dean of the college, professor of horticulture and director of the internship program, said that there are many benefits from the internship program.

"The students get technical, business and interpersonal experience," Ferris said. "The employees get motivated students with technical backgrounds. And the faculty get one of

**"The message came out that we are here because we do care about the support of agricultural education in the state."**

-Al Ott

Wisc. State Assembly Committee  
on Agriculture Chair

Assembly•5A

## Assembly

From 1A

the best faculty development programs the University has as they interact with industry."

Katrina Larsen, director of the extended degree and distance education program, shared some of the successes the college has had in securing funding from USDA Challenge Grants for distance education. Recently the college, in cooperation with UW-Platteville, UW-Stevens Point and UW-Madison, has been awarded two grants to train faculty to use distance education facilities.

Larsen said that "next year we'll be offering an agriculture education class to Platteville, we'll receive an agriculture law course from Madison and a waste management course from Stevens Point. This is a way to share the faculty expertise of our universities."

Due to limited time not all people were able to testify. But Ott asked those who were not heard to share their topics with the Committee by writing or calling them. He said he hoped "the message came out that we are here because we do care about the support of agriculture education in the state."

The legislators toured the College of

Agriculture facilities. They viewed equipment obtained for food biochemistry and soils laboratories purchased with funds from the legislature for lab and classroom modernization.

They also saw the agriculture engineering computer-aided drafting laboratory, the food science pilot plants, and visited the state-of-the-art greenhouse where a tour was given by students.

The legislators visited the campus laboratory farm where they saw the existing dairy and equine facilities.

The College of Agriculture at UW-RF has one of the largest undergraduate enrollments among state-funded colleges of agriculture in the nation. The College has 14 undergraduate and two graduate programs. University enrollment is about 5,200 with almost 25 percent of those students enrolled in majors in the college. The largest major is animal science with 368 students.

College of Agriculture Dean Gary Rhode was "pleased with the testimony and comments from students and faculty on the education program successes and needs."