

# UW - Madison Extension Bayfield County Highlights 2021 Annual Report



**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
BAYFIELD COUNTY



**“Bringing the resources of the University of Wisconsin-Madison to Bayfield County.”**

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*Photo by Theresa LaChappelle*



# Welcome!

January 1, 2021 – December 31, 2021

Dear Partners and Friends:

In this 2021 annual report, you'll find that at the UW-Madison Division of Extension Bayfield County, our resourceful and resilient educators and staff are focused on helping the community members of Bayfield County to meet community challenges, protect natural resources, strengthen families and support young people. Despite the challenges posed by the worldwide pandemic, we had another year of great Extension programming in Bayfield County and all of Wisconsin! We worked to continue connecting local people with the knowledge and research of the University of Wisconsin. We utilized our local, regional, and statewide networks to support communities in responding to emerging issues and we brought new ideas and great resources to Bayfield County.

We developed this report with data and stories from 2021. We highlight positive outcomes from all of our major educational programs covering community and economic development, 4-H and youth, nutrition, agriculture, horticulture, and individual and family well-being. Our staff works to address high priority local needs through our educational programming and our collaborations with community groups, volunteers, and program partners. We could not be effective in our work without the valuable contributions of our various partners. Strong partnerships are at the heart of our programs -- we can achieve more together!

THANK YOU to the Bayfield County Board of Supervisors, the County Administrator and the Agriculture and Extension Education Committee for the continued support of UW-Madison Extension programming in Bayfield County during 2021. We appreciate the opportunity to serve Bayfield County residents and local efforts to strengthen our people, our communities, and our economy.

On behalf of the Extension Bayfield County staff,

Mary Pardee  
Area Extension Director





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## Investing in Extension

In 2021, the work of the Bayfield County Extension office was completed by 8 educators (some shared with Ashland or Douglas County), 1 full-time office manager and part-time clerk, and 4 research/program assistants. Not all those folks were on staff at once - needs change with the time of year, funding availability and special opportunities. Over the course of a year, Extension touches a lot of community needs!

The success of Bayfield County Extension programming relies on 4 aspects:

- County funding
- State funding
- Donations, Grants & Fees
- Volunteers

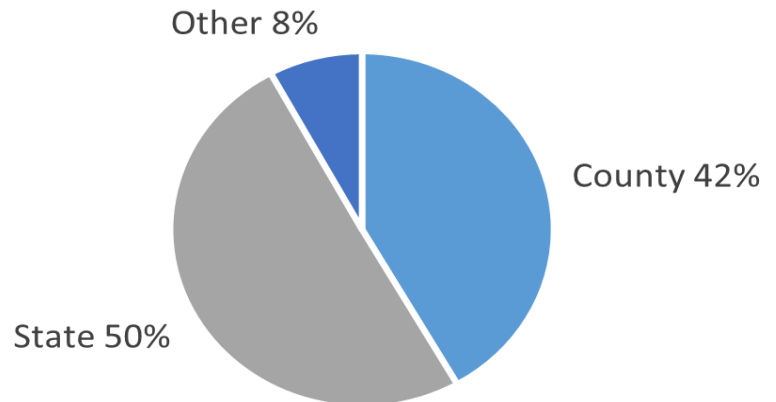
In Extension, educators are co-funded by the county and state. Bayfield County also supplies funding for a Youth Program summer assistant and a 4-H Operations & Communications Associate. In addition, county funds help to outfit Extension with office supplies, technology, program, and travel costs, as well as excellent office staff to support the programs.

FoodWise, our nutrition education program, is paid for by federal SNAP-Ed (Supplemental Nutrition Assistance Program Education) funds that come through UW-Madison Division of Extension. Bayfield County FoodWise is part of a three-county project which also includes Ashland and Iron Counties. County funds are not involved in the salaries of the FoodWise Coordinator, FoodWise Educator, or Area Extension Director. Additional grant funds are a source for agriculture research assistants.

The charts show the basics of where our funding comes from.

Local educators are part of a statewide network that supplies programming support, topic expertise, professional development, and funding. Bayfield County also benefits from the expertise of statewide Extension specialists on topics such as economic development and climate change.

## Extension Funding 2021



Extension Funding in 2021		
County	Co-Funded Staff Fee	\$ 146,533
	County Funded State Staff	\$ 18,251
	Support Staff	\$ 85,581
	County Educational Staff	\$ 4,732
	Office & Technology	\$ 7,850
	Educational Program Support	\$ 11,694
	Committee Expense	\$ 1,256
	<b>TOTAL</b>	<b>\$ 275,897</b>
State	Co-Funded Staff Salary/Fringe	\$ 238,496
	FoodWise Staff & Program Support	\$ 55,565
	Program Support	\$ 1,400
	Office & Technology	\$ 2,400
	Director Salary/Fringe	\$ 30,678
	Literacy Link Program Staff	\$ 4,268
	<b>TOTAL</b>	<b>\$ 332,807</b>
Other	Donations, Grants, Fees	\$ 52,320
	<b>TOTAL</b>	<b>\$ 52,320</b>
	<b>TOTAL EXTENSION FUNDING</b>	<b>\$ 661,024</b>



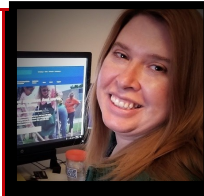


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## Staff Members



**Mary Pardee**

Area Extension Director ~ Area 1  
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715-373-3293

### Educators



**Stephanie Bakker**

FoodWise Coordinator Ashland,  
Bayfield & Iron Counties  
[stephanie\\_bakker@wisc.edu](mailto:stephanie_bakker@wisc.edu)  
715-682-7017



**Sarah DeGraff**

Agriculture/Horticulture  
Finished August 31, 2021



**Jason Fischbach**

Hazelnut Specialist/Agriculture  
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**Tracy Henegar**

Interim Family Engagement and  
Relationships  
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**Mary Johnson**

Interim Financial Security  
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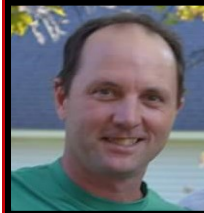
**Liz Lexau**

Human Develop. & Relationships  
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**Kaylie Lukas**

4-H Operations &  
Communications Specialist  
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**Ian Meeker**

4-H & Youth Development  
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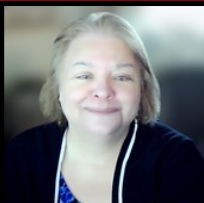


**Kellie Pederson**

Community Development  
[Kellie.pederson@wisc.edu](mailto:Kellie.pederson@wisc.edu)  
715-373-3290

**Evelyn Flesvig - Family Relationships Intern**  
**Ryan Jansen - Ag Research Assistant**  
**Cole Schinstock—Superior Adventures Program**

### Support Staff



**Theresa LaChappelle**

Office Manager  
[theresa.lachappelle@wisc.edu](mailto:theresa.lachappelle@wisc.edu)  
[theresa.lachappelle@bayfieldcounty.wi.gov](mailto:theresa.lachappelle@bayfieldcounty.wi.gov)  
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**Kaylie Lukas**

Clerk 1  
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715-373-3286





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## Committee Members

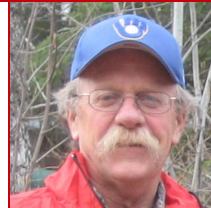


**Jeff Silbert**

Chair

[jeff.silbert@bayfieldcounty.wi.gov](mailto:jeff.silbert@bayfieldcounty.wi.gov)

District #6 - City of Washburn,  
Wards 1 & 2



**Jim Crandall**

[james.crandall@bayfieldcounty.wi.gov](mailto:james.crandall@bayfieldcounty.wi.gov)

District #12 - Towns of Drummond  
and Barnes



**Tom Snilsberg**

[tom.snilsberg@bayfieldcounty.wi.gov](mailto:tom.snilsberg@bayfieldcounty.wi.gov)

District # 9—Town of Iron River

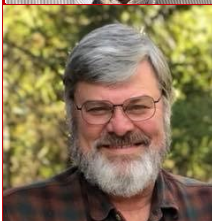


**Fred Strand**

Vice-Chair

[fred.strand@bayfieldcounty.wi.gov](mailto:fred.strand@bayfieldcounty.wi.gov)

District #8 - Towns of Delta, Hughes,  
and Oulu



**Steve Sandstrom**

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District #1—Town of Russell



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## Office Manager/Support Staff –Theresa LaChappelle & Kaylie Lukas

Theresa LaChappelle continued in her role as Office Manager, while Kaylie Lukas continued to serve as a Clerk 1. LaChappelle and Lukas adapted their work strategies during the Covid-19 pandemic to include in-person and virtual contact as they continued to serve as the first point of contact with the public. They continued to meet the challenges as they answered and directed phone calls, greeted visitors, provided information and resources, sent off soil, forage & insect samples, and interacted with other Extension Staff, other County employees and residents of the area on a daily basis.

LaChappelle also assisted with the coordination of the bi-monthly Extension Committee meetings. This included the setting up of and hosting the virtual meetings on MS Teams, which she also attended, participated and recorded the minutes of the meetings.

### Financial Operations

Online registrations and payments were being offered to our citizens on a more frequent basis for workshops and classes. This was especially true this year, as most events were moved to an online platform. This involved LaChappelle setting up registration forms which many times needed to include payment options.

The Office Manager and Clerk 1 maintained the office accounting including spreadsheets, vouchers, and invoices, as well as processed all receipt collections, deposits, invoices and bill paying. The record keeping for grants, special projects and workshops was also maintained. LaChappelle served as a liaison to the Bayfield County Clerk's Office and the County Auditors, and also created financial reports for the Bayfield County Extension Committee.



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## Healthy Choices, Healthy Lives



FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). We advance healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents with limited incomes through nutrition education at the individual, community and systems levels.

### The Challenge

In response to the ongoing challenges in reaching SNAP-Ed audiences with direct education during the pandemic, FoodWise increased the delivery of indirect education. This included an expanded social media and website presence, local online and print resources, electronic materials and handouts, and pre-recorded videos; all with the overall goal to continue to reach audiences with helpful nutrition information and resources empowering participants to live healthier lives.

**Bayfield County** continued to deliver nutrition education **reaching 1,049 participants** through the use of electronic and hard copy materials, such as our monthly newsletters.



### Community IMPACTS 2021



- In response to the COVID-19 pandemic, our program assisted with several different food box distributions throughout the community.
- We continued to distribute our monthly Ashland/Bayfield/Iron County FoodWise newsletter.
- In collaboration with Douglas County FoodWise, we started offering a virtual StrongBodies strength training program, filling a need for strength training opportunities in the area.
- Programming with the School District of Bayfield included a Great Lakes Great Apple Crunch virtual event, school garden education, and purchasing harvesting supplies for the school garden.
- We welcomed a new Educator to our team, Marisa Perlberg! Marisa is from the area and comes to us with a background as a social worker.

### ACHIEVING MORE TOGETHER

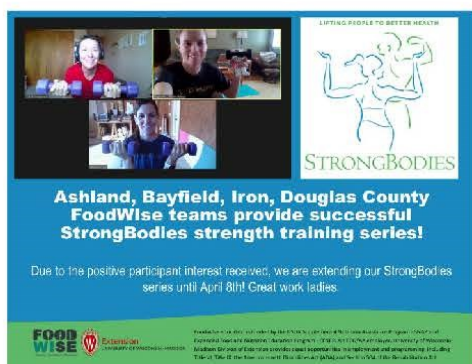


UW-Madison Division of Extension works alongside the people of Wisconsin to deliver practical educational programs where people live and work – on the farm, in schools and throughout urban and rural communities. In **Bayfield County, FoodWise partners with schools, after-school programs, early childcare centers, senior meal programs, food distribution programs, and Farm-to-School** to help make the healthy choice the easy choice in our communities.



## Virtual StrongBodies Strength Training Program a Success!

What is StrongBodies? The Extension StrongBodies Program is based on the StrongWomen Program that was created by Professors, Miriam E. Nelson and Rebecca Seguin. StrongBodies catalyzes positive changes in people of all ages to live stronger, healthier lives by providing knowledge, inspiration, access to programs, and ongoing support.



The Ashland/Bayfield/Iron County FoodWise team initiated its first StrongBodies series in January 2021. We have had two more series and are beginning a third. This programming is in collaboration with the Douglas County FoodWise team. It has been great to have their many years of experience and expertise with this program as we start implementing it in our counties.

With limited opportunities to participate in strength training programs in our rural counties, StrongBodies helps to fill part of that need. This program is for anyone 18 years or older and includes a nutrition education portion as well. Let's continue to get STRONG for years to come!

## School District of Bayfield – Garden Focused Programming

Even with the pandemic still present in 2021, we provided garden-based education with the School District of Bayfield.



FoodWise partnered with the School District of Bayfield staff/Farm-to-School program to provide several different programming events, such as a virtual Great Lakes Great Apple Crunch elementary event and a virtual seed planning event with 4K students.

In addition to educational events, our program purchased supplies to support school garden efforts, such as signage, watering pails, and harvesting bins.

We are excited to continue to support the Bayfield School Garden and more programming opportunities in this space!



*Planting seeds virtually with Bayfield School 4K students*



**Stephanie Bakker**  
FoodWise Coordinator  
Ashland/Bayfield/Iron  
Counties



**Deborah Leonard**  
FoodWise Nutrition Educator  
Ashland/Bayfield/Iron  
Counties



**Marisa Perlberg**  
FoodWise Nutrition Educator  
Ashland/Bayfield/Iron  
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**FOOD WISE**  
Healthy choices, healthy lives

UW-MADISON EXTENSION

FoodWise education is funded by the USDA Supplemental Nutrition Assistance Program – SNAP and Expanded Food and Nutrition Education Program – EFNEP. An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act.





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# Human Development & Relationships

The Human Development & Relationships Institute provides the tools Wisconsinites need to thrive as well-rounded, capable individuals and families. Our programs promote aging-friendly communities, coach effective parents and help families put technology, mindfulness and financial awareness to use.

## Family Engagement and Relationships -Tracy Henegar

2021 brought significant challenges to families. While parent education continues to be a primary focus of our Bayfield County programming, current needs influenced a shift toward more of a focus on mental health and well-being across the lifespan.

### Family Engagement & Relationships

#### Triple P – Positive Parenting Program

Triple P expanded its offerings in 2021, continuing with programming for parents of children 0-12 years of age and adding the Teen program for parents of youth 12-16 years of age, altogether offering 11 different workshops to families in our community.

*"Thanks so much for offering these seminars! A lot of good strategies were discussed here! It will help as our children grow up and start exemplifying more of these behaviors, and now we have the tools and knowledge to deal with a variety of situations!"*

- A Dad who attended a series of 3 Triple P seminars

#### Strengthening Families & Systems: Building Positive Relationships with Children Who Have Experienced Trauma

This program continues to be a highly sought-after workshop. This 6-week workshop on trauma-informed parenting/ caregiving was offered three times in 2021 reaching 54 parents, caregivers and youth serving professionals.

### Health & Wellbeing

While mental health challenges have been steadily on the rise for many years, COVID 19 created added stress on many. In response to these increased levels of stress and increases in the rates of mental health challenges for both adults and youth, we expanded our offering of both the adult and youth Mental Health First Aid 8-hour workshops. In 2021, Henegar co-facilitated:

- ◆ 14– **Youth Mental Health First Aid** workshops
  - ◆ Certified 227 new Youth Mental Health First Aiders
- ◆ 11– **Adult Mental Health First Aid** workshops
  - ◆ Certified 197 new Adult Mental Health First Aiders

Other programming intended to support mental health and wellbeing across the region included:

- ◆ Children's Mental Health and Wellbeing workshops
  - ◆ 46 participants
- ◆ Make It OK mental health stigma reduction workshops
  - ◆ 17 participants
- ◆ Adverse Childhood Experiences professional development
  - ◆ 50 participants
- ◆ Highlights of Taking Care of You (10-sessions)
  - ◆ 18 participants

### Lifespan

In response to a growing concern about social isolation in our aging population, we piloted a virtual 10-session **Aging Mastery Program (AMP)**. This program focuses on how to live well in the later years with topics such as medication management, community engagement, navigating longer lives, advance planning and more. AMP was offered four times in 2021 reaching 22 participants in Bayfield County and another 54 across the state. 94% of follow-up respondents indicated that AMP "helped them deal more

effectively with their physical health, emotional well-being, social or community connections, personal finances," and 100% of participants indicated they, "would recommend AMP to a friend."

*"AMP was very good. Comprehensive with many aspects of healthy living. Great materials with the binder and many online resources. I liked the variety of guest presenters vs. only one presenter for the entire series." – Participant -August 2021*

*"I feel like this class was written just for me!" – Participant-October 2021*



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## Justice Involved Families Outreach Specialist—Liz Lexau



### THE LITERACY LINK

Literacy Link connects children with their justice-involved parents through books and reading. This supports strong family relationships while building early literacy skills.

**What We Do...** Through partnerships between the Literacy Link, the Bayfield County Jail, and local libraries, **children impacted by incarceration can:**



Feel the love of a parent reading them a story on video and receive a new book their parent has chosen especially for them.



Receive a letter from a parent in jail with a new book, crayons or colored pencils, a stamped envelope to write back and information for the caregiver at home on self-care and child development.



Visit their parent in jail from a family-friendly learning space instead of an institutional jail visiting room.



*"It's a great way to keep the children involved with their loved ones...my daughter absolutely loves getting the books and having me read them and then she waits for the video of her dad to hear him read it."*

-Caregiver of child participating in  
The Literacy Link

### Why it matters...



Strong nurturing relationships help buffer children against the damaging impact of too much stress.



Early literacy skills help build a foundation for success in school and life.

## Financial Education—Mary Johnson

As a new Extension Educator in 2021, Johnson learned curriculum, participated in the onboarding process for UW-Madison Extension, and taught/co-taught several classes virtually. When COVID-19 restrictions eased she added in-person courses to her program offerings.

### Partnering with Red Cliff Chippewa Housing Authority

Johnson worked to build a partnership with the Red Cliff Chippewa Housing Authority and taught basic financial education courses there. She participated in the Housing Fair that assists tribal members with all aspects of working towards home ownership. She continues to work in partnership to offer financial education courses, both face-to-face and virtually.



### Planning AHEAD and Encouraging Financial Conversations

Planning AHEAD and Encouraging Financial Conversations are two of the Financial Education curricula through Extension that Johnson has focused on this year.



Johnson co-taught a few courses of each virtually and participated in the working group that refined the curriculum for Planning AHEAD which was, until recently, a pilot course. Now that the curriculum is finalized, she can move to teaching the course locally and in-person.



Johnson also participated in many statewide meetings and trainings regarding financial education. She chaired one of the committees that helped organize the statewide Extension conference in December.



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## Youth Development and 4-H—Ian Meeker and Kaylie Lukas



The Extension Institute of Positive Youth Development prepares the youth of today to become the effective, empathetic adults of tomorrow. Our research-based youth enrichment programs, such as teens in governance, build youth and adult capacity and partnerships that help both sides grow. 4-H clubs, camps and afterschool programs give young people the hands-on experiences they need to develop an understanding of themselves and the world.

### Superior Adventures Teaches Life Skills Through Wilderness Experiences

As an alternative to screen time, Superior Adventures leads outdoor adventure trips for local youth to explore wilderness locations in our region. Research confirms that exposure to the natural environments can be cognitively restorative, reduce stress, and promote a sense of place.

In 2021 the Superior Adventures program led 14 programs (each program lasts between 4-8 hours) and served 60 youth. 15 of these youth participated on multiple days which is a goal of the program. In 2021 Superior Adventures partnered with the South Shore School District to lead a 2-part summer session featuring a day of single track mountain biking at Mt. Ashwabay and a kayaking day at Bark Bay. While biking single track at Mt. Ashwabay, one of the participants said, “I can’t remember the last time I had this much fun!” Shortly after her friend exclaimed, “I think I was born to do this!”



Whether it’s canoeing down the Brule River, kayaking on Lake Superior, a waterfall hike, biking single track or sailing on the tall ship Abbey Road, Superior Adventures shows kids there is always somewhere to explore and something to learn. Participants are

shown basic techniques for each form of travel and refine their skills through repetition to confidently explore unique wilderness locations in Bayfield County while also learning the importance of judgement and safety.

These adventures heighten participants sense of place and increase their appreciation for where they live. It also builds self confidence and a natural of skill development. Research in the field of Positive Youth Development referred to as the 4-H Thriving Model, confirms the



positive impact of experiences that engage personal interest and support Belonging, Relationships, Engagement, Growth mindset, Openness to Challenge and Discovery. Superior Adventures is fulfilling the checklist of the Thriving Model.

Parental comments on an end-of-the-year survey included:

*“These were incredible experiences that my children would not have experienced otherwise. They loved their experiences and the time that they spent with their peers”*

and

*“This program helped build my child’s confidence with new outdoor skills as well as got the chance to be with other kids.”*



## 4-H Chequamegon Area Nordic Ski Club

For 17 years 4-H CANSKI has provided youth access to the lifelong sport of cross-country skiing. 4-H CANSKI provides ongoing instruction, social skiing opportunities and community and leadership development for skiers of all levels.

Through grants, donations and reinvesting club rental fees, 4-H CANSKI is able to affordably provide, on average, 130 youth in grades K-12 with boots, poles and skis. The club has skiers from Washburn, Bayfield, Ashland, Bad River and Red Cliff.



group cohesion and continuity for young skiers, was well received and will continue into the next season of skiing.

Access to the former VFW building in Washburn played a key role in helping distribute the equipment. In the 2021 season we had 117 elementary skiers, 31 middle school and 17 registered high school skiers, for a total of 134. One adaptation related to COVID was working with the 4-H parent leader coaches from Washburn Elementary to ski on Sundays. This change from skiing on Friday after school allowed new parents who could not volunteer on Fridays to help coach.

With an infusion of new 4-H Volunteer coaches, Meeker facilitated a coaches meeting to create small groups based on grade and ability that would stay together for the season. This change in format built

## 4-H Summer Camp

4-H Summer Camp builds leadership skills for 4-H Camp Counselors while allowing kids to celebrate summer and have some outdoor fun.



The 4-H Summer camp's Olympic theme transformed Camp Crosswoods into a 4-H Olympic Village. Seventeen local high school counselors were trained in skills to develop a positive group dynamic, communicate expectations and strategies to develop the Essential Elements of Positive Youth Development:

Belonging, Independence, Mastery, and Generosity for their campers. The 4-H Camp Counselor experience continues to be a premier leadership experience that demonstrates how effective training allows the counselors to assume responsibility within a caring and supportive environment. This process teaches the counselors the importance of clear communication, formulating a plan, observing the needs of others and practicing the values of the ARCH—Accountability, Respect, Compassion, and Honesty.

The 3-day and 2-night 4-H Summer Camp was attended by 44 campers in grades 3-8. Since the vast majority of camp takes place outside there were very few COVID restrictions and it was exciting to see the kids actively engaged and enjoying the continuous social interaction that a camp format provides.





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## Community Development—Kellie Pederson

The Community Development Program provides educational programming to assist leaders, communities, and organizations to realize their fullest potential and build the vitality that enhances quality of life for residents. We educate in leadership development, organizational development, food systems, community economic development, local government. In short, the Community Development Program plants and cultivates the seeds for thriving communities and organizations.



### Chequamegon Bay Regional Housing Coalition

As the primary convener for the Chequamegon Bay Regional Housing Coalition, Extension Community Development has been working with a group of municipal, tribal, county, and agency representatives, to support a coordinated effort of data collection and analysis in order for the region to make more informed decisions on housing. In 2021, the group achieved the following successes:

- Completion of Regional Housing Study
- Preparation for participation in 2022 WHEDA Rural Affordable Workforce Housing Initiative
- Initiated discussion on specific sites for potential development in local communities
- Hosted regional discussions on issues surrounding short-term rentals



### Regional COVID-19 Collaboration

During the COVID-19 pandemic, close coordination between county and tribal leadership, public health officials and hospitals was vital to ensure the well-being of rural residents and the wise use of limited resources.

In 2021, Extension provided support to tribal and county health departments in order to address the challenges related to the COVID-19 vaccination rollout. The lack of state-provided infrastructure to manage the rollout of vaccines created redundancy of effort and created an additional burden on tribal and county health department resources.

In order to more effectively deploy regional resources, Extension worked with regional health departments to develop a shared database and data collection system to streamline vaccination registration process until the formal, state-provided system could be implemented to manage the process. Extension provided hosting for the system and worked to train staff, troubleshoot issues, and maintain the interim database and registration system for approximately 4 months until the state system could be implemented.



### Run for It!

Each year, Extension Community Development coordinates with the Bayfield County Clerk to provide a program intended to support potential candidates for elected office with information needed and an opportunity to ask questions of current elected officials in a supportive environment. In 2021, six potential candidates joined the zoom-based conversation in order to learn more about running for elected office and explore candidacy. This program will continue in 2022.





## 2021 Highlights of Direct Service to Non-Profit and Public Organizations

### Ashwabay Outdoor Education Foundation



- Provided direct service to the organization as a member of the Board of Directors
- Provided support for stronger regional partnerships and increased organizational capacity needed to expand services and raise funds to meet operational needs and equipment upgrades
- Provided support for expansion of Nordic Skiing operations
- Provided support for completion of a strategic merger with Big Top Chautauqua
- This work will carry on in 2022 under the new umbrella organization, the Ashwabay Alliance

### Red Cliff Business Development Corporation



- Provided direct service to the organization as a member of the Board of Directors
- Provided support to increase organizational capacity and consistency
- The RCBDC achieved several important milestones in 2021:
  - ◇ Hired an Executive Director
  - ◇ Recruited a full Board of Directors
  - ◇ Established a brick and mortar office space
  - ◇ Expanded umbrella operations to include an additional business
  - ◇ Onboarded new President, Vice President and Treasurer
  - ◇ Established stipends for Board officers and members

### The StageNorth Groundlings



- Provided direct service to the organization as a member of the Board of Directors
- Developed COVID-19 protocols to support a reopening of the StageNorth Theatre after 18 months of suspended operations
- This work will conclude in 2022 with a focused effort on strategic planning for post-pandemic operations

### Washburn School District Long Range Planning Committee



- Provided direct service to the organization as a member of the Long Range Planning Committee
- Provided feedback to district administrators as they navigated complications related to COVID-19
- This work will carry on in 2022 as the District refocuses capacity on long-range planning efforts

### Iron River Economic Development Committee



- Provided ongoing education and support as committee discussed opportunities and strategies to address housing in the Iron River community

### City of Bayfield Harbor Commission



- Provided facilitation and support for committee to develop a criteria-based decision making process to evaluate future endeavors

### City of Washburn Community Branding Initiative



- Worked with City of Washburn, Washburn Area Chamber of Commerce and the ad hoc Washburn Business Alliance to assemble a multi-stake, multi-stakeholder committee in order to identify Washburn's community brand to be used in ongoing community and economic development efforts
- Worked with Extension Economic Development Specialist to support completion of a community survey and trade area profile of the City of Washburn in order to provide a research foundation for community branding discussions

### Bayfield County EMS Committee



- Provided facilitation and process-design support for a County-based Committee tasked with evaluation and making recommendations to increase the sustainability for regional Emergency Medical Services
- This work will carry on through 2022





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## Agriculture—Jason Fischbach

### Big Changes for 2021 and Beyond



UW-Extension has been going through significant changes in the last five years. First, Extension went through the nExt Gen process and shortly after, UW-Extension was brought under the umbrella of UW-Madison. With ongoing budget challenges and shifting priorities, the Agriculture Institute (the administrative home for County Agriculture Agents) decided to change from a county-based staffing model to a regional specialist model. What that means is county-based Agricultural Extension Agents are no more and in July of 2021, the Ashland/Bayfield County Agriculture Agent position officially ended.

Why the change? First, UW no longer has the funds to support a county-based staffing model across the 72 counties. Second, agriculture is changing and the services offered by UW-Extension needed to change, as well. County Ag Extension Agents were essentially generalist positions called on to be everything to everyone. This worked when most farms were pretty much the same (small diversified dairy), but farms have become very specialized and this requires a great deal of specialized knowledge and training to be relevant and useful to such farms. Third, distance learning and the digital era have changed how people access information. In the past, Ag Agents were the gateway to UW publications and knowledge, but now citizens can access information through the web and through distance learning (webinars, etc.). A great example of this is consumer horticulture and the Master Gardener program. Instead of an Ag Agent in each county providing the training, gardeners can now access the training program online pretty much from wherever and whenever they want. This will take some getting used to for folks, but the changes reflect a trend that has been happening for years.

This doesn't mean UW is abandoning Bayfield County farmers. Quite the opposite actually. Instead of serving as the generalist Agriculture Agent, Jason Fischbach is now serving as the statewide Emerging Crops Specialist and is located right here in Bayfield County. His focus is on developing new crop options and helping growers develop enterprises and businesses around these crops. Such crops include but are not limited to: hazelnuts, currants, Kernza, table grapes, winter annuals, food-grade grains, cider apples, hemp, and hops. Though Jason's duties are now statewide, much of his research and development work is and will continue to happen in Bayfield County, ensuring that Bayfield County farmers have access to these new opportunities.

## And We're Off!

We've been working for more than a decade to produce locally adapted hazelnut germplasm for commercial production in northern Wisconsin and now it's time to start growing it.

In the fall of 2021 we established the Bayfield County Go-First Hazelnut Farm at the county's business park (formerly the Ag Station). The 3 acre planting is just the start and includes the improved genetics along with full-sibling families from controlled crosses. The goal of the planting is to show area farmers how to grow hazelnuts, provide an initial supply of hazelnuts to grow a supply chain, and continue our breeding work. Exciting!

## Bayfield County's Go-First Hazelnut Farm



## Hazelnut Processing Accelerator

Did you know the only licensed hazelnut processing facility in the Upper Midwest is located in Ashland, WI? That's right, since 2018, Extension, in partnership with Northland College and the American Hazelnut Company, have been sizing, shelling, and cleaning hazelnuts for more than 30 growers from across the Upper Midwest. The clean kernels are then used by growers to make amazing value-added products. One of those products, the American Hazelnut Company's Spiced Maple HazelSnackers, was developed by Danny Simpson at Northland College. As growers start to plant and harvest hazelnuts in our region, the processing facility will be there when they need it.



## Wanted: Hazelnut Growers

In 2020, Extension teamed up with Superior View Farm, LLC in Bayfield to start growing hazelnut plants for sale to growers in northern Wisconsin and beyond. This work is part of our UMHDI Starter Planting program where we help farmers and landowners grow hazelnuts. In 2021, the first year of the program, we had 17 growers in WI plant nearly 2500 plants. We hope to double that in 2022. Available for 2022 are hazelnut seedlings (grown from seed) for planting in September 2022. We save the seed from our best plants in our research trials, provide the seed to Superior View Farm and they turn the seed into 3ft potted plants. Want to learn more or get started? Go to our website or contact Jason Fischbach at [jason.fischbach@wisc.edu](mailto:jason.fischbach@wisc.edu).

[www.midwesthazelnuts.org](http://www.midwesthazelnuts.org)



## New Berry Crop Options for WI Growers

Oh, currants. Such an easy crop to grow. If only consumers would learn to eat them. Currants are big business in Europe, but in the US, most eaters like the sweet berries (blue, rasp, straw). That may be changing as the American palate is looking for healthy and more unique foods. Red currants are a fruit that might just catch on first. They are tart, for sure, but also sweet. In 2020, we started a research project to grow the currants in high tunnel greenhouses and the results were amazing. The clusters and berries were much larger and the taste was much sweeter. For more information about this research check out the Bayfield County Extension website <https://bayfield.extension.wisc.edu/agriculture/research-bulletins-and-presentations/> click on "Currant Bulletins" then on High Tunnel Red Currants-Emerging Crops Research Bulletin 1



We will be establishing a table grape (seedless) trial in Bayfield this spring to evaluate six promising varieties: Reliance, Somerset Seedless, Mars, and three brand new releases from the UMN breeding program. If these prove winter hardy, growers might finally have a reliable fresh-eating grape crop to sell.





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## Office Manager/Support Staff –continued

### Educational Outreach, Office Operations & Technology

As the office website and social media coordinator, LaChappelle created content, posted and updated the sites with timely materials and new educational offerings. These sites included the Extension Bayfield County website, the Extension Bayfield County Twitter and Instagram accounts, as well as the four Bayfield County Extension Facebook pages: General Office, Master Gardeners Association, Superior Adventures and 4-H, and also added items onto the Bayfield County website.

Lukas took charge of the 4-H pages on the Extension Bayfield County website. She created content, and laid out the pages with relevant information, and posted items to the 4-H Facebook page.



Lukas handled the data and the sending out of the monthly “Just In Time” (JIT) Parenting Newsletter to the Bayfield County parents of children one-year and under, including 61 parents of new babies born in 2021. The “JIT” bi-monthly newsletters for two to three-year olds was received by 16 Bayfield County parents, while the “JIT” newsletter for four to five-year old children was received by 22 Bayfield County parents on a bi-monthly basis.

### Parenting the Preschooler



LaChappelle also ensured that the Bayfield Head Start and the Red Cliff Early Childhood Center received editions of two different newsletters specifically created by UW-Extension for parents of preschool age children, “Parenting the Preschooler” and “Money Smart for Head Start”. These newsletters were sent to contacts at each of the organizations on a monthly basis while their classrooms were in session.



Caregiver and Family News: [Living Well in our Best Years](#)

LaChappelle created the layout for the collaborative newsletters between the Extension Bayfield County Office and the Bayfield County Human Services Aging and Disability Resource Office. The newsletters entitled “Caregiver and Family News: Living Well in Our Best Years” had three issues that went out in 2021. These newsletters reaches out to local seniors, caregivers, and their families with pertinent information regarding many facets of their lives. Through a Human Services grant, the newsletter was sent to every household in Bayfield County twice in 2021. Past issues of the “Living Well in Our Best Years” newsletter are available on the Extension Bayfield County website: <https://bayfield.extension.wisc.edu/family-living/aging-and-caregiving/>

*“Bringing the resources of the University of Wisconsin to Bayfield County.”*



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