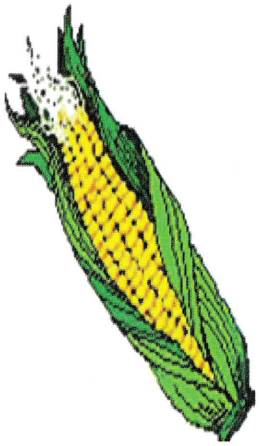
Extension
UNIVERSITY OF WISCONSIN-MADISON
MARINETTE AND OCONTO COUNTIES

Resource Center
1926 Hall Avenue
Marinette WI 54143
Phone: 715-732-7510



If you will need any type of accommodation or assistance as you attend any Extension sponsored event, please contact the host county or Scott at the Marinette County office at least two days prior to the event. All requests will be confidential.

Scott Reuss – Crops/Soils
715-732-7510
Cell 715-701-0966
Scott.reuss@wisc.edu

Whitney Brown – Dairy
(Oconto & Shawano)
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November, 2026 Ag Newsletter

Another significant year of variability is coming to an end. The northern portion of our region is still mired in severe drought status, while southern portions had pretty decent crops.

As we start turning attention to next year's decision-making, consider recommending your rented land landowners attend the land rent logistics workshops detailed on page 2. (OR attend one yourself.) Valuation is certainly one of the aspects we discuss and I try to detail, but is the hardest part of the topic. In particular, in our area, we have a disconnect between perceived land value and agronomic value. This creates artificially high rental rates in many zip codes and makes for many difficult decisions and/or conversations at this time of the year as rent contracts get negotiated for 2027 and beyond. The workshops are meant to help make sure you have good contracts that meet legal muster and meet both parties' needs, while hopefully preventing problems.

The beef management event on Tuesday, December 8 is hosted by A & J Farms Beef, LLC (Ashley & Joe Dudkiewicz) and co-sponsored by Crivitz Feed Mill is detailed on page 8. It is particularly designed to help forage and feed management issues for beef farms, but with multiple extra discussion and demonstration topics, as well. We hope you are able to join us.

Welcome Whitney Brown to our area as the new Dairy Educator serving dairy farms' educational needs in Oconto, Shawano, Outagamie, and Winnebago Counties. See info on her on page 3 and if you want to see a bit more about her, she was on Midwest Farm Weekly on Nov. 7, so you can see that segment (last segment of the show) at: https://www.wearegreenbay.com/video/midwest-farm-weekly-11-7/12345371

Have a safe hunting season and end-of-year activity season.

Scott Reuss, Crops & Soils Educator

Table of Contents

Page 2 Land Rent Workshops
Page 3 Dairy Educator Intro
Page 4 Heifer Management Workshops
Page 5 Pesticide Applicator Training for 2027
Page 6 ARC / PLC Signup Recommendations & deadlines
Page 7 Regional/State Crops/Soils Events
Page 8 Dec. 8 Beef Management Workshop & Field Day

Farmland Leasing & Contracts Workshops

Four sessions available, all featuring similar discussion and resources.

Monday, Dec. 7	Wed., Dec. 9	Thurs., Dec. 10	Thurs., Dec. 10
Lang. Cty. Extension	Oc. Falls Comm. Library	Courthouse bsmt A/B	Pound Town Hall
1225 Langlade Rd, #7 Ant.	251 N. Main Street	311 N. Main St., Shaw.	W8484 Cty. B, Clmn
3:30 p.m. start	10:30 a.m. start	12:30 p.m. start	6:15 p.m. start

Workshop information oriented toward both land owners and the farms that rent the land.

Why have a contract? What should be in the contract?

How much is farmland worth? Contract templates for easy use in the future are available.

What are the legal realities and nuances of renting farmland in Wisconsin?

Free to attend, no registration required. Many resources available that will assist with your land rent processes in the future. If have questions about the event, or cannot attend but want the resources, contact Crops/Soils Educator Scott Reuss at 715-732-7510, text to 715-701-0966, or email scott.reuss@wisc.edu

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The University of Wisconsin-Madison, Division of Extension provides equal opportunities in compliance with state and federal law. To request an interpreter, materials in an alternative language or format, or other services to make this workshop more accessible, contact nancy.servais@wisc.edu or 715-732-7514 as soon as possible prior to the program.

Renting farmland from other landowners is viewed by some farms as a necessary evil and by other farms as an amazing opportunity. No matter how you approach the process, the reality is that there are a lot of nuances that can go into contract wording, rate negotiation, and non-monetary compensation that can make your rental bid more attractive to landowners.

If you haven't taken the time to really think through your rental contracts, rates, and these other factors, attending one of these workshops may give you food for thought that helps you with land rent interactions. Do you really know all the WI laws that impact farmland rental? Have you ever considered using a flexible rate lease that makes your budget work better in poor years and rewards the landowner in good years? For grain farms, would a crop-share lease make more sense than cash rental on some parcels?

We walk through many different topics that can impact your operation and how you interact with landowners. Letting your landowners know about the workshops may help them understand more about the processes and your realities, too, as one of the things we work through to start the discussion is a quick overview of crop budget projections and past year performance in the area. I hope to see you or your landowners at these events.

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Hello,



My name is Whitney Brown, and I am excited to introduce myself as the new Regional Dairy Educator serving Winnebago, Outagamie, Shawano, and Oconto Counties. My home office is in Winnebago County. While I look forward to meeting many of you in person over the coming months, I wanted to take a moment to introduce myself and share a little about my background so you can get to know me.

I grew up on a dairy farm just south of Madison, Wisconsin. I earned my bachelor's degree in Dairy Science from the University of Wisconsin-River Falls. Following graduation, I worked in a lab processing and packaging bull semen. I then earned my master's degree in animal science from the University of Wyoming, where I focused on reproductive physiology. Currently, alongside my work as a Regional Dairy Educator, I am completing my Ph.D. in dairy cattle reproductive physiology at the University of Wisconsin-Madison. My research focuses on synchronization protocols in heifers and how the use of sex-sorted and beef semen changes based on lactation, service number and herd size. Outside of work I enjoy reading, running, hiking and hanging out with my dog and fiancé.

During my time at Madison, I have had the opportunity to work with Dr. Paul Fricke, who has helped me better understand the role of Extension and the impact it can have within local communities. I am excited to work with producers and industry professionals throughout the region and to learn about the unique opportunities and challenges facing our local dairy community.

As your Regional Dairy Educator, I will work to provide educational programming, connect producers with research-based information, and support dairy businesses in achieving their goals. I welcome the opportunity to visit with you, learn about your operation, and hear about the issues that are important to you. We have an upcoming program, Building Better Heifers, in the first week in December. I will be at the event on December 4th and would love to see you there. Please don't hesitate to reach out if you have questions, ideas, or simply want to introduce yourself. I look forward to meeting you and working alongside you in the years ahead.

Sincerely,

Whitney Brown
Regional Dairy Educator – Winnebago, Outagamie, Shawano, Oconto counties
whitney.brown@wisc.edu (608) – 263 – 3848

Raising the Bar:
Building Better Heifers



December 1-4, 2026 | **Registration: 10:00 am**
Meeting: 10:30 am

December 1
Fond du Lac/Dodge County Area

Dodge County Extension Office
127 E. Oak St, Juneau, WI

December 2
Dodgeville Area

Iowa Co.Health & Human Services Bldg.
303 W Chapel St, Dodgeville, WI

December 3
Central Wisconsin Area

AgCountry Conference Room
1207 N Central Ave, Marshfield, WI

December 4
Kaukauna Area

Kaukauna Town Hall
W780 Greiner Rd, Kaukauna, WI

Featured Topics

Free workshops for dairy producers and employees. Lunch provided by Parnell.

- **The Cost Behind the Cow: Understanding Your Heifer Investment**
- **How Are We Doing? An Overview of a Year-Long Colostrum Management Study** *- Heather Schlesser*
- **Optimizing Heifer Growth and Reproduction** *- Dr. Paul Fricke*
- **Feeding the Next Gen: Identifying Bottlenecks to Improve Growth** *- Katelyn Goldsmith*

Register Today!

Scan the QR code or visit:

go.wisc.edu/RTB26

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Private Pesticide Applicator Training
2027 Certification Process – Make sure you register in advance!

This is still a new system for everyone needing recertification yet this year and this year is a bigger year due to having two years' worth of recertifications due to the added year for COVID. Please make sure you check your PAT license and get the process started if you need to renew before 2027 applications begin OR if you have personnel on the farm that should be newly certified.

If you need to renew or get a new PAT license, please read the rest of this page thoroughly and follow the steps to ensure you are able to attend the training event that works best for you. The change in book status may allow us to accept walk-in's, but that is not guaranteed. We are not allowed to take walk-in's, nor are we allowed to sell the books through county offices. Please make sure you give yourself time to get the book ordered and sent to you ahead of the training dates.

Anyone wishing to purchase or apply restricted use pesticides, or to apply any type of pesticide onto land not owned or controlled by them, must be certified via the Wisconsin Pesticide Applicator's licensing process. If you have any questions or concerns about the process, contact Scott Reuss, 715-732-7510, 715-701-0966, scott.reuss@wisc.edu

Private Applicator (allows you to apply on your owned/controlled land) certification options for 2027:

Step #1. You must order the PAT category 100/101 book from the PAT store website, https://patstore.wisc.edu/

Start by clicking on the Private Applicator button in the middle of the page – NOT the tab on the top of the page, then click on the appropriate base category on the left hand side of the page. For most, it will be the '100/101 General Farming' tab, but some of you may want to do the Fruit Crops or Greenhouse/Nursery version.

Click on 'Add to Cart'. Before you pay for the manual ($43 for print version or $35 for electronic version), think about how you want to take the test and if you want to attend a training session. Read through the options in Step #2 below. If you want to attend a training class, you will need to click 'Continue Shopping', then click on the "Training Classes" tab on the left. You will need to scroll through the alphabetical list of counties that are hosting training. Each of our four counties are hosting one event, put the number of attendees in the appropriate county and then click add to cart ($10).

You will then pay be able to checkout and pay via credit card. If you do not have a computer or a credit card, request a paper order form from either the Shawano, Marinette, or Langlade Extension offices, but make sure you do so at least a couple weeks ahead of when you want to attend training/testing.

Step #2. Figure out how/when you want to take training and take the test. You can do so in multiple manners.

A. Self-study the materials and schedule a time to take the test at the Shawano, Marinette, or Langlade Extension offices (or Green Bay DATCP center). With this option, you need to get 70% correct to pass. Options B and C require a 50% correct test score to pass the certification process.

B. Utilize on-line training. Register for this through the PAT website, at the same page as where you purchased the manual. $10 fee. You have 120 days from registration to start the training, BUT you only have 14 days from when you start doing the training until completion. You then must schedule a test date, as in step A.

C. Attend a 'live' training and test day. Training begins at 8:30 a.m. for all these options, with test completion likely around 2 p.m. Again, you must register to attend these training sessions and pay the $10 fee through the PATSTORE. Lunch will not be provided, although coffee/water and light snacks will be available. Plan on being at the site about 8:15 and feel free to bring along your own food, as desired.

++ January 21 @ Langlade County Extension Office, 1225 Langlade Road, Door #7 (SE corner), Antigo.
++ February 4 @ Pound Town Hall, W8484 County Road B., Coleman, WI
++ February 23 @ Shawano County Courthouse , Meeting Rooms A/B Lower Level, 311 N. Main St., Shawano.
++ March 17 @ Lena Town Hall, 6087 Goatsville Road, Lena.

Scott Reuss, Crops/Soils Educator, will be moderating the training sessions, which will be delivered live via zoom with presentations being done by PAT staff. In case of technical difficulties, Reuss will be able to deliver the full training but is not allowed to offer the training on different/additional dates.

Election and Enrollment for Agriculture Risk Coverage (ARC) and Price Loss Coverage (PLC) Programs: Sign up by Dec. 11

Dairy Margin Coverage Program signup deadline is Dec. 18



Producers can now change their election and enroll in ARC-County (ARC-CO) or PLC, which both provide crop-by-crop protection, or ARC-Individual (ARC-IC), which protects the entire farm. Although election changes for 2026 are optional, producers must enroll through a signed contract each year. Existing multi-year contracts ended in 2025, but producers have the option to sign a new multi-year contract for 2026 through 2031. Producers who opt out of a multi-year contract can enroll for the 2027 crop year starting Nov. 2, 2026, through March 15, 2027.

To be eligible for 2026 program payments, you must submit your 2026 program election by December 11th, so please make sure to make an appointment at your FSA office to get that done, as it is likely that at least some of our crops will be able to receive payments under the programs this year.

What should you sign up your various crop acres into? Paul Mitchell, UW-Madison Extension Cropping Systems Management Specialist has many different sources of information and assistance for you, but his recommendations are fairly simple and did not change after the November 10th WASDE came out:

Extension

2026 ARC/PLC Recommendations

- Signup deadline is **Dec 11, 2026**
- Unlike past years, 2025 elections do not transfer automatically: File the form!
- **My 2026 ARC and PLC Recommendations for Wisconsin farmers have not changed with the new WASDE projections**
- **Corn, Soybeans & Oats: Choose ARC-CO:** Low prices unlikely to trigger ARC or PLC payments, but a low county yield could trigger ARC payments
- **Wheat: Choose PLC:** Low price likely to trigger PLC payments, but expected high county yields not likely to trigger ARC payments, even at projected low price
- **Barley, Sunflower and Sorghum: Choose ARC-CO**

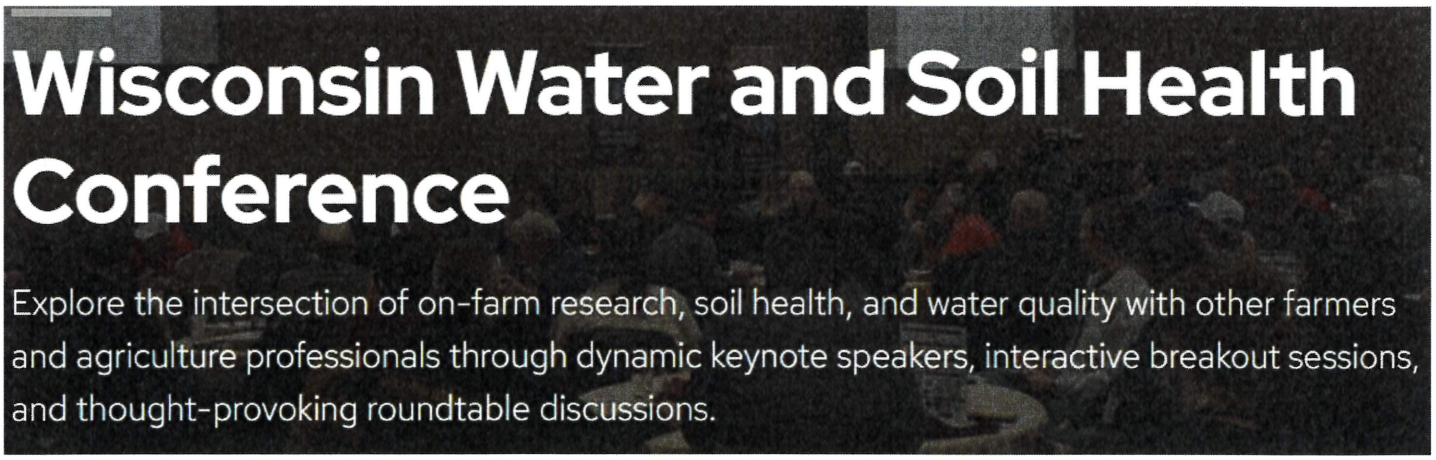
We will offer local programs in February and early March to assist with crop insurance and FSA program decision-making, as the deadline for both is March 15, 2027.

Upcoming Regional or State-wide Programs worth attending

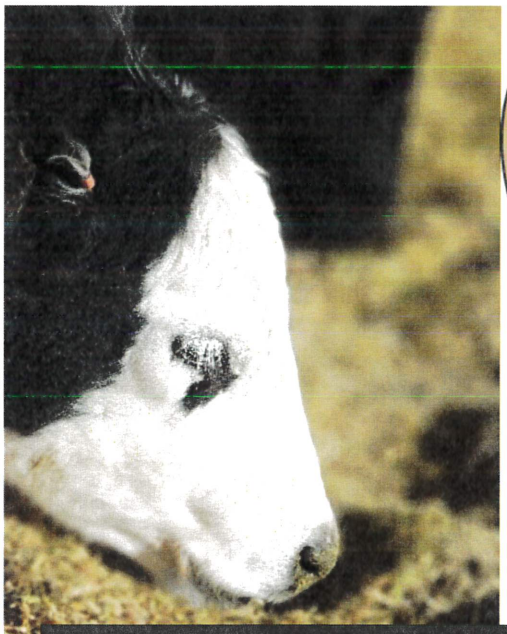


The Badger Crops and Soils Update Meetings are four full-day regional meetings hosted by local UW–Madison Extension crops educators. Each meeting features ten UW–Madison soil and water, agronomy, and pest management research recaps of the 2026 growing season and outlooks for 2027 research projects. The NE WI version takes place Thursday, December 3rd at Fox Valley Technical College from 8:30 a.m. to 4 p.m. That day is also the on-line live version, if you prefer that option. Discussion primary topics include soy, corn, weeds, diseases, nutrients, and soil health. To register and see more information, go to:

https://cropsandsoils.extension.wisc.edu/badger-crops-and-soils-update-meeting/



WWASH has been described as "the best conference I attend every year" by farms and agronomists in the region. It is a two-day conference that takes place at Kalahari Resorts in WI Dells on Dec. 15 & 16. The focus is on-farm practices that improve soil health, nutrient retention and usage, and improve your bottom line. Go to https://cropsandsoils.extension.wisc.edu/wwash/ to register or view the full agenda. If you want to attend Dec. 15, Scott may be able to arrange ride-share with you, as he is moderating one of the roundtable discussions that day.



UW-Madison Extension 2026 Beef Cow-Calf Workshop

Tuesday, December 8

Dudkiewicz Farms
W8526 County Road A
(just outside Village of Crivitz, WI 54114)

3:30-7:30 PM

Managing, Planning, and Utilizing various forages

Ashley Dudkiewicz, host and Bill Halfman

Rebuilding forage stands and inventories in 2027

Scott Reuss- Regional Crops and Soils Educator

Feeding in winter when hay is short

Reproduction impacts from a poor pasture year

Bill Halfman - UW-Madison Extension Beef Outreach Specialist

Outdoor Topics will include Body Condition Scoring, Forage Testing & Storage, Handling Facilities

$10 per person registration fee (collected on site), Pre-registration requested by Dec. 7th. Walk-ins will be accepted, but meal planning may get tricky.

Event graciously co-sponsored by Crivitz Feed Mill, 504 Wilbert St., Crivitz.

Program Agenda

3:30 PM – Outdoor Portion of Program
4:30 PM – Move indoors -
5:30 PM – Meal and Official Registration
7:30 PM – On your way home

REGISTER

by calling the Marinette County Extension office at **715.732-7514** and leaving your name and number attending, or text info to 715-701-0966.

An EEO/AA employer, the University of Wisconsin-Madison Division of Extension provides equal opportunity in programming in accordance with state and federal law. If you need any type of language or physical accommodation to facilitate involvement in the program, contact Tami Goers at the above by February 27.