



Farm Ready Research

Farm Ready Research is Extension’s agriculture winter webinar meeting series for farmers and ag professionals. Join the webinars to learn the most up-to-date information on topics from dairy and livestock production to farm management resources. See a full list of topics and register at go.wisc.edu/FarmReadyResearch

Date	Time	Event	Location
March 16	1pm	<p><u>Badger Dairy Insight: Improving Dairy farm efficiency through genetics</u> Kent Weigel, Professor and Extension Specialist will share genetic evaluations for feed efficiency in Holsteins. Amanda Young Extension Educator will lead a discussion with Kent Weigel, and Extension Educators Ryan Sterry, Matt Lippert, and Heather Schlessler on beef on dairy usage strategies</p>	Zoom meeting
March 17	7:30pm	<p><u>Small Ruminant - Direct Marketing: Building Your Brand for the Future</u> Building your brand for the future, innovative marketing will focus on branding and marketing your farm or products and will feature Leslie Svacina from Cylon Rolling Acres. UW-Madison Extension agricultural educators Lyssa Seefeldt and Heather Schlessler will host and facilitate the discussion.</p>	Zoom meeting
March 19	11am	<p><u>Farm Management Fridays: Your Farm Start Up: Where to begin and who can help</u> Whether you are currently farming and want to explore a new idea or someone new on the farming scene, this session will help you figure out where to start. Learn about tools, people, and resources available in the state that can help you explore your farm dreams. We will hear from Extension Specialist/UW-Platteville Professor Kevin Bernhardt, Extension Ag Educator Leigh Presley Kenosha and Racine County Extension, and Andy Larson from the UW Food Finance Institute.</p>	YouTube livestream