



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
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Stephanie Bowers—Dairy in
Oconto & Shawano Counties
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December, 2025 Ag Newsletter

A few things to get onto your calendars or into your thought processes are enclosed. There will be another newsletter coming out in mid-January that will include the entirety of the winter season's local Extension and similar programs. To get those upcoming possibilities into your 'watch for' category, we will be doing, at least, the following events:

- + Oconto & Marinette County Nutrient Management Plan Writing (& Understanding!) two-day workshop—late Feb./early March.
- + Beef Feeder Event—Bonduel late Feb/early March.
- + Forage Management Workshop—Perennial Forages' Focus
- + and multiple others.... (IF you have a topic in mind, let me know, odds are good that I can get it added to an event or form one around that topic.)

Stay safe, Scott Reuss, Crops & Soils Educator

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Calendar of Events

Jan. 18-20, Kalahari Resort—Growing WI Conf (Fruit & Veg Growers')

Jan. 22-24, LaCrosse—Grassworks Grazing Conference

Jan. 28—Feb. 12 CAFO Workshops held at various locations in the state

Feb. 4 @ Lena Town Hall, Private Pesticide Applicator Training

Feb. 16-18 @ Chula Vista, Dells. Midwest Forage Association and WI Custom Operators' Symposium. The premiere forage and custom farm business management conference in the Midwest.

Feb. 23rd—probably Appleton, Regional Nitrogen Management Update to showcase in-field N research including NOPP and other projects, as well as updates on N management recommendations.

March 17 @ Shawano Courthouse, Private Pesticide Applicator Training

New Conservation Specialist for Marinette County. Mariah Mursau has joined the staff of Mar. Cty. LWCD to assist landowners during the process of enrolling in conservation programs through the Natural Resource Conservation Service (NRCS). She will be able to help you become fully aware of what programs may be available for your land/farm, and help you through the planning and application processes.

She grew up in Pound and continues to spend time on the water and outside experiencing all that our area has to offer for outdoor enthusiasts. She is excited to help Marinette County farms in her new role. She can be reached at (715-923-3081) or an email at Mariah.Mursau@marinettecountyiwi.gov if you have any questions or are interested in enrolling in a conservation program.

Private Pesticide Applicator Training

2026 Certification Process – Make sure you register in advance!

This is year #3 of the new system all applicators must utilize to get certified as a Pesticide Applicator, so most have not yet analyzed the process. Please make sure you check your PAT license and get the process started if you need to renew before next application year 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. 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 2026:

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, then click on the appropriate 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), 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. Our two regional events will be listed under Oconto County -Lena site; and Shawano County. 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. Again, manuals will not be available at county offices or at testing/training sites and we cannot accept walk-in's to the training/testing days.

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, under Private Applicators tab, then training sessions button. No 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 to be at the site between 8:15 and 8:30; feel free to bring along your own food, as desired.

++ February 4 @ Lena Town Hall, 6087 Goatsville Road, Lena.

++ March 17 @ Shawano County Courthouse, Meeting Rooms A/B Lower Level, 311 N. Main St., Shawano.

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.

WI Dairy Replacement Cost of Production Effort

A number of dairy farms in the area have participated in past efforts to quantify heifer production costs. A number of Extension personnel are undergoing that effort again, to help all dairies understand their costs in relation to other similar operations and then make appropriate management decisions. If you are interested in being involved, go to the website on the image, or contact Stephanie Bowers directly, at either 920-470-0531 or stephanie.bowers@wisc.edu

You will be asked to provide average values for the last completed month related to calf and heifer raising. This includes records on feed, bedding, veterinary and breeding services, labor, housing and equipment, utilities (fuel/electricity), and custom raising charges. You will also be asked for basic herd numbers (average animals on feed, weaning age, age at first calving) to calculate costs per animal.



We want to hear from you!

Do you know your actual costs of raising your heifers from birth to bulk tank?

We are launching a new survey to gather the costs of raising Dairy Replacements in Wisconsin. Please sign up to have a local educator reach out to you.

<http://go.wisc.edu/dairysurvey26>

 Extension

Beef Roundup Webinar Series

Beef producers are invited to attend a series of free educational webinars this winter. The Beef Roundup Webinar Series will be hosted by the University of [Wisconsin](#)-Madison Division of Extension featuring Extension specialists and industry experts from across the country covering timely topics relevant to today's beef producers.

- January 15th, 2026: Unlocking the Full Potential of Growth-Enhancing Technologies with Dr. Jessica Sperber, University of Nebraska- Lincoln Extension Feedlot Specialist
- February 19th, 2026: Asian Longhorned Tick, Dr. Cassandra Olds, Kansas State, Extension Entomologist
- March 19th, 2026: Key Considerations for Rebuilding Your Cow Herd with Dr. Randie Culbertson, Iowa State, Extension Cow-calf Specialist.

All webinars will be held from 7-8pm CST and are free to attend, but you must register at <https://go.wisc.edu/BeefReg>

For more information contact Adam Hartfiel at (920) 647-6560 or email him at adam.hartfiel@wisc.edu

Driftless Region Beef Conference offered in Dubuque Jan. 22-23

Extension of Illinois, Iowa and Wisconsin are offering the 13th Driftless Region Beef Conference on Jan. 22-23, 2026, at the Grand River Convention Center in Dubuque. Past participants have reported the conference program would increase their economic return by more than \$10 per animal managed, testifying to the value of attending. This year's topics include Tick Management; the role and value of basic biosecurity and how to protect your operation from health challenges; and adding value to feeder calves and how to implement those practices in the cow herd. Many other topics will be available at breakout sessions and the 23rd ends with a presentation on the 2026 and beyond marketing outlook.

The early registration fee of \$120 per person must be received prior to midnight on Jan. 7. After that, the price increases to \$145 per person. To register please visit <https://www.regcytes.extension.iastate.edu/beef/> where you can also find more information on topics, speakers, and lodging.

Shoebox to Strategy

Organizing Your Farm's Legacy

Required Virtual Sessions:

Friday, Jan. 30 from 12-1:30pm
Friday, Feb. 13 from 12-1:30pm
Friday, Feb. 27 from 12-1:30pm

Required In-Person Workshop:

Friday, Mar. 13 from 10am-3pm
Phoenix Center, 100 S Orange St.
Richland Center, WI 53581

Optional Follow-up Virtual Session:

Friday, Apr. 3 from 12-1:30pm

Cost

\$175/farm early bird pricing through December 31, 2025.

\$225/farm starting on January 1st, 2026.

Register soon!

Registration deadline is January 16, 2026.

This workshop is limited to 20 farms.



Extension

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Cultivating Your Farm's Future

*A workshop for farms
interested in planning the
transition to the next
generation.*



Winter 2026 Virtual Workshop:

Thursdays from 6:30-8PM

February 5, 12, 19, and 26

Optional session on March 19

Registration deadline: January 16

Cost: \$150/farm. Multiple farm or family members can attend. This fee provides one *Cultivating Your Farm's Future* workbook, one copy of *Cultivating Continuity*, a Learner's Guide for each person registered, course videos, and five live Zoom classes.

Register soon!

Registration is limited to 20 farms per series.

Questions?

Contact: joy.kirkpatrick@wisc.edu, 608.263.3485



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