

The Harvest of Ideas:

Guiding Research and Education for Wisconsin's Organic Agriculture

Proceedings from the convening held on the University of Wisconsin-Madison Campus, October 30-31, 2018

Report Prepared by: Erin Silva, Julie Dawson, Bill Tracy, Brad Barham, Steve Ventura, and Alfonso Morales



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

Harvest of Ideas

Executive Summary

Wisconsin continues to serve as a leader in organic agriculture. From 2012 to 2017, the number of organic farms increased from 1,180 to 1,537, and organic sales grew from \$121.5M to \$248.6M. These numbers place Wisconsin #2 in the nation in number of organic farms overall and in several specific categories, including dairy, egg, and field crops. Organic production will continue its growing contribution to Wisconsin's agricultural economy, fuel demand within the U.S and worldwide, support strong organic premiums, and attract a new generation of young farmers onto the land. Additionally, a growing body of research demonstrates the value of organic practices to the health of our environment and our communities.

As Wisconsin's land-grant university, the University of Wisconsin-Madison, through its College of Agricultural and Life Sciences (CALS) and Division of Extension (Extension), can uniquely contribute to organic agriculture's continued growth and strength in the state. In 2018, UW-Madison ranked #7 in a global evaluation of universities with agriculture programs (<https://www.theguardian.com/higher-education-network/2018/feb/28/qs-world-university-rankings-2018-agriculture->



and-forestry). The College of Agricultural and Life Sciences supports a skilled faculty with depth and breadth across diverse agricultural systems, with research and outreach using both basic and applied science approaches. Interdisciplinary, systems-based graduate programs such as Agroecology and those offered by the Nelson Institute for Environmental Studies engage a diverse mix of faculty and students, offering a solid foundation for the expansion of these curricular opportunities to undergraduate programs.

The College of Agriculture and Life Sciences hosted the Harvest of Ideas in October 2018 to explore how it might optimize its strengths in research, teaching and outreach to better support organic agriculture in Wisconsin. Held on the UW-Madison campus, this event brought diverse stakeholders from across Wisconsin's organic industry together with a large interdisciplinary group of faculty, staff, and students from the university research community. Featuring presentations from organic thought-leaders and engaged discussion, the conversations throughout the day sought to shape future initiatives and define resources needed to implement these ideas.

Several key themes emerged from the discussion of organic research needs, including strong endorsement that organic research will propel on-farm innovation and develop tools and best management practices to expand organic agriculture's success. Research, to both investigate the long-term benefits of organic production and address its longer-term needs, such with cropping systems trials, on-farm research networks, and organic breeding programs, will advance organic agriculture. With Wisconsin's prominence in organic dairy and livestock, research is needed to improve animal nutrition and health. In addition to improvements in animal welfare, an organics initiative will leverage research currently underway by USDA-ARS and CALS researchers across an array of departments on perennial and grass-based agriculture, such as Management Intensive Rotational Grazing. Economic and market research is needed to ensure continued sustainability and viability of existing and transitioning operations in a multi-year context and considering broader ecosystem and community services. Finally, further research is needed to evaluate the benefit of organic agriculture on individual health and the health of our rural communities.

Similarly, key themes emerged throughout the discussions of UW-Madison's role in educating and training the next generation of organic agriculture professionals. UW-Madison, as a four-year land grant university can profoundly impact the education of both baccalaureate students and non-traditional students seeking alternative learning opportunities. Additionally, as a research-intensive university, UW-Madison trains masters and doctoral graduate students who will drive research and innovation in the field of organic agriculture. A critical aspect of an impactful organic education involves internship programs and hands-on experiences, providing students at all levels with the valuable professional experience and connections that cannot be acquired in the classroom. UW-Madison, widely recognized as a national leader

in organic agriculture, successfully competes for significant research funding to address issues important to the organic industry and train students who move on to positions in organic industry and non-profit organizations. Known for its excellence in organic outreach and Extension, UW-Madison offers a significant portfolio of farmer-focused events and training opportunities. However, Harvest of Ideas clearly revealed more work is needed to expand these efforts to address critical gaps that remain. With enhanced resources and strong leadership, UW-Madison can strengthen its utility to the organic community, contribute to the expansion of organic acres, help farmers reap the related benefits of adopting organic practices, and increase availability of organic products for consumers.



The following action steps identified during the Harvest of Ideas create a road map forward for Wisconsin organic agriculture.

- Support critical research required for the continued success of Wisconsin's organic farmers, including long-term systems studies, organic plant breeding, organic animal nutrition, soil health, economics, animal welfare, and human health
- Creation of a clearly defined curricular track for undergraduate students interested in organic agricultural careers within UW-Madison College of Agricultural and Life Sciences, including expanded organic-specific course offerings
- Increased capacity of organic agriculture apprenticeship programs
- Creation of internship programs for undergraduate students
- Expanded course offerings through FISC with broader access to non-traditional students
- Further Extension capacity to assist both existing and transitioning organic farmers, including county agents, field days, and networking opportunities
- Engagement with departments, schools, colleges, and programs to enhance consumer engagement
- Engagement with schools, health care facilities, and institutions to facilitate expanded opportunities to engage with the benefits of organic agriculture and organic food
- Development of organic-centric, farmer-led research and outreach networks, similar to Practical Farmers of Iowa, Discovery Farms, and Grazing Networks
- The following investments are necessary to expand and strengthen our capacity to address the aforementioned action steps:
- Funding for graduate student research and teaching assistant support, which will increase the number of faculty studying organic systems and training

of both graduate and undergraduate students

- Targeted faculty hires to address expertise gaps and foster collaborative, interdisciplinary research
- Continued support and expansion of the certified organic research land at the UW Agricultural Research Stations, including staff support and updating of facilities and equipment. Field research depends on the availability of land, equipment and staff to maintain trials and research plots.
- Communication tools to facilitate interdisciplinary collaborations to address the systems-based approaches required by organic farmers
- Continued and regular engagement with organic farmers and industry members to ensure relevancy of research, identify emerging needs, and facilitate participatory approaches

Overview

Our agriculture and food systems are at a crossroads. Increasingly, consolidation of farms and agribusinesses leaves rural landscapes homogenized, damaged, and depopulated. While gains in environmental stewardship have been made, there is still too much soil lost, biodiversity destroyed, water contaminated, and rural poverty. Organic agriculture, an alternative to our current dominant agricultural paradigm, preserves biodiversity, builds soil, enhances animal welfare, and supports rural communities while producing ample yields of nutrient-dense food. While our increasingly variable climate now poses serious challenges to farmers, our agricultural research and outreach infrastructure cannot meet the needs of the diverse farms and farmers pioneering the organic movement. We must work together to conduct research, education, and training that involves farmers, agricultural and food businesses, and citizens in a collaborative process of discovery, innovation, education, and ultimately, regenerative production.

Wisconsin has a rich tradition of innovative organic farming enterprises. They provide a cornucopia of

healthy foods, while helping to nourish a vibrant and diverse agricultural landscape. Wisconsin is home to the country's largest organic cooperative, farmers' markets and Community Supported Agriculture farms featuring organic products, as well as family farms producing dairy, meat, grain and livestock for diverse mainstream and specialty markets. Further, UW-Madison and Extension have a long tradition of supporting Wisconsin's agriculture.

As one of the fastest growing segments of U.S. agriculture for over a decade, organic sales and acreage have shown surprisingly consistent growth since the inception of the National Organic Program (NOP). According to data from the USDA Agricultural Census, Wisconsin had 1,537 organic farms in 2017, up from 1,180 in 2012. This ranking places Wisconsin in a strong position to supply the growing market for organic food, which exceeded \$21 billion in 2018.

The Harvest of Ideas

The Harvest of Ideas, hosted on the University of Wisconsin-Madison campus, was a two-day forum exploring the role of education, research, and outreach on organic agriculture to support Wisconsin's diverse agricultural landscape and resources, strengthen rural communities and economies, and connect organic products from producer to plate. This event sought to examine how UW-Madison can best contribute to the advancement of organic agriculture locally, nationally, and globally through education, research and outreach activities.

The forum began with a public presentation by Ricardo Salvador, an internationally renowned senior scientist and director of the Food and Environment Program at the Union of Concerned Scientists. Dr. Salvador presented his thoughts on the need for midwestern agricultural systems to change for long term sustainability of food production and how organic agriculture can contribute to the transformation of the U.S. food and agriculture

system. Dr. Salvador also described how UW-Madison is well-positioned to address head-on the grand challenges facing our food systems today, with the necessary faculty expertise, administrative support, and state-wide partners needed to conduct forward-thinking research and drive landscape level-change. The following day, further discussions featured thought and action leaders in organic agriculture from around the world. The morning discussions focused on three key themes:

1. Organic science and research (Julie Dawson, University of Wisconsin-Madison, Horticulture Department; Dave Mortensen, University of New Hampshire, Professor of Agriculture, Nutrition and Food Systems; Maria Finckh, University of Kassel, Germany, Organic Plant Protection Department)
2. Organic consumers, marketing, and economics (Matthew Dillon, director of agricultural policy and programs, Clif Bar & Company; Alfonso Morales, University of Wisconsin-Madison, Urban & Regional Planning Department; Mary Hendrickson, University of Missouri, Rural Sociology Department)
3. Organic education and Extension (Erin Silva, University of Wisconsin-Madison, State Extension Specialist in Organic Agriculture; Carol Miles, Washington State University, Horticulture Department; Brad Heins, University of Minnesota-Morris, Dairy-Animal Science Department).

Speakers and the audience were invited to highlight guiding principles for and examples of successful research, education, and outreach programs that support organic farmers and identify next-generation innovations.

In addition to the speakers, 200 attendees representing a broad cross-section of the organic community shared their insights, experiences, and knowledge to help develop a path forward to promote, strengthen, and grow Wisconsin's organic industry, as well as ensure the continued integrity of the industry, benefits to the ecosystem, and support of family farms and rural communities.

Harvest of Ideas participants demonstrated optimism for the state of organic agriculture and celebrated continued growth in the organic market. Attendees recognized an increasing body of research continues to demonstrate the benefits of organic to human health, our agroecosystems, and family farms. However, to meet the demand for organic products, and to continue to realize the benefits that organic agriculture offers, human, technological, and policy resources must be available to allow organic agriculture to thrive, consumers to have access to organic product, and new farmers of all backgrounds to engage in organic agriculture as a profession.

As with all of agriculture, Wisconsin faces a loss of farms and an aging farming population. However, again in parallel with the national trends, organic agriculture is more successful in attracting young farmers. Converse to the exodus of young people leaving farming in the conventional sector, organic agriculture is not only maintaining the next generation on the farm but recruiting individuals entirely new to farming as a profession. While interest in pursuing organic farming careers exists, access to land and capital supporting land tenure and subsequent farmer investment in the land remains a challenge.

Organic agriculture, while playing a strong role in supporting rural communities and family farms, also benefits from its strong relationship with urban and peri-urban farming. These agricultural approaches

have many synergies, including directly engaging consumers in agriculture and food production. Both have primary goals of bringing healthy, nutritious foods to people in a way that supports communities and well-being. Both have challenges with respect to engaging in the larger industrial food systems model, as they both access to markets, infrastructure, financing, and access to land. Organic agriculture could greatly benefit from urban agriculture's strength in engaging a diverse stakeholder and professional farmer base and efforts to support cross-cultural, multi-lingual, and accessible farm and food education.

UW-Madison has unique strengths on which to build its organic programming to effectively address these aforementioned needs. For example, The Center for Integrated Agricultural Systems supports diverse sectors of agriculture that may not be addressed by more mainstream commodity support. CALS and other departments across UW-Madison are home to faculty who can provide the broad expertise that allows for a systems-based, collaborative approach to solve the issues facing our food and agricultural systems. Additionally, UW-Madison maintains an extensive agricultural research station network and employs skilled staff throughout the state. Specific examples include the Wisconsin Integrated Cropping Systems Trial and certified organic acres upon which research in an array of soil types and microclimates can be conducted.



Major Themes

Several major themes emerged from the discussion. These included UW's role in organic research, organic education, and broader leadership on the statewide, national, and international scales.

NEED FOR ORGANIC RESEARCH

Harvest of Ideas participants articulated the need for more research to help both existing and new organic farmers build and maintain successful farm enterprises, improve soil, preserve pollinators and wildlife, and maintain water resources. The perennial call for a more participatory research system that meets diverse farmers' needs and supports continued improvement of organic standards remains as compelling as ever. Within this participatory research structure, farmers play a key role in identifying research questions and designing research approaches, and interdisciplinary teams of researchers and Extension professionals facilitate data collection and interpretation within an agroecological context, preventing the production approach of "input substitution."

Organic research is essential to propel on-farm innovation and develop tools and best management practices that expand organic agriculture's success. Understanding the impact of organic practices on the agroecological system – such as pollinators and beneficial insects, birds, and vertebrates, the soil microbial community, plant species diversity, and nutrient cycling –helps organic farmers develop crop production practices that produce nutrient-dense food while protecting the environment and regenerating soil. Research on markets and economics will ensure organic farmers remain profitable with multiple avenues to sell their products. Plant breeding for organic systems will increase farmers' access to the genetic resources and crop cultivars that perform optimally under the unique conditions of organic management.

To better define new policies and related incentives, solid metrics generated from rigorous on-farm and landscape level studies must serve as the foundation. Such new policies may involve rewarding farmers for adopting practices that foster various ecological services, such as carbon sequestration. Such policies are already being implementing across the EU; for example, in Austria, a farmer demonstrating soil carbon capture for 5+ years qualifies for a payment. However, questions such as values on which to base improvement, and what realistic yet meaningful improvements can be rewarded remain to be answered. Implementation of such incentives would move agricultural supports away from the current model, which is more strongly associated with disaster relief. The structure of the current model disincentivizes innovation and progress, forcing farmers into short-term decision-making that encourage overproduction and do not support long-term sustainability.

Research can also articulate corporate models to support organic farmers and reward positive human and environmental health outcomes associated with their production methods and define the legal and policy constraints that hamper transformative change in our food systems.



NEXT STEPS:

- Expanding UW-Madison's organic research portfolio, including research addressing:
 - Long-term studies of organic agriculture integrated in replicated research station trials and landscape-level research, including best ways to transition and risk management
 - Organic plant breeding, including grasses and legumes for pastures and perennial ag systems
 - Diversifying livestock diets to foster crop diversity
 - Soil health, including meaningful metrics and tools for farmer decision-making, monitoring, and policy.
 - Livestock enterprises beyond dairy, particularly those that support the expansion of grazing and grass-based agriculture
 - Economics of system, particularly the evaluation of production costs and value of ecosystem services over yield
 - Animal health and welfare practices
 - Link between organic agriculture and human health
 - Food science and value-added product development
 - Impact of organic agriculture on strengthening rural communities and economic development
 - Facilitation of price discovery
- The following investments are necessary to grow research in these areas:
- Expansion of graduate student research assistant support, which will increase the number of faculty studying organic systems and will increase the number of well-qualified researchers in the organic industry
 - Targeted faculty hires to address expertise gaps and expand collaborative, interdisciplinary research
 - Continued support and expansion of the certified organic research land at the UW Agricultural Research Stations, including staff support and updating of facilities and equipment. Field research depends on the availability of land, equipment and staff to maintain trials and research plots.
 - Strengthening the ability to foster interdisciplinary collaborations between researchers, farmers, and industry to address the systems-based approaches required by organic farmers
 - Continued and regular engagement with organic farmers and industry members to ensure relevancy of research, identify emerging needs, and facilitate participatory approaches



NEED FOR ORGANIC EDUCATION AND OUTREACH

The lack of resources devoted to formal and informal organic agriculture education creates a formidable barrier to young people wishing to pursue careers as organic farmers. This dearth of organic education opportunities also stifles the training of individuals for careers in organic agriculture extension services, government agricultural agencies such as USDA, researchers, consultants, health professionals, and nonprofit employees. Our educational system must prioritize teaching and training of new farmers and farm workers to be successful organic growers.

Existing UW-Madison-based networks of faculty, staff, and students include the Food Systems Certificate (for undergraduates), the Agroecology Masters' program, the Food Studies Network (for students, faculty, staff and community members), and the FH King Students for Sustainable Agriculture student organization. UW-Madison attracts skilled and motivated graduate students, both to discipline-specific programs such as Plant Pathology, Agricultural Economics, Horticulture, Agronomy, and Soil Science, as well as to broader interdisciplinary programs such as Agroecology and the Nelson Institute for Environmental Studies. Additionally, the Center for Integrated Agricultural Systems offers a robust model for participatory engagement with the farming community through

its Citizens Advisory Committee. Similarly, the OGRAIN Network illustrates the power of technology in connecting and facilitating communication among researchers and farmers in organic systems.

EDUCATING UNDERGRADUATES

Within a successful and impactful organic agriculture training program, students must have meaningful hands-on experiences – from producing crops, vegetables and livestock, to facilitating farmer education, and understanding markets, consumer messaging, and economics. Further, the creation of the next generation of agricultural researchers and extension professionals is essential to further the impact our public land-grant institutions. Students must have opportunities to interact with organic farmers and professionals through internships, on-farm research, and education events.

Organic knowledge certainly should be integrated across the broader curriculum. As of now, opportunities in organic agriculture are lacking, both with respect to formal course offerings and structured hands-on learning opportunities. While current university classes may marginally address organics, few integrate these related concepts together in a way that allows students to work through their practical implementation on organic farms, in organic policy, and in organic Extension. Students

gain value from specific classes that demonstrate how these practices and concepts come together for holistic organic farm management, decision-making, and marketing.

Hands-on experiences are essential for a meaningful and effective education in organic agriculture. These experiences can be provided through multiple means, including field courses, industry and farm internships, organic research projects, and community engagement. These experiences allow students to translate the knowledge gained in the classroom to real-world problem-solving, while providing mentorship of skilled professionals, senior graduate students, and faculty. Additionally, these experiences provide students with professional networks to further benefit their success in their post-graduate careers.

EDUCATING GRADUATE STUDENTS

UW-Madison has the strong ability to train graduate students in organic research and Extension. Structuring graduate training to achieve impactful organic research and Extension includes the implementation of participatory research and farmer engagement, mentorship, and placement of this research in interdisciplinary, agroecological contexts. Training the next generation of researchers and Extension professionals will progressively transform university research.

EDUCATING NON-TRADITIONAL STUDENTS AND BEGINNING FARMERS

UW-Madison is also in a strong position to facilitate farmer-mentoring and apprenticeship programs, bringing organic education outside of the classroom and into the field while expanding education opportunities to the broader organic community. Examples of these programs currently exist at UW-Madison, including the Organic Vegetable Farm Manager Registered Apprenticeship program, the UW Organic Grain Resource and Information Network (OGRAIN) organic grain farmer mentorship program, and the School for Beginning Dairy and Livestock Producers' partnership with the Dairy Grazing Apprenticeship. However, opportunities exist to further develop these types of programs and provide beginning farmers with hands-on experience and one-on-one guidance to ensure a successful start to their careers.

Extension was cited as a strength that could be further leveraged at UW-Madison. Beyond the formal classroom environment of UW-Madison, Extension has great potential to bring organic education throughout the state of Wisconsin and beyond. On a county Extension level, a broader and more diverse base of knowledge and capacity is needed to increase organic farmers' awareness of organic values and

evidence-based practices. As well as providing direct technical information and technical support to farmers, county Extension agents help support farmer-to-farmer learning through informal networking opportunities (such as pasture and field walks) and Communities of Practice where farmer knowledge is exchanged.

Farm and Industry Short Course (FISC) could be further leveraged to support organic education. FISC is the home of the Wisconsin School for Beginning Dairy and Livestock Producers, the foundational curriculum for the Dairy Grazing Apprenticeship. This program has greatly benefited new organic dairy and livestock organic farmers. Additionally, FISC now offers curriculum in urban agriculture, which has natural synergies with organic agriculture training. Through OGRAIN, the first organic grain agronomy class has been offered through FISC. A distinct opportunity exists to better coordinate and expand these individual programs and classes to provide a more complete organic curriculum to this unique group of students.

EDUCATING CONSUMERS

While student and farmer education are foremost priorities for education, the need for consumer education with respect to the benefits of organic agriculture cannot be overlooked. The organic label must be redefined to the consumer, bringing a message that eating organic food and

supporting organic farmers is better for their health and the health of the planet – overall, creating a broader consumer awareness of why organic is important. Consumers, institutional and the individual, must begin to link their purchases at the grocery store – often made within a 3-5 second timeframe - with the impact of those decisions on the fate of the environment, rural communities, and their own well-being. Beyond organic as a label and certification scheme, we must reinforce trends in consumer behavior helpful to our broader goals in clearly communicating to individual and institutional consumers the profound and direct impact their food decisions have on the environment and their communities in terms of natural resources capital, social capital, and cultural capital.

Service-learning, youth engagement, and public-facing events bring the work of UW-Madison out of the classrooms and laboratories and into the public sphere. Programs bringing organic farming and food into public schools – or engaging in off-campus events bringing young people to farms – can begin to connect a potential next generation of organic farmers with organic agriculture as a profession. Additionally, events bringing consumers onto the land and organic research demonstrations can further connect consumers with the food they eat, and the impacts of the way in which that food is produced.

NEXT STEPS

- Creation of a clearly-defined and well-publicized curricular track for undergraduate students within UW-Madison College of Agricultural and Life Sciences, including the potential development of an Organic Agriculture Certificate
- Expanded capacity of organic agriculture apprenticeship programs
- Expanded organic-specific course offerings, including Teaching Assistant support for the development and implementation of these classes
- Creation of internship program for undergraduate students
- Expanded course offerings through FISC with broader access to non-traditional students
- Further Extension capacity to assist both existing and transitioning organic farmers, including county agents, field days, and networking opportunities
- Engagement with departments, schools, colleges, and programs to enhance consumer engagement
- Engagement with schools, health care facilities, and institutions to facilitate expanded opportunities to engage with the benefits of organic agriculture and organic food
- Development of organic-centric, farmer-led research and outreach networks, similar to Practical Farmers of Iowa, Discovery Farms, and Grazing Networks



UW-Madison as an organic convener and leader

Organic agriculture is built upon relationships and connections between researchers, farmers, consumers, and markets. UW-Madison can play a critical role in convening key players across the food system to promote organic as a path forward for our agricultural systems. As discussed above, UW-Madison and Extension organizes farmer learning communities and communication networks, facilitating the exchange of farmer-to-farmer knowledge while integrating the contributions of rigorous, replicated research that the University generates. These networks foster farmer-to-farmer communication of practices and ensure that farmers do not continually “reinvent the wheel” or repeat mistakes and trials across farms. More importantly, farmer-to-farmer communication propels innovation, especially when facilitated by the University and all its resources. As such, the university embraces a facilitator role.

UW-Madison can also serve as a leader in the coordination on-farm research and on-farm research networks. Organic farms occur in diverse environments throughout the upper Midwest, representing different climates, landscapes, markets, and production approaches. A profound need exists to collect data over a wide range of farms representing unique agroecological sites. Through the creation of research networks, farmers can collect specific data, which could then be aggregated to predict outcomes over diverse agro-eco-region. This not only allows for more robust data collection but amplifies farmer engagement in research and the interpretation of research results.

Conclusions

UW-Madison, a national leader in organic agriculture, successfully garners significant research funding to address issues important to the organic industry and trains undergraduate and graduate students who move on to positions in organic industry and non-profit organizations. UW-Madison, recognized for its excellence in organic outreach and Extension, offers a significant portfolio of farmer-focused events and training opportunities. However, this Harvest of Ideas event demonstrated significant opportunities exist to expand these efforts and address critical gaps.

With further resources and leadership, UW-Madison will strengthen its importance to the organic community. With increases in appropriations to the USDA-Organic Research and Extension Initiative, UW-Madison is well-poised to generate successful grant proposals to further drive organic research in Wisconsin. The faculty and graduate students engaged in this research can further engage in the teaching mission of organic agriculture, providing cutting-edge science into the training regarding organic practices, economics, and markets. Expanded curricular offerings at CALS, combined with farmer training and apprenticeship programs will produce more trained agriculture professionals ready to tackle the challenge of producing organic food and supporting the farmers who do. With these UW-Madison CALS contributions, Wisconsin will benefit from increased organic acreage, realize the related services of organic practices, and increase organic product availability. Through this robust organics initiative, Wisconsin will enhance its already prominent position in a diversified, productive, and environmentally sound agricultural economy.

Acknowledgements

We are enormously grateful to all the organic farmers, non-profit organizations, and industry who participated in the Harvest of Ideas and devoted their time, knowledge, and experiences to generate this roadmap forward.

We also thank the UW-Madison College of Agricultural and Life Sciences for their continued strong support of organic agriculture, and the Agroecology Master's Degree students who documented the discussion throughout the event.

Harvest of Ideas Planning Oversight Team:

- Erin Silva, Associate Professor, Department of Plant Pathology, UW-Madison
- Bradford Barham, Professor, Department of Agricultural and Applied Economics, UW-Madison
- Julie Dawson, Associate Professor, Department of Horticulture, UW-Madison
- Alfonso Morales, Associate Professor, Department of Urban and Regional Planning, UW-Madison
- Logan Peterman, Data Resource Specialist, Organic Valley/CROPP
- William Tracy, Professor, Department of Agronomy, UW-Madison
- Stephen Ventura, Professor, Department of Soil Science, UW-Madison

Harvest of Ideas Speakers

- Julie Dawson, University of Wisconsin-Madison, Department of Horticulture
- Dave Mortensen, University of New Hampshire, Professor of Agriculture, Nutrition and Food Systems
- Maria Finckh, University of Kassel, Germany, Organic Plant Protection Department
- Matthew Dillon, Director of Agricultural Policy and Programs, Clif Bar & Company
- Alfonso Morales, University of Wisconsin-Madison, Department of Planning and Landscape Agriculture
- Mary Hendrickson, University of Missouri, Rural Sociology Department
- Erin Silva, University of Wisconsin-Madison, Department of Plant Pathology
- Carol Miles, Washington State University, Horticulture Department
- Brad Heins, University of Minnesota-Morris, Dairy-Animal Science Department

