

## **Lamb and Wool Advisory Committee Meeting Minutes April 19, 2018**

The annual Lamb and Wool Program Advisory Committee met on April 19, 2018, starting at 5:30 p.m. at Minnesota West Community and Technical College, Pipestone Campus. Committee members present included: Dr. Jeff Held, Karla Gundermann, Randy Dombek, Rob Rule, Dr. Larry Goelz, Kevin Goeken, Jeremy Geske, Russ Gundermann, Wes Moser, Steve Schreier and Lila Schmidt. Staff members present included: Laurie Johnson and Philip Berg. Management Dean Paul Lanoue was also present.

Philip provided a welcome and thanked the committee members for their commitment to the program. The instructors value the committees input into the program and their commitment to the success of the sheep industry. Philip recognized Kevin Goeken and Jeremy Geske as new advisory committee members. The 2 new members represent younger producers as well as leadership in state sheep organizations.

Minutes from the 2017 advisory committee meeting were mailed out and Philip reviewed changes made based on comments from the 2017 meeting. Philip discussed the following 2 items identified by the committee last year.

- Program delivery methods – A variety of delivery methods have been implemented to foster information transfer and learning. This past year more educational programs were delivered via phone/webinar. Technology continues to improve and make it easier for producers/students to interact remotely. Multiple programs featured specialists who presented information remotely. There continues to be increasing attendance/acceptance of this technology.
- Enterprise analysis – Lamb and Wool instructors provided all members with a program booklet which contained inventory and enterprise analysis input forms. Members were encouraged to complete the input forms. Instructors were pleased with the initial response and should have enough to publish a summary.

Philip reviewed the Lamb and Wool activities and credit sales for the 2017/2018 year. A program booklet was handed out to each member. Philip highlighted that enrollment for the member producer program was high, however outreach programs (Lambing time short course, Sheep for Profit and online courses) did not see the same enrollment increase. 14 new program members were added and only 1 program member was lost. The average age of program members remained at 48 years old with a fairly even age distribution from 22 to 74 years old.

Dr Goelz informed the committee of the sale of the Pipestone Veterinary Clinic sheep supply catalog business. Dr. Goelz indicated that this change should have little impact on Pipestone Lamb and Wool program members.

Philip discussed the plans for the 2018 Sheep Facility tour and provided highlight to each tour stop. Instructor were already receiving enrollments for this outreach program. This will be the

6<sup>th</sup> Facility Tour offered. For the first time buses will be loaded from the Worthington Campus. Instructors are making great measures to keep participants informed of this change.

Laurie discussed the 2018 Lambing Time Short Course. She thanked committee member Dr Held for helping out when Dr. Goelz had a conflict. Instructors were disappointed with attendance and asked committee for suggestions. Jeremy Geske encouraged instructors to continue to use Facebook and other social media to promote the program along with traditional media. Dr. Held encouraged instructors to collect some demographic information from participants on the registration form to share with program presenters such as number of sheep, years of experience. Need to continue to promote this hands on educational program. A fall Lambing Time Short course was discussed. Committee members thought it might be easier for some to travel and participant. Concern would be most producers do not have lambing on their minds in the fall.

Supper was served at 6:35 p.m.

Philip and Laurie talked about program delivery methods and showed that they reached more individuals through a combination of in person and remote delivery methods. Committee members commented on the importance of multiple delivery methods. Philip commented on some positive responses from a long time member that traditionally did not participate in onsite programs. Instructors are concerned about producer discussion and will continue to explore opportunities to engage discussion. Farm Focus meetings have excellent discussion and producer really appreciate this form of program delivery. Philip was very happy with a break during the April 3<sup>rd</sup> webinar. This allowed participants time for discussion and also facilitated many questions. Staying on schedule is also an import factor for successful webinars. Committee members asked if Granite Falls was the right location for the Northern producers. To increase discussion, Kevin Goeken encouraged instructors to include panel discussion during evening meetings.

Agriculture and Business Dean, Paul Lanoue thanked the committee and their commitment to the Pipestone Lamb and Wool program. Dean Lanoue indicated he has experienced administration changes where he currently overseas 10 programs and 34 instructors along with some campus responsibilities. Dean Lanoue discussed the College Strategic Planning and Mission. Dean Lanoue also highlighted the following items.

- How do we best fit the College
- Good Financial shape and good trends
- Ranked # 1 online college
- Plan to maintain 2 Lamb and Wool instructors
- Need for an additional MN Department of Ag. mental health professional
- Beginning farmer tax credits

Laurie talked about the Howard Wyman Leadership School which will be held on July 8<sup>th</sup>-11<sup>th</sup>. Pipestone Lamb and Wool instructors along with past instructor Mike Caskey will coordinate this years school. The Leadership school will be based out of Sioux Falls SD. Laurie reviewed the schedule and commented on individuals and organizations willing to support this program.

Several committee members have attended a Leadership school and strongly encourage people to attend.

Philip discussed the importance of enterprise analysis and what instructors have implemented to encourage participation. Enterprise analysis input forms were printed and handed out as part of the annual Lamb and Wool Program booklet. Data collection was discussed at multiple evening meetings/webinars. Wes Moser thought it would be a good idea to have face to face meeting to help with data input. Russ Gundermann encouraged instructors to make it easy to complete and provide helpful hints on how to keep track of feed (how many bales were ground for example). It was also suggested to continue to send out reminders (text, email).

Philip reviewed the Antibiotic Free (Never/Ever) Lamb Harvest Summary. During the 2017 marketing year 66% of producers sold Antibiotic Free (Never/Ever) lambs. Approximately 40 percent of the program members lambs were sold as Antibiotic Free (Never/Ever).

Program members completed a survey on future challenges of the sheep industry. Committee members received a summary of the top 5 challenges. Philip reviewed the challenges identified. Laurie and Philip used these identified challenges when planning evening meetings.

Jeremy Geske was happy to join the Pipestone Lamb and Wool advisory committee. Geske encouraged continued collaboration with the Minnesota Lamb and Wool producers.

Laurie and Philip thanked the committee members for their input and contribution to the Lamb and Wool program.

Meeting was adjourned at 10:01 p.m.