For Immediate Release

October 17, 2023

How can your farm managers help you to improve that farm’s employee engagement?

From Dodge County Extension Regional Dairy  
(Written by Jim Versweyveld and Trisha Wagner)

If you find the current labor market challenging, you are not alone. However, everyone can think of a business or two in their community which is considered an “employer of choice”.  They are the businesses with a strong reputation for being a place where employees want to work.  Yes, they pay a competitive wage, but they also invest in their own professional development to continually improve their skills as employers and create a positive workplace environment for employees. (**1**)

For this reason, The UW-Madison Division of Extension has developed a new online course titled “Becoming the Employer of Choice.” This four-week course is designed for farm managers from farms of all scales. The course is a mixture of self-study and instructor-led discussions with a class of other farm managers from similar disciplines. By taking the course you will develop leadership skills to attract and retain talented employees on the farm.

Reliable farm workers perform essential daily tasks and are crucial for keeping a farm running. This is why it is of the utmost importance for farm managers to develop a positive work culture that will attract and retain reliable employees.

This course addresses topics such as:

* Cultivating a positive work environment
* Delivering effective feedback
* Understanding what motivates employees
* Managing conflict
* Effectively sharing your farm vision

The course will take place online with both self-paced lessons and live-virtual discussions to talk through common farm scenarios. The cost of the course is $299 which will include access to the course, placement in a class of fellow farm managers from similar disciplines, and access to the course instructor for guided discussions and Q&A.

To sign up for the next available course, please fill out the intake form found at [**go.wisc.edu/btec**](https://farms.extension.wisc.edu/programs/becoming-the-employer-of-choice/) so that we can place you in a class of similar farm sizes and disciplines. Once the intake form is complete, expect a follow-up email within 7 days of submission that will include the next steps.

Questions? Contact [**jim.versweyveld@wisc.edu**](mailto:jim.versweyveld@wisc.edu)

<https://farms.extension.wisc.edu/becoming-the-employer-of-choice-a-new-course-for-farm-managers-looking-to-improve-their-farms-employee-engagement/>

1. <https://farms.extension.wisc.edu/articles/can-you-motivate-employees/#_ftn1>

Have questions? Extension is here to help.

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FoodWIse education is funded by the USDA Supplemental Nutrition Assistance Program – SNAP and Expanded Food and Nutrition Education Program – EFNEP. An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, and the Americans with Disabilities Act (ADA) requirements