

Promoting ND Agriculture Leadership Williston Learns about Ag

Public Value Statement

Teaching future community leaders about ND agriculture increases their appreciation of our state's largest industry and fosters the communication needed for the non-farming public to better understand ag issues.

The Situation

Even though Williston is located in one of the most rural areas of the US, many of its residents do not know how important the agricultural industry is to their state. The gap between agriculture and civic life in Williston has widened as the oil boom has refocused the area's development around oil and natural gas. Most new residents have come from outside of North Dakota and do not know much about our agriculture. There is a huge need to educate our citizens on the important role agriculture plays in their local and state economies.

Extension Response

Clair Keene, Extension Specialist at the Williston Research Extension Center, organized an Ag Day for the 2017-2018 Leadership Williston Class. Leadership Williston is a program of the Williston Area Chamber of Commerce that cultivates local leaders through professional development and engagement with local public institutions and private industry.

Impacts

Leadership Williston participants learned about the diversity of crops grown in the state, the wealth of resources available through the NDSU Research Extension Centers and County Extension programs, the life cycle of beef cattle and the ND livestock industry, and the potential for high-tunnel vegetable production in northern climates.

Feedback from participants

"I didn't realize a quarter of ND jobs are related to agriculture."

"[I have] more respect and gratitude for the ranchers and farmers who produce the products."

"ND produces very hearty calves that are treated and raised well."

Primary Contact

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Morgan Wisness talks about beef cattle and the livestock industry in ND. The live calf delighted class participants.



Kyla Spichal discusses high-tunnel vegetable production at the Nesson Valley Irrigated site.

Collaborators

Morgan Wisness, former McKenzie County Agent
Kyla Spichal, WREC Horticulture Specialist