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## Wisconsin Farm Bureau Federation

## Meet: Kayla Anderson, Iowa County Ag Promotions Chair



Hello everyone. My name is Kayla Anderson and I am the new Iowa County Farm Bureau ag promotions chair.

I grew up influenced by my family's beef farm, which fostered my passion for agriculture. Six or so years ago, I earned a bachelor's degree in animal science from UW-River Falls.

Since then I have done many different things but animal agriculture has always been at the core of my work. Currently, I am the account manager in Wisconsin for TechMix Global, where livestock hydration is our goal.

I have always been passionate about engaging the public in agriculture and it is more important now than ever as generations get

further away from understanding where their food comes from.

Just recently, I helped organize an agricultural products promotion at the Dodgeville Piggly Wiggly. In preparation for Super Bowl weekend, we offered tasty appetizers and snacks perfect for a party or get-together. Grocery store shoppers were able to sample a variety of appetizers, learn more about Wisconsin agriculture and take home the recipes to try themselves. This event provided a great opportunity to talk to consumers about food products and the important role agriculture plays in their everyday lives.

If you have ideas or would like to get involved in any way, please feel free to contact me.

**Kayla Anderson**  
Iowa County Ag Promotions Chair



## WFBF Annual Meeting Delegates



The 97<sup>th</sup> WFBF Annual Meeting took place December 3-5 at the Kalahari Resorts in Wisconsin Dells. Iowa County Farm Bureau members Krista Dolan, Ryan Dolan, John Meyers, Dan Adams and Don Ley served as delegates and participated in the policy adoption process that will guide the legislative agenda for 2017.



## AG DAY AT THE CAPITOL

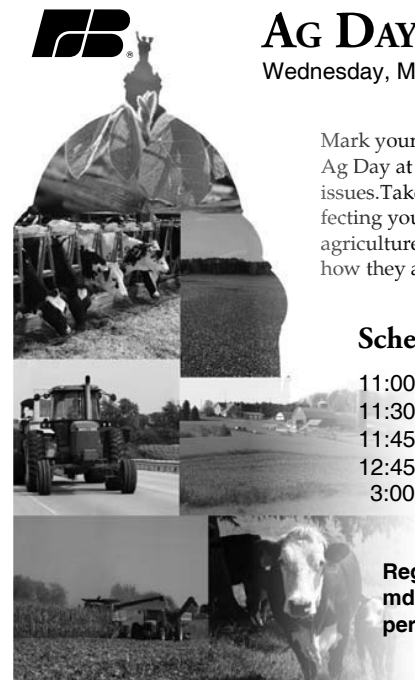
Wednesday, March 8 • Monona Terrace Convention Center,  
1 John Nolen Drive, Madison

Mark your calendars for **Wednesday, March 8**, and plan to attend Ag Day at the Capitol. It's important for us to raise our voices on issues. Take a few minutes to be familiar with an issue that is affecting you and call your legislators. Inform them how important agriculture is in Iowa County and share your views on issues and how they affect your farm.

### Schedule of Events:

11:00 a.m. Registration  
11:30 a.m. Opening Program  
11:45 a.m. Lunch  
12:45 p.m. Legislative Briefing  
3:00 p.m. Capitol Visits

Register by Wednesday, March 1, to Melissa Doyle at [mdoyle@wbf.com](mailto:mdoyle@wbf.com) or 608.574.9884. The cost is \$25 per person prior to March 1, \$30 after the deadline.





FEBRUARY 2017

# COUNTYnews

IOWA COUNTY FARM BUREAU EDITION

## 2016 WFBF Annual Meeting Highlights



Over 60 District 3 YFA members attended the 2017 YFA Conference that is held in conjunction with the WFBF Annual Meeting. Members were busy networking, attending breakout sessions and learning more Farm Bureau opportunities, while enjoying the many amenities of the Kalahari Resorts.



Justin Doyle and Jared Leonard took home the first place prize in the YFA cornhole tournament.



Iowa County Farm Bureau had two teams participate in the Fun'd the Foundation trivia contest. Participants answered questions about current events, history, geography, music, sports, Farm Bureau and more. The contest raised funds that will be used by the WFB Foundation to help grow agricultural education and leadership programs.



## Orths Named to AFBF YF&R Committee



Derek and Charisse Orth have been appointed by the American Farm

Bureau Federation to its Young Farmers and Ranchers Committee for the 2017-2019 term beginning in March.

The national committee is comprised of 16 positions representing all regions of the U.S. An individual or a couple may hold each committee position. The Orths completed a three-year term on the Wisconsin Farm Bureau's Young Farmer and Agriculturist Committee where they served as chairs in 2016.

Derek and Charisse milk 250 cows with his parents at Orthridge Jerseys near Lancaster. Derek is a board director and

Charisse is co-women's chair for the Grant County Farm Bureau. He is also a treasurer of the Wisconsin Jersey Breeders Association. The couple have one daughter, Zeeva.

Committee members are responsible for YF&R Program planning, which includes the coordination of YF&R competitive events during AFBF's Annual Convention each January. They also provide support in planning and implementing AFBF's bi-annual FUSION Conference for Farm Bureau volunteer leaders involved in YF&R, Women's Leadership and Promotion and Education.

National committee members are nominated by their respective state Farm Bureaus. They study farm and food policy issues, participate in leadership training exercises and hone other professional skills during their tenure as committee members.



Iowa County was selected as a County Activities of Excellence (CAE) Program winner. Each year, eight outstanding county programs are recognized for their success and asked to display their winning activities at the WFBF Annual Meeting. Iowa County's winning program titled "Growing the Future of Agriculture" focused on activities that informed youth about agriculture, why it is important, the role it plays in their lives and how they too can share their stories.

## INSIDE THIS ISSUE:

- 2** President's Message
  - District Director Update
  - District YFA Update
  - County YFA Update
- 3** Ag in the Classroom
  - Promotion and Education
  - Board Contacts

## President's Message



World Series, there was an election that made us all a little sick of watching and a result that 10 years ago no one would have predicted. Definitely a year to remember.

With the new year a little reflection is in order.

2016 brought us the most ideal weather for our corn, some of the most adverse hay making conditions and record setting bean yields. The Chicago Cubs won the

With all of the uncertainty ahead of us, we can be assured that we have our Farm Bureau working hard to make our voices heard. Ag Day at the Capitol will be held this year on **Wednesday, March 8.**

This is what I call the Super Bowl of what our organization has to offer. The opportunity to sit down and have face time with our legislators is extremely valuable to our future. I would encourage everyone to attend and join in discussing the future of the agricultural industry.

Our membership is and continues to be a strong impact in both Madison and Washington, D.C. Having the largest

membership of all other farm organizations gives us an important seat at the table when the policy shaping our future is set.

This is only possible when people like you become active in having those farm yard discussions with your neighbors and asking them to join you and become members. Thank you to all who take the lead and seek out new members.

I am looking forward to seeing what 2017 has to offer for all of us.

**Adam Heisner**  
Iowa County Farm Bureau President

## District Director Update



R-E-L-A-X

After a slow start to the 2014 season, Aaron Rodgers once told the media and Green Bay Packer fans, "R-E-L-A-X... we'll be fine."

These are wise words to consider as we enter the first weeks and months of a new administration in Washington D.C. As with any new administration, there is uncertainty and confusion with leadership positioning, establishing priorities and messaging.

The Trump administration is no exception as they attempt to find their footing and voice. The 'whack a mole' management style will need to find its priorities and begin to focus... I hope.

Your Farm Bureau is focused.

Farm Bureau's priorities this year will be to engage and lead on issues that concern our farms, our businesses.

Environmental issues continue to rise to the top of our discussions as we address ground water and surface water issues. Words like 'karst' have become part of our vocabulary as we try to find answers to problems without shutting down agricultures' need to be able to grow.

Transportation is quickly gaining momentum in importance. Both Wisconsin and Washington need to address infrastructure concerns without borrowing our way to prosperity.

We need to listen to the first messages from Agriculture Secretary Perdue, (expected to be confirmed) to understand the priorities of this administration on agriculture issues going into the next Farm Bill discussions.

Immigration reform, trade reform, infrastructure reform (including reliable high-speed internet), budget and health-care reform are leading issues affecting rural America. With an approaching 20 trillion-dollar debt, money is going to be at the very center of all discussions.

R-E-L-A-X is a word that may suggest everything would or will work out without concern, but Mr. Rodgers wasn't suggesting such. A-Rod knew he and the team needed to care of business to be successful.

Farm Bureau will be engaged, taking care of business, to ensure agricultures' success.

**Dick Gorder**  
WFBF District 3 Director

## District YFA Update



I began my journey as a District 3 YFA Chair at the YFA Conference that was held this past December. I had the opportunity to meet my fellow committee members and many YFA members from District 3 as well.

I can remember just four years ago when I attended my first conference and only knew a few people attending, and now I have a hard time finding time to talk to everyone because the conference feels more like a large family reunion with friends that I have met all around the state! It's such a great networking opportunity with those involved in the agriculture industry and I can't wait to meet more Farm Bureau members in the next three years as the District 3 YFA Committee Representative.

I know that I have big shoes to fill with Derek and Charisse Orth retiring this year, but luckily, they were appointed to the AFBF Young Farmer and Ranchers Committee and will still be a part of our state YFA Committee meetings.

The whole committee met for the first time in Madison this January and discussed goals and plans for the next YFA Conference. If anyone has an idea for a new Farm Bureau district or county event, feel free to contact me anytime.

To stay up to date on what's happening with WFBF and its program areas, be sure to 'Like' or follow these social media platforms: **Facebook:** Wisconsin Farm Bureau Federation, Wis-

## Iowa County YFA Update



I would first like to thank the YFA members who attended the YFA Conference in Wisconsin Dells in December. Iowa County was represented well with 20 members in attendance.



Becky Hasburgh competed in the Discussion Meet and made it to the semi-finalist round. Justin Doyle and Jared Leonard were named the champions of the cornhole tournament and Livia Doyle was a winner in the social media contest.

The YFA Conference provides members with opportunities to network, attend a variety of breakout sessions, participate in contents and enjoy evening entertainment.

consin Farm Bureau Federation Young Farmer and Agriculturist Program, Wisconsin Farm Bureau Leadership Development and Wisconsin Ag in the Classroom Program; **Twitter:** WIFarmBureau; **Instagram:** wifarmbureau; and **Snapchat:** wifarmbureau.

If you're interested in having the chance to travel to the AFBF Convention in 2018 and win some awesome prizes at the state and national levels, consider participating in one of the WFBF Young Farmer and Agriculturists contests. The Discussion Meet is for members who enjoy speaking on agricultural-related topics and talking with other members about ideas to solve issues affecting the agriculture industry. The District 3 Discussion Meet will be held sometime in late August.

The Excellence in Agriculture Award is for members who do not make the majority of their income from farming, i.e., agriculture teacher, fertilizer salesperson, veterinarian, farm employee, agricultural journalist or marketer. The Achievement Award, however, is for anyone who gets a majority of their income from on farm production. If you have any questions on these contests, please let me know. The short form applications for these two awards are due **July 7**. If anyone needs help with their applications, don't hesitate to ask.

I'm looking forward to working with the YFA members of District 3 and helping spread the good word about agriculture and Farm Bureau.

**Tammy Wiedenbeck**  
District 3 YFA Representative

It's a great learning experience and a fun time for all. As always, I encourage more YFA members to consider attending the conference in the future.

In January, YFA members visited the Upland Hills Health Birthing Unit to deliver children books. Money raised from the Iowa County Farm Bureau Annual Meeting silent auction along with a Literacy for a Lifetime grant was used to purchase the book "Farm Animals." Families of babies born in 2017 will each receive one of these special agricultural-related books. A portion of the silent auction proceeds was also donated to the Iowa County Food Pantry.

Thank you to everyone who helped raise money and contributed to these community projects. We are in the process of scheduling events and activities for the year. Please watch your email and Facebook for event details. Hope to see you at a Farm Bureau event soon.

**Jackie McCarville**  
Iowa County YFA Committee Chair

## County Ag in the Classroom Update

The Iowa County Ag in the Classroom program has experienced a lot of excitement over the past few months. Read more about the events below and take note of activities coming up.

### Time for Cranberries School Visit



In November, the Mineral Point Elementary School welcomed this year's Ag in the Classroom book of the year "Time for Cranberries" author Lisl Detlefsen. Lisl spent the entire day with students and staff sharing her experiences of living on a cranberry marsh in Wisconsin Rapids and how she connects her personal life to her writing.



She spent time with students in grades second through fifth discussing more of the writing process and allowed time

for students to explore fictional writing while basing it on an actual event that has happened in their lives.

After contacting Ocean Spray and the Wisconsin Cranberry Growers Association, all students and staff members received individual packets of Craisins as well as cranberry brochures, recipes and an activity booklet. A fun day was had by all.

### Essay Contest

Speaking of cranberries, this year's essay contest topic is "Tell us about cranberry production in Wisconsin during one of the four seasons." This topic is linked with this year's book of the year "Time for Cranberries." Accompanying lessons and activities are available within an educator's guide for teachers, students and volunteers to use in promoting and preparing essays. Each area school in Iowa County has or will be receiving a copy of the book and resources.

Essay submissions must be 100- to 300-words in length and will be judged on content, grammar, spelling and neatness. All fourth and fifth grade students are encouraged to apply. A state winner will be selected from nine district winners in May by the WFBF Promotion and Education Committee. Each district winner will receive a classroom presentation in May for their homeroom or class. All essay submissions for the annual Ag in the Classroom essay contest must be mailed to Krista Dolan by **April 1**.

### New State Symbol Proposal



Over the last few months, fourth grade students at Mineral Point Elementary School have been busy gathering data and collecting information on proposing a new state symbol. Fourth grade students start the year learning about the many state symbols of Wisconsin. These state symbols showcase the different areas, cultural traditions and successful industries Wisconsin has to offer.

This year, students took it one step further by researching, selecting and presenting ideas for a possible new Wisconsin state symbol. As researching began, students were shocked to find out that Wisconsin does not have a state dairy product. Quite quickly, the fourth grade students proposed the idea of selecting CHEESE to be Wisconsin's newest state symbol.



Six fourth-grade students: Masson Mattison, Olivia Wilson, Ellie Robinson, Colton Dochnahl, Eli Lindsey and London Kittleson worked together to create a proposal on behalf of the fourth grade class. Students and teachers met with Senator Howard Marklein and Representative Todd Novak to present their strong proposal.



Both elected officials enjoyed the presentation and have begun the first steps to introduce it as a bill. Even more exciting, NBC15 Madison picked up the story and traveled to Mineral Point to interview the students about the proposal. The story was shared on the evening news and has already made quite the impression on the local and state levels.

The fourth grade students and teachers plan to meet again with the elected officials on their annual field trip to the Capitol this March to hear more about the status of their proposal.

### Ag Literacy

Once again, county Farm Bureau members will be organizing several literacy events around the county this spring. Members will work with students and children on promoting and exploring Wisconsin agriculture. In one session, young children will have fun learning all about how a peanut butter and jelly sandwich is made.

National Ag Day is **March 21**. I encourage you to find ways to recognize, promote and celebrate our state's rich and diverse agricultural industry. Write a letter to your local newspaper or contact your local representatives. Connect with a local classroom, after-school program, 4-H club or share your story through social media. Whatever way you choose to get involved, the ag industry grows stronger.

As always, if you have any questions, ideas or suggestions, please contact me at livia.doyle@mp.k12.wi.us or 608.574.9253. I am always looking for new ideas and love helping where I can.

### Livia Doyle

Iowa County Ag in the Classroom Coordinator

## Iowa County Farm Bureau Contacts:

President, Adam Heisner	608.574.0408
Vice President, Justin Doyle	608.574.9882
Secretary-Treasurer, Dan Adams	608.623.2135
YFA Chair, Jackie McCarville	608.604.0321
Ag Promotions Chair, Kayla Anderson	608.574.6462

Director, Ross Blotz	608.574.6129
Director, Bob Daentl	608.623.2731
Director, Laura Daniels	608.987.1329
Director, Krista Dolan	608.574.4565
Director, Ryan Dolan	608.574.6280
Director, Donald Ley	608.935.5036
Director, Matt Limmex	608.588.7216
Director, John Meyers	608.924.4746
Director, Megan Yager	608.574.4028

Iowa County Farm Bureau	888.644.8363
District 3 Coordinator, Melissa Doyle	866.355.7343
WFBF Board Director, Richard Gorder	608.987.3424
RMIC District Manager, Randy Palmer	608.515.3123

## District Promotion and Education Update



Spring is sure to go fast as there are many activities to keep Farm Bureau members busy while helping consumers understand agriculture's story.

As the District 3 Promotion and Education Committee representative, I'm excited to start my term and have truly enjoyed visiting southwest Wisconsin Farm Bureau counties and the volunteers who make it great.

Looking for ideas or activities? Visit [wfbf.com](http://wfbf.com) to download a copy of the 'Playbook' which is full of 'plays' and tips that will help in planning events. Categories include: Ag in the Classroom, consumer outreach, education and ag promotion, fundraising, member development and policy and development implementation.

Have an idea you would like to share? **March 15** is the next deadline to submit updates to Deb Raemisch at [draemsich@wfbf.com](mailto:draemsich@wfbf.com).

Mark your calendars for the following dates and upcoming deadlines:

- **March 1:** Ag in the Classroom matching grant applications due.
- **March 1:** National Ag Day coloring contest entries due.
- **March 10-11:** Wisconsin Ag Women's Summit.
- **March 21:** National Ag Day.
- **April 1:** Ag in the Classroom essay contest entries due.
- **May:** Beef Month promotions.

Have ideas for district tours or activities? Questions about how to increase participation? Please let me know. I'm looking forward to serving you and being your liaison for state and national outreach activities.

### Katie Roth

District 3 Promotion and Education Committee Representative