



Monroe County Farm Bureau

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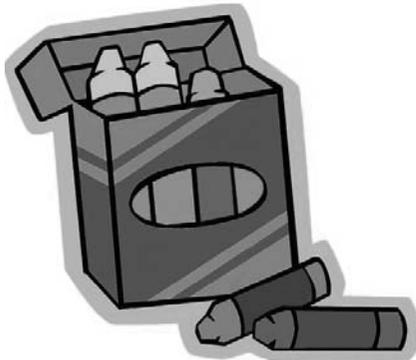
Wisconsin Farm Bureau Federation

Monroe County Farm Bureau

Coloring Contest

Age Groups:

- 3 & 4 *A prize is given to a winner in each age group.*
- 5 & 6
- 7 & 8



Mail entries by March 1 to:
P.O. Box 208
Sparta, WI 54656



Name:
Address:
Phone:

Age:

Monroe County Farm Bureau Scholarship

To be eligible you must meet the following qualifications:

1. Must be a family member of the Monroe County Farm Bureau Federation.
2. Must be going to school for agriculture; it may be either Farm and Industry Short Course, a technical school or college.
3. Must have the application in by **March 15**.
4. Must be a graduating high school senior.

We will be presenting two \$500 Scholarships this year.



Coulee Region Insurance Group will co-sponsor the scholarships.

For more information and to get an application, please contact the Farm Bureau office at 608.269.3173, 608.372.9274 or 800.236.3173.

'Picture This' in Monroe County



Do you have a great photo that you have taken around your farm or somewhere in the county? We want to see them!

Submit your photos to District 4 Coordinator, Steve Boe at sboe@wfbf.com.

Your photo could be featured in the next edition of the Monroe County Farm Bureau newsletter...or maybe even the *Rural Route!*



COUNTYnews

MONROE COUNTY FARM BUREAU EDITION

Monroe County Farm Bureau Members Attend WFBF Annual Meeting By J. Wells



We have all heard of AAA, the roadside assistance company that will give you a jump start when you need it.

Have you ever heard of EEE? Taking some writer's liberty, I want to coin the phrase 'triple E' to describe

the experience of attending the 2015 WFBF Annual Meeting in December - educational, enlightening and entertaining. If anything can jump start your passion for agriculture, it is this three day event.

Primarily, the meeting was educational for its attendees. District 4 was well represented by both young and seasoned farmers and agriculturists. Attendees included Jack Herricks, Steve Trescher, J. Wells, Corey Leis, Chad Powell, Roger Ferries, Dan Herricks, Tim Herricks and Jim Herricks. The attendees enjoyed educational experiences that included break-out sessions and a keynote address.

The keynote speaker was Lowell Catlett, a professor of agricultural economics at New Mexico State University. He gave a unique perspective on the state of the economy, including the exciting contributions that agriculture is and will continue to make in today's global economic environment.

The WFBF Annual Meeting was enlightening in many ways. Farmers and agriculturists came together during three days with the intent of having influence on legislative policy. It was enlightening to see the diversity in the room. It was enlightening to hear individuals speak so passionately about agriculture. Finally, it was enlightening to participate in an agriculture organization that gives an organized voice to its members and allows this voice to be heard



Jack and Pat Herricks sat with their grandchildren before the awards banquet on Saturday night.

from its roots, the farm.

Perhaps most memorable, the meeting was entertaining. Held at the Kalahari Resorts in Wisconsin Dells, the location is designed as an entertaining get-away. While the water park and arcade appeal to the young and the young at heart, the quaint shops, spacious rooms and nearby shopping appeals to all ages and interests.

The meeting had entertainment on Saturday night featuring the magic of Rick Wilcox. A seven-year-old boy who I know quite well sat in awe through the entire show, treating us to his own magic shows at home in the weeks following the meeting.

The 2015 WFBF Annual Meeting was educational, enlightening and entertaining. It was an experience that fostered communication, passion and growth. Above all, it was a place to talk about agriculture – a subject that is close to home, if not at home, for all of us.



Monroe County Farm Bureau delegates included J. Wells, Corey Leis, Dawn Powell (Policy Development Committee member), Al Ferries, Jack Herricks, Jim Herricks, Annette Trescher (Policy Development Committee member) and Steve Trescher.



Delegates Steve and Annette Trescher (Annette is serving as the WFBF State Volunteers for Agriculture Committee Chair) enjoyed the WFBF Annual Meeting.



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District Board Report



I recently had a conversation with a Farm Bureau member who posed the question; why do we sell milk with the labels 1% fat, 2% fat, skim and whole? The member went on to say, "Who else sells their product advertising on the label something people have been thought to avoid, even when you purchase ground beef it is labeled 70% lean not 30% fat." Would anyone buy beef if it were labeled 30% fat?

So I did some experimenting. I attended a meeting at our school and was working on an issue with an accountant from a company that does work with school districts in Wisconsin when I noticed a health bar. You know the ones I am talking about (all natural/non GMO, gluten free; the fastest growing market in the food industry, I mean even beer is going gluten free for crying out loud), low glycemic, good source of fiber (my cows or horse might be interested) very low sodium, dairy free (God help us), cholesterol free, no soy, no trans fats, no sulphur dioxide, no hydrogenated oils. Can this product be any more complete? They covered all of the market fads, I thought; but wait there is more. 'Ingredients you can see and pronounce,' when I looked at the ingredient list I did see it contained to my horror D-alpha tocopheryl acetate and ascorbic acid. I don't know about you, but I struggle with the pronunciation.

Back to the aforementioned lady with the health bar; I asked her if she drank milk, she said yes that she often drinks milk. Skim I asked? To which she replied yes because she was concerned about ingesting too much fat. I was delighted with the response, so I queried how you would feel about 98 or 99% fat free, after all, whole milk is for sure 96 to 96.5% fat free? She was immediately excited and asked me if this was available and where? I assured her I was working on getting this new product to market.

I have been doing my own research buying up milk and health bars (health bars that I will never eat, they scare me) so that I can compare labels and advertising. I have noticed some interesting trends. Most of the bars have somewhat of a nature 'outdoorsy' label and will not only make me a better person (good luck), they will improve the environment and society with their ethical processes. Most of them put considerable effort into describing what they are not and of course they always contain whole grains. (Remember whole milk?) On one box

it states; 'contains no sugar alcohols' I wasn't interested but apparently this is critical information to some consumer somewhere. Every one of the health bars that I have read the label on contained more fat per serving than a serving of milk, yet consumers gobble them up in search of a better life while we restrict the serving of extra milk in our schools. I recently turned off the milk dispenser in our school after listening to it running empty of milk, humming away for months in not so silent protest to the new rules that no longer make it possible offer more than an eight-ounce serving to students.

I once bought several pallets of sugar in 50 pound bags and even they stated on the bag that sugar contained 0% fat with a heart healthy symbol. With such a public aversion to things fat, why do we continue the nonsense, why do we not use the same tactics our competitors use and start to market this new healthy 95 to 99% fat free milk? (Side note: on one jug of milk it states '2% fat reduced: 37% less fat than regular milk,' my god how much is there in regular milk? This label is not helping!)

I recently started to discuss this with leaders in agriculture and the dairy industry and they indicate that there is a rule they know about somewhere but can't find it for me. A rule somewhere? Does this sound like a reason to just roll over and take it? Folks we have been able to get the powers that be recognize the importance of skid steers to our farms and the necessity of safety training for our youth younger than 18 even though the former interpretation of the RULES said we could not. Farm Bureau members spoke and our excellent staff got it changed. Maybe we need to step up and change the rule on how we label milk?

Next time you have a glass of wholesome milk, (one ingredient, pronounceable) think of me and please share your thoughts as I would like to keep the discussion going.

As always, "enough is too much."

Joe Bragger
District 4 WFBF Director
715.985.2314
braggfam@trivest.net

Vice President's Message

Farm Bureau Proud at the County Level

This year's annual meeting theme was 'Farm Bureau proud.' What a great theme!

Certainly as farmers we have much to be proud of. After all, farmers are hard working, problem-solving, patient, forward thinking, family-oriented and passionate. Seeing that our Farm Bureau organization is made up of farmers and agriculturists alike, we expect nothing less from our Farm Bureau organization. I am Farm Bureau proud.

At our county meetings, we discuss topics that affect our industry and our people. Each month Bill Halfman, our talented and hard working UW ag extension agent, reports on upcoming ag-related meetings. As an organization we support his efforts and also fight to ensure that in difficult economic times, ag and other extension positions are a mainstay in our communities. We

push to see that the extension positions are filled. Their wealth of knowledge is a critical tool in our industry.

In Monroe County, we increased scholarship money awarded and I encourage graduating seniors to apply. In the past, there has not been much competition for the two scholarships.

Members who are younger than 35 years of age have opportunities to grow their leadership skills through the state Young Farmer and Agriculturist Conference. If you are attending for the first time, there is funding available through Rural Mutual Insurance for full sponsorship to attend.

Your financial support of our organization makes these things possible. Thank you for being Farm Bureau proud. Happy New Year.

Dawn Powell
Monroe County Vice President

Membership Incentives Announced

Do you know a friend who might be interested in joining Farm Bureau? Feel good about helping your organization grow and get a chance to win some great prizes, too.

Engage as many volunteers as possible in WFBF's 2016 membership recruitment efforts by asking them to pledge to personally contact two people they know and sign them up as new Farm Bureau members by **March 31**.



Ag in the Classroom Program Announces Essay Topic

'Tell us about producing maple syrup in Wisconsin,' is the topic of the essay contest from the Wisconsin Farm Bureau Foundation's Ag in the Classroom program.

Our 2016 Book of the Year will be *Sugarbush Spring* by Marsha Wilson Chall. The book and essay topic will allow us to teach students about the production of maple syrup.

For rules, promotional materials, county Farm Bureau contacts, lessons and activities and other resources related to the essay contest and book program, visit www.wisagclassroom.org.

Contest rules

- The essay contest is open to fourth and fifth grade students in public schools, private schools and home school programs. Students involved in 4-H, PALS and after school programs also are encouraged to participate.
- Essays must be handwritten in ink or be computer generated. They must be single-sided and fit on one sheet of paper.
- The essay must be between 100-



300-words in length using common MS Word.

- Essays will be judged on content (25 points), grammar and spelling (15 points) and neatness (10 points).

• Essays must include student's name, grade level, parents' names, teacher's name and email, school name, address and phone number and county on the back of the essay. Please do not identify the student on the front side.

- Entry deadline: Postmarked by **April 1** and send to:

Monroe County Farm Bureau
310 W. Wisconsin Street
Sparta, WI 54656

For more information or questions, please call 608.269.3173, 608.372.9272 or 608.343.8763.



There are Benefits to Your Farm Bureau Membership:

- Auto**
- General Motors Discount
- Health**
- ScriptSave® Prescription Drug Savings Card
 - Stroke Detection Plus
- Supplies and Products**
- Case IH
 - Caterpillar (NEW)
 - FS-GROWMARK Patronage
 - Grainger
 - Polaris
 - Office Depot

- Communication**
- AgriVisor
 - The Country Today
- Insurance**
- Rural Mutual Insurance Company
 - Farm Bureau Financial Services
- Travel**
- AAA
 - AVIS Car Rental Discount Program
 - Choice Hotels International, Inc.
 - Wyndham Hotel Group

- Financial**
- AgriPlan Medical Reimbursement Program
 - Farm Bureau Bank
- Protection**
- \$500 Reward Protection Program
 - Accidental Death Policy

For complete details visit wbf.com/benefits-membership.

Monroe County YFA Members Attend State Conference

Hello! We want to thank Rural Mutual Insurance for sponsoring the Young Farmer and Agriculturist Conference. This year the conference was held December 4-6 at the Kalahari Resorts in Wisconsin Dells.

This year, I had the pleasure of taking two new members and their families to this fun and educational event. Friday started out with registering and locating our rooms and then we attended the welcome dinner along with 520 other YFA members.

After our District YFA meetings, we enjoyed listening and dancing to Rockstar Rodeo.

During the next day, we attended Discussion Meets and enjoyed meeting people from around the state. At the YFA brunch we listened to the Peterson Farm Brothers as they talked about their educational YouTube videos. They take



Monroe County Farm Bureau YFA members who attended the conference included: (L-R) Jim Herricks, Dan and Michelle Herricks and Miranda Leis.

songs and change the lyrics to create educational farm songs. If you have not checked out them out, I recommend viewing their videos.

We toured the items in the silent auction and visited with people in the trade show. After dinner we enjoyed watching Rick Wilcox's magic show. After the show, there were a few YFA members who threw down a few cards.

On Sunday, we enjoyed brunch as we learned how to be Farm Bureau proud. I recommend this conference to anyone interested in learning more about Farm Bureau and what it can do for you. With that I want to thank Jim Holte, Peter Pelizza, and everyone who made this conference a success.

Jim Herricks
Monroe County YFA Chair



Monroe County YFA members enjoyed the Friday night reception.

Register for the 2016 Wisconsin Ag Women's Summit

The sixth annual Wisconsin Ag Women's Summit is set for **March 4-5** at the Madison Marriot West in Middleton. Registration for the premier women's event is now open and available online. Register by the **February 3** early bird deadline to save \$25 on the conference fee. The final registration deadline is **February 26**.

The summit will kick off with the announcement of the 2016 AgVocate of the Year. The award recognizes a Wisconsin ag woman who has gone above and beyond to tell the story of Wisconsin agriculture with those around her. Sponsoring the award is Wisconsin agriculture broadcaster Pam Jahnke.

The event's opening session will include a multi-generation panel of women in agriculture discussing important topics to women and the agriculture community, moderated by NBC15 news reporter, Amy Pflugshaupt.

Closing keynote speaker Jerry Apps will engage attendees through his story telling and share tips on how to capture personal farm family stories.

The Wisconsin Ag Women's Summit is an event planned by Badgerland Financial, Wisconsin Farm Bureau Federation and the UW-Extension.

The agenda, registration details and hotel information are available at www.wiagwomenssummit.com.



Monroe County Farm Bureau Contacts:

President, John Herricks	608.487.3094
Vice President, Dawn Powell	608.823.7380
Secretary & Treasurer, Miranda Leis	608.654.5524
Promotion & Education Chair, Kathy Schmitz	608.269.7031
YFA Chair, James Herricks	608.386.8936
Directors, Karen Leis	608.269.7052
Director, Carol Ostrem	608.487.0831
Director, Scott Schmitz	608.269.2058
Director, Jim Van Wychen	608.378.4813
Director, J. Wells	608.366.1011
Monroe County Farm Bureau	888.377.0296
RMIC District Manager, Dave Larson	608.935.9500
WFBF Board Director, Joe Bragger	715.530.0466
District 4 Women's Chair, Darby Sampson	715.299.1409
District 4 YFA Chair, Derek Husmoen	608.863.0105
District 4 Coordinator, Steve Boe	866.366.7344

Member Benefit: Caterpillar, Inc.

Wisconsin Farm Bureau and Caterpillar, Inc., announced a partnership that will provide members up to \$2,000 in purchase incentives on Cat machines. In addition, Caterpillar plans to support Farm Bureau programs in 2016 and coordinate with Farm Bureau on other efforts.

Eligible equipment includes Cat skid steer loaders, compact and multi-terrain loaders, wheel loaders, telehandlers, backhoe loaders, hydraulic excavators and track-type tractors.

A range of incentives are offered:

- Small Wheel Loaders: \$2,000
- Compact Wheel Loaders: \$1,000
- Small Dozers: \$1,000
- Backhoe Loaders: \$500-\$1,000
- Compact Track Loaders: \$500-\$1,000
- Multi Terrain Loaders: \$500-\$1,000
- Skid Steer Loaders: \$500-\$1,000
- Telehandlers: \$500-\$1,000
- Mini Hydraulic Excavators: \$250-\$500

The Farm Bureau Member benefit discount on Cat machines can be combined with any retail discounts, promotions, rebates or offers available through Caterpillar or its dealers, with the exception of other membership purchase incentives. All Wisconsin Farm Bureau members are eligible.

Discounts cannot be applied to past purchases. Members must provide a valid member verification certificate to the Cat dealer at the time of purchase to receive the discount. Download certificates at www.fbadvantage.com/cat.

For more information, call Farm Bureau at 800.261.3276.

