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Wisconsin Farm Bureau Federation

First Impressions By Ryan Klussendorf



I just finished up the afternoon class for the Farm Bureau leadership Institute held in Wausau. Myself and the other guys in the class were in the bar area of the hotel, waiting for the etiquette dinner to start.

While ordering our before dinner drink, dressed in our suit and tie, a man near the bar asked, "Are you Secret Service?"

Since this was the first week in April and the primary was the following Tuesday, presidential candidates were in town holding rallies. We laughed and commented, "No."

He joked about the bad press that the Secret Service had in the past with nights out on the town and we chuckled and went our separate ways for the night.

While the Institute class had a group photo taken on the stairs in the lobby of the hotel, the same man walked past and said, "Boy, I got you guys all wrong."

Now, mind you the males are outnumbered by the females in the class. We chuckled again and parted ways. When we finished for the night, we changed into casual clothes and waited in the lobby for the rest of the group. I had the pleasure to meet the same man again and he had some questions and a puzzled look on his face. "First you're all dressed up, now you're in street clothes. What are you guys up to?" he asked.

I thought he looked puzzled before, but his face after I told him that I was a farmer was priceless. I explained why we were in town and what the WFBF Institute class was about. Turns out, you can't judge on first, second or even third impressions.

This is what the Institute class is about. It teaches us to make positive connections with our non-agriculture customer. We are a group of farmers or agriculturists from Wisconsin. We meet four times in Wisconsin, once in Indiana and we finish the class in Washington, D.C.

In January, our first class met at the Farm Bureau office in Madison. We learned about emotional intelligence. This helped me recognize my own emotions as well as others. We also reviewed the Myers-Briggs questioner, which helped us to

understand personality types better.

The second class met in March at the Chalet Landhaus Inn in New Glarus. We started by learning about the structure of Farm Bureau and Rural Mutual Insurance. We gave presentations on books that we read about leadership.

The WFBF Institute is not all business. We took a tour of the Mihas Craft Brewery in Monroe and we listened to David Williamson talk about using our creativity to reach our customer.

"It's not the better story that wins, it's the better storyteller," said Williamson.

We finished our third class in Wausau. We learned about using media, from social media to giving newspaper, radio and TV interviews. In September, we will meet in Madison to review political issues and we will have a mock legislative hearing. In November, we will travel to the Indiana Farm Bureau and learn about national and international issues. Finally in December, we will graduate from the WFBF Institute during the WFBF Annual Meeting.

During June of 2017, the Institute class will travel to Washington, D.C., to put everything that we have learned to use.

I recommend that you seize the opportunity that Farm Bureau has available and apply for the WFBF leadership Institute. As farmers, we are constantly making investments in our business to make life easier. I challenge you to make an investment in yourself, the best leaders always keep learning.



COUNTYnews

PRICE COUNTY FARM BUREAU | TAYLOR COUNTY FARM BUREAU EDITION

2016 District 8 Young Farmer and Agriculturist Farm Tour

By Shannon Boschma, Marathon County YFA Chair



Young Farmer and Agriculturist members from District 8 gathered on April 1 to enjoy a day of learning in central Wisconsin.

Our first tour was at H&S Manufacturing in Marshfield. We learned about the business history and building philosophies of H&S from tour host Ron Zygarlicke. We also enjoyed a tour of the manufacturing plant.

From there we went to the Marshfield Agricultural Research

Station auditorium to listen to an insightful presentation from staff with the National Farm Medicine Center regarding farm safety topics and training. While there we enjoyed lunch sponsored by the National Farm Medicine Center and WFBF YFA.

Our next tour was Seehafer's Farm and Creamery in Marshfield. We learned about their agri-tourism venture in starting a creamery on-farm from Nikki Seehafer. Staff from the National Farm Medicine Center also presented some key points to consider when welcoming visitors on farm.



Joey Ploeckelman gave a tour of the dairy farm and answered questions about milking practices, feed mixes and calf-heifer raising.

The last tour was at the UW-Marshfield Agricultural Research Station Farm in Stratford. Nancy Esser and Will Cordes presented the group with a lot of interesting information regarding what kinds of trials are conducted on UW research farms, why those trials take place and how dairy farms use and benefit from their findings.

Thank you to the tour hosts: H&S Manufacturing, Seehafer's and Marshfield Agricultural Research Station, the guest speaker from the National Farm Medicine Center and to everyone who participated in the tour. We hope you enjoyed the tour and found it informational.

INSIDE THIS ISSUE:

- 2** Essay Contest
 - AgVocate of the Year
 - Price County Breakfast
 - Farm Facts
 - Price Board Contacts

- 3** Brecke Rodeo
 - YFA Contest Applications
 - Advocating for Agriculture
 - Taylor Board Contacts



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Price County Ag In the Classroom Essay Contest



The Price County Farm Bureau works to connect with fourth and fifth grade classrooms across the county.

Having retired agriculture education teacher George Blomberg lead the charge does help but what makes the essay contest so great is the dedicated teachers.

This year was no exception. Price County Farm Bureau members judged more than 160 essays from across the county.

Each year the topic has specific lesson plans, activities and other resources that teachers and home school parents can use to teach about Wisconsin agriculture. The 2015-2016 topic was 'Tell us about producing maple syrup in Wisconsin.'

This year, the county in partnership with Rural Mutual Insurance agent Sam Scott provided a Kindle ebook to the lucky winner.



Reinhart Named AgVocate of the Year at Ag Women's Summit

New Holstein farmer executive director of the Professional Dairy Producers of Foundation Deb Reinhart was recognized as a true promoter of agriculture, being named the 2016 AgVocate of the Year at the Wisconsin Ag Women's Summit held March 4-5 in Madison.

More than 325 women were in attendance to celebrate their role in agriculture at the event, hosted by Badgerland Financial, Wisconsin Farm Bureau Federation and UW-Extension.



won't say it the way we want them to, and who knows better than us to tell our ag story. Farming is our way of life and we live on the land and support our local communities. I'm humbled and honored to be your AgVocate and thank you for lifting me up in this way," said Reinhart upon receiving her award.

Since 2013, the Wisconsin Ag Women's Summit has recognized an AgVocate of the Year. This award is given to a woman who actively and positively

represents agriculture to both her peers and those outside of the agriculture community.

She works to tell agriculture's story in a professional manner and is seen as a leader and voice for local and state issues and events. Previous AgVocate award winners include: Daphne Holterman (Watertown), Laura Daniels (Cobb), Karyn Schauf (Barron) and Nodji VanWycken (Warrens).

The Summit's planning committee invites women to save the date for the 2017 Wisconsin Ag Women's Summit, to be held March 10-11 at the Madison Marriot West in Middleton.

For event details, visit wiagwomenssummit.com.

Reinhart and her husband, David Geiser, of Golden Star Farms, have welcomed visitors to their 300-cow dairy farm and shared the story of agriculture with countless students and professionals since they started farming more than 40 years ago.

While the work on the farm keeps Reinhart extremely busy, the role that she is most proud of is mentor, including all of the students she has mentored over the years through college and technical school programs as well as the Professional Dairy Producers of Wisconsin Mentor program.

"We have to keep telling our story because the people that will tell it for us won't get it right,

WFBF Seeks Photos

Wisconsin Farm Bureau members live and work in some of the most beautiful places.

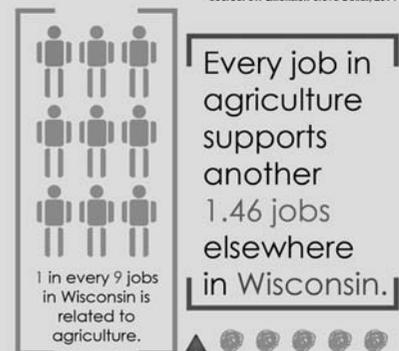
In *Rural Route* WFBF wants to highlight those sights with your families and friends.



Please email your photos (high resolution jpgs, 4x6 inches at 300 dpi) to Lsiekmann@wfbf.com.

Agriculture Provides Jobs

Agriculture contributes 413,000 jobs to Wisconsin's economy or 11.9% of total employment.
Source: UW Extension-Steve Deller, 2014



2016 Wisconsin Farm Facts

Did you know that agriculture contributes 413,000 jobs to Wisconsin's economy or 11.9 percent of total employment?

Wisconsin Ag in the Classroom is proud to introduce the newly-revised 2016 Wisconsin Farm Facts brochure.

The brochure highlights Wisconsin's diverse agriculture industry and is now interactive. Using a free app called Aurasma, users can make the brochure come to life with additional facts and videos related to Wisconsin agriculture.

To download the app, visit the app store on your tablet or smart phone and find Aurasma.

Download the app and make sure to follow Wisconsin Ag in the Classroom.

Copies of the brochure are available by visiting wisagclassroom.org and using the resource order form.



Price County Farm Bureau Dairy Breakfast Celebrating with United Pride Dairy

Come and celebrate June Dairy Month with Price County Farm Bureau and United Pride Dairy on **Saturday, June 18.**

The breakfast is from 7 to 11 a.m. and is at United Pride Dairy, LLC, at W5993 Little Chicago Road in Phillips.

The breakfast will feature the musical talents of Red Higgens.

The last time that United Pride hosted the county breakfast was in 2011 and the Pesko and Jasurda families celebrated 100 years of family farming.

In 2016, the families will celebrate 20 years of the two farms being joined and the formation of United Pride Dairy.

This is sure to be a dairy breakfast that you don't want to miss!



2011 breakfast attendees enjoyed a bountiful breakfast made possible through donations and a grant from the Wisconsin Milk Marketing Board.



2011 guests took a tour of United Pride.



Visitors at the 2011 breakfast learned calf care.

What Do Steak and Eggs, Working Dogs, Drones and May 14 Have In Common?

The Brecke Rodeo will be held on **May 14** at W7939 Highway 64, 5.5 miles west of Medford.

Join the Taylor County Farm Bureau on from 7:30 to 10:30 a.m. for their steak and egg breakfast combo.

Round-up Fitting

At 8:30 a.m., Mark and Ashley Zimmerman, beef farmers from Spencer, will present a beef grooming, fitting and showmanship clinic. The Zimmerman family has years of experience and are eager to share their knowledge with others. Area youth involved with beef projects are encouraged to attend.

Have you ever wondered what goes in to training a working stock dog?

After breakfast, watch the Wisconsin Working Stock Dog Association demonstration of low stress livestock handling using dogs.

Cattle Auction



If learning how to use a working dog isn't your cup of tea, how about filling your freezer with high-quality, locally raised beef?

At 1 p.m., the North Central Wisconsin Cattlemen's Association will be auctioning

locally-raised steers. Gather a friend or neighbor to split the beef with if you don't want a whole steer.

If you have questions, come early and talk to the rancher who raised the steer. The transportation of the steer for processing is arranged.

Eighth Annual Round-Up!

When: Saturday, May 14
Where: Brecke Rodeo Arena, W7939 Highway 64

- Breakfast with Taylor County Farm Bureau, 7:30-10:30 a.m.
- Beef Fitting and Showmanship Clinic, 8:30 a.m.
- Beef Judging Contest, 10:30 a.m.
- Stock Dog Demonstrations, 11 a.m. and 2:30 p.m.
- Drone Demonstrations, throughout the day
- Ribeye Sandwich Lunch, 11 a.m.-3:30 p.m.
- NCWCA Seed-Stock Sale, 1 p.m.

For more information, please contact Todd Andreshak at 715.846.3713 or visit ncwcattlemen.com.

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Advocating for Agriculture

By Rob Klussendorf

The new Promotion and Education Committee is placing a high priority on telling the farmer's story.



I am sure we are aware of the misinformation that is out there regarding how farmers, 1 percent of the population provide food for the other 99 percent. So many times I have come across misinformation being shared over and over again and if we don't stand up and speak who will?

It is ultimately up to farmers and those involved in agriculture to tell the true story of agriculture.

If you have an interest in letting the public hear the farmer's story of everyday life or if you are wondering how you can help insure that the future of agriculture stays bright, please contact me at rklussendorf@gmail.com (Taylor County) or George Altenburg at homesteadacres@centurytel.net (Price County).



WANTED: District 8 YFA Contest Applicants

We Want You! Apply by July 1

Excellence in Agriculture



The Excellence in Agriculture Award judges participants on their involvement in agriculture, leadership ability, involvement and participation in Farm Bureau and other civic and service organizations. Applicants must have derived a majority of their income from a non-production agribusiness enterprise for the past three years.

Achievement Award



The Achievement Award judges participants on their involvement in agriculture, leadership ability, involvement and participation in Farm Bureau and other civic and service organizations. Applicants must have derived a majority of their income from on farm production for the past three years.

The YFA Program is funded by  for Farming's Future (WFB Foundation)

Get your application here: bit.ly/WIYFAContests