



2010 ANNUAL REPORT

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2010-2011 CALENDAR OF EVENTS

December 3-5, 2010	Young Farmer & Agriculturist Conference Kalahari Resort, Wisconsin Dells
December 4-6, 2010	Wisconsin Farm Bureau 91st Annual Meeting Kalahari Resort, Wisconsin Dells
January 9-12, 2011	American Farm Bureau Annual Meeting Atlanta, Georgia
February 18-19, 2011	FFA Farm Forum Hotel Mead, Wisconsin Rapids
March 9, 2011	Ag Day at the Capitol Monona Terrace Convention Center, Madison
March 18-19, 2011	Wisconsin Ag Women's Summit Kalahari Resort, Wisconsin Dells
April 4-8, 2011	WFBF Board & Institute Class IV Fly-In Washington D.C.
September 20-22, 2011	WFBF Leadership Fly-In Washington D.C.
December 2-4, 2011	Young Farmer & Agriculturist Conference
December 3-5, 2011	Wisconsin Farm Bureau 92nd Annual Meeting



A MESSAGE FROM PRESIDENT BILL BRUINS

No Two Years Are The Same



If you are a farmer, you've not only heard that line but experience has taught you that it is true.

One thing that does not change from year to year is our growing world's need for food.

The emerging middle class in nations like China and India supplies millions of new consumers who are buying protein-

rich food for the first time. Meanwhile nearly a billion people still go to bed hungry each night. It all places greater demands for farmers to increase their production.

As Wisconsin farmers we have the resources, technology and infrastructure to feed the world's growing appetite. We are fortunate to be part of the world's greatest food production system. Yet we also face many challenges.

There are people obsessed with changing what and how much we eat, and how it is grown. Activist groups like the Humane Society of United States want to completely eliminate animal agriculture. Farmers are faced with increased regulatory pressures regarding air and water quality. Stalled trade talks restrict our access to foreign markets. Unstable energy costs coupled with volatile commodity prices makes for challenging times for every farmer.

It's in times like these that your membership in Farm Bureau has never been more important. Now is hardly the time to simply relax and put your farming operation on cruise control.

Farm Bureau does for farmers what farmers want done. As the voice of agriculture, our organization works to make sure agriculture speaks with a unified voice at a time when our government and consumers want more say in how we produce food, fiber and fuel.

Glancing back but staying focused on what's before us, we as individuals and as Farm Bureau can provide our sons and daughters with a bright future in production agriculture. I am humbled to have served as president of the Wisconsin Farm Bureau Federation, and know that because of all of you, we have done and will continue to do great things for agriculture. Enjoy this annual look at what your Farm Bureau has been working on over the past year. You might say it's another example that no two years are the same.

William C. Bruins

Bill Bruins
President, Wisconsin Farm Bureau Federation





MEMBERSHIP

Farm Bureau's strength is dependent on a growing membership base that is prepared to lead, finance and provide input on the future direction of the organization. Through the efforts of Farm Bureau membership volunteers and Rural Mutual Insurance agents across the state, Farm Bureau membership grew to 42,465 members in 2009.

In 2009, Farm Bureau volunteers signed 749 new members. There were 65 Producer Club members (volunteers who sign a minimum of five new voting members) from 33 counties who signed a combined total of 495 new members. Another 149 volunteers signed an additional 254 new voting members. Rural Mutual Insurance agents signed 500 new voting members and 1,416 new associate members in 2009.

In all, 42 county Farm Bureaus achieved membership gains, and 44 counties experienced growth in voting membership.

The 2010 membership year ends on September 30, and following a strong recruitment effort to start the year, Farm Bureau is poised to grow again in 2010.



We've Got A Good Thing Going In Farm Bureau

I want to start off with a big thank you. If you are reading this you are most likely a current Farm Bureau member. Believe me. Paying

your membership dues is extremely important to the continued success of Farm Bureau at all levels. I can assure you that you are getting a big return on your relatively modest investment.

Speaking of membership, I want you to know that we had another successful membership year. That's two consecutive years of total membership growth and four years in a row with a voting membership gain. When the current membership year closes at the end of September, I am confident we will add to our streak of consecutive gains.

I sincerely believe we have a good thing going in Farm Bureau. We continue to be recognized by the American Farm Bureau Federation as one of the top state Farm Bureau's in the nation. You have a very engaged and forward-looking board of directors. We have a growing cadre of dedicated county Farm Bureau leaders, and you have a relatively small but energetic staff devoted to carrying out the mission of the organization.

We continue to be on the forefront in representing Wisconsin agriculture in the political arena at the local, state and national levels. With the help of Farm Bureau members all across the state we beat back the latest assault on the use value assessment law. Essentially, we took on the Senate's Majority Leader and won!

While it is sometimes controversial, we are the only farm organization that will be choosing sides in the fall elections. Like it or not, I am convinced farmers need to become more involved in elections if we are to continue being a major player in the political arena.

I wish I had a dollar for every time I've heard people say we need to "tell agriculture's story." Yet that's what Farm Bureau does every day; whether it is to thousands of school kids through our preeminent Ag in the Classroom Program, or by communicating with our constant stream of media contacts.

Part of my role as Chief Administrative Officer is to keep the good things going in Farm Bureau, and we have a lot on our plate for the coming year. We will finish implementing our County Farm Bureau Services Program statewide. Participation in this cutting-edge program has already exceeded our expectations. As a result, we are seeing many more county Farm Bureau activities across the state, which is exactly what the program was designed to do. We will also be starting our first collegiate Farm Bureau chapter on the UW-Madison campus this fall. We will be partnering with Badgerland Financial to offer an even bigger and better Wisconsin Women in Agriculture Summit next March. Finally, as if that is not enough, we will be completely redesigning our website and converting our Rural Route publication into a magazine format.

As you can see, we are not resting on our laurels! With your continued support and involvement we will continue to achieve our vision of "leading a growing and dynamic agriculture."

Roger Cliff
Chief Administrative Officer,
Wisconsin Farm Bureau Federation





Rural Isn't Where You Live, It's What You Value

In 2010, Rural Mutual Insurance Company launched its "Rural Means..." brand awareness campaign to

validate Rural Mutual as a strong and stable insurance company that provides "Undivided Attention" exclusively for Wisconsinites.

The "Rural's not where you live; it's what you value" theme emphasized "rural values" that describe the company's personality and our way of doing business. This set of values and our "undivided attention" from our employees and agents, to our policyholders, has made Rural Mutual one of the strongest insurance companies not only in Wisconsin, but also in America.

This year, Rural Mutual was rewarded for its strong performance by receiving an upgrade from A.M. Best to an "A (Excellent)" rating. What makes this even more significant is that Rural Mutual is the only property-casualty company from Wisconsin that has received a rating upgrade from A.M. Best in the past four years.

And, for the second straight year, Rural Mutual was recognized as one of the top 50 property casualty companies in the nation by "Ward's 50[®] Top Performers" for achieving superior performance over the last five years. This makes Rural Mutual one of the top companies out of over 3,000 property-casualty insurance companies in the country.

Those two achievements really show how no other insurance company is better prepared to protect Wisconsin and its people than Rural Mutual! We've been protecting the things we value in Wisconsin for 75 years. That's what we

do. That's who we are. That's why we are the state's leading provider of farm insurance and the endorsed carrier of the Wisconsin Towns Association.

Rural Mutual wouldn't be where it is today without its strong relationship with the Wisconsin Farm Bureau Federation. We value that partnership and what the Farm Bureau does for rural Wisconsin so much that we were proud to again be a major sponsor of Ag Day at the Capitol, Farm Bureau Young Farmer and Agriculturist program, Farm Bureau Leadership Institute and the Wisconsin Farm Bureau Foundation.

Rural Mutual also continued its commitment to 4-H and FFA programs to foster future leadership of the Farm Bureau, agriculture and communities in Wisconsin.

Thank you for your continued leadership on behalf of Wisconsin agriculture. Thank you for your leadership and involvement in keeping the Wisconsin Farm Bureau Federation a strong organization.

I also want to thank those who have trusted Rural Mutual for your coverage. If you haven't experienced our "undivided attention," I encourage you to look to Rural Mutual as you examine your insurance needs. You'll quickly get the undivided attention you expect from one of the best insurance companies in America.

Peter Pelizza
Executive Vice President and CEO



MEMBER BENEFITS

The Wisconsin Farm Bureau has many exclusive membership programs and benefits. Members have the opportunity to receive discounts for products such as Dodge vehicles, farm supplies, prescription medicines, telephone and Internet services, newspaper subscriptions and hotel reservations.

Members also receive exclusive access to accidental death coverage and property protection through Farm Bureau's reward program. Banking and health care tax planning are other business services available. Farm Bureau membership also gives full access to all Rural Mutual Insurance Company products.





A MESSAGE FROM WILLIAM DAVISSON,
CHIEF EXECUTIVE OFFICER, GROWMARK, INC.



Creating Value Through Strong Relationships



Dear Wisconsin Farm Bureau Federation members: The GROWMARK System was formed more than 80 years ago by Farm Bureau members who came together to secure a reliable supply of reasonably priced fuel for their farming operations. These members realized the value of working together to accomplish more than any one person could do alone.

This kind of thinking continues today as members of two Wisconsin member cooperatives have approved mergers with GROWMARK. The combined resources and strength of these three organizations have come together to accomplish the GROWMARK System's mission: Improving the long-term profitability of our member-owners. Through these mergers, that mission extends to the farmer-owners who are now direct members of GROWMARK.

GROWMARK and the Farm Bureau continue to create value through their strong relationships. In today's economy, that's more important than ever. Farm Bureau members are eligible to earn patronage refunds based on the business they conduct with their local GROWMARK retail divisions, Frontier FS (www.frontierscoop.com) and Servco FS (www.servcofs.com).

Thank you for your commitment to agriculture and the Farm Bureau. We look forward to many more years of working together.

Sincerely,

William Davison
Chief Executive Office, GROWMARK, Inc.



MISSION

Lead the farm and rural community through legislative representation, education, public relations, and leadership development.

VISION

Lead a growing and dynamic agriculture.





WISCONSIN FARM BUREAU FOUNDATION

Supporting agricultural education programs and developing agricultural leaders is the guiding principle of the Wisconsin Farm Bureau Foundation. The Foundation accomplishes this by providing vital financial support to the Ag in the Classroom program, Farm Bureau Institute, and the Wisconsin 4-H and FFA organizations.

Specific examples of the Foundation's support over the last year include:

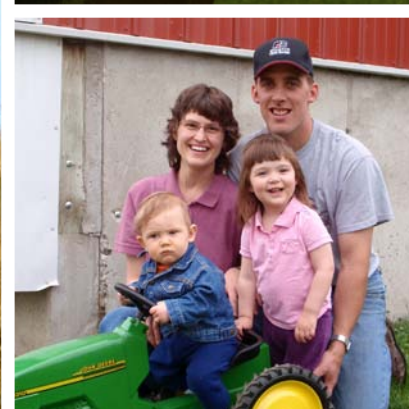
- Sponsoring the 4-H Key Awards given to Wisconsin youth for the 36th year.
- Providing financial support for the Wisconsin FFA's discussion meet awards and Food for America program.
- Contributing to the University of Wisconsin's Rural Youth Scholarship Fund.
- Co-sponsoring the Farm Bureau's annual FFA Farm Forum which provides leadership training experience for FFA members.
- Providing scholarships to four Farm Bureau members enrolled in the two-year Leadership Wisconsin Program.
- Offering continued support for the Wisconsin Cranberry Discovery Center's educational displays and tours.

Major fund-raising accomplishments of the Foundation include:

- The 2009 Wisconsin Ag Open at Christmas Mountain in Wisconsin Dells raised over \$10,190.
- A silent auction at the 2009 Wisconsin Farm Bureau Annual Meeting raised over \$12,636. Likewise a live auction of four Betty Engel paintings and YFA 'Flip of the Coin' game raised \$4,025 and \$441 respectively.
- The Learn and Lead Campaign is now in the third of a five-year commitment by over 70 Farm Bureau members, county Farm Bureaus, and business partners. Its second phase, Learn and Lead II already has 10 members that have made pledges for over \$17,500.
- Fund-raising efforts have been diversified with sales of Farm Bureau member signs, note cards and trivets with Betty Engel's artwork, children's books and videos, and Ag in the Classroom apparel.
- The Frontier FS (Jefferson), Servco FS (Antigo), Conserv FS (Woodstock, Ill.) and GROWMARK, Inc. cooperatives presented the Foundation and county Ag in the Classroom programs with \$3,490 for agricultural literacy programs and Ag in the Classroom activities. The donation represents a portion of sales of FS Brand Seed Corn, FS HiSoy® soybean seed, and FS WL alfalfa seed sold in Wisconsin.



BUILDING ON A STRONG FOUNDATION





AGRICULTURE IN THE CLASSROOM

AG IN THE CLASSROOM

The Agriculture in the Classroom program provides Wisconsin teachers and their students with the tools to teach and learn how their next meal travels from the farm to the fork. By accurately pointing out the importance that agriculture plays our lives, Ag in the Classroom (AIRC) hopes to grow a new crop of consumers who are aware of the issues that impact farmers, natural resources and the food supply.

Local AIRC efforts are carried out by the 73 local AIRC coordinators in the 61 county Farm Bureaus. The average county committee consists of five members who utilize additional volunteers for farm tours, classroom presentations and other events. In 2009, these committees reported \$127,438 in expenditures and logged approximately 9,042 volunteer hours.

This year's AIRC achievements include exposing over 7,300 students to 'soybean science kit' and distributing over 9,000 'Amazing Corn' activity books. Teachers and volunteers were trained in how to incorporate agriculture into diverse academic curriculums, and additional funding was obtained to expand the reach of each mailing of the Ag in the Classroom newsletter to 2,750 teachers and volunteers. Workshops and displays were conducted at the Wisconsin Corn-Soy Expo, Farm Technology Days, Wisconsin State Fair, Wisconsin FFA Convention, WFBF Annual Meeting, FFA Farm Forum and Wisconsin Association of Agricultural Educator's Professional Development Conference.

TEACHER OF THE YEAR

Dana Westedt epitomizes how a teacher can incorporate agriculture throughout a curriculum. The fourth grade teacher from Reedsburg's South Elementary School was the Wisconsin Agriculture in the Classroom's Outstanding Teacher in 2010. Westedt takes her students on field trips to the Wisconsin Cranberry Discovery Center, MacKenzie Environmental Center, dairy farms and cheese plants. She uses dairy facts in math class, and while enjoying Wisconsin-made treats like root beer, ice cream, popcorn, mustard and beef sticks, her students study Wisconsin maps to learn where these products come from. A past participant in Ag in the Classroom's teacher training, Westedt also uses seedlings from the Department of Natural Resources to teach plant science, and flower and vegetable seedlings eventually go home as Mother and Father's Day gifts.

LENDING A HELPING HAND

Ag in the Classroom offers grants to help Wisconsin teachers and organizations that are promoting agricultural literacy. Funding in the form of 'mini-grants' was granted to eight Wisconsin teachers from Antigo to Union Grove earlier this year. In addition, 12 matching grants totaling \$5,173 were awarded to Wisconsin schools and organizations that offer ag literacy lessons and activities. Worthy recipients included community garden projects by schools in Whitehall and Greenwood, and instruction on all the uses of a soybean from the Lafayette County Farm Bureau.

ESSAY CONTEST

Greg Whalen was this year's winner of the Ag in the Classroom Essay Contest. Each year Wisconsin fourth and fifth graders are invited to compete by writing a 100 to 300 word essay. Whalen, a fourth-grader from Arcadia, excelled at writing about his love for skid steers. He topped the other 1,332 students that wrote about "the machines that make Wisconsin agriculture work." The son of Kevin and Marilyn Whalen is a member of Mrs. Leanne Haines' class at Holy Family Catholic School in Trempealeau County. The Farm Bureau sponsors the essay contest annually with the Wisconsin Milk Marketing Board, Wisconsin Dairy Council and We Energies. A district winner from each of Farm Bureau's nine districts receives a certificate, prizes, resources for their school, and a classroom presentation on Wisconsin agriculture.

BOOK OF THE YEAR

Fantastic Farm Machines was selected as the Wisconsin Farm Bureau's 2010 Book of the Year. The book, authored by Wisconsin dairy farmer Cris Peterson, introduces its young readers to 12 pieces of farm machinery that help get the job done. Internationally-renowned photographer David Lundquist gives looks at each piece of machinery with sweeping aerial views and detailed close-up shots. Peterson's books are a staple in the Wisconsin Farm Bureau's book program. Others include Amazing Grazing and Extra Cheese Please!





PROVIDING LEADERSHIP

YOUNG FARMER & AGRICULTURIST PROGRAM

Farm Bureau's Young Farmer & Agriculturist (YFA) Program offers leadership development experiences for members between ages 18 and 35. A total of 225 YFA members attended last December's YFA Conference at the Kalahari Resort in Wisconsin Dells. To help build the next generation of rural leaders, the Rural Mutual Insurance Company sponsored 100 first-time attendees to the information, educational and fun event.

The program also recognizes young members for their agricultural knowledge, farming accomplishments and leadership skills through three individual leadership contests. Last year, 29 members completed the Achievement Award application, 22 competed in the state Discussion Meet contest, and six completed the Excellence in Agriculture application. Wisconsin's winners of those three contests represented their peers at the American Farm Bureau Annual Meeting in Seattle. Katie Reichling of Lafayette County participated in the national Excellence in Agriculture contest, while Portage County dairy farmers, Brian and Jodi Otto competed in the national Achievement Award contest. Beth Porior, an agriculture teacher from Oconto County was a semi-finalist in the national Discussion Meet contest.

Rick Roden, a young dairy farmer from Ozaukee County leads the nine-member state YFA Committee.

WOMEN'S PROGRAMS

Members of Farm Bureau Women's Committees promote agriculture through a number of channels. Over the past year, the state Women's Committee advanced ag literacy among Wisconsin youth by assisting with the annual Ag in the Classroom essay contest, and purchasing a set of Ag in the Classroom children's books for a school or day care facility. Women's committees in 10 counties worked to engage consumers by promoting Farm Bureau's Food Check-Out Week and helping with 14 beef promotion events across the state.

In addition to holding district meetings where local members develop their leadership skills, network and socialize, over 115 women attended the 2010 Wisconsin Ag Women's Summit in Lake Geneva. Next year's Wisconsin Ag Women's Summit will be held in Wisconsin Dells at the Kalahari Resort on March 18-19.

Rosie Lisowe, a dairy farmer from rural Chilton leads the Wisconsin Farm Bureau Federation's nine-member state Women's Committee.

THE WISCONSIN FARM BUREAU INSTITUTE

The Wisconsin Farm Bureau Institute is a year-long leadership experience which provides premier personal growth and leadership training to develop our next crop of county Farm Bureau leaders.

The 15 members of Institute Class IV have completed sessions on personal leadership development, media training and how the Wisconsin Farm Bureau functions. Their remaining sessions include studying local and state government in Madison, and examining national and international ag issues at the offices of the Michigan Farm Bureau. They will graduate at the WFBF Annual Meeting in December; before taking a capstone trip to Washington, D.C. in April to impact agricultural policy with their newfound leadership skills. That's exactly what members of the Institute Class III did when they traveled with the WFBF Board of Directors to Washington D.C. in June. Prior to their visits with Wisconsin's congressional delegation they met with officials at the American Farm Bureau, Environmental Protection Agency, Growth Energy, National Milk Producers Federation, and the embassies of New Zealand and South Korea. Their 'capstone' trip also included participating in a wreath-laying ceremony at the Tomb of the Unknown Soldier in Arlington National Cemetery and touring Mount Vernon.

This year a total of 57 Farm Bureau members from across the state will have graduated from the program, and more importantly, grown from their Institute experience.





COMMUNICATIONS

FARM BUREAU: THE VOICE OF AGRICULTURE

As the voice of agriculture, the Farm Bureau continues to be who the media calls when they need information about farm and food news. Over the past year the Farm Bureau received well over 300 media requests from print, radio, television and web-based reporters from local, state, national and international media outlets. Many of these press contacts were generated by the over 200 press releases and weekly radio reports that are generated by the Wisconsin Farm Bureau annually. In addition, the Farm Bureau's public affairs division delivers its messages to members and the consuming public through a number of other channels.

RURAL ROUTE

The Wisconsin Farm Bureau's Rural Route is published six times annually for voting Farm Bureau members. The publication focuses on Farm Bureau's legislative work, events, educational efforts, sponsorships and exclusive member benefits. Beginning in the fall of 2010 the publication will change from a newspaper to a magazine format. While it will look different, the goal will remain to provide solid coverage on agricultural issues and Farm Bureau news that you can use.

COUNTY NEWSLETTERS

Several county Farm Bureaus now have their newsletters published by the state Farm Bureau office. This is a feature of the County Farm Bureau Services Program. The newsletters promote local events, provide information on what county Farm Bureaus are doing on the grass roots level, as well as highlight individual members.

AG NEWSWIRE

This "subscription only" email is sent to Farm Bureau members and to Wisconsin's ag and traditional media. It provides an easy to read snapshot of farm, food and rural news on the state and national levels. It also highlights Farm Bureau activities and the organization's involvement with key legislative issues. The Ag NewsWire is sent to nearly 1,900 Farm Bureau members and over 330 reporters for print, radio, television and web-based news outlets.

WEBSITE

The Wisconsin Farm Bureau's website (www.wfbf.com) serves as an interactive resource for members, agricultural leaders and media. Information about legislative issues, Farm Bureau programs and applications for various events are just a click away. This fall www.wfbf.com will be revamped to be more user-friendly and offer even more news, commentary, legislative updates, and opportunities for Farm Bureau members to connect.

FACEBOOK

The Wisconsin Farm Bureau is part of the fastest-growing social networking site on the planet. To connect with other Farm Bureau members and receive up to the minute updates on events and news, just click 'like' on the 'Wisconsin Farm Bureau Federation' page. In addition, members of the Farm Bureau's Institute, Women's and YFA programs all have Facebook pages as well.

MARKET BASKET

Farm Bureau's retail food price survey remains a popular item with media outlets statewide. The information about the average price of a set of pre-determined food items is collected by Farm Bureau members across the state. The Market Basket's findings show trends in prices paid by consumers and their correlation to trade, weather and the supply and demand issues that factor into food prices.





PUBLIC AFFAIRS

PROTECTING AGRICULTURE IN THE CAPITOL AND THE COURTROOM

LITIGATION

This year the Wisconsin Farm Bureau joined the Dairy Business Association, Wisconsin Cheesemakers Association, Wisconsin Pork Association and the Wisconsin Cattlemen's Association in filing an amicus brief on behalf of Larson Acres in support of Wisconsin's livestock siting law. Larson Acres' dairy expansion in Rock County was challenged by the Town of Magnolia, which cited public health and safety concerns. The amicus brief outlined the state legislature's intent to allow livestock expansions to occur if state standards were met in areas zoned agricultural.

LEGISLATION

The Wisconsin Farm Bureau successfully coordinated with other organizations to defeat climate change and groundwater legislation in 2010, as both legislative proposals would have adversely affected production agriculture. The climate change legislation would have drastically increased electrical rates and would have put Wisconsin agriculture at a competitive disadvantage with other states. The groundwater legislation would have created regional governmental entities that would have had the authority to limit water use for both farmers and food processors, thus making their viability uncertain.

Farm Bureau supported legislation to extend investment tax credit for dairy and livestock farms for another two years, as well as an investment tax credit for the food processing industry. Both of these bills fortunately were enacted into law.

ADMINISTRATIVE RULES

The Wisconsin Farm Bureau successfully coordinated efforts with other agricultural organizations to encourage farmers to attend and submit comments at several DNR public hearings

regarding proposed modifications to NR 151 (the state's non-point program). Several hundred farmers attended these public hearings and expressed their opposition while suggesting modifications that would make the proposed regulations viable for the farming community. Farmers suggested changes to the parts of the rule impacting the phosphorus index, tillage set backs, process waste water, nutrient management, and TMDLs (total maximum daily loads). After reviewing the comments, the DNR met with the Farm Bureau and other agricultural groups to work out the differences to be mutually agreeable. The DNR largely agreed with the Farm Bureau and made the changes accordingly. The Natural Resources Board unanimously approved NR 151 in June.

The following changes were incorporated into NR 151: Tillage setback of 5 feet instead of 20 feet as proposed. Nutrient management plans continue to be based on agronomy, and not upon the potential delivery of nutrients to surface waters. Containment of process waste water is based upon the type, volume and relationship to surface water. TMDLs were removed as a performance standard. If additional or more restrictive best management practices are needed, the DNR agreed to use existing rule making authority to seek those changes. A phosphorous index (PI) of 6 for all fields and pastures over an 8-year accounting period with a maximum annual PI of 12 is required. The DNR had proposed a retroactive accounting period and a maximum annual PI of 10.

DAIRY POLICY

The Wisconsin Farm Bureau teamed up the Professional Dairy Producers of Wisconsin to hold a dairy policy meeting to discuss federal dairy policy in August. Jerry Kozak, CEO of the National Milk Producers Federation was the featured speaker. The one-day conference helped set the stage for the 2012 farm bill discussions.





COMMITTEES

FARM BUREAU: THE VOICE OF AGRICULTURE

DAIRY ADVISORY COMMITTEE

Farm Bureau's Dairy Advisory Committee is charged with taking an in-depth look at issues affecting the dairy industry and making recommendations to the WFBF Board of Directors. The nine state board members appoint two members from their district to the Dairy Advisory Committee.

Earlier this year, the committee discussed a number of dairy policy issues and options including using a competitive pay price to determine the base price for milk, establishing two classes of milk, elimination of the price support program, target price deficiency payment programs and changes to the federal order system. UW-Madison dairy economist, Bob Cropp served as resource person for the committee. Guest speakers included two members of the USDA's Dairy Industry Advisory Committee from Wisconsin: Bob Wills of Cedar Grove Cheese and the late Rod Nilsestuen, Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP).

In addition, Pam Ruegg, a dairy science professor at UW-Madison, discussed tail docking of dairy cattle. State Veterinarian Dr. Bob Ehlenfeldt updated the committee on USDA's new framework for animal disease traceability and other animal health issues. Cheryl Daniels, DATCP assistant legal council briefed the committee on the issue of selling raw milk directly to consumers.

Later this year the committee will meet to further discuss dairy policy issues and review the American Farm Bureau Federation's dairy policies.



POLICY DEVELOPMENT COMMITTEE

The Farm Bureau's Policy Development Committee is charged with proposing policy changes for member delegates to approve at each year's Annual Meeting.

Chaired by the WFBF Vice President, members of the committee include a representative from the state Women's and Young Farmer and Agriculturist committees, the chairmen of the Dairy Advisory and Volunteers For Agriculture committees, and one board member-appointed member from each of Farm Bureau's nine board districts.

Each summer the committee reviews and edits existing policies, approves state issue backgrounders, and hears presentations on issues pertinent to farmers. This year, Jim Wood, president of Wood Communications Group presented a report entitled "The Wisconsin Way – Blueprint for Change 2010". It is the result of several statewide organizations seeking a new and better way to fund public services while modernizing and refining our state's tax and government structure.

Each November the committee spends two days discussing the resolutions passed at each county Farm Bureau Annual Meeting before assembling the proposed policy changes for delegates to consider at the state Annual Meeting in December. The committee typically reviews more than 300 resolutions annually

VOLUNTEERS FOR AGRICULTURE COMMITTEE

The Volunteers for Agriculture (VFA) is the political action arm of the Wisconsin Farm Bureau Federation. It is made up of 18 Farm Bureau members from across the state (two per WFBF board district). The VFA contributes financial resources to the campaigns of individual candidates. It also makes independent expenditures such as newspaper and radio advertisements, contacts Farm Bureau members to encourage them to vote, and conducts polling in selected state legislative races. The VFA has made a number of bipartisan endorsements in past state elections, and intends to do so for the November 2010 election as well.



DIRECTORY AND LISTING



COUNTY FARM BUREAUS

Adams 866-666-8011
 Barron 877-483-5447
 Brown 888-644-8359
 Buffalo 715-926-3871
 Calumet 920-849-7775
 Chippewa 715-723-6666
 Clark 715-229-4372
 Columbia 608-429-4400
 Crawford 608-326-6479
 Dane 877-483-4292
 Dodge 920-386-3320
 Door 877-483-3712
 Dunn 877-457-8897
 Eau Claire 715-597-2278
 Fond du Lac 866-666-8016
 Grant 608-723-2105
 Green 877-483-5481
 Green Lake 920-294-0558
 Iowa 608-935-2769
 Jackson 608-488-5065
 Jefferson 920-648-2582
 Juneau 866-666-8012
 Kenosha 877-432-9489
 Kewaunee 920-388-3885
 La Crosse 608-786-1543
 Lafayette 608-776-4455
 Langlade 888-377-0298
 Lincoln 715-536-9398
 Manitowoc 920-775-4138
 Marathon 877-583-5880
 Marinette 888-377-0380

Marquette 866-666-8014
 Milwaukee 877-483-0728
 Monroe 608-269-3173
 Oconto 920-897-4513
 Outagamie 888-377-0294
 Ozaukee 262-377-2772
 Pierce 866-795-4792
 Polk 715-485-3010
 Portage 888-385-5945
 Price 877-583-5911
 Racine 877-432-9489
 Richland 608-647-2972
 Rock 866-297-9711
 Rusk 888-393-3253
 St. Croix 715-796-2207
 Sauk 608-356-8372
 Sawyer 866-355-7347
 Shawano 715-524-2192
 Sheboygan 888-830-2575
 Superior Shores 715-682-5158
 Taylor 877-583-7597
 Trempealeau 608-525-3311
 Vernon 608-637-2139
 Walworth 262-723-2613
 Washington 877-483-3556
 Waukesha 877-483-3674
 Waupaca 888-830-2571
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District 2 Coordinator
 Paul Peterson (866) 355-7343
District 3 and 4 Field Supervisor
 Deb Raemisch (866) 355-2029
District 5 Coordinator
 Kimberly Rusch (866) 355-7345
District 6 Coordinator
 Wes Raddatz (866) 355-7346
District 7 Coordinator
 Lindsey Prah (866) 355-7348
District 8 Coordinator
 Wendy Kannel (866) 355-7349
District 9 Coordinator
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Governmental Relations
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Public Relations
 Sheri Nelson (608) 828-5706
Communications Coordinator
 Tracy Pape (608) 828-5707
Staff Assistant

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Jeff Fuller (608) 828-5715
Executive Director
 Jill Bennwitz (608) 828-5705
Staff Assistant



BOARD OF DIRECTORS

WISCONSIN FARM BUREAU FEDERATION



Bill Bruins, President
District 5



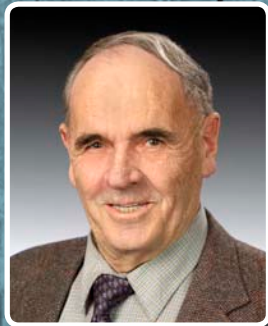
Richard Gorder,
Vice President, District 3



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District 1



Jerry Bradley
District 2



Gary Steiner
District 4



Lloyd DeRuyter
District 6



Wayne Staidl
District 7



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