

Milwaukee County Farm Bureau

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Bill Kriese - District Manager

Wisconsin Farm Bureau Federation

Ronald McDonald Event

“The best meals in town!”

That's what the residents of the Milwaukee Ronald McDonald House said on Saturday, May 3. Women and men from six counties around District 1 came together to make and serve brunch, lunch and dinner.

With delicious fruit salads, egg casseroles, French toast, sausages and a wonderful array of muffins and breakfast breads along with juice and milk, Ozaukee, Walworth and Waukesha counties got families ready to start their day.

Jefferson and Racine County Farm Bureau members made and packed lunches for everyone in the afternoon. This allowed families to quickly grab them on their way to the hospital on Sunday morning.

When families returned from the hospital that evening, Kenosha and Walworth counties had their dinners waiting for them. Pork chops, cheesy potatoes, vegetable and lots of salads.



A meal would not be complete without dessert, and there were many wonderful choices.

Besides food we left the house with \$325 for their wish list including a variety of activities for the children and snacks for the people staying there. Let's not forget about the pop tabs. With the annual Tab Toss being held on May 17, District 1 gave them a head start with close to 79 pounds of pop tabs.

BUT don't stop collecting pop tabs! We have a state challenge that goes until the WFBF Annual Meeting in Wisconsin Dells, December 5-8.

In 2013, pop tab recycling generated nearly \$30,000 in revenue for the Milwaukee Ronald McDonald House.

Thank you to all who gave of their time or donated food, money and wish list items.

District 1 is awesome.

Kathleen Papcke
District 1 Women's Committee Representative

Wisconsin State Fair Day Camp

Registration is open for Wisconsin State Fair Day Camp 2014! This year's Day Camp sessions will take place on Friday, August 1 and Tuesday, August 5 at Wisconsin State Fair Park during the 2014 State Fair, presented by U.S. Cellular®.

Fair Camp is a day-long experience for young students to visit the fair and learn more about the agriculture community. All incoming second, third, fourth and fifth grade students are invited to attend this fun and affordable educational opportunity. Campers will participate in many activities during their excursion to the fair, including:

- o Farm animal care demonstrations and exploration
- o Tour of the Badgerland Financial Discovery Barnyard
- o Hands-on workshops at the Natural Resources Park
- o Wisconsin agricultural products tasting
- o Ride down the Giant Slide
- o Several other interactive experiences and activities

Campers can choose to attend one of two sessions for a \$15 registration fee. Both sessions, Friday, August 1 or Tuesday, August 5, run from 8 a.m. to 3:30 p.m. Camp registration is limited to the first 60 campers who apply per session, and closes Monday, June 9. Register for your child on the Wisconsin State Fair website: www.wistatefair.com/wp/2014-fair-day-camp.

The camp registration fee includes fair admission, a water bottle, t-shirt and backpack, camp supplies, and meals, including morning and afternoon snacks and a lunch.

Wisconsin State Fair can offer this great fair experience for an incredible value as a result of generous support from camp sponsors, including the Wisconsin State Fair Park Foundation, Porktoberfeast, Wisconsin Farm Bureau Federation and Wisconsin Women for Agriculture.





COUNTYnews

MILWAUKEE COUNTY FARM BUREAU EDITION

YFA Events Draw a Crowd

The 7th annual District 1 YFA Spring Fling was held on Saturday, March 29 at The Columbian in West Bend. The Mantz Brothers had an outstanding performance and packed the venue with more than 725 people.



On April 26, 40 District 1 Farm Bureau members attended the Milwaukee Brewers game. The Milwaukee Brewers beat the Chicago Cubs with a score of 5-3 and everyone had a great time!

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Family Farm Weekend Planned

The Milwaukee County Zoo welcomes families to enjoy a bushel full of fun and activity down on our farm, as Family Farm Weekend, sponsored by Wisconsin Milk Marketing Board, takes place Saturday and Sunday, September 6 and 7.

Most of the day's activities will be in the Zoo's Northwestern Mutual Family Farm, the last working farm in the city of Milwaukee, complete with dairy cows and a milking parlor. The weekend features activities like food demonstrations, children's pedal tractor-pull contest and a local farmer's market featuring fresh goodies like maple sugar, fruits and gourmet hot sauces.

There's something for everyone to enjoy during Family Farm Weekend at the Zoo. Activities take place both days from 9:30 a.m. to 3 p.m. All activities are free with regular Zoo admission.

Farm Bureau volunteers will be helping at the Milwaukee County Zoo for the Family Farm Weekend. We look forward to seeing you at the Milwaukee County Zoo!



Attendees enjoying last year's Family Farm Weekend.

Annual Meeting Date Set

The Milwaukee County Farm Bureau annual meeting date has been set for **Monday, October 20**. Watch your mailbox for a postcard with further details as the meeting date approaches. At the annual meeting updates will be given on programs happening in Milwaukee County. We hope you can join us!

save • the • date

District 1 Policy Development Meeting Scheduled

The District 1 Policy Development meeting is scheduled for **Thursday, August 7 at 7 p.m. at The Machine Shed** (N14W24145 Tower Place, Pewaukee, WI 53072).

For more information about the policy development meeting contact Patti Roden at proden@wfbf.com.

YFA Members! Mark your Calendars!

There are great opportunities for YFA members in Milwaukee County to participate in district and state events. Remember that these activities are available to voting members ages 18-35.

Discussion Meet: The District 1 Discussion Meet has been set for **Tuesday, August 19** at Williams Homestead Farm (W289N520 Elmhurst Drive, Waukesha). A farm tour will be at 6 p.m. with the Discussion Meet starting at 7 p.m. Snacks will be available following the Discussion Meet. The Discussion Meet is an activity designed to build crucial skills in young, active farmers and agriculturalists. By participating, members build basic discussion skills, develop a keen understanding of important agricultural issues and explore how groups can pool knowledge to



In January, 2013 Discussion Meet winner Chris Pollack was a National Discussion Meet finalist and for that won a tractor from CASE IH

reach consensus and solve problems. This year's topic is: **How can young farmers and ranchers work to encourage membership growth and member engagement for the county, state and national Farm Bureau organizations?**

Achievement Award: The ideal candidate(s) for the Achievement Award is an individual or couple involved in production agriculture with a majority of their income subject to normal production risks. Selection of the winning YFA competitor is based on his/her efforts in production agriculture and leadership achievement. Participation in this program with individual recognition and the resulting publicity will help build the organization. **Applications are due July 1, 2014.**



2013 Achievement Award winners Corey and Miranda Leis.

Excellence in Agriculture:

The Farm Bureau Excellence in Agriculture Award Program is designed as an opportunity for YFA members, while actively contributing and growing through their involvement in Farm Bureau and agriculture, to earn recognition. Participants will be judged on their involvement in agriculture, leadership ability, involvement and participation in Farm Bureau and other organizations (i.e., civic, service and community). The ideal candidate(s) for the Excellence in Agriculture Award is an individual or couple who do not have the majority of their income subject to normal production risk. **Applications are due July 1, 2014.**



2013 Excellence in Ag winner Nicole Reese.

If you are a YFA member interested in participating in any of these activities, please contact Peter Muth, District 1 YFA Representative, at 262.689.2536.

Workshop Offered for K-12 Teachers and Youth Group Leaders

The Milwaukee County Farm Bureau is funding a program to encourage awareness of local agriculture and agribusiness among teachers and other youth group leaders in Southeastern Wisconsin. The statewide Agriculture in the Classroom program has many resources for this purpose including the Soybean Science Kit which have great potential for bringing a wide variety of cross curricular standards connected activities to young people in many settings.

Date: Thursday, June 26, 2014

Time: 9:00 a.m. - 4:00 p.m.

Location: Havenwoods State Forest Education Building
6141 N. Hopkins Street, Milwaukee

Includes a field trip to two urban agriculture sites: Growing Power in Milwaukee and Pampered Produce (community based agriculture farm) in River Hills.

The morning session will include information and practice time using various Ag in the Classroom materials. Lunch will be provided at Havenwoods with the opportunity to tour this beautiful reclaimed site that is an urban state forest. The afternoon session will include a field trip with visits to two unique urban

agriculture sites. Cost is FREE! This event is generously funded by the Milwaukee County Farm Bureau.



Karyl Rosenberg, retired earth and physical science teacher and board of directors

member of the Wisconsin Society of Science teachers will be the instructor. She has training in the AITC and Soybean Science programs and has presented at numerous teacher conferences in Wisconsin.

If you have any other questions please contact Karyl at karylrosenberg@gmail.com.

From Farmer to Producer, Back to Farmer

By Casey Langan



Farmers and agriculturists use terms to describe themselves that hurt ag's image to its customers. There are two commonly used words that fail to conjure images that will win the heart and mind of the average American.

The first one is producer. I'm a dairy producer.

I'm a grain producer. No you're not, you're a farmer. At least that's who your customers would rather buy their food from.

Think of it, nobody goes to a producers' market to buy their fruits and vegetables; they go to a farmers' market. Consumer research shows the average American still trusts and holds farmers in high regard. Call a farmer a producer and it only plays to the stereotype that agriculture has become too clinical, technical, slick and uncaring.

It seems producer began to replace farmer back in the 1980s. Farmers were tired of being seen as hayseeds and wanted to be viewed as the business professionals that they were. So they thought calling themselves something else would freshen up their image.

Something's changed since then. Agriculture is no longer ignored. People have great interest in how food is grown, unlike the 1980s when farmers' markets were scarce and most people just assumed food grew in grocery stores. A generation later, the average American doesn't know a farmer, yet many are intrigued by those who grow food and

raise livestock for a living. They like farmers. Yet we refer to ourselves as producers, which to most people, describes a person who runs the soundboard in a recording studio. It might sound like I'm being picky, but it only widens the divide between those who drive tractors and raise livestock, and the other 99 percent of our country.

Another term that hurts us is operation. Producers don't own farms, they own operations. Say operation to most people and they think of their last trip to the hospital. It's not a positive connotation, and not a place for crops and livestock. People like farms. Consumer research bears this out. Still don't believe me? Tell me this: would people rather buy a fresh tomato from a farmer or a producer? Do they take their kids on a field trip to a farm or an operation?

Notice I used the term customer instead of consumer in my lead sentence? Consumer doesn't give people enough credit. They are our customers and in business, the customer is always right. At some point I think much of agriculture seemed to have forgotten this business principle. Too often we work off the premise in agriculture that we're right and that everyone else either doesn't understand us or is out to get us.

Well whose fault is that? We all shake our heads when we hear the average American is several generations removed from farm life. Maybe we need to look at this from another angle. Perhaps farmers got a little too removed from what was happening in the city?

Change takes time. Producer and operation has been engrained in all of our vocabularies. I make every effort to nix producers and operations from Farm Bureau materials. I would hope that my colleagues in education, government, journalism and commodity groups would do the same.

Agriculture faces no shortage of public relations challenges. Let's take a small step forward by simply going back to saying farmers and farms.

Casey Langan is the Executive Director of Public Relations for the Wisconsin Farm Bureau Federation.

There are Benefits to Your Farm Bureau Membership:

Auto	Health	Supplies and Products
• General Motors Discount	• ScriptSave® Prescription Drug Savings Card	• Case IH
Communication	• Stroke Detection Plus	• FS-GROWMARK Patronage
• AgriVisor (NEW)	Insurance	• Grainger
• The Country Today	• Rural Mutual Insurance Company	• Office Depot
Financial	• Farm Bureau Financial Services	Travel
• AgriPlan Medical Reimbursement Program	Protection	• AAA
• Farm Bureau Bank	• \$500 Reward Protection Program	• AVIS Car Rental Discount Program
	• Accidental Death Policy	• Choice Hotels International, Inc.
		• Wyndham Hotel Group

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

Pop Tabs Wanted!

Keep saving your pop tabs for the Ronald McDonald House! Ronald McDonald House is a “home away from home” for families of seriously ill or injured children. Since their doors



opened in 1984, more than 35,000 families have stayed at the Ronald McDonald House in Milwaukee while their child received critical medical care. In 2013 alone, they served nearly 1,000 families. They have been at full occupancy with 38 guest rooms—often with a wait list of anywhere from five to twenty families each day.

At the District 1 Ronald McDonald House event on May 3, 78.85 pounds of pop tabs were collected. Each district is

having a competition that goes through December 2014, so keep saving your pop tabs.

Since 2000, little aluminum tabs on the tops of soda cans have meant more than \$210,000 to the Ronald McDonald House. Revenue from recycling these little bits of aluminum helps provide a home away from home for families whose seriously ill children are undergoing treatment in the Milwaukee area.

Pop Tab Revenue History for the Ronald McDonald House:

- 2013 - \$29,250
- 2012 - \$26,200
- 2011 - \$24,506
- 2010 - \$26,171
- 2009 - \$14,845

Let's help make a difference and save your pop tabs! Any pop tabs that you have can be given to any member of the Milwaukee County Farm Bureau board.

Rural Mutual Insurance Company Celebrates 80th Anniversary

Rural Mutual Insurance Company is proud to celebrate providing 80 years of insurance services to farms, families, businesses and industries across the state of Wisconsin.

The Madison-based insurance company was founded in 1934 under the sponsorship of the Wisconsin Farm Bureau Federation to provide personal auto insurance to the farm community at affordable rates. This affiliation has served Rural Mutual well in the past and Rural Mutual continues to build on this niche focus as evidenced by its leading farm market share during 2013.

“With over 80 years of service, our mission and vision has not strayed far from the original purpose of the organization,” said Peter Pelizza, CEO of Rural Mutual. “Holding the position as a leading farm insurance provider in the state of Wisconsin has been our mainstay, however expanding our footprint in the state to include a significant market share of

personal as well as commercial protection is something we are proud of and will continue to cultivate.”

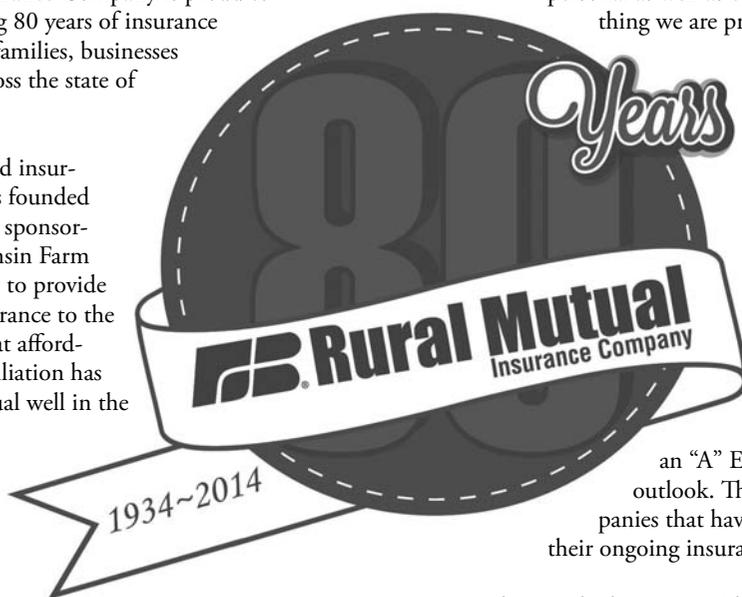
For the fifth consecutive year Rural Mutual was selected as a “Ward’s 50th Top Performer” by the Ward Group. This recognition means that Rural Mutual is considered one of the top 50 property and casualty companies in the nation based on its superior financial performance over the last five years. Rural Mutual is also recognized by AM Best with

an “A” Excellent rating with a stable outlook. This rating is assigned to companies that have an excellent ability to meet their ongoing insurance obligations.

Rural Mutual takes great pride in the state and will continue to ensure that premiums paid here, stay here to keep Wisconsin strong.

To learn more about Rural Mutual Insurance Company, please visit www.ruralins.com.

To learn more about the Ward Group, please visit www.wardinc.com.



Milwaukee County Farm Bureau Contacts:

President, Scott Ninnemann	414.421.4604
Vice President, Henry Kiesow	414.732.7242
Secretary/Treasurer, John Napientek	414.529.0980
Director, Martin Hintz	414.352.1868
Director, Elroy Honadel	414.529.0196

Milwaukee County Farm Bureau	877.483.0728
District 1 Coordinator, Patti Roden	866.355.7341
WFBF Board Director, Dave Daniels	262.878.5035
RMIC District Manager, Bill Kriese	920.893.1811

If you are interested in attending any of events happening throughout the state, district or county please contact Patti Roden at proden@wfbf.com for further information.

2014 County Fairs in District 1

Check out all the local fairs this summer!

Jefferson County Fair July 9 - 13

Waukesha County Fair July 16 - 20

Washington County Fair July 22 - 27

Racine County Fair July 23 - 27

Ozaukee County Fair July 30 - August 3

Kenosha County Fair August 13-17

Walworth County Fair August 27 - September 1



Don't Miss the Wisconsin State Fair July 31 – August 10

Mark your calendars for this year's Wisconsin State Fair July 31 – August 10. The address to the Fair Park is 640 S. 84th Street in West Allis.

More information about the Wisconsin State Fair can be found at www.wistatefair.com.

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