

# Pierce County Farm Bureau


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Ken Truax - District Manager

## Wisconsin Farm Bureau Federation



*You're Invited*  
**Annual Meeting**  
Pierce County Farm Bureau

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**Wednesday, September 10 • 7:30 p.m.**      **Cost: FREE**

**Martell Community Center**  
17490 Southwest 14<sup>th</sup> Street, Martell

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Save the date to visit with your farm neighbors and take part in setting policies that your Farm Bureau works to support. All Farm Bureau members are encouraged to attend this important meeting to help create policy resolutions and vote in elections for the county board directors. This year, WFBF Chief Administrative Officer Steve Freese and WFBF President Jim Holte will be keynote speakers.

This fall, Farm Bureau members across the state will be forwarding resolutions on ag issues including high capacity wells, energy exports, drones, climate change and agricultural enterprise areas. These resolutions will then be presented at the WFBF Annual Meeting to be held December 6-8 at the Kalahari in Wisconsin Dells.

Please plan on attending and let your voice be heard!

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For more information, call Dean Bergseng at 715.425.6404.

## Beef Promotion Event Held

July was beef month in Wisconsin and the Pierce County Farm Bureau set out to promote beef farming. Monica Krings (Women's chair), Mary Brand (board member) and Katie Mattison (District 9 Coordinator) served summer sausage to shoppers at Nillsen's in Ellsworth. Beef recipes and \$1 off coupons towards the purchase of any beef product were given to the visitors. Thank you to Monica and Mary and also Nillsen's for making this promotion possible!



Mary Brand, Monica Krings and Katie Mattison helped to promote beef during July Beef Month event at Nillsen's in Ellsworth.

### Here are more reasons from the Wisconsin Beef Council to fuel up with lean beef!

- Beef is the number one dietary source of protein and helps build strong bones, muscles, tendons and ligaments. A 3-ounce serving of lean beef provides 51% of Daily Value for protein.
- The new Beef in an Optimal Lean Diet (BOLD) study, just completed by Pennsylvania State University researchers, indicates that eating lean beef as part of an overall heart-healthy diet can help reduce levels of LDL (or "bad") cholesterol by 10%. The BOLD diet was as effective in doing so as the most recommended heart-healthy diet, which emphasizes plant and other proteins and limits lean beef.
- Proteins from animal sources, such as beef, are referred to as "complete" because they deliver all of the essential amino acids, or building blocks, that people need for optimal health. Vegetables and grains also contain proteins but in lesser amounts.
- Beef is the number three dietary source of iron, which helps carry oxygen to body cells and tissues, assists in making new red blood cells and supports the immune system.
- There are 29 cuts of beef that meet the government requirements for lean, including sirloin steak, T-bone steak, tenderloin steak, top round roast and 95% lean ground beef.
- Fifteen of the top 20 most popular beef whole muscle cuts sold at retail are lean.

Lean beef can add savory flavor to summer salads you create with fresh, locally available fruits and vegetables. For delicious recipes and tips on how to fuel up with lean beef, visit [www.beeftips.com](http://www.beeftips.com).



# COUNTYnews

PIERCE COUNTY FARM BUREAU EDITION

## Dairy Promotion Event Held

Pierce County Farm Bureau continued the tradition of handing out milk and cheese curds at the 2014 River Falls Day Parade in July. With the help of the Town and Country 4-H Club and Pierce County 4-H Ambassadors, 4,800 cartons of milk and 80 pounds of cheese curds were distributed to parade attendees as part of a dairy promotion.

Thank you to Dean Bergseng for organizing the event and to Dairy Farmers of America, Ellsworth Cooperative Creamery, Hastings Cooperative Creamery, Cernohous Chevrolet, Ptacek's IGA, River Falls Mutual Insurance, St. Croix County Farm Bureau and the Pierce County Dairy Promotion Committee for their donations to make this event possible.

**4-H members from the Town and Country 4-H Club led by April Daniels along with some Pierce County Farm Bureau members posed for a photo before the River Falls Days Parade.**



## District YFA Representative's Message



Hello everyone! I'm Cindy Bourget, and with Katie's new, exciting position as the District 9 coordinator, I have taken on the position of the District 9 YFA Representative. I am very excited to work with everyone and help our counties and district grow in agriculture.

A little bit about me: I work for the Dunn County UW-Extension Office with the 4-H and Youth Development

Programs. When I'm not busy with the 4-H members (which has been really busy with fair season upon us, as I'm sure you all can relate too!) my husband and I help on my parents' dairy farm in Elk Mound. I am also hoping to finish up my graduate degree in school counseling by the end of next year. My husband, Al, and I have been married for four years and we are expecting our first child in November. We are beyond excited to meet our next generation 4-H and Farm Bureau member!

If you have any questions about the YFA program, or ideas to become involved, please don't hesitate to contact me at 715.505.7676 or [cindy.m.bourget@gmail.com](mailto:cindy.m.bourget@gmail.com).

Thank you to everyone for the warm welcome, and I can't wait to work with you!

**Cindy Bourget**  
District 9 YFA Representative

## Pierce County Dairy Breakfast

It was a beautiful day for the Pierce County Dairy Breakfast on Saturday, June 21, at Son-Bow Farms, Inc. in Maiden Rock.

Attendees enjoyed a delicious breakfast featuring all-you-can-eat Dad's Belgian waffles with a variety of syrups, sausage, deep fried cheese curds and Flat Pennies ice cream.

Other attractions at the breakfast included educational farm tours, hands-on kids' activities and an antique tractor display.

Thank you to the Pierce County Dairy Promotion Committee, Pierce County Farm Bureau and Wisconsin Milk Marketing Board for sponsorship of this great event.



Attendees to the Pierce County Dairy Breakfast enjoyed beautiful weather as they toured Son-Bow Farms, Inc.

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## President's Message



More unusual weather... Getting up any hay with decent protein... What a challenge. Dry corn this fall is looking to be another challenge.

It's hard to believe that it's already past the middle of July when I am writing this and our fair will be wrapping up by the time you read this.

We are starting to work on resolutions at the county level and will be voting on our resolutions to send to the state at our annual meeting on September 10 at the Martel Community Center. We will also be giving out a Distinguished Service to Farm Bureau award that evening.

The River Falls Days parade was held July 11. Town and Country 4-H from the River Falls area helped us pass out 4,800 cartons of chocolate milk and 80 pounds of cheese curds in more than 800 bags. We thank the following sponsors for donating to this event: St. Croix County Farm Bureau, Pierce County Dairy Promotion, Ellsworth Coop

Creamery, Hastings Coop Creamery, River Falls Mutual Insurance, Dairy Farmers of America and 1<sup>st</sup> National Bank.

There are many festivals and shows in our area coming up late summer and early fall. See the 'Mark Your Calendar' section in this newsletter for more information.

Hopefully our weather will get back to normal soon, and I hope to see all of you at our upcoming annual meeting.

**Dean Bergseng**  
Pierce County Farm Bureau President

## One-Day Training Offers Resources, Education

Classroom teachers and Ag in the Classroom volunteers gathered at the University of Wisconsin-River Falls on July 23 for a day of learning and fun. Attendees heard from the Wisconsin Milk Marketing Board and Wisconsin Maple Syrup producers before heading to White Pine Berry Farm, owned by Irma and Greg Zwald, for a tour and lunch.



Rachel Sauvola, agriculture instructor with the school district of New Richmond, shared her passion for agriculture and spoke to the group about connecting with your local FFA program.

The afternoon continued with a tour of the college's greenhouse facility, presentation by New Richmond High School agriscience teacher and FFA advisor Rachel Sauvola about connecting with your local FFA program and UWRF ag education professor Dr. Jim Graham who discussed agriculture, food and natural resource standards. There was also an opportunity to learn how to utilize agricultural resources in the classroom and demonstrations from the Soybean Science Kit.



The group toured the UW-River Falls greenhouse facility.



Greg Zwald took the group on a tour of his farm, White Pine Berry Farm.

## YFA Members Attend "Farmland"

On May 1, members travelled to Oakdale, MN to see the new film, "Farmland." Most Americans have never stepped foot on a farm or ranch or even talked to the people who grow and raise the food they eat. Farmland takes an intimate look at the lives of farmers and ranchers in their twenties, all of whom are responsible for running their farms. Through this film from award-winning director, James Moll, you'll step inside the world of farming for a first-hand glimpse into the lives of young farmers and ranchers. Learn about their high-risk/high-reward jobs and passion for a way of life that has been passed down from generation to generation, yet continues to evolve. Director James Moll traveled across the country meeting young farmers and ranchers. To watch the trailer and to catch a glimpse of stories shared during his interviews visit the website: [www.farmlandfilm.com](http://www.farmlandfilm.com).



YFA members from District 9 travelled to Oakdale, MN to see a showing of the new film, "Farmland".

## Mini-Grants Available for Teachers



Do you know a teacher looking to incorporate agriculture into their classroom? Are they looking for additional funds for their project? Then, help us spread the word and encourage teachers

to apply for a mini-grant through Wisconsin Ag in the Classroom and Wisconsin Farm Bureau Foundation. Grants up to \$100 are being offered to pre-school through high school teachers, in a public or private school system, to fund projects that promote agricultural literacy in the classroom. Grants can be used for innovative lessons, activities, resources, presentations, school fairs and other creative ideas. Projects should focus on integrating agriculture into a variety of curriculum areas.

**Applications are due on October 15.** Recipients will be notified by November 15. A project report is then due by June 15. For an application, visit [wisagclassroom.org](http://wisagclassroom.org), and find the application under the quick links section on the right side of the page.

## District Director's Message



We are entering a time of year when many county Farm Bureaus are getting ready for their annual meetings. As members, we have the opportunity to create the direction for our organization. It seems that each month brings an important issue to agriculture.

We need many voices to find the best solutions to each of these issues. They may range from proposing new laws to preventing the change of a current regulation. As farmers we must speak up, or risk having someone else making decisions we find difficult to live with. Please take the time to join your neighbors for a meal and conversation that can keep farming a great business and way of life.

**Jim Holte**, WFBF President, District 9 Director

## 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
- FS-GROWMARK Patronage
- Grainger
- Polaris (NEW)
- 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 [wfbf.com/benefits-membership](http://wfbf.com/benefits-membership).

## Consider Donating to the WFBF Silent Auction



Donations are now being accepted for the Wisconsin Farm Bureau Foundation's silent Auction held in conjunction with the Wisconsin Farm Bureau Annual Meeting, December 6-8, at the Kalahari Resort in Wisconsin Dells.



The money raised during this event is used for ag literacy efforts through ag in the classroom, and funds the activities of our Young Farmer and Agriculturist, Women's and Leadership Institute programs.

Donation forms can be found at [wfbf.com/aboutwfbf/foundation/silentauction](http://wfbf.com/aboutwfbf/foundation/silentauction).

## Pierce County Farm Bureau Contacts:

President, Dean Bergseng 715.425.6404  
 Vice President, John Krings 715.647.2168  
 Secretary, Laura Benitz 715.220.8962  
 Treasurer, Roy Swanson 715.273.3268

YFA Chair, Peter Kimball 715.307.3726  
 Women's Chair, Monica Krings 715.647.2168  
 Director, Mary Brand 715.307.0903

Pierce County Farm Bureau 866.795.4792  
 WFBF Board Director, Jim Holte 715.835.6708  
 District 9 Women's Chair, Mary Prestrud 715.647.2168  
 District 9 YFA Chair, Cindy Bourget 715.505.7676  
 District 9 Coordinator, Katie Mattison 866.355.7349  
 RMIC District Manager, Ken Truax 715.514.4477

We are here for you.

Call with questions or if you are interested in getting more involved in Farm Bureau!

## Nominations Being Sought for Teacher of the Year

Do you know a teacher who does a great job teaching about agriculture? If so, please encourage them to fill out an application for the Wisconsin Farm Bureau's Ag in the Classroom Program's Outstanding Teacher Award.

Agriculture in the Classroom (AIRC) annually recognizes a Wisconsin teacher or a teaching team for their achievements in teaching students the importance of agriculture while integrating agricultural concepts across a curriculum.

Certified teachers currently integrating agricultural concepts into non-agricultural curricula in the pre-K through high school levels are eligible to apply. Applications may be from an individual teacher or a teaching team. Certified agriculture education instructors are not eligible. Teachers must utilize agricultural information and/or materials within the classroom curriculum in an effort to assist students in learning the importance of agriculture. Learning activities may include, but are not limited to, understanding agriculture's impact on personal lives, our national heritage, the environment, national security and the economy. Innovative and interdisciplinary programs are encouraged.

The state winner(s) will receive a plaque and \$500 towards the 2015 National AIRC Conference in Louisville, KY. They will also represent Wisconsin as the state's nominee for the Excellence in Teaching about Agriculture Award Program presented by the U.S. Department of Agriculture's Ag in the Classroom program.

Applications are available from the Wisconsin AIRC website ([wisagclassroom.org](http://wisagclassroom.org) – found under the quick links section on the right hand side of the page) and are due (postmarked by) **October 15**.

## Sign Up for Ag Newswire

Visit [wfbf.com](http://wfbf.com) to receive this required reading for the agriculture community right to your email inbox every week.



## Welcome New Members

Byron Anderson \*\*

Kevin Ballman \*\*

Bryan Bechel \*\*

Eric Eckhoff

Michael Fetzer

Michael Fiedler \*\*

Ronald Halverson

Travis Most \*\*

Steven Nugent

Lawrence Peterson \*\*

Peter Pittman \*\*

Robert Redding \*\*

John Rohl \*\*

James Weiss

Adam Zwaschka \*\*

\*\*Denotes Voting

Welcome  
to Farm  
Bureau

## Time to Ride

Did you know that starting July 1, anyone who has been a Farm Bureau member for at least 30 days can get \$200-\$300 worth of discounts on Polaris ATV, UTV and Gem Electric vehicles? The newest Farm Bureau member benefit is a manufacturer rebate on most Polaris products except for snow mobiles.

The discount will be stackable with other Polaris discounts, promotions or rebates that may be provided by Polaris from time-to-time. In order to get the rebate, members need to print a certificate at [www.fbverify.com/polaris](http://www.fbverify.com/polaris) (just like GM) and be a member for 30 days.

### Details

- All full size utility and sport vehicles (UTV) - \$300
- All full size all-terrain vehicles (ATV) - \$200
- All gem electric vehicles - \$300

## Mark Your Calendar!

Pierce County Farm Bureau Annual Meeting

50<sup>th</sup> Annual Falcon Frontier Days Rodeo

Prescott Daze

River Falls Bacon Bash

46<sup>th</sup> Annual Spring Valleys Dam Days

September 10

September 12-13

September 12-14

September 13-14

September 18-21