



# Rock County Farm Bureau

PO Box 5550 Madison, WI 53705

Address Service Requested

Non Profit  
Organization  
US Postage  
**PAID**  
Platteville, WI 53818  
Permit No. 124

**THE #1 INSURER OF FARMS IN WISCONSIN IS REWARDING POLICYHOLDERS**  
Introducing the Rural Mutual Farm Dividend Program



For more information about the farm dividend program and how you may qualify, contact your local Rural Mutual agent.

**Rural Mutual**  
Insurance Company  
www.ruralmutual.com/farm-dividend

**RURAL MUTUAL AGENTS IN ROCK COUNTY**

<b>William Jensen</b> (608) 756-4114	<b>Rick Stahl</b> (608) 756-2316	<b>Craig Wieneri</b> (608) 365-6699
---	-------------------------------------	--

*Linda Schopen, District Manager - (262) 522-8620*

## Wisconsin Farm Bureau Federation

## Rock County Young Farmers and Agriculturists Update

By Emily Johnson and Megan Daluge

The Rock County Farm Bureau YFA annual Winery Tour and Tasting Night at Northleaf Winery in Milton was a great success. We had 20 members attend. Members enjoyed hors d'oeuvre's and different Northleaf wines. A special thanks to Tristan Grawe for providing music for us.

Owner Gail Nordlof gave us a tour and explained the process they go through at Northleaf to make their signature wines. A special thanks to all who attended. We hope to see more people next year. Stay tuned.

### Dates to remember:

- What:** Ask A Farmer booth
- When:** Saturday, June 3
- Where:** Janesville Farmers' Market
- Time:** 8 a.m.-1 p.m.



Members of all ages toured Northleaf Winery in Milton.

Come for the whole time or come when you can, but please join the YFA as we talk to the shoppers of the Janesville Farmers' Market about where their food comes from.

For more information, please contact Emily Johnson at [ejohnson@ub-t.com](mailto:ejohnson@ub-t.com) or 608.490.1081.

- What:** YFA Night at the Farm Bureau Food Stand
- When:** Saturday, July 29
- Where:** Farm Bureau food stand at Rock County Fair
- Time:** 4 p.m.-11 p.m.

We are looking for volunteers to help with our shift in the food stand. You can volunteer to work the whole shift, or come when you can. If you are interested, contact Emily Johnson at 608.490.1081.



The annual YFA Northleaf Winery Tour and Tasting was successful with 20 members in attendance.

## Farm Bureau Leaders Visit Washington D.C.



Graduates of the WFBF Leadership Institute and WFBF Board of Directors visited Washington, D.C., on February 27-March 3. The trip marked the completion of the Institute, a year-long leadership training program available to Farm Bureau members.



Rock County Farm Bureau members Emily Johnson and Jill Uhe became lobbyists for a day while meeting with Wisconsin's congressional delegation in Washington, D.C., on March 1. The issues discussed were the 2018 Farm Bill, immigration reform, wolves and modernization of the Endangered Species Act, Dairy Pride Act and federal research and cooperative extension funding and regulatory reform.



WFBF Leadership Institute Class X members Tammy Wiedenbeck (Grant County Farm Bureau) Emily Johnson (Rock County Farm Bureau), Derek Husmoen (Trempealeau County) and Ryan Klussendorf (Taylor County) were honored to place a wreath at the Tomb of the Unknown Soldier at Arlington National Cemetery in Washington, D.C.



# COUNTYnews

ROCK COUNTY FARM BUREAU EDITION



## Tremendous Turn Out for Ag Day at the Capitol By Sheila Everhart



Rock County Farm Bureau members attended Ag Day at the Capitol: front row (from left) Bill Barlass, Taylor Schuetz, Hallie Metcalf, Marilyn Leach, Kirk Leach and Ken Haberman; back row (from left) Vaughn Johnson, Arch Morton, Jr., Doug Rebout, Steve Earleywine and Paul Broege.

Rock County Farm Bureau Members recorded a tremendous turnout on March 8 for Ag Day at the Capitol. Members are encouraged to attend next year's event to share your voice for agriculture.

Ag Day at the Capitol is the largest gathering of farmers from across the state representing

a variety of farm groups to learn more about state issues and meet with their state legislators.

Topics for discussion included the state budget, transportation funding, groundwater legislation, agrichemical fee reductions and other pertinent ag issues.

"Ag Day at the Capitol is where farmers build relationships with legislators and explain the needs and opportunities for Wisconsin agriculture," said Jim Holte, WFBF President. "The difference this day makes for agriculture is tremendous."

The Rural Mutual Insurance Company and GROWMARK, Inc., are major sponsors of the event. Co-sponsors of the event with the WFBF include the Dairy Business Association, Professional Dairy Producers of Wisconsin, Wisconsin Cattlemen's Association, Wisconsin Corn Growers Association, Wisconsin Horse Council, Wisconsin Pork Association, Wisconsin Potato and Vegetable Growers Association, Wisconsin Soybean Association and Wisconsin State Cranberry Growers Association.



Rock County Farm Bureau members shared agriculture stories and concerns with their senators and representatives.



Rock County Farm Bureau members Taylor Schuetz and Hallie Metcalf represented young agriculturists at Ag Day at the Capitol.



## Rock County Ag in the Classroom Hits the Front Page By Sheila Everhart

### National Ag Day: "Time for Cranberries"

As part of Rock County and Wisconsin Ag in the Classroom, Lisl Detlefesen and Rock County Farm Bureau volunteers; Evansville FFA students, Clinton FFA and Wisconsin State FFA Officer and Milton FFA students read from the 2015 children's picture book, "Time for Cranberries," at seven Rock County schools, 22 classrooms and two libraries, connecting with 528 students during National Ag Day Program on March 21.

**Media Coverage for this included:** Janesville Gazette, The Clinton Topper, The Milton Courier, WCLO Radio Morning Talk Show, Facebook: Rock County Farm Bureau Federation and Wisconsin Farm Bureau Federation.

The purpose of the effort is to teach students the importance of agriculture and the vital role it plays in their lives and society.

Many thanks to the Rock County Farm Bureau volunteers who assisted in making the National Ag Day Event a success. In the past, lessons have included: the importance of bees to Wisconsin agriculture, amazing corn, the making maple syrup and other topics. To read, visit [http://web.gazettextra.com/20170318/author\\_shares\\_cranberry\\_story\\_during\\_agriculture\\_event](http://web.gazettextra.com/20170318/author_shares_cranberry_story_during_agriculture_event).

### Seeking Tomorrow's Farmers:

Rock County Ag in The Classroom When Rock County Farm Bureau volunteers enter an elementary



classroom to talk to students about agriculture, they often begin by asking three questions: "How many of you live on a farm?" Sometimes, only one or two hands are raised; "How many of you know someone who lives on a farm?" A few more hands; "How many of you have ever been to a farm?" More hands still.

We want the lessons to appeal to all students, not just those with farming backgrounds. The goal is to educate kids about where their food comes from and introduce them to career opportunities in agriculture. The message is more important than ever.

For more information or to volunteer, contact me at 608.774.1354 or [sheilageverhart@gmail.com](mailto:sheilageverhart@gmail.com). For the complete article, visit [www.gazettextra.com/20170327/as\\_farmers\\_age\\_agriculture\\_industry\\_tries\\_to\\_recruit\\_retain\\_young\\_farmers](http://www.gazettextra.com/20170327/as_farmers_age_agriculture_industry_tries_to_recruit_retain_young_farmers).

## INSIDE THIS ISSUE:

- 2 President's Message
- District Director Report
- County Fair Food Stand
- Essay Contest
  
- 3 Every Farmers Dream
- District 2 Leaders Meeting
- Discussion Meet
- Annual Meeting
- Scholarships Offered
- Board Contacts

## A Message from the President ...

It is not always black or white; sometimes, there are shades of gray.

I know that this may come as a surprise to most of you but being a parent is not always easy. One of the more challenging things for me is trying to teach Natalia that it's not always yes or no. She will ask if we can go work on her fair calves and I have to tell her that we can if I get my work done first.

To some people that is an acceptable answer but for Natalia, she needs a yes or no. I cannot say maybe or she will get upset. She doesn't comprehend that sometimes we just have to wait and see. Sometimes it takes a while to try and explain this to her. I think there is lawyer blood in her because she will keep pressing you for the answer she wants until you say yes to end the discussion.

When we talk to some people about certain subjects, it can

be just as frustrating. The subject that I want to concentrate on is agriculture. For those of you who don't know, our farm is a conventional farm that uses GMO seeds and hormone implants in our steers among other practices not approved by people who like organic.

When I talk to some people who are opposed to conventional farming, it can be like talking to my 13-year-old daughter. Now, I know that I am not the brightest person around, but I do understand that there can be multiple ways of farming. All practices have some positive and negative points. I encourage people to sit down and listen to others with different opinions and learn from them.

We don't take the time to do that anymore because nowadays, we learn our information from social media. If I look at my friends list on Facebook, the majority of my farmer friends have conventional farms. They have the same general ideas

that I do so I am not really learning many new things from them.

I encourage you to step outside of your comfort zone. When driving around the countryside, stop at a farm that is different than yours. It may be a larger farm or a smaller one, it may be dairy, beef, vegetable or even an alpaca farm. Stop and talk, ask how they do it and why they do it.

I hope you take advantage of the opportunity when you are out talking to people that you continue to talk and educate about farming, not just how you farm but praise all types of farmers. We are trying to feed the world. Some people just do it different than others and that is all right.

### Doug Rebout

Rock County Farm Bureau President

## District 2 Director Report



Hello District 2 Farm Bureau members. One of the many important things that we can do for agriculture is to speak to our legislators. On March 1, the WFBF Board

of Directors were in Washington, D.C., with the recent graduates (Class 10) of the WFBF Leadership Institute. We were there as part of the AFBF Advocacy Conference. It was amazing to see how well they did being 'lobbyists' for a day, many of them for the first time.

I am especially proud of our three grads from District 2. Emily Johnson and Jill Uhe (both of Rock County Farm Bureau) and Kenneth Lezow (Columbia County Farm Bureau) did a fantastic job speaking to their legislators.

Exactly one week later many of us were in Madison for Ag Day at the Capitol. I was very pleased that many of you took the time out of your busy schedules to tell your story about how ag-related issues will affect you. It's so important for legislators to hear it from us. All six counties in District 2 do a great job of talking about the issues and building relationships with our legislators.

Another thing the members of District 2 are good at is collaborating at events. Our Lead-

ers meeting (see article in this newsletter) is a good example of that.

In late February, the District 2 Every Farmers Dream: Machinery, Cheese, Pizza and Beer tour was a huge success with 80 people participating. This was a tour in Green County touring Kuhn Knight, Alp and Dell Cheese, Sugar River Pizza and New Glarus Brewery. We learned a lot and had a great time.

Speaking of District 2 events, mark your calendars for **August 1**. We will have a joint District 2 Policy Development meeting with the District 2 YFA Discussion Meet. This will be at Compeer Financial in Sun Prairie.

The Policy Development meeting is the first step in the process to help counties get ideas about resolutions they may want to bring from their county to the state. The YFA Discussion Meet will feature some of our best young leaders from across our district. The top three from will qualify to represent District 2 at the WFBF Annual Meeting and YFA Conference and on December 1-4.

I hope to see many of you at this very important and interesting event. I hope you are having a great spring.

**Arch Morton, Jr.**  
WFBF District 2 Director

## Ag Women's Summit Inspirers Attendees By Sheila Everhart

The premier event for women in agriculture, the Ag Women's Summit is a joint effort of Badgerland Financial, the Wisconsin Farm Bureau Foundation and UW-Extension. It is their mission to support women in agriculture by providing a meeting place to learn, network and build friendships through peer-to-peer interaction.

The Fabulous Farm Babe Pam Jahnke, recognized Carrie Mess as the 2017 AgVocate of the Year award. She received \$500 and another \$500 was donated in Carrie's honor

to the agriculture charity of her choice.

The conference agenda, included two keynote presentations, by Jane Jenkins Herlong 'Bare Feet to High Heels and the Flip Flops in Between' and 'Don't Throw Tomatoes at My Field of Dreams.'

Breakout sessions and opportunities to learn and network included; You've Lost that Loving Feeling, Tight Margins, Tight Belts, Turning Ideas into Creative Profits and much more.

## Rock County Farm Bureau Fair Food Stand Opportunities

**By Sheila Everhart**

Mark your calendars: Rock County 4-H Fair will be **July 25-30**. The Rock County 4-H Fair is the first 4-H fair in the U.S. and remains the largest youth fair to this day.

Volunteer at and purchase your fair meals at the Rock County Farm Bureau's Food Stand.

The food stand at the Rock County Fair serves as a leadership opportunity, a positive consumer experience and a way to support agricultural youth groups. The food stand is the place for exhibitors and visitors to get great food at reasonable prices while helping local organiza-

tions raise money. Proceeds support scholarships, educational activities and community projects like Ag in the Classroom, 4-H and youth groups.

To secure a shift and connect with the member volunteer coordinator, please contact Sheila Everhart at [sheilageverhart@gmail.com](mailto:sheilageverhart@gmail.com) or 608.774.1354.

For updates, visit [www.rockcounty4hfair.com](http://www.rockcounty4hfair.com). See you at the Rock County Farm Bureau food stand.

## Rock County Ag in The Classroom Essay Contest Winners

**By Sheila Everhart**

*Three Top Essays of 325 Entries Advance to District 2 Competition*

This year, Rock County Farm Bureau Ag in The Classroom had 13 fourth-grade classrooms participate, with 325 students writing and 'Telling us about cranberry production in Wisconsin during one of the four seasons.'



Carmen DeKok; and Faith Kettle, fourth grade, Roosevelt Elementary, Janesville, teacher: Beth Ulring. Congratulations to third place essay writer Nolan Akerberg fourth grade, Northside Intermediate, Milton, teacher: Samantha

LaBansky.

The top 13 entries were evaluated by nine Farm Bureau Members: Bill Bergs, Kathy Earlywine, Emily Johnson, Allison Funk, Bill Barlass, Marion Barlas, Kirk Leach, Marilyn Leach and Sheila Everhart.

Rock County Ag in the Classroom wants to congratulate the 325 students – as they are all winners. They learned about Wisconsin's #1 Fruit, the cranberry.

The top three Rock County entries advanced to compete at the District 2 level. Congratulations to first place essay writers: Joseph Austin fourth grade, Roosevelt Elementary, Janesville, teacher:

If you have questions, please contact Rock County Ag in the Classroom coordinator Sheila Everhart at [sheilageverhart@gmail.com](mailto:sheilageverhart@gmail.com) or 608.774.1354.

## Welcome NEW Rock County Farm Bureau Members

Randy Adamson, Austin Arndt, Carroll Services Inc, Ben Delong, Jordan Delong, Jeremy Delong, Tiffany Doberstein, Autumn Ferreira, Josh Franseen, Gary Gray, Jennifer Grenawalt, Joseph Gunn, Wally Hanna, Bruce Hendricks, Richard Hill, David Houfe, Joseph Jennaro, Ashley Johnson, Barbara Jones, Elizabeth Kempel, Shannon Kisa, Doug Kloeping, David Kloften, Kyle Longhenry, Ken Luety, Kathleen Martin, Nathan McConnell, Scott McGinnis, Andy McWilliams, Jenna Miland, Justin Morton, Sadie Pajdash, Michelle Rebout, Christine Rebout, Matthew Rehberg, Cristina Richards, Cailin Shortridge, Town of Turtle, James Walter, Bernard Wellnitz, David White, James Wollslair, Scott Zimmerman and Amanda Zuercher.

## Every Farmers Dream ... Machinery, Cheese, Pizza and Beer

By **Alison Kepner**, District 2 YFA Representative and **Andrea Brossard**, District 2 Promotion and Education Representative



The roads were snow and ice covered on February 28, but that didn't stop 80 Farm Bureau members from Districts 1, 2 and 3 from taking on Green County. The group started the day at Kuhn North America in Brodhead with a video update of the location and a tour of the plant.

Each day the plant starts producing agriculture equipment products with a sheet of metal and will leave as a TMR mixer or a baler. Seeing the process unfold was amazing. Our walking tour lasted 60 minutes, but we easily could have spent a couple hours. Kuhn is the leading manufacturer for many of the feeding, tillage tools, hay and forage tools.

The next stop of Every Farmers Dream was at the Alp and Dell Cheese Store in Monroe. Alp and Dell is owned by Tony and Esther Zraggen who immigrated to the U.S. from Switzerland in the 1980s. They purchased the cheese store in 2009 and have over 100 different cheeses for sale. During our time at Alp and Dell, Tony was available to give us a tour of the viewing hall where we were able to view the machines for the cheese making process.

Our lunch stop was at the ever-busy Sugar River Pizza in the heart of New Glarus. We were able to taste test several of their specialty pizzas and make a few announcements about upcoming events for YFA.

The last stop of the day was the New Glarus Brewery where the group was able to take a self-guided walking tour of the brewery and sample different craft beers made only in Wisconsin. Many attendees took time to relax and catch up with Farm Bureau friends.

Thank you to everyone who attended the first annual Every Farmers Dream tour. We asked participants to complete a post event survey and got some great feedback that will lead to the second annual Every Farmers Dream tour in 2018. As always, if you have any ideas or suggestions for events in your county or the district, please contact the District 2 YFA Representative Alison Kepner at [Alison.kepner@badgerlandfinancial.com](mailto:Alison.kepner@badgerlandfinancial.com) or District 2 Promotion and Education Representative, Andrea Brossard at [brossard\\_andrea@uwalumni.com](mailto:brossard_andrea@uwalumni.com).

## District 2 Leaders Meeting Recap

By Arch Morton Jr.



District 2 state committee members (past and present), shared their experiences serving on a state committee: (from left) Alison Kepner, Amber Hahn, Bill Barlass, Andrea Brossard and Arch Morton, Jr.

The third annual District 2 Leaders Meeting was on February 7 at the WFBF office in Madison. The Farm Bureau Board of Directors from each of the six counties in District 2 (Columbia, Dane, Dodge, Green, Rock and Sauk) were invited to attend. There were over 30 members who participated.

After everyone gave a brief introduction of themselves, we heard from our first presenter Executive Director of Public Relations Amy Eckelberg. Amy's interactive session 'Not Your Average Ag'vocacy Talk' helped us find better ways and more places to tell our own story about our farms or roles in agribusiness. It's so important for people to hear the real story from us. We all need to be agvocates.

Our next presenter was District 2 Representative on the Promotion and Education Committee Andrea Brossard, who also is a dairy farmer near Beaver Dam. Andrea's topic was 'From Women's to Promotion and Education Committee: Now What?' She informed everyone on the changes at the district and state levels.

Lastly, we had a panel of District 2 representatives on state WFBF committees. We talked about the committee's roles and responsibilities. Those WFBF committees include: Young Farmers and Agriculturists (YFA), Promotion and Education, Policy Development, Dairy and Volunteers for Agriculture (VFA). Thank you to Amber Hahn, Andrea Brossard, Alison Kepner and Bill Barlass for serving on this panel. Each of these state committees are extremely important for what they do for Farm Bureau and Wisconsin agriculture.

It was a great night of learning, interacting, exchanging ideas and fun. Thanks to our presenters and participants. Also, thank you to Ben Huber and Insight FS for sponsoring dinner.

**Arch Morton, Jr.**  
WFBF District 2 Director

### District 2 Discussion Meet

Date  
Tuesday, August 1

Time  
5:30 pm - 6:30 pm Dinner  
Catered by Dickey's BBQ  
6:30 pm Discussion Meet  
7:30 pm Policy Development Meeting

Cost: FREE

Location  
Compeer Financial  
Lower Level  
2600 Jenny Wren Trail, Sun Prairie

Question to be discussed:

Formation of family farm corporations is common practice. How can Farm Bureau work to ensure that the public's positive perception of the family farm is not lost?



For more information and to RSVP by July 25, contact  
District 2 YFA Representative  
Alison Kepner at 608.354.9232 or [alisonkepner@badgerlandfinancial.com](mailto:alisonkepner@badgerlandfinancial.com) or  
District 2 Coordinator Amy Blakeney at 262.689.2000  
or [ablakeney@wfbf.com](mailto:ablakeney@wfbf.com)

## Rock County Farm Bureau Contacts:

President, Doug Rebout 608.290.5928  
Vice President, Promotion and Education Chair, John Gerbitz 920.210.0495  
Secretary, Erin Daluge 608.728.2256  
Treasurer, Steve Earleywine 608.558.5330  
YFA Co-Chair, Megan Daluge 608.921.4037  
YFA Co-Chair, Executive Director, Emily Johnson 608.490.1081

Director, Rob Atkinson 608.302.5903  
Director, Bill Bergs 608.208.0227  
Director, Jacob Bobolz 608.359.5045  
Director, Sheila Everhart 608.774.1354  
Director, Logan Frei 608.751.3477  
Director Allison Funk 608.449.7601  
Director, Ed Hookham 608.751.3005  
Director, Rene Johnson 608.882.0102  
Director, Vaughn Johnson 608.751.4261  
Director, Bryan Meyer 608.774.9229  
Director, John Reilly 608.290.3129  
Director, Stacy Skemp 608.574.9096  
Director, Steven Towns 608.201.3585  
Director, Patti Wellnitz 608.290.4267

Rock County Farm Bureau 866.297.9711  
WFBF Board Director, Arch Morton, Jr. 608.931.0558  
District 2 Coordinator, Amy Blakeney 866.355.7342  
RMIC District Manager, Linda Schopen 262.522.8620

## Save the Date: Annual Meeting

Rock County Farm Bureau Annual Meeting

**Date:** Monday, September 25

**Time:** 6 p.m. - Registration and cocktail hour  
7 p.m. - Dinner  
7:30 p.m. - Meeting

**Location:** Rotary Botanical Gardens, 1455 Palmer Drive, Janesville

## Farm Bureau Offers Scholarships

By Sheila Everhart

The Rock County Farm Bureau will offer scholarship applications for members or member's children who are in their second year of college or technical school.



Scholarship funds are raised through sales at the Rock County 4-H Fair food stand. Scholarship applications will be available at the food stand in July, [wfbf.com/countyfarmbureaus/rock](http://wfbf.com/countyfarmbureaus/rock) or request from [sheilaeverhart@gmail.com](mailto:sheilaeverhart@gmail.com).

Please review application criteria and deadline date. Completed applications include an attached two- or three-paragraph essay, telling the committee about the college major, future career plans and how this scholarship will be beneficial. If pursuing a career in agriculture, please include.

Please return completed form by **August 15** to:

Rock County Farm Bureau  
c/o Sheila Everhart  
4618 West County Road  
Janesville, WI 53548