

Superior Shores Farm Bureau

PO Box 5550 Madison, WI 53705

Address Service Requested

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



For information about our farm safety campaign, contact your local Rural Mutual agent.

Rural Mutual Agents in Your Area:

Alan Schiefelbein (715) 392-5005
Pat Gillis (715) 934-2400

Ken Truax - District Manager

Wisconsin Farm Bureau Federation

Dairy Breakfast a Success



Volunteers worked the grill during the dairy breakfast including Superior Shores Farm Bureau President, Gregg Johnson and local FFA members.

About 700 people were served and the Ashland FFA and Ashland and Bayfield County 4-H members helped with setup, teardown and serving.

The breakfast was sponsored by the Bayfield and Ashland County 4-H, the Ashland FFA, the Superior Shores Farm Bureau, Rural Mutual Insurance and the Wisconsin Milk Marketing Board. Proceeds from the event will support Bayfield and Ashland County 4-H and Ashland FFA activities.

The Bay Area Farm and Garden Show and Dairy Breakfast held on March 28 at the Civic Center in Ashland was a success!

The show was free and vendors sold and showcased a variety of items that attracted attendees after breakfast.

The breakfast featured the Wisconsin Scrambled Omelet prepared in the giant fry pan and was popular with attendees. The omelet was served with muffins, cheese, milk, juice and ice cream sundaes.

Farm Bureau Members Participate in National Ag Day

Farm Bureau members from around Wisconsin celebrated National Ag Day on March 18.

Wisconsin Farm Bureau brought back the #WIAgProud campaign and encouraged farmers and agriculturists to share what they do and why they do it on social media.

Members were encouraged to share what makes them proud of Wisconsin agriculture by using #WIAgProud on Facebook, Twitter and Instagram.

Five photos were randomly selected to receive a prize and they included Kelsi Mayer, Green County; Jenna Fletcher, Dane County; Jamie Propson, Manitowoc County; Leahy

Farms, Fond du Lac County; and Cylon Rolling Acres, St. Croix County.

Meanwhile, Wisconsin Ag in the Classroom engaged students in a coloring contest. More than 200 entries were submitted and three winners were chosen.

Each winner received a package with Ag in the Classroom materials and goodies.

National Ag Day, organized by the Agriculture Council of America, is designated to help educate the world how food is grown, the role it plays in Americans' lives and the U.S. economy and to highlight the various careers it involves.

Picture This...



Do you have great photos that you have taken around your farm or somewhere in the county? We want to see them!

Submit your photos to District 9 Coordinator, Katie Mattison at kmattison@wfbf.com.

Your photo could be featured in the next edition of the Superior Shores Farm Bureau newsletter... or maybe even *Rural Route*.





COUNTYnews

SUPERIOR SHORES FARM BUREAU EDITION

Superior Shores Farm Bureau Celebrates June Dairy Month by Having a Scoop on Us

Superior Shores Farm Bureau is celebrating June Dairy Month by offering a “Scoop on Us” at various locations throughout Ashland, Bayfield, Douglas and Iron Counties.

Stop in at any of the following locations to enjoy a free scoop of ice cream from Superior Shores Farm Bureau.

- Breakwater in Superior and Ashland
- Buddies Burgers in Ashland
- Explorers Point in Ashland
- Joany’s Sidekicks in Iron Belt
- North Coast Coffee in Washburn
- Orchards Café in Iron River
- Penokee Mountain Deli in Mellen
- Rustic Roost in Iron River
- Twin Gables in Brule



Make Plans to Attend Dairy Day on the Farm

This year’s Dairy Day on the Farm will be held on Saturday, June 27 at the Todd Berweger Farm located at 61122 State Highway 112 in Ashland. The event is from 11 a.m. to 3 p.m. and is free to attend.

The menu for the day will include a picnic-style lunch of barbecue, potato salad, beans, cheese, milk, coffee and ice cream.

Come and have some fun on the farm! Meet some of the farm animals and get up-close and personal with the calves.

For more information on this and other June Dairy Month activities in your area, visit dairydaysofsummer.com.



Did You Know? June Dairy Month Edition

- Dairy is the largest segment of Wisconsin agriculture. Total ag economic impact is \$88.3 billion and dairy accounts for \$43.4 billion.
- More than 99 percent of Wisconsin’s dairy farms are family owned.
- Wisconsin has more dairy cows per square mile than any other state.
- Dairy farms operate seven days a week, 365 days a year. This means that dairy farmers must milk cows every day, even on holidays! Cows are usually milked two or three times each day.
- If people ate as much as cows, they would have to eat about 360 cheeseburgers and drink 400 to 800 glasses of water each day!
- A Wisconsin dairy cow produces an average of about seven gallons of milk each day. That’s almost 110 eight-ounce glasses of milk every day.
- To get the same amount of calcium provided by 3 cups of

milk you would have to eat one of the following: 17 oranges, 53 potatoes, 22 cups fresh broccoli, or 13 cups red kidney beans.

- It takes 12 pounds of whole milk to make one gallon of ice cream.
- Per capita ice cream consumption in the U.S. is about 18 pounds per year.
- The top five ice cream flavors are vanilla, chocolate, strawberry, chocolate chip, and butter pecan.
- If all the ice cream eaten in the U.S. annually were put into cones and stacked on top of each other, the stack would be tall enough to reach to the moon and back.



Superior Shores Farm Bureau Annual Meeting Date Set

When: Tuesday, September 8, 12 noon

Where: Freehands Farm, 60445 Summit Road W, Ashland

Come and celebrate with Superior Shores Farm Bureau, network and discuss current agriculture issues at the Superior Shores Farm Bureau Annual Meeting.

Watch your mail later on this summer for your formal invitation. We look forward to seeing you!

SAVE the DATE

Why Am I a Farm Bureau Member?



“To maintain a voice for agriculture in our local area, which benefits the northern four counties of Ashland, Bayfield, Douglas and Iron.” – Gregg Johnson, Superior Shores Farm Bureau.



INSIDE THIS ISSUE:

- 2 YFA Program Update
Forage Management
Market Basket Survey
Opportunity to Attend
Welcome New Members
- 3 Director’s Message
It Pays to be a Member
Women’s Committee
YFA Members
Calling All Members

Bourget Babbles: A YFA Program Update



Spring, a time of excitement, a time of new beginnings and a time to try those new things you have been thinking about all winter. Spring means all of the things in the agricultural industry that you love—through new crop rotations or meeting the animals that were in the making.

It also means taking advantage of the newness of spring for the Farm Bureau and the Young Farmer and Agriculturist Program.

The county YFA chairs and I have planned some great events for YFA members to come together and have fun, learn something new and help our communities.

We've already held bowling events, tubing and curling events! Later this spring we scheduled a Discussion Meet Training and for summer we are working on even more events! Please share ideas with us if there is something else you want to do.

You may be thinking, "What? I didn't know all of this was going on! Why wasn't I invited?" Okay, so maybe that is a little dramatic, but you know what I mean. We want to make sure that all of the YFA members know about these events so here are ways to know what is scheduled.

1. 'Like' your county YFA's Facebook Page! All of the events will be posted and you can chat with others and see who is going and share other ideas about events that you would like to attend.
2. Share your email with us! We are working on an email list

to share event and Farm Bureau information. We will not share your email or send you spam.

3. Let us know if you want a text! We are creating a list of members who prefer to receive a text, so let us know if that is more your style.

I know I keep saying, "Tell us if..." So, who is the us? You can contact me at 715.505.7676 or cindy.m.bourget@gmail.com or you can contact your county YFA chair. Trust me we love hearing from you!

The YFA program is a great way to have fun with the people who love agriculture as much as you do. I can't wait to meet all of you 18- to 35-year olds at all of the upcoming YFA events! Happy Spring!

Getting the Most from Your Forage Management

By **Jane Anklam**, UW-Extension Horticulture and Agriculture Educator

We can grow wonderful forage on the south shore of Lake Superior. We enjoy moderation in temperatures near the lake and soils that are high in nutrients and water holding capacity. But those attributes alone are not going to bring us to a successful and economical harvest. It is thoughtful, prescribed management that turns standing hay into a winning harvest.

The UW Extension recommends the following:

Insure proper soil pH. It is not a question if you are trying to grow a legume you will need to maintain a pH of 6.8 for alfalfa and a pH of 6 to 6.3 for most other legumes. A soil test is the only way to know what is needed to amend the soil to achieve proper pH. If adequate amounts of the proper neutralizing lime are not applied you will not have a stand that will grow to your expectation or the seed's ability. Lime is the cheapest way to get the dollar value out of the seed you purchase. Do not waste your inputs! Once you have the pH where it needs to be, you need only to retest every four years.

Cut your hay at the correct maturity. The nutritional value of the forage you grow changes daily. Know when it is ready to harvest. For mixed legumes and grass a general rule of thumb is late bud to first flower. This is when the best nutritional quality will be achieved. Easier said than done? Yes. But if you know, you can plan for losses accordingly and manage for what you do have control over more intently.

Manage traffic during harvest. Soil compaction on our clay soils is very hard to undo. It can increase losses to forage by

introducing disease habitat, stress roots and change water management on your fields. Drive over the fields to rake sooner rather than later after harvest. There will be less impact to the soil and the hay if the compaction occurs at closer intervals. Try and plan traffic to minimize trips over the field. Plan your routes so less overlap of traffic occurs.

Increase swath width. A wider swath will mean more rapid drying and maximum preservation of starches and sugars.

Put up at proper moisture. Forage that is not cut at the proper maturity or dried to the proper moisture will result in leaf drop during baling and handling. It is the leaf material that provides much of the nutrition.

Watch the ash content in your harvest. A little ash is unavoidable. More than this becomes dirt and takes away from all your hard work and investment. Do not cut so low that you are hitting the field with the bar. Set it to meet the contours of the field as best you are able.

There are more losses to consider in storage of your forage. Just remember to plan ahead to test your forage quality via the UW-Madison Soil Testing Laboratories.

For more information and to learn how to evaluate your forage through testing, please contact Jane Anklam, UW Extension Agriculture Educator at 715.395.1515 or jane.anklam@ces.uwex.edu.

Opportunity to Attend Young Farmer and Agriculturist Conference

Rural Mutual is offering sponsorship for those who have never attended the Wisconsin Farm Bureau Federation YFA Conference. We want you to become more involved in our organization by attending this year's event. This year we are looking forward to the Peterson Farm Bros. as the keynote speakers.

The Peterson Farm Bros. are made up of Greg, Nathan, Kendall and honorary "bro" Laura Peterson. They are siblings who farm together with their parents near Assaria, Kansas.

They produce entertaining and educational videos on their YouTube channel and post farming and video updates to their social media pages.

Upcoming Dates to Remember!

June 18 – District 9 Listening Session and Training.
6:30 p.m. – Barron Electric

August 17 – District 9 Policy Development Meetings
11:30 a.m. – Tee-Away in Ladysmith
7:30 p.m. – Stout Ale house Banquet Center

Ever since they started producing content, they realized a need to inform people about what they do. Aside from their production on social media, they travel around the country to perform and advocate for agriculture.

Applications for the sponsorship are due by **August 15**. Rural will select up to 100 first-timers to receive sponsorship that will include the conference registration fee and two nights lodging. All participants must be Farm Bureau members by September 30 to qualify for sponsorship.

For more information, please contact District 9 Coordinator Katie Mattison at 715.418.0975 or kmattison@wfbf.com.

Welcome New Members!

Todd Berweger*, Roger Branham*, Bryce Brown*, Harvey Carlson*, John Cory, Michael Mikrot*, Mark Motel*, Nina Protokowicz, Jon Tepoel*, Karen Tucci*, Town of Cloverland and Town Of Orienta

*Denote Voting Membership

Ashland Represented in WFBF Market Basket Survey



Each quarter, Verne Gilles, Secretary of the Superior Shores Farm Bureau goes to the grocery store to report food prices in the Ashland area. These prices are submitted to the Wisconsin Farm Bureau as part of the quarterly, Market Basket Survey.

Survey Shows Beefed Up Grocery Prices

Beef is the key ingredient to higher grocery bills in Wisconsin. The Wisconsin Farm Bureau's Market Basket Survey shows the total cost of 16 food items that can be used to prepare one or more meals is \$51.96, up \$1.92 or about 3.8 percent compared with a survey conducted a year ago. The average price for the survey's two beef items made up 77 percent of the overall increase.

"Economics 101 tells us that strong demand and tight supplies equal high prices," said Casey Langan, Wisconsin Farm Bureau Federation spokesman. "Strong international demand for beef coupled with tight supplies from fewer cattle in the United States has led to historically high beef prices."

The survey found the average price of one pound of ground chuck rose 21 percent compared with last year, from \$3.86 to \$4.67 per pound. One pound of sirloin tip roast increased more than 13 percent from \$4.85 to \$5.52 per pound.

"Higher beef prices did not happen overnight," Langan said. "A prolonged drought in western and southern states in recent years took a toll on the size of the U.S. cattle herd, shrinking it to size not seen in 60 years. This came at a time when millions of consumers in China, India and Brazil were adding more protein to their diets causing exports to rise."

Survey Results

Of the 16 items surveyed, 10 increased in price while six decreased in price compared with Wisconsin Farm Bureau's 2014 spring survey.

"In general, lower energy costs have had a calming effect on food prices. Our survey's overall price reflects that, changing by just a penny since September," Langan said. "However, over-supplies and shortages on farms have led to price volatility. Reduced production of citrus brought on by drought led to a 7 percent increase in the price of orange juice over the past year."

For more information, visit www.wfbf.com.

District Director's Message



Each year, as farmers, we look forward to winter declining and spring taking over. It is the time of optimism, the time of planting, and the time of high expectations. This process also seems to give us added energy to carry out all the tasks that come along with the season. I hope you have a successful spring season.

Our county Farm Bureaus also have a variety of important activities taking place, and I encourage you to be a part of them. They range from supporting 4-H and FFA programs to informing the agricultural community on the new Implements

of Husbandry law. Our local county Farm Bureau's play a large role in supporting Ag in the Classroom programs, Young Farmer and Agriculturist activities and the UW-River Falls Collegiate Farm Bureau.

On June 18, District 9 counties are invited to an area-wide event at Barron Electric with opportunities to give direction to the District Director and to learn about ways to make our organization even better. Dinner will start at 6:30 p.m. followed by legislative updates and listening session. I hope you can attend.

Jim Holte
WFBF President and District 9 Director

It Pays to be a Wisconsin Farm Bureau Member

Submitted by **John Kauffman**, Sawyer County Board member



Of all of the Wisconsin Farm Bureau Federation membership benefits, the hotel discounts are the most beneficial to us, now that we are mostly retired and travel extensively.

We take advantage of Choice and Wyndham groups, but find that the Wyndham group fits our travel

style best and gives us a range of class and numbers of hotel chains.

Building points for travel discounts and free night stays has been a big help for us to add benefit to the WFBF discount. For example, during the last 12 months, we built enough points for nine free nights at Wyndham's tier one motels.

There are eight tiers based on value and popularity from tier one at 5,500 points to tier eight at 30,000 points. Building up points includes staying at one of the twelve Wyndham motel or hotel chains, applying for and using the Wyndham Rewards credit card and taking advantage of their promotional offers.

We book online at www.wyndhamrewards.com. Once you register with your user name and password, you can access your personal site that gives your point totals, history of the motel and hotels where you have stayed and the booking square to indicate where you want to stay, what date, how many rooms and persons and the chance to enter the Farm Bureau ID #8000004288 under corporate code.

Next you choose which motel or hotel you prefer, then which room you choose. Under each motel or hotel site you can find information such as offered amenities, breakfast served, photos of facility and a facility rating by customers' experience.

Booking online requires a credit card to confirm reservations. Once you have given your identification information (address, telephone and email, etc), you enter your credit card information and purchase. An email confirmation is then sent to you with your confirmation number and other hotel information including cancellation deadline.

We have found that the WFBF hotel discount is equal to or greater than the other discounts such as AAA and senior discounts, etc. With this great benefit it doesn't take long to save back the yearly WFBF membership dues!

District 9 Women's Committee Update



As I sit down to write this, I can't help but reflect on the last few months as the new women's committee representative for District 9.

To say that so far it has been a learning experience is an understatement. I have met so many new people and gotten immersed even further into Farm Bureau and for that I am truly thankful. This organization that we all have in common has so many opportunities for us all to get involved and let our voices be heard for something near and dear to our hearts, agriculture.

Something I hold very closely to my heart, being a mother of two young children, is the Ag in the Classroom program. Agriculture gets left behind easily in our schools and I want to help give our district Ag in the Classroom coordinators and all those who want to help get the Ag in the Classroom programs into our schools a chance to gain knowledge, tools and share their experiences with each other.

On August 29, we will be having a district-wide Ag in the Classroom round-table discussion and training day. All of you who want to get more involved in Ag in the Classroom and those who are serving as coordinators, please mark this day and

plan to attend. It will be a great day to share ideas and see what is working for other counties, so please join us to share your valuable experiences!

Something else to look forward to in August will be our district-wide women's summit. This will be held on August 12 in the Amery area. This is a great chance to get off of the farm and network with other women involved in agriculture from across our district. I challenge you to try and find another woman who may be interested in becoming a member and bring her to this event. This is a great event to show others what we are about and the support system that we have in place as women in agriculture.

Lastly, in 2014 the state Women's Committee held a pop tab drive during the WFBF Annual Meeting. We collected 734 pounds of tabs to donate to the Ronald McDonald houses. We are holding the drive this year and it will be a competition among districts to see which district donates the most.

Who doesn't like a little friendly competition! So please start or keep saving those tabs! If you know anyone who owns a bar or restaurant who is willing to save these for you, think about asking them. If you are unable to make it to the WFBF Annual Meeting but still want to donate, please contact Katie or I and we will make sure that the pop tabs are picked up.

Superior Shores Farm Bureau Contacts:

President, Gregg Johnson	715.681.0492
Vice President, Perri Shuga	715.779.5756
Secretary/Treasurer, Verne Gilles	715.682.4408
Women's Chair, Robyn Lulich	715.746.2444
Director, Ella Teague	715.682.9954
Superior Shores Farm Bureau	866.355.7349
WFBF Board Director, Jim Holte	715.835.6708
Women's Committee Chair, Mary Prestrud	715.455.1495
District 9 Coordinator, Katie Mattison	866.355.7349
RMIC District Managers:	
Ken Truax (Douglas, Bayfield, Ashland)	715.514.4477
Dave Meihak (Iron)	715.344.6220

YFA Members! Mark your Calendars!

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

Discussion Meet. The District 9 Discussion Meet has been set for Thursday, September 10. Watch for details on the time and location of the event. 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 reach consensus and solve problems.

This year's topic is: **How can we influence state and local policy that more effectively balances the social and economic interests of farmers and ranchers versus burdensome federal regulation?**

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 or her efforts in production agriculture and leadership achievement. Participation in this program with individual recognition and the resulting publicity will build the organization. Applications are due **July 1**.

Excellence in Agriculture. The Farm Bureau Excellence in Agriculture Award Program is designed as an opportunity for YFAs, 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**.

For more information, contact District 9 YFA chair Cindy Bourget at 715.505.7676, cindy.m.bourget@gmail.com.

Calling All Members!

Are you a Superior Shores Farm Bureau member who has a business in the area? Would you like your business featured in an upcoming Superior Shores Farm Bureau newsletter?

If you answered yes to either of these questions, we would love to include you as a feature article.

Please contact District 9 Coordinator, Katie Mattison at 715.418.0975 or kmattison@wfbf.com.