

Trempealeau County 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 on farm insurance, contact your local Rural Mutual agent.

Rural Mutual Agents in Trempealeau County:

Gretchen Erickson (715) 538-4001
Lon Truax (608) 525-3311

Ken Truax - District Manager

Wisconsin Farm Bureau Federation

Help Needed at the Trempealeau County Fair Milk Shake Stand

We are looking for volunteers to help out during the Trempealeau County Fair in the famous Trempealeau County Farm Bureau Milkshake Stand.

Please contact the board director for that day to sign up.

Wednesday: Tom Bice 608.539.3172
Todd Quarne 608.989.2252

Thursday: Celeste Schank 715.985.3187
Broc Kensmoe 715.533.2355

Friday: Crystal Johnson 406.480.0729
Brian Maliszewski 715.530.1107

Saturday: Chuck Johnson 608.323.2434
Todd Quarne 608.989.2252

Sunday: Bruce Prudlick 715.695.3446
Jamie Goplin 715.530.0875

Wednesday - 23	Thursday - 24	Friday - 25	Saturday - 26	Sunday - 27
5 p.m. - ?	10 a.m. - 1 p.m.			
1. 2. 3.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
	1 p.m. - 4 p.m.			
	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
	4 p.m. - 7 p.m.			
	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
	7 p.m. - ?			
	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.



TREMPEALEAU COUNTY FAIR
JULY 24-27 2014
GALESVILLE, WI



www.trempealeaucountyfair.com



COUNTYnews

TREMPEALEAU COUNTY FARM BUREAU EDITION

President's Report



This is the first President's Message that I have written. To be honest I had a difficult time figuring out just exactly what I wanted to say since there are plenty of great things that I could talk to you about regarding Farm Bureau.

I started to think about back when I got involved with Farm Bureau. Back in the day I was encouraged by a fellow farmer to become involved in what was then called the Young Farmer program. Now the program is called the Young Farmer and Agriculturist (YFA) program. Even though the name has changed, the general concept is the same: young people, involved with agriculture, coming together.

The YFA program allows those who are 18 to 35 years old who are farming and those who have a connection to agriculture to become involved in Farm Bureau. Here in Trempealeau County, we have worked hard to be able to send members to the state YFA Conference in Wisconsin Dells and support county YFA events. In the past, the Trempealeau County YFA has held a casino night, bowling night, night out at the ball park, tractor tour and the list goes on and on. I hope that when you are made aware of these opportunities that you seize them because you never know the friends and new connections that you will be able to make.

After all is said and done, I can look back at my years being involved in the Young Farmer program and be extremely grateful for the things I learned and the relationships I made. I hope you get involved and have the same experience.

Sincerely,

Todd Quarne
Trempealeau County Farm Bureau President

Trempealeau County Farm Bureau Awards Scholarship

The Trempealeau County Farm Bureau sponsors a scholarship open to the children of members. The Farm Bureau offers a \$500 scholarship to those going into an agriculture field and a \$500 scholarship to someone who is graduating college and continuing their studies to become a veterinarian.



This year the Trempealeau County Farm Bureau awarded a \$500 scholarship to Andrew Woychik of Independence. We wish Andrew the very best as he prepares to take on the financial burdens of higher education.

Blair-Taylor Student Wins Ag in the Classroom Essay Contest

The topic for this year's Wisconsin Farm Bureau Ag in the Classroom Essay Contest for fourth and fifth grade students was "Wisconsin gardens provide many food choices for us." This year we had 60 students from around the county enter the contest. Our winner was Austyn Capouch, a fifth grader from the Blair-Taylor school. Austyn is the daughter of Angie and Jason Capouch. Congratulations to Austyn for her outstanding essay:

WI Ag

I love picking potatoes out of the garden! Both of my grandpas are gardeners. One of my grandpas grows sweet corn, tomatoes, cabbage, peas, beans, peppers, onions, garlic, raspberries, parsley, green beans, watermelon, and pumpkins. My other grandpa grows tomatoes, potatoes, peas, beans, radishes, carrots, strawberries, broccoli, cauliflower, cucumber, onion, corn, rhubarb, parsley, dill, lavender, herbs, basil, watermelon, celery and sunflowers. Then he cans some of the fruits and vegetables or freezes it. When I go to one of my other grandpas gardens we pick lots of fruits and vegetables. Potatoes grow under the dirt so we all have to dig them up. When we pick tomatoes we pick them off a little stem. When we pick sweet corn we rip it off the stalk. When we pick peas we pick them out of the pot. My grandma plants sunflowers. When she picks them she takes the head off of the flower then she feeds it to the birds. By doing that she is being generous to wild life. Maybe you can try to make a garden one day. You never know if you're going to like it.

INSIDE THIS ISSUE:

2 YFA Discussion Meet
July Beef Month
Water Conservation

3 Member Benefits
Essay Contest
Farmer to Producer
Rural Sponsorships
Board Contacts

Be Social...



wfbf.com



www.facebook.com/WIFarmBureau



twitter.com/WIFarmBureau



pinterest.com/wifarmbureau

...With Farm Bureau

YFA Members! Mark your Calendars!

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

Discussion Meet: The District 4 Discussion Meet has been set for **Wednesday, August 20** at the Community Center (old grade school) in Taylor. The Discussion Meet starts at 7 p.m. with dinner immediately following to make way for the policy development afterwards. The Discussion Meet is an activity designed to build crucial skills in young, active farmers and agriculturists. 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 young farmers and ranchers work to encourage membership growth and member engagement for the county, state and national Farm Bureau organizations?**

July is Beef Month

To follow-up a busy June Dairy month, we celebrate Beef Month in July. The Trempealeau County Farm Bureau is working on two promotional opportunities in the grocery stores in Whitehall and Osseo during the month of July. The Wisconsin Beef Council provides aprons, banners and brochures to support the success of the event.

The objective of the beef promotion is to increase beef sales, provide consumers with quick and easy beef recipes and provide consumers with simple meal suggestions. Although the dates for these events aren't set in stone, we are looking for individuals to assist in making these promotional events a success. If you are interested in helping, please contact Crystal Johnson at 715.597.2411.



Water Conservation in the Field By Amber Radatz, Discovery Farms, Trempealeau County Farm Bureau member



Often when we hear about conservation, it relates to soil. Don't get me wrong. Soil conservation is still really important. But, I would suggest that equal effort and attention should be given to water conservation in the field, as the two work hand-in-hand. Discovery Farms research has proved time and time again that reducing runoff

lowers nutrient and sediment loss. Take a look at your farming system - do you have a network of conservation practices in place that increase water infiltration? Harvesting precipitation water protects soil, water, productivity and profits. Usually the most limiting factor in any field and the cause of most yield loss is water availability.

Conservation practices are usually designed for a 25-year event, which means approximately 5.3 inches of rain in a 24 hour time period. We keep hearing that there will be an increase in more intense storms. The National Oceanic and Atmospheric Administration projects that Wisconsin will see nearly a 30% decrease in annual snowfall on average, and about a 20% increase in rainfall events of more than two inches in 24 hours. What does that mean for runoff, nutrient and sediment loss? How can we prepare our farming systems for these events?

A table with the event sizes and recurrence intervals is to the right. When we get a heavy rainstorm, there is always plenty of speculation about whether it was a 'big' storm or a storm that 'you just can't plan for'. While there can be intense periods during a storm, usually the cumulative effect is within the realm that we've been planning for with our conservation designs.

At five Discovery Farms sites around Wisconsin, an average of 10% of the rainfall left the fields as surface runoff. The median storm that produced runoff from these monitoring sites was between 0.6 and 1.0 inches, depending on soil type. In this set of farms from

years 2003-2009, there was a total of one 100-year storm, two 25-year storms, and four 10-year storms that caused runoff. There were 246 total events that caused runoff, and 2,400 rainfall events total. Of the events that caused runoff, 41% of them were greater than a one-year return period.

What elements of your system are helping keep rain and snow where it falls? Practices that increase water infiltration and protect the soil from erosion losses also increase productivity and profitability. I'm talking about minimum tillage, leaving crop residue on the surface, using manure as a fertilizer and soil amendment, contour farming, strip cropping and structural practices like waterways, terraces and check dams.

Enhancing soil quality. Improving soil quality means increasing or maintaining organic matter, maintaining a high level of residue cover, preventing soil compaction and increasing infiltration through enhanced soil structure and water holding capacity. What that really means is by treating your soil well, it will return the favor by holding onto water and making it available for your crops when they need it the most.

The best way to improve soil quality is to add organic matter back to the soil in the form of crop residue and/or manure, and to reduce tillage as much as possible. These steps protect the soil surface from rainfall or snowmelt events, maintain soil structure and reduce the threat of erosion.

Structural practices. Even if you are using minimal tillage, residue cover and preventing compaction, it's really critical to

maintain waterways in the concentrated flow areas. Waterways, terraces and check dams are placed in critical areas of the field to slow water and protect the soil. By themselves, these practices have far less of an impact than if used as part of a network of practices to slow water down and increase infiltration.

These practices need inspection

and maintenance on a routine schedule so that they remain at maximum performance. While walking fields earlier this month, we saw the effects of an intense winter season with several melts, ice events and rain on frozen ground. Repairs to small areas within waterways will be necessary to keep up the filtering ability in these concentrated flow areas. Every few years, check dams may need to be maintained, repaired or cleaned out.



Minimal tillage. No till or minimum tillage may not be a solution for every farm or field. However, you should evaluate whether some of the new technology in tillage tools can work in your system. After each tillage pass, organic matter is decomposed, and soil structure is broken up. By leaving crop residue on the soil surface instead of incorporating it, soil moisture levels are increased. Every spring tillage pass can cause the loss of about a quarter of an inch of water that would have been available to the growing crop.

Some soil types stay too cool or wet in the spring to allow for timely planting. In those areas, consider tillage tools that concentrate disturbance to the area around the seed, instead of the whole field. Some of the new equipment allows us to get the seedbed warmed up and dried out while still leaving some residue on the surface.

It's more important than ever to get practices in place and working to increase infiltration. It's predicted (and recent records show) that we will see more spring precipitation and less summer precipitation. The last few years, storms have been less frequent and more intense. We need to think about managing our crop water supply throughout the year so we can increase the chance for a successful growing season.

A network of conservation practices on a farm will work together to slow water down and increase the amount available to your growing crop. You could think of it as the difference between carrying around a multi-tool instead of just a screwdriver. You may not need the extra features like the pliers, knife or file for every job, but just carrying around a screwdriver will really only allow you to complete a portion of the jobs you'd like to get done.

Recurrence interval	Inches of rain in 1 hour	Inches of rain in 24 hours
1 year	1.21	2.53
5 years	1.84	3.64
10 years	2.18	4.3
25 years	2.68	5.32
50 years	3.08	6.19
100 years	3.49	7.13
200 years	3.93	8.16
500 years	4.53	9.64
1,000 years	5.00	10.80

There are Benefits to Your Farm Bureau Membership:

Auto

- General Motors Discount

Communication

- AgriVisor (NEW)
- The Country Today

Financial

- AgriPlan Medical Reimbursement Program
- Farm Bureau Bank

Health

- ScriptSave® Prescription Drug Savings Card
- Stroke Detection Plus

Insurance

- Rural Mutual Insurance Company
- Farm Bureau Financial Services

Protection

- \$500 Reward Protection Program
- Accidental Death Policy

Supplies and Products

- Case IH
- FS-GROWMARK Patronage
- Grainger
- Office Depot

Travel

- AAA
- AVIS Car Rental Discount Program
- Choice Hotels International, Inc.
- Wyndham Hotel Group

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

Director's Message



Greetings,

I recently had the opportunity to go to D.C. with the Leadership Institute participants and watch them in action as they represented Wisconsin agriculture in our nation's capital. I was so impressed with the breadth of knowledge that was expressed on many different facets of farming; from taxation, animal

rights, trade issues and all of the different environmental regulations that affect us every day. Farm Bureau is one of the most respected organizations in the country and it was very evident in the way our legislators met with us as well as our

opportunity to meet with agency personnel at the Department of Agriculture and British Embassy.

It has also been refreshing to see how much the grassroots process of Farm Bureau is appreciated from our members as the comments are coming in from the Strategic Planning process that Wisconsin Farm Bureau is currently undertaking.

No one can tell agriculture's story better than our members. Keep telling yours.

Stay safe.

Joe Bragger

Cell: 715.530.0466 | Home: 715.985.2314
braggfam@trivest.net

From Farmer to Producer, Back to Farmer

By Casey Langan, WFBF Executive Director of Public Relations



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 mix 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.

Trempealeau County Farm Bureau Contacts:

President, Todd Quarne 608.989.2252
Vice President, Jamie Goplin 715.538.2602
Secretary/Treasurer, Celeste Schank 715.985.3187
Ag Promotions Chair, Crystal Johnson 406.480.0729
YFA Chair, Brian Maliszewski 715.530.1107

Director, Thomas Bice 608.539.3172
Director, Chuck Johnson 608.863.2530
Director, Broc Kensmoe 715.533.2355
Director, Bruce Prudlick 715.797.1130

Trempealeau County Farm Bureau 888.830.2573
District 1 Coordinator, Steve Boe 866.355.7344
WFBF Board Director, Joe Bragger 715.530.0466
RMIC District Manager, Ken Truax 715.514.4477



Trempealeau County Farm Bureau board members (L to R) Crystal Johnson, Celeste Schank, Brian Maliszewski, Jamie Goplin, Chuck Johnson, Todd Quarne, Tom Bice, Bruce Prudlick and Broc Kensmoe.

Rural Mutual Sponsors YFA Conference

Again this year, Rural Mutual is generously offering sponsorship for those who have never attended the WFBF YFA Conference in the past to become involved in our organization by attending this year's event. From the applications received by August 15, Rural will select up to 100 first-timers to receive sponsorship to the conference. Sponsorship will include the conference registration fee and two nights lodging at the Kalahari Resort.

In addition, Rural recognizes that it is critical for these new members to have a mentor at the county level. Thus, any YFA who refers new YFA members who are selected for sponsorship to attend this year's event may qualify for a \$100 cash award (you must be present at the Friday, December 6 banquet & program to collect the cash award).



2014 Farm Bureau Young Farmer and Agriculturist Conference AGENDA

Friday, December 5

Afternoon: Free Time
3:00 p.m. Registration Check-in
3:30 p.m. First-Timer Orientation
6:00 p.m. Banquet and Program
7:30 p.m. District YFA Meetings
8:30 p.m. YFA Reception/Entertainment
Featuring Muritz Brothers Band

Saturday, December 6

7:00 a.m. Registration Check-in
8:00 a.m. Discussion Meet/Confident Orientation
8:30 a.m. Discussion Meet/Quarter Finals
10:30 a.m. YFA Buffet Brunch and Program
12:30 p.m. Excellence in Ag Presentations and Achievement Award Interviews
1:30 p.m. Discussion Meet/Dinner Finals
2:00 p.m. Trade Show opens
2:40 p.m. Breakfast Learning Sessions
4:30 p.m. Reception - Trade Show
6:00 p.m. Farm Bureau Extravaganza!
8:30 p.m. Free Time

Sunday, December 7

7:30 a.m. Morning Devotional
8:30 a.m. Complete Discussion Meet/Final
9:30 a.m. YFA Discussion Meet/Final
10:30 a.m. Buffet Brunch and Program
12:00 p.m. Announcement of YFA Contest winners
YFA Conference Ends

Like us on Facebook:
www.facebook.com/WisconsinYFA

Want to get away?

The Wisconsin Farm Bureau Federation's Young Farmer and Agriculturist (YFA) Conference will be held December 5-7, 2014 at the Kalahari Resort and Convention Center in Wisconsin Dells. Make plans now to join other YFA members for this exciting event!

Top-notch speakers, great entertainment, a unique networking opportunity and a weekend of family fun - and you are invited to attend, as our guest!



A special offer from Rural Mutual Insurance Company

If you've never attended this event before, Rural Mutual wants to sponsor you and your family. Just complete the sponsorship application on the back of this form and send it to the address at the bottom of the page. You may apply as an individual or as a couple, but don't delay - only 50 double occupancy rooms are available, and the deadline to apply is August 15!

If you are a Farm Bureau member age 18-35 and are selected for sponsorship, Rural Mutual will pay the conference registration fee for you and your spouse/parent and two nights lodging at the Kalahari Resort. Registration fee includes registrars meals, workshop materials and entertainment. If selected, you will be notified by September 12, and additional details regarding the conference will be mailed to you with a reference registration form that you will be required to complete.

Refer a Friend - Qualify for Cash!

Any YFA member who refers another who is accepted for sponsorship and attends the event will qualify for a \$100 cash award. Limit: One award per family - you must be present at Friday night's banquet to qualify. See referral form on reverse side.

All participants must be Farm Bureau members by September 30, 2013 to qualify for sponsorship. If you have any questions or need more information, please contact Tracy Pape at Rural Mutual Insurance Company at 608-828-5401 or tpape@ruralins.com.