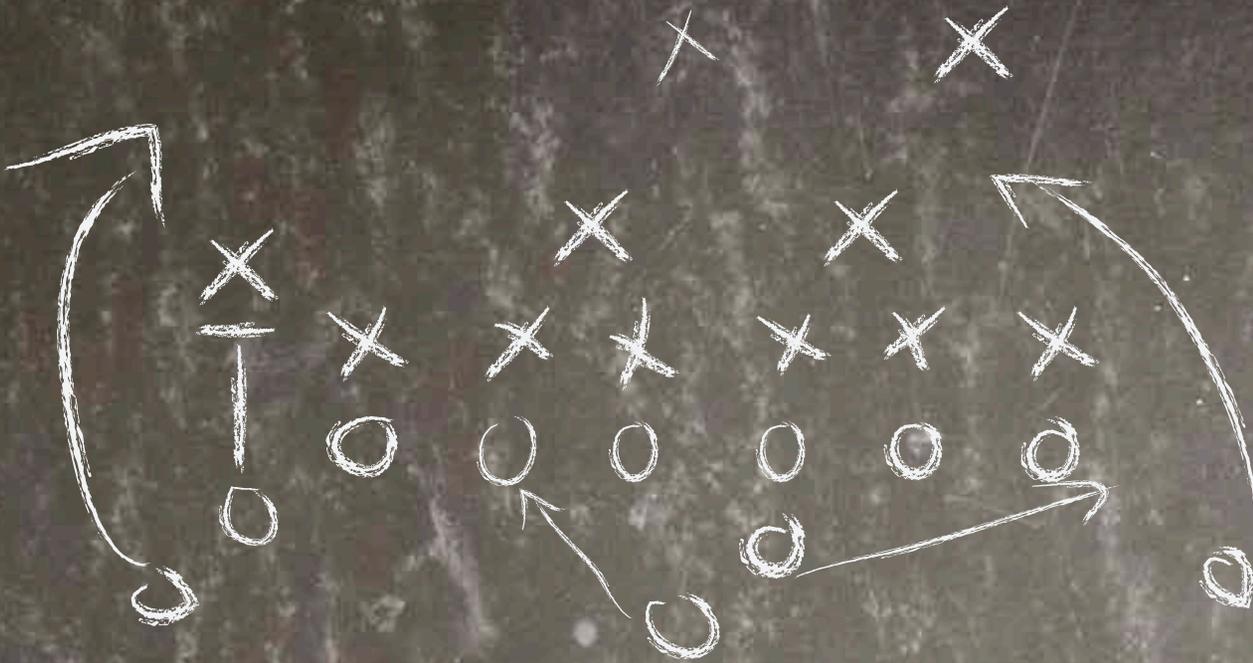


# PLAYBOOK



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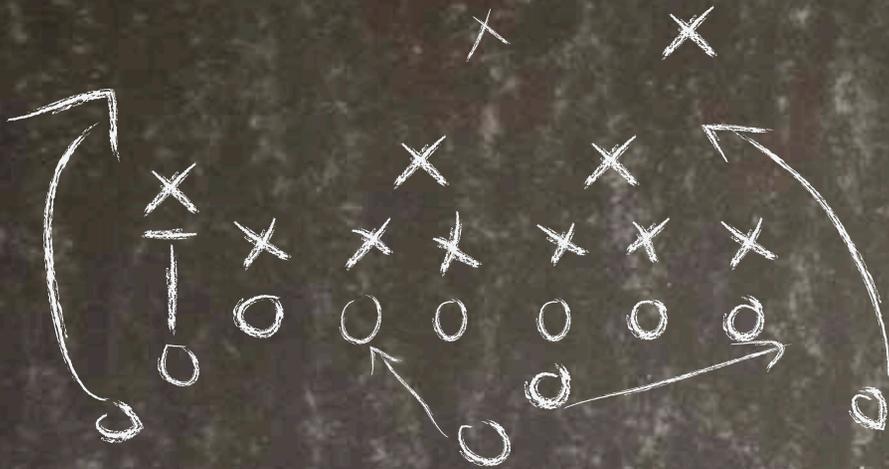
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IMPLEMENTATION



# PLAYBOOK PURPOSE

To create this resource, the Wisconsin Farm Bureau Promotion and Education Committee members collected events, programs and activities that happen throughout Wisconsin on a local level. The purpose of the Playbook is to provide counties with ideas and resources for planning county activities and events. Throughout the Playbook, you will find activities and events for all ages, time frames and budgets.

# ADDITIONS AND UPDATES

Updates to the Playbook will be made quarterly. Updates to current plays and new plays need to be received at the WFBF home office by the dates listed below. Updates received after these dates will be held until the next update. Play submission sheets can be found at [wbf.com/programmevents/promotion-and-education](http://wbf.com/programmevents/promotion-and-education).

December 15

March 15

June 15

September 15

# ABOUT THE WFBF PROMOTION AND EDUCATION COMMITTEE

The Wisconsin Farm Bureau Federation Promotion and Education Committee's purpose is to develop, implement and promote projects and programs which build awareness and understanding of agriculture and provide leadership development for the agricultural community. Contact your district representative to learn more about Promotion and Education opportunities in your area. Find your district representative by visiting [wbf.com/programmevents/promotion-and-education/2016-promotion-and-education-committee](http://wbf.com/programmevents/promotion-and-education/2016-promotion-and-education-committee).

# AG IN THE CLASSROOM

Activities include classroom visits, farm tours, essay contests, science projects, growing plants, learning about farm animals and more.



## DISTRICT 2

### Youth Ag Summit

Quarterback: Andrea Brossard - 920.296.2382 | [brossard\\_andrea@uwalumni.com](mailto:brossard_andrea@uwalumni.com)

#### Description

To plan and conduct this event, county leadership from six counties (Columbia, Dane, Dodge, Green, Rock and Sauk) collaborated. The committee determined that there was a need for a district event that brought high school youth together from surrounding areas that would allow them to further investigate and determine career paths outside of production agriculture, while still highlighting careers that would allow them to remain in the dynamic agriculture industry. The committee focused on several key areas to successfully execute the program that included: host facility, event funding, industry support and the agricultural education teacher network to reach our target audience.

#### Cost of Play

Event Funding: With financial support of \$200 from each of the six county boards and a charge of \$5 from each high school youth attendee, lunch, needed materials and a portfolio for each student who attended were covered. Through committee discussions it was determined that a physical take away item was needed. This resulted in the purchase of portfolios for each student who attended, allowing them an item that was career-focused and useful for future endeavors in agriculture.

#### Time-frame Needed to Implement

About six to eight months.

## BARRON COUNTY

### Summer School Tours

Quarterback: Karyn Schauf - 715.537.9376 | [kschauf@gmail.com](mailto:kschauf@gmail.com)

#### Description

Barron School District has a summer school class that is focused on agriculture. The yearly theme changes so the activities chosen focus around that year's theme. This activity is held at Indianhead Holsteins, and repeated parts of the tour include: milking a cow, seeing the feed room and safety on the farm. Different stations around the farm help showcase these different aspects of the farm. Volunteers are pulled from the Barron County Farm Bureau membership to help run five to seven stations.

#### Cost of Play

Less than \$50.

#### Time-frame Needed to Implement

No more than a few weeks.

## BROWN COUNTY

### Pizza Plunge

Quarterback: Nicole Nohl - 920.980.4291 | [nicole.nohl@gmail.com](mailto:nicole.nohl@gmail.com)

#### Description

In partnership with UW-Extension, Brown County Farm Bureau found dairy and wheat farms. The event included a tomato growth discussion, planting and grinding at the extension office. A middle school also partnered with this event. Things learned: crust comes from wheat, cheese comes from cow's milk and sauce comes from tomatoes.

#### Cost of Play

Bus - \$300; Pizza lunch - \$150

#### Time-frame Needed to Implement

Pre-lesson: 45 minutes; Day of: 8 hours; post lesson: 45 minutes (for sixth through eighth grade students)

## DODGE COUNTY

### Farm City Days

Quarterback: Andrea Brossard - 920.296.2382 | [brossard\\_andrea@uwalumni.com](mailto:brossard_andrea@uwalumni.com)

#### Description

Farm City Days is an annual spring event, where our county Farm Bureau board/ volunteers and the UW-Extension staff team up to bring more than 250 fourth grade students to a farm for the day. Each year is different as the event is rotated from farm to farm throughout the county. Schools attend the event in time slots of three to four hours. At the event a variety of stations (i.e.: animal nutrition, calf care, farm safety, vet health) are set up for educational stops. Snacks (i.e.: milk, string cheese, Go-Gurt®, fruit) are provided for the students.

#### Cost of Play

Around \$300. Expenses include a portable restroom rental, hand wash station and food items that were not donated.

#### Time-frame Needed to Implement

Started planning with the help of the UW-Extension office in February. Mailings to schools were sent two months ahead of the event. Follow-up with schools occurred three weeks prior to the event. Final details were sent to schools the week before.



## DOOR COUNTY

### Mother's Day Flowers

Quarterback: Char Sullivan - 920.743.9391 (call)

#### Description

Working with Girl Scout troops, Door County Farm Bureau makes a Mother's Day flower pot gift for troop members to give to their mother or grandmothers. This introduces the girls to working in a greenhouse and plant care. It also will make it possible to earn their gardening badge.

#### Cost of Play

Container for flowers: \$1 each; Flowers: \$1 for each child

#### Time-frame Needed to Implement

1 hour: transplanting and selecting flowers and pots; 30 minutes: farm tour. This project works best with small groups of eight or less.

## DOOR COUNTY

### Coloring Fun at the County Fair

Quarterback: Char Sullivan - 920.743.9391 (call)

#### Description

At their fair food stand, the Door County Farm Bureau has farm-related pictures with colors for young children to use while they eat their meal. The pictures are then posted in the food stand for the remainder of the fair.

#### Cost of Play

\$10: Colors; Free: pictures

#### Time-frame Needed to Implement

30 minutes

## GRANT COUNTY

### Essay Sponsorship and Ice Cream Party

Quarterback: Charisse Orth - charisse31gifts@gmail.com

#### Description

To encourage more Ag in the Classroom essay contest participation, the Grant County women's committee offers prizes. Each student who enters receives a \$2 bill. The winner gets \$10, second place gets \$8 and third place gets \$5. The winner's classroom also gets an ice cream party.

#### Cost of Play

\$50-\$100, depending on the number of essays entered.

#### Time-frame Needed to Implement

Planning begins in March with gathering money for the entries. During the April meeting, the essays are judged and prizes for the winners are attached. The winning student's teacher is contacted in May to schedule the ice cream party.

## GRANT COUNTY

### Book of the Year for Schools

Quarterback: Charisse Orth - charisse31gifts@gmail.com

#### Description

Each year the Grant County women's committee orders 25 books to put in the libraries at schools in Grant County. They try to donate to schools that have a fourth grade class. This time is also used to promote the essay contest. Books are also donated to local libraries. Donations are rotated to ensure all libraries receive a book every other year.

#### Cost of Play

\$300-\$400, depending on the price of the books and how many are ordered.

#### Time-frame Needed to Implement

Planning begins in December, determining how many books to order. The books are received in January or February and a label is applied saying the books were donated by the Grant County Women's Committee. Information is included about the essay contest. The books are divided amongst members to deliver to the schools. A picture is taken at the time of the deliver.

## JACKSON COUNTY

### Ice Cream in a Bag

Quarterback: Darby Sampson - 715.299.1409

#### Description

The last week of school is generally the week before the county dairy breakfast. Volunteers go into the fourth grade classrooms and talk about dairy products, promote the breakfast and make ice cream in a bag. Each student gets to make their own ice cream. The activity is great for the last week of school because the kids are looking forward to summer and don't really want to do any more classroom work. It works best to do the activity as an assembly.

#### Cost of Play

\$50 for ingredients, plastic bags, spoons, etc.

#### Time-frame Needed to Implement

45 minutes per classroom minimum for activity only, 1 hour preferably so there is enough time to talk about dairy.

## JEFFERSON COUNTY

### Fourth Grade Farm Tour

Quarterback: Mariah Hadler - 920.568.9688

#### Description

Teachers are informed of the fourth grade farm tour in fall, the event is held at a farm. At the farm, there are about a dozen different stations that students visit to learn about agriculture. Lunch is provided. Farm Bureau and agribusinesses take turns purchasing the lunches every other year. FFA members help guide the groups to the different stations. There have been anywhere between 700-900 students and chaperones at the tour each year. It takes about 50 volunteers to make sure the event is successful; the volunteers are Farm Bureau members, FFA members, agribusinesses, Ag in the Classroom committee members and host family members. The teachers are given a resource kit when they leave the farm tour that includes agriculture resources that the teachers can use in their classrooms.

#### Cost of Play

Every other year the Farm Bureau covers the cost of the lunches. Cost varies depending on the number of students and chaperones attending.

#### Time-frame Needed to Implement

Planning begins in the fall. Throughout the winter, a committee meets to secure volunteers for the educational stations.

## LAFAYETTE COUNTY

### Ice Cream Party for Essay Winner

Quarterback: Jackie Miller - 608.642.1926 | millerdairy05@yahoo.com

#### Description

The ice cream party for the Farm Bureau essay winner's class is a way to congratulate the winning student and a way to thank the entire class for participating in the contest. The coordinator emails the winner's teacher to arrange a time to visit the class with a gallon of ice cream and some syrup toppings such as chocolate and strawberry. A milking unit is also taken to the visit to talk about milking cows and incorporate a lesson about agriculture.

#### Cost of Play

\$25-30 for the gallon of ice cream, bowls, spoon and toppings.

## LANGLADE COUNTY

### Kindergarten Class Farm Tour

Quarterback: Christy Sveda-Schreiber - christysvedaschreiber@yahoo.com

#### Description

Farm Bureau introduces agriculture to children by letting them get hands-on experience in a dairy barn. Kids feel the milk unit, forages and the cows. They are shown that Wisconsin has happy cows! The children also tour the machinery used to plant and harvest the crops fed to cows now and through the winter. They learn what makes up a TMR ration and how sick cows or calves are treated. Favorite parts of the tour include the calf and dairy-inspired treats at the end of the tour; cheese (in cow shapes), whole milk, ice cream and homemade chocolate chip cookies.

#### Cost of Play

Sveda Farms, LLC pays for the supplies and snacks. Langlade County Farm Bureau donates \$100 to help cover those expenses.

#### Time-frame Needed to Implement

2.5 hours

## MANTOWOC COUNTY

### Preschool Students Learn about Wisconsin Products

Quarterback: Alice Petermann - 920.773.2502

#### Description

Manitowoc County Farm Bureau educates preschool students about Wisconsin produce using four groups of food; animals, fruits, vegetables and grains along with samples. Children are taught how each type of food is grown and used as food. Honey and maple syrup were also included. At the end there was snack time with the foods discussed.

#### Cost of Play

Less than \$10

#### Time-frame Needed to Implement

Prep - 1 hour; Presentation - 30 minutes

## MARQUETTE COUNTY

### Fall Farm Tour

Quarterback: Ashley Henke - 608.369.0261 | ashleyhenke16@gmail.com

#### Description

Marquette County Farm Bureau organizes a farm tour for fourth grade students. The tour is held at a Farm Bureau member's farm. Eight to nine different educational stations are set up with a presenter and students rotate to each station. Each student receives a snack and educational goodie bag following the tour.

#### Cost of Play

\$300 - Cost of educational materials for students, snacks and gifts for presenters.

#### Time-frame Needed to Implement

Begin working with teachers at the beginning of the school year to choose a date and finalize details.

## OZAUKEE COUNTY

### Essay Contest Winner Presentation

Quarterback: Lisa Gantner - 414.412.6354

#### Description

Volunteers visit the winning Ag in the Classroom essay contest winner's class to announce the winning essay. They also receive a dairy education presentation with 'Dairy Facts about Wisconsin.' Students learn what happens on a farm; what cows eat, how to milk a cow, dairy products etc. The presentation ends with giving the class an ice cream treat.

#### Cost of Play

Depends on class size and type of treat.

#### Time-frame Needed to Implement

About 1 hour

## PIERCE COUNTY

### Essay Contest

Quarterback: Monica Krings - monica.krings@gmail.com

#### Description

Every year Pierce County Farm Bureau is involved in the Ag in the Classroom essay contest. Letters are sent out to about 30 schools inviting the fourth and fifth grade students to participate. In 2016, the topic was "Tell us about producing maple syrup in Wisconsin." The essay was based on the Wisconsin Farm Bureau Book of the Year *Sugarbush Spring* by Marsha Wilson Chall. Around 60 excellent essays were entered and the top three in our county were awarded. The winning essay was from a fifth grade student in the River Falls West Side Elementary and was sent to the district contest. Pierce County presented the winner with a \$15 check. The second and third place essays were from the fourth grade class in Spring Valley and they received \$10 and \$5 respectively. All the students in the winning student's class were served ice cream sundaes with maple syrup. Everyone enjoyed the reward. Deb Freeman and Julie Lund, teachers, received the book, *Sugarbush Spring*. The topic for the 2016-17 school year will be *Time for Cranberries*.

#### Cost of Play

Invitations were mailed to about 30 schools. Awards totaling \$30 were given to the three winners. Ice cream cups with maple syrup were served to all the students in the winning classes, costing about \$36. Each teacher in the class received the book *Sugarbush Spring* for a cost of about \$30. The entire cost of the play was \$111.

#### Time-frame Needed to Implement

Planning began in January and included how to reward the students who participated. The district coordinator helped with the final plans and delivering the awards and treats.

## RUSK COUNTY

### Children Essays

Quarterback: Terry DuSell - 715.828.1617 (call)

#### Description

Rusk County Farm Bureau sends out information and partners with schools and teachers asking them to have the children write essays on a specific topic regarding farming and agriculture. Essays are sent into the Farm Bureau for judging. Gift certificates are given to the winners and they are honored in their classroom during a presentation. Grade schools usually participate in this activity.

#### Cost of Play

Prizes for the winners cost \$50-\$75 depending on the number of entrants and what the winners received. Gift certificates to Subway or McDonald's have been given in the past.

#### Time-frame Needed to Implement

Allow time to write letters to the school setting the expectation on time frames, the subject matter, due dates and advising what the winners will receive. It takes several months to send information to the schools, give the teachers time to implement in their classroom, receive the essays, judge and determine winners and then do the presentations at the schools.

## SAUK COUNTY

### Ag in the Classroom Presentations

Quarterback: Don Meyer - 608.727.2356

#### Description

**A Salute to America's Dairyland:** Sauk County Farm Bureau teamed up with the Wisconsin Milk Marketing Board's Angie Edge to read the book *Curd Science: The Incredible Journey from Milk to Curd*. Then, the students tasted three of the more than 600 kinds of cheese Wisconsin has. Each student received a copy of the book. Presentations are held in 38 classrooms across Sauk County, working with about 750 second grade students.

#### Cost of Play

Cost of cheese samples. Books were donated by the Wisconsin Milk Marketing Board.

#### Time-frame Needed to Implement

2 weeks

## SHEBOYGAN COUNTY

### Classroom on the Farm

Quarterback: Marcia Fenner - 920.467.6750 (call) | fenview@excel.net

#### Description

The Sheboygan County Farm Bureau hosts third and fourth grade students to a farm in the spring. There are nine educational stations:

1. Milking parlor; 2. The cow doctor; 3. A cow needs to eat; 4. The farmer's goal;
5. The role of farm machinery; 6. Day in the life of a cow; 7. Let's milk a cow; 8. Calves; 9. Mapping out a healthy Wisconsin

#### Cost of Play

The cost of the play is about \$1,500 to \$1,800 which includes bus transportation (Farm Bureau paid half); averages about \$1 per student.

#### Time-frame Needed to Implement

Events has been held at the same farm for 10 years. It takes about 1 hour to set this up with the farmer. Eight volunteers pack the bags for the children (pencil, eraser, cheese, etc.), and 18-20 volunteers are tour guides who stay with their group through the stations from beginning to end. Total time during tour: about 2 hours; 10 minutes at each station; 2 minutes in between stations.

## SHEBOYGAN COUNTY

### Essay Contest

Quarterbacks: Liz Gartman and Marcia Fenner - 920.980.0502

#### Description

Farm Bureau sends letters to schools reminding them of the Ag in the Classroom essay contest. Pizza and milk are served to the winning student's classroom. A \$2 Culver's gift card is given to each student who enters. First place receives a \$25 gift card, second place \$15 and third place \$10.

#### Cost of Play

Total: 585. \$35 postage; \$300 Culver's gift cards; \$200 pizza and milk party; \$50 gift cards

#### Time-frame Needed to Implement

Two months (approximately six hours of volunteer time)

## ST. CROIX COUNTY

### Book of the Year Donation

Quarterback: Melanie Peterson - 715.665.2142 (text) | garmel@centurytel.net

#### Description

Farm Bureau delivers the Book of the Year to each public library and one nursing home in St. Croix County.

#### Cost of Play

\$180 to purchase 13 books.

#### Time-frame Needed to Implement

2-3 hours to deliver books.

## ST. CROIX COUNTY

### Ag Mag Distribution

Quarterback: Melanie Peterson - 715.665.2142 (text) | garmel@centurytel.net

#### Description

St. Croix County Farm Bureau distributes the ag mags at a variety of locations including the good stand at the county fair, Trucker Buddy Bags, teachers for the essay contest and at Farm City Day.

#### Cost of Play

\$195 to purchase Ag Mags.

#### Time-frame Needed to Implement

Time to order the Ag Mags and deliver them to the various events.

## TAYLOR COUNTY

### Mother's Day Lip Balm

Quarterback: Cheri Klussendorf - 715.965.9075 | cklussendorf@rands.com

#### Description

Volunteers make lip balm with preschoolers. The project begins with reading a book about bees, which changes from classroom to classroom. Lip balm recipes are shared and the kids guess what ingredients are in the recipe. A large piece of wax, a bottle of oil and the candy flavoring are passed around. Students are then dismissed to their desks where each student gets their own piece of wax. Students are called by the color of clothes they are wearing to come to the front of class to put their own wax in beaker to be melted. The special helper gets to pour in the flavoring and oil into beaker. While the wax and oil are melting together the kids work on a paper bee; coloring the bee and glueing the eyes on. When lip balm is cooled enough for the plastic containers it's poured into each container. While the lip balm is cooling each student makes a tissue paper flower. The lip balm, bee and flower go in a little bag for a Mother's Day present.

#### Cost of Play

\$85 for the whole project for about 120 students. This includes: wax, oil, flavoring, containers, paper and eyes for bees, and tissue paper, pipe cleaners for flowers, and white paper bags for gift wrapping.

#### Time-frame Needed to Implement

45 minutes from the start of the reading book to the end of the activity.

## WALWORTH COUNTY

### Living Necklace

Quarterback: George Mroch - 262.661.4436 (call) | crafty@wi.rr.com

#### Description

This activity is done in conjunction with the Walworth County Fair 'Come Grow With Us' project. Volunteers visit classrooms in county schools and students put two miniature seeds into a 2" X 2" zip lock bag along with three to four drops of water. The bag is sealed shut and a length of yarn is attached to make a necklace. As the students wear the necklace, they can watch the germination process. They wear it next to their heart so the seeds 'get all the love and warmth they need to grow.'

#### Cost of Play

Approximately \$.50 per student

#### Time-frame Needed to Implement

30 minutes per class of 30 students

## WALWORTH COUNTY

### Barnyard Adventure - Walworth County Fair

Quarterback: George Mroch - crafty@wi.rr.com

#### Description

Walworth County Farm Bureau has an area open during the Walworth County Fair that is an agricultural learning area for kids of all ages. The different areas or stations include: 1. A working bee hive. 2. A garden area where 28 vegetables are grown, plus sow beans, peanuts, pineapples, field corn and various flowers. 3. Butterfly feeding in the butterfly house. 4. A place to pick several plastic vegetables. 5. Milking the cow. 6. Beef comes from beef cattle. 7. Apples come from apple trees. 8. Students exchange their products at the farmers market for Barn Yard bucks. 9. Barn Yard bucks can be spent at the General Store on white or chocolate milk, chips or string cheese. There is a stage with eating contests, Nick's Kids Show and plus various games to play.

#### Cost of Play

About \$15,000 per year, raised through fundraising events.

#### Time-frame Needed to Implement

A committee meets every month for planning; preparations take all summer

## WALWORTH COUNTY

### Come Grow With Us - Seed Planting

Quarterback: George Mroch - crafty@wi.rr.com

#### Description

Volunteers teach children 4K through third grade students the proper way to plant seeds and take care of them. The seeds grow in their classroom until May when they are taken home for Mother's Day.

#### Cost of Play

About \$1,500

#### Time-frame Needed to Implement

30 minutes per class

## WALWORTH COUNTY

### Hydroponics

Quarterback: George Mroch - crafty@wi.rr.com

#### Description

Volunteers show third and fourth grade classes how to set up a hydroponics unit. Three different types of plants (bell peppers, tomatoes and lettuce) are used. The plants are started from seed in peat cells. Once the plants grow their first true leaves, they are put into the hydroponics units. Fertilizer is added to the water. The plants are put under red LED grow lights for stronger roots. After several weeks the lights are changed to red, blue and white. Once the plants produce flowers they are cross pollinated. Students enjoy eating the finished product, a fresh salad!

#### Cost of Play

\$60 per class

#### Time-frame Needed to Implement

30 minutes per month

## WASHINGTON COUNTY

### Farmer in the Classroom and Ag Day Farm Tours

Quarterback: Stephanie Egner - wifarmgirlatheart@gmail.com

#### Description

**Farmer in the Classroom** - Local farmers speak about life on the farm. They teach about the animals care, crops, machinery and what their day is like from dawn to dusk. Classroom visit is typically held in March or early April as a precursor to the farm tour.

An **Ag Day Farm Tour**, offered in April, is geared towards fourth grade students. Students visit modern dairy and beef farms. Using all five senses, students learn how cattle are raised and what they eat, as well as crop production and milking practices.

#### Cost of Play

Farm Bureau and Dairy Promotion partner 50/50 for this event. Total cost ranges from \$1,000 to \$1,500 depending on the number of schools and number of items purchased for the goodie bags. Many local businesses make full or partial donations towards the event (Ex: cheese, milk, sausage, port-a-potty).

#### Time-frame Needed to Implement

Planning takes place year-round, and new and exciting ideas for the program are always researched. However, the event organization normally begins late August or early September with an ag education meeting. Schools and teachers greatly appreciate knowing the dates right away so these events can be put on their spring calendar. The lead organizer continues to work with educators throughout the school year answering questions and tweaking schedules. An additional ag education meeting is held in February to make sure everyone is on the same page.

# WAUSHARA COUNTY

## Farmer in the Classroom

Quarterback: Kevin Krentz - 920.570.0158 | krentz.kevin@gmail.com

### Description

The Waushara County Ag in the Classroom coordinator and two active farmers attend local fourth and fifth grade classrooms and give a PowerPoint presentation on agriculture. Adequate time is allowed for students to ask the farmers questions and to do some hands-on activities.

### Cost of Play

N/A

### Time-frame Needed to Implement

Begin working with schools a month or two prior to event to select a date.



# WINNEBAGO COUNTY

## Ag Education Area at County Fair

Quarterback: Jim Kasten - 920.658.3036 (call)

### Description

The Winnebago County Ag in the Classroom committee works with UW-Extension in organizing a variety of ag education hands-on activities at the county fair.

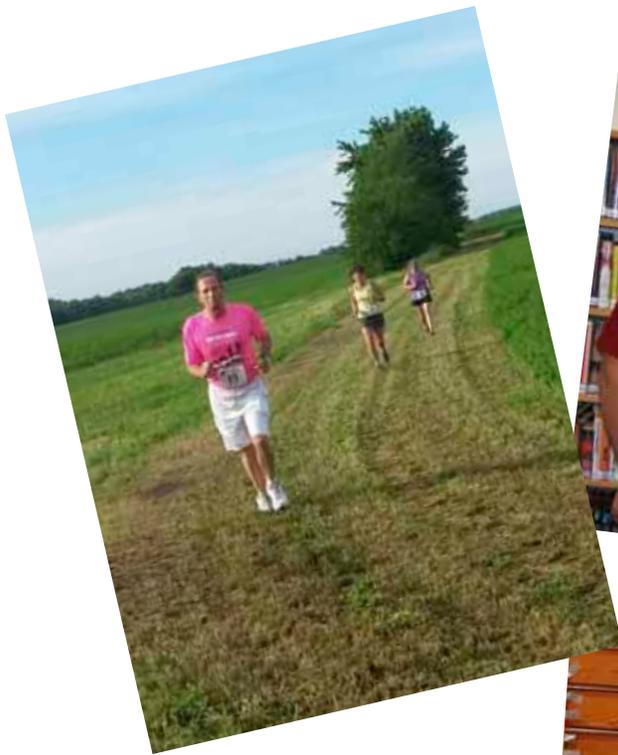
### Cost of Play

\$50-\$100

### Time-frame Needed to Implement

Planning begins two to three months before the fair.





# CONSUMER OUTREACH

Activities include food pantry donations, 5Ks and fun runs, parades, scholarships, beef and dairy promotion events, 4-H support and more.



## DISTRICT 2

### Farm Bureau 5K Run/Walk

Quarterback: Andrea Brossard - 920.296.2382 | [brossard\\_andrea@uwalumni.com](mailto:brossard_andrea@uwalumni.com)

#### Description

Wisconsin Farm Bureau Promotion and Education and Young Farmer and Agriculturist members from Columbia, Dane, Dodge, Green, Rock and Sauk counties serve as hosts and work together to host the Farm Bureau 5K Run/Walk within District 2. There is a new county and host each year throughout the District. The goal is to educate consumers on the importance agriculture plays in their daily lives. Proceeds go towards the Wisconsin Farm Bureau Foundation and breast cancer research.

#### Cost of Play

The goal is to secure sponsors and donations to help decrease costs for the event, and increase the amount of dollars that can be donated. In addition, a fund is maintained that is used for activities for District 2 members throughout the year.

#### Time-frame Needed to Implement

Planning and lead time on several of the items is about four months.

## DISTRICT 3

### Food Pantry Donation

Quarterback: Nicole Adrian - [nickilynn\\_empt@hotmail.com](mailto:nickilynn_empt@hotmail.com)

#### Description

The District 3 Promotion and Education program hosts a challenge between the counties at their annual meetings for items to be donated to Second Harvest. Each county is asked to have their members bring items to the county annual meeting to donate. There is a small prize given at the WFBF Annual Meeting for the county with the most donations.

#### Cost of Play

None; The winning county's prize is donated.

#### Time-frame Needed to Implement

Information is sent out to each county along with a note on the annual meeting invite postcards sent to voting members.

## BROWN COUNTY

### Cream Puff Eating Contest at Brown County Fair

Quarterback: Nicole Nohl - 920.980.4291 | [nicole.nohl@gmail.com](mailto:nicole.nohl@gmail.com)

#### Description

Ten contestants are given 60 seconds to eat as many cream puffs as they can. Prizes are an apron, cookbook and gift card. There are three divisions: children: 8-13, adults: 15 and older and celebrities- chosen and recruited (politicians, teachers, etc.). There are 10 candidates in each division.

#### Cost of Play

\$4 per creme puff purchased from the food stand.

#### Time-frame Needed to Implement

Ten contestants get 60 seconds to eat as much as possible. The contest runs from noon to 3 p.m. with one division per hour.

## BUFFALO COUNTY

### Community Parade

Quarterback: Jan Schaffner - 608.687.3044 | [jan.schaffner@outlook.com](mailto:jan.schaffner@outlook.com)

#### Description

The Buffalo and Trempealeau County Ag Promotions Committees secured a spot in the local town's parade. The event was to gain awareness of what our programs do and to hand out a agricultural product as well. Volunteers handed out 500 cheese sticks during a 90-minute parade. They handed out a flyer to the parents and the cheese sticks to the children.

#### Cost of Play

Cost for cheese sticks was about \$200 split between two counties

#### Time-frame Needed to Implement

Parade registration was one month prior and the cheese sticks were ordered from a local creamery. The afternoon of the parade was about two hours for set up and walking the parade route.

## CALUMET COUNTY

### Summer Parade Float

Quarterback: Kristin Birschbach - 920.418.1762 | [kristin.birschbach@gmail.com](mailto:kristin.birschbach@gmail.com)

#### Description

Calumet County Farm Bureau makes a float to represent agriculture and Farm Bureau to pull in local parades. Members walk along the route with the float to hand out candy. Invite your county's Farm Bureau Princess or other members to ride on the float.

#### Cost of Play

The cost depends on how elaborate the float is and how much candy or other handouts such as cheese is purchased.

#### Time-frame Needed to Implement

It takes about an afternoon to set up the float and then the time to walk in the parades. Participate in all or one parade in the county.

## EAU CLAIRE COUNTY

### County Fair Livestock Auction Purchase

Quarterback: Jane Mueller - 715.828.5018

#### Description

The Eau Claire County Farm Bureau purchases a hog at the county fair each year. Half of the hog is used for the meal at the county annual meeting and as door prizes at the annual meeting (bacon, pork chops, etc). The other half is sold to someone privately. The hog purchase serves as advertising/community support for the county Farm Bureau and provides the main dish of the meal at the county annual meeting.

#### Cost of Play

\$1,200 for the hog and processing. Some money is recouped when half is sold privately.

#### Time-frame Needed to Implement

One day to attend livestock auction.

## FOND DU LAC COUNTY

### Food Drive

Quarterback: Mary Runge - 920.477.4804 (call)

### Description

The Fond du Lac County Farm Bureau board of directors conduct a food drive between their March and April board meetings. Board members are encouraged to bring in non-perishable food items between the March and April board meetings. The county then donates all food to the area Salvation Army and makes a cash donation.

### Cost of Play

\$200 (amount of cash donation)

### Time-frame Needed to Implement

Board discusses event at January board meeting.

## GRANT COUNTY

### Christmas Gift for Food Pantry

Quarterback: Nicole Adrian - nickilynn\_emt@hotmail.com

### Description

In the past, the Grant County Farm Bureau did a \$5 gift exchange for Christmas during their December meeting. Now, each person brings \$5 worth of canned food items or \$5 in cash to donate to a local food pantry. This year they might adopt a family in need for Christmas.

### Cost of Play

N/A

### Time-frame Needed to Implement

Planning is done at the November meeting. Items and money were taken to the local food pantry the day after they were collected.

## GRANT COUNTY

### Area Food Bank Donation

Quarterback: Charisse Orth - charisse31gifts@gmail.com

### Description

The Grant County women's committee donates money to four of the local food pantries. More is donated to the one that covers the county. This has continued from the formerly named National Food Check-Out Week.

### Cost of Play

\$600 between four different pantries

### Time-frame Needed to Implement

Planning happens during the February meeting.

## GRANT COUNTY

### High School Scholarship

Quarterback: Charisse Orth - charisse31gifts@gmail.com

### Description

The Grant County women's committee sent applications to high school guidance counselors in Grant County to notify them. Two - \$250 scholarships are offered to high school seniors. Parents must be Farm Bureau members. Preference is given to students pursuing an agricultural career. Applications are judged in April and the students are notified in May. Recipients must turn in their first semester collage transcripts to receive the scholarships.

### Cost of Play

\$500 for both of the scholarships.

### Time-frame Needed to Implement

In January letters are sent to high schools. Applications are judged in April and the students are notified in May.

## GRANT COUNTY

### Beef Promotion

Quarterback: Lori Jarrett - lljfivej@chorus.net

### Description

The Grant County women's committee donates \$40 gift cards for the local grocery store on the radio during Farm Bureau Friday. The District 3 representative hosts the hour-long session with Bob Middendorf. The radio station takes callers and gives away the gift cards. One gift card is given away during beef month and the other during dairy month.

### Cost of Play

\$80 for the gift cards

### Time-frame Needed to Implement

The board plans this at their monthly meeting the month prior. They work with the District Coordinator to ensure the gift cards are given away during beef month and dairy month.

## GREEN COUNTY

### Beef Promotion Event

Quarterback: Alissa Grenawalt - 608.879.3140 (call) | agrenawalt@wisc.edu

### Description

Consumer outreach event helping promote beef. Green County Farm Bureau worked with a local deli/business. The event offered tri-tip roast sandwiches, beef brisket and all-beef hot dogs. The local beef producer organization provided the grills, volunteers and beef royalty. The organization also had a tent with recipes and information from the Wisconsin Beef Council for give-aways.

### Cost of Play

Koning Meats and Deli provided the product; no cost to Green County Farm Bureau.

### Time-frame Needed to Implement

A few months to set a date, promote the event, secure workers, etc.

## IOWA COUNTY

### Upland Hills Health YFA Book Donation

Quarterback: Jackie McCarville - 608.604.0321 | jhasburgh@yahoo.com

#### Description

The Iowa County Farm Bureau Young Farmer and Agriculturist program donated 300 books to the Upland Hills Health birthing unit. All babies born at Upland Hills in 2016 will receive a *Noisy Farmland Tales: Noisy Animals* book as a gift. YFA members used funds raised at the county annual meeting silent auction to purchase the books. The money raised was matched by the Literacy for a Lifetime grant program.

#### Cost of Play

Total cost of books = \$1,500 (300 books x \$5 per book)

Iowa County Farm Bureau cost = \$800 (remaining cost was covered by Literacy for a Lifetime)

#### Time-frame Needed to Implement

September - Money raised for books at county annual meeting silent auction

Early October - Books ordered from Usborne Books

Late October - Books received and Farm Bureau labels attached

November - Books delivered to Upland Hills Health birthing unit

## JEFFERSON COUNTY

### \$500 Scholarships

Quarterback: Mary Mess - 920.248.1967 | marym.hr.acres@gmail.com

#### Description

Each January, the women's committee sends letters to high school guidance counselors informing them of scholarships that are offered by the Farm Bureau. Applications can be found on the Farm Bureau website and are due April 1. Scholarship criteria: have to be in good standings, any field of study (we don't just limit it to agriculture), 2 or 4 year program, parents must be a Farm Bureau member. Winners are not notified until their high school scholarship awards presentation. The winners are also announced in the county Farm Bureau summer newsletter. The scholarship winners are required to work in the Farm Bureau food stand. The money is awarded after their first semester grades are submitted to the women's committee chair, scholarships are \$500. The county typically gives between two to six scholarships depending on the qualifications of the candidates.

#### Cost of Play

\$500 per award recipient. Because the money is not awarded until the following year, the scholarship budget is always known before the county Farm Bureau budget process in the fall.

#### Time-frame Needed to Implement

Included in description above.

## KENOSHA COUNTY

### July Beef Month - Store Promotion

Quarterback: Kim Daniels - davekim81@wi.net

#### Description

A poster board announcing Beef Month is placed in the local grocery store (Sentry in Paddock Lake) in July. Shoppers can enter to win one of eight \$25 gift certificates to be used to purchase beef products at this store.

#### Cost of Play

\$200

#### Time-frame Needed to Implement

Contact the store one month ahead, make copies of entry forms and set up display for one week in July.

## KENOSHA COUNTY

### June Dairy Month- Store Promotion

Quarterback: Kim Daniels - davekim81@wi.net

#### Description

A poster board announcing June is Dairy Month is placed in the local grocery store (Sentry in Paddock Lake). Shoppers can enter to win one of eight \$25 gift certificates to be used to purchase dairy products at this store.

#### Cost of Play

\$200

#### Time-frame Needed to Implement

Contact the store one month ahead, make copies of entry forms and set up display for one week in June.

## KEWAUNEE COUNTY

### Memorial Scholarships

Quarterback: Edith Lauscher, County Farm Bureau Secretary - elauscher@itol.com

#### Description

Kewaunee County has two \$500 memorial scholarships (the Elmer Ullmann and Glenway Breitlow scholarships). These scholarships are awarded to two FFA students who further their education in the field of agriculture.

#### Cost of Play

Advertising costs, printing and postage for applications.

#### Time-frame Needed to Implement

December - Begin advertising and mail applications to schools and guidance counselors

March - Recruit judges

April - Applications are due and passed onto judges

May and June - Certificates and checks are presented to the two winners.

## KEWAUNEE COUNTY

### June Dairy Month Recipe Contest

Quarterback: Tanya Kundick - tanyakundick@centurytel.net

#### Description

The June Dairy Month Recipe Contest, sponsored by the women's committee, focuses on a different food category each year:

1. The entry must include at least two dairy products. For example: milk, butter, cream cheese, yogurt, cottage cheese, sour cream, etc. (Eggs are NOT a dairy product.) Fat content shall not be a consideration of the judges.
2. Participants must be a resident of Kewaunee County (OR a member of Kewaunee County Farm Bureau), 18 years or older for senior division and age 17 or younger for the junior division.
3. Only one entry per person. The recipe need not be an original.
4. Recipe should be plainly written or typed on one side of an 8½" x 11" paper. Name, address, phone number and division (senior or junior) are to be in the upper right-hand corner.
5. Cash prizes are awarded.
6. Members of the dairy recipe contest committee are not eligible to enter. You do not need to be a Farm Bureau member to enter this recipe contest but must be a resident of Kewaunee County.

#### Cost of Play

Cash prizes for the top three in each division (\$20/\$15/\$10). Every participant also receives about \$10 in dairy products.

#### Time-frame Needed to Implement

From April to night of contest, which is usually the last week of June.

## LAFAYETTE COUNTY

### Citizenship Award

Quarterback: Katie Roth - 608.482.3200 (call)

#### Description

The Citizenship Award is a way to congratulate high school seniors who are part of a Farm Bureau family and display qualities of leadership, scholastic achievement and community involvement. The goal is to recognize young people who represent Farm Bureau attitudes and activities. The following criteria are evaluated: school leadership activities, community and church leadership activities, high school transcript, school extra-curricular activities, description of self and letter of goals and letters of recommendation. Leadership activities are weighed heaviest for this scholarship.

#### Cost of Play

Award is for two \$500 scholarships but any dollar amount can be used.

#### Time-frame Needed to Implement

The scholarship is provided to the high school guidance counselor in the spring. The award can be judged in one night depending on the number of entries. Three people at a minimum are needed, possibly more depending on the number of entries. A board member attends the winning recipient(s) awards day to present the student a certificate. To collect their money, the student(s) must submit a transcript showing registration of second semester classes.

## MANITOWOC COUNTY

### Scholarships at Breakfast on the Farm

Quarterback: Cheryl Duchow - 920.775.4333 (call) | cheryl.duchow@yahoo.com

#### Description

The Manitowoc County YFA and Promotion and Education Committees each award \$400 to a qualified individual. Applicants must be from a Manitowoc County Farm Bureau family, or if they are older than 21, must hold their own membership. A 2.5 grade point average or better must be achieved and a copy of their transcripts must be included with application. All majors are considered with a preference given to agriculture and related business studies. Two letters of recommendation must be included. Applicant may apply more than once, but once they win, they are no longer eligible. The application includes several essay questions and a 100-150 word essay on what the applicant will do after graduation. The winners receive their award at the county Breakfast on the Farm.

#### Cost of Play

\$400 per scholarship awarded.

#### Time-frame Needed to Implement

Application information is printed in the April newsletter. The deadline for applications is April 30. If several applications are received, they are sent to a judge outside of our county to prevent favoritism.

## OUTAGAMIE COUNTY

### Milk 'n' Cookies with Santa

Quarterback: Kelly Oudenhoven - 920.378.4744

#### Description

Outagamie County YFA, in conjunction with the Outagamie County Dairy Promotion Committee, hosts Milk 'n' Cookies with Santa at Milk Source in Kaukauna. Kids (and adults) sit on Santa's lap and enjoy milk and cookies afterwards. Parents are encouraged to take pictures of their kids with Santa. Milk Source also has calves for kids to pet.

#### Cost of Play

Cost of cookies: \$200

#### Time-frame Needed to Implement

Event was planned a couple of months in advance. The farm was contacted and Santa was scheduled. One week prior to the event the cookies were ordered from a local bakery. There were 15 volunteers who arrived two hours prior to the start of the event to help set-up the area for Santa and the milk and cookie station.

## PIERCE COUNTY

### Dairy Promotion at Parades

Quarterback: Dean Bergseng - 715.425.6404 (call) | marybergseng@gmail.com

#### Description

Pierce County Farm Bureau handed out 7,000 cartons of chocolate milk and 150 pounds of cheese curds at the River Falls and Prescott parades. Farm Bureau acquired sponsors to help with the expense of purchasing the cheese and milk.

#### Cost of Play

\$1,525, shared among many sponsors

#### Time-frame Needed to Implement

Obtain parade permit, order milk and cheese and reserve a truck 30 days before. Help from 4-H clubs is scheduled to help pass out milk and cheese curds and make signs.

## RACINE COUNTY

### Outstanding 4-H Youth Awards

Quarterback: Beulah Skewes - 262.878.1775 (call)

#### Description

The Racine County Farm Bureau recognizes four outstanding 4-H members each year. Qualifications are:

1. Applicants must be from a Farm Bureau member family.
2. Open to youth 10-13 years old (junior class) and 14 years old (senior class).
3. An individual can only receive the award once as a junior and once as a senior.
4. Applicant must complete a 4-H record book for their club.
5. Submit a three-page award entry form. (Application can be found on the Racine County Farm Bureau webpage)

#### Cost of Play

Total: \$200 (2-\$50 junior awards and 2-\$50 senior awards)

#### Time-frame Needed to Implement

One to two months prior to the application deadline, the award application is advertised in the county newsletter and posters at the county fair.

## RACINE COUNTY

### Scholarships for Racine County Farm Bureau Families

Quarterback: Norma Ranke - normaranke12@gmail.com

#### Description

Four scholarships for higher education are sponsored by the Racine County Farm Bureau board of directors and the women's committee. The scholarship money can be used for a four year college, technical school or farm short course. Two of the scholarships are given preference to ag-related majors. Applicants may be any of the following: graduating high school senior; a new enrollment in a vocational, technical, four year college or short course program; current student continuing their education in any of the above mentioned programs.

#### Cost of Play

A total of \$4,000 is available through the annual scholarship program. Two \$1,000 scholarships are sponsored by the women's committee and two \$1,000 scholarships are sponsored by the Racine County Farm Bureau board of directors.

#### Time-frame Needed to Implement

Two months in spring. Publicize to high school guidance offices and in the county Farm Bureau newsletter. A selection committee present high the school seniors' awards at the school's honors program.

## RUSK COUNTY

### Exhibit at Rusk County Farm Show

Quarterbacks: Eva Curtis and Terry DuSell - 715.403.2223 (call)

#### Description

Each year, the Rusk County Farm Bureau exhibits at the Rusk County Farm Show. They have a booth and talk about the benefits of Farm Bureau to attendees. Booth workers aim to gain new membership and raise dollars for scholarships. This year, Rusk County Farm Bureau president Terry DuSell and his family asked multiple vendors in the county for donations and then held a silent auction. About \$700 were raised during this year's auction to go toward a variety of projects and scholarships. This play would require some coordination between Farm Bureau and Rural Mutual for display. Rusk County coordinates with the milk producers and gives away milk and a variety of cheeses to the attendees (usually about 500). Each year Farm Bureau gains new memberships and/or prospects and raises awareness of Farm Bureau in Rusk County. Volunteers also give out coloring books from Farm Bureau and free giveaways from Rural Mutual Insurance.

#### Cost of Play

\$85 for the booth. The Milk Producers donate the cheese and milk. Work in advance to get donations for the silent auction. Also work with a local Rural Mutual Insurance agent for give-aways at the show.

#### Time-frame Needed to Implement

Two to three months ahead of the show to effectively reserve the display from the Farm Bureau district coordinator, send in paperwork to pay for our exhibiting spot, obtain the donations for the silent auction, make the paperwork needed for the silent auction bidding, obtain volunteers to work the show and the auction, coordinate with the district coordinator to pick up display and reserve the cheese and milk. Pick up the cheese the night before and cut it up for serving the day of the show. Booth set up before the start of the show.

## SHEBOYGAN COUNTY

### July Beef Promotion

Quarterbacks: Magie Heyn and Marsha Fenner - 920.467.6750 (call)

#### Description

Sheboygan County Farm Bureau held a July Beef Month promotion at Miesfelds meat market where they grilled flat iron steaks and served bite-sized pieces to customers entering the store. Educational material was distributed courtesy of the Wisconsin Beef Promoters.

#### Cost of Play

None: Miesfelds meat market furnished the steaks and their time.

#### Time-frame Needed to Implement

Day of: Display set up, prep time and work hours when samples were provided

## ST. CROIX COUNTY

### Milk Promotion

Quarterback: Melanie Peterson - garmel@centurytel.net

#### Description

The St. Croix County Farm Bureau paired with the Double Good 4-H club to distribute chocolate milk following the Syttende Mai Parade in Woodville. About 1,500 half pints of milk were handed out.

#### Cost of Play

\$375 for milk.

#### Time-frame Needed to Implement

Time to order milk and pick it up.

## TAYLOR COUNTY

### Steak and Eggs Breakfast

Quarterback: Cheri Klussendorf - 715.748.2101 | cklussendorf@rands.com

#### Description

Volunteers cook breakfast for the North Central Cattleman's Beef Round Up. Breakfast is served from 7:30 until 10:30 a.m. Steak and eggs are served for \$8 per plate or eggs and toast for \$5 per plate. Breakfast includes toast milk or coffee. We used this as a beef promotion activity but a small profit was made and used to have a radio trivia contest about the beef industry and awarded gift certificates to the local grocery store as prizes. This year was the first year of this play and there were some weather issues, it was outside and there was snow. Overall attendance of the Beef Round Up improved by about 25 people.

#### Cost of Play

Start up cost was \$250 to serve 72 people (in the snow).

#### Time-frame Needed to Implement

Two hours of prep in ordering food and finding best pricing and availability, five hours serving breakfast and one hour for clean up.

## TREMPEALEAU COUNTY

### Book of the Year Project

Quarterback: Crystal Johnson - 715.597.2411 (call) | crysheath@hotmail.com

#### Description

Each January, Trempealeau County buys and donates the selected Ag in the Classroom Book of the Year to each of the 13 elementary schools (public and parochial) in the county. The Educator's Guide (comes with the book when you order through Ag in the Classroom) is included and a letter about how the book ties to the essay topic.

#### Cost of Play

\$15 per book.

#### Time-frame Needed to Implement

The time it takes to the order books and deliver them.

## TREMPEALEAU COUNTY

### County Fair Animal Grants

Quarterback: Jamie Goplin - 715.538.2602 (call)

#### Description

At the county fair, all junior exhibitors of production animals (i.e.: sheep, pork and beef) are eligible to apply for a \$50 animal grant provided by Farm Bureau. The grants are to offset costs associated with raising and exhibiting animals at the fair. Farm Bureau awards 10 per year. Exhibitors fill out a simple one-page application. Recipients are required to write a short thank you note and read it at the county annual meeting.

#### Cost of Play

\$500

#### Time-frame Needed to Implement

Need to effectively advertise to exhibitors before fair to get good participation.

## TREMPEALEAU COUNTY

### \$500 Scholarship for Graduating Senior

Quarterback: Amber Radatz - amber.radatz@gmail.com

#### Description

Trempealeau County offers a scholarship to any graduating senior whose parents are Trempealeau County Farm Bureau members in good standing. Applicants are not limited to those pursuing an agriculture degree, but they are informed that rubric will weight agricultural and Farm Bureau involvement and agriculture as the chosen field of study. Student will receive scholarship prior to spring semester when proof of re-enrollment and satisfactory grades are provided. In 2016, Trempealeau County developed and implemented a scoring rubric which was incredibly helpful in selecting the applicant as there were two very close in most categories. Rubric and scholarship application are available as templates.

#### Cost of Play

\$500

#### Time-frame Needed to Implement

The scholarship is due April 1, and the winner is announced by mid-April.

## TREMPEALEAU COUNTY

### Fourth and Fifth Grade Essay Contest Thank You

Quarterback: Crystal Johnson - 715.597.2411 (call) | [crysheath@hotmail.com](mailto:crysheath@hotmail.com)

#### Description

After all of the Ag in the Classroom essays were collected, the number of teachers who had students submit essays were tallied. Each teacher was given an essay-theme-related gift. In 2015, the topic was related to honeybees, so each teacher received a quart of local honey along with honey lip balm, lotion and soap. The goal is to urge teachers to submit essays in the future and to raise awareness of the essay contest.

#### Cost of Play

\$20-25 per teacher

#### Time-frame Needed to Implement

Time needed to purchase and deliver gifts.

## WALWORTH COUNTY

### Train Ride - Walworth County Farm Bureau Dairy Breakfast

Quarterback: George Mroch - [craffy@wi.rr.com](mailto:craffy@wi.rr.com)

#### Description

Free train ride during the dairy breakfast through the Walworth County Fairgrounds. Each train car is made to look like a different farm animal. There is a cow, horse, pig, sheep and goat. During the ride, children are given facts about the farm animals.

#### Cost of Play

Initial cost of train: about \$2,000; gas used: less than \$20; insurance on train: \$700

#### Time-frame Needed to Implement

Two weeks before the dairy breakfast, clean and check the train



## WASHINGTON COUNTY

### Ronald McDonald House - Lunch 2 Go Program

Quarterback: Kerri Ast - [kjast7473@yahoo.com](mailto:kjast7473@yahoo.com)

#### Description

Six to eight members pack sack lunches for families staying at Ronald McDonald House who have children hospitalized at Children's Hospital. Depending on the year and which grants are received, the organization may have to shop for the food and drinks. Many dates are available for this program, including both during the week and weekend. Check website for details: [rmhcmilwaukee.org/how-to-help/family-meal-program](http://rmhcmilwaukee.org/how-to-help/family-meal-program).

#### Cost of Play

This could possibly be grant funded. Otherwise cost is food and drinks purchased which was around \$300.

#### Time-frame Needed to Implement

Lock in a date(s) early and organize your group(s) of six to eight. No prep time needed unless shopping has to be done.

## WAUKESHA COUNTY

### College Scholarships

Quarterback: Ken Rosenow - 920.474.7128 (call) | [ken@cedarhomefarms.com](mailto:ken@cedarhomefarms.com)

#### Description

Waukesha County Farm Bureau awards scholarships to college-age students. The application form is reviewed annually and the availability is promoted in the county newsletter and by email. Scholarships are awarded at the county annual meeting.

#### Cost of Play

Total for three to six \$500 scholarships per year.

#### Time-frame Needed to Implement

The committee meets several times to determine the number and amount of the scholarships, how to promote them and when to award them.





# EDUCATION AND AG PROMOTION

Activities include educational industry and farm tours, June Dairy Month events, farm/city education, July Beef Promotion events, farm safety education, Ag Day promotions and more.



## DISTRICT 2

### Reading Rewards Celebration Partnership with Sassy Cow Creamery

Quarterback: Andrea Brossard - 920.296.2382 | [brossard\\_andrea@uwalumni.com](mailto:brossard_andrea@uwalumni.com)

#### Description

Counties in District 2 partnered with Sassy Cow Creamery located in Columbus to be part of their Reading Rewards Celebration. The partnership included working with the DeForest Area Library, Beaver Dam Community Library, Sun Prairie Public Library and the Columbus Public Library to bring them a Reading Rewards Field Day. All students who participated in the reading rewards program with one of the four libraries were welcome to attend the free event. At the event, attendees could take farm tours, take a tour and learn about how they make their ice cream, play dairy trivia games, take part in the petting zoo and more fun activities.

The Promotion and Education Committee representative for District 2 worked with Sassy Cow to be part of their celebration. A Farm Bureau Book of the Year reading spot and activity station was created and manned for visitors to take part in.

#### Cost of Play

No purchased materials for this event were needed. Items donated included handouts, key chains, chocolate milk bracelets, pencils, etc. (from the Wisconsin Milk Marketing Board); used Farm Bureau books of the year to read with visitors and the activity was created using the teacher materials from the book, *How'd that get in my Lunch Box?* Very low cost display if planned with enough time to get free materials delivered.

#### Time-frame Needed to Implement

Started planning with Sassy Cow Creamery marketing assistant in mid to late April. Items to be donated were requested from the Wisconsin Milk Marketing Board in early May. Station items and materials were created and finalized two weeks prior and the week of the event.



## DISTRICT 2

### June Dairy Month Celebration Partnership with Sassy Cow Creamery

Quarterback: Andrea Brossard - 920.296.2382 | [brossard\\_andrea@uwalumni.com](mailto:brossard_andrea@uwalumni.com)

#### Description

Counties in District 2 partnered with Sassy Cow Creamery located in Columbus to be part of their June Dairy Month Celebration. At the event, attendees could take farm tours, take a tour and learn about how they make their ice cream, play dairy trivia games, take part in the petting zoo and more fun activities.

The Promotion and Education Committee representative for District 2 worked with Sassy Cow to be part of their celebration. A 'Rethink Your Drink' station was created and manned for visitors to see the content of sugar in popular drinks versus milk. A wide variety of great questions were asked and discussion was part of the day as both youth and adults learned about what they are drinking.

#### Cost of Play

Items purchased: sugar, a variety of drinks for the display and snack bags for displaying sugar content of drinks. Items donated: handouts, Rethink Your Drink poster, key chains, chocolate milk bracelets, pencils, etc. (from the Wisconsin Milk Marketing Board.) Very low cost display if planned with enough time to get free materials delivered.

#### Time-frame Needed to Implement

Started planning with Sassy Cow Creamery marketing assistant in mid to late April. Contact the Wisconsin Milk Marketing Board in early May for their donations. Station items and materials were created and finalized two weeks prior and the week of the event.

## BARRON COUNTY

### Ag Showcase

Quarterback: Amber Cordes - 715.781.3236 | [amber.cordes@live.com](mailto:amber.cordes@live.com)

#### Description

The Barron Ag Showcase is a bus tour for teachers in Barron County. This tour highlights Barron County's diverse agricultural community. The day begins with an overview of the Ag in the Classroom program at the county and state level. Teachers are broken up into groups to do Soybean Science Kit projects so they have an idea of what it takes to use it. A bus then takes them to several farms/ag businesses around the county; from dairy farms, to anaerobic digesters, organic CSA farms and turkey production. Door prizes are given out after evaluation forms are filled out at the end of the day.

#### Cost of Play

\$200 which was mostly the cost of the bus mileage and some refreshments for the continental breakfast. Work with local ag businesses to get door prizes and lunch donated.

#### Time-frame Needed to Implement

2-4 months

## BARRON COUNTY

### Ask A Farmer

Quarterback: Amber Cordes - 715.781.3236 | amber.cordes@live.com

#### Description

During June Dairy Breakfast an Ask a Farmer area is hosted. This allows attendees and consumers at the dairy breakfast to interact and have their questions answered by farmers (Farm Bureau members). Members volunteer a block of their time to interact, answer questions, address concerns and engage in good conversation with attendees at the breakfast. In addition, there is a Rethink Your Drink station where people try to match the sugar content with the drink, coloring pages for little ones and a corn box for kids to play in.

#### Cost of Play

Less than \$50; most of the materials were donated.

#### Time-frame Needed to Implement

Our first year took less than two weeks to plan. Now a one to two month time-frame is most effective.

## CALUMET COUNTY

### Farm Bureau Princess

Quarterback: Kristin Birschbach - 920.418.1762 | kristin.birschbach@gmail.com

#### Description

Calumet County Farm Bureau accepts nominations and applications for a Farm Bureau Princess. The county set guidelines for her appearances and how she is to represent the Farm Bureau. The Princess is provided with support and guidance as she participates in county events including parades, the county fair and Sundae/Breakfast on the Farm. The Princess receives a sash, tiara and compensation for appearances and mileage.

#### Cost of Play

The princess receives a sash, tiara and compensation for appearances and mileage.

#### Time-frame Needed to Implement

Select a princess, participate in events such as annual meeting, parades and more.

## CALUMET COUNTY

### Milk Fireworks for June Dairy Month

Quarterback: Tom Young - 920.853.3613 (text) | jyoung27@new.rr.com

#### Description

Calumet County Farm Bureau hosts a children's station for June Dairy Month at the Sundae at the Farm event. Students put milk in a shallow paper plate (1/2 cup) then add a few drops of different colors of food coloring to the pan of milk. Then a few drops of dish soap are added to the pan to cause a reaction, mixing the colors like a fireworks display.

#### Cost of Play

Items purchased included: 4 gallons whole milk, 8 oz. dish soap, 500 Q-tips, plastic plates (8 count), food coloring (3 x 4 count boxes). Total cost less than \$20.

#### Time-frame Needed to Implement

Some planning and getting supplies for event.

## DUNN COUNTY

### Business After Hours

Quarterback: Geri Wolfe - 715.962.3809 (call first) | geriwolfe@hotmail.com

#### Description

Business After Hours is a monthly program hosted by the Menomonie Chamber of Commerce and member businesses. This is an opportunity to network in a social informal setting and highlight our business or organization. Farm Bureau co-sponsors with members such as implement dealers, meat plants, specialty farms (Dunn County Farm Bureau members) and Culver's. Food served is based on the commodities that are produced/grown in Dunn County. Displays and demonstrations on Farm Bureau programs and activities are set-up with a Dunn County Farm Bureau member available to share and answer questions. A short introduction is done informing the Chamber members of the dollars generated from agriculture and variety of commodities grown in Dunn County. Farm Bureau members attending are introduced so if attendees have questions or comments they are available to visit with. The result has been that attendance when Farm Bureau hosts is the largest and great discussions and connections are made.

#### Cost of Play

Play averages \$550 per year which is divided with the co-host.

#### Time-frame Needed to Implement

One year in advance: confirm co-hosts and apply for hosting. Three months before: meet with co-host and divide responsibilities and set menu. Two months before: rent tables and chairs and prepare advertising for Chamber Newsletter. Month of: order food and beverages, purchase table covering and eating utensils, get door prizes to donate to Chamber drawing. Week of: confirm all items ordered and set delivery times. Day before: clean and set up tables and chairs in serving area.

## EAU CLAIRE COUNTY

### Chippewa Valley Farm City Day

Quarterback: Jane Mueller - 715.828.5018 (call)

#### Description

Dunn, Eau Claire and Chippewa counties put on an on-farm event that rotates location amongst the three counties. Eau Claire County Farm Bureau is a partner in the event. Friday of the event is for students. Area schools bring students to participate in ag demonstrations, petting zoo and tractor drawn farm tours. Saturday of the event is open to the public.

#### Cost of Play

Cost to Eau Claire County Farm Bureau: Non-hosting years: \$250; hosting years: \$500  
Corporate and local sponsors reduce costs.

#### Time-frame Needed to Implement

This is a recurring event with a committee consisting of Farm Bureau members and other industry and community members. Event planning begins nine months in advance.

## EAU CLAIRE COUNTY

### Children's Museum Ag Area

Quarterback: Jane Mueller - 715.828.5018 (call)

#### Description

County Farm Bureau members serve as consultants for the ag area within the Eau Claire Children's Museum. The main attraction this year was a full-size fiberglass milking cow with a barn. A naming contest was held and the children came up with Oreo. Oreo was dry for two months and then a fiberglass calf was added. A baby shower complete with games was held. Another naming contest yielded Cookie as the name for the calf. A breakfast on the "farm" was held at the museum at 7:30 a.m. on a Saturday with 60 attendees.

#### Cost of Play

No cost to Eau Claire Farm Bureau as they are consultants for the children's museum. Funds for the museum come from grants, gifts, corporate sponsorships, etc.

#### Time-frame Needed to Implement

Ongoing

## GRANT COUNTY

### Grocery Store Promotion

Quarterback: Charisse Orth - charisse31gifts@gmail.com

#### Description

The Grant County women's committee worked with a local grocery store to do a promotion of cheese and sausage the store had on sale. Customers could enter for a chance to win gift certificates for the store. Members answered consumers' questions during the two-hour promotion.

#### Cost of Play

\$50 for the cheese and sausage. The store provided the gift cards.

#### Time-frame Needed to Implement

One month before: Work with store on the items they want to feature. Set up a plan of workers and a display. About two hours at the store.

## GRANT COUNTY

### Ag Tent at the Grant County Fair

Quarterback: Sarah Johnson - 608.732.5784 (call)

#### Description

Grant County has an agriculture tent at the fair hosted by the YFA along with help from area businesses. There is a calf to pet, a fake cow to milk, coloring books and activities and a wheel to win prizes. Parents can also ask questions about agriculture in the tent.

#### Cost of Play

Everything is donated. The tent is donated by a local business. The prizes are donated by the Wisconsin Milk Marketing Board. Majestic View Dairy provides the calf and any other items that are needed.

#### Time-frame Needed to Implement

The YFA committee chair starts planning in May. In July they begin looking for volunteers for shifts in the tent. Set up is on Thursday of the fair and it is open from 10 a.m. to 6 p.m. each day.

## GRANT COUNTY

### Ag Day on Campus

Quarterback: Charisse Orth - charisse31gifts@gmail.com

#### Description

The Grant County women's committee participates in Ag Day on Campus hosted by the Collegiate Farm Bureau at UW Platteville. There is a table with different information about agriculture. There are cheese samples available. An instant camera is used to take pictures with agricultural props. The goal is for students to be educated about agriculture.

#### Cost of Play

\$100 for cheese and supplies. The camera was a one-time cost of \$100.

#### Time-frame Needed to Implement

Planning begins in March with ideas on what to offer. Ensure there are supplies such as Ag Mags to hand out to students. In April, order the cheese or look for a donation.

## JACKSON COUNTY

### July Beef Promotion at Grocery Store

Quarterback: Darby Sampson - 715.299.1409

#### Description

Beef samples were handed out at the local grocery store along with handouts from the Wisconsin Beef Council to promote beef. Farm Bureau coordinated with the grocery store to find out what beef cuts were on sale that week and chose a recipe using one for samples. The busiest time of the week for the store is Saturdays from 11 a.m.-2 p.m., so that was when samples were handed out. The Jackson County beef promotion committee holds a beef cookout annually in July. Farm Bureau plans to hold a drawing for meal tickets next year.

#### Cost of Play

Total: \$50; beef: \$30; supplies (plastic forks, sample cups, table cloth, etc.): \$20

#### Time-frame Needed to Implement

One to two months prior to get Wisconsin Beef Council promotional items. One month to coordinate date with store.

## JACKSON COUNTY

### Selfie Scavenger Hunt at the County Fair

Quarterback: Darby Sampson - 715.299.1409

#### Description

Farm Bureau members held a selfie scavenger hunt for exhibitors at the county fair during an exhibitor mixer coordinated by the Livestock Education Committee. Exhibitors from all barns were welcome to participate. The kids were divided into teams of three, being sure to mix ages. Each team needed a phone that could take pictures. Teams were provided with a list of 15 things to find on the fairgrounds (fair board member, duck, tractor, past Miss Jackson County, etc) and had to take a selfie that included the thing/person on the list and all three team members. The first team back with all their pictures won. All participants were given a voucher for a free milkshake and the winners received buckets filled with prizes donated by businesses and purchased by Farm Bureau.

#### Cost of Play

\$50 for shakes. Most prizes were donated.

#### Time-frame Needed to Implement

Two months prior coordinate with the Livestock Education Committee. One hour to create the list after fair has started. 45 minutes for scavenger hunt.

## JACKSON COUNTY

### Rethink Your Drink

Quarterback: Darby Sampson - 715.299.1409

#### Description

This event is held during the county dairy breakfast. Farm Bureau purchased 10 drinks with different sugar content (white milk, chocolate milk, Gatorade, apple juice, V8, Mountain Dew, etc.). Grams of sugar in each drink were converted to teaspoons (4 grams = 1 teaspoon) and put that amount of granulated sugar in each of 10 containers and labeled them with the number of teaspoons. Guests matched the sugar to the drink. (Tip: Consider emptying the milk bottles if they won't be refrigerated for a period of time.) Having the visual of the sugar is a great way to make a connection. Talk about natural sugar in milk and fruit juice compared to other drinks. Go-Gurt® (yogurt in a tube) was handed out to all participants.

#### Cost of Play

Total: \$110. \$10 for drinks (to supplement current inventory) and \$100 for Go-Gurt®s

#### Time-frame Needed to Implement

One month prior reserved booth for dairy breakfast; one hour prep time (shopping and filling sugar containers)

## JUNEAU COUNTY

### Booth at County Fair

Quarterback: Tonra Degner - 608.553.1256 (call)

#### Description

Juneau County Farm Bureau puts together an educational display focusing on a specific ag commodity along with a variety of pictures from Ag in the Classroom events held during the year. The display is put up in the county pie and ice cream booth at the county fair.

#### Cost of Play

\$25-\$50 - Cost of poster board, photos and commodity information

#### Time-frame Needed to Implement

Begin to plan a month or so before the fair. Take photos of Ag in the Classroom events throughout the year.

## KEWAUNEE COUNTY

### Rural Safety Days

Quarterback: Edith Lauscher, Farm Bureau Secretary - elauscher@itol.com

#### Description

UW-Extension has grant money that the Kewaunee County Farm Bureau matches to present Rural Safety Days at the fairgrounds for about 300 fourth grade students from county schools. Farm Bureau members volunteer to present programs on safety for farms at 15 stations. Members also volunteer to help with the meal and ice cream at end of day.

#### Cost of Play

\$500

#### Time-frame Needed to Implement

Receive a letter requesting money in February or March. In May, UW-Extension follows up to ask for volunteers.

## LANGLADE COUNTY

### July Beef Promotion

Quarterback: Beverly Brecklin - 715.623.4153 (call) | bnpbreck@gmail.com

#### Description

Langlade County Farm Bureau sets up an area in a grocery store or restaurant to hand out beef samples and educate people about the importance of beef in our diet and our economy. Recipes and brochures are available for people to take.

#### Cost of Play

Most of the beef samples are provided by the store or restaurant. Hand out materials are provided by the Wisconsin Beef Council.

#### Time-frame Needed to Implement

About 3-4 hours.

## MANTOWOC COUNTY

### Farm Tours

Quarterback: Alice Petermann - 920.773.2502 (call)

#### Description

Farm Bureau encourages people to come to the farm; to see a specific building or area and to learn about dairy farming. If the group consists of adults, they are shown cow comfort, machinery, safety features and sanitation measures. If the group is children, the above is mentioned but the focus is on 'fun' things such as feeding a calf, sitting in machinery, touching feed, etc. All the tours originate with a request from someone. All tours end with a dairy treat and all children are given a reminder of something they learned that day to take with them.

#### Cost of Play

None

#### Time-frame Needed to Implement

1 hour

## MANTOWOC COUNTY

### National Ag Day Promotion

Quarterback: Alice Petermann - 920.773.2502 (call)

#### Description

Manitowoc County asked county libraries if they could set-up a display using a tri-fold board with a sign that said "Celebrate Agriculture." The board mostly displayed children's activities along with Wisconsin Ag in the Classroom Farm Facts brochure. Ag Mags and bookmarks were given out at no charge. Library agriculture books were displayed. The display is updated each year.

#### Cost of Play

\$30

#### Time-frame Needed to Implement

1 hour to make display; 15 minutes to set up display

## MANTOWOC COUNTY

### Miss Farm Bureau Program

Quarterbacks: Angeline Schwahn/Bev Jenkins - 920.645.4370/920.775.4138 ext. 107

#### Description

This program involves having a Miss Farm Bureau, who acts as our ambassador for many events; Breakfast on the Farm, Manitowoc County Fair, parades, library and school events, farm markets and more. They are selected in May and serve a one-year term.

#### Cost of Play

\$30

#### Time-frame Needed to Implement

1 hour to make display; 15 minutes to set up display

## MARQUETTE COUNTY

### Wine and Cheese Tasting

Quarterback: Ashley Henke - 608.369.0261 | ashleyhenke16@gmail.com

#### Description

Marquette County Farm Bureau organized a wine and cheese tasting at a local winery. Farm Bureau members who are active farmers helped pass out cheese and gave attendees the chance to 'ask a farmer' questions. The event is promoted on the Farm Bureau and Winery's Facebook pages. The Winery also puts an ad in the local paper promoting the event. Attendees ask the questions. Most of the attendees are not Farm Bureau members.

#### Cost of Play

\$100 - cost of cheese

#### Time-frame Needed to Implement

Begin to work with winery a month or two prior to event to select a date and allow adequate time for promotion.

## RACINE COUNTY

### Library Grants

Quarterback: Marge Demuth - 6marged@gmail.com

#### Description

Farm Bureau provides \$300 library grants for ag-related programs at the public library.

- A letter is sent with potential ag-related subject matter and a simple application to county libraries (copies available).
- A check is sent to librarians to do the complete programming (some have teamed with master gardeners, nature centers and nutritionists).
- Program topics have included: Native pollinators including small garden beehive; container gardening-multi generational; planted tomato plants; counter top herb garden - cooking with fresh herbs; composting and GMOs

#### Cost of Play

\$300 per grant given out.

#### Time-frame Needed to Implement

Suggest that letter to libraries be sent out in December or early winter. Libraries will follow up after event report.

## RACINE COUNTY

### Ag Ambassador Program

Quarterback: Jeff Rice - 262.210.4973 (call)

#### Description

The Racine County Ag Ambassador program started in 2013 to positively promote agriculture throughout Racine County. The individual (male or female) is selected in June and their term begins at the county Farm Bureau annual meeting in September until the following year's annual meeting. The Ag Ambassador promotes agriculture throughout the county at libraries, school presentations, speaking engagements at the county fair, Breakfast on the Farm and other events as requested. In addition, the Ag Ambassador updates their Facebook page frequently, keeping the general public updated about agriculture. The position promotes agriculture and gives the young individual an opportunity to grow.

#### Cost of Play

The county Farm Bureau's budget is \$300; \$250 goes to the Ag Ambassador. The remaining \$50 is used for any supplies needed and a sash. A committee member donates the Ag Ambassador's name tag. In addition, the Racine County Dairy Promotion matches the \$250 for Ag Ambassador. In total, the Ag Ambassador gets \$500 to cover mileage and represent Racine County for the year.

#### Time-frame Needed to Implement

The committee takes referrals for filling the Ag Ambassador position, there is no application process. The committee does meet with applicants to fill the position. In June, the next Ag Ambassador is selected and they attend a training program on etiquette, speaking skills, etc. Before the Ag Ambassador does any speaking engagement at the county fair, they have gone through the training program twice. Their first duty is speaking at the county Farm Bureau annual meeting; however, if they are in college out of the county, the annual meeting is not a requirement. Their biggest event is speaking engagements at the Racine County Fair.

## ROCK COUNTY

### Ag Showcase

Quarterback: John Gerbitz - 920.210.0495 | gerbitz253@gmail.com

#### Description

The Ag Showcase began as a trade show for producer organizations in Rock County. Farm Bureau wanted to present its activities and benefits to the ag community and decided that including other producer groups would improve attendance. The second year it was expanded to include any local organization or business associated with agriculture. A light lunch was served. Speakers were invited including Rob Richard from Wisconsin Farm Bureau, Alice in Dairyland and the Rock County Ag Ambassador. About 20 organizations participate each year.

#### Cost of Play

About \$250 on food and about \$500 on banners, posters and a postcard mailing to promote the event. For-profit organizations were charged \$100 to participate which raised about \$800. \$300 of that was used to cover expenses, while \$500 was matched by Farm Bureau and donated to a local library renovation project.

#### Time-frame Needed to Implement

Planning began about three months before the event. Organizations should be invited at least two months in advance allowing them time to discuss participation at monthly meetings. Speakers should also be invited at least two months in advance. Postcards were sent to our members about three weeks in advance. We needed about 10 people for set-up, clean-up and support on the day of the event.

## ROCK COUNTY

### Ask a Farmer Booth at Farmer's Market

Quarterbacks: Megan Daluge and Emily Johnson - 608.921.4037 (call)

#### Description

The YFA proudly displays a booth at the local farmers market. The handouts and cheese samples are a huge hit! Members enjoy sharing with the public about Farm Bureau all it does.

#### Cost of Play

None - all supplies are donated.

#### Time-frame Needed to Implement

A few weeks for getting donations and response from the farmers market coordinator.

## RUSK COUNTY

### Agriculture Scholarships Honoring Walter Stanger

Quarterback: Eva Curtis - 715.403.2223 (call)

#### Description

Walter Stanger was a former Rusk County Farm Bureau board member who passed away in 2015. In 2016, Rusk County Farm Bureau created an agriculture scholarship honoring Stanger. Donations were received from the local Rural Mutual Insurance agent, other board members, the Stanger family, private donations and some of the money from a silent auction to fund two scholarships in 2016. Recipients needed to be entering or already enrolled in an agriculture program.

#### Cost of Play

The scholarship was funded through personal donations and the silent auction.

#### Time-frame Needed to Implement

Six months. Time to raise the money and plan how you will do that. Discuss and determine as a board how to handle the scholarships. Graduating seniors only or offer to someone already enrolled in an agriculture program? Do applicants need to complete a questionnaire or write an essay? What is the specific criteria? This scholarship required a questionnaire, a 2.5 grade point average, was limited to an agriculture program, and was open to graduating seniors and those already enrolled in an agriculture program.

## ST. CROIX COUNTY

### FARMLAND Film Promotion

Quarterback: Melanie Peterson - 715.665.2142 (text) | garmel@centurytel.net

#### Description

St. Croix gave a Farmland DVD to all public libraries and one nursing home.

#### Cost of Play

\$130 to purchase 13 DVDs.

#### Time-frame Needed to Implement

2-4 hours to deliver DVDs throughout the county.

## ST. CROIX COUNTY

### Beef Promotion at Farm City Day

Quarterback: Melanie Peterson - 715.665.2142 (text) | garmel@centurytel.net

#### Description

St. Croix County handed out beef samples during Farm City Day. Beef was marinated then grilled. The Beef Council provided educational materials to hand out.

#### Cost of Play

\$337 for 44 pounds of top round steak.

#### Time-frame Needed to Implement

7 hours total. Before the event: order, pick up and marinate meat. Day of: Setup, serve and tear down.

## TREMPEALEAU COUNTY

### Moo-vin' with Milk (5K Fun-Run & Dairy Day)

Quarterback: Annaliese Wegner - annaliesewegner@gmail.com

#### Description

The day consists of a race (registration begins at 10 a.m., race at 11 a.m.) and educational stations at the Game Time Park in Ettrick. Pre-registration is \$20 and guarantees a shirt and post-race chocolate milk. Race day registration is \$25. We contact area 4-H groups, FFA chapters, etc. to bring a dairy-related station to the event. A local farmer also brought in a calf and samples of dairy feed with some information about what they are and what they provide in the cow's diet. The first year was 2015 and free ice cream cones were served for everyone. In 2016, there was milkshakes (the county serves milkshakes at the county fair, this also promotes people coming to the fair in July) rather than ice cream cones and grilled cheese sandwiches. In 2015, the milk was donated. For 2016, sponsorship was expanded to cover the cost of the t-shirts and some of the ingredients for the food. There also is face-painting and games during the day.

#### Cost of Play

Insurance in 2015 was \$350, for 2016 it will be \$250

#### Time-frame Needed to Implement

Planning begins about three months before the event.

## TREMPEALEAU COUNTY

### Meet a Dairy Farmer Radio Spots

Quarterback: Annaliese Wegner - annaliesewegner@gmail.com

#### Description

One Farm Bureau member is interviewed by a local radio station for each week of June Dairy Month. Each farmer introduces themselves, talks about their farm's location and a few details of the farm. The farmer asks a dairy related trivia question that callers can call in to answer and receive a prize that was donated by a business to the radio station. Prizes were cheese boxes from a local cheese plant.

#### Cost of Play

Up to \$100; this was bundled with other dairy breakfast and event advertising for June.

#### Time-frame Needed to Implement

20 minutes per interview, 1.5 hours total. Could tape all interviews in one afternoon, at the same time.

## TREMPEALEAU COUNTY

### **FARMLAND Film Promotion**

Quarterback: Crystal Johnson - 715.597.2411 (call) | crysheath@hotmail.com

#### **Description**

Trempealeau County purchased a copy of the movie Farmland for each of the agriculture programs as well as the public libraries. Websites that have lesson plans and worksheets that go with the movie were shared with ag teachers. For the public libraries, a table tent with a brief synopsis of the movie was made and displayed with the movie to let people know it was available.

#### **Cost of Play**

\$9.79 per DVD on Amazon

#### **Time-frame Needed to Implement**

Time to order DVDs, network with ag teachers and librarians and deliver DVDs.

## WALWORTH COUNTY

### **Grainery Demonstration at the County Fair**

Quarterback: George Mroch - crafty@wi.rr.com

#### **Description**

An area is set up like a grain bin to show the various grains that are grown in Wisconsin. In the grain bin are six different grains: corn, soybeans, wheat, oats, barley and rye. There are also educational posters on each grain including their uses, how they are grown, where they grow and how they are harvested.

#### **Cost of Play**

No cost

#### **Time-frame Needed to Implement**

Set up two weeks before the fair.

## WALWORTH COUNTY

### **Learning Coop at the County Fair**

Quarterback: Kathy Papcke - dessertcompany@elknet.net

#### **Description**

The Learning Coop is set up at the Walworth County Fair where classes covering a wide range of topics are held to teach people of all ages about agriculture. In the Learning Coop there are teachers who give classes on various subjects including: fair gardens, scrapbooking, cooking classes - from garden to table, beekeeping, edible flowers, worm composting, Home Depot woodworking (make and take), ins and outs of gardening, let's make some lip balm, cooking eggs with Yuppy Hill Poultry Farm, making a pallet planter, keeping a small flock of chickens, soil testing, cooking with Rushing Waters Restaurant and what to feed your feathered friends.

#### **Cost of Play**

\$800

#### **Time-frame Needed to Implement**

Each class takes about one hour.

# FUNDRAISING

Activities include fair food stands, golf outings, a fish fry and concession sales.



## ADAMS COUNTY

### Ice Cream Stand

Quarterback: Kay Olson-Martz - kolsonmartz@gmail.com

#### Description

Each year Adams County Farm Bureau runs an ice cream stand Wednesday through Sunday during the Adams County Fair. This helps raise funds that go back into running the programs that the county Farm Bureau supports.

#### Cost of Play

About \$200

#### Time-frame Needed to Implement

The discussion of the Ice Cream Stand starts in May for a July/August date.

## CALUMET COUNTY

### Golf Outing

Quarterback: Randy Pingle - 920.374.1190 (text)

#### Description

The cost to participate in the golf outing is \$50 per team which includes dinner and a live auction following golf. There are drinks and raffles on the course for an additional cost (a half barrel of beer is included). Instead of door prizes, there are prizes for first and second place per hole and nine teams will win something for every member of the team. You may also contact Carley Blado at 920.418.2226 for additional information on this play.

#### Cost of Play

There is a \$3,000 profit each year. Hole sponsors and donations for the auction help increase profits.

#### Time-frame Needed to Implement

About two months to get donations, hole sponsors and workers for the day.

## CLARK

### Breakfast in the Park

Quarterback: Max Malm - malmx046@gmail.com

#### Description

The Clark County Farm Bureau board of directors organizes a dairy breakfast in the park in coordination with our local Loyal Corn Festival. The date was chosen to help with promotion. The menu includes pancakes, eggs, sausage, applesauce, cheese curds, pure maple syrup, coffee, milk and orange juice. Volunteers include the board of directors, family and friends. The money raised is used to fund scholarships awarded to students pursuing an agricultural degree. The cost of the breakfast is \$7 for adults, \$4 for kindergarten through 11 years old. Free for preschool and younger.

#### Cost of Play

Most of the food is donated. Non-donated food cost is about \$400.

#### Time-frame Needed to Implement

Planning begins two to three months prior during county board of director meetings. Directors reserve venue and order food. Food donations are solicited from local businesses to cut cost and increase revenue to fund scholarships. Event setup includes a few hours the night before and an hour before day of. The breakfast is open from 7 a.m. – 12:30 p.m.

## DODGE COUNTY

### Dodge County Farm Bureau Fish Fry

Quarterback: Andrea Brossard - 920.296.2382 | brossard\_andrea@uwalumni.com

#### Description

Dodge County Farm Bureau hosts an annual Friday Night Fish Fry Fundraiser. This event earned the Dodge County Farm Bureau national Farm Bureau honors at American Farm Bureau Federation convention in January 2014.

Farm Bureau works with the Juneau Community Center and the chef at the location to create an all-you-can-eat buffet style fish fry. The buffet includes all-you-can-eat fried cod, baked chicken, fries and coleslaw.

There is also a raffle, silent auction and bake sale during the event. To make this event happen, more than 20 volunteers are needed. The chef at the community center allows Farm Bureau to help prepare and make the food, reducing costs for the event.

#### Cost of Play

The Community Center charges the Dodge County Farm Bureau \$8 per adult and \$4 per child per meal. Other expenses include printing and promotional costs.

#### Time-frame Needed to Implement

Planning starts a year ahead of time with the selection of the date, finding donations and silent auction items. Meal planning and event planning with community center begins four to six months prior to the event. Promotion and ticket sales begin two to three months prior to the event.

## GRANT COUNTY

### Food Stand at the County Fair

Quarterbacks: Lori and Larry Jarrett - lljfivej@chorus.net

#### Description

Grant County has a food stand during four days of the Grant County fair. Members volunteer to work in the stand. The menu includes pork chops, hamburgers, brat patties, hotdogs, potato salad, coleslaw, pie, ice cream, milk, lemonade and coffee. This an annual fundraiser.

#### Cost of Play

There are input cost at the beginning for food. Each year there is about a \$3,000 profit.

#### Time-frame Needed to Implement

Planning starts in May by getting prices from area food sources. A committee meets in July to order supplies. The week before the food stand is cleaned. The Wednesday before supplies are brought in and start serving on Thursday. Sunday evening is clean up.

## JEFFERSON COUNTY

### Dairy Stand at the County Fair

Quarterback: Mary Mess - 920.248.1967 | marym.hr.acres@gmail.com

#### Description

The dairy stand at the county fair serves cream puffs, shakes (chocolate, strawberry, vanilla), all you can drink milk, ice cream cones and hot fudge or strawberry sundaes. There are four-hour shifts of four or more volunteers running the stand. It takes at least 75 volunteers during the course of the fair. Scholarship recipients are required to work a shift because the money raised in the stand goes towards the scholarships and Ag in the Classroom program.

#### Cost of Play

The cost to rent the tent at the fairgrounds is \$1,500. There are also costs with purchasing product. Items are sold for more than cost to cover costs and raise funds.

#### Time-frame Needed to Implement

Tent space at the fair is secured in March. Product is ordered a month prior to the fair. The county newsletter is used to get volunteers to help during the fair.

## KEWAUNEE COUNTY

### County Fair Food Stand

Quarterback: Edith Lauscher, Farm Bureau Secretary - elauscher@itol.com

#### Description

Kewaunee County Farm Bureau runs a food stand at the county fair. The menu includes a full line of meats, cheese, fries, nachos, ice cream, beer and soda. This is the main fundraiser for the Farm Bureau. During the meeting before the fair, committee members meet to clean the stand and the meeting after the fair, the Farm Bureau holds an appreciation party for the workers with brats and hamburgers.

#### Cost of Play

Cost to purchase food and operator and liquor licenses. 17% of gross profit is paid to the fair association.

#### Time-frame Needed to Implement

June - Final preparations and scheduling workers (each board member works a shift)  
July - Operate stand  
August - Appreciation party for workers

## LA CROSSE COUNTY

### Golf Tournament Fundraiser

Quarterback: La Crosse County Farm Bureau - 608.786.1550

#### Description

A golf tournament is held at a local golf course. County Farm Bureau members, Rural Mutual agents from neighboring counties and other community members are invited to participate. Contests are held in conjunction with the tournament (longest tee, longest drive, etc.). Prizes are given to the top two teams. Raffle prizes are donated by Rural agents. Lunch has been catered or provided by Farm Bureau members for participants. Ten groups of four are allowed into the tournament.

#### Cost of Play

Expenses included lunch, some prizes, rounds of golf and carts.

#### Time-frame Needed to Implement

Two months prior to reserve tee times and advertise tournament date.

## LAFAYETTE COUNTY

### Golf Outing

Quarterback: Mike Berg - 608.214.7042

### Description

Each year Lafayette County hosts a golf outing to raise funds for scholarships. Members of the community are encouraged to attend. Hole sponsors are key to this event. A sponsorship costs \$250 and includes a team of four golfers with cart rental, t-shirt and lunch. Local agribusinesses are asked for sponsorships or donations for raffle prizes. People can also golf who are not part of a hole sponsorship team. Prices of golfing are worked out in advance with the country club and are \$30 per person.

### Cost of Play

The cost of the play is offset by hole sponsorships donated by local businesses-\$250; Advertising (posters) \$100

### Time-frame Needed to Implement

Six months prior to event planning should begin. Posters were designed and hung around town. Each board member contacted different businesses for sponsorships. Two members sat in the club house checking attendees in and explaining about raffle prizes.

## LAFAYETTE COUNTY

### County Fair Food Stand

Quarterback: Katie Roth - 608.482.3200 (call)

### Description

Lafayette County runs a food stand during the week of county fair. A tent is rented and in the future a permanent structure may be build using donations. All of the food is purchased locally. Brats are precooked and grilled. Sweet corn is also grilled (un-soaked). Cooked brats and sweet corn are placed in Nesco roasters. A double-sided refrigerator with a clear front held our pop and watermelon. Potential workers were sent an email containing a link through SignUpGenius.com. Shifts ran in four hour increments with three people per shift. Condiments such as ketchup, mustard, sauerkraut and onions were purchased ahead of time. Plates, napkins and LP fuel were donated by the local Insight FS cooperative.

### Cost of Play

Vendor space (for 5 days)- \$590; Cooler- \$100; Food permit- \$170; 20' X 30' tent-\$370; Other miscellaneous costs included brats, buns, watermelon, etc.

### Time-frame Needed to Implement

1. Fair board needs to be contacted six months prior to fair
2. Special fair planning meeting held two months prior to fair
3. Advertisement begins two weeks to one month prior to fair
4. Set up (tent, grill, food, etc.) done day prior to selling

## MONROE COUNTY

### Concerts in the Park Concessions

Quarterback: Peggy Wright - 608.343.8763 (call)

### Description

Concerts in the Park are sponsored by the Chamber of Commerce. Area civic organizations take turns selling concessions as fundraisers and Farm Bureau participated as an organization selling concessions. Grilled ham and cheese, grilled cheese and rootbeer floats were some of the items on the menu.

### Cost of Play

Groceries. However a profit of more than \$200 was earned each night.

### Time-frame Needed to Implement

Two months

## PIERCE COUNTY

### Pierce County Fair Milk Stand (Little Red Barn)

Quarterback: Dean Bergseng - 715-425-6404 (call) | marybergseng@gmail.com

### Description

The Pierce County Farm Bureau has a Little Red Barn at the Pierce County Fair where they sell pints of milk, 4-ounce bags of cheese curds and 1-ounce cookies. Members volunteer to work three-hour shifts in the milk stand.

### Cost of Play

Product costs for 2016 fair were: pints of milk - 60 cents each; 4-ounce bags of cheese curds - 75 cents each; 1-ounce cookies - 16 cents each

### Time-frame Needed to Implement

Order the milk, cheese curds and cookies 60 days before the fair. Also, schedule workers (three- hour shifts) and make signs at this time.

## RACINE COUNTY

### Cream Puff Stand at County Fair

Quarterback: Carol Thelen - [kitchencarolthelen@gmail.com](mailto:kitchencarolthelen@gmail.com)

#### Description

Racine County Farm Bureau runs a food stand at the county fair. The menu offers cream puffs, éclairs, milk shakes, coffee and water. The stand is staffed by Farm Bureau members. Profits from the food stand are used to fund scholarships (\$4,000), food bank donations (\$4,000), support youth contests and FFA conferences and sponsor women to the annual Wisconsin Ag Women's Summit.

#### Cost of Play

Expenses included stand rental, insurance, equipment, repairs and supplies. During the last three years, expenses ranged from \$10,900-\$12,270 and profits ranges from \$7,000-\$10,500.

#### Time-frame Needed to Implement

Planning begins several months prior to the fair.



## WALWORTH COUNTY

### Ice Cream Stand at the County Fair

Quarterback: George Mroch - [crafty@wi.rr.com](mailto:crafty@wi.rr.com)

#### Description

Walworth County Farm Bureau runs an ice cream stand each day of the Walworth County Fair. This stand helps raise funds to be used for other programs.

#### Cost of Play

Rent space during fair, rent tent and purchase day passes for volunteers. A sponsor donates \$1,000 to purchase ice cream.

#### Time-frame Needed to Implement

Planning for this event starts in May for the September event.



# MEMBER DEVELOPMENT

Activities include attending sporting events, dances, tours, bowling, education, ladies' nights out, card parties and more. All these events are exclusively for members and potential members.



## DISTRICT 1

### YFA Brewer Game

Quarterback: Patti Roden - 262.689.1838 | proden@wfbf.com

#### Description

Each spring, District 1 YFA members load the bus and go to a Milwaukee Brewers game. There are two pick-up locations (Washington County fair park and the Pettit National Ice Center) for members depending on where they are coming from. Members must pay in advance and they receive their tickets when they get on the bus. The cost is \$25 per person which includes the ticket, tailgate and bus. Farmers Implement in Allenton sponsored the tailgate and Mid-State Equipment in Jackson donated money towards the cost of the bus. Transportation was a coach bus which limited the game to the first 50 people who paid. Instead of getting fourth level tickets, members expressed that they would be willing to pay the extra cost for the coach bus and better seats. Tickets have been in the left field bleachers.

#### Cost of Play

This event breaks even. Expenses include: tickets, bus and bus parking pass. Farmers' Implement covers the tailgate food and Mid-State Equipment donated money towards the coach bus.

#### Time-frame Needed to Implement

Planning begins as soon as the Milwaukee Brewer schedule comes out. Group tickets can't be purchased until February. Purchase tickets right away to get the same seats each year in the left field bleachers. A Facebook event is created and the Brewer game is promoted in county newsletters. An email is also sent to all District 1 YFA members.

## DISTRICT 1

### YFA Admirals Game and Country Concert

Quarterback: Patti Roden - 262.689.1838 | proden@wfbf.com

#### Description

The Milwaukee Admirals have a country concert every January, and District 1 YFA members meet at the BMO Harris Bradley Center in Milwaukee for the game and concert. Members interested in attending have to fill out a registration form and send their money to the District YFA Representative two weeks prior to the event. Members are mailed their tickets and they are responsible for their own transportation to the game and concert. This event is limited to the first 40 people who send in their money.

#### Cost of Play

None, members cover the cost of the ticket.

#### Time-frame Needed to Implement

Planning begins in the fall so information can be distributed to YFA members at the YFA Conference in December.

## DISTRICT 1

### YFA Spring Fling

Quarterback: Rick Roden - 262.689.1037 | rroden711@hotmail.com

#### Description

Each year, District 1 YFA hosts a spring fling to bring new and current YFA members together for a night of fun, live music and dancing. The spring fling has been hosted for 9 years creating great relationship with the venues used. Entertainment features local country music bands. The cost is \$8 per person for advanced tickets or \$10 per person at the door. County YFA chairs have advanced tickets for the general public and current YFA members to purchase. The venue provides ID checkers, YFA members collect money at the door. The event averages about 500 people each year.

#### Cost of Play

Expenses total about \$3,000-\$4,000 and include: printing of tickets, sending postcards to District 1 members, hall rental, radio advertising and band.

Income totals about \$3,500-\$5,000 and includes: advanced ticket sales of \$8 per person and at the door ticket sales of \$10 per person.

Net Income: In any given year it's between \$500-\$1,500. This money is used for District 1 YFA events (food for Discussion Meet and to keep costs down for other district events).

#### Time-frame Needed to Implement

The district begins planning in fall. Bands and the venue are booked by January 1 to give enough time to make sure the information can be included in county Farm Bureau newsletters. This also allows enough time to get postcards distributed and gives District 1 YFA members time to sell advanced tickets.

## DISTRICT 3

### YFA Chili and Grilled Cheese Cook-Off

Quarterbacks: Derek and Charisse Orth - 608.778.9049 | bdereksjerseys@gmail.com

#### Description

District 3 YFA members and their families were invited to an afternoon of socializing and healthy competition. Members were encouraged to bring their best pot of chili and original grilled cheese recipe to compete in the cook-off. White bread, butter, cheddar cheese and griddles were provided. Contestants who wanted to be more creative with their grilled cheese recipes had to supply their own ingredients. Entries were judged and prizes were awarded to the winners in each category.

#### Cost of Play

\$20 for the provided grilled cheese ingredients.

#### Time-frame Needed to Implement

December - Initial event planning

Early January - Date and location are selected for cook-off and postcards are sent to all District 3 YFA members

January - Facebook event created and event reminders posted

February - Needed supplies purchased and event was held

## DISTRICT 4

### YFA Equipment Manufacturer Bus Tours

Quarterback: Derek Husmoen - 608.863.0105 (call)

#### Description

Each year District 4 YFA members go on a bus tour. The tour is also open to other Farm Bureau members. A coach bus is rented to get everyone to and from the tour location. Most equipment manufacturers have scheduled tours available. Tours have included Case/New Holland tractor, John Deere combine, Agco and John Deere tractor plants. Snacks and water are purchased for attendees on the bus. Most plants have a minimum age requirement so be sure to ask. Plant tours have been very popular!

#### Cost of Play

A local implement dealership selling whatever brand of equipment we're touring has always sponsored the cost of the bus (Tractor Central for the John Deere trips, etc). The cost to each participant covers the cost of snacks and water on the bus.

#### Time-frame Needed to Implement

Two months prior, schedule tour.  
Three weeks prior, mail invites.

## DISTRICT 6

### Harvest Dust-Off

Quarterback: Carley Blado - 920.418.2226 | carleyblado@gmail.com

#### Description

District 6 YFA members host a social evening. 2016 will be the second year for the event. County YFA chairs plan the event. Sponsors cover the cost of the band and the facility rental. Profits from ticket sales help with district events throughout the year. The membership display is set up and there is a drawing for door prizes around 11 p.m. People check for their name on the way out and then receive a Farm Bureau gift. Last year it was a Farm Bureau mug and pair of gloves.

#### Cost of Play

\$1,700 for a band, \$500 for facility rental. Tickets cost \$10 each.

#### Time-frame Needed to Implement

Time to advertise the ticket sales; band and facility are booked about a year in advance.

## DISTRICT 6

### Green Bay Gamblers Game

Quarterback: Carley Blado - 920.418.2226 | carleyblado@gmail.com

#### Description

District 6 YFA members meet in Brown County for a Green Bay Gamblers Hockey Game. After the game, they meet for pizza at a local restaurant.

#### Cost of Play

Participants pay for their own ticket. Pizza is paid for by each county Farm Bureau.

#### Time-frame Needed to Implement

Time to advertise the ticket sales.

## DISTRICT 8

### YFA Farm and Industry Tours

Quarterback: Shannon Boschma - 715.205.2655 | shannonmvd@gmail.com

#### Description

YFA members took tours of dairy farms, farm manufacturing or anything ag-related. There was a guest speaker on farm safety during lunch.

#### Cost of Play

Sponsorship covered most of the food cost (about \$200), gift baskets for tour hosts was mostly Farm Bureau paraphernalia, meeting room fee (\$25). Free bags and promotional materials from Wisconsin Milk Marketing Board and Wisconsin Ag in the Classroom.

#### Time-frame Needed to Implement

Three months before: contact businesses/farms, submit postcard request, promote the event, find a guest speaker (if wanted) and line up sponsorship for lunch.

## BUFFALO COUNTY

### Fun on the Farm

Quarterback: Jan Schaffner - 608.863.3477 | jan.schaffner@outlook.com

#### Description

The Buffalo County YFA and Ag Promotions Committees hosted an event at a local farm and served wood-fired pizzas. The intent was to gather as many Farm Bureau members together for a relaxing evening and get to know other members. There was information posted regarding what the Ag Promotion and YFA groups have accomplished during the year as well as trivia questions for attendees to guess at. Pizza and lemonade were provided for free and there was a cash bar for soda or beer. S'mores were provided for a treat around the campfire and there were yard games for anyone to enjoy.

#### Cost of Play

Event was around \$1,100 with private party and 30 pizzas plus refreshments.

#### Time-frame Needed to Implement

Four to six weeks was required to get adequate time for advertising to members and booking event at farm.

## DANE COUNTY

### Social Media Mondays

Quarterbacks: Andrea Brossard/Alison Kepner -  
920.296.2382 | [brossard\\_andrea@uwalumni.com](mailto:brossard_andrea@uwalumni.com)

#### Description

The goals of Social Media Mondays include: Become familiar with tools used in social media and other technologies; Learn something new in a casual learning environment; See what other agriculturists and ag businesses are communicating on your behalf; Make new friends

This has been hosted at several different locations throughout District 2. The hosting location must have high speed Internet access and several computers/laptops for use. The past few years we have worked with Badgerland Financial (Madison and Baraboo offices).

Teaching/Student: Attendees indicate on RSVPs if they would like to be a teacher or a student. Those interested in learning more or need help in certain areas or are beginners are the students; those who are well versed in social media/email/blogs serve as the teachers. A buddy system is created at the first session, the buddies will work together for four sessions covering areas from email set-up, Facebook, using your smart phone, Snapchat, etc.

#### Cost of Play

Refreshments (water, soda, light snacks)

#### Time-frame Needed to Implement

Three to four months to plan and prepare.

## GRANT COUNTY

### YFA Night on the Farm

Quarterback: Sarah Johnsen - 608.732.5784 (call)

#### Description

In July, the Grant County YFA hosted a night on the farm at an area young farmer's farm. Grant County YFA provides the meat and everybody brings a dish to pass. The whole family is invited. Games and activities are held as well as a tour of the farm. The first year it was a district-wide event was 2016.

#### Cost of Play

Less than \$100 for the brats and hot dogs.

#### Time-frame Needed to Implement

The YFA chair starts planning this in May by looking for a place to host it.

## GRANT COUNTY

### YFA Hockey Game

Quarterback: Sarah Johnsen - 608.732.5784 (call)

#### Description

The YFA hosts a bus to a Dubuque Fighting Saints hockey game. Tickets are in the Bud Light Zone which includes snacks, pizza, a drink and a small gift. This event gives the YFA group to have a night to socialize away from the farm.

#### Cost of Play

\$25 for the ticket to the game (paid for by member). \$250 for the bus, paid by Grant County Farm Bureau.

#### Time-frame Needed to Implement

The planning starts in December looking for a date that works. This last year was the first year we took a bus, so that was reserved as well.

## KEWAUNEE COUNTY

### Rural Urban Banquet

Quarterback: Edith Lauscher, Farm Bureau Secretary - [elauscher@itol.com](mailto:elauscher@itol.com)

#### Description

Every year a different speaker is chosen who can discuss a topic of interest to both a rural and urban audience. In 2016, the topic was the 2017 Farm Technology Days that will be coming to Kewaunee County in July 2017. The banquet is designed to bring both rural and urban members together.

#### Cost of Play

Farm Bureau usually charges \$12 to off-set the cost of the meal and door prizes. Farm Bureau covers the meal cost not covered by the \$12 charge.

#### Time-frame Needed to Implement

Speaker contacts are made December and January. Venue reserved along with menu planning are done in February. Tickets to the banquet are sold in March.

## MARATHON COUNTY

### YFA Bowling and Pizza Social

Quarterback: Shannon Boschma - 715.205.2655

#### Description

Marathon County partners with another county for a social or makes it a district event. The event is held annually on Valentine's weekend. Lanes are reserved at a local bowling ally and pizza and soda are ordered for participants. There is a contest for the high male and female bowler and award them with a Fleet Farm gift card.

#### Cost of Play

Minimal: Rent lanes and purchase pizza at a large group discount. Each participant pays, which offsets most the cost. Out of pocket for Fleet Farm gift cards.

#### Time-frame Needed to Implement

Two months: Mail postcards (if wanted), create a Facebook event to promote. Reserve lanes at a centrally-located alley.

## OUTAGAMIE COUNTY

### Ladies Night Out

Quarterback: Katelin Haglund - 715.210.5384 (call) | katelinhaglund@gmail.com

#### Description

Ladies Night Out consists of a wine tasting for members and food, paid for by the women's committee. The winery provides a 50% discount for tastings for Farm Bureau members. The event for 2015 cost the county \$150 for 12 people to attend.

#### Cost of Play

The wine tasting for members and food are paid for by the women's committee. The winery provides a 50% discount for the tastings for members. 2015 costs for the county were \$150 for 12 people to attend.

#### Time-frame Needed to Implement

Event is planned for after hours in the winery and is booked three months in advance. The event is communicated through the county newsletter with RSVP needed one week in advance. Number attending is communicated to winery so they can plan staffing.

## OZAUKEE COUNTY

### Ladies Night Out

Quarterback: Lisa Gantner - 414.412.6354 (text)

#### Description

Ozaukee County hosted a ladies night out at a bowling featuring food, drinks and socializing. Members were charged \$5 per person and the committee picked up the food tab. Drinks were on the member.

#### Cost of Play

Charged \$5 for each person to attend. The committee picked up the food tab; drinks were on the attendee.

#### Time-frame Needed to Implement

At least two hours depending on how much talking is done during bowling and if you stay after you are done bowling.

## PIERCE COUNTY

### Farmer's Euchre

Quarterback: Monica Krings - monica.krings@gmail.com

#### Description

Every year Pierce County Farm Bureau hosts a euchre card party for anyone interested. It first started out with only Farm Bureau members and then was extended to anyone interested. There were 17 tables last spring and everyone had a fun time. Lunch was served by the Pierce County Farm Bureau officers. Local businesses donated prizes.

#### Cost of Play

Hall rental in El Paso was \$50. An entry fee of \$5 was paid by each card player attending and it was necessary to change partners after eight hands. We had a set charge of \$.50 per couple and the pot was divided among five people at the end if they had their name in the pot. A total of eight games were played. All the money was returned to the top winners. Everyone else received a door prize donated by many sponsors, such as Pierce County Farm Bureau, Ag Star, AgSource, NK-Syngenta Seeds, Western WI Ag Supply, and Country-Side & Precision Ag.

#### Time-frame Needed to Implement

This is an annual event. The board chose a date and place to hold the gathering. Then some of the board members contacted businesses to donate prizes. Members contacted various people inviting them.

## RACINE/KENOSHA COUNTY

### Membership Recruitment Bowling and Pizza Social

Quarterback: Scott Davel - 608.234.7047 | gscottdavel@gmail.com

#### Description

Racine County began a membership bowling and pizza night in 2014 as a way to sign new members and for current members to meet the board of directors. There was a lot of success in the first year, so Kenosha County was challenged to join in 2015. The event is free. New in 2015 was a competition and a 50/50 raffle. The competition was a \$10 entry fee for teams of four people. The county gets door prizes donated from FS, Rural Mutual Insurance and other local businesses.

The event is held in March before farmers are busy in the fields. In the future, the county is considering adding a card party for the older members who are not interested in bowling.

#### Cost of Play

In 2014, Racine County Farm Bureau covered the entire cost of the event. In 2015, Racine and Kenosha Counties split the cost. Cost for bowling and pizza is around \$200 but varies based on attendance. The event is free to members.

#### Time-frame Needed to Implement

Discussions began at the county board meetings in the fall so that information could be included in the county Farm Bureau newsletter. Both counties promoted the event in their newsletter, word-of-mouth and through their Facebook pages.

## ROCK COUNTY

### Northleaf Winery Tour and Tasting

Quarterbacks: Megan Daluge and Emily Johnson - 608.921.4037 (call)

#### Description

The Rock County YFA enjoyed live music, along with wine tasting and a tour of Northleaf Winery. This event has been a success for several years.

#### Cost of Play

\$250

#### Time-frame Needed to Implement

A few months to book the evening and send invites.

## TREMPEALEAU COUNTY

### District 4 Girls Day Out

Quarterback: Crystal Johnson - 715.597.2411 (call) | crysheath@hotmail.com

#### Description

Each year District 4 has a Fall Women's event. Although those in attendance are typically Farm Bureau members, it can also be used as a recruitment opportunity. Taking into consideration the time of the year, stops were at a new robotic milking facility by Independence, Harvest Home (a faith-based, educational hobby farm with world-trained stock dogs that work the sheep, wool demonstrations and talk of agri-tourism) near Whitehall and Falls Meat Service in Pigeon Falls. In addition to the tours, guests were wined and dined with samples of local wine paired with appropriate cheese/chocolate. Falls Meat catered a delicious meal at Harvest Home. There was an assortment of door prizes (mostly agriculture related) from around the county. Since the goal is to appeal to a wide-variety of women, tours were in different sectors of agriculture. One of the greatest limiting factors was the time it takes to travel between places. Participants met in Independence at 9:45 a.m. and were back to their cars by 4 p.m.

#### Cost of Play

Bus rental was \$250 plus a \$40-50 tip for the bus driver; Lunch: \$7 per person; Tour at Harvest Home: \$2 per person; Wine: \$183 (leftovers were given as door prizes); Paper supplies, snacks, etc. were additional costs.

#### Time-frame Needed to Implement

Began contacting tour stops in the summer to get on their calendars. Snacks and drinks for the bus were purchased and lunch was scheduled.

## WALWORTH COUNTY

### Annual Brewers Game Outing

Quarterback: George Mroch - crafty@wi.rr.com

#### Description

This annual outing includes tickets for the family section behind home plate, a charter bus and a stop at Golden Corral afterwards for dinner buffet (not included in price). Members pay \$45 per ticket.

#### Cost of Play

Bus: \$600; tickets: \$25 each; bus parking and driver tip: \$50

#### Time-frame Needed to Implement

Reserve tickets in January or February when they go on sale, then reserve bus and advertise the event to members.



# POLICY AND DEVELOPMENT IMPLEMENTATION

Activities include policy development meetings and candidate interviews.



## DISTRICT 1

### Policy Development Meeting

Quarterback: Dave Daniels - 262.770.0248 | dands77@hotmail.com

#### Description

Each year District 1 hosts a district-wide policy development (PD) meeting and invites the WFBF governmental relations staff to review the PD issue backgrounders with members. The meeting is centrally located and members can attend for the buffet that begins at 6:30 p.m. or attend for the meeting from 7-9 p.m. The cost for members to eat the buffet is \$15 per person and there is a cash bar available. Finding a date that works for all members is tricky because of county fairs, so a time is picked during a week when there are no county fairs. The meeting begins at 7 p.m. with the WFBF governmental relations staff reviewing the PD issue backgrounders and answering questions. Once all issue backgrounders are discussed, members may discuss other topics they believe are important to consider in the PD process.

#### Cost of Play

The cost of the buffet is paid for by each attendee, so there is no additional cost.

#### Time-frame Needed to Implement

The date is secured in March so there is ample time to get the information in newsletters and out to the PD committee members. Information is emailed to PD committee members and presented to board members at county board meetings.

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## KEWAUNEE COUNTY

### Policy Development Meeting

Quarterbacks: Edith Lauscher, Farm Bureau Secretary - elauscher@itol.com

#### Description

Members meet to develop and discuss new policy and review old policy to see if changes are wanted. The event is held at a local town hall.

#### Cost of Play

Meal and beverage.

#### Time-frame Needed to Implement

Planning begins two months prior to the meeting to determine the location and food.

## ROCK COUNTY

### Focus on Ag

Quarterback: Doug Rebut - 608.290.5928 (call)

#### Description

Rock County Farm Bureau invites all candidates running for local, state and federal offices to an agricultural location in the county. This event gives Rock County Farm Bureau an opportunity to educate those running for office about the agricultural impact in Rock County and the importance of legislation and how it effects the ag community.

#### Cost of Play

\$200-\$500 depending on location

#### Time-frame Needed to Implement

1.5 months to send out invites.

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## ROCK COUNTY

### Fall Candidate Forum

Quarterback: Doug Rebut - 608.290.5928 (call)

#### Description

After the primary election, Rock County Farm Bureau invites all candidates to answer questions in front of the ag community. This event is held in conjunction with the Ag Business Council of Rock County at a local farm. Rock County Farm Bureau and Ag Business Council members are invited to attend.

#### Cost of Play

\$200 for food

#### Time-frame Needed to Implement

One month; Invites are sent immediately following the primary election.