



# Clark County Farm Bureau

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FROM THE **# 1 FARM INSURER**  
IN WISCONSIN, WE WOULD LIKE TO SAY  
**THANK YOU**  
FOR YOUR SUPPORT AND LOYALTY!




Rural Mutual Agent in Clark Co:

|                                   |                             |
|-----------------------------------|-----------------------------|
| Ryan Dillenbeck<br>(715) 669-5400 | Tim Voigt<br>(715) 743-2800 |
|-----------------------------------|-----------------------------|

David Meihak, District Manager - (715) 630-4801

## Wisconsin Farm Bureau Federation

### engAGe: A New Way to Share Agriculture's Story



#### What is engAGe?

U.S. Farmers & Ranchers Alliance is proud to debut engAGe, their new, free app that launched in March. engAGe allows users to easily stay abreast of current news in agriculture and amplify relevant content with a simple click. With engAGe, farmers, ranchers

and advocates from all corners can amplify agriculture's voice. The app presents users with a news feed where users can publish stories and posts to their own social media networks with the swipe of a thumb. Additionally, this Ag-focused news feed will ensure that users will never miss out on important news that either benefits or affects agriculture.

#### Why engAGe?

With engAGe, users can share easily share content on a higher level. engAGe integrates with the most popular social media platforms, and distributes content to your followers with a simple click. It doesn't matter if a user is behind a computer, walking down a street, or in a field, engAGe makes it simple to share a united voice, and speak for agriculture. engAGe also allows users to share their own content. If someone has a video, photo, link or story they want to share; engAGe is their platform. Simply upload, write a summary and distribute your content to be shared with the entire network.

#### How to engAGe

Users can access the engAGe app through a browser or on your mobile device. We recommend downloading the app so you can engAGe from anywhere.

- To join on a desktop, or simply sign up online, visit: [engage.fooddialogues.com](http://engage.fooddialogues.com). To download the app, in both iTunes and Google Play, search for "Dynamic Signal". Also check out [www.fooddialogues.com/engage/](http://www.fooddialogues.com/engage/) to learn more about this new program.

### Mark Your Calendars!

Mark your calendars for the 2019 AFBF FUSION Conference. There will be great speakers, breakout sessions and evening events to bring together volunteer leaders from the Promotion & Education, Women's Leadership and Young Farmers & Ranchers programs. You'll leave the conference with new friends, new ideas and new energy for your farm and Farm Bureau.



#### Conference Highlights

FUSION provides value for people of all ages with a variety of different activities including:

- Local tours in Wisconsin
- Collegiate Discussion Meet
- Hands-on Learning Sessions
- Evening Entertainment
- So much more!

### YFA Program Updates and SAVE the Dates

Here are a few things you should know for District 8 YFA:

#### County Activities of Excellence

Need \$500 for your YFA program?!? The WFBF County Activities of Excellence program awards outstanding county activities with booth space at the 2018 WFBF Annual Meeting and \$500! There is an entire category just for YFA! Details at [wbf.com](http://wbf.com).

#### Upcoming Events:

Save the Date - Oct. 19

Joint District YFA and Promotion and Education Splash of Red Cranberry tour in Pittsville!

Want to receive monthly updates on YFA events? Email [acalaway@wbf.com](mailto:acalaway@wbf.com).





# COUNTYnews

CLARK COUNTY FARM BUREAU EDITION



## Dairy 1,2,3 Wrap Up

In May, Wood County joined forces with 11 other counties to sponsor a District 4 and District 8 series focused on the dairy industry.

Attendees had the opportunity to hear from Mark Stephenson, from the Center of Dairy Profitability, along with Beth Schaefer, from Dairy Farmers of Wisconsin. Both of these sessions were recorded and can be viewed online.

**Session 1 - How dairy pricing came to be** – Mark Stephenson with the Center for Dairy Profitability – <http://bit.ly/Dairy123-1>

**Session 2 - Where milk trends are heading** – Beth Schaefer with Dairy Farmers of Wisconsin – <http://bit.ly/Dairy123-2>

**Session 3 – A producer-led listening session.** If you are interested in seeing the notes from the third session, please email Ashleigh at [acalaway@wfbf.com](mailto:acalaway@wfbf.com).

## Clark County Scholarship Winners



Clark County Farm Bureau was honored to hand-out \$1,000 worth of scholarships to graduating high school seniors across Clark County. If you know of a high school senior looking to pursue higher education in 2019 please encourage them to complete the scholarship application.

*\*Note: the second winner will be featured in the fall newsletter.*

**Jillian Tyler** – Jillian will be taking a year off to serve on the Wisconsin FFA officer team. We wish her all the best this coming year.

## Breakfast in the Park - Sunday of Corn Fest

The Clark County Farm Bureau board invites you to join them for breakfast on Sunday, August 26 from 7 a.m. – noon.

Cost:  
\$7 for 12 years and older  
\$4 for kindergarten – 11 years  
Free for preschool and under



The breakfast menu is pancakes, scrambled eggs, ham, sausage, cheese, apple sauce, coffee and ice-cold milk. The breakfast will take place at Westside Park in Loyal. You are encouraged to bring your friends, family and a healthy appetite!

All proceeds raised from the breakfast will directly benefit the county's scholarship program.

Any member interested in volunteering for the breakfast can contact Clark County Breakfast chair – Tom Shafto Jr. 715-255-9249 or by going to <http://bit.ly/CCFBBreakfast>

## WFBF Sends Letter to FDA

On July 6, a letter coordinated by the Wisconsin Farm Bureau was sent to FDA Commissioner Scott Gottlieb. The letter was signed by 37 state Farm Bureaus and other agricultural groups.

The letter expressed displeasure with the lack of enforcement for labeling of imitation dairy products using the term 'milk' by FDA and asked for the issue to be addressed immediately.

"We organized this letter because our members are frustrated with the status quo of zero enforcement by FDA," said WFBF President Jim Holte.

The letter listed numerous points as to why mislabeling is a huge disservice to consumers and a serious problem. Some main points from the letter were:

- Misleading consumers is a severe public health risk. Food Allergy Research and Education estimates that more than 15 million Americans have a food allergy, and of those, nearly 6 million are children under the age of 18. Mislabeling nut-based or imitation dairy beverages as 'milk' can have severe consequences.
- Plant-based beverages are not held to the same 'Standards of Identity' and yet they share in the benefits of using the term 'milk' on their packaging.
- The decision to exercise discretion in enforcement has degraded dairy's share of the marketplace and consequently has significantly harmed the financial viability of more than 40,000 dairy farm families.
- Failure of the FDA to administer current regulations runs counter to the stated goal of the White House to enforce regulations and bring accountability to those who violate the rule of law. FDA is legally required to uphold the law.
- Recent comments on FDA's behalf discussed the use of plant-based beverages in the dairy aisle and acknowledged the definition of milk — the lacteal secretion, practically free from colostrum, obtained by the complete milking of one or more healthy cows. The groups expressed a severe disappointment to hear the admittance that FDA has not been enforcing proper labeling for plant-based imitation dairy beverages that inappropriately use the term 'milk'.

Read the full release at [wfbf.com](http://wfbf.com)

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## Ignite Conference



Jodi Erickson

Members also participated in the event called IGNITE on April 5-6, 2018, at the Holiday Inn Convention Center in Stevens Point. IGNITE stands for Innovate, Grow, Network, Inform, Train and Engage. This brand new member-engagement conference gave attendees the opportunity to build leadership skills and strengthen their county Farm Bureaus.

“The IGNITE conference was designed to be a dynamic, fun-filled training that provided Farm Bureau members with program ideas, resources and new skills that can be immediately implemented on the local level,” said Wisconsin Farm Bureau President Jim Holte.

The conference offered four tracks: policy, issues and advocacy; governance and organization; building Farm Bureau; and communicating for agriculture and Farm Bureau. Attendees had the option to follow a certain track or divide their time between multiple tracks.

Keynote speakers included New Mexico Farm and Livestock Bureau’s Executive Vice President Matt Rush, Indiana farmer and agricultural speaker Damian Mason, Virginia farmer and motivational speaker Matt Lohr and Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary Sheila Harsdorf.

Numerous other speakers were on the agenda including representatives from American Farm Bureau Federation, Wisconsin Farm Bureau Federation and Rural Mutual Insurance Company.

“We are extremely thankful for Rural Mutual Insurance Company’s support of this event,” said Holte. “Because of their co-sponsorship we are able to offer this excellent resource to our members.”

IGNITE is scheduled to take place on a biennial basis.

## Meet Jim Froeba: Father, Farmer, Clark County Farm Bureau Director and Advocate for Agriculture



Jim Froeba has seen a lot changes in the agriculture industry over the years. Most recently on his family farm just outside of Loyal. Last August Jim said goodbye to his dairy cows and welcomed a herd of beef cows to his farm. Jim also cash crops 150 acres. Jim has one son Luke.

He has been an active member of the Clark County Farm Bureau for over 21 years. When Jim was asked why he became active in the county. He shared, “I felt I had no right to complain until I was involved in the process of trying to resolve issues facing the farming industry today.” Jim notes that one of the best benefits of being a member of Farm Bureau is, “you are more aware of the issues affecting the farming community and what is being done to address them.” Jim is also involved in his local town government and tries to stay up-to-date on issues affecting it.

Jim is passionate about agriculture and believes it is important to be involved because, “even though the industry has evolved over the years we still need to remind ourselves that even our most basic needs (food and water) are directly tied to the to agriculture industry”. Jim noted that, “we must never forget that all of our wealth originated from our natural resources and that the only way we can survive and thrive is to continue to share our story with the those not directly involved with agriculture. Farm Bureau helps me be able to do that.”

Jim will be hosting the Clark County Farm Bureau Annual Meeting on Tuesday, August 14. Registration will open at 7:30 p.m. with the meal at 8 p.m. Cost is \$5/person and free for new members!



## Clark County Ag in the Classroom

Clark County had a total of 35 essays turned in for “Inventions that have made agriculture great” from various classrooms across the county. We would like to thank the teachers and students that participated in this year’s contest. Congratulations to Fernanda Schlinsog, daughter of Scott and Daniela Schlinsog, of Granton Elementary for submitting the winning essay.



**We're Growing Leaders**

Be a member of the 2019 Leadership Institute

The Wisconsin Farm Bureau Leadership Institute develops strong and effective Farm Bureau leaders of all ages and experience. As an Institute member you will participate in engaging and interactive sessions where you will develop your personal leadership skills, dive into your creative side, advocate for agriculture and learn more about Farm Bureau's grassroots policy development process

Apply today at <http://bit.ly/FBInstitute>. You will not regret this rewarding experience!  
Application deadline is August 15.



Members across the county and district were able to join in for a Sweetheart/Dog House Bowling at Rose Bowl Lanes this last February.

**Lunch & Learn**

**Farm Safety**

Learn about farm safety resources and how you can keep everyone safe on your farm!

Wednesday, September 5  
noon - 12:30 p.m.

RSVP at  
<http://bit.ly/WFBFLunchLearn>

Farm Bureau

### Did YOU Know?

Wisconsin is home to **59,000** colonies of **bees**.



Wisconsin grows **27%** of the U.S. total of **cabbage for sauerkraut**. Ranking it #1.

Wisconsin leads the nation in the export of **ginseng root**.

## There are Benefits to Your Farm Bureau Membership:

### Financial

- AgriPlan Medical Reimbursement Program
- Farm Bureau Bank

### Supplies and Products

- John Deere's GreenFleet™ Loyalty Rewards Program
- Case IH
- Caterpillar
- FS-GROWMARK Patronage
- Grainger
- Office Depot

### Communication

- AgriVisor
- The Country Today

### Insurance

- Rural Mutual Insurance Company
- Farm Bureau Financial Services

### Protection

- \$500 Reward Protection Program
- Accidental Death Policy

### Health

- ScriptSave® Prescription Drug Savings Card
- Life Line

### Travel

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

For complete details visit [wfbf.com/benefits-membership](http://wfbf.com/benefits-membership).

## Spring Farm Tour Recap

On Friday, April 13 members from across District 8 had the opportunity to take part in the annual spring farm tour. This year's MVP tour included the following stops: Malm's Rolling Acres, featuring new robotics; lunch and tour at Holland's Family Cheese, home of award winning Marieke Gouda; and Verhoef Dairy, LLC, featuring a new calf facility and dried manure bedding. A huge shout out to the host farms and AgCountry for sponsoring lunch that day.



Verhoef Dairy, LLC



Verhoef Dairy, LLC



Holland's Family Cheese



Malm's Rolling Acres



Malm's Rolling Acres



Holland's Family Cheese

FREE FARMER RESOURCES

## WISCONSIN FARM CENTER

[farmcenter@wisconsin.gov](mailto:farmcenter@wisconsin.gov) | 1-800-942-2474

Free, confidential assistance is available to all farmers in areas including: financial planning, farm transition, conflict mediation, herd-based diagnostics, counseling services and more.

## Share Your Farm Bureau Stories



In 2019, WFBF will be celebrating 100 years. As part of the celebration, the Centennial Committee is collecting stories.

All stories are welcomed.

Farm Bureau members past and present can submit their stories via a Google form found at <http://bit.ly/SubmitAFarmBureauStory>.

You can also email your story to [wfbf100@wfbf.com](mailto:wfbf100@wfbf.com) or mail items to Attn: Centennial Committee PO Box 5550 Madison, WI 53705.

The goal of the WFBF Centennial Committee is to share at least 100 Farm Bureau stories during the centennial year.

## Clark County Farm Bureau Contacts:

|   |              |
|---|--------------|
| President/Promotion & Education Chair,<br>Jodi Erickson | 715.523.1512 |
| Vice President, Tom Shafto Jr.                          | 715.321.4522 |
| Secretary/Treasurer<br>James Froeba                     | 715.255.8159 |
| YFA Chair, Max Malm                                     | 612.655.9220 |
| Director, Brad Boon                                     | 715.937.0983 |
| Director, Duane Boon                                    | 715.743.4873 |
| Director, Bill Elmhorst                                 | 715.743.3001 |
| Director, Mark Elmhorst                                 | 715.613.1099 |
| Director, Brett Gregorich                               | 715.316.2699 |
| Director, Joe Harder                                    | 715.937.4751 |
| Director, Keith Miatke                                  | 715.937.2032 |
| Director, Walter Schuette                               | 715.613.2814 |
| Director, Mark Shain                                    | 715.797.1976 |

|  |              |
|--|--------------|
| Clark County Farm Bureau                             | 877.583.5506 |
| District 8 Coordinator, Ashleigh Calaway             | 866.355.7348 |
| WFBF Board Director, Donald Radtke                   | 715.539.2892 |
| WFBF Promotion and Education Chair,<br>Lauren McCann | 920.728.4948 |
| WFBF YFA Chair,<br>Beth and Matt Schaefer            | 608.577.6845 |
| RMIC District Manager, Dave Meihak                   | 715.630.4801 |

## Meet Ashley Lorence



My name is Ashley Lorence and I have recently been hired by UW-Madison and Extension's Nutrient and Pest Management Program as the North Central Regional Specialist. My office is located at the Marshfield Soil and Forage testing lab. My core area counties include Wood, Clark, Taylor, Lincoln, Marathon and Portage Counties.

I hail from a small town called Lebanon in Kansas where there's about 100 people. Lebanon, KS is the geographic central of the United States. I grew up on a farm raising both crops and livestock. I received my bachelor's of science degree in Agronomy – Consulting and Production from Kansas State University. At K-state I was involved in Wheat State Agronomy Club, Collegiate Farm Bureau, crops team, weed science team, and undergrad research. I stayed at K-state to further my education and recently completed a MS degree in Agronomy specializing in Precision Agriculture. My MS research involved optical sensor technologies to optimize winter wheat management. I worked closely with extension agents and producers across Kansas.

My contact information is:  
Email : [alorence@wisc.edu](mailto:alorence@wisc.edu)  
Cell Phone: 608.381.6702

## County Activities of Excellence

The County Activities of Excellence Program is designed to celebrate and recognize innovative, action-oriented programs developed by county Farm Bureaus.

Eight programs will be selected to display their winning program or activity during the 99th WFBF Annual Meeting Trade Show on December 1-2 at the Kalahari Resorts and Convention Center in Wisconsin Dells. Those counties with a winning entry will receive \$500 toward expenses to participate in the CAE program.

Visit [wfbf.com](http://wfbf.com) and select "County Awards" under the Programs tab to learn more.

