

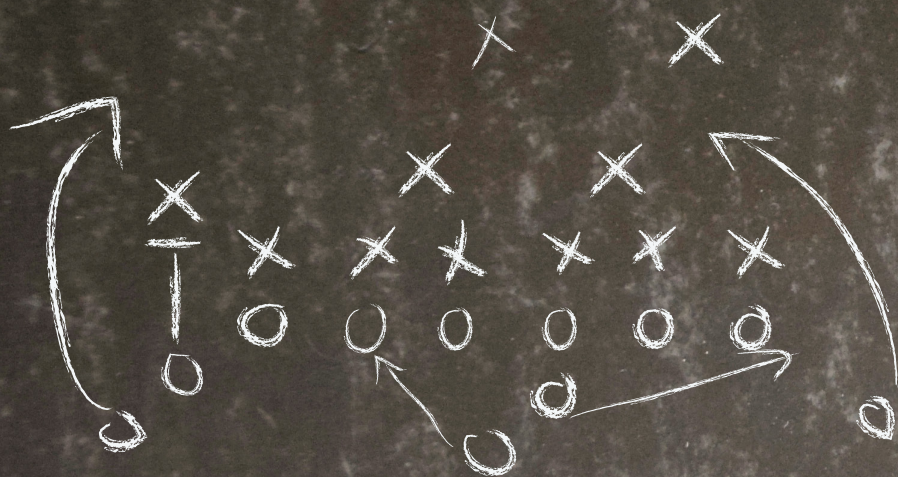
LOCAL AFFAIRS PLAYBOOK



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PLAYBOOK PURPOSE

To create this resource, the WFBF Local Affairs program collected events, programs and activities that happen throughout Wisconsin. The purpose of the Playbook is to provide counties with ideas and resources for planning county activities and events.



ABOUT THE WFBF LOCAL AFFAIRS PROGRAM

Farm Bureau is a grassroots organization with action stemming from the county level. County Farm Bureau members expressed a need for a resource to help with local policy events, questions and concerns. Wisconsin Farm Bureau created the Local Affairs program to assist with local issues. If you need guidance on a local issue, fill out the form at wfbf.com/policy/local-affairs.

EVENTS AND ACTIVITIES



FORUM ON THE FARM

Description

In every even year there are local, state and federal elections in your county. Forum on the Farm is an event (on a farm) where candidates for office can be asked about various agricultural issues. This can be done pre-primary or post-primary. It is important to understand that your county Farm Bureau MAY NOT endorse a candidate for state or federal office, though a candidate may highlight if they are endorsed by Volunteers for Agriculture. Events have a balanced, fair-minded moderator who asks rural- and agriculturally- relevant questions of all candidates. This is your county event, and it is important to know that your county sets the rules of engagement: time limit, applause, inappropriate audience behavior, etc.

Cost of Play

Majority of costs will be dependant on the venue. If you are able to have it on the farm in a shop or shed it could very well save you money. Other expenses could be the county providing snacks, beverages and/or meal. Other expenses could be any sort of decorations you choose to have and if you need to rent chairs.

Time Frame for Implementation

As soon as your county decides to host this event, the chair for this event will want to reach out to all potential candidates. Even if you are going to have a post-primary forum, you will want to put this on candidates' calendars as soon as possible. It is recommended that a county decide to do this by late spring of an even year

FOCUS ON AG

Description

Inviting all local, state or federal officials to come learn about agriculture in your county in an odd numbered year. This is an opportunity to highlight certain aspects of agriculture within your county. Your county also may look at doing some demonstrations, or discuss the agriculture needs in your area.

Cost of Play

Costs will vary depending on the venue for your event. Hosting this event at a member's farm may be more cost effective than hosting it at a banquet hall or some other sort of seated hall. Additionally, if your county wishes to offer snacks or beverages that will increase the cost for this event.

Time Frame for Implementation

Plan to send invites to your targeted audience at least 2 months in advance. Your targeted audience is likely an audience that gets many invites so you likely will need to reach out to your invitees more than once; and any time that you can make a personal invite to them is even better.

4-R EVENT (RIGHT RATE, RIGHT PLACE, RIGHT SOURCE, RIGHT TIME)

Description

Partner with your local Insight/FS, Farm Service or Coop to have an event with local elected officials to discuss nutrient placement and management. The goal is to increase the knowledge of what farmers are doing, how farmers are doing it and why farmers are doing what they are doing regarding application of nutrients.

Cost of Play

Will vary depending on your partnership with another organization (Insight/FS, Farm Service or local Coop), the need of your event (do you need tables, chairs, a tent), are you providing snacks/beverages/a meal?

Time Frame for Implementation

Begin talks with your local partner 4-5 months prior to your event so you can identify your county Farm Bureau's key objectives that you want to meet. Invites to this event should be sent out multiple times beginning as early as a month or two prior to the event. It would be highly encouraged to invite people personally.

DISCOVERY FARMS EVENT FOR FARMERS

Description

Bringing in Discovery Farm leaders to discuss a variety of topics that can be beneficial to farmers in your county. Discovery Farms is a great resource regarding the latest studies regarding nutrient application, cover crops, runoff, etc. Discovery Farms can tailor their presentation to what the farmers in your county need.

Cost of Play

The main costs of this event will be three things. 1. Location of your event; 2. Food or snacks; 3. notification of event to your members

Time Frame for Implementation

One to two months of prep work are needed for this event. The first step is to identify what your farmers would be looking for from Discovery Farms. Contact Discovery Farms to set a date that works both for your county Farm Bureau and Discovery Farms; and then work to notify your membership of the event.

DISCOVERY FARMS EVENT FOR PUBLIC

Description

This is a different event than the one for farmers. This event brings in leaders from Discovery Farms to talk with the general public about what farmers are doing and what they are doing to be good stewards of the land. Discovery Farms is a creditable third-party validator that has the trust of both environmental groups and agriculture. They can discuss the science of farming and what they have learned during the years through their studies.

Cost of Play

The main costs of this event will be three things. 1. Location of your event; 2. food or snacks; 3. notification of event to leaders in your county.

Time Frame for Implementation

One to two months of prep work are needed for this event. The first step is to identify what your farmers would be looking for from Discovery Farms. Contact Discovery Farms to set a date that works both for your county Farm Bureau and Discovery Farms; and then work to notify your county leaders of the event.

FARMER-LED WATERSHED GRANT WORKSHOP

Description

This event is about getting farmers together so they can learn the basics of Wisconsin's Farmer-Led Watershed Grant program. This event covers the topics of how to get neighboring farmers together to put together a grant, how to submit a grant, what types of things the grant pays for and what types of things the grant does NOT pay for.

Cost of Play

The main costs of this event are three things. 1. Location of your event; 2. food or snacks; 3. notification of event to your members and farmers in your county.

Time Frame for Implementation

One to two months of prep work are needed for this event. The first step is to contact the point person at DATCP who coordinates the Farmer-Led Watershed Grants and identify a date that works from them and the county Farm Bureau. Find a place to host the event; and then work to notify your members and farmers in your county of the event.

For more information, visit datcp.wi.gov/Pages/Programs_Services/ProducerLedProjects.aspx

FORUM ON THE FARM - LOCAL CANDIDATE

Description

In the spring of the year there are local elections for town, county and school board (non-partisan elections). This is an opportunity for your county Farm Bureau to bring local candidates together to get their thoughts and opinions on issues relating to agriculture and living in rural areas. Having a balanced, fair-minded moderator who asks rural and agriculturally-relevant questions of all candidates. This is your county event, and it is important to know that your county sets the rules of engagement: time limit, applause, inappropriate audience behavior, etc. All candidates will be official by February 1. Your county Farm Bureau can reach out to candidates about the forum you're hosting at that point.

Cost of Play

Majority of costs will be depending on the venue. If you are able to have the event on the farm in a shop or shed, it could save you money. Other expenses would be if the county wanted to provide snacks, beverages or a meal. Other expenses could be any sort of decorations you choose to have and if you need to rent chairs.

Time Frame for Implementation

Your county Farm Bureau will want to start as soon as the candidates are official as it is a quick time frame until the April election. You will need to identify a location, moderator, invite the candidates and then promote your event to your members (and possibly the general public).

LOCAL AG SUMMIT

Description

Be proud of agriculture in your county. This event is an opportunity for your county Farm Bureau to highlight agriculture success in your county. Talk about the economic impacts, the jobs, the tax base, and the dollars that agriculture generates for your county. Your audience would be local elected leaders and the public. Check your local library, school or local government facility for places to host this event.

Cost of Play

Costs could be very minimal. The presentation could be done by a Farm Bureau member or your local UW-Extension Ag Agent.

Time Frame for Implementation

This event could be done in 1-2 months. Identify the date and location of your event, then publicize your event through means your county Farm Bureau believes will attract the greatest attention.

To find county ag facts, visit datcp.wi.gov/Pages/Publications/WIAGStatistics.aspx.

BUSINESS AFTER 5 EVENT

Description

Something your county Farm Bureau may want to consider is becoming a member of your local Chamber of Commerce. Dues to such organizations will vary but they do come with some perks. One them is get together that are sponsored by various members. This is a great way for your County Farm Bureau to introduce your organization to other businesses and people in your county.

Cost of Play

cost of membership and event.

Time Frame for Implementation

This will be determined by the schedule of your local Chamber of Commerce.

EMERGENCY PERSONNEL TRAINING REGARDING LIVESTOCK AND IMPLEMENTS OF HUSBANDRY

Description

This event brings together law enforcement, fire-fighters, EMS and local emergency personal to teach them about the rules and regulations regarding implements of husbandry and how to deal with animals in an emergency situation. You will likely want to partner with your local Ag Agent and Cheryl Skjolaas with UW-Madison Agricultural Health and Safety.

Cost of Play

If you can find an appropriate farm to host this event, your main cost will be in providing a meal / snacks / beverages and any printing of materials that you would like to hand out.

Time Frame for Implementation

You will want to give plenty of time to prepare of this event. Based on previous events, it would be suggested that at least 4 months be given to adequately prepare for this event. Your county Farm Bureau will need to find an appropriate farm to host, make a concerted outreach to local emergency agencies in your county and make the pitch as to why their personnel should take time to come to your event.

DEALING WITH SUBSTANCE ABUSE AND ADDITION IN AGRICULTURE

Description

It can be often very hard in agriculture to acknowledge that times have been hard and that farmer friends and neighbors of ours are dealing with substance abuse and/or addiction. This event is to bring people to talk about what resources are out there for you or someone you love and care for that has a problem. This event is another stepping-stone in making it OK to talk about feelings; about mental and physical health in agriculture. Key people to reach out to are your local health department, local hospitals, law enforcement, and the Wisconsin Farm Center.

Cost of Play

Cost for this event would be the venue, any snacks/beverages offered, any printing needed, and promotion of the event.

Time Frame for Implementation

This event will take 2-3 months of advance work. You will want to partner with key local people and resources and then try to package everything together in an easy to use and understand format.

SO YOU SOLD THE COWS / FARM... NOW WHAT?

Description

Some farmers sell the cows / farm because they needed to in making the best financial decision for their family, some farmers sell because they are leaving farming for other opportunities, and some farmers sell because of retirement. This is a two-pronged, it can be daunting to sell your farm but still need to be in the workforce. This event will help bring resources in to assist farmers in deciding "what's next". Key partners would be your local technical college, the WI Department of Workforce Development, possibly your local Chamber of Commerce to discuss local worker needs... etc. The second part of this event would be for those that sold because of retirement. Bringing in local organization / entities to talk about various volunteer opportunities in your county. Key partners for this could be your county ADRC, churches, schools, community organizations.

Cost of Play

Possible costs are the venue, any sort of printing needed, snacks/beverages provided, and any paid promotional materials.

Time Frame for Implementation

This event would likely take 3-4 months to plan. Identifying your location, your speakers, any print materials needed, and allowing enough time for appropriate promotion of your county Farm Bureau's event.

RELATIONSHIP BUILDING



A NIGHT OUT FOR AG TEACHERS

Description:

This event involves taking an agriculture teacher in your county out to dinner or for a nice evening. The point is to either create or maintain a strong working relationship between Farm Bureau and ag teachers. Their students are often future members prospects, and in return Farm Bureau can be a resource for items that the ag teacher needs either in volunteer time or financial resources.

Cost of Play:

Will be determined by the number of teachers, board of directors who go out and where the county Farm Bureau decides to go.

Time Frame for Implementation

This can be done within 1-2 months. Find your local ag teacher at wisconsinaged.org/documents/wis-ag-directory.pdf.

MEETING THE UNIT CHAIR OF YOUR TOWN ASSOCIATION

Description:

Invite your local unit chair from the Towns Association to come to a Farm Bureau meeting. This is a great way for Farm Bureau to talk about agriculture issues or concerns and for the Farm Bureau Board of Directors to learn about town issues or concerns

Cost of Play:

None

Time Frame for Implementation

This can be done in 1-2 months. To learn more, visit wisctowns.com/events-calendar or wisctowns.com/resources/town-websites.

MEETING YOUR COUNTY BOARD CHAIR

Description:

Invite your county board chair to come to a Farm Bureau meeting. This is a great way for Farm Bureau to talk about agriculture issues and concerns and for the Farm Bureau board of directors to learn about issues facing the county.

Cost of Play:

None

Time Frame for Implementation:

This can be done in 1-2 months. For more information, visit wicounties.org/counties.iml.

MEETING YOUR COUNTY HIGHWAY COMMISSIONER

Description:

Invite your local highway commissioner to come to a Farm Bureau meeting. This is a great way for Farm Bureau to talk about agriculture issues and concerns and for the Farm Bureau board of directors to learn about how and why certain things or certain roads are done and maintained.

Cost of Play:

None

Time Frame for Implementation

This can be done in 1-2 months. For more information, visit wisconsin.gov/Pages/doing-bus/local-gov/hwy-mnt/contacts/county-commissioners.aspx.

MEETING YOUR COUNTY EMERGENCY MANAGEMENT COORDINATOR

Description:

Invite your local Emergency Management Coordinator to come to a Farm Bureau meeting. This is a great way for Farm Bureau to talk about agriculture issues and concerns and for the Farm Bureau board of directors to learn about agriculture can be helpful to the local emergency management.

Cost of Play:

None

Time Frame for Implementation

This can be done in 1-2 months. For more information, visit dma.wi.gov/DMA/wem/response/county-directors.

MEETING YOUR COUNTY FAIR BOARD/ AG SOCIETY

Description:

Invite the chair or president of the local Fair Board or Ag Society to come to a Farm Bureau meeting. This is a great way for Farm Bureau to talk about how the Farm Bureau can be a partner for the fair and for the Farm Bureau board of directors to learn about some of the needs of the county fair.

Cost of Play:

None

Time Frame for Implementation

This can be done in 1-2 months.

MEETING YOUR COUNTY SHERIFF

Description:

Invite your county Sheriff to come to a Farm Bureau meeting. This is a great way for Farm Bureau to talk about agriculture issues and concerns and for the Farm Bureau board of directors to learn from the Sheriff about complaints they receive about agriculture.

Cost of Play:

None

Time Frame for Implementation

This can be done in 1-2 months. For more information, visit wsdsa.org/directories.

MEETING YOUR DISTRICT ATTORNEY

Description:

Invite your county District Attorney to come to a Farm Bureau meeting. This is a great way for Farm Bureau to talk about agriculture issues and concerns and for the Farm Bureau board of directors to learn about the law when it comes to theft or other legal issues.

Cost of Play:

None

Time Frame for Implementation

This can be done in 1-2 months.

MEETING YOUR COUNTY FIRE CHIEFS AND LOCAL EMS

Description:

Invite your local municipal fire department chiefs to come to a Farm Bureau meeting. This is a great way for Farm Bureau to talk about agriculture issues and concerns and for the Farm Bureau board of directors to learn from fire chiefs about some of the issues and concerns they have with fires or calls on farms.

Cost of Play:

None

Time Frame for Implementation

This can be done in 1-2 months.

MEETING YOUR COUNTY LAND CONSERVATIONIST OR COMMITTEE CHAIR

Description:

Invite your county land conservationist or land conservation committee chair to come to a Farm Bureau meeting. This is a great way for Farm Bureau to talk about agriculture issues and concerns and for the Farm Bureau board of directors to hear from them about things that they would like the Farm Bureau to know about.

Cost of Play:

None

Time Frame for Implementation

This can be done in 1-2 months.

MEETING YOUR COUNTY AG AGENT

Description:

Invite your county ag agent to come to a Farm Bureau meeting. This is a great way for Farm Bureau to talk about agriculture issues and concerns and for the Farm Bureau board of directors to hear from your ag agent about what they are hearing and some ideas they have for agriculture in your county.

Cost of Play:

None

Time Frame for Implementation

This can be done in 1-2 months.

MEETING YOUR COUNTY NRCS

Description:

Invite your county NRCS agent to a Farm Bureau meeting. This is a great way for Farm Bureau to talk about agriculture issues/concerns and for the Farm Bureau Board of Directors to hear from your ag agent about what they are hearing and some ideas that they have for agriculture in your county.

Cost of Play:

None

Time Frame for Implementation

This can be done in 1-2 months.