

FARM BUREAU® Connection



Your Connection to Farm Bureau

By Jim Holte, Wisconsin Farm Bureau President



If you are not familiar with our organization, you might be asking what Farm Bureau is and why you are getting mail from us. I will answer by telling you, not what, but who Farm Bureau is.

We are the families you walk by at the local grocery store. We are behind the wheel of the tractor driving down

the road. We are the dairy farm or cranberry marsh you've driven by. We are the strawberry or pumpkin patch you visit. We are the winery or Community Supported Agriculture (CSA) farm that you purchase from. We are also the teachers, bankers, veterinarians, mechanics, processors, marketers, communicators, nutritionists and agronomists who have a hand in successful farming.

That's *who* Farm Bureau is.

We are civic-minded volunteers who see the value in working together on a grassroots level. Collectively for more than 90 years we have organized our efforts on the county level. During the process

we became the most active force for farming on rural Wisconsin's landscape.

Most of Farm Bureau's history has been intertwined with an insurance company started more than 80 years ago by a group of farmers seeking auto insurance. From those humble beginnings grew a nationally-recognized business that has never forgotten the priority it shares with Farm Bureau, keeping Wisconsin strong.

That's *who* Farm Bureau is.

Farm Bureau members are conservationists. Deeply-rooted in our communities, we drink the water, breathe the air and want the soil to sustain future generations of consumers and farmers. We support proactive research and pragmatic efforts that protect the environment. As a result, we can produce more with less to feed people from Beloit to Beijing.

That's *who* Farm Bureau is.

We are proud of who we are and how we serve our members and surrounding communities. I hope you enjoy this new publication that connects you to information about food, farming and Farm Bureau.



Choice and Wyndham Hotel Group Benefits Help Members Save



When Darby Sampson, her husband Clint and their two boys, Colby and Cordell travel they save extra money by being Farm Bureau members and using the Choice Hotels or Wyndham Hotel Group member benefits, which save them up to an additional 20 percent.

"I absolutely recommend this benefit to members," said Darby. "Depending on the room rate you can easily pay for your dues with two to three nights of reservations."

The family raises beef cattle and grows row crops in Jackson County and they use the benefit when traveling for business such as cattle sales, family vacations or Farm Bureau events.

Sampson estimates that the family "easily saves more than \$100 per year with that Farm Bureau member benefit alone."

Besides the cost savings, the benefit is easy to use.

"When we vacation, we don't plan ahead as far as overnight stops so

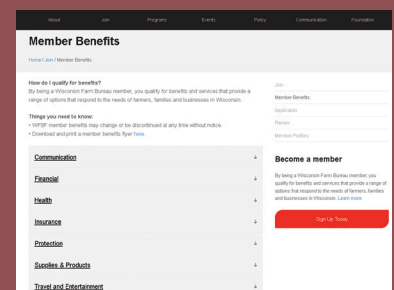
we can stop and do as we please," Darby said. "This member benefit is great as I usually pull into the parking lot of a hotel I know is on the list and make my reservation on my phone using the code provided in the member benefits section on the WFBF website. I've never had an issue with our reservations."

The hotels are national chain type hotels that anyone will recognize. "When traveling, it's very easy to find a hotel that qualifies in most cities," she added.

Members should use phone numbers and codes listed on the WFBF website. Do not call the hotel directly to book. For more information on hotel discounts, visit wfbf.com/membership/member-benefits.

MORE BENEFITS

Farm Bureau offers benefits additional to the hotel discount you just read about. To view the benefits available with your membership, visit wfbf.com/membership/member-benefits.





Sauk County Farm Bureau members Fritz and Ginny Wyttenbach have long been known in the local community for providing high quality meats even before opening their meat market.

The couple is the third generation on the Wyttenbach family farm, with their son Mark being the fourth.

“We didn’t live on the farm when I was first born, we moved there when I was 10 years old,” Fritz explained. “My grandpa did most of the farming. We were just there to have fun. Gradually that changed and my brother and I took on more responsibility over time.”

Fritz, his brother and their father owned beef cattle, pigs and crop land. As Fritz and his brother saw their children taking an interest in also becoming part of the family’s farm, they saw an opportunity to divide the business with Fritz focusing on beef cattle and his brother focusing on the pigs.

Today, Fritz and his son Mark raise 1,000 head of dairy steers for partnering dairies and farm 400 acres of owned land in addition to some rented land. The Wyttenbachs harvest all corn silage from their land and buy other feed ingredients such as distillers grain, dried corn and dry hay.

“We end up buying a majority of our feed and for us this works out fine because the only machinery we have invested in is our feed mixer and manure spreader along with a couple loaders,” Fritz said.

The couple has been selling beef from the farm for quite some time and through customer feedback, they knew they had something special.

“We were selling beef halves and quarters off the farm and customers were telling us they couldn’t get that kind of quality anywhere else,” Fritz said.

A New Venture

Being an entrepreneur-minded farmer, Fritz had an idea to start a meat market.

After years of planning and preparation, the couple selected a plot

of land north of Prairie du Sac in an area that was expecting future business and housing expansion. After constructing a meat market from the ground up, Wyttenbach Meats opened its doors in early April 2002.

The first few years presented a number of challenges, but Fritz said they were not unlike the challenges they faced on the farm.

“At times, it can be challenging – as any small business owner will tell you,” Fritz said. “Some things about owning a business are very much the same as farming – its hard work, long hours and sometimes low pay.”

Fritz’s advice to other farmers looking to pursue a value-added venture is to be sure you consider every expense the business will incur and calculate what the profit margins will be. He says always pursue your dreams but proceed with caution and make sure you ask a lot of questions because you will learn things that will make you better prepared to weather the challenges that owning a small business presents.



To read the full story, visit wfbf.com/member-profiles/meet-fritz-and-ginny-wyttenbach.

4 Reasons Working with an Agent is Better than Buying Insurance Online

The ease and convenience of purchasing insurance online seems too good to be true ... and it is. You might have a hard time getting ahold of someone who can understand your situation or worse, find yourself underinsured after you are in an accident. Learning the hard way is never a good idea.

Like anything you buy, price is a reflection of value. Realizing the value of working with an insurance agent might make you reconsider that cheap online insurance quote.

Here are 4 reasons why it's valuable to work with an insurance agent:

- 1. They are real people.** Online service is not customer service. When was the last time you spoke to the same person? How many times did you have to repeat your story? When you work with a local insurance agent, you will always have a local person to call. Insurance agents can advocate for you when you have a claim or advise you on coverage changes. They are always a short visit away.
- 2. They are your neighbors.** Local insurance agents live and work in your community and care about the same things you do. Most agents are involved in your community and sponsor local events, businesses, and sports teams. They understand and relate to the same challenges you face every day.
- 3. They are insurance experts.** All insurance agents need to be licensed and are required to participate in continuing education courses, including 3 hours of ethics. You can trust that they are up-to-date with current insurance trends. They can explain insurance questions in terms that you can understand



while relating them directly to your policy. As consumers, we seek professional opinions from doctors, attorneys and accountants on things that we aren't experts in. Just like these professionals, insurance agents have dedicated themselves to being experts in their field and can help you decide what is best for your situation.

- 4. They are like family.** From buying your first car to enjoying retirement, insurance agents are there for you every step of the way. As your needs change, agents provide you with options and advice to make sure you are properly covered. Your online insurance company will send you a bill at renewal, but they won't take the time to review and adjust your current coverages based on your needs.

Having a claim is scary. Finding out that you are underinsured is a nightmare. Don't let this important decision be made without someone helping you through the process.

There's another word for trust. It's called neighbor.

What happens when you exclusively do business in Wisconsin for more than 80 years? You start to look after your clients like they're neighbors. That's why we take the extra effort to ensure you're well protected. We even help prepare for situations before they become situations. We use our local knowledge to help customize a plan that works best for you. It's time to start a relationship built on trust. It's time to call Rural Mutual. Find a local Rural Mutual agent today!

Rural Mutual career agents are independent business people carefully chosen and thoroughly trained to represent our company and serve the needs of their local communities. We are hiring in your local community, learn more!

LOCAL AGENT WITH A PERSONAL TOUCH



GOOD EATS



Wisconsin Cheesy Chicken

Recipe submitted by Katie Mattison,
Dunn County

Ingredients

- 6 boneless, skinless chicken breast halves
- 1 Tbsp. olive oil
- ¼ tsp. white pepper
- ¼ tsp. kosher salt
- 4 oz. grated or crumbled cheese (i.e., like blue or Roquefort)
- 1 clove garlic, minced
- 8 oz. sour cream
- ¼ c. parsley, chopped

Directions

1. Season the chicken with salt and pepper.
2. In a large skillet, over medium-high heat, sauté the chicken in olive oil until browned on all sides, set aside. Reduce heat to medium, add garlic, cheese and sour cream to the pan.
3. Stir constantly to incorporate the drippings to the sauce.
4. When the cheese is melted, return the chicken to the sauce, reduce heat to low. Continue cooking for 5 minutes, until the chicken is cooked throughout.
5. Serve over a bed of cooked linguini or angel hair pasta, cooked according to package instructions, and lightly tossed with basil infused olive oil (if desired).
6. Garnish the chicken and pasta with chopped parsley.

Pork Griller

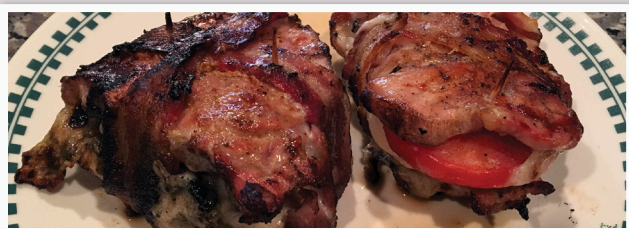
Recipe submitted by Wyttenbach Meats,
Sauk County

Ingredients per Griller

- pork tenderloin, cut into two slices pounded thin
- 1 slice provolone cheese
- portabella mushroom
- onion
- tomato
- 2 slices bacon

Directions

1. Between the tenderloin slices place one slice each of provolone cheese, portabella mushroom, onion and tomato.
2. Wrap in a crisscross pattern with two full slices of bacon.
3. Grill on medium-high for approximately 30-40 minutes turning once.



Peanut Butter Bars

Recipe submitted by Derek Orth, Grant County

Ingredients

- ½ c. butter
- ½ c. white sugar
- ½ c. brown sugar
- 1 egg
- ⅓ c. peanut butter
- 1 c. chocolate chips
- 1 tsp. vanilla
- 1 c. flour
- 1 tsp. baking soda
- 1 c. quick oats
- Frosting: 1 c. powdered sugar, ½ c. peanut butter, milk

Directions

1. Cream butter and sugars.
2. Add egg, peanut butter and vanilla. Mix well.
3. Add flour, baking soda and oatmeal. Mix well and pour into 9 x 13 pan.
4. Bake for 15 minutes at 350°F.
5. Sprinkle top with chocolate chips. Let melt and spread, let cool.
6. Frost with 1 c. powdered sugar, ½ c. peanut butter and milk until spreadable. Double the recipe for a jelly roll pan.



Farm Bureau Flavor

These recipes are from Rural Route's Farm Bureau Flavor. For more great recipes visit, wfbf.com or find us on at WIFarmBureau.