



Grassroots

District 7 News

District 7 Director Report



Brian Preder

WFBF Board Member

The seeds of the new strategic plan were planted this spring, so where are we now? With a new strategic plan comes new opportunities for growth.

One of those opportunities for growth is promoting the environmental stewardship practices of our members. In June, Rachel

Gerbitz was hired as the newly created Director of Sustainability Communications and Partnerships. In her new role, Rachel will promote agriculture's sustainability story and assist with events regarding environmental stewardship.

Environmental tours are being planned across the state to promote the sustainability practices and variety of agriculture WFBF represents as the largest general farm organization in Wisconsin. Each district will host a tour highlighting the member's sustainability practices. The tours are not district specific and open to any member from across the state.

Be sure to take the opportunity to travel the state to network and learn about other members' farms and practices. There might be something to bring home to your farm.

Networking and learning from fellow farmers and members are some of many opportunities about WFBF. District 7 members had the opportunity to network and learn at our district meeting held in Shawano on Aug. 5. They supported our YFA members participating in the Discussion Meet and heard from WFBF Chief Administrative Officer Kim Pokorny about her background and where WFBF is headed, which was followed by our policy discussion.

As your reading this newsletter, we are in policy season for WFBF. It's that time of year when county Farm Bureaus hold their policy development meetings.

The policy process is an important part of WFBF's grassroots structure. Policy development starts at the county where members can develop policy, that once passed at the annual meeting policy session, will guide the lobbying efforts for WFBF.

As a voting member, be sure your voice is heard and get involved in the policy process in your county's upcoming Policy Development Meeting.

During last year's pandemic, we saw the need to improve the meat processing system in Wisconsin. Our members recognized the need and created new policy to guide our lobbying efforts to improve the shortfalls.

At the June board meeting, we reinforced those newly

created policies. The board and staff toured the new UW-Madison Meat Science and Animal Biologics Discovery Building, which puts Wisconsin back as the leader in Meat Science.

We were joined by Department of Agriculture, Trade and Consumer Protection staff including Secretary-designee Randy Romanski, Livestock and Meat Specialist Jeff Swenson and Director of Meat and Poultry Business Paul Humphrey.

Also, joining the tour were members of the UW-Madison College of Agricultural and Life Sciences staff and a processor from the Wisconsin Bipartisan Meat Caucus.

Following our tour, we had a discussion to better understand the concerns and needs from the farmer, processor, education and government perspectives.

The biggest take away from the tour and discussion was we have many of the same priorities to improve Wisconsin's meat processing system.

Our strategic plan and policy development has allowed WFBF to continue promoting and lobbying for agriculture and our members throughout COVID challenges and the transition back to normal.

With a return to normal, I'm excited to say, I can't wait to see everyone at the Kalahari Resorts and Conventions in December for the WFBF Annual Meeting.

May each of you have a safe and bountiful harvest.



POLICY DEVELOPMENT TIME!



Attend Your County Farm Bureau's Policy Development Meeting

**-LANGLADE COUNTY - WEDNESDAY SEPTEMBER 15, 7:00 P.M.
INSIGHT FS OFFICE BOARD ROOM, ANTIGO**

**-MARINETTE COUNTY- TUESDAY SEPTEMBER 14, 6:30 P.M.
COLEMAN HIGH SCHOOL AG DEPARTMENT ROOM, COLEMAN**

**-OCONTO COUNTY - TUESDAY AUGUST 24, 8:00 P.M.
OCONTO FALLS COMMUNITY LIBRARY, OCONTO FALLS**

**-OUTAGAMIE COUNTY - THURSDAY SEPTEMBER 9, 7:30 P.M.
BLACK CREEK TOWN HALL, BLACK CREEK**

**-SHAWANO COUNTY - THURSDAY AUGUST 19, 7:00 P.M.
SHAWANO COUNTY FAIR OFFICE, SHAWANO**

**-WAUPACA COUNTY - TUESDAY SEPTEMBER 7, 8:00 P.M.
MANAWA CITY HALL, MANAWA**

WFBF State Committees and Who Serves

Wes Raddatz

WFBF District 7 Coordinator

The Wisconsin Farm Bureau has committees that include members from District 7. Several are advisory committees to the WFBF Board of Directors and are instrumental in helping to make important decisions and guide the organization to best help and represent member's needs. Others committees are created by the board or WFBF bylaws for specific tasks that help WFBF serve its members. Below is a description of the committees along with District 7 members who serve.

Dairy Committee

The Dairy committee is advisory to the WFBF Board of Directors. This committee reviews issues and activities at the state and national level effecting Wisconsin's dairy industry. Committee members are appointed for one-year terms and may not serve more than four consecutive terms.

District 7 members on the Dairy committee include Neil Christianson from Shawano County and Jake Hoewisch from Waupaca County.

Dairy Growth Management Committee

At the January 2021 WFBF Board of Directors meeting, the board approved a special committee: Dairy Growth Management.

District 7 is represented by Kellie Zahn from Shawano County on the Dairy Growth Management committee.

Policy Development Committee

Wisconsin Farm Bureau Federation's policy is established by farmers through a structured policy development process. Suggestions come from our members who propose and vote on them at county Farm Bureau annual meetings. From there the policies work their way up to the state Policy Development committee, and then delegate members vote on the proposals at the WFBF annual meeting.

The Policy Development committee is referred to in the WFBF by-laws and is not advisory to the WFBF Board of Directors. The committee is charged with developing the proposed public policy for consideration by the voting delegates at the annual meeting. The committee reports to the delegates at the WFBF annual meeting instead of the WFBF Board of Directors.

The District 7 member on the Policy Development committee is Meredith Paul from Waupaca County.

Promotion and Education Committee

The committee is a dynamic group of Farm Bureau leaders who develop, implement and promote programs that build agricultural awareness and provide leadership development to the agricultural community. They are passionate about sharing their agriculture store and ultimately providing agricultural education for school-age students and adults of all ages.

The committee helps host the annual Ag in the Classroom essay contest and helps pick the Book of the Year. They also have a Playbook which provides resources and event ideas to county Farm Bureaus. The committee also helps plan the Ag Lead Summit in odd years or the IGNITE Conference in even years.

Brittney Muenster from Outagamie County is on the state Promotion and Education committee.

Legislative and Political Action Committee

This committee is really two committees combined into one. The Volunteers for Agriculture® (VFA) committee is a legally constituted political action committee established by the WFBF. The committee

operates under by-laws established by the WFBF Board of Directors. The committee is charged with increasing the political involvement of the agricultural community. This includes identifying and supporting candidates for state office that are determined to be "Friends of Agriculture".

The Legislative committee is advisory to the WFBF Board of Directors. The committee reviews issues and activities at the state and national level effecting Wisconsin agriculture.

District 7 members on the VFA committee include Monica Schwittay from Marinette County and Jeff Styczynski from Shawano County.

Young Farmer and Agriculturist Committee

The Young Farmer and Agriculturist program is for members between 18-35 years old. The YFA program offers opportunities for leadership and skill development, along with the chance to meet and network with peers. The committee coordinates the YFA Contests that include the discussion meet and excellence in ag competition. Additionally, the committee plans the YFA Conference in December.

Kelly and Keith Oudenhoven from Outagamie County represent District 7 on the state YFA committee.

Humor Corner

By Wes Raddatz, District 7 Coordinator



Money Talks! But to me all it ever says is, "good bye."

Swallow your pride occasionally. It's non-fattening!

Never argue with your doctors. They probably have inside information.

Genius may have its limitations, but it seems stupidity is not thus handicapped.

Don't ever take a fence down until you know the reason why it was put up.

Getting the baby to sleep on time is hardest when he's about 17 years old.

A man walked into a military surplus store and asked if they had camouflage pants. "Yes," the clerk replied, "but we can't seem to find them."

Freelance Telepathist Wanted. You know where to apply.

Researchers have spent millions of dollars to determine that birthdays are good for your health. They found that the more you have, the longer you live.

If you help someone up a hill, you're that much closer to the top yourself.

Promotion and Education Committee Update



Brittney Muenster

Promotion and Education Committee Representative

Change has been a common theme the last year and from the Promotion and Education Committee's perspective we are sticking with the common thread.

In July, we finally reconnected in-person for the first time since 2019 during our summer meeting.

We kicked-off the meeting with a tour of McFarlane Pheasants, Inc., in Janesville where we learned about their process of raising the birds for meat and game. Anyone looking to learn more about meat processing poultry on a large scale with direct sales, I highly recommend this tour.

From there we popped in to the Milton Library where we participated in their Dairy Day program. We read the book "Tales of a Dairy Godmother" to a group of youth 12 and younger. We also did two activities, Milk Fireworks and a cow craft.

Moving forward the committee attendees also discussed what opportunities we have as the world starts to open up again. We are excited to refine our direction for the remainder of the year to work with Farm Bureau members to strengthen their relationship with consumers on every level, in person to social media and beyond.

Look for our Promotion and Education page in Rural Route where we plan to do a deeper dive into some of the most popular conversation topics surrounding agriculture and some communication tips.

WFBF Leadership Institute Experience

By Nicole Rabitz



I decided to apply for the Institute program to challenge myself and to grow as a leader. I have gotten to meet new people from all over the state.

Unfortunately, due to COVID-19, all of our programs have been done through Zoom meetings so far. This fall will be our first time meeting in-person.

We have had the pleasure of meeting several people within Farm Bureau and learning more about the organization.

We've also had guest speakers teach us about public speaking skills and then work with us applying interview techniques. They then critiqued our interviews.

This was a very intense learning situation. We've had to do projects with other institute members, read books and present what we have read.

Our sessions focus on leadership skills. We spend time in break out discussions. I enjoy the break out discussions. I get to know my fellow classmates while discussing the new material.

Our teacher, Wendy Kannel, is fabulous. She is caring, helpful and organized.

If you are considering the WFBF Leadership Institute program in the future I recommend that you apply. It is a great opportunity to meet lots of new people and learn new things while challenging yourself.

With less than half of the year there are still some great ways to enhance our impact as Farm Bureau members. The Wisconsin Beef Council is offering \$250 grants to Wisconsin agriculture organizations holding qualifying beef promotion events now through **Sept 10**.

In addition, groups will receive up to \$100 in promotional materials to use during the promotion event. Applications for the grant must be submitted at least two weeks prior to the event. Each organization is eligible to receive only one grant.

For more details or questions on the grant program, please contact the Wisconsin Beef Council at aquam@beeftips.com or 608.833.9943.

The Wisconsin State Fair Dairy Promotion Board is looking for volunteers to help at Dairy Lane during the State Fair. Volunteers must be 16 years old or older. Dairy Lane will provide a t-shirt, coupon to the grilled cheese stand and admission into the fairgrounds. Those interested in helping can sign up at www.signupgenius.com/go/10c0c45a8a928a1fdc43-dairy.

County Farm Bureaus can apply now for the new County All-Stars Award. Entry categories are: Ag in the Classroom, Consumer Outreach, Local Affairs, Membership and Other.

For more details about the program, visit wfbf.com/programs/county-awards. The deadline to apply is **Sept. 3**.

In closing, with so many exciting ways to get involved right now getting started can be overwhelming. Please feel free to lean on Farm Bureau staff and leadership if you have questions or need some more details. We are happy to help.

I look forward to seeing everyone soon.

Marinette Student, District Ag in the Classroom Essay Contest Winner

By Wes Raddatz, District 7 Coordinator

Each year the Wisconsin Farm Bureau's Ag in the Classroom program hosts an essay contest focusing on food and agriculture.

This contest is open to fourth- and fifth-grade students across the state. Students were asked to write a 100- to 300-word essay with the theme, 'How have Wisconsin soybean farmers fueled Wisconsin's economy?'

Each year the topic has lesson plans, activities and other resources that teachers, volunteers and homeschool parents can use to teach about Wisconsin agriculture.

A total of 1,461 students wrote essays for the essay contest, which was sponsored by the Wisconsin Farm Bureau Foundation, Wisconsin Soybean Marketing Association, Wisconsin Soybean Marketing Board, and We Energies.

Each district winner received a prize package including a plaque, books about soybeans, Culver's gift card, Agriculture Fast Match game, Trivia cards and a 'I Love Soybean' mug.



Lauryn Peters was the District 7 essay contest winner.



On May 25, Ag in the Classroom Coordinator Darlene Arneson made the essay contest presentation for the fifth-grade class at St. Thomas Aquinas Academy in Peshtigo.

District 7 YFA Report



Kelly and Keith Oudenhoven
YFA Committee Representatives

Hello. It's hard to believe how fast the summer has gone.

Recently, the Young Farmer and Agriculturalist Committee had our summer meeting and started to finalize so many fun things for our YFA Conference, which will be held IN-PERSON in December at the Kalahari Resorts and Conventions in Wisconsin Dells.

This year, there will be plenty of excitement as we have missed being in-person. Friday night will kick-off the YFA Conference with break-out meetings with each district followed by a night of fun in Tom Foolery's. Saturday will be filled with Discussion Meet contests, Excellence in Ag presentations, fun and interactive workshops, and most of all, networking.

There will be plenty of games, social media contests and swag giveaways so make sure to mark your calendars for **Dec. 3-5**.

While we had every intention of planning a summer district event, we decided it would be best with everyone's busy schedules to wait until after harvest and plan an event at that point.

Please watch for more updates for something fun.

POLICY PULSE
An e-newsletter to keep Wisconsin Farm Bureau members up to date on the latest policy and legislative news and other happenings in the governmental relations division.

Stay up to date on the latest legislative news affecting you.

SIGN UP HERE:
<http://bit.ly/PolicyPulseSignUp>

Ag Day at the Capitol Set For March 24

Wisconsin Farm Bureau Federation

SIGN UP TODAY!

It's Fair Time

By Cindi Wautier, Fair Stand Chair

I scream, you scream, we all scream for volunteers. It's fair time again and that means time for our ice cream stand at the Marinette County Fair grounds.

We need volunteers to scoop and serve in the stand. If you are willing to take the challenge of learning and serving our 18 Cedar Crest Flavors, sign up at the following link: www.signpupgenius.com/go/9040B45A5AE2AA1FE3-icecream1.

We hope to hear from you soon or see you at the fair.



Come and help at the fair stand.



There's smiles all around when the ice cream is served.

Marinette Breakfast on the Farm, a Success

By Corey Kuchta, Breakfast on the Farm Chair

Despite the rainy weather, the Marinette County Breakfast on the Farm still served breakfast to more than 3,000 people on June 27 at the Brian and Brenda Hartwig family farm in Peshtigo.

Several Marinette County Farm Bureau board members played a key role in the success of the event. Corey Kuchta served as chairperson, Cindi Wautier helped run the kids activities along with 25 FFA students and Chuck Rabitz and his family helped serve coffee.



Emily and Audrey Rabitz served coffee.



The Brian and Brenda Hartwig family hosted the Marinette Breakfast on the Farm.

Support For 4-H and UW Ag and Extension Programs



Tom Houdek
Langlade County Farm Bureau President

On July 21, the Langlade County Farm Bureau board of directors took action to support 4-H and Extension programs in the county.

A Resolution was passed by the board that states, "Langlade County Farm Bureau stands behind the Langlade County 4-H and UW Ag and Extension programs and encourages the County Board to support the children and residents of Langlade County."

It's nice to be getting some moisture again after a very dry winter. Stay safe and enjoy the summer.

Music in the Park Fundraiser

By Judy Bolen, Music in the Park Co-Chair

This year, the Music in the Park event was held at the Heinzen Pavilion instead of the park because of rain threats.

This reduced the crowd somewhat, but a good time was had by everyone who attended.

We want to thank everyone for their support by donating pies and helping for the event. We also want to thank the Beef Council for the funds made available to us for the barbecue beef promotion.

Several comments were made that we had the best selection of pies and great barbecues. We also had a great band, Quarry Road.



Despite the threat of rain, folks enjoyed great food at Music in the Park while supporting the fundraiser for Langlade County Farm Bureau.

Beef Promotions Held

By Bev Brecklin, Promotion and Education Chair

Our first beef promotion was held on June 24 in conjunction with Music in the Park in Antigo. Due to the threat of bad weather, we were forced to have it at the Heinzen Peaceful Valley Pavilion on Field Street in Antigo. The menu was BBQs made with 30 pounds of ground chuck and potato chips, pies, soda and water.

Our board chipped in to help and provided the pies to sell at the event. A special thank you to Judy Bolen for making the BBQ, it was delicious.

I would say about 150 people attended, but we would have had a better turnout at the City Park. All went well and the music was good.

I hosted the second beef promo at Michael's Restaurant on Highway 64 in Antigo on July 7. It was done during a two- to three-hour lunch period and about 60 people were interested in the steak samples. I was assisted by the owner, Trina Krustensterna and she said the promotion drew in more customers for lunch. All went well and there was traffic going up north to the Hodag Country Music Festival in Rhineland.

During both events, there was exposure for the Langlade County Farm Bureau and the promotion of beef.

Have a good rest of the summer.



President's Report

By Dennis Jahnke, Oconto County Farm Bureau President

July in Wisconsin. Be thankful for at least one thing. We don't live out West.

I have a sister who lives in Oregon and her condo does not have air conditioning (they usually don't need it). How do you cool down; drive to the coast.

I sold my cattle in 1995 so I can sympathize. Most of the Wisconsin heat records were set that year. 700 to 800 people died in Chicago. At least in the country you can sleep under a tree if need be.

The economy is picking up due to monies the government pumped into the economy. As opposed to 2007-2008, substantial amounts went to the 'little guy' (or 'gal') so recovery is faster.

Only problem is COVID-19 is lurking around like those big black thunder clouds on a Wisconsin summer day. Non-vaxers will be our downfall.

My sister-in-law had polio as a child in Honduras. Have you ever heard of polio in 2021? Science.

Anyway, summer has been good. I have blackcaps, raspberries, peas and currants to harvest. My lawn is green again after our brief stint of drought. Prices for most commodities are up for our farmers so they are smiling for a change.

We're having our Fair this year. Time to celebrate. Get vaccinated.

Policy Development Report

By Ken Harter, Oconto County Farm Bureau Legislative and Local Affairs Chair

It's Policy Development Time Again – What's On Your Mind?

Farm Bureau from its start more than a century ago has prided itself on promoting the welfare of its members and all of agriculture by recommending and lobbying for policy to address issues of concern to farmers and rural America with legislators and government agencies.

Issue identification in Wisconsin starts at policy development gatherings in each of the 61 county Farm Bureaus.

Concerns and suggestions raised in counties are forwarded to the state Farm Bureau Policy Development Committee. That group sifts them down to recommendations that are presented to the delegate body at the WFBF Annual Meeting for adoption or rejection.

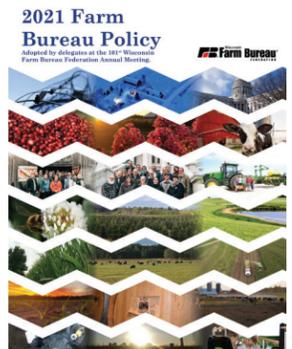
Adopted recommendations are added to the policy book, which guides the WFBF Governmental Affairs staff as they advocate with legislators and agency personnel on behalf of state Farm Bureau members.

Our process begins at 6 p.m. on **Tuesday, Aug. 24**, at the Oconto Falls Community Library in Oconto Falls, to which members are invited. Issues of local, state and national concern or importance to agriculture can be brought up and discussed.

Issues identified at that time will be placed on the agenda of the Oconto County Farm Bureau annual meeting, which is scheduled for **Tuesday, Sept. 21**, at the S&S Restaurant in Oconto Falls. The issues will be discussed and voted on. Issues of local concern will be communicated to local elected or regulatory officials. Those of statewide or national concern will be forwarded to the WFBF Policy Development Committee where they will be considered for inclusion at the WFBF Annual Meeting in December.

For information related to the policy work of Farm Bureau, members are encouraged to visit the Policy page of the WFBF website. You can review the policy book to see if a particular issue of interest is already addressed, up-to-date information on state and federal policy issues Farm Bureau is following and in-depth issue background papers prepared by staff on current issues.

Visit wfbf.com and click on the Policy tab at the top of the page.



Marinette and Oconto Counties Youth Apprenticeship Program

By Walter Taylor, Young Farmer and Agriculturist Chair

Are you looking for employees? Do you want to be a mentor for the next generation of agriculturalists?

If you answered 'yes' to either of these questions, please contact me at walter.taylor@of-ps.org to see if this program can help you and our students in northeast Wisconsin.

Currently, our Marinette and Oconto Counties Youth Apprenticeship Program fosters business partnerships paired with students from the following schools: Coleman, Florence, Gillett, Goodman-Armstrong Creek, Lena, Oconto, Oconto Falls, Wabeno and Wausaukee.

To learn more and find a coordinator near you, visit moyouthapprenticeship.weebly.com.

I also serve as the Oconto Falls Agricultural Educator and as a Marinette and Oconto Counties Youth Apprenticeship coordinator.



Successful Sandwich Stand Beef Promotion

By Ken Harter, Brat Fry Fundraiser Co-Chair

The Oconto County Farm Bureau served hamburgers and cheeseburgers along with bratwurst and hot dogs at the sandwich stand at Iverson's Piggly Wiggly in Oconto Falls on June 4 and July 9.

It was obvious that the public was happy to see the worst of the pandemic in the rear-view mirror as we enjoyed the among the best patronage since we have been putting on these fundraisers.

Also, new this year was a partnership with the Wisconsin Beef Council, which awarded our group a grant to promote beef. We featured beef hamburgers and cheeseburgers and provided recipe flyers and educational and beef nutritional handouts to customers.

We again appreciate the continuing partnership with the Oconto Falls FFA Alumni, which allows us to borrow their grill and other equipment.



Mary Ann Monette and Walter Taylor made delicious hamburgers and cheeseburgers at the Oconto Farm Bureau beef promotion and fundraiser.



David Schneider grilled some great Wisconsin beef at the Oconto County Farm Bureau brat fry fundraiser.

Adventures in Dairyland Program Update

By Kelly Oudenhoven, Ag in the Classroom Coordinator

While this past year was filled with much uncertainty for teachers and school aged children since the onset of COVID-19, there has been at least one positive for the fourth-grader students in Outagamie County with the Adventures in Dairyland program.

While schools were not allowed to go on field trips or have volunteers come into schools, when given the option to teach the Adventures in Dairyland program themselves, many teachers took the opportunity to do so.

Every year the Adventures in Dairyland program serves 21 schools with more than 1,500 students that learn about the wonderful dairy industry in Wisconsin. They learn how cows came to America, different dairy breeds, what cows eat/drink/live along with how they are milked and how good dairy products are for their body and health. Since the volunteer instructors couldn't go into classrooms this year, many of the teachers taught the program themselves and used an online platform from Dairy Farmers of Wisconsin for the tour portion of the program. While not ideal, it worked and many children learned about the dairy industry in Wisconsin.

Next year, we will hopefully once again be allowed to go into classrooms and also allow farm tours to resume.

If you are interested in becoming a volunteer instructor, please contact Kelly Oudenhoven.

Teacher Attends National Conference

By Erena Christensen, Kimberly School Teacher

The National Agriculture in the Classroom Conference was amazing. I met so many teachers and made contacts to use for my upcoming school year.

Also, the workshops gave me a lot of really great information to help with integrating agriculture into my other curriculum.

This is especially helpful since my school is located in the city. The field trips to Iowa State's dairy farm and swine barn also were beneficial to me teaching our dairy unit.

I look forward to sharing what I learned with you at the Outagamie County Farm Bureau annual meeting in October. Thank you to the Outagamie Farm Bureau for helping me attend by funding the cost of my hotel stay at the conference.



(from left): Cindy and Dave Barber, Wisconsin Ag in the Classroom Coordinator Darlene Arneson, Ashley Vandenburg, Jennifer Bartkowski and Jeff and Erena Christensen attended the National Agriculture in the Classroom Conference in Iowa.

President's Report

Neil Christianson

Shawano County Farm Bureau President



Summer is finally here, and the crops have appreciated it, many corn fields were well over knee high by the Fourth of July.

The Brunch on the Farm was a huge success again despite the weather conditions. More details regarding the brunch will be in this newsletter. I'd like to thank the many volunteers who made the success of Brunch on the Farm possible. Despite the

difficulties created by the rain, everyone stepped up their game to make sure our brunch guests had a good time while getting educated about dairy farming.

I also wanted to mention that our Shawano County Farm Bureau Annual meeting will be held at 11:30 a.m. on **Sunday, Sept. 26**, at The Gathering in Shawano. Invitations will be sent soon.

Presently, I am on the WFBF Dairy Committee and representing District 7. We are discussing federal orders related to the dairy pricing. I had a Zoom meeting with Senator Ron Johnson and we talked about agriculture-related issues.

Next, we will be gearing up for the Shawano County Fair and the Farm Bureau ice cream stand. Currently, we are looking for volunteers to work the stand.

I hope you are having a great summer and I'm looking forward to a bountiful harvest.

Now it's time to pick on my Norwegian heritage ... Ole and Lena went to a fair. Ole was fascinated by the airplanes and asked a pilot how much a ride would cost. "\$10 for three minutes," replied the pilot. "That's too much," said Ole. The pilot thought for a second and then said, "I'll make you a deal. If you and your wife ride for three minutes without uttering a sound, the ride will be free. But if you make a sound, you'll have to pay \$10." Ole and Lena agreed and went for a wild ride. After they landed, the pilot said to Ole, "I want to congratulate you for not making a sound. You are a brave man." "Maybe so," said Ole, "But I gotta tell ya, I almost screamed when my wife fell out."

Brunch Videos Available Online

By Christa Hoffman, Brunch Co-Chair

I have uploaded the historical Brunch videos on a new YouTube channel. I think this will be a good central location to store the Brunch videos. Having them online will create an easy access for those who are interested.

There are videos from 1986 to 1996, with a few missing.

Shawano County Brunch on the Farm YouTube Channel: www.youtube.com/channel/UC48bV04FW5VjXc3mpTPeIA/videos.

Brunch on the Farm Videos

Scan this code with your phone's camera to find videos from the 1984 - 1996 era.



SCAN ME

A Message From The President ...

Mike Salter

Outagamie County Farm Bureau President



I just finished a Zoom meeting for the Council of Presidents report and found things are getting back to normal. The WFBF Annual Meeting will be held in-person on **Dec. 4-6** and the Outagamie County annual meeting will also be in-person at the River Rail in Shiocton on **Thursday, Oct. 14**.

At the Outagamie County Fair at 2 p.m. on **Sunday, July 25**, we will hand out Centennial Farm awards for three farms. The

three Centennial Farms honored are Reis, Nettekoven and Huettl farms. We will have the program next year again, so if you know anyone in the county with a farm that's been in the family for 100 years, please encourage them to apply.

Policy Pulse is a new communication piece that keeps us up-to-date on political activity taking place in Madison and Farm Bureau's involvement in what is happening. If you want to receive this e-newsletter, please contact District 7 Coordinator Wes Raddatz at wraddatz@wfbf.com.

Politics plays an important part in our farming, and we will hold our policy-setting meeting at 7:30 p.m. on **Thursday, Sept. 9**, at the Black Creek Town Hall. All Outagamie County Farm Bureau members are welcome to attend or if anyone has ideas for policy-setting and is not able to attend the meeting, contact a board members to share what you have in mind.

Farm Bureau is a grassroots organization so your ideas are very important to us. Our grassroots policy is what guides this organization.

Octoberfest Fundraiser Report

By Bernie Vander Heiden, Octoberfest Chair

Outagamie County Farm Bureau will be selling cream puffs and coffee on **Saturday, Sept. 25**, for Octoberfest on College Avenue.

The day starts at 6 a.m. with setting up tent and equipment and ends at 6 p.m. We need volunteers to help with setup and selling cream puffs and coffee throughout the day.

This is our fundraiser for the year and funds raised here help support Adventure in Dairyland, 4-H, FFA, Rural Health Initiative and requests that come in throughout the year.

Please call and volunteer to help. You can contact me at 920.766.9377 and leave a message if I don't answer. I will return your call.

I will see you on **Saturday, Sept. 25**, on the Avenue between the hours of 6 a.m. and 6 p.m. to help support this fundraiser.



Octoberfest 2021 is a go! Call Bernie Vander Heiden to sign up to help with the cream puff fundraiser.

Shawano County Brunch on the Farm: Mud and Memories at Back 40 Acres

By Christa Hoffman, Brunch Co-Chair

Nearly 3,000 friends, community members and volunteers enjoyed a full farm experience at Back 40 Acres for the Shawano County Brunch on the Farm on June 27. A delicious meal, walking farm tours and a LOT of mud in the parking lot made it a memorable morning of food, fun and cows.

The weekend set-up activities started off dry on Friday, but the month-long drought of June gave way to a soaking rain that left more than two inches in Pulaski the day before the brunch. Even as the radar cleared Sunday morning, mist persisted keeping the 20-acre alfalfa field and brunch parking lot soggy and muddy.

More than 2,000 people already arrived before 10 a.m. for early morning activities including the Dairy Dash and Polka Mass. Many others wanted to be first in line for the scrambled eggs, hash browns, cinnamon bread and ice cream sundaes. As the cars started arriving on site and the parking crew jumped into action pushing and pulling vehicles and creating driving lanes by spreading wood chips with the manure spreader. Cars and four-wheel drive trucks alike were spinning their tires and sinking in the mud.

Guests found cover in tents with activities for kids, a petting zoo and

interactive educational stations teaching about agriculture. The best (and driest) place to be during the event was in the barn hanging out with the cows.

Wagon-ride tours turned into walking tours and ag-expert stations inside the free-stall barn explaining about the life of the Back 40 cows including how they are milked with a robot, what they eat and why they sleep on sand bedding. It was easy to understand why cows live in barns on such a wet day.

Like most farmers, Wayne Nischke, owner of Back 40 Acres had an optimistic perspective at the end of the day, "We lost 20 acres of hay in parking lot but saved 250 acres with the rain."

Thank you to the host family, Wayne and Connie Nischke, Kayla and David Coehoorn and Ashley and Ricky Mikle and children, at Back 40 Acres for opening your farm to this event.

Thank you to the sponsors and volunteers who make the day possible. Also, thank you to the dedication and hours spent by the planning committee to make Brunch on the Farm come to life.

See you next year on **June 26, 2022**, at Triple D Dairy in Clintonville.



The Shawano Brunch on the Farm was a successful event despite the rainy day.

Celebrate America With Dairy

By Christa Hoffman, Brunch on the Farm Co-Chair

The Shawano County Farm Bureau participated in the Gresham and Bonduel Fourth of July parades handing out more than 1,000 cheese sticks and 2,400 cartons of milk and juice that were left-over from the Shawano County Brunch on the Farm.

Thank you to Shawano Dairy Promotions and Ag Ambassadors who volunteered on the parade routes.



YFA Plans Fun at Timber Rattlers Baseball Game

By Deanna Zernicke, YFA Co-Chair

Attention Shawano County YFA members. Join your fellow YFA members for a Sunday afternoon at the ballpark on **Sunday, Sept. 12**, to cheer on the Timber Rattlers in Appleton.

Tailgating starting at 11:30 a.m. and game time at 1:05 p.m.

Please RSVP by **Aug. 23** to Dea Zernicke at 715.509.0083 (call or text) or deannazernicke@gmail.com. Bring your family and friends.

- **Cost:** \$10 per person includes game ticket and tailgate meal, payable at the event.
- **Meal:** Tailgate meal provided by Shawano County Farm Bureau includes brats, hot dogs, hamburgers, chips, pasta salad and dessert. You might want to bring a lawn chair.



Join your fellow Shawano YFA members for an afternoon at the ballpark on Sunday, Sept. 12, to cheer on the Timber Rattlers.

Thank You Brunch on the Farm Sponsors

By Christa Hoffman, Brunch on the Farm Co-Chair

Thank you to the businesses and individuals who donate money, products and services to the Shawano County Brunch on the Farm.

Chocolate Milk (\$1,000 Plus)

- Bayland Buildings, Inc
- BelGioso Cheese
- Caroline Lions Colorama
- Culvers - Shawano
- Dan's Dependable Hoof Care, LLC
- Farm Crop Insurance Agency, Inc.
- Fox Cities Builders
- GreenStone Farm Credit Services
- Jody Styczynski Construction
- Kuczer Hillside Lumber
- Mullin's Cheese
- Nutrition Service Company, Inc
- P & D Sales and Service LLC
- Pioneer Tractor Cruisers
- Pound Insurance Center
- Pulaski FFA Alumni Association
- Riesterer & Schnell
- Russel Robaidek, Inc
- Shawano County Ag Society
- Shawano County Dairy Promotions, Inc.
- Shawano County Society on Aging

- Village Tractor
- Valley Veterinary Clinic S.C.

Whole Milk (\$500 Plus)

- Adam & Rebecca Kuczer
- Birnamwood Veterinary Services
- Brown's Farm Service, LLC
- Cornette Farm Supply
- Don Olmsted Maple View Trucking
- Farm First Dairy Cooperative
- Gary & Ellen Raymakers
- GENEX
- Green Valley Dairy
- Hydroclean Equipment
- Jerid & Dana Wos
- Kozlovsky Dairy Equipment, Inc
- Mastey Farms - Dominic & Jamie Mastey Family
- Mikes Plumbing & Heating
- Premier Community Bank
- Pulaski Polka Days
- Sartori
- State Bank of Newburg
- Tri County Sno Riders

2% Milk (\$250 Plus)

- Abby Bank
- AgroPur and Simon's Specialty Cheese
- Bodart Farms
- Buresh Electric

- CentralStar Cooperative, Inc.
- Charlie's County Market
- CHS Larson Cooperative
- Complete Services
- CoVantage Credit Union
- CP Feeds, LLC
- Denmark State Bank
- Dupont Cheese Inc.
- Energy Solutions Partners, LLC
- Equity Cooperative Livestock Sales
- Gehm's Club 117
- Graf Creamery
- Heeg Hoof Trimming, Inc
- Heritage Animal Health
- Insight FS
- Karcz Farms Tiling
- Matsche Hoof Care
- Milk-n-More Harvesting, LLC
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- Northwoods Vet Services
- Nutrition Professionals, Inc
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- Olson Oil
- Olson Rural Electric
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- Rosenow Seed LLC
- Rural Mutual Insurance
- Scenic Central Milk Producers
- Teetzen's Maple Syrup
- Twohog, Rietbrock, Schneider & Halbach, S.C.
- United Cooperative
- United Veterinary Service
- Wrightstown Manufacturing

President's Report



Wayne Steingraber

Waupaca County Farm Bureau President

Once again, it's almost fair time. After last year's disappointments, it's exciting to be able to get together and see the accomplishments that the 4-H kids have worked so hard on this year.

The Waupaca County Farm Bureau food stand will be open and serving delicious burgers, fries and shakes.

This is the only fundraiser we have that gives an extra level of support to our programs, such as the Young Farmers and Agriculturists, Ag in the Classroom, supporting local farms by cheese donations to area food pantries, 4-H Key Award scholarships, FFA Farm Forum and other Promotion and Education programs that arise during the year.

So come on down, enjoy a meal and visit with friends. Or better yet volunteer a little bit of time to help out the kitchen staff.

Remember to reach out to family and friends and show them support. By doing so you will not only be helping them, but they also will be helping you. Invite them along to the fair, tell them about your Farm Bureau, encourage them to become a member. Together we remain strong.

Promoting the Fair with Farm Bureau

By Makya Schroeder, 2021 Waupaca County Fairest of the Fair



I am Makya Schroeder, the 2021 Waupaca County Fairest of the Fair.

The Waupaca County Fairest of the Fair serves as the official ambassador of the Waupaca County Fair, representing and promoting the fair at local events throughout the year.

We have times in our life that we need to step back, reevaluate, recharge ... reboot. For some of you, I hope that is what 2020 allowed you to do.

Oftentimes, we take for granted the things we get to do, even if it's the little things like going to our county fair, seeing family and friends whenever we want and just being with others.

In 2020, we were limited on what we could do and where we could go. With life starting to go back to normal, I hope you have not taken for granted time with loved ones. I hope you have become present with those around you and I hope you have enjoyed, more than ever, the things we often take for granted. And, like me, are excited to have the Waupaca County Fair back this year.

As Fairest of the Fair, I have partnered up with the Waupaca County Farm Bureau, to promote the agriculture industry and of course eating. The Farm Bureau and I have put together a short scavenger hunt for children to do at the fair. Our young visitors will have the opportunity to go around the fairgrounds and complete the scavenger hunt. After they have completed their scavenger hunt, they may take it to the Farm Bureau food stand for a free food item.

Thank you to the Waupaca County Farm Bureau and C&D Professional Insurance Services for the support for this activity.

The Waupaca County Fair theme this year is 'Reboot.' We mostly think of technology when we hear the word 'reboot,' but 2020 taught us that it can be more than just technology but also ourselves.

For the details on the fair activities, visit waupacacountyfair.org. I'll see you at the fair.

The greater our numbers, the stronger our voice.

This year our Policy Development meeting will be held at 8 p.m. on **Thursday, Sept. 7**, at the Manawa City Hall, the same night as our monthly board meeting. Policy resolutions are our way of guiding Farm Bureau in the future.

If you have ideas, please come down or contact a board member to help us with this process.

The Waupaca County Farm Bureau Annual Meeting will be held on **Tuesday, Oct. 5**, at the Bear Lake Resort. During the annual meeting we will elect board members, choose delegates to the WFBF Annual Meeting and vote on the resolutions presented.

This year our guest speaker will be Don Schindler of Dairy Farmers of Wisconsin. Don and a few of his colleagues will be there to talk about topics that are very relevant to dairy farmers and everyone in agriculture.

Trust me, he is a very knowledgeable and entertaining speaker. So, if you are a dairy farmer, crop or other livestock farmer, or work in the ag industry, come to the annual meeting and listen to what he has to say.

Farm Bureau members will receive a postcard in September with the annual meeting and RSVP details.

Until next time, stay safe, stay healthy and may God bless your family and your future.

Waupaca County Fair Food Stand

By Kaisha Nash, Food Stand Committee Co-Chair

It's almost time for the Waupaca County Fair. This year's theme is 2021 Waupaca County Fair REBOOT Better than Ever.

Did you save up your volunteering energy from 2020? We have the perfect outlet for it.

The Farm Bureau is reaching out for your support, and hopes you are able to volunteer a few hours of your valuable time as we REBOOT the food stand this year.

The stand is open **Aug. 25-29**. We are expecting high traffic at the fair and would appreciate all the help we can get to keep the food stand running smoothly. Thank you in advance.

Working in the food stand is a guaranteed good time - there is always something to do and you get to meet and work with other friendly, fun and fantastic Farm Bureau members.

Your skills are needed. There are volunteer positions for cooks/fryers, order takers and general kitchen help, for example, washing dishes, opening new packages of food, wrapping sandwiches, etc.

Whatever your strengths are, we have a spot just for YOU. There are slots for each hour we are open during the day, so please sign-up for as few or as many as you're able.

We're looking forward to working with you, all volunteers, Farm Bureau members or not, are welcome. Sign-up using this link, which also was sent by email, www.signupgenius.com/go/20F044CA4AA2AA5FB6-2021.

For questions, please contact Kaisha Nash at kaishanash@gmail.com or 920.716.5623 (call or text).



Ag in the Classroom Essay Contest Rewards

By Kari Riley, Ag in the Classroom Coordinator

Kari. Thanks for the ice cream. Here are a few pictures from the kids enjoying the treat at lunch.

We had Cheyenne and Guillermo hand them out.
Aleah Friemark, New London teacher



Everybody loves ice cream. 140 students and staff received ice cream sandwiches for participating in the Ag in the Classroom essay contest.

Schindler to Speak at Waupaca Annual Meeting

By Al Tank, Speaker Contact

Don Schindler is part of the National Dairy Checkoff's Dairy Management, Inc. (DMI) Team.

Serving as senior vice president, digital innovations he is the DMI, social media manager and is in charge of online farmer training.

As a digital marketing speaker and social media trainer, he has:

- Presented at more than 250 agribusiness conferences.
- Trained more than 20,000 farmers, staff and industry professionals on social platforms like Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.

As a digital marketer, he has:

- Helped create a creative newsroom team that creates content marketing based off analytics and social media conversations for use on DMI social media channels.
- Instructed agency partners on how to handle our search engine marketing as well as our search engine optimization so we could be found first by consumers for specific keyword phrases.
- Helped lead our agency partners to build an online industry specific forum with thousands of users on the Salesforce platform, Chatter.
- Drove consolidation and rebuild of all (7) DMI websites into one CMS platform, Sitecore, saving millions of dollars of investment in multiple platforms, technologies and skilled workers.
- An in-depth knowledge of Google Analytics and social media metrics, which helped continually improve dairy websites and social media channels.
- Select and edit stories for industry specific bi-weekly email newsletter using Exact Target that influences thousands of dairy farmers and dairy industry leadership.
- Conduct digital audits review for dairy industry partners and farms or their websites, social channels and email marketing efforts.
- Trained and implemented Microsoft Office 365 technologies to internal staff (One Drive, Teams, etc.)

He has helped with the digital brand execution of DMI online properties (DairyGood, National Dairy Council, Fuel Up To Play 60 and dairy.org) including SEO, SEM, Content Marketing, Video/Photography, Email Marketing.

He also serves as a columnist for Hoard's Dairyman and AgDaily, and writes opinion pieces for Progressive Dairy.



Don Schindler will be the guest speaker at the Waupaca County Farm Bureau annual meeting.





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