



Grassroots

District 3 News

District Director Report



Robert Nigh
WFBF District 3 Director

Greetings.

As the days are getting longer, our attention turns to spring and the start of a new and exciting growing season.

The same is true within Farm Bureau. Your WFBF Board of Directors and staff are looking forward also.

We have new committees in place for VFA, dairy and policy development. The board will be giving guidance to staff and committees as to what areas to prioritize throughout the year. We take this responsibility very seriously and value our member's input.

Thanks to those who participated in Ag Day at the Capitol and Council of Presidents, an opportunity to hear firsthand from our membership.

Continue to share your story and your concerns as we move through the spring season and the rest of the year. We need to hear of supply chain issues and other challenges that our members experience so that we can be the advocates that you deserve.

Membership is important. Remember to share the membership benefits that come with being a Farm Bureau member.

Let's sign up new members to strengthen our already strong voice in Madison and in Washington, D.C. With a large and engaged membership, we can effectively advocate for agriculture at all levels of government, from township and county board positions to school boards and Farm Service Agency committees.

Please consider lending your expertise and perspective to these important positions within your community.

Wishing you a very safe and successful start to the 2022 growing season.

Stay safe and stay informed.

Emma Buss Named Collegiate Discussion Meet Winner

Emma Buss was selected as the winner of the Collegiate Discussion Meet at the 102nd WFBF Annual Meeting.

Buss is a senior at UW-Platteville where she is majoring in agricultural business and dairy science. She grew up in Platteville on her family's registered Holstein farm. In addition to Collegiate Farm Bureau, Buss is an active member of the CERES Women's Agricultural Fraternity and Pioneer Dairy Club where she serves on the sale committee.

Off campus, she works on her family's farm assisting with day-to-day chores and field work. Buss plans to continue to work on the farm after graduation and find ways to still be involved in agriculture advocacy along with continuing to network with farmers.

The Collegiate Discussion Meet is a panel discussion in which collegiate members are judged on their ability to lead a committee discussion on current issues affecting agriculture and to develop consensus on an action plan to effectively address issues.

By participating, members build basic discussion skills, develop a keen understanding of important agricultural issues and explore how groups can pool knowledge to reach consensus and solve problems.

Buss received a \$1,500 scholarship courtesy of GROWMARK, Inc., and represented Wisconsin in the national Collegiate Discussion Meet held in conjunction with the American Farm Bureau Young Farmers and Ranchers Conference in Louisville, Kentucky, in February.

Other finalists included Josh Gerbitz and Olivia Spaight from UW-Madison; Ryan Erickson from UW-Platteville; and Serenity Hetke and Emma Statz from UW-River Falls.



A New Addition to the Farm Bureau Family

By Melissa (Doyle) Jacobson, WFBF District 3 Coordinator

Family is a term used often in the Farm Bureau organization. When I first accepted the position as District 3 Coordinator, I had no idea how lucky I would be to meet and work with such wonderful people from across the state. I cherish the friendships I've made through Farm Bureau and am grateful to be a part of an organization that values family and everything it entails.

My husband, Trevor, and I recently welcomed a new member into the Farm Bureau family. Sophie Pearl Jacobson was born on Oct. 15 at 5:20 a.m. Our sweet baby girl is so loved and changing each and every day. We are incredibly thankful for the love and support the Farm Bureau family has shown and are excited for Sophie to meet the many members of her extended family.



WFBF Delegates Set Policy for 2022

The 102nd WFBF Annual Meeting took place Dec. 4-6 at the Kalahari Resorts and Conventions in Wisconsin Dells. More than 200 delegates from around the state established new policy directives for the organization.

Farm Bureau delegates adopted the policies that will be included in the organization's policy book in 2022. Suggestions and policy ideas come directly from members who propose and vote on policies at county Farm Bureau annual meetings. WFBF's policy is established by members through a structured policy development process. Resolutions were submitted by delegates as part of a grassroots policy development process.

On the floor, delegates discussed carbon credits. They voted to support a voluntary carbon credit market that is instituted by U.S.-based companies and reflects the supply and demand of carbon credits.

In the area of natural resources and the environment, members supported certified private sector professionals to be allowed to assist the DNR by using their expertise to provide requirements that meet DNR permit requirements. They supported CAFO permits having a final determination within 12 months after original submittal or automatically approved by the department. In addition, they supported state funding for planting of cover crops.

On the floor, delegates discussed alternative energy. They passed a resolution proposing local government have input over the control siting/ placement of alternative energy projects. The delegates added policy supporting all alternative energy businesses to fund bonding that would require the businesses to pay for cleanup and restoration of the land.

Members supported the ability to manage nuisance elk within the wildlife damage and claim program without requiring public hunting access to private lands.

Additionally, delegates discussed and voted to support the continued education of producers on the Dairy Revitalization Plan as based on the research by the UW-Madison Center for Integrated Agricultural Systems.

Delegates from the Wisconsin Farm Bureau's 61 county Farm Bureaus:

- Supported all state indemnity payments be paid directly to producers,



District 3 was well represented at this year's WFBF Annual Meeting.

- not to processors and not through processors.
- Supported having someone from county FSA committee sit on the land conservation committee with voting rights.
- Supported programs that emphasize innovations in product development, manufacturing and marketing strategies for all agricultural products.
- Supported the Public Service Commission holding companies accountable that receive public project funding for rural broadband.
- Opposed the use of cumulative impact studies regarding high capacity well approvals.

On the federal level, delegates:

- Supported all indemnity payments be paid directly to producers, not to processors and not through processors.
- Opposed to an increase in the inheritance tax and the loss of stepped-up basis.
- Supported developing and implementing a more responsive price discovery tool to replace the Federal Milk Marketing Order to better reflect the value of milk.
- Supported the same tax benefits for transitioning the farm to non-related family succession as to related family.

The federal resolutions were forwarded to the American Farm Bureau Federation for consideration.



Crawford County delegates (from left): Mary Jo Johnsrude, Pat Dearth, Don Brown and Janice Johnsrud.



Grant County delegates (from left): Derek Orth, Paige Hampton, Allen Johnson, Christina Winch, Andrew Dal Santo, Peter Winch and Katie Roth.



Iowa County delegates (from left): Ryan Dolan, Krista Dolan, Laura Daniels, Kyle Levetzow and John Meyers.



Lafayette County delegates (from left): Joe Riechers, Mike Harms, Christina Benson, Tim Appell and Allen Abraham.

WFBF Delegates Set Policy for 2022, *Continued*



Richland County delegates (from left): Bill Hying, Dick Hauser and Josh Joseph.



Vernon County delegates (from left): Dave McClurg, Alex Bringe, Travis Klinkner, Drew Hendrickson and Ben Sherry.

District 3 Members Attend Ag Day at the Capitol

On Jan. 26, nearly 200 farmers and agriculturists attended Ag Day at the Capitol. This annual event is for Wisconsin farmers and agriculturists to learn more about state issues affecting agriculture and meet with their state legislators.

Attendees were welcomed by WFBF President Kevin Krentz who then introduced Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary Randy Romanski.

Romanski encouraged farmers to build relationships with their legislators so they have a direct connection to the farm.

“Go out there and tell your story today,” Romanski said. “It’s an important one.”

Gov. Tony Evers joined the event in the afternoon and shared his appreciation for Wisconsin farmers and agribusinesses.

The governor touted his support for agriculture in the 2021-2023 budget and the investments that were made to benefit farmers now and into the future. He emphasized his investment for farmers with federal ARPA funds.

Funding for dairy processor grants and meat processing grants were also

a highlight shared by the governor who said these are beneficial tools to help Wisconsin work through supply chain issues.

The governor reiterated his comments and commitment from his state of the state address regarding agricultural exports and praised the bill that was passed in December 2021.

Throughout the day attendees listened to issue briefings on farmer-led nitrate reduction initiatives, farmland preservation, truth in labeling bills, the Wildlife Damage Abatement and Claims Program, a hunting season for sandhill cranes, aboveground fuel storage tank update and wild parsnip.

Another focus of the program was a panel by industry professionals. The panelists talked about the importance of relationships with agricultural groups, legislators and state agencies and having a unified voice as an agricultural community.

WFBF President Krentz encouraged farmers to share their stories with legislators in their meetings and throughout the year.

“It’s important that they hear directly from you and how an issue is impacting you, your farm and your community,” said Krentz.



Ag in the Classroom Update

By Livia Doyle, Iowa County Ag in the Classroom Coordinator

Essay Contest

The Wisconsin Ag in the Classroom program is once again holding an essay contest for fourth- and fifth-grade students in public schools, private schools and home school programs. This year's essay contest topic is 'What's popping in Wisconsin? The value of corn to our economy!' The topic is based off of the book of the year "Popcorn Country: The Story of America's Favorite Snack" written by Cris Peterson.

Essay submissions must be 100- to 300-words in length and will be judged on content, grammar, spelling and neatness. Contest rules, lesson plans and sample classroom activities are located on the Wisconsin Ag in the Classroom website at wisagclassroom.org. Essays are due to your county coordinator by **April 1**. One winner will be selected from each county and their essay will advance to the district level.



Ag in the Classroom
Essay Contest

Essay Topic: What's popping in Wisconsin?

The value of corn to our economy!

Submit your essay to your county coordinator:

Crawford

Grant

Iowa

Pat Dearth
46823 Drake Rd.
Gays Mills, WI 54631
608.279.2417

Jessica Brogley
One University Plaza
126A Doudna Hall
Platteville, WI 53818
608.341.7066

Megan Yager
6235 Woodlawn Rd.
Mineral Point, WI 53565
608.574.4028

Lafayette

Richland

Vernon

Gretchen Kamps
24240 County Rd. F
Belmont, WI 53510
608.762.5752

Germaine Hying
23870 Sorge Ln.
Muscodia, WI 53573
608.739.3367

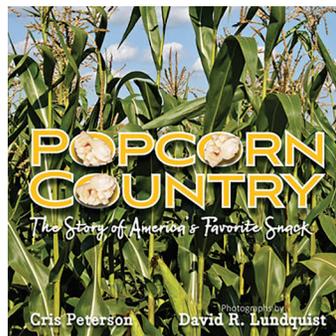
Travis Klinkner
S4993 Volden Ln.
Genoa, WI 54632
608.633.1981

Word Count: 100-300 Deadline: April 1, 2022

www.wisagclassroom.org

Book of the Year

Each year, Wisconsin Farm Bureau selects an outstanding agricultural book highlighting facts and information about the agriculture industry. This year's book of the year is "Popcorn Country: The Story of America's Favorite Snack" written by Cris Peterson. This is a beautiful nonfiction children's book that dives into the history and science behind America's favorite snack.



The county Farm Bureaus of District 3 have donated a copy of this book to many of the elementary schools and public libraries throughout southwest Wisconsin.

Upcoming Dates

March 2: National Read Across America Day

Consider getting in contact with a local teacher and volunteering your time to read an agriculture themed book to students in an elementary school. Connect with the students via Zoom, share a little bit about yourself and read an agricultural picture book of your choice. If you are interested in this idea, feel free to contact me for book recommendations or to borrow a book. I have so many great titles for you to choose from.

March 7: National Cereal Day

Enjoy your favorite bowl of cereal and thank the farmers and truck drivers who helped bring breakfast to your table. Wisconsin dairy farmers produce more than 30 billion pounds of milk each year. Wheat and corn are two of Wisconsin's Top 10 Commodities.

March 14: National Potato Chip Day

Wisconsin ranks third in the nation for potato production. Wisconsin potato growers harvest more than 2.7 billion pounds of potatoes each year.

March 22: National Ag Day

National Ag Day is recognized on **March 22** this year. It is a day to celebrate and honor all producers, agricultural associations, corporations, universities, government agencies and countless others who work in the industry. We recognize and celebrate our strong ag industry across the nation.

The National Ag Day organization's theme for 2022 is 'Agriculture: Growing a Climate for Tomorrow.' Consider sharing what agriculture means to you with a photo on social media ... whether it's the ingredients for your dinner, working on your farming operation or buying food at a supermarket. Use the hashtag #FoodforLife.

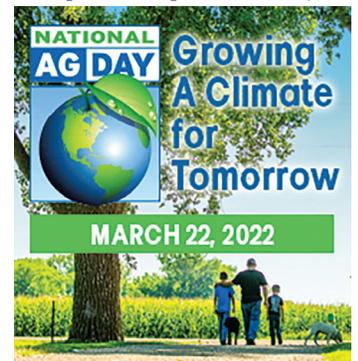
The national group also has student contests, downloadable materials and ideas of how to celebrate National Ag Day at agday.org.

National Ag In The Classroom Conference

The National Agriculture in the Classroom Organization is excited to announce this year's annual meeting and conference will be held in Saratoga Springs, New York, on **June 28-July 1**. Each year the conference brings together hundreds of teachers, volunteers, informal educators and industry experts from across the country to share ideas, network and celebrate agricultural literacy. To learn more about the conference, visit www.agclassroom.org/conference. The early registration deadline is **June 1**.

Get Involved

If you or someone you know is looking for resources or ideas, please consider contacting your county Ag in the Classroom coordinator. County Ag in the Classroom programs are stocked with educational resources, books, lesson plan ideas and activities to do with children of all ages. We enjoy sharing these resources with teachers, 4-H leaders, library media specialists, parents, etc. Together, we can connect and teach so many of tomorrow's consumers about the importance of today's agriculture industry.



National Agriculture in the Classroom 2022 CONFERENCE

Promotion and Education Committee Update



By Tammy Wiedenbeck, District 3 Promotion and Education Committee Representative

"80% of success is showing up." - Woody Allen

After taking a year off from Farm Bureau leadership roles while my mother was fighting cancer, I knew I had to get back involved because of the impact it has on agriculture. The WFBF Promotion and Education Committee has always interested me and now, here I am serving as the District 3 Representative.

We had our new member orientation in October of 2021, where I met other eager members who want to make a difference in their districts.

On Nov. 13, we held a Leadership Boot Camp in Eau Claire. We learned about the potato industry, as well as sustainability, green energy options and toured the Chippewa Falls Technical College.

The WFBF Annual Meeting and YFA Conference was held December. There were many informative sessions to attend, a 90s Country Night and hypnotist as entertainment and incredible keynote speakers. As a member of the Promotion and Education Committee, I helped with the Penny Wars, which was a competition between districts to raise money for the Wisconsin Farm Bureau Foundation. I also competed in the YFA Discussion Meet and enjoyed stepping out of my comfort zone to try and continue to improve on my public speaking skills.

Our first meeting for the WFBF Promotion and Education Committee was held in January. Goals were outlined for the upcoming year and subcommittees were formed to help complete those tasks. If anyone is interested in the Farm Bureau University online training modules, you can register for a free account here: <https://university.fb.org>. Underneath the login area you will see a 'sign up now' link. When creating your account, in the 'Organization Code' field you will need to select 'wifb' (NOT wifb staff).

The modules are individual lessons and meant to help Farm Bureau members develop leadership and communication skills, as well as helping current county leaders with things like delegating, running efficient board meetings and recruiting volunteers.

The AFBF Target Training is **April 7-9** in Minneapolis, Minnesota, and is focused on Promoting Positive Perceptions. It's going to be a busy year as most of us farmers are used to. So here's to showing up for agriculture and doing what we can to support the industry.

County Leaders Attend Council of Presidents

In January, District 3 county presidents and vice presidents were invited to the 2022 Council of Presidents meeting at the Sheraton Hotel in Madison.

Those in attendance met with other county leaders from around the state to network, generate new ideas and discuss official WFBF business.



Pictured (from left): Crawford County Vice President, AV Roth; Grant County President, Peter Winch; Lafayette County President, Christina Benson; Vernon County Vice President, Alex Bringe; Iowa County President, Krista Dolan; and Richland County President, Dick Hauser.

Wisconsin Farm Bureau Federation's
2022
ignite
Innovate. Grow. Network. Inform. Train. Engage.
March 25-26
Holiday Inn, Stevens Point

Whether you are new to Farm Bureau or a seasoned Farm Bureau leader in your county, the 2022 Wisconsin Farm Bureau IGNITE Conference is for you.

This conference is designed to help members:

- Better understand how Farm Bureau works
- Learn about innovative county Farm Bureau programs
- Grow your knowledge of agriculture issues
- Network with other Farm Bureau leaders
- Become informed on roles and responsibilities within the county Farm Bureau
- Be trained to share your agriculture and Farm Bureau story
- Discover how you can engage other members to become active in your county Farm Bureau.

This highly engaging and motivating conference is open to all Farm Bureau members who are interested in igniting a spark and taking their county Farm Bureau to the next level.

Make plans now to attend!

Presented by:



Young Farmer and Agriculturist Committee Update



By Andrew Dal Santo, District 3 YFA Committee Representative

Happy 2022 Farm Bureau family.

When I say family, I do mean family. I know it has only been a few months since the amazing WFBF Annual Meeting, but I cannot forget the excitement that was felt and seen by all when we finally got to gather together in one spot. It was so good to see old

faces and new ones.

I could not be more proud and thankful for those who put so much time and effort into planning and organizing the annual weekend in Wisconsin Dells. I know it takes a lot.

I can honestly say my time spent at the WFBF Annual Meeting and YFA Conference have been some of my best memories I have ever and will ever make. Between the laughing, joking and networking, I know that we have some of the best people serving us and working with us. We are a true Farm Bureau family.

This is my third and final year serving as the District 3 Representative on the YFA Committee. My term will end in December. Although the first two years of my term were a bit rocky, I know that this final year will be another for the memory books.

We will soon be looking for another individual or couple to serve as the next District 3 representatives on the committee. This is an amazing experience that I would love to do over and over again. But, I also want others to experience what the position is about, building up others while growing yourself.

That is where family comes into play again. I have never felt more excited, honored and humbled to be part of a committee. It is more than just some individuals who like to have fun. It is filled with hard working, dedicated people who can see the worth of others in their district and want them to be in the spotlight. It is filled with friends who will, at the drop of a dime, come visit you, call you and help you with anything.

Being on that committee is more than just being a district representative, it's about being a family.

We have so much to look forward to in 2022, more face-to-face gatherings, events and socials. More comradery from our county YFA chairs and more action from others within WFBF. We will be having more events and a lot more fun.

We have already begun planning the next YFA Conference and let me tell you, it will be one that will go down in the record books. On a district level, I'm organizing some outdoor events ... trap shooting, a bonfire and other ideas come to mind. Keep an eye out on Facebook and in your mail for updates.

Lastly, I want to thank you for being so supportive over the past few years. It has definitely been a rough ride to say the least. So, thank you, thank you, thank you, for just being you and being a part of this amazing Farm Bureau family.

WFBF Annual Meeting and YFA Conference Snapshots



More Than 140 Attend FFA Farm Forum

More than 140 high school juniors from around Wisconsin attended Wisconsin Farm Bureau's FFA Farm Forum in Wisconsin Rapids on Feb. 18.

"FFA Farm Forum is a time for learning and leadership," said WFBF President Kevin Krentz. "Thank you for being a part of FFA Farm Forum and for honing in on your leadership skills, learning more and investing in yourself."

The keynote speaker was Kaitlyn Riley, Director of Communications and Outreach with the Wisconsin Beef Council. Riley explored new ways to put the success of agriculture on center stage one voice at a time as advocates.

During the one-day event at Hotel Mead, FFA members attended career-based workshops including: 'Meat' Your Future in Wisconsin with Kaitlyn Riley and Matt Bayer, master meat crafter; Basics of Risk Management and Why It Matters with Mike North of ever.ag; Welcome to Jeopardy: Rural and Agricultural Edition with Melissa Ploeckelman of the National Children's Center for Rural and Agricultural Health and Safety; and A Day in the Life on a Potato Farm with Mike Leahy, Lynn Leahy and Tom Schultz of Heartland Farms, Inc.

"FFA Farm Forum is a great partnership between Wisconsin Farm Bureau and Wisconsin FFA to encourage leadership development and exploration of careers in agriculture," said WFBF Director of Member Relations Mandy Ganser. "We were excited to host this conference for future agricultural leaders who have a passion for agriculture and a desire to learn."

The Wisconsin Farm Bureau Foundation sponsors FFA Farm Forum in cooperation with the Wisconsin Association of FFA. After holding the event virtually in 2021, this year's FFA Farm Forum marks the 49th time the event has been hosted in person for Wisconsin youth.



Fennimore FFA members (from left): Makenna Graney, Maggie Horsfall, Chalee Line and Malaina Graney.



Iowa-Grant FFA members (from left): Jalyssa Cordts, Bekka Shemak and Alexis Blankenberg.



Platteville FFA members (from left): Sadie Weigel and Alyssa Feist-Gehrke.



River Valley FFA (from left): Kortney Sebranek and Theodore Strine.



Wauzeka-Steuben FFA member: Lily Mitchell.



25 April GRANT COUNTY

UP TO \$1,500 AWARDED

Application available at: <http://bit.ly/grantfb22>
Questions: Christina Winch - 608.778.9150

25 April IOWA COUNTY

UP TO \$2,000 AWARDED

Application available at: <http://bit.ly/iowafb22>
Questions: Megan Yager - 608.574.4028

25 April LAFAYETTE COUNTY

UP TO \$4,000 AWARDED

Application available at: <http://bit.ly/lafayettefb22>
Questions: Tim Appell - 608.778.6062

25 April VERNON COUNTY

UP TO \$500 AWARDED

Application available at: <http://bit.ly/vernonfb22>
Questions: Travis Klinkner - 608.633.1981

May ANNOUNCEMENT

All scholarship recipients will be announced in May and recognized at county annual meetings in September.

Farm Bureau Flavor: Slow Cooker Favorites

By From the kitchen of Mary Jo Johnsrude

Beefy Potato Taco Casserole

Ingredients

- 1 lb. ground beef
- 2 cloves garlic, minced
- 1 packet taco seasoning
- 10.5 oz. Cheddar Cheese soup
- 4 cups potatoes, sliced
- 2 cups shredded cheddar cheese
- 1 cup beef broth

Directions

- Brown ground beef with garlic and drain.
- Place potato slices in the bottom of a slightly greased six-quart slow cooker.
- Spread ground beef evenly over potatoes.
- Sprinkle taco seasoning over beef.
- Spoon soup evenly on top.
- Sprinkle cheese on top of everything.
- Gently pour beef broth around slow cooker.
- Cover and cook on low for four to five hours or on high for two to two and a half hours.

Ham, Green Beans and Potatoes

Ingredients

- 2 lb. fresh or canned green beans
- 2 lb. diced ham
- 4 baking potatoes, cut in bite-sized pieces
- 1 large onion, chopped

Directions

- Combine all ingredients in slow cooker.
- Add 3 cups of water.
- Season with salt and pepper.
- Cook on low for six hours.



Grant County

Farm Bureau Has a Seat at the Table



Peter Winch

Grant County Farm Bureau President

Hello, from northern Grant County.

The winter has been very good, not too cold or too much snow.

Back in December, the WFBF Annual Meeting was held at the Kalahari Resorts and Conventions in Wisconsin Dells. It was nice to have a meeting in person again. We got to see

old and new friends from across the state.

Our county was well represented at both the WFBF Annual Meeting and YFA Conference. Katie Roth and Christina Winch were recognized for their outstanding membership efforts while Andrew Dal Santo and Tammy Wiedenbeck served as members of WFBF committees.

The delegate session is one of my favorite parts of the weekend. Members set policies for the organization exemplifying the true grassroots process. Policies are submitted from counties all around the state to be reviewed by the WFBF Policy Development Committee.

After they are reviewed, they are brought before the delegates from all county Farm Bureaus in the state. The delegates vote on policies and if

passed, they are put in the WFBF Policy Book for our staff and lobbyists to use to promote our view as an organization.

It is now even more important with the ever-changing government to be sure that farmers have a seat at the table. Farm Bureau is our voice and we need to be sure that everyone hears what farmers have to say and how laws and legislation affect us. Very few people in government any more are farmers or even one generation or more removed.

Membership is one aspect of any organization that can be challenging. As we gain members it makes our voice even stronger. Farm Bureau is a well-respected grassroots organization that starts at the local and county levels. I am proud to be a member and do what I can to help.

In January, WFBF hosted Ag Day at the Capitol in Madison. We only had one member from our county attend as there were many conflicts with the date and the weather wasn't ideal. Hopefully next year we can again have a good showing from Grant County. I did attend the Council of Presidents Meeting the day before and learned items to help our county run better and was able to have discussion with the board on how the state is running.

If you are interested in getting more involved with Farm Bureau, please contact me at 608.778.1150.

Have a safe and productive spring.

YFA Members Enjoy Rodeo Outing



In February, Grant County YFA members attended the Battle for the Bluff Rodeo at the Five Flags Center in Dubuque, Iowa. Cowboys competed in three premiere rodeo events: Bull riding, bareback bronc riding and saddle bronc riding. Members enjoyed a fun and entertaining night out.

Winch Recognized for Membership Efforts



Farm Bureau members who sign five or more new members during the membership year qualify for the Farm Bureau Proud Club. These members receive exclusive recognition during the awards banquet at the WFBF Annual Meeting. Christina Winch went above and beyond by signing up 13 new members, making her one of the 'Top 10' membership volunteers in the state.

Building the Farm Bureau Brand



Krista Dolan
Iowa County Farm Bureau President

Recently, I attended the WFBF Council of Presidents and listened to a speaker on building a brand. We were asked to make our county Farm Bureau our brand and consider the following questions: What did you do to bring your brand to life? How are you building and maintaining your brand?

What things can degrade your brand and with what groups should you be involved with?

As we move into seeking memberships for reaching the early bird deadline, I hope you think of the above questions and how you can use

the questions to sign new members to be a part of Farm Bureau.

Here in Iowa County, we have numerous Ag in the Classroom activities and promotional events to be involved in. The state level offers many opportunities as well, including: Ag Day at the Capitol, IGNITE Conference and WFBF Leadership Institute.

I pondered the above questions and how each relate to our family dairy farm. How am I using these questions to promote and protect the right image of dairy farming, on social media and to the general public? Both Farm Bureau and dairy farming are pieces of my personal brand.

National Ag Day is coming up on **March 22**. I encourage you to share your story and brand. It can be online, through a blog, in the newspaper, etc. It can be anything.

Everyone in this world has faced something that has changed them and because of that, everyone has a story to tell.

I look forward to reading or hearing about yours.

Promotion and Education Committee Update



By Megan Yager, Iowa County Promotion and Education Committee Chair

Greetings. I hope the holidays treated you well and you enjoyed lots of delicious food and family time.

As I type this, it's frigid outside, but according to 'Jimmy the Groundhog' spring is on the way.

It's been a quiet winter for the Iowa County Farm Bureau Promotion and Education

Committee. The Ag in the Classroom Essay Contest information has been sent to schools and entries are due on **April 1**. We are hoping to have many more entries in 2022 with students being back in the classroom.

Iowa County Farm Bureau also will be giving out scholarships again this spring. The scholarship application can be found at bit.ly/iowafb22 and is due on **April 25**.

The Farmers Appreciation Day Committee is already hard at work

planning this year's celebration. Mark your calendars and plan to attend the 36th annual Farmers Appreciation Day on **July 10** in Dodgeville. Iowa County Farm Bureau will again be hosting a food stand at the event with proceeds helping to fund our scholarship program.

Cobb Busy Badgers 4-H Club will again be hosting the 4-H Farm Gard Event at the Leix Family Dairy Farm in May.

Iowa County Farm Bureau plans to lead a session with the theme Snacking Around Wisconsin. We will have various food items that are grown and produced in the great state of Wisconsin for the students to sample. It is always a fun day sharing the farm experience with local fourth graders and answering the many questions that they have.

I'm looking forward to spring weather and more Farm Bureau gatherings. In the meantime, stay warm and enjoy the beautiful snowy scenery.



Meet: Elizabeth Watrud, Young Farmer and Agriculturist Chair

Occupation: Office Manager at Military Ridge Veterinary Service

Agricultural background: I grew up showing dairy cattle at local, district and state shows. This was always the highlight of my summer while in 4-H. After high school, I continued my education and earned a degree in ag business. Since graduation, I have worked at Military Ridge Veterinary Service. My fiancé and I also have started to raise our own beef herd.

Brief description of your family and farm: I grew up outside of Dodgeville on a small farmette with my parents Andy and Theresa along with my brother Seth. My fiancé, Nathan Spink, and I have been together for eight years. We currently own a home in Dodgeville and have a four-year-old chocolate lab named Lucky. We are planning to own a farm of our own one day, but for now we have started to raise our beef herd with very good friends of ours in Mineral Point.

What is your favorite part of working in the agriculture industry? The people are by far the most enjoyable part of working in the agriculture industry.

Why did you join Farm Bureau? Krista Dolan approached me and asked if I would be interested in running for the Iowa County YFA Chair. I

had been looking for ways to become more involved in the community and thought this would be a great opportunity.

Why should members get more involved with Farm Bureau? Although, I have only been involved in Farm Bureau for a short amount of time, I have realized that we are offered many opportunities. From policy development to county hayrides and everything in between. Along with getting to know some great people.

Favorite farm animal: Cow
Favorite dairy product: Milk



Take Time to Explore Agriculture Opportunities



Christina Benson
Lafayette County Farm Bureau President

As we slowly approach spring, I like to take time to reflect on the opportunities I had to experience agriculture off the farm during the chilly winter months.

In mid-January, I visited the Illinois Agriculture Association of Fairs event in Springfield, cheering on a young lady who was competing in the Fairest of the Fair competition.

It was a great opportunity to see agriculture weaved into the fabric of our day-to-day lives. The thing that sticks with me most about that trip is that you can go from the farm feeding calves to a stage at a state competition explaining what you do as a

contestant.

I also had the opportunity to participate in Ag Day at the Capitol in Madison. While what each of us does in agriculture may differ, we all have a common goal to feed, clothe and produce materials from our farms for the world. We make great products here in the United States and one of those products are strong young agriculturalists that grow into advocates.

I invite all ages to explore what Farm Bureau has to offer you. Be sure to attend an upcoming meeting, workshop or encourage high school seniors to apply for the scholarship opportunities.

Thank you for being a Lafayette County Farm Bureau member and your dedication to the agriculture industry.



Christmas Celebrations



In December, the Lafayette County Farm Bureau Board of Directors held its Christmas Party at Water Street Place in Shullsburg. A fun time was had by all celebrating the holiday season.

Appell Named Top Membership Volunteer



Tim Appell was recognized for his membership efforts during the awards banquet at the WFBF Annual Meeting. Tim signed up 21 new members and was a 'Top 10' membership volunteer. The value of a Farm Bureau membership is endless. Not only do members qualify for special benefits and services, but members also have the opportunity to get involved in several different leadership and educational programs. To learn more about the value of your Farm Bureau membership, visit www.wfbf.com/membership.

Richland County

Valentine's Day Fun



In February, the Richland County Farm Bureau Board of Directors held its annual Valentine's Day Party at The Phoenix Center in Richland Center. This was Lane's second time attending the party. Lane is the son of Josh and Kristen Joseph and turned 18 months old on Valentine's Day.

Wisconsin Farm Bureau Foundation Silent Auction Success



Richland County members enjoyed the silent auction held during the WFBF Annual Meeting. Proceeds from the auction benefit the Wisconsin Farm Bureau Foundation raising funds for agricultural education and leadership programs. Silent auction items range from Wisconsin products and themed gift baskets to home décor and homemade items. To learn more about the Foundation, visit www.wfbf.com/foundation. Pictured (from left): Dick Hauser and Tyan and Bill Hying.

President's Message



Dick Hauser

Richland County Farm Bureau President

Early last summer, I wrote about the pricing problem in the beef industry. At that time all of the major farm organizations seemed to agree that something about the concentration of processing in the industry needed to be fixed. Since that time much research has been

done and a number of proposals have been put forth, but not all of the farm groups are any longer singing from the same book.

An article from Feedlot states: "Fundamental changes are transforming the beef supply chain from a just-in-time delivery model toward a just-in-case approach. Managing the costs associated with these changes may result in a shift of the historical live cattle and retail beef price ratio, according to a new RaboResearch report, "Beef Supply in a Post-COVID World."

"While a cattle producer has little or no control over what happens in the beef supply chain post-harvest, it will be important for livestock producers to be aware of changes occurring throughout the supply chain," writes report author, Don Close, senior animal protein analyst with Rabo AgriFinance. "Any changes, any inventory building, any additional controls and inspections could have a direct impact on the total cost of beef to the end user, which could change historical norms for live-to-wholesale and live-to-retail price spreads."

Meat processors, distributors and retailers are striving to build supply resiliency into the beef supply chain and reduce the risk of another round of empty grocery store shelves in the future. The area of change with the greatest potential direct impact on cattle producers is meatpacking plants embedding more automation into their facilities. The report notes that the initial introduction of advanced technology will not serve as a replacement

for labor. It will serve to make labor more efficient.

"The challenge of finding and retaining a ready workforce has increased labor costs to the tipping point where investments into technology, robotics and software advancements become economical," Close adds. "Anything that de-risks packers from becoming a dam that slows the flow of market-ready cattle is a win for cattle producers."

In an article from Drovers, "Proposed Changes to Packers and Stockyards Act Could Harm Industry Sustainability Efforts." In the case of beef, farmers and ranchers produce cattle using 33 percent less land, 12 percent less water, and with a 16 percent smaller carbon footprint in 2007 compared to 1977. The U.S. meat industry cannot continue to build on this remarkable sustainable productivity growth and meet consumer expectations if the government restricts interactions between packers and producers.

The U.S. Department of Agriculture has announced plans to propose new rules under the Packers and Stockyards Act to regulate the interactions between packers and producers. By design, the proposed rules will discourage the use of alternative marketing arrangements (AMAs) the very tools that have improved efficiency, productivity and risk management over the past two decades and allowed the industry to meet consumer expectations for increased beef quality. It is true that we need to have changes in the marketing system that better compensate the producers, but we will have to be vigilant about watching what will eventually become the new norm.

As if monitoring this were not enough, a judge in California who probably has never seen a wolf much less witnessed the devastation they can do has re-instituted the endangered species designation when the reintroduction has already exceeded the goal by 300 percent.

Thankfully we have organizations working for us on these issues and they certainly can use our help when hearings for these and other issues are held.

Vernon County

wfbf.com/about/counties/vernon
VernonCountyFarmBureau

Meet: Eldon and Cosette Henthorne, Young Farmer and Agriculturist Co-Chairs

Occupations: Eldon: Master Sergeant in the Wisconsin Air National Guard working on F-16 engines; Cosette: Dairy herd manager for family dairy farm.

Agricultural background: Eldon: I grew up raising beef cattle and earned a bachelor's degree in ag business; Cosette: I grew up raising dairy cattle with my family and earned a bachelor's degree in animal science.

Brief description of your family and farm: We have two kiddos: Dwain (2) and Emmett (8 months). We farm alongside Cosette's parents, Phil and Jacinta Henden, on our family dairy outside of Bud. We are currently milking 110 cows and help harvest most of the crops.

What is your favorite job to do on the farm? Cosette: I love milking cows, but a newfound love has been hauling manure; Eldon: I enjoy raking hay.

Why did you join Farm Bureau? Our neighbors and friends encouraged us to try it out.

Why should members get more involved with Farm Bureau? It is pretty neat to meet with other farmers and agriculture enthusiasts to discuss policy and learn from each other how to handle the ever changing agriculture industry.

Preferred tractor color: Red, but we drive a lot of orange.

Favorite ice cream flavors: Eldon: I always order a cookie dough and Reeses mixer from Culver's; Cosette: I'm more of a Flavor of the Day kind of person.

If you are interested in getting involved in the Vernon County YFA program, please contact us at 608.474.2077 (Eldon) or 608.799.5132 (Cosette).





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