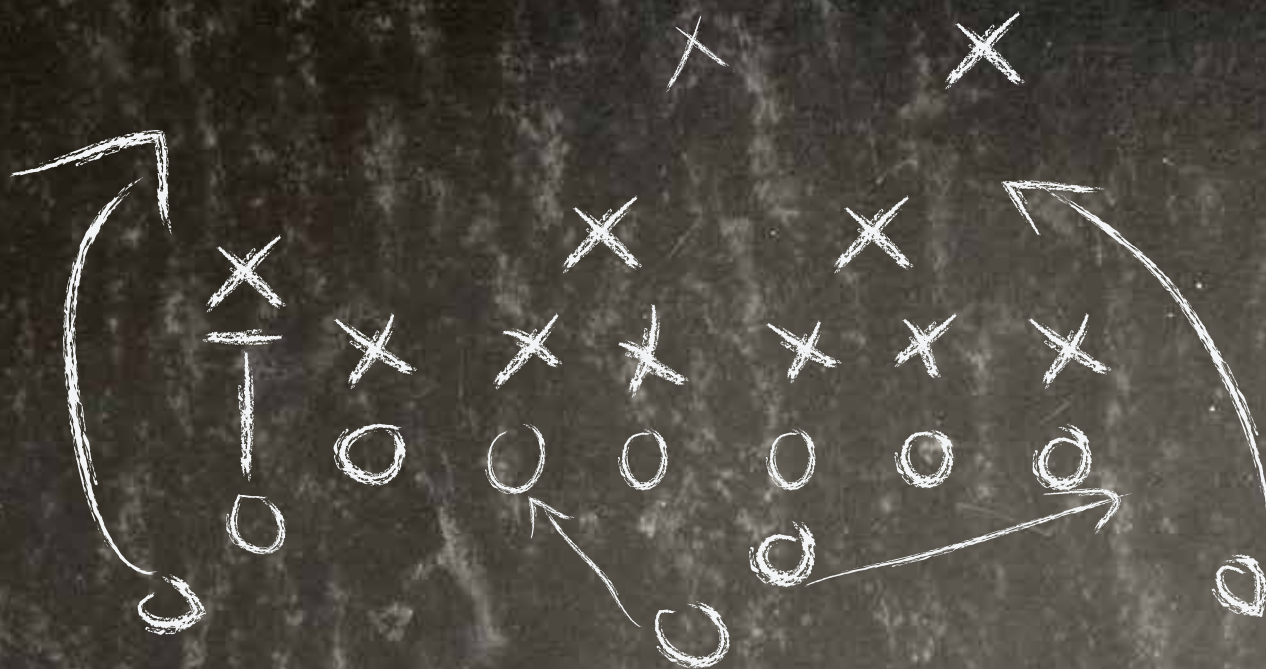


PLAYBOOK



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PLAYBOOK PURPOSE

To create this resource, the Wisconsin Farm Bureau Promotion and Education Committee members collected events, programs and activities that happen throughout Wisconsin on a local level. The purpose of the Playbook is to provide counties with ideas and resources for planning county activities and events. Throughout the Playbook, you will find activities and events for all ages, time frames and budgets.

ADDITIONS AND UPDATES

Updates to the Playbook will be made as needed. To submit a new play for inclusion in the Playbook, visit wfbf.com/programs/promotion-and-education/playbook.

ABOUT THE WFBF PROMOTION AND EDUCATION COMMITTEE

The Wisconsin Farm Bureau Federation Promotion and Education Committee's purpose is to develop, implement and promote projects and programs which build awareness and understanding of agriculture and provide leadership development for the agricultural community. Contact your district representative to learn more about Promotion and Education opportunities in your area. Find your district representative by visiting wfbf.com/programs/promotion-and-education/meet-the-committee.

QUARTERBACK ROSTER - COUNTY PROMOTION AND EDUCATION CHAIRS

County	Name	Email	Cell	Phone
Jefferson	Ashley Schlender	ashleyschlender@gmail.com	920.253.6329	920.262.0335
Kenosha	Kim Muhlenbeck	kimmer53144@aol.com	262.206.5780	262.859.1824
Ozaukee	Lisa Gantner	ljklug83@hotmail.com	414.412.6354	
Racine	Judy Uhlenhake	juhlenhake4@gmail.com	262.949.1168	
Walworth	Kathleen Tober	ktober30@outlook.com	262.492.0464	262.642.5857
Washington	Barbara Kluever	klueverwindow@bertramwireless.com	262.353.2222	262.692.2716
Waukesha	Jay Moore	jaym0171@gmail.com	262.719.0038	
Columbia	Stephanie Hammerly	briardesigns@gmail.com	608.732.2757	
Dane	Lindsey Tjugum	ltjugum@filamentag.com	608.212.7743	
Dodge	Karoline Twardokus	karoline.twardokus@gmail.com	920.210.7864	
Green	Tess Zettle	tesszettle92@gmail.com	608.214.8207	608.934.1041
Rock	Vacant			
Sauk	Katherine Peper	katnissen@yahoo.com	209.639.1715	
Crawford	Pat Dearth	harleymk@msn.com	608.576.8282	
Grant	Charisse Orth	dereksjerseys@gmail.com		608.778.9049
Iowa	Megan Yager	yagmeg@gmail.com	608.574.4028	
Lafayette	Vacant			
Richland	Germaine Hying	jghying@countrysspeed.com		608.739.3367
Vernon	Travis Klinkner	travisklinkner@gmail.com	608.633.1981	
Buffalo	Emily Kaltenberg	emily.kaltenberg@gmail.com	608.445.3021	
Eau Claire	Brenda Dowiasch	brendadowiasch@hotmail.com	715.579.7007	
Jackson	Taylor Koss	taylororkoss@gmail.com	608.399.4876	
La Crosse	Shelayne Dunn	dunnfamily4@charter.net	608.317.5212	608.786.4448
Monroe	Kori Blank	candklivestock@gmail.com	262.365.3289	
Trempealeau	Jescey Thompson	jesceyt104@gmail.com	608.797.4188	
Fond Du Lac	Jenny Leahy	leahyj87@gmail.com		920.979.3213
Marquette	Victoria Wachholz	awachmilkman@gmail.com	608.369.2634	608.297.7109
Waushara	Lynn Leahy	ldickman87@gmail.com	608.558.9713	
Winnebago	Russell Kriha	russ.kriha@agcocorp.com	608.436.4764	608.436.4764
Calumet	Carmen Michels	carmen.michels@compeer.com	920.539.2810	
Door	Denise Plassmeyer	acdenisep@yahoo.com		920.746.8741
Manitowoc	Cheryl Duchow	delton.duchow@hotmail.com	920.901.3745	920.775.4333
Manitowoc	Rosalie Geiger	rgeiger@milwpc.com	920.901.3148	920.772.4184
Sheboygan	Kathy Salm	jeriannfarms@gmail.com	920.627.0636	
Langlade	Beverly Brecklin	bnpbreck@gmail.com		715.623.4153
Marinette	Vacant			
Oconto	Walter Taylor	walter.taylor@of-ps.org	920.980.7865	
Outagamie	Kelly Oudenhoven	kelly.oudenhoven@gmail.com	920.378.4744	
Shawano	Kenny Matsche	kenmatsche@gmail.com	715.572.6119	
Waupaca	Meredith Paul	meredith.bowers@vas.com	920.428.9095	
Clark	Kristine Boon	kmboonatc@gmail.com		
Lincoln	Mary Sosnovske	mnmsosn@aol.com	715.219.2409	715.873.4090
Marathon	Heather Schlessler	heather.schlessler@wisc.edu	217.714.1837	
Price	Ashley Berg	bergfarms@live.com	715.922.0440	715.657.0112
Taylor	Robert Klussendorf	rflkussendorf@gmail.com	715.560.2201	715.785.5092
Wood	Heidi Slinkman	heidislinkman@gmail.com	715.421.9168	
Dunn	Kristyn Jensen	jorbraunvich@gmail.com	715.308.7058	
Pierce	Vacant			
Polk-Burnett	Maria Owens	menart87@gmail.com	218.290.1305	
Rusk	Elizabeth Du Sell	thornappleent@gmail.com	715.828.1617	
Superior Shores	Robyn Lulich	lulichrealty@cheqnet.net	715.746.2444	

COACHES - WFBF PROMOTION AND EDUCATION COMMITTEE MEMBERS

Dist.	Name	Phone	Email
1	Kathy Muth	262.689.8132	Kathymuth14@gmail.com
2	Kari Schoenike	920.988.4579	karischoenike@gmail.com
3	Tammy Wiedenbeck	608.732.7431	wiede51@hotmail.com
4	Brenda Dowiasch	715.579.7007	brendadowiasch@hotmail.com
5	Jenny Leahy	920.979.3213	leahyj87@gmail.com
6	Clara Hedrich	920.517.3440	hedrichc5@gmail.com
7	Brittney Muenster	920.634.8872	brittneymuenster@yahoo.com
8	Vacant		
9	Steve Mueller	715.977.1224	mueller.steve@yahoo.com

REFEREES - WFBF DISTRICT COORDINATORS

Dist.	Name	Phone	Email
1	Patti Wilhelme	866.355.7341	pwilhelme@wfbf.com
2	Amy Blakeney	866.355.7342	ablakeney@wfbf.com
3	Katie Fitzsimmons	866.355.7343	kfitzsimmons@wfbf.com
4	Kevin Whalen	866.355.7344	kwhalen@wfbf.com
5	Becky Hibicki	866.355.2029	rhibicki@wfbf.com
6	Becky Salm	866.355.7345	bsalm@wfbf.com
7	Wes Raddatz	866.355.7346	wraddatz@wfbf.com
8	Ashleigh Calaway	866.355.7348	acalaway@wfbf.com
9	Katie Mattison	866.355.7349	kmattison@wfbf.com



AG IN THE CLASSROOM

Activities include classroom visits, farm tours, essay contests, science projects, growing plants, learning about farm animals and more.



DISTRICT 2

Youth Ag Summit

Quarterback: Andrea Brossard

Description: To plan and conduct this event, county leadership from six counties (Columbia, Dane, Dodge, Green, Rock and Sauk) collaborated. The committee determined the need for a district event that brought high school youth together from surrounding areas that would allow them to further investigate and determine career paths outside of production agriculture, while still highlighting careers that would allow them to remain in the dynamic agriculture community. The committee focused on several key areas to successfully execute the program that included: host facility, event funding, industry support and the agricultural education teacher network to reach our target audience.

Cost of Play: **Event Funding:** With financial support of \$200 from each county board and \$5 from each high school youth attendee; lunch, needed materials and a portfolio for each student was covered. Through committee discussions it was determined that a physical take away item was needed. This resulted in the purchase of portfolios for each student, allowing them an item that was career-focused and useful for future endeavors in agriculture.

Time-frame Needed to Implement: About six to eight months.

BARRON COUNTY

Summer School Tours

Quarterback: Karyn Schauf

Description: Barron School District has a summer school class that is focused on agriculture. The yearly theme changes so the activities chosen focus around that year's theme. This activity is held at Indianhead Holsteins, and repeated parts of the tour include: milking a cow, seeing the feed room and safety on the farm. Different stations around the farm help showcase these different aspects of the farm. Barron County Farm Bureau members volunteer to help run five to seven stations.

Cost of Play: Less than \$50.

Time-frame Needed to Implement: A few weeks.

BROWN COUNTY

Pizza Plunge

Quarterback: Nicole Nohl

Description: In partnership with UW-Extension, Brown County Farm Bureau found dairy and wheat farms. The event included a tomato growth discussion, planting and grinding at the extension office. A middle school also partnered with this event. Things learned: crust comes from wheat, cheese comes from cow's milk and sauce comes from tomatoes.

Cost of Play: Bus - \$300; Pizza lunch - \$150

Time-frame Needed to Implement: Pre-lesson: 45 minutes; Day of: 8 hours; post lesson: 45 minutes (for sixth- through eighth-grade students)

DODGE COUNTY

Farm City Days

Quarterback: Andrea Brossard

Description: Farm City Days is an annual spring event where county Farm Bureau board/ volunteers and UW-Madison Division of Extension staff team up to bring more than 250 fourth-grade students to a farm for the day. Each year is different as the event is rotated from farm to farm throughout the county. Schools attend the event in time slots of three to four hours. At the event a variety of stations (i.e.: animal nutrition, calf care, farm safety, vet health) are set up for educational stops. Snacks (i.e.: milk, string cheese, Go-Gurt®s, fruit) are provided for the students.

Cost of Play: Around \$300. Expenses include a portable restroom rental, hand wash station and food items that were not donated.

Time-frame Needed to Implement: Started planning with the help of the Extension office in February. Mailings to schools were sent two months ahead of the event. Follow-up with schools occurred three weeks prior to the event. Final details were sent to schools the week before.

DOOR COUNTY

Mother's Day Flowers

Quarterback: Char Sullivan

Description: Working with Girl Scout troops, Door County Farm Bureau makes a Mother's Day flower pot gift for troop members to give to their mother or grandmothers. This introduces the girls to working in a greenhouse and plant care. It also will make it possible to earn their gardening badge.

Cost of Play: Container for flowers: \$1 each; Flowers: \$1 for each child

Time-frame Needed to Implement: 1 hour: transplanting and selecting flowers and pots; 30 minutes: farm tour. This project works best with small groups of eight or less.

Coloring Fun at the County Fair

Quarterback: Char Sullivan

Description: At their fair food stand, Door County Farm Bureau has farm-related pictures with colors for young children to use while they eat their meal. The pictures are then posted in the food stand for the remainder of the fair.

Cost of Play: \$10: Colors; Free: pictures

Time-frame Needed to Implement: 30 minutes

GRANT COUNTY

Essay Sponsorship and Ice Cream Party

Quarterback: Charisse Orth

Description: To encourage more Ag in the Classroom essay contest participation, Grant County Farm Bureau offers prizes. Each student who enters receives a \$2 bill. The winner gets \$10, second place gets \$8 and third place gets \$5. The winner's classroom gets an ice cream party.

Cost of Play: \$50-\$100, depending on the number of essays entered.

Time-frame Needed to Implement: Planning begins in March with gathering money for the entries. During the April meeting, the essays are judged and prizes for the winners are attached. The winning student's teacher is contacted in May to schedule the ice cream party.

Book of the Year for Schools

Quarterback: Charisse Orth

Description: Each year, Grant County Farm Bureau orders 25 books to put in the libraries at schools in Grant County. They try to donate to schools that have a fourth-grade class. The book donation also is used to promote the essay contest. Books also are donated to local libraries. Donations are rotated to ensure all libraries receive a book every other year.

Cost of Play: \$300-\$400, depending on the price of the books and how many are ordered.

Time-frame Needed to Implement: Planning begins in December, determining how many books to order. The books are received in January or February and a label is applied saying the books were donated by Grant County Farm Bureau. Information is included about the essay contest. The books are divided amongst members to deliver to the schools. A picture is taken at the time of the deliver.

JACKSON COUNTY

Ice Cream in a Bag

Quarterback: Darby Sampson

Description: The last week of school is generally the week before the county dairy breakfast. Volunteers go into the fourth-grade classrooms and talk about dairy products, promote the breakfast and make ice cream in a bag. Each student makes their own ice cream. The activity is great for the last week of school because the kids are looking forward to summer and don't want to do any more classroom work. It works best to do the activity as an assembly.

Cost of Play: \$50 for ingredients, plastic bags, spoons, etc.

Time-frame Needed to Implement: 45 minutes per classroom minimum for activity only, 1 hour preferably so there is enough time to talk about dairy.

JEFFERSON COUNTY

Fourth Grade Farm Tour

Quarterback: Mariah Hadler

Description: Teachers are informed of the fourth-grade farm tour in fall. At the farm, there are about 12 different stations that students visit to learn about agriculture. Lunch is provided. Farm Bureau and agribusinesses take turns purchasing the lunches every other year. FFA members help guide the groups to the different stations. There have been anywhere between 700-900 students and chaperones at the tour each year. It takes about 50 volunteers to make sure the event is successful; the volunteers are Farm Bureau members, FFA members, agribusinesses, Ag in the Classroom committee members and host family members. The teachers are given a resource kit when they leave the farm tour that includes agriculture resources for the teachers to use in their classrooms.

Cost of Play: Every other year the Farm Bureau covers the cost of the lunches. Cost varies depending on the number of students and chaperones attending.

Time-frame Needed to Implement: Planning begins in the fall. Throughout the winter, a committee meets to secure volunteers for the educational stations.

JUNEAU COUNTY

Ag in the Classroom Essay Contest

Quarterback: Tonra Degner

Description: The county Ag in the Classroom coordinator sends letters to all fourth- and fifth-grade teachers in the county (confirm with schools that names are correct). Use letterhead so the letter does not look like junk mail. October is best time of year to send the letters. After April 1, five judges select the winning essays. Juneau County awards three to four trophy winners each year with the top essay going on to the district contest.

Cost of Play: Depends on prizes chosen. Our Rural Mutual Insurance agent sponsors three to four trophies each year. We use our fair pie stand proceeds to fund the contest.

Time-frame Needed to Implement: May: Follow-up visits to all schools who participated, meeting with the entire classroom or in small groups. Pass out prizes, do an activity, have a snack related to the essay topic whenever possible. All students who wrote an essay receive a prize.

LAFAYETTE COUNTY

Ice Cream Party for Essay Winner

Quarterback: Jackie Miller

Description: An ice cream party for the Farm Bureau essay contest winner's class is a way to congratulate the winning student and thank the entire class for participating in the contest. The contest coordinator emails the winner's teacher to arrange a time to visit the class with a gallon of ice cream and toppings such as chocolate and strawberry syrups. A milking unit also is taken to the visit to talk about milking cows and incorporate a lesson about agriculture.

Cost of Play: \$25-30 for the gallon of ice cream, bowls, spoon and toppings.

LANGLADE COUNTY

Kindergarten Class Farm Tour

Quarterback: Christy Sveda-Schreiber

Description: Farm Bureau introduces agriculture to children by letting them get hands-on experience in a dairy barn. Children touch milk unit, forages and cows. They are shown that Wisconsin has happy cows! The children also tour the machinery used to plant and harvest the crops fed to cows now and through the winter. They learn what makes up a TMR ration and how sick cows or calves are treated. Favorite parts of the tour include the calf and dairy-inspired treats at the end of the tour; cheese (in cow shapes), whole milk, ice cream and homemade chocolate chip cookies.

Cost of Play: Sveda Farms, LLC pays for the supplies and snacks. Langlade County Farm Bureau donates \$100 to help cover those expenses.

Time-frame Needed to Implement: 2.5 hours

MANITOWOC COUNTY

Preschool Students Learn about Wisconsin Products

Quarterback: Alice Petermann

Description: Manitowoc County Farm Bureau educates preschool students about Wisconsin produce using four groups of food; animals, fruits, vegetables and grains along with samples. Children are taught how each type of food is grown and used as food. Honey and maple syrup were included. At the end, there was snack time with the foods discussed.

Cost of Play: Less than \$10

Time-frame Needed to Implement: Prep - 1 hour; Presentation - 30 minutes



MARINETTE COUNTY

Marinette County Ag Venture Day

Quarterback: Cindi Wautier

Description: Cooperative effort between Marinette CFB and Coleman FFA Chapter. FFA students design the program for five stations and give their presentations as the children shift at intervals with 12 minute presentations and three minutes to shift to the next station. The stations are set up on the Coleman High School parking lot and grounds. The teachers/classes invited to attend are all the kindergarten through sixth-grade classes in the Coleman School District (about 300-400 students). Different station programs are designed each year. Stations that have been created include: green house flowers, planting seeds, cranberries, honey, maple syrup, petting zoo (large-animal projects where FFA students explain care of various animals like cows, goats, sheep, pigs, rabbits, chickens, etc.), equestrian, farm machinery/farm safety, lawn mower safety, aquaculture and aquaponics.

Cost of Play: Coleman elementary school is on an adjoining site to the high school so children attend by walking over at the appointed time for their class to participate. Normally, the major cost would be bussing students which might or might not be covered by the school districts involved. FFA covers the minimal costs of the station displays and Farm Bureau covers the \$300 cost of Ag Venture t-shirts given to all presenters, group leaders and Farm Bureau chaperones each year.

Time-frame Needed to Implement: Planning begins with FFA students designing the program in December/January. Teacher contacts are made in February/March and the event takes place in late April or early May.

MARQUETTE COUNTY

Fall Farm Tour

Quarterback: Ashley Henke

Description: Marquette County Farm Bureau organizes a farm tour for fourth-grade students. The tour is held at a Farm Bureau member's farm. Eight to nine different educational stations are set up with a presenter and students rotate to each station. Each student receives a snack and educational goodie bag following the tour.

Cost of Play: \$300 - Cost of educational materials for students, snacks and gifts for presenters.

Time-frame Needed to Implement: Begin working with teachers at the beginning of the school year to choose a date and finalize details.

OZAUKEE COUNTY

Essay Contest Winner Presentation

Quarterback: Lisa Gantner

Description: Volunteers visit the winning Ag in the Classroom essay contest participant's classroom to announce the winning essay. They receive a dairy education presentation with 'Dairy Facts about Wisconsin'. Students learn what happens on a farm; what cows eat, how to milk a cow, dairy products, etc. The presentation ends with an ice cream treat.

Cost of Play: Depends on class size and type of treat.

Time-frame Needed to Implement: About 1 hour

PIERCE COUNTY

Essay Contest

Quarterback: Monica Krings

Description: Every year Pierce County Farm Bureau is involved in the Ag in the Classroom essay contest. Letters are sent out to about 30 schools inviting fourth- and fifth-grade students to participate. In 2016, the topic was "Tell us about producing maple syrup in Wisconsin." The essay was based on the Wisconsin Farm Bureau Book of the Year "Sugarbush Spring" by Marsha Wilson Chall. Around 60 excellent essays were entered and the top three in the county were awarded. The winning essay, from a fifth-grade student in the River Falls West Side Elementary, was sent to the district contest. Pierce County Farm Bureau presented the winner with \$15. The second and third place essays were from the fourth-grade class in Spring Valley and they received \$10 and \$5 respectively. All the students in the winning student's class were served ice cream sundaes with maple syrup. Everyone enjoyed the reward. The classroom teachers received a copy of the book.

Cost of Play: Invitations were mailed to about 30 schools. Awards totaling \$30 were given to the three winners. Ice cream cups with maple syrup were served to all the students in the winning class, costing about \$36. Each teacher in the class received the book "Sugarbush Spring" for a cost of about \$30. The entire cost of the play was \$111.

Time-frame Needed to Implement: Planning began in January and included how to reward the students who participated. The district coordinator helped with the final plans and delivering the awards and treats.

RUSK COUNTY

Children Essays

Quarterback: Terry DuSell

Description: Rusk County Farm Bureau sends out information and partners with schools and teachers asking them to have the children write essays on a specific topic regarding farming and agriculture. Essays are sent to Farm Bureau for judging. Gift certificates are given to the winners and they are honored in their classroom during a presentation. Grade schools usually participate in this activity.

Cost of Play: Prizes for the winners cost \$50-\$75 depending on the number of entrants and what the winners received. Gift certificates to Subway or McDonald's have been given in the past.

Time-frame Needed to Implement: Allow time to write letters to the school setting the expectation on time frames, the subject matter, due dates and advising what the winners will receive. It takes several months to send information to the schools, give the teachers time to implement in their classroom, receive the essays, judge and determine winners and then do the presentations at the schools.

SAUK COUNTY

Ag in the Classroom Presentations

Quarterback: Don Meyer

Description: A Salute to America's Dairyland: Sauk County Farm Bureau teamed up with Wisconsin Milk Marketing Board's Angie Edge to read the book "Curd Science: The Incredible Journey from Milk to Curd." Then, the students tasted three of the more than 600 kinds of Wisconsin cheese. Each student received a copy of the book. Presentations are held in 38 classrooms across Sauk County, working with about 750 second-grade students.

Cost of Play: Cost of cheese samples. Books were donated by Wisconsin Milk Marketing Board.

Time-frame Needed to Implement: 2 weeks

SHEBOYGAN COUNTY

Classroom on the Farm

Quarterback: Marcia Fenner

Description: The Sheboygan County Farm Bureau hosts third and fourth grade students to a farm in the spring. The nine educational stations are: milking parlor; the cow doctor; a cow needs to eat; the farmer's goal; the role of farm machinery; day in the life of a cow; let's milk a cow; calves; mapping out a healthy Wisconsin.

Cost of Play: The cost of the play is about \$1,500 to \$1,800 which includes bus transportation (Farm Bureau paid half); averages about \$1 per student.

Time-frame Needed to Implement: This event has been held at the same farm for 10 years. It takes about 1 hour to set this up with the farmer. Eight volunteers pack the bags for the children (pencil, eraser, cheese, etc.), and 18-20 volunteers are tour guides who stay with their group through the stations from beginning to end. Total time during tour: about 2 hours; 10 minutes at each station; 2 minutes in between stations.

Essay Contest

Quarterbacks: Liz Gartman and Marcia Fenner

Description: Farm Bureau sends letters to schools reminding them of the Ag in the Classroom essay contest. Pizza and milk are served to the winning student's classroom. A \$2 Culver's gift card is given to each student who enters. First place receives a \$25 gift card, second place \$15 and third place \$10.

Cost of Play: Total: 585. \$35 postage; \$300 Culver's gift cards; \$200 pizza and milk party; \$50 gift cards

Time-frame Needed to Implement: Two months (approximately six hours of volunteer time)

ST. CROIX COUNTY

Book of the Year Donation

Quarterback: Melanie Peterson

Description: Farm Bureau delivers the Book of the Year to each public library and one nursing home in St. Croix County.

Cost of Play: \$180 to purchase books.

Time-frame Needed to Implement: 2-3 hours to deliver books.

TAYLOR COUNTY

Mother's Day Lip Balm

Quarterback: Cheri Klussendorf

Description: Volunteers make lip balm with preschoolers. The project begins with reading a book about bees, which changes from classroom to classroom. Lip balm recipes are shared and the kids guess what ingredients are in the recipe. A large piece of wax, a bottle of oil and the candy flavoring are passed around. Students are then dismissed to their desks where each student gets their own piece of wax. Students are called by the color of clothes they are wearing to come to the front of class to put their own wax in a beaker to be melted. The student pours in the flavoring and oil. While the wax and oil are melting together the students work on a paper bee; coloring the bee and gluing the eyes on. When lip balm is cooled enough for the plastic containers it's poured into each container. While the lip balm is cooling each student makes a tissue paper flower. The lip balm, bee and flower go in a little bag for a Mother's Day present.

Cost of Play: \$85 for the whole project for about 120 students. This includes: wax, oil, flavoring, containers, paper and eyes for bees, and tissue paper, pipe cleaners for flowers, and white paper bags for gift wrapping.

Time-frame Needed to Implement: 45 minutes from the start of the reading book to the end of the activity.



WALWORTH COUNTY

Living Necklace

Quarterback: George Mroch

Description: This activity is done in conjunction with the Walworth County Fair 'Come Grow With Us' project. Volunteers visit classrooms in county schools and students put two miniature seeds into a 2" x 2" zip lock bag along with three to four drops of water. The bag is sealed shut and a length of yarn is attached to make a necklace. As the students wear the necklace, they can watch the germination process. They wear it next to their heart so the seeds 'get all the love and warmth they need to grow.'

Cost of Play: Approximately \$.50 per student

Time-frame Needed to Implement: 30 minutes per class of 30 students

Barnyard Adventure - Walworth County Fair

Quarterback: George Mroch

Description: Walworth County Farm Bureau has an area open during the Walworth County Fair that is an agricultural learning area for children of all ages. The different stations include: a working bee hive; a garden area where 28 vegetables are grown, plus soybeans, peanuts, pineapples, field corn and various flowers; butterfly feeding in the butterfly house; a place to pick several plastic vegetables; milking the cow; beef comes from beef cattle; apples come from apple trees; students exchange their products at the farmers market for Barn Yard bucks; Barn Yard bucks can be spent at the General Store on white or chocolate milk, chips or string cheese. There is a stage with eating contests, Nick's Kids Show and plus various games to play.

Cost of Play: About \$15,000 per year, raised through fundraising events.

Time-frame Needed to Implement: A committee meets every month for planning; preparations take all summer.

Come Grow With Us - Seed Planting

Quarterback: George Mroch

Description: Volunteers teach children 4K through third grade students the proper way to plant seeds and take care of them. The seeds grow in their classroom until May when they are taken home for Mother's Day.

Cost of Play: About \$1,500

Time-frame Needed to Implement: 30 minutes per class

Hydroponics

Quarterback: George Mroch

Description: Volunteers show third and fourth grade classes how to set up a hydroponics unit. Three different types of plants (bell peppers, tomatoes and lettuce) are used. The plants are started from seed in peat cells. Once the plants grow their first true leaves, they are put into the hydroponics units. Fertilizer is added to the water. The plants are put under red LED grow lights for stronger roots. After several weeks the lights are changed to red, blue and white. Once the plants produce flowers they are cross pollinated. Students enjoy eating the finished product, a fresh salad!

Cost of Play: \$60 per class

Time-frame Needed to Implement: 30 minutes per month

WASHINGTON COUNTY

Farmer in the Classroom and Ag Day Farm Tours

Quarterback: Stephanie Egner

Description: **Farmer in the Classroom** - Local farmers speak about life on the farm. They teach about the animals care, crops, machinery and what their day is like from dawn to dusk. Classroom visits are typically held in March or early April as a precursor to the farm tour.

An **Ag Day Farm Tour**, offered in April, is geared towards fourth-grade students. Students visit modern dairy and beef farms. Using all five senses, students learn how cattle are raised and what they eat, as well as crop production and milking practices.

Cost of Play: Farm Bureau and Dairy Promotion partner 50/50 for this event. Total cost ranges from \$1,000 to \$1,500 depending on the number of schools and number of items purchased for the goodie bags. Many local businesses make full or partial donations towards the event (Ex: cheese, milk, sausage, portable toilet rental).

Time-frame Needed to Implement: Planning takes place year-round, and new and exciting ideas for the program are always researched. The event organization normally begins late August or early September with an ag education meeting. Schools and teachers appreciate knowing the dates early so these events can be put on their spring calendars. The lead organizer works with educators throughout the school year answering questions and tweaking schedules. An additional ag education meeting is held in February to make sure everyone is on the same page.



WAUSHARA COUNTY

Farmer in the Classroom

Quarterback: Kevin Krentz

Description: The Waushara County Ag in the Classroom coordinator and two active farmers attend local fourth- and fifth-grade classrooms and give a PowerPoint presentation on agriculture. Adequate time is allowed for students to ask the farmers questions and do hands-on activities.

Cost of Play: N/A

Time-frame Needed to Implement: Begin working with schools a month or two prior to event to select a date.



WINNEBAGO COUNTY

Ag Education Area at County Fair

Quarterback: Jim Kasten

Description: The Winnebago County Ag in the Classroom committee works with UW-Madison Division of Extension in organizing ag education hands-on activities at the county fair.

Cost of Play: \$50-\$100

Time-frame Needed to Implement: Planning begins two to three months before the fair.



CONSUMER OUTREACH

Activities include food pantry donations, 5Ks and fun runs, parades, scholarships, beef and dairy promotion events, 4-H support and more.



DISTRICT 2

Farm Bureau 5K Run/Walk

Quarterback: Andrea Brossard

Description: Wisconsin Farm Bureau Promotion and Education and Young Farmer and Agriculturist members from Columbia, Dane, Dodge, Green, Rock and Sauk counties work together to host the District 2 Farm Bureau 5K Run/Walk. There is a new county and host each year. The goal is to educate consumers on the importance agriculture plays in their daily lives. Proceeds go towards the Wisconsin Farm Bureau Foundation and breast cancer research.

Cost of Play: The goal is to secure sponsors and donations to help decrease costs for the event, and increase the amount of dollars that can be donated. In addition, a fund is maintained that is used for activities for District 2 members throughout the year.

Time-frame Needed to Implement: Planning and lead time on several of the items is about four months.

DISTRICT 3

Food Pantry Donation

Quarterback: Nicole Adrian

Description: The District 3 Promotion and Education program hosts a challenge between the counties at their annual meetings for items to be donated to Second Harvest. Each county is asked to have their members donate items at their county annual meeting. There is a small prize given at the WFBF Annual Meeting for the county with the most donations.

Cost of Play: None; the winning county's prize is donated.

Time-frame Needed to Implement: Information is sent out to each county along with a note on the annual meeting invite postcards sent to voting members.

BROWN COUNTY

Cream Puff Eating Contest at Brown County Fair

Quarterback: Nicole Nohl

Description: Ten contestants are given 60 seconds to eat as many cream puffs as they can. Prizes are an apron, cookbook and gift card. There are three divisions: children: 8-13; adults: 15 and older; and celebrities- chosen and recruited (politicians, teachers, etc.). There are 10 candidates in each division.

Cost of Play: \$4 per cream puff purchased from the food stand.

Time-frame Needed to Implement: Ten contestants get 60 seconds to eat as much as possible. The contest runs from noon to 3 p.m. with one division per hour.

BUFFALO COUNTY

Community Parade

Quarterback: Jan Schaffner

Description: The Buffalo and Trempealeau County Ag Promotions Committees secured a spot in the local town's parade. The event was to gain awareness of what our programs do and to hand out a agricultural product. Volunteers handed out 500 cheese sticks during a 90-minute parade. They handed out a flyer to the parents and the cheese sticks to the children.

Cost of Play: Cost for cheese sticks was about \$200 split between two counties.

Time-frame Needed to Implement: Parade registration was one month prior and the cheese sticks were ordered from a local creamery. The afternoon of the parade was about two hours for set up and walking the parade route.

CALUMET COUNTY

Summer Parade Float

Quarterback: Kristin Birschbach

Description: Calumet County Farm Bureau makes a float to represent agriculture and Farm Bureau to pull in local parades. Members walk along the route with the float to hand out candy. Invite your county's Farm Bureau Princess or other members to ride on the float.

Cost of Play: The cost depends on how elaborate the float is and how much candy or other handouts, such as cheese, are purchased.

Time-frame Needed to Implement: It takes about an afternoon to set up the float and then the time to walk in the parades. Participate in all or one parade in the county.

DUNN COUNTY

Adopt Your Favorite Local Sports Team

Quarterback: Kay Gilbertson

Description: There are many benefits to chocolate milk as a recovery drink. A Farm Bureau member should contact a coach of a local team to ask if Farm Bureau could donate chocolate milk and string cheese after a practice. If you are getting milk by the gallon, provide people to serve the milk so these athletes can get a picture in their minds of their local farmers. If you are providing milk in the chugs, your presence is still important in the process, even though the chugs are simply grab and go. Display a Farm Bureau sign so the team knows the milk was donated by Farm Bureau.

Cost of Play: \$100

Time-frame Needed to Implement: Time to purchase milk, ice and cups. Dispose of garbage after the event.

4-H Dairy Promotion Sponsorship

Quarterback: Kay Gilbertson

Description: Dunn County Farm Bureau will reimburse 4-H clubs up to \$75 to promote dairy. The club develops their own way of promoting dairy. Ideas include floats or ice cream at a local bank, giving chocolate milk in the community, etc. Clubs will need to supply the county Farm Bureau with a receipt for the supplies along with a write-up and photo. *(Note: permission needs to be granted for pictures to be published.)* In the write-up, include location and date of promotion, name of club, names of those pictured and also the sponsoring Farm Bureau. Contact the local Extension office to work in a partnership so they can help promote this idea. In Dunn County, Extension sends a newsletter that features this promotional idea to all the clubs. Extension agents have access to all the general leader email addresses so they also can send this out to each of them for additional promotion.

Cost of Play: Dunn County Farm Bureau sponsors up to \$75 for each of the clubs in the county to host their own event. Total cost incurred may be higher depending on what each club does.

Time-frame Needed to Implement: 2-3 hours. This can be done in shifts, if the club is large enough to handle this. Obtain ice and coolers to keep dairy products cold. Information on dairy, Farm Bureau and 4-H can be handed out, tables may be used to display materials. A small wagon with a cooler could be used if you are covering a distance such as at the local park (dairy is a welcome treat at youth baseball nights). You may want to have a few other promotional ideas on-hand for this night including milk fireworks or butter making. Small activities are a great way to intrigue young children and get them excited about dairy.

EAU CLAIRE COUNTY

County Fair Livestock Auction Purchase

Quarterback: Jane Mueller

Description: Each year, Eau Claire County Farm Bureau purchases a hog at the county fair. Half of the hog is used for the meal at the county annual meeting and as door prizes at the annual meeting (bacon, pork chops, etc). The other half is sold privately. The hog purchase serves as advertising/community support for Farm Bureau and provides the main dish of the meal at the county annual meeting.

Cost of Play: \$1,200 for the hog and processing. Some money is recouped when half is sold.

Time-frame Needed to Implement: One day to attend livestock auction.

FOND DU LAC COUNTY

Food Drive

Quarterback: Mary Runge

Description: Fond du Lac County Farm Bureau board of directors conduct a food drive between their March and April board meetings. Board members are encouraged to bring in non-perishable food items. The county donates all food collected to the area Salvation Army and makes a cash donation.

Cost of Play: \$200 (amount of cash donation).

Time-frame Needed to Implement: Board discusses event at January board meeting.

GRANT COUNTY

Christmas Gift for Food Pantry

Quarterback: Nicole Adrian

Description: In the past, Grant County Farm Bureau did a \$5 gift exchange for Christmas during their December meeting. Now, each person brings \$5 worth of canned food items or \$5 in cash to donate to a local food pantry. Farm Bureau also might adopt a family in need for Christmas.

Cost of Play: N/A

Time-frame Needed to Implement: Planning is done at the November meeting. Items and money were taken to the local food pantry the day after they were collected.

Area Food Bank Donation

Quarterback: Charisse Orth

Description: Grant County Farm Bureau donates money to four local food pantries. More is donated to the one that serves Grant County. This has continued from the formerly named National Food Check-Out Week.

Cost of Play: \$600 between four different pantries.

Time-frame Needed to Implement: Planning happens during the February meeting.

High School Scholarship

Quarterback: Charisse Orth

Description: Grant County Farm Bureau sent applications to high school guidance counselors in the county to notify them about two \$250 scholarships offered to high school seniors. Parents must be Farm Bureau members. Preference is given to students pursuing an agricultural career. Applications are judged in April and the students are notified in May. Recipients must turn in their first semester college transcripts to receive the scholarships.

Cost of Play: \$500 for both of the scholarships.

Time-frame Needed to Implement: In January, letters are sent to high schools. Applications are judged in April and the students are notified in May.

Beef Promotion

Quarterback: Lori Jarrett

Description: During Farm Bureau Friday on the radio, Grant County Farm Bureau donates \$40 gift cards for the local grocery store. The District 3 representative hosts the hour-long session with Bob Middendorf. The radio station takes callers and gives away the gift cards. One gift card is given away during beef month and the other during dairy month.

Cost of Play: \$80 for the gift cards.

Time-frame Needed to Implement: The board plans this at their monthly meeting the month prior. They work with the District Coordinator to ensure the gift cards are given away during beef month and dairy month.

GREEN COUNTY

Beef Promotion Event

Quarterback: Alissa Grenawalt

Description: Consumer outreach event promoting beef. Green County Farm Bureau worked with a local deli/business. The event offered tri-tip roast sandwiches, beef brisket and all-beef hot dogs. The local beef producer organization provided the grills, volunteers and beef royalty. The organization had a tent with recipes and information from the Wisconsin Beef Council for giveaways.

Cost of Play: Koning Meats and Deli provided the product; no cost to Green County Farm Bureau.

Time-frame Needed to Implement: A few months to set a date, promote the event, secure workers, etc.

IOWA COUNTY

Upland Hills Health YFA Book Donation

Quarterback: Jackie McCarville

Description: The Iowa County Farm Bureau Young Farmer and Agriculturist program donated 300 books to the Upland Hills Health birthing unit. All babies born at Upland Hills that year received the book "Noisy Farmland Tales: Noisy Animals" as a gift. YFA members used funds raised at the county annual meeting silent auction to purchase the books. The money raised was matched by the Literacy for a Lifetime grant program.

Cost of Play: Total cost of books: \$1,500 (300 books x \$5 per book)
Iowa County Farm Bureau cost: \$800 (remaining cost was covered by Literacy for a Lifetime)

Time-frame Needed to Implement: September, money raised for books at county annual meeting silent auction; early October, books ordered from Usborne Books; late October, books received and Farm Bureau labels attached; November, books delivered to Upland Hills Health birthing unit.

JEFFERSON COUNTY

\$500 Scholarships

Quarterback: Mary Mess

Description: In January, the women's committee sends letters to high school guidance counselors informing them of \$500 scholarships offered by Jefferson County Farm Bureau. Applications can be found on the Farm Bureau website and are due April 1. Scholarship criteria: have to be in good standings, any field of study (we don't limit it to agriculture), 2- or 4-year program, parents must be a Farm Bureau member. Winners are not notified until their high school scholarship awards presentation. The winners also are announced in the summer District 1 Farm Bureau newsletter. The scholarship winners are required to work in the Farm Bureau food stand. The money is awarded after their first semester grades are submitted to the women's committee chair. The county typically gives between two and six scholarships depending on the qualifications of the candidates.

Cost of Play: \$500 per award recipient. Since the money is not awarded until the following year, the scholarship budget is known before the county Farm Bureau budget process in fall.

Time-frame Needed to Implement: Included in description above.

KENOSHA COUNTY

July Beef Month - Store Promotion

Quarterback: Kim Daniels

Description: A poster board announcing Beef Month is placed in the local grocery store (Sentry in Paddock Lake) in July. Shoppers can enter to win one of eight \$25 gift certificates to be used to purchase beef products at the store.

Cost of Play: \$200

Time-frame Needed to Implement: Contact the store one month ahead, make copies of entry forms and set up display for one week in July.

June Dairy Month- Store Promotion

Quarterback: Kim Daniels

Description: A poster board announcing June Dairy Month is placed in the local grocery store (Sentry in Paddock Lake). Shoppers can enter to win one of eight \$25 gift certificates to be used to purchase dairy products at the store.

Cost of Play: \$200

Time-frame Needed to Implement: Contact the store one month ahead, make copies of entry forms and set up display for one week in June.

KEWAUNEE COUNTY

Memorial Scholarships

Quarterback: Edith Lauscher, County Farm Bureau Secretary

Description: Kewaunee County has two \$500 memorial scholarships (Elmer Ullmann and Glenway Breitlow). These scholarships are awarded to two FFA students who further their education in the field of agriculture.

Cost of Play: Advertising costs, printing and postage for applications.

Time-frame Needed to Implement: December, begin advertising and mail applications to schools and guidance counselors; March, recruit judges; April, applications are due and passed along to judges; May and June, certificates and checks are presented to the winners.

June Dairy Month Recipe Contest

Quarterback: Tanya Kundick

Description: The June Dairy Month Recipe Contest, sponsored by the women's committee, focuses on a different food category each year:

1. The entry must include at least two dairy products. For example: milk, butter, cream cheese, yogurt, cottage cheese, sour cream, etc. (Eggs are NOT a dairy product.) Fat content shall not be a consideration of the judges.
2. Participants must be a resident of Kewaunee County (OR a member of Kewaunee County Farm Bureau), 18 years or older for senior division and 17 years or younger for the junior division.
3. One entry per person. The recipe need not be an original.
4. Recipe should be plainly written or typed on one side of an 8½" x 11" paper. Name, address, phone number and division (senior or junior) are to be in the upper right-hand corner.
5. Cash prizes are awarded.
6. Members of the dairy recipe contest committee are not eligible to enter.

Cost of Play: Cash prizes for the top three in each division (\$20/\$15/\$10). Every participant also receives about \$10 in dairy products.

Time-frame Needed to Implement: From April to night of contest, which is usually the last week of June.

LAFAYETTE COUNTY

Citizenship Award

Quarterback: Katie Roth

Description: The Citizenship Award is a way to congratulate high school seniors who are part of a Farm Bureau family and display qualities of leadership, scholastic achievement and community involvement. The goal is to recognize young people who represent Farm Bureau attitudes and activities. The following criteria are evaluated: school leadership activities; community and church leadership activities; high school transcript; school extra-curricular activities; description of self and letter of goals; and letters of recommendation. Leadership activities are weighed heaviest for this scholarship.

Cost of Play: Award is for two \$500 scholarships but any dollar amount can be used.

Time-frame Needed to Implement: The scholarship is provided to the high school guidance counselor in the spring. The award can be judged in one night depending on the number of entries. Three people at a minimum are needed, possibly more depending on the number of entries. A board member attends the winning recipient(s) awards day to present the student a certificate. To collect their money, the student(s) must submit a transcript showing registration of second semester classes.

MANITOWOC COUNTY

Scholarships at Breakfast on the Farm

Quarterback: Cheryl Duchow

Description: The Manitowoc County Farm Bureau YFA and Promotion and Education Committees each award \$400 to a qualified individual. Applicants must be from a Manitowoc County Farm Bureau family, or, if they are older than 21, must hold their own membership. A 2.5 grade point average or better must be achieved and a copy of their transcripts must be included with application. All majors are considered with a preference given to agriculture and related business studies. Two letters of recommendation must be included. Applicant may apply more than once, but once they win, they are no longer eligible. The application includes several essay questions and a 100- to 150-word essay on what the applicant will do after graduation. The winner's receive their award at the county Breakfast on the Farm.

Cost of Play: \$400 per scholarship awarded.

Time-frame Needed to Implement: Application information is printed in the April newsletter. The deadline for applications is April 30. If several applications are received, they are sent to a judge outside of our county to prevent favoritism.

OUTAGAMIE COUNTY

Milk 'n' Cookies with Santa

Quarterback: Kelly Oudenhoven

Description: Outagamie County YFA, in conjunction with the Outagamie County Dairy Promotion Committee, hosts Milk 'n' Cookies with Santa at Milk Source in Kaukauna. Kids (and adults) sit on Santa's lap and enjoy milk and cookies afterwards. Parents are encouraged to take pictures of their kids with Santa. Milk Source also has calves for kids to pet.

Cost of Play: Cost of cookies: \$200

Time-frame Needed to Implement: Event was planned a couple of months in advance. The farm was contacted and Santa was scheduled. One week prior to the event the cookies were ordered from a local bakery. Their were 15 volunteers who arrived two hours prior to the start of the event to help set-up the area for Santa and the milk and cookie station.

PIERCE COUNTY

Dairy Promotion at Parades

Quarterback: Dean Bergseng

Description: Pierce County Farm Bureau handed out 7,000 cartons of chocolate milk and 150 pounds of cheese curds at the River Falls and Prescott parades. Farm Bureau acquired sponsors to help with the expense of purchasing the cheese and milk.

Cost of Play: \$1,525, shared among many sponsors.

Time-frame Needed to Implement: Obtain parade permit, order milk and cheese and reserve a truck 30 days before. Help from 4-H clubs is scheduled to help pass out milk and cheese curds and make signs.

RACINE COUNTY

Outstanding 4-H Youth Awards

Quarterback: Beulah Skewes

Description: The Racine County Farm Bureau recognizes four outstanding 4-H members each year. **Qualifications are:**

1. Applicants must be from a Farm Bureau member family.
2. Open to youth 10-13 years old (junior class) and 14 years old (senior class).
3. An individual can only receive the award once as a junior and once as a senior.
4. Applicant must complete a 4-H record book for their club.
5. Submit a three-page award entry form. (*Application can be found on the Racine County Farm Bureau webpage.*)

Cost of Play: Total: \$200 (2-\$50 junior awards and 2-\$50 senior awards)

Time-frame Needed to Implement: One to two months prior to the application deadline, the award application is advertised in the district newsletter and posters at the county fair.

Scholarships for Racine County Farm Bureau Families

Quarterback: Norma Ranke

Description: Four scholarships for higher education are sponsored by the Racine County Farm Bureau board of directors and the Promotion and Education Committee. The scholarship money can be used for a four year college, technical school or farm short course. Two of the scholarships are given preference to ag-related majors. Applicants may be any of the following: graduating high school senior; a new enrollment in a vocational, technical, four year college or short course program; current student continuing their education in any of the above mentioned programs.

Cost of Play: A total of \$4,000 is available through the annual scholarship program. Two \$1,000 scholarships are sponsored by the Promotion and Education Committee and two \$1,000 scholarships are sponsored by the Racine County Farm Bureau board of directors.

Time-frame Needed to Implement: Two months in spring. Publicize to high school guidance offices and in the District 1 Farm Bureau newsletter. A selection committee presents the awards at the school's honors program.

RUSK COUNTY

Exhibit at Rusk County Farm Show

Quarterbacks: Eva Curtis and Terry DuSell

Description: Each year, Rusk County Farm Bureau exhibits at the Rusk County Farm Show. They have a booth and talk about the benefits of Farm Bureau to attendees. Booth workers aim to gain new membership and raise dollars for scholarships. Rusk County Farm Bureau president Terry DuSell and his family asked multiple vendors in the county for donations and then held a silent auction. About \$700 were raised during the auction to go toward a variety of projects and scholarships. This play would require some coordination between Farm Bureau and Rural Mutual for the display. Rusk County coordinates with the milk producers and gives away milk and a variety of cheeses to the attendees (usually about 500). Each year Farm Bureau gains new memberships and/or prospects and raises awareness of Farm Bureau in Rusk County. Volunteers also give out coloring books from Farm Bureau and free giveaways from Rural Mutual Insurance.

Cost of Play: \$85 for the booth. The Milk Producers donate cheese and milk. Work in advance to get donations for the silent auction. Also work with a local Rural Mutual Insurance agent for give-aways at the show.

Time-frame Needed to Implement: Two to three months ahead of the show to effectively reserve the display from the Farm Bureau District Coordinator, send in paperwork to pay for the exhibiting spot, obtain donations for the silent auction, make the paperwork for the silent auction bidding, obtain volunteers to work the show and the auction, coordinate with the District Coordinator to pick up the display and reserve the cheese and milk. Pick up the cheese the night before and cut it up for serving the day of the show. Booth set up before the start of the show.

SHEBOYGAN COUNTY

July Beef Promotion

Quarterback: Maggie Heyn and Marsha Fenner

Description: Sheboygan County Farm Bureau held a July Beef Month promotion at Miesfelds meat market where they grilled flat iron steaks and served bite-sized pieces to customers entering the store. Educational material was distributed courtesy of the Wisconsin Beef Promoters.

Cost of Play: None: Miesfelds meat market furnished the steaks and their time.

Time-frame Needed to Implement: Day of: Display set up, prep time and work hours when samples were provided.

TAYLOR COUNTY

Steak and Eggs Breakfast

Quarterback: Cheri Klussendorf

Description: Volunteers cook breakfast for the North Central Cattleman's Beef Round Up. Breakfast is served from 7:30 a.m. until 10:30 a.m. Steak and eggs are served for \$8 per plate or eggs and toast for \$5 per plate. Breakfast includes toast and milk or coffee. This was a beef promotion activity but a small profit was made and used to have a radio trivia contest about beef farming and awarded gift certificates to the local grocery store as prizes. The first year of this play had some weather issues, it was outside and there was snow. Overall attendance of the Beef Round Up improved by about 25 people.

Cost of Play: Start-up cost was \$250 to serve 72 people (in the snow).

Time-frame Needed to Implement: Two hours of prep in ordering food and finding best pricing and availability, five hours serving breakfast and one hour for clean up.

TREMPEALEAU COUNTY

Book of the Year Project

Quarterback: Crystal Johnson

Description: Each January, Trempealeau County Farm Bureau buys and donates the selected Ag in the Classroom Book of the Year to each of the county's 13 elementary schools (public and parochial). The Educator's Guide (comes with the book when you order through Ag in the Classroom) is included and a letter about how the book ties to the essay topic.

Cost of Play: \$15 per book.

Time-frame Needed to Implement: The time it takes to the order books and deliver them.

County Fair Animal Grants

Quarterback: Jamie Goplin

Description: At the county fair, all junior exhibitors of production animals (i.e.: sheep, pork and beef) are eligible to apply for a \$50 animal grant provided by Farm Bureau. The grants are to offset costs associated with raising and exhibiting animals at the fair. Farm Bureau awards 10 per year. Exhibitors fill out a simple one-page application. Recipients are required to write a short thank you note and read it at the county annual meeting.

Cost of Play: \$500

Time-frame Needed to Implement: Need to advertise to exhibitors before fair to have good participation.

\$500 Scholarship for Graduating Senior

Quarterback: Amber Radatz

Description: Trempealeau County offers a scholarship to any graduating senior whose parents are Trempealeau County Farm Bureau members in good standing. Applicants are not limited to those pursuing an agriculture degree, but they are informed that a rubric will weight agricultural and Farm Bureau involvement and agriculture as the chosen field of study. Student will receive the scholarship prior to the spring semester when proof of re-enrollment and satisfactory grades are provided. In 2016, Trempealeau County developed and implemented a scoring rubric which was helpful in selecting the applicant as there were two very close in most categories. Rubric and scholarship application are available as templates.

Cost of Play: \$500

Time-frame Needed to Implement: The scholarship is due April 1, and the winner is announced by mid-April.

Fourth and Fifth Grade Essay Contest Thank You

Quarterback: Crystal Johnson

Description: After all of the Ag in the Classroom essays were collected, the number of teachers who had students submit essays were tallied. Each teacher was given an essay-theme-related gift. In 2015, the topic was related to honeybees, so each teacher received a quart of local honey along with honey lip balm, lotion and soap. The goal is to urge teachers to submit essays in the future and to raise awareness of the essay contest.

Cost of Play: \$20-25 per teacher.

Time-frame Needed to Implement: Time needed to purchase and deliver gifts.

WALWORTH COUNTY

Train Ride - Walworth County Farm Bureau Dairy Breakfast

Quarterback: George Mroch

Description: Free train ride during the dairy breakfast through the Walworth County Fairgrounds. Each train car is made to look like a different farm animal. There is a cow, horse, pig, sheep and goat. During the ride, children are given facts about the farm animals.

Cost of Play: Initial cost of train: about \$2,000; gas: less than \$20; insurance on train: \$700

Time-frame Needed to Implement: Two weeks before the dairy breakfast, clean and check the train.

WASHINGTON COUNTY

Ronald McDonald House - Lunch 2 Go Program

Quarterback: Kerri Ast

Description: Six to eight members pack sack lunches for families staying at Ronald McDonald House who have children hospitalized at Children's Hospital. Depending on the year and which grants are received, the organization may have to shop for the food and drinks. Many dates are available for this program, including during the week and weekend. Check website for details: rmhcmilwaukee.org/how-to-help/family-meal-program.

Cost of Play: This could be grant-funded. Otherwise cost is food and drinks purchased which was around \$300.

Time-frame Needed to Implement: Lock in a date(s) early and organize your group(s) of six to eight. No prep time needed unless shopping has to be done.

WAUKESHA COUNTY

College Scholarships

Quarterback: Ken Rosenow

Description: Waukesha County Farm Bureau awards scholarships to college-age students. The application form is reviewed annually and the availability is promoted in the District 1 Newsletter and by email. Scholarships are awarded at the county annual meeting.

Cost of Play: Total for three to six \$500-scholarships per year.

Time-frame Needed to Implement: The committee meets several times to determine the number and amount of the scholarships, how to promote them and when to award them.



EDUCATION AND AG PROMOTION

Activities include educational industry and farm tours, June Dairy Month events, farm/ city education, beef promotion events, farm safety education, Ag Day promotions and more.



DISTRICT 2

Reading Rewards Celebration Partnership with Sassy Cow Creamery

Quarterback: Andrea Brossard

Description: Counties in District 2 partnered with Sassy Cow Creamery in Columbus to be part of their Reading Rewards Celebration. The partnership included working with the DeForest Area Library, Beaver Dam Community Library, Sun Prairie Public Library and the Columbus Public Library to bring them a Reading Rewards Field Day. All students who participated in the reading rewards program with one of the four libraries were welcome to attend the free event. At the event, attendees could take farm tours, take a tour and learn about how Sassy Cow makes their ice cream, play dairy trivia games, take part in the petting zoo and more fun activities.

The Promotion and Education Committee representative for District 2 worked with Sassy Cow to be part of their celebration. A Farm Bureau Book of the Year reading spot and activity station was created and manned for visitors to take part in.

Cost of Play: No purchased materials for this event were needed. Items donated included handouts, key chains, chocolate milk bracelets, pencils, etc. (from the Wisconsin Milk Marketing Board); used Farm Bureau books of the year to read with visitors and the activity was created using the teacher materials from the book, "How'd that get in my Lunch Box?" Very low cost display if planned with enough time to get free materials delivered.

Time-frame Needed to Implement: Started planning with Sassy Cow Creamery marketing assistant in mid- to late-April. In early May, donated items were requested from the Wisconsin Milk Marketing Board. Station items and materials were created and finalized two weeks prior and the week of the event.

June Dairy Month Celebration Partnership with Sassy Cow Creamery

Quarterback: Andrea Brossard

Description: Counties in District 2 partnered with Sassy Cow Creamery located in Columbus to be part of their June Dairy Month Celebration. At the event, attendees could take farm tours, take a tour and learn about how they make their ice cream, play dairy trivia games, take part in the petting zoo and more fun activities.

The Promotion and Education Committee representative for District 2 worked with Sassy Cow to be part of their celebration. A 'Rethink Your Drink' station was created and manned for visitors to see the content of sugar in popular drinks versus milk. A wide variety of great questions were asked and discussion was part of the day as both youth and adults learned about what they are drinking.

Cost of Play: Items purchased: sugar, a variety of drinks for the display and snack bags for displaying sugar content of drinks. Items donated: handouts, Rethink Your Drink poster, key chains, chocolate milk bracelets, pencils, etc. (from the Wisconsin Milk Marketing Board.) Very low cost display if planned with enough time to get free materials delivered.

Time-frame Needed to Implement: Started planning with Sassy Cow Creamery marketing assistant in mid to late April. Contact the Wisconsin Milk Marketing Board in early May for their donations. Station items and materials were created and finalized two weeks prior and the week of the event.

DISTRICT 3

Food Influencer Dinner

Quarterback: Katie Roth

Description: **Who:** Food influencers (anyone who influences the food buying decisions of others) such as nutritionists, bloggers, foodies, personal trainers, etc. are invited to participate.

Why: Consuming food is a basic tenant of life we all share. Working with food influencers is a great way to multiply the knowledge of how food is raised/produced and common production practices.

What: Food influencers are invited to an iron chef competition with farmers and enjoy dinner afterwards. For the iron chef competition, everyone is broken into teams with at least one farmer per team. Each team is given four ingredients they must create a dish/meal with. A variety of vegetables, protein sources, oils, sauces, spices and cheese are available. In 45 minutes your team must create a dish to impress the judges. After the competition, dinner is served with predetermined hot topics in agriculture to serve as the conversation for the evening. Topics can include animal welfare, GMOs, technology, etc. Each farmer sits at a different table. After dinner, the winners are announced.

Where: Community kitchen or space with access to ovens or stoves. Each team is provided a small cooking station.

Cost of Play: Iron Chef competition food: \$75-\$100; dinner for contestants and farmers depending on the location, \$250-\$300. Garnering donations or sponsorships is a great way to offset the cost of the event. For example, each county in the district could donate \$50. Partnering with YFA committees also can yield volunteers and/or monetary donations.

Time-frame Needed to Implement: Planning: 6-9 months; Set Up: 1 hour; Activity Length: 3 hours



BARRON COUNTY

Ag Showcase

Quarterback: Amber Cordes

Description: The Barron Ag Showcase is a bus tour for teachers in Barron County. This tour highlights Barron County's diverse agricultural community. The day begins with an overview of the Ag in the Classroom program at the county and state level. Teachers are broken up into groups to do Soybean Science Kit projects so they have an idea of how to use the kits. A bus then takes them to several farms/ag businesses around the county; from dairy farms, to anaerobic digesters, organic CSA farms and turkey production. Door prizes are given out after evaluation forms are filled out at the end of the day.

Cost of Play: \$200 which was the cost of the bus mileage and some refreshments for the continental breakfast. Work with local ag businesses to get door prizes and lunch donated.

Time-frame Needed to Implement: 2-4 months

Ask A Farmer

Quarterback: Amber Cordes

Description: During June Dairy Breakfast an Ask a Farmer area is hosted. This allows attendees and consumers at the dairy breakfast to interact and have their questions answered by farmers (Farm Bureau members). Members volunteer a block of their time to interact, answer questions, address concerns and engage in good conversation with attendees at the breakfast. In addition, there is a Rethink Your Drink station where people try to match the sugar content with the drink, coloring pages for little ones and a corn box for kids to play in.

Cost of Play: Less than \$50; most of the materials were donated.

Time-frame Needed to Implement: The first year took less than two weeks to plan. Now a one to two month time-frame is most effective.

CALUMET COUNTY

Farm Bureau Princess

Quarterback: Kristin Birschbach

Description: Calumet County Farm Bureau accepts nominations and applications for a Farm Bureau Princess. The county set guidelines for her appearances and how she is to represent Farm Bureau. The Princess is provided with support and guidance as she participates in county events including parades, the county fair and Sundae/Breakfast on the Farm.

Cost of Play: The princess receives a sash, tiara and compensation for appearances and mileage.

Time-frame Needed to Implement: Select a princess, participate in events such as annual meeting, parades and more.

Milk Fireworks for June Dairy Month

Quarterback: Tom Young

Description: Calumet County Farm Bureau hosts a children's station for June Dairy Month at Sundae at the Farm. Students put milk in a shallow paper plate (½ cup) then add a few drops of different colors of food coloring to the pan of milk. Then a few drops of dish soap are added to the pan to cause a reaction, mixing the colors like a fireworks display.

Cost of Play: Items purchased included: 4 gallons whole milk, 8 oz. dish soap, 500 Q-tips, plastic plates (8 count), food coloring (3 x 4 count boxes). Total cost less than \$20.

Time-frame Needed to Implement: Some planning and getting supplies for event.

DUNN COUNTY

Business After Hours

Quarterback: Geri Wolfe

Description: Business After Hours is a monthly program hosted by the Menomonie Chamber of Commerce and member businesses. This is an opportunity to network in a social informal setting and highlight our business or organization. Farm Bureau co-sponsors with members such as implement dealers, meat plants, specialty farms (Dunn County Farm Bureau members) and Culver's. Food served is based on the commodities that are produced/grown in Dunn County. Displays and demonstrations on Farm Bureau programs and activities are set-up with a Dunn County Farm Bureau member available to share and answer questions. A short introduction is done informing the Chamber members of the dollars generated from agriculture and variety of commodities grown in Dunn County. Farm Bureau members attending are introduced so if attendees have questions or comments they are available to visit with. The result has been that attendance when Farm Bureau hosts is the largest and great discussions and connections are made.

Cost of Play: Averages \$550 per year which is divided with the co-host.

Time-frame Needed to Implement: One year in advance: confirm co-hosts and apply for hosting. Three months before: meet with co-host and divide responsibilities and set menu. Two months before: rent tables and chairs and prepare advertising for Chamber Newsletter. Month of: order food and beverages, purchase table covering and eating utensils, get door prizes to donate to Chamber drawing. Week of: confirm all items ordered and set delivery times. Day before: clean and set up tables and chairs in serving area.

EAU CLAIRE COUNTY

Chippewa Valley Farm City Day

Quarterback: Jane Mueller

Description: Dunn, Eau Claire and Chippewa counties put on an on-farm event that rotates location amongst the three counties. Eau Claire County Farm Bureau is a partner in the event. Friday of the event is for students. Area schools bring students to participate in ag demonstrations, petting zoo and tractor drawn farm tours. Saturday of the event is open to the public.

Cost of Play: Cost to Eau Claire County Farm Bureau: Non-hosting years: \$250; hosting years: \$500. Corporate and local sponsors reduce costs.

Time-frame Needed to Implement: This is a recurring event with a committee consisting of Farm Bureau members and other industry and community members. Event planning begins nine months in advance.

Children's Museum Ag Area

Quarterback: Jane Mueller

Description: County Farm Bureau members serve as consultants for the ag area within the Eau Claire Children's Museum. The main attraction is a full-size fiberglass milking cow with a barn. A naming contest was held and the children came up with Oreo. Oreo was dry for two months and then a fiberglass calf was added. A baby shower complete with games was held. Another naming contest yielded Cookie as the name for the calf. A breakfast on the 'farm' was held at the museum at 7:30 a.m. on a Saturday with 60 attendees.

Cost of Play: No cost to Eau Claire Farm Bureau as they are consultants for the children's museum. Funds for the museum come from grants, gifts, corporate sponsorships, etc.

Time-frame Needed to Implement: Ongoing

GRANT COUNTY

Grocery Store Promotion

Quarterback: Charisse Orth

Description: Grant County Farm Bureau worked with a local grocery store to do a promotion of cheese and sausage the store had on sale. Customers could enter for a chance to win gift certificates for the store. Members answered consumers' questions during the two-hour promotion.

Cost of Play: \$50 for the cheese and sausage. The store provided the gift cards.

Time-frame Needed to Implement: One month before: work with store on the items they want to feature. Set up a plan of workers and a display. About two hours at the store.

Ag Tent at the Grant County Fair

Quarterback: Sarah Johnson

Description: Grant County has an agriculture tent at the fair hosted by the YFA program along with help from area businesses. There is a calf to pet, a fake cow to milk, coloring books and activities and a prize wheel. Parents can ask questions about agriculture in the tent.

Cost of Play: Everything is donated. The tent is donated by a local business. The prizes are donated by the Wisconsin Milk Marketing Board. Majestic View Dairy provides the calf and any other items that are needed.

Time-frame Needed to Implement: The YFA committee chair starts planning in May. In July they begin looking for volunteers for shifts in the tent. Set up is on Thursday of the fair and it is open from 10 a.m. to 6 p.m. each day.

Ag Day on Campus

Quarterback: Charisse Orth

Description: The Grant County Promotion and Education Committee participates in Ag Day on Campus hosted by the Collegiate Farm Bureau at UW-Platteville. There is a table with different information about agriculture. Cheese samples are available. An instant camera is used to take pictures with agricultural props. The goal is for students to be educated about agriculture.

Cost of Play: \$100 for cheese and supplies. The camera was a one-time cost of \$100.

Time-frame Needed to Implement: Planning begins in March with ideas on what to offer. Ensure there are supplies such as Ag Mags to hand out to students. In April, order the cheese or look for a donation.

JACKSON COUNTY

July Beef Promotion at Grocery Store

Quarterback: Darby Sampson

Description: Beef samples were handed out at the local grocery store along with handouts from the Wisconsin Beef Council to promote beef. Farm Bureau coordinated with the grocery store to find out what beef cuts were on sale that week and chose a recipe using one for samples. The busiest time of the week for the store is Saturdays from 11 a.m. to 2 p.m., so that was when samples were handed out. The Jackson County beef promotion committee holds a beef cookout annually in July. Farm Bureau plans to hold a drawing for meal tickets next year.

Cost of Play: Total: \$50; beef: \$30; supplies (plastic forks, sample cups, table cloth, etc.): \$20

Time-frame Needed to Implement: One to two months prior to get Wisconsin Beef Council promotional items. One month to coordinate date with store.

Selfie Scavenger Hunt at the County Fair

Quarterback: Darby Sampson

Description: Farm Bureau members held a selfie scavenger hunt for exhibitors at the county fair during an exhibitor mixer coordinated by the Livestock Education Committee. Exhibitors from all barns were welcome to participate. The kids were divided into teams of three, being sure to mix ages. Each team needed a phone that could take pictures. Teams were provided with a list of 15 things to find on the fairgrounds (fair board member, duck, tractor, past Miss Jackson County, etc) and had to take a selfie that included the thing/person on the list and all three team members. The first team back with all their pictures won. All participants were given a voucher for a free milkshake and the winners received buckets filled with prizes donated by businesses and purchased by Farm Bureau.

Cost of Play: \$50 for shakes. Most prizes were donated.

Time-frame Needed to Implement: Two months prior coordinate with the Livestock Education Committee. One hour to create the list after fair has started. 45 minutes for scavenger hunt.

Rethink Your Drink

Quarterback: Darby Sampson

Description: This event is held during the county dairy breakfast. Farm Bureau purchased 10 drinks with different sugar content (white milk, chocolate milk, Gatorade, apple juice, V8, Mountain Dew, etc.). Grams of sugar in each drink were converted to teaspoons (4 grams = 1 teaspoon) and put that amount of granulated sugar in each of 10 containers and labeled them with the number of teaspoons. Guests matched the sugar to the drink. (Tip: Consider emptying the milk bottles if they won't be refrigerated for a period of time.) Having the visual of the sugar is a great way to make a connection. Talk about natural sugar in milk and fruit juice compared to other drinks. Go-Gurt® (yogurt in a tube) was handed out to all participants.

Cost of Play: Total: \$110. \$10 for drinks (to supplement current inventory) and \$100 for Go-Gurt's.

Time-frame Needed to Implement: One month prior reserved booth for dairy breakfast; one hour prep time (shopping and filling sugar containers).

JEFFERSON COUNTY

Livestock Feed Rations

Quarterback: Suzanne Marx

Description: This activity will help educate the public about the similarities of the foods humans and animals eat. They will learn that livestock need balanced rations just like humans must eat a balanced diet. In the activity, livestock food groups (protein, energy, roughage, minerals and vitamins) are compared to the MyPyramid food groups. A Total Mixed Ration is used as the example of how to mix a ration. Raisins, multi-grain Cheerios, popcorn and chocolate mini candies are used to represent the ingredients for the TMR ration. Samples are handed out while explaining how livestock producers prepare a balanced ration. There also are examples of different livestock feeds such as silage, calf feed and soybean meal set out for people to see.

Cost of Play: Less than \$25.

Time-frame Needed to Implement: 1 hour of prep time; 15 minutes for the activity.

JUNEAU COUNTY

Booth at County Fair

Quarterback: Tonra Degner

Description: Juneau County Farm Bureau puts together an educational display focusing on a specific ag commodity along with a variety of pictures from Ag in the Classroom events held during the year. The display is put up in the county pie and ice cream booth at the county fair.

Cost of Play: \$25-\$50 - Cost of poster board, photos and commodity information.

Time-frame Needed to Implement: Begin to plan a month or so before the fair. Take photos of Ag in the Classroom events throughout the year.

KEWAUNEE COUNTY

Rural Safety Days

Quarterback: Edith Lauscher, Farm Bureau Secretary

Description: UW-Madison Division of Extension has grant money that the Kewaunee County Farm Bureau matches to present Rural Safety Days at the fairgrounds for about 300 fourth-grade students from county schools. Farm Bureau members volunteer to present programs on safety for farms at 15 stations. Members help with the meal and ice cream at end of day.

Cost of Play: \$500

Time-frame Needed to Implement: Receive a letter requesting money in February or March. In May, Extension follows up to ask for volunteers.

LANGLADE COUNTY

July Beef Promotion

Quarterback: Beverly Brecklin

Description: Langlade County Farm Bureau sets up an area in a grocery store or restaurant to hand out beef samples and educate people about the importance of beef in our diet and our economy. Recipes and brochures are available for people to take.

Cost of Play: Most of the beef samples are provided by the store or restaurant. Hand out materials are provided by the Wisconsin Beef Council.

Time-frame Needed to Implement: About 3-4 hours.

MANITOWOC COUNTY

Farm Tours

Quarterback: Alice Petermann

Description: Farm Bureau encourages people to come to the farm, see a specific building or area and learn about dairy farming. If the group consists of adults, they are shown cow comfort, machinery, safety features and sanitation measures. If the group is children, the above is mentioned but the focus is on 'fun' things such as feeding a calf, sitting in machinery, touching feed, etc. All the tours originate with a request from someone. All tours end with a dairy treat and all children are given a reminder of something they learned that day to take with them.

Cost of Play: None

Time-frame Needed to Implement: 1 hour

National Ag Day Promotion

Quarterback: Alice Petermann

Description: Manitowoc County Farm Bureau asked county libraries if they could set-up a display using a tri-fold board with a sign that said 'Celebrate Agriculture.' The board displayed children's activities along with Wisconsin Ag in the Classroom's Farm Facts brochure. Ag Mags and bookmarks were given out at no charge. Library agriculture books were displayed. The display is updated each year.

Cost of Play: \$30

Time-frame Needed to Implement: 1 hour to make display; 15 minutes to set up display.

Miss Farm Bureau Program

Quarterbacks: Angeline Schwahn/Bev Jenkins

Description: This program involves having a Miss Farm Bureau to act as an ambassador at many events; Breakfast on the Farm, Manitowoc County Fair, parades, library and school events, farm markets and more. Miss Farm Bureau is selected in May and serves a 1-year term. Applicants must be single, age 16 to 24 years old and parents must be Farm Bureau members.

Cost of Play: Miss Farm Bureau is paid for mileage and events. She tracks her activities, does a scrapbook of her activities and works with the Manitowoc County Farm Bureau coordinator.

Time-frame Needed to Implement: Ongoing. Promotion and Education committee is in charge of this activity.

MARATHON COUNTY

Grilled Cheese Challenge

Quarterback: Heather Schlessner

Description: **Who:** Anyone who loves grilled cheese sandwiches.

What: Competitors made four grilled cheese sandwiches to be judged by three judges.

Where: Marathon Park during the Wisconsin Valley Fair.

How: Competitors pre-registered for either the adult or youth competition. Competitors brought their own supplies. Griddles, grilling surface and spatulas were provided. Contestants were given 30 minutes to create four perfect sandwiches. Sandwiches were judged by three local judges. Winners received \$50 in cheese.

Why: Who doesn't love cheese? To help promote dairy and bring recognition to the great Wisconsin cheese the area.

Cost of Play: Budget about \$600 if supplying griddles, spatulas and \$50 cheese prizes. Marathon County purchased 10 griddles and spatulas. Sponsors covered all the costs.

Time-frame Needed to Implement: About 6 months prior to the event conversations occurred with the fair board to make sure the event could be held at the fair. Sponsor letters were sent out about 5 months prior to the event. Electric griddles and spatulas were ordered about 1 month prior to the event. The week of the event, table covers, hand sanitizer and dish soap were purchased. The day of the event about an hour set up is needed depending on the number of contestants and people helping set up. The activity took about an hour - 30 minutes for the contestants to cook the sandwiches, and then time for the judges to taste the sandwiches and pick the winner.

MARQUETTE COUNTY

Wine and Cheese Tasting

Quarterback: Ashley Henke

Description: Marquette County Farm Bureau organized a wine and cheese tasting at a local winery. Farm Bureau members who are active farmers helped pass out cheese and gave attendees the chance to 'ask a farmer' questions. The event is promoted on the Farm Bureau and winery's Facebook pages. The winery also puts an ad in the local paper promoting the event. Attendees ask the questions. Most of the attendees are not Farm Bureau members.

Cost of Play: \$100 - cost of cheese

Time-frame Needed to Implement: Begin to work with winery a month or two prior to event to select a date and allow adequate time for promotion.

RACINE COUNTY

Library Grants

Quarterback: Marge Demuth

Description: Farm Bureau provides \$300 library grants for ag-related programs at the public library.

- A letter is sent with potential ag-related subject matter and a simple application to county libraries (copies available).
- A check is sent to librarians to do the complete programming (some have teamed with master gardeners, nature centers and nutritionists).
- Program topics have included: native pollinators including small garden beehive; container gardening-multi generational; planted tomato plants; counter top herb garden - cooking with fresh herbs; composting and GMOs.

Cost of Play: \$300 per grant given out.

Time-frame Needed to Implement: Suggest that letter to libraries be sent out in December or early winter. Libraries will follow up after event report.

Ag Ambassador Program

Quarterback: Jeff Rice

Description: The Racine County Ag Ambassador program started in 2013 to positively promote agriculture throughout Racine County. The individual (male or female) is selected in June and their term begins at the county Farm Bureau annual meeting in September until the following year's annual meeting. The Ag Ambassador promotes agriculture throughout the county at libraries, school presentations, speaking engagements at the county fair, Breakfast on the Farm and other events as requested. In addition, the Ag Ambassador updates their Facebook page frequently, keeping the public updated about agriculture. The position promotes agriculture and gives young individuals an opportunity to grow.

Cost of Play: Racine County Farm Bureau's budget is \$300; \$250 for the Ag Ambassador. The remaining \$50 is used for any supplies needed and a sash. A committee member donates the Ag Ambassador's name tag. Racine County Dairy Promotion matches the \$250 for the Ag Ambassador. In total, the Ag Ambassador gets \$500 to cover mileage and represent Racine County for the year.

Time-frame Needed to Implement: The committee takes referrals for filling the Ag Ambassador position, there is no application process. The committee does meet with applicants to fill the position. In June, the next Ag Ambassador is selected and they attend a training program on etiquette, speaking skills, etc. Before the Ag Ambassador does any speaking engagement at the county fair, they have gone through the training program twice. Their first duty is speaking at the county Farm Bureau annual meeting; however, if they are in college out of the county, the annual meeting is not a requirement. Their biggest event is speaking engagements at the Racine County Fair.

ROCK COUNTY

Ag Showcase

Quarterback: John Gerbitz

Description: The Ag Showcase began as a trade show for producer organizations in Rock County. Farm Bureau wanted to present its activities and benefits to the ag community and decided that including other producer groups would improve attendance. The second year it was expanded to include any local organization or business associated with agriculture. A light lunch was served. Speakers were invited including a member from Wisconsin Farm Bureau's Governmental Relations team, Alice in Dairyland and the Rock County Ag Ambassador. About 20 organizations participate each year.

Cost of Play: About \$250 on food and about \$500 on banners, posters and a postcard mailing to promote the event. For-profit organizations were charged \$100 to participate which raised about \$800. \$300 of that was used to cover expenses, while \$500 was matched by Farm Bureau and donated to a local library renovation project.

Time-frame Needed to Implement: Planning began about three months before the event. Organizations should be invited at least two months in advance allowing them time to discuss participation at monthly meetings. Speakers should be invited at least two months in advance. Postcards were sent to our members about three weeks in advance. We needed about 10 people for set-up, clean-up and support on the day of the event.

Ask a Farmer Booth at Farmer's Market

Quarterbacks: Megan Daluge and Emily Johnson

Description: The YFA proudly displays a booth at the local farmers market. The handouts and cheese samples are a huge hit! Members enjoy sharing with the public about all Farm Bureau does.

Cost of Play: None - all supplies are donated.

Time-frame Needed to Implement: A few weeks for getting donations and response from the farmers market coordinator.

RUSK COUNTY

Agriculture Scholarships Honoring Walter Stanger

Quarterback: Eva Curtis

Description: Walter Stanger was a former Rusk County Farm Bureau board member who passed away in 2015. In 2016, Rusk County Farm Bureau created an agriculture scholarship honoring Stanger. Donations were received from the local Rural Mutual Insurance agent, other board members, the Stanger family, private donations and some of the money from a silent auction to fund two scholarships in 2016. Recipients needed to be entering or already enrolled in an agriculture program.

Cost of Play: The scholarship was funded through personal donations and the silent auction.

Time-frame Needed to Implement: Six months. Time to plan and raise money. Discuss and determine as a board how to handle the scholarships. Graduating seniors only or offer to someone already enrolled in an agriculture program? Do applicants need to complete a questionnaire or write an essay? What is the specific criteria? This scholarship required a questionnaire, a 2.5 grade point average, was limited to an agriculture program, and was open to graduating seniors and those already enrolled in an agriculture program.

ST. CROIX COUNTY

FARMLAND Film Promotion

Quarterback: Melanie Peterson

Description: St. Croix gave a Farmland DVD to all public libraries and one nursing home.

Cost of Play: \$130 to purchase DVDs.

Time-frame Needed to Implement: 2-4 hours to deliver DVDs throughout the county.

Beef Promotion at Farm City Day

Quarterback: Melanie Peterson

Description: St. Croix County handed out beef samples during Farm City Day. Beef was marinated then grilled.

Cost of Play: \$337 for 44 pounds of top round steak.

Time-frame Needed to Implement: 7 hours total. Before the event: order, pick up and marinate meat. Day of: setup, serve and tear down.

TREMPEALEAU COUNTY

Moo-vin' with Milk (5K Fun-Run & Dairy Day)

Quarterback: Annaliese Wegner

Description: The day consists of a race (registration begins at 10 a.m., race at 11 a.m.) and educational stations at the Game Time Park in Ettrick. Pre-registration is \$20 and guarantees a shirt and post-race chocolate milk. Race day registration is \$25. We contact area 4-H groups, FFA chapters, etc. to bring a dairy-related station to the event. A local farmer brought in a calf and samples of dairy feed with some information about what they are and what they provide in the cow's diet. The first year was 2015 and free ice cream cones were served for everyone. In 2016, there was milkshakes (the county serves milkshakes at the county fair, this also promotes people coming to the fair in July) rather than ice cream cones and grilled cheese sandwiches. In 2015, the milk was donated. For 2016, sponsorship was expanded to cover the cost of the t-shirts and some of the ingredients for the food. There also is face-painting and games during the day.

Cost of Play: Insurance in 2015 was \$350, for 2016 it was \$250.

Time-frame Needed to Implement: Planning begins about three months before the event.

Meet a Dairy Farmer Radio Spots

Quarterback: Annaliese Wegner

Description: One Farm Bureau member is interviewed by a local radio station for each week of June Dairy Month. Each farmer introduces themselves, talks about their farm's location and a few details of the farm. The farmer asks a dairy-related trivia question that callers can call in to answer and receive a prize that was donated by a business to the radio station. Prizes were cheese boxes from a local cheese plant.

Cost of Play: Up to \$100; this was bundled with other dairy breakfast and event advertising for June.

Time-frame Needed to Implement: 20 minutes per interview, 1.5 hours total. Could tape all interviews in one afternoon, at the same time.

FARMLAND Film Promotion

Quarterback: Crystal Johnson

Description: Trempealeau County purchased a copy of the movie Farmland for each of the agriculture programs as well as the public libraries. Websites that have lesson plans and worksheets that to go with the movie were shared with ag teachers. For the public libraries, a table-tent with a brief synopsis of the movie was made and displayed with the movie to let people know it was available.

Cost of Play: \$9.79 per DVD on Amazon.

Time-frame Needed to Implement: Time to order DVDs, network with ag teachers and librarians and deliver DVDs.

WALWORTH COUNTY

Grainery Demonstration at the County Fair

Quarterback: George Mroch

Description: An area is set up like a grain bin to show the various grains that are grown in Wisconsin. In the grain bin are six different grains: corn, soybeans, wheat, oats, barley and rye. There are educational posters on each grain including their uses, how they are grown, where they grow and how they are harvested.

Cost of Play: No cost

Time-frame Needed to Implement: Set up two weeks before the fair.

Learning Coop at the County Fair

Quarterback: Kathy Papcke

Description: The Learning Coop is set up at the Walworth County Fair where classes covering a wide range of topics are held to teach people of all ages about agriculture. In the Learning Coop, there are teachers who give classes on various subjects including: fair gardens; scrapbooking; cooking classes - from garden to table, beekeeping; edible flowers; worm composting; Home Depot woodworking (make and take); ins and outs of gardening; let's make some lip balm; cooking eggs with Yuppy Hill Poultry Farm; making a pallet planter; keeping a small flock of chickens; soil testing; cooking with Rushing Waters Restaurant; and what to feed your feathered friends.

Cost of Play: \$800

Time-frame Needed to Implement: Each class takes about one hour.

FUNDRAISING

Activities include fair food stands, golf outings, a fish fry and concession sales.



ADAMS COUNTY

Ice Cream Stand

Quarterback: Kay Olson-Martz

Description: Each year Adams County Farm Bureau runs an ice cream stand Wednesday through Sunday during the Adams County Fair. This helps raise funds that go back into running the programs that the county Farm Bureau supports.

Cost of Play: About \$200

Time-frame Needed to Implement: The discussion of the Ice Cream Stand starts in May for a July/August date.

CALUMET COUNTY

Golf Outing

Quarterback: Randy Pingle

Description: The cost to participate in the golf outing is \$50 per team which includes dinner and a live auction following golf. There are drinks and raffles on the course for an additional cost (a half barrel of beer is included). Instead of door prizes, there are prizes for first and second place per hole and nine teams win something for every member of the team. Carley Blado is an additional contact for this play.

Cost of Play: There is a \$3,000 profit each year. Hole sponsors and donations for the auction help increase profits.

Time-frame Needed to Implement: About two months to get donations, hole sponsors and workers for the day.

CLARK

Breakfast in the Park

Quarterback: Max Malm

Description: The Clark County Farm Bureau board of directors organizes a dairy breakfast in the park in coordination with the Loyal Corn Festival. The date was chosen to help with promotion. The menu includes pancakes, eggs, sausage, applesauce, cheese curds, pure maple syrup, coffee, milk and orange juice. Volunteers include the board of directors, family and friends. The money raised is used to fund scholarships awarded to students pursuing an agricultural degree. The cost of the breakfast is \$7 for adults and \$4 for kindergarten through 11 years old. Free for preschool and younger.

Cost of Play: Most of the food is donated.

Time-frame Needed to Implement: Planning begins two to three months prior during the county board of director meetings. Directors reserve the venue and order food. Food donations are solicited from local businesses to cut cost and increase revenue to fund scholarships. Event setup includes a few hours the night before and an hour day of. The breakfast is open from 7 a.m. – 12:30 p.m.

DODGE COUNTY

Dodge County Farm Bureau Fish Fry

Quarterback: Andrea Brossard

Description: Dodge County Farm Bureau hosts an annual Friday Night Fish Fry Fundraiser. In 2014, this event earned the Dodge County Farm Bureau national honors at the American Farm Bureau Federation Annual Convention in January.

Farm Bureau works with the Juneau Community Center and the chef at the location to create an all-you-can-eat buffet style fish fry. The buffet includes all-you-can-eat fried cod, baked chicken, fries and coleslaw.

There is a raffle, silent auction and bake sale during the event. To make this event happen, more than 20 volunteers are needed. The chef at the community center allows Farm Bureau to help prepare and make the food, reducing costs for the event.

Cost of Play: The Community Center charges Dodge County Farm Bureau \$8 per adult and \$4 per child per meal. Other expenses include printing and promotional costs.

Time-frame Needed to Implement: Planning starts a year ahead of time with the selection of the date, finding donations and silent auction items. Meal planning and event planning with the community center begins four to six months prior to the event. Promotion and ticket sales begin two to three months prior to the event.

GRANT COUNTY

Food Stand at the County Fair

Quarterbacks: Lori and Larry Jarrett

Description: Grant County Farm Bureau has a food stand during four days of the Grant County fair as an annual fundraiser. Members volunteer to work in the stand. The menu includes pork chops, hamburgers, brat patties, hotdogs, potato salad, coleslaw, pie, ice cream, milk, lemonade and coffee.

Cost of Play: There are input cost at the beginning for food. Each year there is about a \$3,000 profit.

Time-frame Needed to Implement: Planning starts in May by getting prices from area food sources. A committee meets in July to order supplies. The week before the food stand is cleaned. The Wednesday before supplies are brought in and start serving on Thursday. Sunday evening is clean up.

JEFFERSON COUNTY

Dairy Stand at the County Fair

Quarterback: Mary Mess

Description: The dairy stand at the county fair serves cream puffs, shakes (chocolate, strawberry, vanilla), all you can drink milk, ice cream cones and hot fudge or strawberry sundaes. There are four-hour shifts of four or more volunteers running the stand. It takes at least 75 volunteers during the course of the fair. Scholarship recipients are required to work a shift because the money raised in the stand goes towards the scholarships and Ag in the Classroom program.

Cost of Play: The cost to rent the tent at the fairgrounds is \$1,500. There are costs with purchasing product. Items are sold for more than cost to cover costs and raise funds.

Time-frame Needed to Implement: Tent space at the fair is secured in March. Product is ordered a month prior to the fair. The District 1 Newsletter is used to get volunteers to help during the fair.

KEWAUNEE COUNTY

County Fair Food Stand

Quarterback: Edith Lauscher, Farm Bureau Secretary

Description: Kewaunee County Farm Bureau runs a food stand at the county fair. The menu includes a full line of meats, cheese, fries, nachos, ice cream, beer and soda. This is the main fundraiser for Farm Bureau. During the meeting before the fair, committee members meet to clean the stand and the meeting after the fair, Farm Bureau holds an appreciation party for the workers with brats and hamburgers.

Cost of Play: Cost to purchase food and operator and liquor licenses; 17% of gross profit is paid to the fair association.

Time-frame Needed to Implement: June, final preparations and scheduling workers (each board member works a shift); July, operate stand; and August, appreciation party for workers.

LA CROSSE COUNTY

Golf Tournament Fundraiser

Quarterback: La Crosse County Farm Bureau

Description: A golf tournament is held at a local golf course. County Farm Bureau members, Rural Mutual agents from neighboring counties and other community members are invited to participate. Contests are held in conjunction with the tournament (longest tee, longest drive, etc.). Prizes are given to the top two teams. Raffle prizes are donated by Rural agents. Lunch is catered or provided by Farm Bureau members for participants. Ten groups of four are allowed into the tournament.

Cost of Play: Expenses included lunch, prizes, rounds of golf and carts.

Time-frame Needed to Implement: Two months prior to reserve tee times and advertise tournament date.

LAFAYETTE COUNTY

Golf Outing

Quarterback: Mike Berg

Description: Each year Lafayette County hosts a golf outing to raise funds for scholarships. Members of the community are encouraged to attend. Hole sponsors are key to this event. A sponsorship costs \$250 and includes a team of four golfers with cart rental, t-shirt and lunch. Local agribusinesses are asked for sponsorships or donations for raffle prizes. People also can golf who are not part of a hole sponsorship team. Prices of golfing are worked out in advance with the country club.

Cost of Play: Hole sponsorships donated by local businesses-\$250; advertising (posters) \$100.

Time-frame Needed to Implement: Planning begins six months prior to event. Posters were designed and hung around town. Each board member contacted different businesses for sponsorships. Two members sat in the club house checking attendees in and explaining about raffle prizes.

County Fair Food Stand

Quarterback: Katie Roth

Description: Lafayette County Farm Bureau runs a food stand during the week of the county fair. A tent is rented and in the future a permanent structure may be built using donations. The food is purchased locally. Brats are precooked and grilled. Sweet corn is grilled (un-soaked). Cooked brats and sweet corn are placed in Nesco roasters. A double-sided refrigerator with a clear front held pop and watermelon. Potential workers were sent an email containing a link through SignUpGenius.com. Shifts ran in four hour increments with three people per shift. Condiments such as ketchup, mustard, sauerkraut and onions were purchased ahead of time. Plates, napkins and LP fuel were donated by the local Insight FS cooperative.

Cost of Play: Vendor space (for 5 days): \$590; cooler: \$100; food permit: \$170; 20' X 30' tent:\$370; other miscellaneous costs included brats, buns, watermelon, etc.

Time-frame Needed to Implement: 1. Fair board is contacted six months prior to the fair; 2. Special fair planning meeting held two months prior to fair; 3. Advertisement begins two weeks to one month prior to fair; 4. Set up (tent, grill, food, etc.) done day prior to selling.

MONROE COUNTY

Concerts in the Park Concessions

Quarterback: Peggy Wright

Description: Concerts in the Park are sponsored by the Chamber of Commerce. Area civic organizations take turns selling concessions as fundraisers and Farm Bureau participated as an organization selling concessions. Grilled ham and cheese, grilled cheese and root beer floats were some of the items on the menu.

Cost of Play: Groceries. However a profit of more than \$200 was earned each night.

Time-frame Needed to Implement: Two months

PIERCE COUNTY

Pierce County Fair Milk Stand (Little Red Barn)

Quarterback: Dean Bergseng

Description: Pierce County Farm Bureau has a Little Red Barn at the Pierce County Fair where they sell pints of milk, 4-ounce bags of cheese curds and 1-ounce cookies. Members volunteer to work three-hour shifts in the milk stand.

Cost of Play: Product costs for 2016 fair were: pints of milk: 60 cents each; 4-ounce bags of cheese curds: 75 cents each; 1-ounce cookies: 16 cents each.

Time-frame Needed to Implement: Order the milk, cheese curds and cookies 60 days before the fair. Schedule workers (three- hour shifts) and make signs at this time.

RACINE COUNTY

Cream Puff Stand at County Fair

Quarterback: Carol Thelen

Description: Racine County Farm Bureau runs a food stand at the county fair. The menu offers cream puffs, éclairs, milk shakes, coffee and water. The stand is staffed by Farm Bureau members. Profits from the food stand are used to fund scholarships (\$4,000), food bank donations (\$4,000), support youth contests and FFA conferences and sponsor Farm Bureau members' attendance at conferences.

Cost of Play: Expenses included stand rental, insurance, equipment, repairs and supplies. During the last three years, expenses ranged from \$10,900-\$12,270 and profits ranges from \$7,000-\$10,500.

Time-frame Needed to Implement: Planning begins several months prior to the fair.

WALWORTH COUNTY

Ice Cream Stand at the County Fair

Quarterback: George Mroch

Description: Walworth County Farm Bureau runs an ice cream stand each day of the Walworth County Fair. This stand helps raise funds to be used for other programs.

Cost of Play: Rent space during fair, rent tent and purchase day passes for volunteers. A sponsor donates \$1,000 to purchase ice cream.

Time-frame Needed to Implement: Planning begins in May for the September fair.



MEMBER DEVELOPMENT

Activities include attending sporting events, dances, tours, bowling, education, ladies' nights out, card parties and more. All these events are exclusively for members and potential members.



DISTRICT 1

YFA Brewer Game

Quarterback: Patti Wilhelme

Description: Each spring, District 1 YFA members load the bus and go to a Milwaukee Brewers game. There are two pick-up locations (Washington County fair park and the Pettit National Ice Center) for members depending on where they are coming from. Members must pay in advance and they receive their tickets when they get on the bus. The cost is \$25 per person which includes the ticket, tailgate and bus. Farmers Implement in Allenton sponsored the tailgate and Mid-State Equipment in Jackson donated money towards the cost of the bus. Transportation was a coach bus which limited the game to the first 50 people who paid. Instead of getting fourth level tickets, members expressed that they would be willing to pay the extra cost for the coach bus and better seats. Tickets have been in the left field bleachers.

Cost of Play: This event breaks even. Expenses include: tickets, bus and bus parking pass. Farmers' Implement covers the tailgate food and Mid-State Equipment donated money towards the coach bus.

Time-frame Needed to Implement: Planning begins as soon as the Milwaukee Brewer schedule comes out. Group tickets can't be purchased until February. Purchase tickets right away to get the same seats each year in the left field bleachers. A Facebook event is created and the game is promoted in newsletters. An email is sent to all District 1 YFA members.

YFA Admirals Game and Country Concert

Quarterback: Patti Wilhelme

Description: The Milwaukee Admirals have a country concert every January, and District 1 YFA members meet at the BMO Harris Bradley Center in Milwaukee for the game and concert. Members interested in attending fill out a registration form and send payment to the District YFA Representative two weeks prior to the event. Members are mailed their tickets and they are responsible for their own transportation to the game and concert. This event is limited to the first 40 people who send in payment.

Cost of Play: None, members cover the cost of the ticket.

Time-frame Needed to Implement: Planning begins in the fall so information can be distributed to members at the YFA Conference in December.

YFA Spring Fling

Quarterback: Rick Roden

Description: Each year, District 1 YFA hosts a spring fling to bring new and current YFA members together for a night of fun, live music and dancing. The spring fling has been hosted for more than 9 years, creating great relationships with the venues used. Entertainment features local country music bands. The cost is \$8 per person for advanced tickets or \$10 per person at the door. County YFA chairs have advanced tickets for the general public and current YFA members to purchase. The venue provides ID checkers. YFA members collect money at the door. The event averages about 500 people each year.

Cost of Play: Expenses are about \$3,000-\$4,000 and include: printing of tickets, sending postcards to District 1 members, hall rental, radio advertising and band. Income is about \$3,500-\$5,000 from ticket sales. Net Income averages \$500-\$1,500. This money is used for District 1 YFA events (food for Discussion Meet and to keep costs down for district events).

Time-frame Needed to Implement: The district begins planning in fall. Bands and the venue are booked by January 1 to give enough time to make sure the information can be included in Farm Bureau newsletters. This allows enough time to get postcards distributed and gives District 1 YFA members time to sell advanced tickets.

DISTRICT 3

YFA Chili and Grilled Cheese Cook-Off

Quarterbacks: Derek and Charisse Orth

Description: District 3 YFA members and their families were invited to an afternoon of socializing and healthy competition. Members were encouraged to bring their best pot of chili and original grilled cheese recipe to compete in the cook-off. White bread, butter, cheddar cheese and griddles were provided. Contestants who wanted to be more creative with their grilled cheese recipes had to supply their own ingredients. Entries were judged and prizes were awarded to the winners in each category.

Cost of Play: \$20 for the provided grilled cheese ingredients.

Time-frame Needed to Implement: December: initial planning; early January: date and location are selected and postcards are sent to all District 3 YFA members; January: Facebook event created and event reminders posted; February: supplies purchased and event was held.

DISTRICT 4

YFA Equipment Manufacturer Bus Tours

Quarterback: Derek Husmoen

Description: Each year, District 4 YFA members go on a bus tour (also open to other Farm Bureau members). A coach bus is rented to get everyone to and from the tour location. Most equipment manufacturers have scheduled tours available. Tours have included Case/New Holland tractor, John Deere combine, Agco and John Deere tractor plants. Snacks and water are purchased for attendees on the bus. Most plants have a minimum age requirement so be sure to ask. Plant tours have been very popular!

Cost of Play: A local implement dealership selling whatever brand of equipment we're touring has always sponsored the cost of the bus (Tractor Central for the John Deere trips, etc). The cost to each participant covers the cost of snacks and water on the bus.

Time-frame Needed to Implement: Two months prior, schedule tour. Three weeks prior, mail invites.

DISTRICT 6

Harvest Dust-Off

Quarterback: Carley Blado

Description: District 6 YFA members host a social evening. 2016 was the second year for the event planned by County YFA chairs. Sponsors cover the cost of the band and the facility rental. Profits from ticket sales help with district events throughout the year. The membership display is set up and there is a drawing for door prizes around 11 p.m. People check for their name on the way out and then receive a Farm Bureau gift. Last year it was a Farm Bureau mug and pair of gloves.

Cost of Play: \$1,700 for a band, \$500 for facility rental. Tickets cost \$10 each.

Time-frame Needed to Implement: Time to advertise the ticket sales; band and facility are booked about a year in advance.

Green Bay Gamblers Game

Quarterback: Carley Blado

Description: District 6 YFA members meet in Brown County for a Green Bay Gamblers Hockey Game. After the game, they meet for pizza at a local restaurant.

Cost of Play: Participants pay for their own ticket. Pizza is paid for by each county Farm Bureau.

Time-frame Needed to Implement: Time to advertise the ticket sales.

DISTRICT 8

YFA Farm and Industry Tours

Quarterback: Shannon Boschma

Description: Plan an educational day of tours for young farmers and agriculturists in District 8. Focus on all aspects of farming/manufacturing, retail sales, tourism, education, farm safety and insurance needs. Promote Farm Bureau to agri-businesses and nonmembers in attendance.

Cost of Play: Minimal. Sponsorships covered most of the food cost (about \$150), gift baskets for tour hosts mostly consisted of Farm Bureau swag and meeting room fee (\$25). We ordered free bags and promotional materials from Wisconsin Milk Marketing Board and WFB Ag in the Classroom. Plastic boots for farm biosecurity were donated by Cooperative Resources International.

Time-frame Needed to Implement: Three months before: contact businesses/farms, submit postcard request, promote the event, find a guest speaker (if wanted) and line up sponsorship for lunch.

BUFFALO COUNTY

Fun on the Farm

Quarterback: Jan Schaffner

Description: The Buffalo County YFA and Ag Promotions Committees hosted an event at a local farm and served wood-fired pizzas. The intent was to gather as many Farm Bureau members together for a relaxing evening and get to know other members. There was information posted regarding what the Ag Promotion and YFA groups have accomplished during the year and trivia questions for attendees. Pizza and lemonade were provided for free and there was a cash bar for soda or beer. S'mores were provided for a treat around the campfire and there were yard games for anyone to enjoy.

Cost of Play: Event was around \$1,100 with private party and 30 pizzas plus refreshments.

Time-frame Needed to Implement: Four to six weeks was required for advertising to members and booking event at farm.

DANE COUNTY

Social Media Mondays

Quarterbacks: Andrea Brossard/Alison Kepner

Description: The goals of Social Media Mondays are: becoming familiar with tools used in social media and other technologies; learning something new in a casual environment; seeing what other agriculturists and ag businesses are communicating on your behalf; and making new friends.

This has been hosted at several different locations throughout District 2. The hosting location must have high speed internet access and several computers/laptops. The past few years we have worked with Compeer (formerly Badgerland Financial) (Madison and Baraboo offices).

Teaching/Student: Attendees indicate on RSVPs if they would like to be a teacher or a student. Those interested in learning more, need help in certain areas or are beginners are the students; those who are well versed in social media/email/blogs serve as the teachers. A buddy system is created at the first session. Buddies work together for four sessions covering areas from email set-up, Facebook, using your smart phone, Snapchat, etc.

Cost of Play: Refreshments (water, soda, light snacks).

Time-frame Needed to Implement: Three to four months to plan and prepare.

Winter Meeting

Quarterbacks: Keith Engel and Scott Eastwood

Description: Each year, Dane County Farm Bureau holds a winter meeting that is free to all Dane County Farm Bureau members. There are two speakers, a meal, fundraising raffle and member time. One speaker focuses on current and pressing topics valuable to members and the other speaker is motivational/uplifting. It is a great membership benefit and another way to connect and get new members signed up. A postcard is mailed in advance, it's promoted in the district newsletter and on social media, and a press release goes to local media. A 50/50 raffle is held during the meeting to raise funds for scholarships, ag promotion and YFA programs.

Cost of Play: About \$15 per person in attendance. This varies depending on the venue and meal being served. Try to use speakers who are free of charge (WFBF, DATCP, etc.) or charge under \$250.

Time-frame Needed to Implement: The venue and speakers should be confirmed a couple months in advance. Allow an hour for set-up time and 4 hours for event time.

GRANT COUNTY

YFA Night on the Farm

Quarterback: Sarah Johnsen

Description: In July, Grant County YFA hosted a night on the farm at an area young farmer's farm. Grant County YFA provides the meat and everybody brings a dish to pass. The whole family is invited. Games and activities are held as well as a farm tour. The first year it was a district-wide event was 2016.

Cost of Play: Less than \$100 for the brats and hot dogs.

Time-frame Needed to Implement: The YFA chair starts planning this in May by looking for a place to host it.

YFA Hockey Game

Quarterback: Sarah Johnsen

Description: Grant County YFA hosts a bus to a Dubuque Fighting Saints hockey game. Tickets are in the Bud Light Zone which includes snacks, pizza, a drink and a small gift. This event gives the YFA group a night to socialize away from the farm.

Cost of Play: \$25 for the ticket to the game (paid for by the member). \$250 for the bus, paid by Grant County Farm Bureau.

Time-frame Needed to Implement: Planning starts in December with looking for a date and reserve a bus.

KEWAUNEE COUNTY

Rural Urban Banquet

Quarterback: Edith Laushcer, Farm Bureau Secretary

Description: Every year a different speaker is chosen who can discuss a topic of interest to both a rural and urban audience. In 2016, the topic was the 2017 Farm Technology Days that will be coming to Kewaunee County in July. The banquet is designed to bring rural and urban members together.

Cost of Play: Farm Bureau usually charges \$12 to off-set the cost of the meal and door prizes. Farm Bureau covers the meal cost not covered by the \$12 charge.

Time-frame Needed to Implement: Speaker contacts are made in December and January. In February, the venue is reserved and the menu is planned. Banquet ticket are sold in March.

MARATHON COUNTY

YFA Bowling and Pizza Social

Quarterback: Shannon Boschma

Description: Marathon County Farm Bureau partners with another county for a social or makes it a district event. The event is held annually on Valentine's weekend. Lanes are reserved at a local bowling alley and pizza and soda are ordered for participants. There is a contest for the high male and female bowler who are awarded a Fleet Farm gift card.

Cost of Play: Minimal: Rent lanes and purchase pizza at a large group discount. Each participant pays, which offsets most the cost. Out of pocket for Fleet Farm gift cards.

Time-frame Needed to Implement: Two months: mail postcards (if wanted), create a Facebook event to promote. Reserve lanes at a centrally-located alley.

OUTAGAMIE COUNTY

Ladies Night Out

Quarterback: Katelin Steege

Description: Ladies Night Out consists of a wine tasting for members and food.

Cost of Play: The wine tasting for members and food are paid for by the Promotion and Education Committee. The winery provides a 50% discount for the tastings for Farm Bureau members. 2015 costs for the county were \$150 for 12 people to attend.

Time-frame Needed to Implement: Event is planned for after hours in the winery and is booked three months in advance. The event is communicated through the newsletter with RSVP needed one week in advance. Number attending is communicated to winery so they can plan staffing.

OZAUKEE COUNTY

Ladies Night Out

Quarterback: Lisa Gantner

Description: Ozaukee County Farm Bureau hosted a ladies night out at a bowling alley featuring food, drinks and socializing.

Cost of Play: Charged \$5 for each person to attend. The committee picked up the food tab; drinks were on the attendee.

Time-frame Needed to Implement: At least two hours depending on how much talking is done during bowling and if you stay after you are done bowling.

PIERCE COUNTY

Farmer's Euchre

Quarterback: Monica Krings

Description: Every year, Pierce County Farm Bureau hosts a euchre card party. It first started out with only Farm Bureau members and then was extended to non-members. Lunch was served by the Pierce County Farm Bureau officers. Local businesses donated prizes.

Cost of Play: Hall rental in El Paso was \$50. An entry fee of \$5 was paid by each card player. We had a set charge of \$.50 per couple and the pot was divided among five people at the end if they had their name in the pot. A total of eight games were played. All the money was returned to the top winners. Everyone else received a door prize donated by sponsors, such as Pierce County Farm Bureau, Ag Star, AgSource, NK-Syngenta Seeds, Western WI Ag Supply and Country-Side & Precision Ag.

Time-frame Needed to Implement: This is an annual event. The board chose a date and place to hold the gathering. Then some of the board members contacted businesses to donate prizes. Members invited people to participate.

RACINE/KENOSHA COUNTY

Membership Recruitment Bowling and Pizza Social

Quarterback: Scott Davel

Description: In 2014, Racine County Farm Bureau began a membership bowling and pizza night as a way to sign new members and for current members to meet the board of directors. There was a lot of success in the first year, so Kenosha County was challenged to join in 2015. The event is free. New in 2015 was a competition and a 50/50 raffle. The competition was a \$10 entry fee for teams of four people. The county gets door prizes donated from FS, Rural Mutual Insurance and other local businesses.

The event is held in March before farmers are busy in the fields. In the future, the county is considering adding a card party for the older members who are not interested in bowling.

Cost of Play: In 2014, Racine County Farm Bureau covered the entire cost of the event. In 2015, Racine and Kenosha Counties split the cost. Cost for bowling and pizza is around \$200 but varies based on attendance. The event is free for members.

Time-frame Needed to Implement: Discussions began at the county board meetings in the fall so that information could be included in the Farm Bureau newsletter. Both counties promoted the event in their newsletter, word-of-mouth and through their Facebook pages.

ROCK COUNTY

Northleaf Winery Tour and Tasting

Quarterbacks: Megan Daluge and Emily Johnson

Description: Rock County YFA enjoyed live music, wine tasting and a tour of Northleaf Winery. This event has been a success for several years.

Cost of Play: \$250

Time-frame Needed to Implement: A few months to book the evening and send invites.

TREMPEALEAU COUNTY

District 4 Girls Day Out

Quarterback: Crystal Johnson

Description: Each year, District 4 has a Fall Women's event. Although those in attendance are typically Farm Bureau members, it can also be used as a recruitment opportunity. Taking into consideration the time of the year, stops were at a new robotic milking facility near Independence, Harvest Home (a faith-based, educational hobby farm with world-trained stock dogs that work the sheep, wool demonstrations and talk of agri-tourism) near Whitehall and Falls Meat Service in Pigeon Falls. In addition to the tours, guests were wine and dined with samples of local wine paired with appropriate cheese/chocolate. Falls Meat catered a delicious meal at Harvest Home. There was an assortment of door prizes (mostly agriculture-related) from around the county. Since the goal is to appeal to a wide-variety of women, tours were in different sectors of agriculture. One of the greatest limiting factors was the time it takes to travel between places. Participants met in Independence at 9:45 a.m. and were back to their cars by 4 p.m.

Cost of Play: Bus rental: \$250 plus a \$40-50 tip for the bus driver; lunch: \$7 per person; tour at Harvest Home: \$2 per person; wine: \$183 (leftovers were given as door prizes); paper supplies, snacks, etc. were additional costs.

Time-frame Needed to Implement: Began contacting tour stops in the summer to get on their calendars. Snacks and drinks for the bus were purchased and lunch was scheduled.

WALWORTH COUNTY

Annual Brewers Game Outing

Quarterback: George Mroch

Description: This annual outing includes tickets for the family section behind home plate, a charter bus and a stop at Golden Corral afterwards for dinner buffet (not included in price). Members pay \$45 per ticket.

Cost of Play: Bus: \$600; tickets: \$25 each; bus parking and driver tip: \$50.

Time-frame Needed to Implement: Reserve tickets in January or February when they go on sale, then reserve bus and advertise the event to members.



POLICY AND DEVELOPMENT IMPLEMENTATION

Activities include policy development meetings and candidate interviews.



DISTRICT 1

Policy Development Meeting

Quarterback: Dave Daniels

Description: Each year, District 1 hosts a district-wide policy development meeting. The meeting is centrally-located and members can attend for the buffet that begins at 6:30 p.m. or attend for the meeting from 7-9 p.m. The cost for members to eat the buffet is \$15 per person and there is a cash bar. Finding a date that works for all members is tricky because of county fairs, so a time is picked during a week when there are no county fairs. The meeting begins at 7 p.m. with the WFBF governmental relations staff reviewing the PD issue backgrounders and answering questions. Once all issue backgrounders are discussed, members may discuss other topics they believe are important to consider in the PD process.

Cost of Play: The cost of the buffet is paid for by each attendee, so there is no additional cost.

Time-frame Needed to Implement: The date is secured in March so there is ample time to get the information in newsletters and out to the PD committee members. Information is emailed to PD committee members and presented to board members at county board meetings.

KEWAUNEE COUNTY

Policy Development Meeting

Quarterbacks: Edith Lauscher, Farm Bureau Secretary

Description: Members meet to develop and discuss new policy and review old policy to see if changes are wanted. The event is held at a local town hall.

Cost of Play: Meal and beverage.

Time-frame Needed to Implement: Planning begins two months prior to the meeting to determine the location and food.

ROCK COUNTY

Focus on Ag

Quarterback: Doug Rebout

Description: Rock County Farm Bureau invites all candidates running for local, state and federal offices to an agricultural location in the county. This event gives Rock County Farm Bureau an opportunity to educate those running for office about the agricultural impact in Rock County and the importance of legislation and how it effects the ag community.

Cost of Play: \$200-\$500 depending on location

Time-frame Needed to Implement: 1.5 months to send out invites.

Fall Candidate Forum

Quarterback: Doug Rebout

Description: After the primary election, Rock County Farm Bureau invites all candidates to answer questions in front of the ag community. This event is held in conjunction with the Ag Business Council of Rock County at a local farm. Rock County Farm Bureau and Ag Business Council members are invited to attend.

Cost of Play: \$200 for food

Time-frame Needed to Implement: One month: invites are sent immediately following the primary election.