

NFRBMEA 2004 Conference Agenda

SUNDAY, JUNE 6, 2004

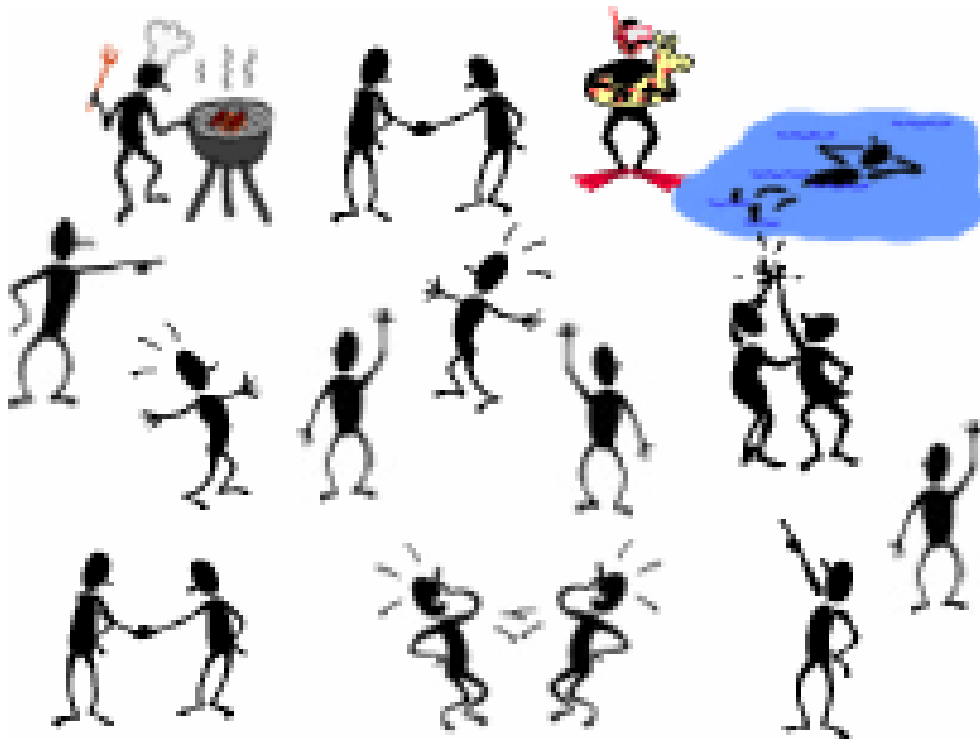
a.m.

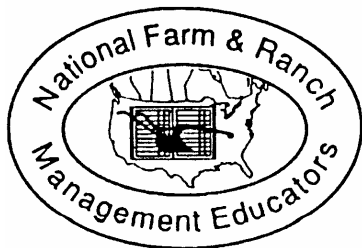
Pre-conference Board meeting

6:00 p.m.

Family Poolside Picnic at Antiqua Bay

This event will be held by the outdoor pool, weather permitting.





NFRBMEA 2004 Conference Agenda

MONDAY, JUNE 7, 2004

See next page for descriptions of speakers and break-out sessions.

8:00-9:00 a.m. *Buffet Breakfast*

8:00-11:00 a.m. *Registration*

9:00-10:30 a.m. *Welcome, Introductions & Keynote Speakers, Environment & Agriculture*
The Keynote Speakers for the 32nd Annual National Farm and Ranch Conference are **Ben Brancel** and **Jim Porterfield**. **Ben Brancel** will relate to attendees his vast experiences in Wisconsin as a farmer, legislator, agriculture secretary, and currently the state FSA Director on the impact of Agriculture on the Wisconsin Economy and environment. **Jim Porterfield** is the director of research for the American Farm Bureau Foundation for Agriculture. Jim will relate to attendees of our conference, proactive, profitable, and practical stewardship initiatives researched and developed by the Foundation. Jim will also relate his prior experiences with the Farm Bureau when he worked in the policy arena of the Bureau and why he is a strong believer in the proactive role model for stewardship success.

10:45-11:00 a.m. *Break & View Trade Show*

11:00-11:45 a.m. *Break-out Sessions--Choose one of the following:*

- Discovery Farm Concept-Director Dennis Frame
- Grazing Dairy Success with Environmental Benefit-UW Ag Agent Laura Paine
- Farming and Conservation Together-FACT staff
- Preserving Pure Groundwater-Central Wis. Groundwater Center staff
- Phosphorus Indexing, Wis. Plan & How to Teach Farmers-UW Soil Scientist Grad Student Laura Ward Good
- Ag Safety & Health Current Issues, Controversies & Research-National Farm Medicine Center Safety Specialist Dr. Mark Purschwitz

Noon-2:00 p.m. *Buffet Lunch with Business Session and View Trade Show*

2:00-2:45 p.m. *Break-out Sessions--Choose one of the following:*

- Nutrient Management-Discovery Farms Director Dennis Frame
- Grazing Dairy Success with Environmental Benefit-UW Ag Agent Laura Paine
- Farming and Conservation Together-FACT staff
- Preserving Pure Groundwater-Central Wis. Groundwater Center staff
- Phosphorus Indexing, Wis. Plan & How to Teach Farmers-UW Soil Scientist Grad Student Laura Ward Good
- Ag Safety & Health Current Issues, Controversies & Research-National Farm Medicine Center Safety Specialist Dr. Mark Purschwitz

3:00-3:30 p.m. *Break & View Trade Show*

3:30-4:15 p.m. *Repeat Break-out Sessions from 2:00-2:45 p.m.*

4:15-6:00 p.m. *Dinner on your own*

6:00 p.m. *Leave Hotel for Dells Boat tour*

Monday Break-out Sessions

Discovery Farm Concept-Director Dennis Frame

The goals of the UW-Discovery Farms Program is to determine the impact of production agriculture on the environment, while learning the economic and environmental ramifications of adopting Best Management Practices on a diverse group of Wisconsin farms. This evaluation is done through the installation of an intensive water monitoring program along with an exhaustive evaluation of the farming system. Through these studies, we will provide information and improve communications on environmental and economic issues between producers, consumers, the research community, policy makers, and agency personnel.

Grazing Dairy Success with Environmental Benefit-UW Ag Agent Laura Paine

Laura Paine will relate successful grazing techniques of dairy and livestock producers as well as the environmental benefits that result from Managed Intensive Grazing. Laura has had a good deal of experience in grazing circles. She has written numerous articles in the popular press (*Agri-View*, *Country Today*, *Graze*, etc.) as well as UWEX bulletins and research work. In addition, she coordinates the South Central Graziers Network Newsletter and the Columbia County Grazer's Network. She has also presented numerous class, workshop and Wisconsin Grazing Conference programs.

Farming and Conservation Together-FACT staff

FACT (Farming and Conservation Together) is a private organization located in south central Wisconsin which works with farmers to improve wildlife habitat and control erosion. Current projects will be described. Some project examples are clearing brushy areas so waterfowl and birds have improved nesting areas, working with area farmers on a nutrient management plan, helping a farmer prepare and seed down land too hilly for row crop cultivation, and temporarily flooding a harvested field in the fall to provide habitat for migrating waterfowl.

Preserving Pure Groundwater-Central Wisconsin Groundwater Center staff

University of Wisconsin-Stevens Point has a Central Wisconsin Groundwater Center to research ways to keep our groundwater pure. The director of the center will share research and methods to protect our groundwater.

Phosphorus Indexing, Wisconsin Plan & How to Teach Farmers

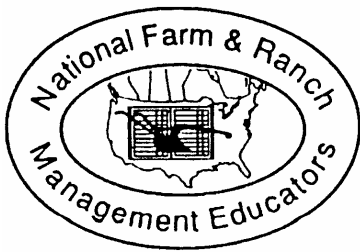
Laura Ward Good is a post-doctoral research associate working with UW Soil Scientist Larry Bunde on the phosphorus index. She will explain the history of Wisconsin's phosphorus management, explain the Phosphorus(P)-index and how it works with nutrient management, and discuss issues involved with teaching the P-index to farmers.

Ag Safety & Health Current Issues, Controversies & Research

Dr. Mark Purschwitz of the National Farm Medicine Center will share current and controversial safety and health research. He will discuss ways the research can be implemented to prevent accidents and improve safety and health on and around the farm.

Nutrient Management in Wisconsin-UW Discovery Farms Director Dennis Frame

Nutrient management planning is one of the key requirements expected of all Wisconsin farmers within the next four years. Wisconsin has developed an innovative nutrient management education and implementation program designed to work with producers on the implementation of their plans. This program is designed to provide a review of the new nutrient management writing software (phosphorus index, RUSLE 2 and NMP), the rules and the educational methods to achieve the state's goals.



NFRBMEA 2004 Conference Agenda

TUESDAY, JUNE 8, 2004

See next page for descriptions of speakers and break-out sessions.

7:30-8:30 a.m. *Plated Breakfast*

7:30-8:30 a.m. ***First Timers' Breakfast Meeting***
-Ron Dvergsten, NFRBMEA President-Elect

8:30-9:45 a.m. *Agricultural Economics - "How to use the Farm Financial Standards"*
Mr. Darrell L. Dunteman, Ag Executive Managing Editor
Panel Discussion on Dairy Initiatives & Profitability

Serving on the panel are Dr. Bruce Jones, Director of the Center for Dairy Profitability at the UW-Madison; Mr. Gary Sipiorski, President of Citizens State Bank, Loyal and Chairman of the Growing Wisconsin Agriculture Commission; and Mr. Terry Johnson, Vice-President of FCS Financial Services North Central Region. These individuals will share their ideas and experiences for improving agricultural health (primarily dairy) in Wisconsin.

9:45-10:00 a.m. *Break*

10:00-10:45 a.m. ***Break-out Sessions--Choose one of the following:***
- UW Corn & Soybean Economics-UW Ag Extension Agent Don Genrich
- Crop Insurance-National Crop Insurance Company Agent
- FINPAK-University of Minnesota Center for Farm Financial Management - Dale Nordquist
- Web Equity Manager for FSA (Farm Service Agency)

10:45-11:30 a.m. ***Break-out Sessions--Choose one of the following:***
- UW Corn & Soybean Economics-UW Ag Extension Agent Don Genrich
- Crop Insurance-National Crop Insurance Company Agent
- FINPAK-University of Minnesota Center for Farm Financial Management - Dale Nordquist
- Dairy Profitability, UW Center for Dairy Profitability - Dr. Bruce Jones

11:30 a.m.-12:30 p.m. *Buffet Lunch*

12:30-5:30 p.m. ***Bus Leaves for Ag Industry Tours at 12:30 p.m.***
Tour Guide: Peter Brandt, Doug Marshall, Mike Sabel
Cranberry Bog (Farm) and Cranberry Museum
John Wagner & Roger Schroeder Dairy Farm

5:30 p.m. ***Back at the Hotel--Evening meal on your own and evening on your own***

Tuesday Speaker Information and Break-out Sessions

Mr. Darrell L. Dunteman is the managing editor of the *Ag Executive*, a business management in agriculture newsletter. Darrell will speak on Farm Financial Standards and how to use them in farm business management. *Ag Executive* is published monthly, and is located in Bushnell, IL.

UW Corn & Soybean Economics

UW Extension Agriculture Agent Don Genrich will share current budgets for raising corn and soybeans in Wisconsin. Don will also share the challenges and opportunities Wisconsin growers have in producing these crops. Don was an independent crop scout and CCA for many years before joining the UW staff as Crops Specialist in the Central Wisconsin region.

Crop Insurance

A National Crop Insurance Company representative will share the new changes and discuss future innovations and coverages. Questions are always welcome!

FINPAK

University of Minnesota Center for Farm Financial Management Financial Specialist Dale Nordquist will share the capabilities and versatility of the financial software program package named FINPAK. Upcoming changes and innovations will be shared. Questions are encouraged.

Web Equity Manager for FSA (Farm Service Agency)

An FSA representative will share information on the upcoming change to using Web Equity Manager for accessing and reporting FSA financial information. Questions are welcomed!

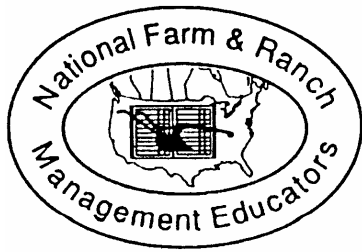
Dairy Profitability

Dr. Bruce Jones of the University of Wisconsin Center for Dairy Profitability will discuss dairy profitability measures and how the Center can help farmers increase their profitability.

Tuesday Tours

Cranberry Bog (farm) Tour and Cranberry Museum--The group will tour a cranberry bog (farm) near Warrens, Wisconsin. You will learn that cranberries are native to Wisconsin, see growing practices, and hear from the owners on the challenges the cranberry industry faces. We'll also tour the Wisconsin Cranberry museum in Warrens. The museum is under renovation and hopefully will be completed by our tour. Either way you'll see how cranberries were harvested years ago and see many current cranberry products.

Dairy Farm Tour--Jon Wagner and Roger Schroeder are the principal owners of this recently expanded 300 cow dairy. They share a positive attitude and growth outlook for their dairy farm. They will focus on their business planning and future vision. In addition they will discuss the challenges of dairying next to a growing Tomah and just a mile from interstate commerce.



NFRBMEA 2004 Conference Agenda

WEDNESDAY, JUNE 9, 2004

See below and next page for descriptions of speakers and break-out sessions.

- 7:00-8:30 a.m. *Buffet Breakfast*
- 8:00-9:15 a.m. *Program-Marketing Wisconsin Products*
Mr. Rod Nilsestuen - Secretary of Wisconsin Department of Agriculture,
Trade & Consumer Protection (invited)
- Marketing Panel**
-Healthy Grown Potatoes, Deana Sexson
-Organic Foods, Organic Valley Cooperative
-Wisconsin Milk Marketing Board (WMMB), Matt Joyce
- 9:30 a.m. *Bus leaves to Foremost Farms*
- 9:45 a.m. *Foremost Farms and Equity Livestock Cooperative Program*
- Noon *Lunch at Foremost Farms*
- 1:00 p.m. *Board bus to U.S.D.A. Dairy Forage Research Center*
- 1:30 p.m. *Tour U.S.D.A. Dairy Forage Research Center*
- 3:45 p.m. *Tour Cedar Grove Cheese*
- 5:30 p.m. ***Back at the Hotel - evening meal on your own and evening on your own***

Wednesday Speaker Information and Break-out Sessions

Healthy Grown Potatoes

The WWF/WPVGA/UW Collaboration was formed in 1996 to establish a working relationship between the two organizations to promote the development and adoption of biointensive IPM practices, to enhance habitat quality, to refine measurement systems for IPM adoption, to look for marketplace incentives for ecologically produced potatoes, to identify policies and programs to support environmental goals, and to maintain economically viable farming systems. Through this effort, the growers in Wisconsin have achieved a 21 percent overall reduction of toxicity in the system from 1995 to 1999 (toxicity values for each pesticide are determined by the relative environmental and human risk they pose). The bioIPM adoption and pesticide risk reduction goals culminated in the development of stringent environmental standards and the marketplace introduction of a new brand, Healthy Grown. The Healthy Grown brand, overseen by an independent non-profit organization, "Protected Harvest", evolved in response to growing consumer demand for environmentally responsible production methods and to provide consumers more food choices.

Organic Valley Foods

Organic Valley Cooperative's mission includes cooperatively marketing nutritious wholesome organically certified food as directly to the consumer as possible. They encourage ecological diversity and economic sustainability with farmers determining prices. They will discuss their operations.

Wisconsin Milk Marketing Board (WMMB)

The WMMB (Wisconsin Milk Marketing Board) is funded by Wisconsin producers with the goal of increasing the consumption of milk and milk products. Most of Wisconsin's milk is processed into cheese. The WMMB concentrates on marketing and promoting the use of cheese through food service and retail outlets.

Wednesday Tours

Foremost Farms Cooperative--The activities at Foremost Farms will include a 60-minute presentation by Evan Kinser, director of fluid milk marketing, on Foremost Farm's activity in providing training on market risk management. He will discuss the cooperative's forward pricing program and the efforts made to get their patrons to manage price risk. A tour of the lab and lunch will also be provided. The personnel from Equity will provide a 30-minute presentation on their livestock marketing activities and possible details involved with future livestock ID management as part of selling livestock.

Foremost Farms USA, headquartered in Baraboo, WI, operates 20 manufacturing facilities and 1 milk transfer station for its 3,700 dairy farmer members who live in Wisconsin, Minnesota, Iowa, Illinois, Indiana, Michigan, and Ohio. The cooperative employs 1,550 people. Foremost Farms USA manufactures and markets several varieties of American and Italian-style cheeses, butter, whole and nonfat milk powders, specialty whey ingredients, packaged fluid milk, ice cream mix, and chilled ready-to-serve juices for its customers in the retail and wholesale marketplaces. Evan Kinser began working at Foremost Farms in 1998 setting up risk management programs for member owners and customers. He works with producers to assist them in developing marketing plans.

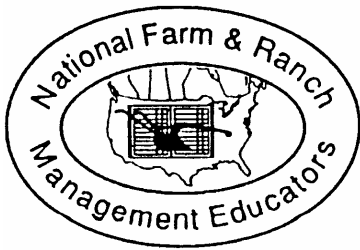
Equity Livestock Cooperative Program--Speaker/presenter is Jonathon Herrmann, commodity marketing specialist, Equity Cooperative Livestock Association. Topic will be Livestock Marketing Issues in the Upper Midwest.

U.S.D.A. Dairy Forage Research Facility--The field facility's total field acreage is roughly divided into 300 acres of pasture, 400 acres of perennial forage, 400 acres of corn, 200 acres of soybeans, 75 acres of small grains-typically winter wheat, and the remainder in small plot research.

The livestock facilities provide housing for 340 milking cows and their replacement stock. The total herd numbers 660. Livestock housing includes both tie stall and free stall design which serve the research need and is representative of facilities being used in the industry. Milking takes place in a sixteen stall milking parlor equipped with computerized technology to automatically identify each cow and measure milk production.

The quality of the environment is a major concern at the U.S. Dairy Forage Research Center. From its inception, the field facility at Prairie du Sac has exemplified environmental foresight and agricultural stewardship of the land. Designed and built to overcome the potential problems of erosion, multi-source pollution, groundwater contamination, and overgrazing, the facility continues to make protecting the environment an integral part of its daily operations.

Cedar Grove Cheese--Cedar Grove Cheese located in Plain, Wisconsin crafts 3.5 million pounds of traditional, specialty, and organic cheese each year. The 20 dairy farmers supplying milk to the facility have pledged not to use rBGH on their cows since December 1993. Cedar Grove Cheese is a leading company in using biological innovative techniques to clean up its cheese production and water.

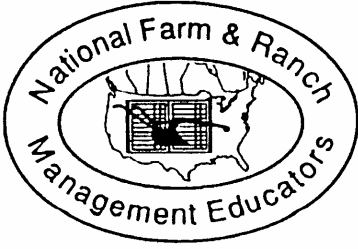


NFRBMEA 2004 Conference Agenda

THURSDAY, JUNE 10, 2004

- 8:30 a.m. *Plated Breakfast*
- 8:30-9:45 a.m. *Master Storytelling Breakfast*
- 9:45 a.m. *Break*
- 10:00-10:30 a.m. *Dr. Richard Joerger – University of Minnesota, Report of Agriculture Educator Survey and Study*
- ***
- 10:30-11:30 a.m. *Final Business Meeting – Tom Weygandt*
- 12:00 Noon *Adjourn and head home or tour scenic Wisconsin - Ron Dvergsten, President NFRBMEA*
- 12:00 Noon *Post-Conference Board Meeting - Ron Dvergsten, President NFRBMEA*

*****PLEASE NOTE:** The **EXCHANGE OF IDEAS** activity is scheduled to occur sometime between Dr. Joerger's presentation and the final business meeting.



NFRBMEA 2004 SPOUSES' PROGRAM AGENDA

MONDAY, JUNE 7, 2004

- | | |
|-------------------|---------------------------------------|
| <i>12:30 p.m.</i> | <i>Board bus at Antigua Bay</i> |
| <i>1:15 p.m.</i> | <i>International Crane Foundation</i> |
| <i>2:15 p.m.</i> | <i>Leave for Circus World</i> |
| <i>2:30 p.m.</i> | <i>Arrive at Circus World</i> |
| <i>4:30 p.m.</i> | <i>Leave for Antigua Bay</i> |
| <i>5:00 p.m.</i> | <i>Return to Antigua Bay</i> |