

Wisconsin Milk Marketing Board, Inc.

2010 Director Elections

Candidate Biographies



During elections to be held April 12-24, 2010, dairy producers in eight Wisconsin districts may vote for representatives to the Wisconsin Milk Marketing Board. Twenty-one candidates are running for the eight available positions, which affect more than 4,000 dairy producers. Information about each candidate running for a three-year Board term is included below.

The Wisconsin Department of Agriculture will mail ballots to all licensed dairy producers who reside within the districts up for election. Producers who do not receive a ballot by April 16 should call Noel Favia at the Department at (608) 224-5140. Eligible producers must return their ballots in certified envelopes postmarked by April 24.

Click a candidate name below to view biography, or scroll the document to view all candidates. Candidates are listed alphabetically within districts.

District 3 (Lincoln, Oneida, Price, Taylor)

Ed Jasurda, Philips (incumbent)

District 6 (Chippewa, Eau Claire)

Patricia Boettcher, Bloomer (incumbent)
Vivian Thompson, Cadott

District 9 (Menominee, Shawano, Waupaca)

Teri Karcz, Pulaski
Don Robaidek, Pulaski (incumbent)
Jeff Strassberg, Wittenberg

District 12 (Portage, Waushara, Wood)

David Doolittle, Berlin
Ken Heiman, Marshfield (incumbent)

District 15 (Adams, Juneau, Monroe)

Duane Chapman, Tomah
Mary Cook, Wilton (incumbent)
Joel Greeno, Kendall
Sandra Madland, Lyndon Station

District 18 (Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, Waukesha)

John Fischer, Plymouth
Joan Oberhaus, Waukesha
James Stemper, Plymouth (incumbent)
Dean Strauss, Sheboygan Falls
Mike Winker, Fredonia

District 21 (Crawford, Vernon)

Mark Levendoski, Genoa
Judy Wubbenhorst, Westby (incumbent)

District 24 (Dane, Jefferson)

Karen Endres, Waunakee
Tina Hinchley, Cambridge





Ed Jasurda
 United Pride Dairy, LLC
 N7822 Murphy Lake Road
 Phillips, WI 54555
 Residence: Price County

Candidate Biography

District 3 (Lincoln, Oneida, Price, Taylor)

[Return to Top](#)

Spouse/Children	Spouse – Lori Children – Evan and Mitchell
When did you begin dairy farming?	1991
How many cows do you milk?	800
Breed(s)	Mostly registered Holsteins, about 40 crossbreds
Where do you ship your milk?	Foremost Farms USA, Milan, WI
How many acres do you farm?	1,900 acres cropped, own 675 and rent the balance
What crops, if any?	We grow corn for silage, alfalfa and grass for silage, and then purchase all the grain.
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Foremost Farms USA ▪ Genex Cooperative ▪ Northstar Cooperative ▪ National Holstein Association ▪ Wisconsin Holstein Breeders ▪ Professional Dairy Producers of Wisconsin ▪ American Guernsey Association ▪ Farm Bureau
Why do you want to serve on the WMMB Board?	I would like to continue to serve on WMMB to help keep the wheels turning in a positive direction. The programs developed by WMMB staff and approved by the Board have made Wisconsin a major player in today's global market. The Wisconsin label is well respected by others and sought after by consumers. In my travels, producers in other parts of the country want what we have going for us here in Wisconsin. Although the milk price hasn't been very good in these tough times, I feel it would be even worse if these programs weren't in place.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ 14 years consecutive milk quality awards ▪ 6 years consecutive Holstein USA Progressive Genetic Herd awards
What else should dairy producers in your area know about you?	I would like producers in my area to know that I try to be a positive voice of reason. As many people are aware our industry is under attack from special interest groups. As a state, an organization and as an individual we all need to address these concerns. Many of us are production-science based producers; although that's not a bad thing we need to show our other side. Consumers want to know more about how much we care, not how much we know. We care about our cattle; if we don't take care of them, they won't take care of us. We are great caretakers of the soil and we need to show that through sound farm practices. The new WMMB Dairy Impact series will help us achieve these goals.



Patricia Boettcher
 Cire-Nala Farms
 13659 87th Street
 Bloomer, WI 54724
 Residence: Chippewa County

Candidate Biography

District 6 (Chippewa, Eau Claire)

[Return to Top](#)

Spouse/Children	Spouse – Herman Children – Eric, Marc and Paula
When did you begin dairy farming?	1964
How many cows do you milk?	110
Breed(s)	Holstein
Where do you ship your milk?	AMPI
How many acres do you farm?	1,250 acres
What crops, if any?	Hay, alfalfa, corn, soybeans, food-grade soybeans, oats and wheat
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Wisconsin Milk Marketing Board ▪ National Dairy Board ▪ Wisconsin Farmers Union ▪ Wisconsin Farm Bureau ▪ AgStar Advisory Board ▪ Bloomer Farmers Union ▪ Agri-Tech ▪ AgSource ▪ Genex ▪ Bloomer FFA Alumni
Why do you want to serve on the WMMB Board?	<p>The WMMB has ten cents of every hundred weight of our production. Regardless of the amount, it's most important that those dollars be spent wisely and bring each of us a return on that investment. WMMB invests over 80% of those dollars in the promotion of our cheese, both in the state and throughout the nation. That successful promotion showcases the quality and variety of our product and is the envy of the national industry. Through Dairy Council, our educational message of nutrition and dollar value is available to every school in the state and is the model of other states. The Impact program set the standard for informing consumers of the value dairy has in Wisconsin's economy and that format has been copied by other states. Because the economics of dairy are under attack, it is important to improve and expand these programs with the goal of moving our product; making our product the first choice of consumers across the nation so there will be a bottom line return to each of us as producers. That is my goal as a WMMB director.</p>
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ 1996 West Region Farm Family of the Year (Center for Dairy Profitability) ▪ 1996 & 2001 Dairy Council of Wisconsin Director Appreciation ▪ 2002 Farm Family of the Year (Bloomer Chamber of Commerce) ▪ 2003 Chippewa Valley Aggie Award (WAXX Radio & North Country Enterprises) ▪ 2000/2003/2010 Appointment to National Dairy Board
What else should dairy producers in your area know about you?	<p>How very appreciative I am that the producers in Chippewa and Eau Claire counties have trusted me to represent their views for the past years. It is an honor to be a voice for such interested and well-informed families and individuals. The input from each of them has made this position much easier than it could have been.</p>



Vivian A. Thompson
Dunworken Holsteins
10701 250th Street
Cadott, WI 54727
Residence: Chippewa County

Candidate Biography

District 6 (Chippewa, Eau Claire)

[Return to Top](#)

Spouse/Children	Spouse – Steven Children – Katherine and Hayden
When did you begin dairy farming?	1999
How many cows do you milk?	119
Breed(s)	Holsteins
Where do you ship your milk?	Grassland
How many acres do you farm?	205
What crops, if any?	Corn, silage, and hay
Ag-related organizations or affiliations	<ul style="list-style-type: none">▪ Wisconsin Holstein Association▪ Chippewa County DHIA
Why do you want to serve on the WMMB Board?	I would like a say in how our money is being used. I feel I have some fresh ideas for marketing our product. Parents have become complacent about good nutrition. Food source personnel have been forced to consider cost over quality. This can be changed with the right approach.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none">▪ Holstein Association Progressive Genetics Herd Award 2006, 2007, 2008 and 2009
What else should dairy producers in your area know about you?	I grew up on a registered Guernsey farm in Sebree, KY. I hold a BS in Dairy Science from Western Kentucky University. I have worked for Kentucky Dairy Records and North Carolina DHIA.



Teri Karcz
 N3035 Willow Road
 Pulaski, WI 54162
 Residence: Shawano County

Candidate Biography

District 9 (Menominee, Shawano, Waupaca)

[Return to Top](#)

Spouse/Children	Spouse – Mark Children – Jacob, Dillon and Danielle
When did you begin dairy farming?	1992
How many cows do you milk?	140
Breed(s)	Holsteins, Jerseys & Jersey-Cross
Where do you ship your milk?	Trega Foods, Weyauwega
How many acres do you farm?	350
What crops, if any?	Hay, corn, soybeans and wheat
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Dairy Business Association ▪ AFACT
Why do you want to serve on the WMMB Board?	I want to serve on the WMMB to make sure the check-off dollars received from the dairy producer are spent wisely. When talking with local dairy producers, I hear comments such as “What does the WMMB do for us and who is our representative”. I would make myself available so dairy producers are familiar with their District 9 representative. I would like dairy producers to feel comfortable in asking any questions about how their WMMB dollars are spent and receive as much input from the dairy producer to help me do the best job possible. Again, with the volatility in the dairy industry I feel there is a stronger need to spend every hard earned dollar wisely.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ Shawano County Conservation Farmer of the Year
What else should dairy producers in your area know about you?	I have a strong passion to help the dairy industry to prosper. I was raised on a dairy farm only until the age of 13, but that was all it took for me as an adult to always want to get back in the dairy farming industry. After graduating from Technical School and working outside the farm industry for seven years, I felt very fortunate to be able to purchase our farm 18 years ago and I enjoy working side by side with my husband and children. I want dairy farming to be a viable option for the next generation.



Donald Robaidek
 Robaidek Farm Partnership
 W1689 County S
 Pulaski, WI 54162
 Residence: Shawano County

Candidate Biography

District 9 (Menominee, Shawano, Waupaca)

[Return to Top](#)

Spouse/Children	Spouse – Donna Children – Dustin, Dana and Danielle
When did you begin dairy farming?	I have been farming my whole life on our family farm. In 1990, my sisters Jean and Jane purchased the farm from our mother and other siblings and that is when we formed the Robaidek Farm Partnership.
How many cows do you milk?	48 Registered Holsteins, 2 Registered Ayrshires. We also raise our own heifers and raise Reg. Holstein bulls for breeding.
Breed(s)	Holsteins and Ayrshires
Where do you ship your milk?	Trega Foods Plant in Little Chute
How many acres do you farm?	300 acres
What crops, if any?	Alfalfa, corn, oats and soybeans
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Shawano County Holstein Association ▪ Wisconsin State Holstein and National Member ▪ Manitowoc Milk Producers ▪ Wisconsin Ayrshire Association ▪ General Leader of Angelica 4-H Club ▪ We also are members of the Assumption BVM Church in Pulaski.
Why do you want to serve on the WMMB Board?	<p>When I ran for the board three years ago, I was like many other dairy producers. I needed to know how our \$0.10 per hundred was being spent. I soon learned that it was being spent in so many different ways. We work on the Dairy Impact and Wisconsin Dairy Council, which teaches our children that dairy products are good for them. We want to make sure that they have two servings of milk a day. These are two reasons why I would like to continue to serve my district. Also I feel that we should keep growing the demand for Wisconsin dairy products by creating positive awareness of how Wisconsin dairy farmers treat their animals, take care of their land and are proud of their product.</p> <p>I have learned so much over the past three years, but feel that I would be an asset to the WMMB and my district by continuing and working on what's best for the producers and for the youth. I am proud to have served as director for Shawano, Waupaca and Menominee counties. I would like to continue to serve as your director. Producers from my district make me very proud. We have farms large to small, and we all help to make Wisconsin...America's Dairyland.</p>
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ Our family received a Dam of Merit Award from the Holstein Association on Roba Majority Paragon. Also a Gold Medal Award for Sire Roba Bootmaker Royal. ▪ My wife Donna and I received an Honorary Chapter FFA Degree from the Pulaski FFA. We also received a very special award from the Shawano County State Fair Dairy kids, whom we were honored to have chaperoned.
What else should dairy producers in your area know about you?	I love being a Wisconsin dairy farmer and it is a great way to raise a family. Our family is very involved in the 4-H program and FFA. If we have the opportunity to help out a youth showing dairy cattle, our barn door is always open. Our family has been involved in the agriculture business for many years. My dad Julius Robaidek started to build concrete silos in 1936 and started his Registered Holstein herd in 1941. His son Ron continued the tradition of building concrete silos, while my sisters Jean and Jane and myself have continued to work with our Registered Holstein herd on a daily basis. I also have enjoyed the opportunity to work with a neighbor in a yearly event of having the kindergartners from our local school out "For A Day On The Farm" at their farm.



Jeff Strassburg
 Strassburg Revocable Trust
 N7577 Regina Rd
 Wittenberg, WI 54499
 Residence: Shawano County

Candidate Biography

District 9 (Menominee, Shawano, Waupaca)

[Return to Top](#)

Spouse/Children	Spouse – Jeni Jacob and Alyssa
When did you begin dairy farming?	I began dairy farming with my parents right after I graduated from high school.
How many cows do you milk?	660
Breed(s)	Holstein
Where do you ship your milk?	Land O'Lakes
How many acres do you farm?	2,100
What crops, if any?	Corn and alfalfa
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Bowler FFA Alumni ▪ Dairy Business Association ▪ PDPW ▪ Chairman for Land O'Lakes leader development group ▪ Land O'Lakes 68-5 unit representative
Why do you want to serve on the WMMB Board?	<p>Currently, I am running for the WMMB and very excited about getting a chance to represent the dairy industry. Below I have explained the reasons why I am so passionate about this opportunity.</p> <p>The dairy industry has been very rewarding for me, and over the years I have developed a network of fellow dairy producers that I speak with regularly and other specialists who I consult with on a daily basis, including my nutritionist, veterinarians, sales people, field staff, dairy co-op leaders, and service people. Through talking with these people I am able to hear other perspectives and make educated decisions for our industry.</p> <p>My growing concern is that we as an industry are becoming disconnected with the consumer. We need to promote the positives of our industry and the products that we produce. Recently, there have been certain groups that have attacked the dairy industry. I feel we need better use of our advertising dollars to tell the story more accurately.</p> <p>At this time I truly think that we need to reconnect the consumer with the farm because people want to know where their food comes from and they want a product with a story behind it! All of us have a wonderful story!</p> <p>I WANT TO MAKE A DIFFERENCE FOR OUR CHILDREN AND THE DAIRY INDUSTRY!</p>
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ Shawano County Outstanding Young Farmer Award in 2005 ▪ Land O'Lakes Outstanding Young Farmer Award in 2006
What else should dairy producers in your area know about you?	I am part of Strassburg Revocable Trust located near Bowler, Wisconsin. When I joined my parents in 1990 we milked 68 cows, and have grown gradually over the years, raising all of our own replacement animals. Our operation currently milks 660 cows.



David Doolittle
 K&D Dairy
 W335 Hwy. 21
 Berlin, WI 54923
 Residence: Waushara County

Candidate Biography

District 12 (Portage, Waushara, Wood)

[Return to Top](#)

Spouse/Children	Spouse – Betsy
When did you begin dairy farming?	I began working on the dairy farm that I am now a partner in when I was 13 – I bought into the dairy in 2006.
How many cows do you milk?	550
Breed(s)	Holsteins
Where do you ship your milk?	Saputo
How many acres do you farm?	1,200
What crops, if any?	Corn and alfalfa
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Farm Bureau-Waushara County Young Farmer Chair ▪ State Young Farmer Chair Elect ▪ Waushara County Dairy Breakfast Committee Member
Why do you want to serve on the WMMB Board?	<p>I believe that in this ever-changing and evolving industry we need talented, dedicated and forward-thinking individuals to lead our efforts at WMMB. Today, more than ever, we face challenges not only from states like California and Texas, but also international players like Australia, and in the coming years China. I hope to bring a spark of youth and a desire to make Wisconsin's dairy farmers better through creative marketing and strategizing.</p> <p>Today's Wisconsin dairy farmers are facing more challenges than ever before and they must be able to rely on WMMB to make quality use of check-off funds. In these tough times, dairies are struggling and need new innovative ways to make Wisconsin dairy products the choice of consumers. I feel that I can offer a fresh set of ideas to the Board and help to continue the tradition of keeping Wisconsin at the top of the dairy food chain.</p> <p>The Wisconsin Milk Marketing Board has the great opportunity to propel our state's dairymen to the front of the global dairy market. While many other areas of the country are continuing to struggle through various issues, Wisconsin's dairies continue to be a bright spot in our economy. We need to become the place people look to not only within our state and country, but also the world. With some inspired and resourceful marketing, I believe Wisconsin stands to profit mightily in the years to come from expanding world markets and demand.</p>
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ None
What else should dairy producers in your area know about you?	<p>Dairy farmers need to know that I became a part of this industry because I believe being a dairy farmer is more than a job, it is a passion. Dairying has provided me with many opportunities and I feel that one of the best ways to give back is to volunteer your time to the improvement of your industry.</p> <p>People should also know that when I left high school, I did so not knowing I would someday become a dairyman. I am a first-generation dairy farmer who did not grow up on a dairy like so many of my colleagues. I attended Ripon College, where I earned a degree in Politics and Government. Ripon College helped me to think outside of the box and learn that while there may always be challenges in our lives, there are also solutions waiting to be used. I believe this mentality has made me a better dairyman and will help to make me a quality member of the board.</p>



Ken Heiman
 Weber's Farm Store
 10487 Lincoln Ave
 Marshfield, WI 54449
 Residence: Wood County

Candidate Biography

District 12 (Portage, Waushara, Wood)

[Return to Top](#)

Spouse/Children	Spouse – Joellen Children – Michelle, Ryan and Josh
When did you begin dairy farming?	1995
How many cows do you milk?	140
Breed(s)	Holstein
Where do you ship your milk?	Producer Handler/Nasonville Dairy
How many acres do you farm?	950
What crops, if any?	Corn, soybeans and alfalfa
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ DHIA ▪ Central Wisconsin Coop ▪ Dairy Business Association ▪ Wisconsin Milk Marketing Board ▪ Equity Marketing Customer 1 Coop ▪ Marshfield FFA Alumni
Why do you want to serve on the WMMB Board?	As a current board member I have seen and worked on very good changes for better capitalization of our farm money. The greatest return on our investment is my goal. My 1st mission is to increase sales of Wisconsin Cheese and all dairy products.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ Century Farm Award ▪ Friend of Agriculture
What else should dairy producers in your area know about you?	We operate a bottling facility at our farm which processes skim, 1%, 2%, 2% chocolate, and whole milk. We also manage a cheese plant that buys milk from 183 neighboring farms and sells that cheese in all 48 contiguous states.



Duane Chapman
 Chapman Farms
 20076 Flatiron Ave
 Tomah, WI 54660
 Residence: Monroe County

Candidate Biography

District 15 (Adams, Juneau, Monroe)

[Return to Top](#)

Spouse/Children	Spouse – Peggy Children – John, Sarah, Jessica and Peter
When did you begin dairy farming?	1972
How many cows do you milk?	715
Breed(s)	Holstein
Where do you ship your milk?	Foremost Farms USA
How many acres do you farm?	2,400
What crops, if any?	Corn and alfalfa
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Dairy Business Association (DBA) ▪ Farm Bureau ▪ CAFE
Why do you want to serve on the WMMB Board?	I feel I have things to offer the board and the dairy producers of Wisconsin. I am forward thinking, progressive and positive. It's just time to get involved! Our "dime" needs to be used in the best way it can.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ Century Farm in 1988 (122 years now)
What else should dairy producers in your area know about you?	Multi-generational family farm Progressive



Mary Cook
 Ridge–Vu Dairy
 28003 Locust Avenue
 Wilton, WI 54670
 Residence: Monroe County

Candidate Biography

District 15 (Adams, Juneau, Monroe)

[Return to Top](#)

Spouse/Children	Spouse – Ken Children – Tammy, Michelle and Alan
When did you begin dairy farming?	1968
How many cows do you milk?	190
Breed(s)	Holstein and Brown Swiss
Where do you ship your milk?	Grassland Dairy
How many acres do you farm?	Own 680 and rent additional 200 = total 880
What crops, if any?	Alfalfa and corn
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Wisconsin Milk Marketing Board Director-12 years ▪ President of Monroe County Dairy Promotions ▪ Monroe Co. Dairy Breakfast Committee ▪ President of Monroe County Dairy Association ▪ 4-H Dairy Leader and General Leader ▪ Monroe Co. Fair dairy recipe committee ▪ Monroe Co. DHIA ▪ Monroe County Farm Bureau ▪ 4-H Dairy Promotion Foods Revue Committee ▪ State and National Brown Swiss Association ▪ County, State and National Holstein Association ▪ Manitowoc Milk Producer's Co-op
Why do you want to serve on the WMMB Board?	<p>As a dairy producer actively involved in our dairy operation each day, I am seeking re-election to the Wisconsin Milk Marketing Board because of my concerns for the dairy farm families of Wisconsin. Without the dairy industry, Wisconsin would be a very different place to live.</p> <p>Promotion is the spark between our industry and the consumers, cheese companies, students, and others. I am concerned about how our hard earned dollars are spent and I know the value of educating the consumer and children about the nutritional value of dairy in their diets. We need to continue to communicate to our consumers that we are producing a nutritious, safe, wholesome, natural product. Although over 80% of the WMMB budget is dedicated to cheese promotion marketing, another area of importance is the Wisconsin Dairy Council (WDC). An integral program of WMMB, WDC has a presence in over 1,600 schools with programs and materials.</p> <p>I take an active role in dairy promotion and education in both the school classroom and at many community events. Dairy product education is very important for both students and consumers to be able to make healthy eating choices and informed decisions on the nutritional value of dairy in their diets. We need to encourage purchase and consumption of dairy products. We need to build life-long dairy consumption habits.</p> <p>I will continue to be very active in the promotion and education of our dairy industry. I would consider it an honor and privilege to continue to represent District 15 dairy producers on the Wisconsin Milk Marketing Board. I would very much appreciate your support and vote.</p>

<p>Have you (or your farm) received special recognition or won any relevant awards?</p>	<ul style="list-style-type: none"> ▪ Sparta Chamber of Commerce Farm Family of the year ▪ DHIA Milk, Fat, and Protein Production Awards ▪ Milk Quality Awards ▪ Champion and Supreme Champion cattle awards ▪ Jr. All-American cattle awards ▪ All-Wisconsin and Jr. All-Wisconsin cattle awards ▪ Monroe County Dairy Breakfast Host Family
<p>What else should dairy producers in your area know about you?</p>	<p>I am very active in local and county organizations. I am president of the Kendall American Legion Auxiliary, the Clerk for the Clifton Township, plus the Monroe county Board Supervisor. Treasurer of St. Joseph's PCCW, St. Joseph CCD teacher (for 35 years), Tomah Area Cancer board member, and a volunteer at the Tomah Veterans Hospital.</p>



Joel Greeno
 Green-O-Acres
 31863 Lumber Avenue
 Kendall, WI 54638
 Residence: Monroe County

Candidate Biography

District 15 (Adams, Juneau, Monroe)

[Return to Top](#)

Spouse/Children	Spouse – Laura Children – Abigail
When did you begin dairy farming?	I have owned my own farm since 1990. I grew up on dairy farm and worked with my father before 1990.
How many cows do you milk?	48
Breed(s)	Holsteins
Where do you ship your milk?	Scenic Central Milk Producers
How many acres do you farm?	250
What crops, if any?	Hay, corn, oats and barley
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ President of American Raw Milk Producers Pricing Association ▪ Vice President of Family Farm Defenders ▪ Executive Committee of National Family Farm Coalition ▪ Helped found Scenic Central Milk Producers and Lanco Milk Producers (Eastern United States)
Why do you want to serve on the WMMB Board?	<p>With the current state of the dairy industry, marketing and promoting the products produced from our farmers' milk is critical. Giving consumers healthy, informed information is very important to the marketing and sale of dairy products.</p> <p>I am a long-time supporter of Family Farms. Having been born and raised on a dairy farm and continuing with my own - it is a good life. A life we need to fight to protect. Especially with our roller coaster milk price ride.</p> <p>Having worked 13 years now for ARMPPA, I have met many farmers across the country. We educate them about the Capper-Volstead Act and the purpose of co-ops. So that they have tools necessary to market their milk for more money and improve the bottom line.</p> <p>I have also worked on milk price issues nationally and internationally. I have been to dairy policy meetings in Spain, Portugal and the Basque Country stressing the need to work together. Especially today with our global markets.</p> <p>As a WMMB Board member I would do my best to represent family farms. To promote the products we produce. To offer new ideas and a new approach. With today's global markets, stressing the importance of Wisconsin-made products and being aware of cheaper imported products will be a priority of mine.</p>
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ We received a plaque and recognition from the Mississippi Association of Cooperatives and Indian Springs Farmers Association for support efforts during and after Hurricane Katrina.
What else should dairy producers in your area know about you?	<p>I have worked for over 13 years on milk price issues. I have worked on local, state, federal and international levels to educate and aid farmers to find markets for their milk and the importance of setting up co-ops. I also have worked to adopt better overall dairy policies.</p> <p>The Greeno Family has farmed in Monroe and Juneau Counties for well over 100 years. Eugene and Ann Greeno farmed part of the original Greeno Homestead since the mid 1800's in Cataract, Wisconsin. Steve and Diana Greeno own my grandfather's farm in Camp Douglas, which became a Century farm in 2008.</p>



Sandra Madland
 Lyndall Dairy
 N864 Hwy. J
 Lyndon Station, WI 53944
 Residence: Juneau County

Candidate Biography

District 15 (Adams, Juneau, Monroe)

[Return to Top](#)

Spouse/Children	Spouse – Troy Madland Children – Garrett, Theresa and Johanna
When did you begin dairy farming?	May 10, 1991
How many cows do you milk?	380
Breed(s)	Holsteins and a few Jerseys
Where do you ship your milk?	Foremost Farms USA
How many acres do you farm?	1,700
What crops, if any?	Alfalfa, corn, soybeans and wheat
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Professional Dairy Producers of Wisconsin ▪ Dairy Business Association ▪ Juneau Co. Farm Bureau ▪ Holstein USA ▪ Wisconsin Holstein Association ▪ Juneau Co. 4-H ▪ Juneau Co. Fair Dairy Committee ▪ Wisconsin Dells FFA Alumni
Why do you want to serve on the WMMB Board?	<p>Farmers in the dairy industry are just starting to recover from the most challenging economic times we have ever experienced. Now more than ever, dairy producers need to gain more control over what happens to our milk once it leaves the farm. Only by taking a step off the farm and into the marketplace can we truly hope to shape the future of the dairy industry in Wisconsin into a sustainable and profitable business for our state's dairy producers, large or small. In our industry, we are blessed to be working with a pure, healthy, basic food of life — milk. I am excited by the possibility of working with other WMMB directors, my fellow District 15 dairy producers and our dairy processors to expand our marketing opportunities for this special product. Serving on the WMMB would give me the chance to contribute my passion for my cows, my drive for success in my business, and my commitment to the sustainability of our state's greatest industry. It is the perfect time to come together to brainstorm, implement and evaluate the efforts we need to take to shape the future of our livelihood — the Wisconsin dairy farmer.</p>
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ Foremost Farms Excellent Quality Producer 2006, 2008 and 2009 ▪ Wisconsin DATCP Division of Food Safety Achievement Award for Outstanding Milk Quality and Commendable Farm Conditions ▪ Our farm has been featured twice on the front page of the Agri-View. First for our start in farming, and second for our innovative use of team meetings.
What else should dairy producers in your area know about you?	<p>My husband Troy and I are first-generation dairy farmers. Without family support, we started dairying with 32 cows in a rented barn. Through many hours of sweat equity and careful financial planning, we have been able to grow our business to 380 cows and 1,700 acres today. Over the years, we have had many individuals and organizations that have helped us to succeed. In return, I try to do what I can to give back. I am involved with the Juneau County 4-H, currently serving as Leaders Assoc. President. I am the co-organizational leader for Lyndon Pioneers 4-H Club. At the Juneau Co. Fair, I serve as dairy barn superintendent and dairy committee chair. Our family enjoys the opportunities we get to promote dairy at events like the Juneau Co. Fair and Wisconsin State Fair. Annually, we host "A Day on the Farm" for all Wisconsin Dells School District 4th graders to experience what it is like to live and work on our farm.</p>



John Fischer
 Fischer Valley Dairy
 W5875 County Rd. U
 Plymouth, WI 53073
 Residence: Sheboygan County

Candidate Biography

District 18 (Kenosha, Milwaukee,
 Ozaukee, Racine, Sheboygan,
 Washington, Waukesha)

[Return to Top](#)

Spouse/Children	Spouse – Linda Children – Paul, Sara, Amy and Scott
When did you begin dairy farming?	In the spring of 1981, Linda and I rented 120 acres from my uncle. We started milking with 1 cow and 2 fresh heifers. We grew our herd by purchasing cows as we could afford them and renting more land as we needed it to support our growing herd.
How many cows do you milk?	155, twice a day
Breed(s)	Holsteins – some crossbred to Brown Swiss
Where do you ship your milk?	Cascade Cheese Co., Cascade, WI
How many acres do you farm?	500 owned, 140 rented
What crops, if any?	240 acres of corn, 165 acres of hay (alfalfa grass mix) and 60 acres of soybeans
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Charter member of Plymouth FFA Alumni (life-time membership, Executive committee member, Past-President) ▪ Farm Bureau, Sheboygan Co. (board of directors, Local Affairs Committee, Past Secretary/Treasurer, State Land Use Task Force committee, State Annual Meeting delegate) ▪ Genex Co-op (Past district representative) ▪ Adell Co-op ▪ Badgerland Financial Co-op. ▪ Sheboygan Co. Dairy Promotions (Board of directors, Appropriations committee, 2007 Host Breakfast on the Farm)
Why do you want to serve on the WMMB Board?	Since the beginning of the WMMB in 1983, I've been a monthly contributor. So I've always had a vested interest in the workings of the WMMB. Jim Stemper (our current district 18 director) and I have worked on various other boards together. I have had the opportunity to meet several of the current WMMB directors and WMMB employees. I am looking forward to working with a great group of people. Over the years, Jim has done a great job as a WMMB director and dairy ambassador. However I feel now is the time for me to step forward and offer some fresh new ideas and energy to the WMMB.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ FFA 2009 "Outstanding Service Award" Fischer Valley Dairy ▪ Sheboygan Co. Dairy Promotions 2007 "Support of the Dairy Industry Award" ▪ Fischer Valley Dairy FFA Alumni 2003 "Dedication Appreciation Award" John and Linda Fischer
What else should dairy producers in your area know about you?	At a very early age, I learned how to be a money manager. My relatives and friends would always say that I "squeeze the nickel twice before I spend it". That management skill was very handy when we started farming in the early 80's, and is used more than ever today! I always research every investment to ensure the highest return possible. I keep myself educated about our industry by staying active on the local Farm Bureau board and by participating as a county representative or delegate for the local agricultural co-ops. I know that in Advertising and Research and Development, numbers can be very hard to nail down. However both are essential if we're going to keep the Dairy industry moving forward towards better-sustained profitability. I believe that being educated and open-minded will help me succeed not only in my farming operation but also as a WMMB board member.



Joan Oberhaus
 Cozy Nook Farm
 W309 S630 Maple Avenue
 Waukesha, WI 53188
 Residence: Waukesha County

Candidate Biography

District 18 (Kenosha, Milwaukee,
 Ozaukee, Racine, Sheboygan,
 Washington, Waukesha)

[Return to Top](#)

Spouse/Children	Spouse – Thomas Children – Charlie
When did you begin dairy farming?	1985
How many cows do you milk?	65
Breed(s)	Brown Swiss and Guernsey
Where do you ship your milk?	Swiss Valley Farms
How many acres do you farm?	250
What crops, if any?	Alfalfa, corn, 20 acres of specialty crops pumpkins, Indian Corn, squash and gourds
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ PDPW ▪ WI State Fair Dairy Promotion Board ▪ Waukesha Co. Farm Bureau ▪ Waukesha Co. Dairy Promotion ▪ National and State Brown Swiss Associations ▪ National Guernsey Association
Why do you want to serve on the WMMB Board?	The WMMB has done a tremendous job educating consumers and promoting Wisconsin dairy products. I would like to represent District 18 to not only continue the current programs, but to work with the Board to develop new programs, markets and products. The Wisconsin dairy producers are very successful at keeping cows healthy and efficiently producing milk while being good stewards of our natural resources. We need to take steps to explore the global markets and find ways to sell more dairy products.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ Our farm has been recognized as one of the top producing Brown Swiss and Guernsey herds in the state. ▪ Swiss Valley Farm Quality Milk Award – 11 consecutive years ▪ Friend of 4-H 2006
What else should dairy producers in your area know about you?	<p>We are dedicated to dairy promotion and believe selling our product is an important part of being a Wisconsin Dairy Farmer. I have been involved with the Waukesha Dairy Promotion Committee since 1985, served as the breakfast co-chairman for 18 years and have hosted several dairy promotion events at our farm over the years.</p> <p>One of the positive aspects of dairying in an urban area such as ours, is it gives us the opportunity to give educational farm tours to about 1,000 students a year. The tour emphasizes how important the dairy industry is to Wisconsin and why dairy products are an important part of a balanced diet. We enjoy giving the consumer a "local" farm and farmer that they can communicate with personally.</p>



James Stemper
 Stemper Farms Inc.
 N7414 County Road P
 Plymouth, WI 53073
 Residence: Sheboygan County

Candidate Biography

District 18 (Kenosha, Milwaukee,
 Ozaukee, Racine, Sheboygan,
 Washington, Waukesha)

[Return to Top](#)

Spouse/Children	Spouse – Mary Ann Children – Helen, Tom and Ken
When did you begin dairy farming?	
How many cows do you milk?	325
Breed(s)	Holstein
Where do you ship your milk?	Dairy Farmers of America
How many acres do you farm?	1,100
What crops, if any?	Corn, alfalfa and soybeans
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Director Sheboygan Farm Bureau ▪ Delegate Dairy Farmers of America (DFA) ▪ Wisconsin Milk Marketing Board Directors ▪ Sheboygan County Dairy Promotion
Why do you want to serve on the WMMB Board?	I would like to continue serving on the WMMB Board because I have been involved in dairy all my life. Improving the future of dairy farming in Wisconsin has been and still is my concern and that of WMMB. Wisconsin Milk Marketing Board efforts in the past have helped the dairy industry get to where it is today. There is still a lot to do to achieve our goal. Through WMMB marketing, research and education efforts, consumption of dairy products will increase as a greater variety of products will be available. They will be more appealing to all types of consumers, children, adolescents, adults and seniors, accounting for each individual's health.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪
What else should dairy producers in your area know about you?	



Dean Strauss
 Majestic Meadows Dairy
 W2999 County Road O
 Sheboygan Falls, WI 53085
 Residence: Sheboygan County

Candidate Biography

District 18 (Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, Waukesha)

[Return to Top](#)

Spouse/Children	Spouse – Lynn
When did you begin dairy farming?	Full time in 1998
How many cows do you milk?	830
Breed(s)	Cross-breeds and Holsteins
Where do you ship your milk?	Sartori Foods
How many acres do you farm?	1,500
What crops, if any?	Corn, alfalfa, wheat, soybeans
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Professional Dairy Producers of Wisconsin ▪ Dairy Business Association ▪ Dairy 2020 Council
Why do you want to serve on the WMMB Board?	<p>I believe in the future of our dairy industry and want Wisconsin to succeed as a leader in the world market. Wisconsin produces some of the finest cheeses in the world and has the awards to reconcile that fact. However, changes are happening within the industry and we need to be ready. Wisconsin has the landscape and infrastructure to help us stay competitive. I believe producers need to be active in helping build and maintain Wisconsin's brand awareness and take ownership of our actions. We need to promote, be proactive and listen to our consumers. Social media will continue to be a driving force in how consumers gather information about the dairy business. We need to be ready and use some of these tools to our advantage. Dairy producers today still hold a relatively high level of consumer confidence and we need to use that asset to our advantage by telling our story.</p>
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ 2003 Wisconsin Jaycees Outstanding Young Farmer "Speak up for Ag" winner
What else should dairy producers in your area know about you?	<p>Demonstrating leadership is an important part of Wisconsin's dairy industry. It is our belief at Majestic Meadows Dairy to be involved and serve when appropriate. I have had the opportunity to serve on the Professional Dairy Producers of Wisconsin (PDPW) board of directors for six years and serving on the executive committee 5 of the 6 years cumulating in the role of President. During this time I was appointed to a position on the Wisconsin Beef Council for 6 years in an effort to educate consumers about beef and that dairy producers are also producers of beef. In 2006, the opportunity was there to serve as Sheboygan County Farm Technology Days Publicity chair. Also, I was able to serve on the Wisconsin Farm Bureau's 2007 Farm Bill Task Force that ended with a trip to Washington DC.</p> <p>The dairy business is constantly changing and we need proactive leadership in places that can help make a difference. I have had the opportunity through PDDW to serve on the National Dairy Animal Well Being Initiative, which includes a group of stakeholders throughout the dairy industry. Through these experiences, I was better able to understand what the consumers were wanting. This taught me what dairy producers need to be doing in order to validate the care of our animals. This process lead Majestic Meadows Dairy to become one of the first in the country to be Validus Animal Welfare Certified.</p>



Michael Winker
 Winkerland Holsteins
 N6868 Jolly Lane
 Fredonia, WI 53021
 Residence: Ozaukee County

Candidate Biography

District 18 (Kenosha, Milwaukee,
 Ozaukee, Racine, Sheboygan,
 Washington, Waukesha)

[Return to Top](#)

Spouse/Children	Spouse – Judi Children – David, Andy and Brian
When did you begin dairy farming?	Started dairying on my own 1979
How many cows do you milk?	75
Breed(s)	Holstein
Where do you ship your milk?	
How many acres do you farm?	430
What crops, if any?	Corn, soybeans, alfalfa and wheat
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Graduate of the first class of the Wisconsin Farm Bureau Leadership Institute ▪ Board of the Ozaukee County Dairy Promotion Committee, 1992-present ▪ President of the Ozaukee County Farm Bureau 2004-2009 ▪ Director Badgerland Financial 1997-present ▪ Have served as Board Chairman, Governance Committee Chairman, and currently serving as Audit Committee Chairman ▪ Served as Secretary when Ozaukee County hosted the Alice in Dairyland finals in 2006 ▪ Served on the Field Demonstration committee for the 2006 Farm Technology Days
Why do you want to serve on the WMMB Board?	When getting my nomination form signed I made a point of getting nominated by all young producers. I think it is important that we remember that they are the future for this and many other organizations. One of the things I am proudest of as Farm Bureau president was the revitalization of our young farmers committee. While the overwhelming majority of the credit goes to Rick Roden, sometimes simple support and encouragement goes a long way. After his election to the state committee he was talking about doing a project and I was one of the few at the state or local level encouraging him. Challenging ourselves and our organizations is a great way to help shape the future and if elected I will bring that to the board.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪
What else should dairy producers in your area know about you?	



Mark Levendoski
 Harmony Hills
 N486 County Road K
 Genoa, WI 54632
 Residence: Vernon County

Candidate Biography

District 21 (Crawford, Vernon)

[Return to Top](#)

Spouse/Children	Spouse – Kris Children – Sarah and Jonathan
When did you begin dairy farming?	1974, after graduating from college
How many cows do you milk?	50
Breed(s)	Registered Guernseys, Registered Holsteins and Crossbreds (we recently started a crossbreeding program)
Where do you ship your milk?	Westby Co-operative Creamery
How many acres do you farm?	400
What crops, if any?	Corn, oats and alfalfa
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Wisconsin Farm Bureau ▪ American Farm Bureau ▪ Various marketing and supply co-operatives; i.e. Westby Co-op Creamery and Cenex
Why do you want to serve on the WMMB Board?	I want the opportunity to play an active role in promoting the Wisconsin Dairy industry, including not only the producers but also the processors, such as our Master cheesemakers and innovators within the industry. To help the Wisconsin dairy industry grow and prosper in the future, consumers need to know about the wide variety of dairy products produced in Wisconsin. I feel that Wisconsin has one of the best environments for milk production, and in this age of global trade, that story needs to be told to the world.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ Century Farm Award
What else should dairy producers in your area know about you?	<p>I'm the fourth generation on my family's farm, and have been involved in the dairy industry all of my life. I've served on various boards, including the Farm Bureau Dairy Advisory Board and local supply co-operative board, plus I currently serve as the president of the Westby Co-op Creamery.</p> <p>I want to do what I can to insure that the family farms of Wisconsin, along with the communities and businesses that support them, survive and prosper.</p>



Judy Wubbenhorst
 Wubbenhorst Farms
 E7999 East Smith Road
 Westby, WI 54667
 Residence: Vernon County

Candidate Biography

District 21 (Crawford, Vernon)

[Return to Top](#)

Spouse/Children	Spouse – Widowed Children – Gail, Grady and Gregg
When did you begin dairy farming?	1988
How many cows do you milk?	65 milk cows, 70+ heifers
Breed(s)	Registered Holsteins
Where do you ship your milk?	Foremost Farms USA
How many acres do you farm?	200
What crops, if any?	Alfalfa and corn
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Treasurer Vernon County Holstein Association ▪ Vernon County Dairy Promotion Committee ▪ Director Wisconsin Milk Marketing Board ▪ Member of the State and National Holstein Associations ▪ Member of our Saviors Lutheran Church –Westby
Why do you want to serve on the WMMB Board?	I would like to serve on the Board because I believe in our dairy business and believe we must promote our product, milk. I was appointed to complete my husband's term in 2006 and reelected in 2007. Promotion of dairy products (conventional or organic) is very important to our business. We need to get the word out to consumers about our great products. Advertising - recipes - news articles are all great ways to get the word out!
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ 2006 Vernon Co. Farm Family of the year ▪ Quality Awards from Golden Guernsey and Foremost Farms ▪ Production Awards for Vernon/Crawford County DHIA ▪ 1997 Vernon County Friend of the Fair
What else should dairy producers in your area know about you?	<p>I make all the business decisions for the farm. I am a Farm Income Tax Preparer and have a business located in Westby.</p> <p>I was born and raised on the family farm. Dairy has always been my passion. I milked cows with my dad as soon as I could lift the milkers. I love the farm and dairy is the best part of farming. We must promote our product and way of life. It is the best.</p>



Karen Endres
 Endres Berryridge Farms LLC
 1003 Ganser Dr.
 Waunakee, WI 53597
 Residence: Dane County

Candidate Biography

District 24 (Dane, Jefferson)

[Return to Top](#)

Spouse/Children	Spouse – Randy Children – Eliza, Ava and Mara
When did you begin dairy farming?	In 1997, my husband Randy and I joined his brothers Steve and Jeff and their families in the dairy farm operation.
How many cows do you milk?	330
Breed(s)	Holstein
Where do you ship your milk?	Grande
How many acres do you farm?	1,100
What crops, if any?	Corn, alfalfa, soybeans, winter wheat and a few canning crops
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ Dairy Business Association ▪ Family Dairies ▪ National, State and Local Holstein Associations ▪ Cooperative Communicators Association
Why do you want to serve on the WMMB Board?	<p>Serving on the WMMB Board would allow me to share my extensive knowledge of the local, state, national and international dairy industry that I have obtained through my professional experience at Alto Dairy Cooperative and the State Department of Agriculture and my involvement in a family dairy farm. As part of Alto Dairy's senior management team I was actively involved in strategic planning and policy decisions. I led efforts to develop, brand and launch food service and retail cheese products to add value to dairy producers' milk.</p> <p>I would like to share these experiences and be an active member of the WMMB Board to ensure the dairy producers' check-off dollars continue to be used to efficiently and effectively grow, promote and add value to Wisconsin's premier agricultural industry.</p>
Have you (or your farm) received special recognition or won any relevant awards?	<p>Farm:</p> <ul style="list-style-type: none"> ▪ Dane County 2010 Progressive Breeder Award ▪ Alto Dairy Milk Quality Awards 2003 – 2006 ▪ 5-Star Dairy Certification – 2010 ▪ Wisconsin Department of Agriculture, Trade and Consumer Protection Achievement Award for Milk Quality, 2003 - current <p>Personal:</p> <ul style="list-style-type: none"> ▪ Cooperative Communicators Association Awards (Presentation, 1st Place – 2007, Annual Report, 3rd Place – 2004 & 2005) ▪ IDFA Best Packaging Redesign, Cheese – 2006 ▪ Public Relations Society of America Prime Award, Annual Report – 2006 ▪ MRA, Institute of Management, Leadership Training Recognition - 2002
What else should dairy producers in your area know about you?	My background in communications and marketing for a large dairy cooperative, as well as my experience in national and international marketing for the State's Department of Agriculture combined with my roots as a dairy producer make me a qualified candidate for the WMMB Board. I believe in the Wisconsin dairy industry and I am passionate about the quality milk and cheese products that we make. My family is committed to the Wisconsin dairy industry. Our 4th generation operation continues to modernize and be a leader in dairy production, as well as in protecting our environment.



Tina Hinchley
 Hinchley's Dairy Farm
 2844 Hwy. 73
 Cambridge, WI 53523
 Residence: Dane County

Candidate Biography

District 24 (Dane, Jefferson)

[Return to Top](#)

Spouse/Children	Spouse – Duane Children - Curtis, Spencer, Anna and Catherine
When did you begin dairy farming?	When did you begin dairy farming? Many years ago when I was college, I worked on a small dairy farm and fell in love with farming. I began milking cows full time when I married my husband, Duane Hinchley, in 1996. Today we farm side by side, and purchased the family farm in the year 2000.
How many cows do you milk?	100 purebred Holsteins
Breed(s)	We have all black and white registered Holsteins
Where do you ship your milk?	Dean Foods
How many acres do you farm?	As of this spring, we are farming 2,300 acres of cropland (1,100 owned and 1,200 rented).
What crops, if any?	We grow corn, soybeans, winter wheat, alfalfa, pumpkins, and a small plot of vegetables for u-pick produce.
Ag-related organizations or affiliations	<ul style="list-style-type: none"> ▪ United Co-op ▪ Farmers Union ▪ Agsource ▪ Genex ▪ Cambridge FFA Alumni ▪ Cambridge 4-H as a leader
Why do you want to serve on the WMMB Board?	I would like to serve on the WMMB because I am very excited about the future of the Dairy Industry. I look forward to the growth of milk sales through new and exciting products. I would like to participate in the “brainstorming” of new ideas to attract new milk drinkers of all ages. I would love to see consumer’s ideas and needs met with products that attract the whole family and become a favorite healthy drink, snack or ingredient in their meal preparation. I believe that MILK should be the number one choice when asked “What do you want to drink?” I would like to help make that happen.
Have you (or your farm) received special recognition or won any relevant awards?	<ul style="list-style-type: none"> ▪ I was interviewed by Brava magazine in their encore edition 2007-2008 for A Day In The Life of... (a farm woman). ▪ Throughout the years of hosting tours and events on our farm, we have been in the media annually. The last event was the Dane County Dairy Breakfast in June of 2009. ▪ We have received many Favorite Field Trip Awards from local schools and groups.
What else should dairy producers in your area know about you?	<p>PROMOTING DAIRY FARMING THROUGH FARM TOURS.</p> <p>Shortly after becoming a dairy farmer, I began seeing a change and growing interest in the public’s opinion regarding food production and farming. In 1997, we opened our farm to thousands of visitors annually, I have taken a “pro-active” step to educate others in an “up close” environment. Visitors can experience our world of farming by walking throughout our farm to see how we milk, raise and care for our cows. I have been able to explain why we do what we do as farmers, and in turn have seen a growing attitude of appreciation towards farming and our rural lifestyle. Promoting the dairy industry has made me a better farmer, and more aware of the general public’s thoughts and fears. To be able to communicate and correct misinformation is easy, and it is the right thing to do.</p> <p>We host farm tours daily April through October.</p>