



WMGN-FM

WJJO-FM

WWQM-FM

WOZN-FM & AM

WJQM-FM

WHIT-FM & AM

WRIS-FM

WLMV-FM & AM

Issues & Programs List

1st Quarter 2024 (Jan-Mar)

Prepared April 10, 2024

To Whom It May Concern:

On this date, I have placed into the station's public file this report, which details several programming examples aired to specifically address the identified needs and issues of the community.

A list of some of the principal issues is attached to and made part of this report.

This report is not intended as an exhaustive listing of all the community issues identified and addressed in the past three months; rather, it is a small representation of the station's ongoing efforts to discern the principal issues and concerns of listeners in the area, and to create and air programming targeted to address those issues and concerns.

Ascertainment of issues is constant and ongoing and the station's performance in airing specific programming to address those concerns is documented only in part here.

Also made part of this report is a brief description of the methodology of ascertainment employed by station staff and management to continually serve the public's interest, convenience and necessity.

Tom Walker, General Manager

Mid-West Family Madison

Madison, Wisconsin



Methodology of Ascertainment

All Mid-West Family radio stations in Madison, WI, undergo continuous and ongoing research to determine community issues and needs. Program management, news management and on-air staff all participate in our efforts to determine which issues are most important to our community.

One dimension is the ongoing effort to contact and question community leaders face-to-face to ask direct questions about what they think are the most important issues the area faces.

Another dimension is through tracking written correspondence from listeners, solicited and unsolicited, via postal mail or e-mail. Still another is personal contact by on-air staff with listeners and community leaders at events like station-sponsored public events and station remote broadcasts. Feedback is sought and reviewed to help familiarize staff and management with significant community issues.

These are some of the dimensions of inquiry used to generate the quarterly Issues and Programs list. After quarterly compilation, the list of significant issues is distributed to program managers of all the stations, to aid them in generating programming to specifically meet the needs of the area, as identified through direct and indirect contact.

Ascertainment is direct, indirect and ongoing and is a key element in formulating the quarterly list of issues and programs aired to address the issues.



Issue Categories

Economy: neighborhood development, poverty, business development/business climate

Public safety: crime prevention, gun control, drunk driving, community policing, immigration issues

Public health: blood drives and other health-related community events; news/farm stories about disease or disease prevention, nutrition, etc.

Education: events that benefit schools and/or kids; news about vouchers, school accountability, curriculum, etc.

Environment: recycling, air and water pollution, effects of climate change, farmland/wetland/lake preservation

Charity: promotion of charitable events, such as fundraising walks, that benefit community organizations that serve people in need

Community support: help for community organizations; examples include Girl Scout bake sales, high school band concerts, etc.

WOZN-AM/FM

Issues & Programs List

To Whom It May Concern:

The attached reports summarize interviews and features broadcast during the quarter on WOZN/WOZN-FM farm programming, which airs weekday mornings from 5 to 6AM (and feeds a statewide network of affiliated stations). Interviews varied in length, but generally ran about five minutes each.

Please note that the designation "morning show" refers to the 5AM to 6AM broadcast.

Farm programming also airs on Mid-West Family Broadcasting stations WHIT-AM & FM and WWQM-FM. Some reports on those stations included information from interviews conducted for WOZN.



Quarterly Issues Report

Station: Mid-West Farm Report WOZN (and plays twice a day on WHIT)

Quarter: Q1

Year: 2024

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Education	1-2-24	5:10	8-10 min	Meet Marta Kohmann, the state forage specialist. She first joined the UW-Madison faculty in January 2023. She says she's interested in providing practical knowledge to producers as they participate in conservation efforts, help increase soil health, and maintain diversity of species.
Policy	1-2-24	5:35	5-7 min	Mary Kay Thatcher, senior manager of federal government and industry relations with Syngenta, says there's regulation in the works now that will have an impact on farmers' wallets. The Environmental Protection Agency is proposing a new herbicide framework that would essentially require farmers to gain points through conservation practices in order to get herbicide. Thatcher says this could have a larger financial impact than even the Farm Bill.
Commodities	1-2-24	5:45	5-7 min	The markets open up at 8:30 a.m. CT after the holiday break. John Heinberg, market advisor with Total Farm Marketing, says there are a few key things to watch for in the new year. The first is money flow. He says funds continue to sell the agriculture sector at a rate that's raising eyebrows. Meanwhile, weather in South America continues to be a major factor.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Dairy Business	1-3-24	5:10	8-10 min	Foremost Farms CEO Greg Schlafer is confident about the cooperative's position to weather 2024's unique set of challenges. He retraces his footsteps with Pam Jahnke in the new office space in Middleton. It's part of a strategic plan that Schlafer put in place to position the food ingredient cooperative in a market with labor, laboratory resources and collaborators.
Equipment Trends	1-3-24	5:35	3-5 min	Pam Jahnke visits with Randy Kath of The Steffes Group. This paid program pulls out trends in the used equipment market. For example, the auction business is seeing steady demand for used tractors.
Commodities	1-3-24	5:40	5-7 min	Prof. Chad Hart, a market economist out of Iowa State University, walks us through the challenges that corn and soybeans face in the new year. The general theme -- demand needs to be stronger internationally in order for producers to see better prices.
Specialty Crops	1-3-24	5:47	5-7 min	It's a crop we don't typically talk about, but it is thriving in urban settings. Mushrooms! Andrew Griffin's story of how he began farming mushrooms is just as unique as how the crop is grown. He owns MicroMyco Growers in downtown Madison serving a growing customer base of restaurants and foodies.
Equipment Trends	1-4-24	5:10	8-10 min	There's a new tractor coming to market, and you won't be taking a look under the hood. That's because the hood doesn't open. And if it did, there's not much to see -- just batteries and an electric motor. That's just one of the differences between your traditional diesel utility tractor and the new all-electric tractor with autonomous features by New Holland. Lena Bioni is the product marketing manager for the tractor coming to market in 2024.
Specialty Crops	1-4-24	5:35	5-7 min	Honey Acres has redefined the landscape of honey production by creating value-added products. The journey began with a five-generation legacy of beekeeping that traveled continents from Armenia to the West Coast of the United States. Charitee Seebecker speaks with Narek Gabriellian, the Chief Executive Officer at Honey Acres, as he explains more about their business and how they use honey to make chocolate honey patties and honey spreads.
Dairy Business	1-4-24	5:45	5-7 min	Kathleen Wolfley, agriculture broker with ever.ag speaks with Charitee Seebecker about the mixed start to 2024 for dairy markets. She says we should keep an eye

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				on the dry whey markets as a penny move in the dry whey market influences about 6 cents in class III. Whey prices are relatively stable and if the market tightens, that could give the class III market a boost.
Energy	1-5-24	5:10	8-10 min	The cost and availability of propane didn't take the spotlight in 2023 with such a warm fall. This is making propane prices favorable, according to Michael Newland, the director of agriculture business development at the Propane Education Research Council. He says inventories are at their highest levels in the last 5 years.
Commodities	1-5-24	5:35	5-7 min	When it comes to implementing something new on the farm, do you look at what your neighbors are doing to get ideas? Well now you can. Wisconsin farmers are sharing how they use cover crops and helping to improve cover cropping for farmers all around the state through the Wisconsin Cover Crop Survey. Dan Smith, Southwest Regional Agronomist for UW-Madison, says this survey has helped them to fill critical knowledge gaps concerning the performance of cover crops after different harvest cycles.
Rural Life	1-5-24	5:45	5-7 min	Everett and Janet Beckius share the history of their Century farm that is now divided between their 3 sons and their families as part of our Compeer Financial Farm Salute Friday.
Policy	1-8-24	5:10	8-10 min	University of Nebraska Economist Cory Walters says in the Farm Bill debate, crop insurance is going to stay, but who should get the money is a question. Beyond the policy picture, Walters tells Bob Bosold that China and Russia are wild cards when it comes to international grain supply and demand.
Health	1-8-24	5:35	5-7 min	Between the holidays and finances, this time of year is stressful for people. It doesn't help that in the dead of winter, there's downtime to dwell on issues. UW Extension Specialist Joy Kirkpatrick introduces us to a free course that will help turn those negative thoughts into a new focus -- bettering the farm business.
Energy	1-8-24	5:45	5-7 min	Ethanol industry leaders are optimistic about 2024. American Coalition for Ethanol CEO Brian Jennings tells Charitee Seebecker they're facing an oversupply, but the Renewable Fuel Standard and Inflation Reduction Act helps expand the market.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Transportation	1-9-24	5:10	8-10 min	2024 could be an exciting year for Wisconsin agriculture with the new transportation opportunities provided through the Port of Milwaukee. Pam Jahnke made a visit to the site where The DeLong Company has invested millions to get Wisconsin agricultural products rolling worldwide. She talks with The DeLong Company's export specialist, Brandon Bickham, about the hot spots for Wisconsin goods, and how ag products move overall across the Midwest to the world marketplace.
Weather	1-9-24	5:35	5-7 min	Today Wisconsinites are facing some snowy weather. While many consider it a challenge/pain, farmers look at it as moisture. Charitee Seebecker talks to Shane Hubbard, researcher at the the Space Science and Engineering Center at UW-Madison. He explains why this moisture is welcome, since parts of the state are still facing a deficit. He also explains how hurricane's impact Wisconsin's weather.
Commodities	1-9-24	5:45	5-7 min	John Hineberg, market advisor with Total Farm Marketing in West Bend, joins Pam Jahnke to talk about lackluster exports impacting the new year markets. The World Ag Supply Demand report is out this week, and it could be a market mover. Winter weather is moving across the U.S. and also influencing what's happening with not only cattle movement, but cattle markets.
Dairy Business	1-10-24	5:10	8-10 min	Federal Milk Marketing Orders are still under review by the U.S. Department of Agriculture. Even in the Midwest, there's differing opinions about what direction future guidance should go. Jill Welke talks to Dr. Marin Bozek, dairy economist from the University of Minnesota about the direction he's encouraging, and why it makes sense for dairy producers and dairy processors.
Equipment Trends	1-10-24	5:35	3-5 min	Ashley Huhn is back in 2024 with the Steffes Group. January is typically a slow time for them, but they still have more than 300 auctions scheduled. Paid for by the Steffes Group.
Events	1-10-24	5:40	3-5 min	The WI Fair Association's annual convention is underway in WI Dells. Charitee Seebecker had a chat with Jayme Butke, executive secretary of the WI Fair Association about exhibitor numbers and vendor interest now post-pandemic. She says numbers are thriving in most areas.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Policy	1-10-24	5:45	5-7 min	Today there's a public hearing before the WI Senate Committee on Agriculture and Tourism. Sen. Joan Ballweg from Markesan is chair and says they'll be addressing the state's farmland preservation program, a state tax exemption for WI State Fair tickets and Wisconsin's well improvement funding as part of their agenda. She shares the update with Pam Jahnke.
Events	1-11-24	5:10	8-10 min	The business of being an auctioneer has gone through radical changes in the past two decades. Riley Kahl has watched and witnessed it all. He's the current president of the WI Auctioneers Association. He joins Pam Jahnke to talk about their upcoming convention and how they're helping members tap into the technology that's become a big part of auctioneers success.
People	1-11-24	5:35	5-7 min	Wisconsin has selected its new 2024 Fairest of the Fairs. Charitee Seebecker visits with 21 year old Kelsey Henderson, representing the Racine County Fair. Henderson was selected from a field of 35 for the title.
Dairy Business	1-11-24	5:45	5-7 min	Cody Koster, broker analyst with EverAg, steps in to visit with Pam Jahnke. The dairy markets have started to show signs of life, but Koster says it's still tentative support. He says the low market prices witnessed in December were just enough to spark some interest.
People	1-12-24	5:10	8-10 min	The Fairest of the Fairs responsibilities have transferred! Sharlene Swedlund, 2023 Fairest of the Fairs from Green County, has passed the baton to 21 year old Kelsey Henderson from the Racine County Fair. Charitee Seebecker was there when it happened and captured comments from both.
Research	1-12-24	5:35	5-7 min	A team at UW-Madison has a plan to turn plant waste (from trees, corn stover, etc.) into plastic. Some of the goals are to cut greenhouse gas emissions and create economic opportunities in rural Wisconsin. The Wisconsin Energy Institute got \$4 million from the U.S. Department of Energy for this project. Project lead Professor Shannon Stahl explains the process and possibilities with Stephanie Hoff.
Rural Life	1-12-24	5:45	5-7 min	We head to northwest Wisconsin to highlight the Tieman Family Farm in our Century/Sesquicentennial farm salute. Nate Zimdars chats with 97-year-old Arlene Tieman about her family's century farm outside of Thorp.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Education	1-15-24	5:10	8-10 min	Alfalfa leadership in the state has a new face guiding the way. Dr. Scott Newell has joined the forages and agronomy staff at the UW- Madison campus and in UW-Extension work. Bob Bosold talks to Newell about this new position created to bolster alfalfa and forages not just in the state, but regionally.
Policy	1-15-24	5:35	5-7 min	Congress is facing some deadlines this week to keep the wheels turning. Stephanie Hoff talks to U.S. Congressman, Derek VanOrden, about his plans for policy to keep the government working and keep farm policy in development.
Dairy Business	1-15-24	5:45	5-7 min	What dividends does it pay when dairy farms open their doors to the general public for breakfasts, farm tours, and family events? You might be surprised. Rick Roden is a dairy farmer in West Bend who also serves on the Dairy Farmers of Wisconsin board of directors, and happens to have an ag-tourism venue on his farm as well. He shares his experiences and explains what those visits end up meaning to consumers and their purchasing power. Paid for by Dairy Farmers of Wisconsin.
Economy	1-16-24	5:10	8-10 min	Wisconsin banks are signaling caution as we get started in a new year, but these bankers are still a lot more optimistic than they were ahead of 2023. Every six months, the Wisconsin Bankers Association surveys Wisconsin bank CEOs on economic conditions. Last year at this time, three-quarters of the respondents predicted the economy would worsen. Today, that number is less than half. WBA President Rose Oswald Poels says some of the positive economic signs are that inflation and interest rate hikes are slowing. However, the red flags for banks are similar reasons -- inflation and interest rates remain elevated. What should customers know? She explains to Stephanie Hoff that Wisconsin's community banks are financially sound, profitable, and diversified. They also have the liquidity to lend.
Events	1-16-24	5:35	5-7 min	It may be hard to think of warm summer days and flashing carnival lights while facing snow and freezing temperatures, but members of the fair community recently gathered in Wisconsin Dells for the annual Wisconsin Association of Fairs Convention. Charitee Seebecker visited with Jo Reynolds, International

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				Association of Fairs and Expo chair, about the changing landscape of fairs across the country and globally.
Commodities	1-16-24	5:45	5-7 min	Bang! That's the way traders reacted to the World Ag Supply/Demand report issued on Friday from USDA. John Heinberg, market advisor with Total Farm Marketing in West Bend breaks down some of the key elements that hit the market hard on Friday, and continue to impact numbers today. The corn estimates were devastating to the market and Heinberg says there's no real easy or comfortable way for the farmer to react.
Policy	1-17-24	5:10	8-10 min	Wisconsin Farmers Union members will get together in Madison today for the Farm and Rural Lobby Day at the State Capitol. Before meeting with their lawmakers, Farmers Union will brief its members on the policy priorities set at the annual meeting in December. The topics range across several categories ranging from rural economic issues to on-farm environmental work. Michelle Ramirez-White is the policy coordinator for the Wisconsin Farmers Union. She expects about 70 farmers to make the trip. She tells Mid-West Farm Report about the list of bills they'll be talking about next week, and how the grassroots organization fits into the legislative process. Some of the items: EBT payment processing on farms; expanding farm-to-school programs; allowing raw milk sales across more channels; establishing a grazing pilot program; and expanding Badger Care.
Education	1-18-24	5:10	8-10 min	After 30 years of service to Wisconsin corn growers, Dr. Joe Lauer, UW-Extension Corn Specialist, has retired. Pam Jahnke visits with Lauer about how he came to become a part of WI agriculture, and how he believes corn production's changed.
Policy	1-18-24	5:35	3-5 min	Good turnout for the WI Farmers Union Farm & Rural Lobby Day on Wednesday. Darren VonRuden, president of WFU, says it takes more than just A conversation to change policy like climate change support programs. Governor Tony Evers joined the group and said allowing a legal way for immigrant labor to attain a driver's license might help with labor situations.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Dairy Business	1-18-24	5:40	3-5 min	At DairyStrong in Green Bay, Pam Jahnke talked to Tim Trotter, CEO of Dairy Business Association and Edge Dairy Cooperative, about data management on the farm. Trotter says that data can be monetized as more industry partners need it to tell the sustainability story.
Dairy Business	1-18-24	5:45	5-7 min	Bryce Windecker, broker analyst at EverAg, joins Pam Jahnke live from South Dakota. He says that there's not much improvement noted in today's dairy markets. We're still waiting on international buyers to capitalize on current low prices.
Weather	1-19-24	5:10	8-10 min	The ongoing El Niño event in the Pacific Ocean, particularly off the coast of South America, is causing record-setting warm winters in Wisconsin. Shane Hubbard, research scientist at the Space Science and Engineering Center at UW-Madison tells Charitee Seebecker that despite the snow we recently got, he expects the potential for continued dry conditions to continue. He provides insight into what weather patterns he's watching and what he predicts for this year's growing season.
Rural Life	1-19-24	5:35	5-7 min	The McNeill Farm is a third-generation farm in Douglas County, two miles south of Lake Superior. What makes this farm unique is that it's in the heart of the Brule River State Natural Area. Its land conservation status is what keeps the farm in the family. The farm got its start 100 years ago by logging out the plot and raising dairy cows and cash crops. John McNeil is the third generation on the farm and he shares the story with Nate Zimdars.
Energy	1-19-24	5:45	5-7 min	A new year offers new energy saving incentives from Focus on Energy. Jessica Mlsna, Focus on Energy Advisor, explains the new opportunities to Pam Jahnke. Paid for by Focus on Energy/CESA.
Health	1-22	5:10	8-10 min	Farm accidents occur year round. Now the National Farm Medicine Center in Marshfield is trying to draw attention to that fact and amp up awareness. Bob Bosold talks to Melissa Ploechlmann from NFMC about their campaign.
Dairy Business	1-22	5:35	5-7 min	How are dairy farmers financial contributions to Dairy Farmers of Wisconsin being used? What's the return on their investment? Charitee Seebecker addresses

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				some of their questions with DFW's CEO, Chad Vincent. Paid for by Dairy Farmers of Wisconsin.
Events	1-22	5:45	5-7 min	Last week WI Farm Technology Days announced their host for the 2026 show! As part of the show's new direction, individual farms will be selected to host versus a county. Anna Maenner, general manager of WFTD, explains the pivot in the show process to Pam Jahnke.
Policy	1-23	5:10	8-10 min	Jill Welke introduces us to Brad Olson, the new president of the Wisconsin Farm Bureau Federation, Brad Olson. He's preparing for Ag Day at the Capitol, where he anticipates renewable energy, milk prices, and health care to dominate the conversation.
Weather	1-23	5:20	3-5 min	Wisconsin is in a winter weather advisory today. Ag meteorologist Stu Muck has the details.
Dairy Business	1-23	5:35	3-5 min	This week marks the 11th week that USDA has been gathering testimony on Federal Milk Marketing Order reform. Lucas Sjostrom with Edge Dairy Farmer Cooperative tells Pam Jahnke that the dairy farmers directly impacted by those orders may not even have a voice in accepting or denying the verdict.
Education	1-23	5:40	3-5 min	Kiel High School makes sure that every student in after-school activities gets access to chocolate milk. Charitee Seebecker has the story.
Commodities	1-23	5:45	5-7 min	Finally, John Heinberg joins Stephanie Hoff live before speaking at the 2024 Agriculture Outlook Forum. He says corn is drawing concern as China moves more of its business to South America.
Events	1-24	5:10	8-10 min	Wisconsin bison producers are getting together this weekend to plot their activities for 2024. Pat Ries, board member and bison rancher from Mount Calvary, tells Pam Jahnke that interest in the animals and their meat is on the increase in the state. Although the Wisconsin Bison Association may only have 40 active members, the state's animal numbers are climbing and the number of processors willing to handle the animals is going up too.
Equipment Trends	1-24	5:35	3-5 min	Ashley Huhn from the Steffes Group talks to Pam Jahnke about the economic trends he's seeing in early 2024.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Economy	1-24	5:45	5-7 min	Rural livability doesn't have just one definition. That was a key theme during the 2024 UW Ag Outlook Forum. Dr. Amanda Weinstein is the director of research, knowledge and evaluation at the Center on Rural Innovation in Ohio. She chats with Pam Jahnke about unique elements rural communities sometimes overlook that might be key to attracting new families, businesses, entrepreneurs and investors. One foundation piece is connectivity and broadband availability. She says improving rural livability doesn't happen overnight and you need staying power, but she says when you find the right combination it's magic.
People	1-25	5:10	8-10 min	The search is on for the 77th Alice in Dairyland. This marketing position with the Wisconsin Department of Ag., Trade and Consumer Protection is basically the state's agriculture ambassador. Ashley Hagenow is currently serving as "Alice". She tells Stephanie Hoff that even though she came from an agriculture background, she's still learning about the state's diversity.
Food	1-25	5:35	5-7 min	Wisconsin's typically known for a few things. Of course our dairy industry and cheese. Our sports teams - and our penchant for beer. In 2024 some of our breweries in the state are facing some curious trends they're working through - like drinking less! Charitee Seebecker talks with Zak Koga, Vice-President of the Wisconsin Brewers Guild & Co-founder and owner of Carbon 4 brewing. He says consumer behaviors are causing headwinds still for them as they're choosing more ready to drinks (R2D) vs beers. He says they're also drinking less (dry January, sober October). This is causing NA beer to be growing in popularity as well.
Dairy Business	1-25	5:45	5-7 min	Colin Kadis, broker analyst with EverAg, joins Pam Jahnke from Twin Falls, Idaho to break down the December milk production figures released Wednesday. Wisconsin milk production was down, and nationally milk production slipped. Kadis says milk is moving from as far away as Idaho to fill gaps in production down in New Mexico. Globally the U.S. is finally seeing a little export action on cheese - but cheese preferences may be changing.
Education	1-26	5:10	8-10 min	Dairy farmers in northeast Wisconsin have united in making sure that school kids in the Kiel School District have chocolate milk as an option. Emmy Newberg, the Kiel Agriculture Teacher and FFA advisor has partnered with local dairy farms to

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				supply every student involved with after school circulars chocolate milk through their Chocolate Milk Initiative program. Seven area dairy farms have generously contributed to ensure a steady supply of chocolate milk throughout the school year. Charitee Seebecker finds out more from Newberg.
Rural Life	1-26	5:35	3-5 min	97 year old Arlene Tieman from Thorp shares her family's story about their Century farm in Clark county with Nate Zimdars.
Economy	1-26	5:45	5-7 min	There's some tough decisions to be made by Wisconsin farmers on this year's planting and marketing decisions. Glenn Wachter with Compeer Financial explains the ins and outs of crop insurance, and the expanding options that farmers need to look at to try and scratch out profitability in 2024. Paid for by Compeer Financial.
Policy	1-29	5:10	8-10 min	What's ahead for production agriculture in 2024? Bob Bosold visits with Univ. of Missouri Ag Economist, Dr. Scott Brown about the geopolitical changes that can rock commodity prices overnight. He also frames work on the Farm Bill and the long term outlook for farmers.
Education	1-29	5:35	3-5 min	Dairy farmers in Kiel, Wisconsin wanted to make sure their student athletes had access to chocolate milk to recharge after their workouts. Thanks to their local ag instructor, they made it happen. Charitee Seebecker brings us the story with Emily Newberg.
Weather	1-29	5:40	3-5 min	All the melting snow, and moisture in the forecast can cause problems for dairy operations that are responsible for storing their winter manure. Stephanie Hoff gets some cautionary advice from Kevin Erb, UW-Extension Nutrient Management Specialist.
Education	1-29	5:45	5-7 min	Mooving Cows is a brand new video game that was designed to help dairy farmers and their employees work through the proper way of moving livestock without leaving their couch. Pam Jahnke visits with the developer, Dr. Jennifer VanOss from the UW- Madison Dept. of Animal & Dairy Science. She says she's not a gamer herself, but the game has turned into a great tool for continuing education. Available free on all platforms with no ads!

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Events	1-30	5:10	8-10 min	No Joke Dairy is just that - no joke. Two brothers exited the dairy industry after the family herd was dispersed, but two years later returned. Today, No Joke Dairy is back milking cows, running crop acres, and getting ready to host the state's largest outdoor agriculture event, Wisconsin Farm Technology Days. Pam Jahnke visits with Matt and Sam Redetzke about the path that brought them back to the home farm.
Economy	1-30	5:35	5-7 min	What is it about growing up in a rural community that makes many "country kids" want to come back? How can they come back? What does the rural community have to offer? Stephanie Hoff probes all those angles with Dr. Steve Deller, Professor and Community Development Specialist, Center for Community and Economic Development
Commodities	1-30	5:45	5-7 min	John Heinberg, market advisor with Total Farm Marketing in West Bend steps in with Pam Jahnke to discuss markets. First discussion - why U.S. importers are bringing in Brazilian soybeans and what the margins say. Next, preparing for what could be a startling cattle inventory report on Wednesday. Will numbers show the lowest cattle population since the 1950's?
Economy	1-31	5:10	8-10 min	Rural livability was the focal point at the annual UW Ag Outlook Forum last week. Dr. Steve Deller focuses his efforts on the elements it takes to make a rural community attractive to people, and what it takes to keep them once they move in. He talks employment, infrastructure and quality of life with Stephanie Hoff.
Equipment Trends	1-31	5:35	3-5 min	Ashley Huhn from the Steffes Group chats with Pam Jahnke about their presence this week at the WI Corn/Soy Expo in WI Dells.
Health	1-31	5:40	3-5 min	Charitee Seebecker continues the conversation about rural livability, but this time with the optics on health care. Rural communities have a really difficult time growing and thriving without a hospital and quality health care nearby.
Policy	1-31	5:45	5-7 min	Finally with Ag Day at the Capitol occurring today, farmers won't JUST be focused on ag policy. The state's at a crossroad when it comes to redistricting and map design. This could impact agriculture policy and representation for sure. Stephanie Hoff gets some basics covered with the help of Hans Breitenmose. He's a dairy farmer in Lincoln County and chairs the county board.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Community Events	2-1	5:10	8-10 min	The Grassworks Grazing Conference kicks off today. CIAS Researcher Sarah Lloyd says heifer grazing is a viable enterprise, especially on Wisconsin's landscape
Weather	2-1	5:20	3-5 min	It'll be foggy on your way to the FFA Alumni Convention, Grassworks, and Corn-Soy Expo. Watch out for freezing fog - it may get slick.
Policy	2-1	5:35	3-5 min	WFBF's Ag Day at the Capitol saw a 20 percent jump in attendance. Executive Director of Governmental Relations Jason Mugniani says the big ticket item this year is passing a bill that would allow the organization to provide members with health coverage.
Economy	2-1	5:40	3-5 min	The National Agricultural Statistics Service says the last time U.S. cattle and calves inventory was this low was in 1951. Curt Larson, president and CEO of Equity Cooperative Livestock Sales Association, says he doesn't know when these numbers will turn around.
Dairy Economics	2-1	5:45	5-7 min	Ever.Ag Broker-Analyst Matt Tranel says the biggest surprise in the report was in the revised heifer replacement numbers which took 2023 numbers down 150,000 head. He says that explains the rhetoric from dairymen saying they can't find two-year-old heifers ready to come into the milking herd, and if they do, it comes at a premium.
Agribusiness	2-2	5:10	8-10 min	Flower Hill Institute tells us how they serve small meat processors.
Economy	2-2	5:20	3-5 min	Jeff Swenson, state livestock specialist, comments on the USDA Cattle Report and what it means for risk.
Exports	2-2	5:35	3-5 min	University of Wisconsin-River Falls Prof. Brenda Boetel predicts a profitable year for beef producers but warns low cattle volume can hurt export markets.
Agribusiness	2-2	5:40	3-5 min	Sara Stelter of Wautoma is reelected Wisconsin Soybean Association president. DATCP awards grants to 15 dairy businesses.
Rural Life	2-2	5:45	5-7 min	Finally, learn how an Outagamie County Centennial farm persisted in keeping the farm together since 1914, brought to you courtesy of Compeer Financial.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Agribusiness	2-5	5:10	8-10 min	Good soil practices are paying financial dividends for farmers in some states in the upper Midwest, and Wisconsin may soon join in. Bob Bosold talks to Jack Cornell with the United Soybean Board about Farmers for Soil Health. He explains their model and the companies that are already buying in, literally.
Agribusiness	2-5	5:35	3-5 min	Even small plots of ground can be incredibly productive. Pam Jahnke visits with Sarah Bressler, farm manager for the Hunger Task Force's 208 acre property in Franklin, WI. It's land leased for 30 years in partnership with Milwaukee County. Bressler said they produced a record 411,000 pounds of fresh vegetables and produce they'll distribute to food pantries.
Rural Healthcare	2-5	5:45	5-7 min	Affordable health care is major talking point at a lot of state conventions and conferences this winter. Stephanie Hoff gets real-life perspective from a farm couple in western Wisconsin. Dylan Bruce from Ferryville. He and his wife operate Circadian Organics and Driftless Seed. He's also president of his Vernon-Crawford County WI Farmers Union Chapter. Dylan tells me that because farming is such a unique business, he doesn't qualify for BadgerCare. And because he's got a preexisting condition, he's got to pay for expensive insurance.
Economy	2-6	5:10	8-10 min	Wisconsin's dairy industry isn't the only one suffering with lower prices. Cow numbers are decreasing and the amount of milk per cow is remaining stable. Despite stable milk production per cow, innovative feeding and breeding strategies led to an 11% increase in butterfat per cow. Managing through all these trends will take sharp managers. Charitee Seebecker talks with UW-Extension Dairy Economist, Chuck Nicholson, about what he sees lining up for 2024.
Education	2-6	5:20	3-5 min	The phrase "Midwest Dairy Challenge" may lead you to believe the contestants are from a dairy background. Today, that's not the case. Wisconsin will host over 100 college and tech school students beginning tomorrow in the Green Bay area. Pam Jahnke talks to Ted Halbach, dairy instructor at UW-Madison and organizer behind the Midwest Dairy Challenge event. He says a majority of the competitors don't come from dairy, but that doesn't mean they wouldn't be welcome additions to dairy operations and dairy agribusiness.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Economy	2-6	5:35	3-5 min	Concerns were voiced last week during Cattle Con in Orlando about how consumers will react to continued tight supplies of beef cattle in 2024. Kevin Good, vice president of market analysis at CattleFax, says this beef herd isn't going to grow quickly, but consumer prices at the store need to flatten and hold.
Commodities	2-6	5:45	5-7 min	John Heinberg, market advisor with Total Farm Marketing makes his regular appearance on the show. Today he talks with Pam Jahnke about last week's cattle inventory number and anticipated consumer reaction down the road. He also looks ahead to Thursday's USDA projections on what's coming out of South America.
Education	2-7	5:10	8-10 min	The Wisconsin FFA Alumni gathered together in Green Bay over the weekend for their annual state convention. Jill Welke was there to chat with Deb Ihm, the current president of the WI FFA Alumni and Tom Bressler, past WI State FFA Officer now leading a campaign to raise money for the group.
Agribusiness	2-7	5:20	3-5 min	Ashley Huhn from the Steffes Group chats with Pam Jahnke at the WI Corn/Soy Expo about the conversations they've been having with producers about the auction business today. Paid for by Steffes Group.
Community Events	2-7	5:35	3-5 min	Charitee Seebecker reminds everyone the deadline's approaching for the Century/Sesquicentennial Farm Recognition program. Jill Albanese with the WI State Fair says they've surpassed honoring more than 9,000 century farms and over 1,000 sesquicentennial operations.
Consumer Trends	2-7	5:45	5-7 min	Super Bowl Sunday is on the horizon and Wisconsin food and agriculture industries are looking to capitalize on people's pallets. Stephanie Hoff chats with Tom Super, the communications lead at the National Chicken Council. It looks like it's going to be another record breaking year for wing consumption this weekend!
Rural Healthcare	2-8	5:10	8-10 min	There's a lot of different discussions happening in Wisconsin about affordable health care options for farm families. Our state's largest general farm organizations are bringing it up as a top priority in this legislative session and

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				have brought different strategies to the table. Wisconsin Farmers Union, for example, is asking the state to expand BadgerCare by accepting federal Medicaid expansion dollars. With the expansion, they hope to reach more farmers. Stephanie Hoff gives us some perspective.
Agribusiness	2-8	5:20	3-5 min	Potato and vegetable growers are gathered together in Stevens Point through today for their annual winter conference. Blair Richardson leads Potatoes USA, a trade group looking for new opportunities for U.S. potatoes. He says that they also have to be concerned about misinformation about potatoes that filters not only to consumers, but also health care providers. He speaks with Stephanie Hoff in Stevens Point.
Education	2-8	5:35	3-5 min	Fundraising is the primary goal right now for WI FFA Foundation board members. Past president, Tom Bressler, says WI FFA is experiencing tremendous growth that requires more financial resources to be really effective.
Dairy Economics	2-8	5:45	5-7 min	It looks like U.S. cheese prices have finally hit bottom and are starting to come back up - a little. That's the observation Andy Faulman with EverAg shared with Pam Jahnke this morning. He also reminded dairy producers to keep an eye on dry whey prices. He explains the correlation on whey prices to Class III milk prices which drive Wisconsin dairies.
Specialty Crops	2-9	5:10	8-10 min	This weekend begins China's New Year celebrations, and this year Wisconsin Ginseng is hoping they're going to see more business. Charitee Seebecker catches up with Jackie Fett, Executive Secretary for the Wisconsin Ginseng Association. The group just took a trade mission to China for the first time since the pandemic to try and restore buying relationships that stretch back generations.
Specialty Crops	2-9	5:35	3-5 min	Wisconsin experienced its first tornado EVER in the month of February last night. It's another example of weird weather that everyone's been working through. The above normal temperatures, and lack of snow cover are really impacting WI Maple Syrup production too. Steve Anderson is the president of the WI Maple Syrup Producers Association from Cumberland. He tells Stephanie Hoff that they're tapping earlier than they've ever tapped in history this year. He's concerned at whether the season will be short, or will they have to stop and start

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				again later in the spring. Anderson says the lack of snow cover is also increasing the soil temperatures which tell the tree to start making leaves - not sap.
Rural Life	2-9	5:45	5-7 min	Don Meyer is proud to tell you the history on his Sauk County farm. It stretches back more than 150 year.s Lund shares the story with Pam Jahnke of how multiple families came together to manage the initial acreage. Meyer's also very proud of the conservation projects he installed back in the 1960's that are still in place today. Our Century/Sesquicentennial farm salutes are made possible by Compeer Financial.
Agribusiness	2-12	5:10	8-10 min	Protect the Harvest is an organization that's been around since 2011, but in 2024 they're refreshing their logo and their name to try and help policy makers and consumers better understand what they do. Bob Bosold talks with Dr. Mike Siemens, now executive director of A Free and Fed America.
Specialty Crops	2-12	5:35	3-5 min	Saturday marked the beginning of China's Lunar New Year celebration - and Wisconsin's got a stake in how they celebrate. Charitee Seebecker explains that real Wisconsin ginseng is a prized gift presented during New Year celebrations. She also points out ginseng's use in China's culture in everything from food to medicinal applications. She speaks with Jackie Fett, executive director of Wisconsin Ginseng.
Dairy Business	2-12	5:45	5-7 min	Recognizing student athletes across Wisconsin is where Dairy Farmers of Wisconsin is focused these days. Vicki Janish with DFW explains to Pam Jahnke how overwhelmed they were with student athlete nominations last year. They've expanded the program this year to recognize a male and female athlete every month through the entire year. Program paid for by Dairy Farmers of Wisconsin.
Agribusiness	2-13	5:10	8-10 min	Valentine's Day pops up on the calendar tomorrow! How's the flower industry doing these days? Charitee Seebecker catches up with Nichole Campbell, President of the Wisconsin & Upper Michigan Florists Association. She's also owner/operator of Petal Pusher Floral Studio in Green Bay. She says roses still remain the #1 flower as far as valentine's demand, but she also shares other trends the industry's noticing.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Policy	2-13	5:20	3-5 min	Grants are now being accepted for Wisconsin's Agriculture Road Improvement Program (ARIP). The Wisconsin Ag Coalition celebrated the beginning of the program on Monday at the Wisconsin Farm Bureau Federations office. Rebekah Sweeney, Senior Director of Programs and Policies for the Wisconsin Cheesemakers Association, says these funds are long overdue to reinforce the state's rural infrastructure.
Specialty Crops	2-13	5:35	3-5 min	Wisconsin had a good year in 2023 for vegetable production. The state landed in the number one spot for snap bean production, bringing in 48% of the nation's total production. Sweet corn, green pea's and cabbage were other headliners.
Commodities	2-13	5:45	5-7 min	John Heinberg, market advisor for Total Farm Marketing in West Bend joins Pam Jahnke. Markets are very quiet right now. Heinberg says unemployment and currency values are keeping commodities under pressure. Trade routes across international waterways are still presenting some challenges. Heinberg says with the added cost of avoiding areas like the Red Sea are keeping purchasing volumes low.
Education	2-14	5:10	8-10 min	Call of Duty, Minecraft, Grand Theft Auto - those are probably video games you've heard of and may have played yourself. What about Mooving Cows? That's the title of a new video game released by UW-Madison Animal & Dairy Science department to help farmers, their employees - anyone - fine tune their animal handling techniques. Dr. Jennifer VanOss is the brain behind the game. She explains how they developed it to Pam Jahnke.
Agribusiness	2-14	5:35	3-5 min	There's a big consignment sale coming up in March focused purely on Wisconsin. Ashley Huhn with the Steffes Group explains the opportunity for growers to "clean house" before spring planting unfolds. Paid for by the Steffes Group. State policy makers are almost done with this session's work. Sen. Joan Ballweg, chair of the senate agriculture committee from Markesan, says there's a few things that will possibly be left behind like a carbon credit calculator, but there's also two TIF districts that will probably make it to the finish line. Those TIF districts would help a potato processing facility locate in central Wisconsin, and also advance planning for a major soybean crush facility in Evansville.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Agribusiness	2-14	5:45	5-7 min	Not everyone has the opportunity to have a garden, but that doesn't mean you have to forgo enjoying fresh farm produce. Charitee Seebecker talks to Tess Romanski, Communications & Development Manager for the Fairshare CSA Coalition. Generally CSA's or community supported agriculture operations offer weekly boxes/bags of fresh farm produce to their subscribing customers. Romanski says those farmers are working hard on planning on the menu for summer - and slots are filling fast on their roster.
Community Events	2-15	5:10	8-10 min	Next week one of the largest gatherings of organic farmers happens in LaCrosse. The annual Marbleseed Organic Farming Conference will draw attendees from across North America. Stephanie Hoff talks to Lori Stern, Executive Director of Marbleseed. Stern says waste is a key theme at this year's conference -- reducing waste of time, money, food, etc. Another theme -- transitioning to organic. Funds have been made available at the federal and state levels to help farmers transition to organic to meet domestic consumer demand and reduce imports of organic goods.
Education	2-15	5:20	3-5 min	Business is quickly wrapping up this session at the state capitol. Rep. Tony Kurtz has been a champion for the newly refreshed Farm and Industry Short Course(FISC) program. The program has migrated to the UW-River Falls campus, and is working on continuing to recruit students to fill Wisconsin agribusiness jobs. Charitee Seebecker gets an update on what he hopes grows.
Policy	2-15	5:35	3-5 min	The USDA Census of Agriculture offers literally millions of data points about the nation's food producing structure. Jason Mugniani, executive director of government affairs for the Wisconsin Farm Bureau, drilled down on the stats and what it says about Wisconsin. He says while there are some positive trends, he also notes the loss of 6,300 farms in the last 5 years and losing almost a half a million acres of farmland to something else.
Dairy Economics	2-15	5:45	5-7 min	Mike North with EverAg says the dairy complex is groaning under world pressures. He talks to Pam Jahnke about the lack of interest globally for dairy products amidst struggling currencies and escalating unemployment in some

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				countries. U.S. cheese prices are the lowest in the world and still seeing only limited interest.
Specialty Crops	2-16	5:10	8-10 min	Small plots of ground, managed properly, can be amazing food sources for those facing food insecurity. Sarah Bressler is the farm manager for the Hunger Task Force's operating farm in Franklin. She's working with about 100 acres, and managed to produce some record breaking volumes of green beans, cabbage, tomatoes and sweet corn to supplement their food pantries.
Weather	2-16	5:20	3-5 min	Wisconsin's winter continues to baffle weather forecasters and farmers. Is this the year to try frost seeding? Stephanie Hoff chats with UW-Extension Specialist, Kevin Shelly, about the options frost seeding can offer and some of the guidelines that have to be respected.
Aquaculture	2-16	5:35	3-5 min	It's Lent in Wisconsin, and that - coupled with our love of the Friday night fish fry - begs the question on where our fish populations stand. Angelo Cazolo, WI DNR Fish Biologist, says he monitors walleye and yellow perch in the Lake Winnebago system. There, those native fish populations look great. The catch is, those waterways aren't commercially fished for retail.
Animal Health	2-16	5:45	5-7 min	It's a regular practice, having livestock outside during the winter. Farmers are charged with providing shelter, water and food to help the animals manage through the elements. Charitee Seebecker questions Organic Valley Veterinarian, Dr. Greg Brickner, about how you can actually monitor what livestock are consuming, and what they may be missing, if they're out on pasture in the winter.
Economy	2-19	5:10	8-10 min	Wisconsin soybean growers are monitoring discussions focused on a possible new TIF (Tax Increment Financing) district for Evansville. Bob Bosold talks to Jordan Lamb from the Welch Group, about why the TIF is being requested and what a new soybean processing plant would mean to state farmers.
Education	2-19	5:20	3-5 min	It's National FFA Week and Wisconsin members will be celebrating and informing. Mary Schreiber, president of the Wisconsin FFA Association explains how she got involved!
Policy	2-19	5:35	3-5 min	Businesses and land owners in northern Wisconsin are struggling this winter with little snow. Outdoor activities that can drive the economy just aren't happening.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				Stephanie Hoff brings us a story about legislation pending that could help draw attention to the economic value of the northwoods with Kretz Lumber in Antigo. President Troy Brown says the industry has a problem reaching consumers and this would resolve that disconnect.
Dairy Business	2-19	5:40	3-5 min	Student athletes are getting recognized by the state's dairy farmers. Vicki Janisch with Dairy Farmers of Wisconsin explains how popular the program has become.
Dairy Business	2-19	5:45	5-7 min	Charitee Seebecker also talks with dairy farmer, Janet Clark of Rosendale, about the value she sees in the checkoff dollars her farm contributes to research, education and promotion. Paid for by Dairy Farmers of Wisconsin.
Agribusiness	2-20	5:10	8-10 min	Air BNB, VRBO, even glamping! These are all phrases that people have become familiar with as travel options. Now add a new one - Harvest Host. Joel Holland is the CEO of Harvest Host, an opportunity to experience different vistas and terrain in your RV. Holland and his wife spent two years traveling around the lower 48 states trying to see "everything". Holland said they got bored with the regular RV parks - and came up with the Harvest Host concept. Today it features hundreds of cooperators across the United States including 6 right here in Wisconsin. He explains the situation to Pam Jahnke.
Specialty Crops	2-20	5:20	3-5 min	Wisconsin potato growers are on high alert with these warmer temperatures. Not planting - but trying to maintain the crop currently in storage.
Agribusiness	2-20	5:35	3-5 min	If you're a first time home buyer that wants a little piece of rural paradise, do your homework. That's the advice of Steve Leffew, loan officer from Compeer Financial. Tomorrow they're hosting a webinar to help first time rural home buyers navigate the process, and also introduce them to a new zero down payment option through Compeer. Paid for by Compeer Financial.
Community Events	2-20	5:40	3-5 min	March first is the deadline for applications honoring century and sesquicentennial farms and homes across the state. Charitee Seebecker visits with Jill Albanese from the WI State Fair about the program origins and what you need to do.
Commodities	2-20	5:45	5-7 min	After a three day weekend, traders are back at it in Chicago. John Heinberg, market advisor with Total Farm Marketing in West Bend rounds up the headlines

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				traders are focused on today. China gave them something to discuss when they lowered interest rates overnight.
Agribusiness	2-21	5:10	8-10 min	Just because we don't see anything growing now doesn't mean plans aren't being made for when planting season begins. Charitee Seebecker visits with Tess Romanski, staff member with FairShare CSA in Madison about subscription farming, and why signing up early is key. Romanski says being a subscription farmer requires a lot of planning - planning that's already underway.
Agribusiness	2-21	5:20	3-5 min	WI corn growers and ethanol producers are continuing to ask for financial assistance from the state to upgrade gas pumps and allow for more E-15 fuel to be distributed to consumers across the state. Cal Dalton, corn grower from Pardeeville, says blender pumps are expensive, and the financial help is important.
Agribusiness	2-21	5:35	3-5 min	Randy Cath catches up with Pam Jahnke on livestock sales already scheduled on their calendar for this spring. Cath says there's some adjustments happening across the midwest in livestock operations. Some dairy operators retire to beef, or may exit production agriculture entirely. At the same time there's buyers looking to stock up. Program paid for by Steffes Group auctions.
Agribusiness	2-21	5:40	3-5 min	Tressa Lacy from Rio is the new president of the WI Cattlemen's Association, and despite the name - Lacy wants more women to find their voice in the organization. She says there's at least 10,000 beef producers in Wisconsin but that number's not reflected in their membership.
Education	2-21	5:45	5-7 min	Meanwhile the WI Beef Council is asking what beef producers want done with their financial contributions made through the beef checkoff. Grace Link, compliance officer with the WI Beef Council says they're conducting a survey now to find out. She also explains to Pam Jahnke that the more producers know about how their money is spent, the more value and comfort they feel about the checkoff. Paid for by the WI Beef Council.
Education	2-22	5:10	8-10 min	Over 200 FFA members flocked to the state capitol on Monday to talk about vocational agriculture education and the organization they represent. Jill Welke caught up with several members of the Chippewa Falls FFA. While some were

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				<p>ready to talk issues, others were prepared to share their personal stories on FFA involvement with legislators.</p> <p>Today is FFA Day of Giving. The financial goal this year is \$50,000 within the state.</p>
Economy	2-22	5:20	3-5 min	<p>Greg Bussler, WI State Ag Statistician, talks with Pam Jahnke about some of the overlooked crops produced in the state. During the 2022 USDA Census of Agriculture, Bussler says Wisconsin hit the number 1 spot for edible beet production, and harvested more than 3,200 acres of Chinese peas!</p>
Agribusiness	2-22	5:35	3-5 min	<p>The WI Forage Symposium wrapped up with good attendance on Wednesday. Charitee Seebecker was there and talked with the new president of the Wisconsin Custom Operators Association. John Osterhaus owns and operates Silver Streak Ag Services based in Chadwick, Illinois, a custom forage harvesting company serving primarily Northern and Northwestern Illinois. While he may be in Illinois, he has been involved with Wisconsin Custom Operators for nearly a decade and has some big plans for the year ahead.</p>
Community Events	2-22	5:40	3-5 min	<p>While that conference wraps, another begins. Stephanie Hoff previews the largest organic farming conference in North America - starting today in LaCrosse. Lori Stern is the executive director of Marbleseed, the hosting organization. Stern says they'll focus a lot of attention on available funding and resources to help conventional farmers enter the organic realm.</p>
Dairy Commodities	2-22	5:45	5-7 min	<p>January milk production across the 24 major dairy producing states slipped a percentage point this year. Wisconsin on the other hand, saw production go up 1%. Katie Burgess, broker analyst with EverAg, joins Pam Jahnke to take a closer look at what the numbers say.</p>
Aquaculture	2-23	5:10	8-10 min	<p>It's time for Friday Night Fish Fry in Wisconsin, and yellow perch are traditionally at the center of the plate! Pam Jahnke visits with DNR Fish Biologist, Tammie Paoli in Peshtigo. She says decades ago the yellow perch population was huge in the Great Lakes and Wisconsin arteries. With the introduction of invasive species, yellow perch population declined. Today, Wisconsin has one remaining commercial fishery in Green Bay that's allowed to harvest about 100,000 pounds</p>

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				of yellow perch - most of which is distributed at restaurants in Green Bay and Door County. Paoli explains where a majority of yellow perch today is coming from.
Agribusiness	2-23	5:20	3-5 min	One springtime activity around farms and rural communities is an auction. Today many auctions are being conducted online, but the skill of an auctioneer is still critical. Stephanie Hoff introduces us to auctioneer, Judy Gehl, who explains more about the business and their telltale chant.
Animal Safety	2-23	5:35	3-5 min	Farms are busy with babies these days! When animals deliver babies in the outdoors, farmers have to be on high alert for potential threats to those babies. Charitee Seebecker focuses in on one big predator farmers are powerless against - wolves. She visits with David Ruid, Wildlife Biologist at USDA-Animal and Plant Health Inspection Service. He explains where the wolves are in Wisconsin and what's being done to help.
Rural Life	2-23	5:45	5-7 min	We focus on a farm in Manitowoc County for our Compeer Century Farm Salute. Debra Umnus & Tim Bartel share the story of their family farm, originally an 80 acre dairy purchased in 1909 by their grandfather. He grew up on a farm in Germany and bought the farm here so he could have a place to raise his family like the way he grew up. The farm was abandoned and needed a lot of TLC once purchased. He and his 11 kids worked hard to make it into what it is today. While clearing the land, their grandfather had dynamite explode in his face and he lost an eye. He then became known as the 'One-eyed Bartel.' Debra and Tim's father bought the farm in the 1940s and transitioned the farm from dairy to cash cropping. They grew certified seed for other farmers and still do today. A highlight of the farm is the 100 year old barn that their grandpa built in 1923 with plans from UW-Madison. The barn remains in good condition today.
Agribusiness	2-26	5:10	8-10 min	People can be fairly uninformed about products they're buying and how those products got to them. Wisconsin soybean growers are paying attention and trying to share that story. Tony Mellenthin is a soybean grower in northwest Wisconsin who also sits on the United Soybean Board. He and his wife are expecting their

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				third child, and they're using soy based products to prepare the nursery. Bob Bosold gets a tour.
Weather	2-26	5:20	3-5 min	Covering Wisconsin with weather gear is the goal of Chris Vagasky, WISCONET coordinator. He tells Pam Jahnke about how he's crisscrossing the state installing new weather stations.
Specialty Crops	2-26	5:35	3-5 min	Wisconsin's weather is bringing another drastic change in temperatures. Stephanie Hoff catches up with Jesse Wagner, owner and operator of The Woods Sugarbush in Manitowoc, to discuss if this expected surge in temperatures will spell the end of "sugaring" in Wisconsin.
Agribusiness	2-26	5:40	3-5 min	This is the time of year when farms are meeting with a lot of their advisors. Tax planners, accountants, bankers and lawyers. One tough question that can flummox farms is their structure. Is it a partnership, and LLC, a corporation? Each option has details that must be minded. Rachel Armstrong with FarmCommons is an attorney that loves to advise farms through those decision boxes. Charitee Seebecker finds out about some of the common questions farms should be asking and considering.
Rural Life	2-26	5:45	5-7 min	If you're a dairy farmer - you're already busy. Finding extra time to be involved in leadership roles can be extra tough. Stephanie Hughes is a mother of 3 young boys, married to an active military man, and dairy farming. She shares why she makes leadership opportunities a priority with Pam Jahnke. Part of FarmFirst Dairy Cooperatives paid monthly updates.
Specialty Crops	2-27	5:10	8-10 min	Most potato producers in Wisconsin would never imagine managing their 2023 crop with temperatures in the 70's come February of 2024. Stephanie Hoff learns about the precision necessary to keep those potatoes in good condition for consumption from Mike Copas, agronomy manager for Wysocki Family Farms Company.
Policy	2-27	5:20	3-5 min	Protect Our Farms is an anthem you're hearing at the state capitol as farm organizations and commodity groups come together to prevent a patchwork of ordinances from constraining livestock production without merit. Jason Mugniani with the WI Farm Bureau says it stems from Prop 12 in California, and the

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				Supreme Court not taking action to prevent each state from creating rules that dictate production practices beyond their state border.
Mental Health	2-27	5:35	3-5 min	Commodity prices are down more than 22% compared to 2022, and that's got Wisconsin farmers stressed. Add to it the current concern about exceptionally dry conditions going into spring - and you see why discussing mental health in the rural community is so key. Pam Jahnke introduces us to Dan Wexfeld, a trainer with Mental Health First Aid. On March 14th they're holding a daylong training session to identify signs of mental stress and potential suicide.
Commodities	2-27	5:45	5-7 min	John Heinberg, market advisor with Total Farm Marketing in West Bend steps in for an update. Farmers are getting antsy in Wisconsin to get started with spring chores, and the same is true farther south. Heinberg says there's reports of growers starting to plant cotton, and even some early season corn. His eye is focused on the sweeping weather changes planned for the mid-section of the U.S. where the wheat crop could get shocked. Heinberg's also watching money flow, and preparing for Friday's next cattle on feed report.
Farm Sucession	2-28	5:10	8-10 min	Generational transition isn't easy in any business, and it becomes even more complicated when that business involves family. Jill Welke chats with Iowa farmer and speaker, Jolene Brown, about evaluating the structure of your farm and trying to find a plan that will help everyone involved feel heard.
Agribusiness	2-28	5:20	3-5 min	Healthy Grown is a phrase more consumers are becoming aware of in the grocery store. Implemented by the Wisconsin Potato and Vegetable Growers, the Healthy Grown promotion is now attracting attention from other commodities.
Agribusiness	2-28	5:35	3-5 min	Ashley Huhn from the Steffes Group says that values in their auctions are holding firm, including real estate. He chats with Pam Jahnke about the 140 scheduled auctions they have. Paid for by Steffes Group.
Education	2-28	5:40	3-5 min	Despite the economic challenges, there are plenty of people that want to be involved in agriculture. To get started, they may buy some animals. Those animals will usually bring a steep learning curve though. Stephanie Hoff visits with Emma Schaffel, a Waupun area vet that helps give them answers.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Wildlife	2-28	5:45	5-7 min	Love is in the air, and it may smell like skunk! Pam Jahnke learns everything you ever imagined about Wisconsin skunks with David Drake, professor and UW-Extension Urban Wildlife Specialist on the Madison campus. It's breeding season and that means males are roaming wider territory looking for a mate. Females are also kicking young juveniles out of the nest to pursue a new mate, and that's got youngsters wandering neighborhoods without much clue of what they're doing!
Policy	2-29	5:10	8-10 min	Protect Our Farms is circulating the state Capitol. It aims to bring consistency and peace of mind to Wisconsin's livestock farmers, says Wisconsin Farm Bureau Federation Director of Governmental Affairs Jason Mugnaini and Columbia County pork farmer AV Roth.
Education	2-29	5:20	3-5 min	Imagine starting a sheep shearing business without knowing how to shear sheep. It panned out for Briana Bateman who now co-owns Riversong Shearing.
Policy	2-29	5:35	3-5 min	Congress reached an agreement to prevent a government shutdown for now. Wisconsin Farm Service Agency Director Gene Schriefer outlines the impact of a shutdown on agriculture programs. He asks for your patience as staff train on Dairy Margin Coverage software.
Dairy Commodities	2-29	5:45	5-7 min	You might not be putting cow tongue in your grocery cart, but in other countries, it's a delicacy, says U.S. Meat Export Federation past chair Dean Meyer. Cheese prices have seen a lift this week. Ever.Ag dairy agent/broker Cody Koster says it may not continue as future demand looks soft.
Events	3-1	5:10	8 min	Cheesemakers from around the world will be coming to Wisconsin next week for the World Champion Cheese contest. With over 3 thousand entries, it takes a lot of behind the scenes work to get them into proper categories and maintain food safety. John Umhoeffer, executive director of the Wisconsin Cheesemakers Association says getting all those dairy products to Wisconsin is no easy feat, and it gets more challenging every year.
Environment	3-1	5:20	3 min	Bugs aren't usually showing their face yet this time of year, but thanks to the pretty mild winter we've been having - some have been getting active. PJ Liesch, state entomologist, says ticks have already become active and if we have an early

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				spring and an extended fall, it would allow these insects to have additional generations and be more prevalent longer into the year than normal.
Energy	3-1	5:35	3-5 min	When the temperatures swung down this week, you probably reached for the thermostat. That's where propane thrives -- in heating homes. But the potential for propane fuel goes beyond that. Mike Newland of the Propane Education Research Council joins Stephanie Hoff to talk about what's new for 2024.
Environment	3-1	5:40	3-5 min	Friday means it's Friday Night Fish Fry time. Pam Jahnke is joined by Tammie Paoli, a DNR Fish Biologist to talk about just where these fish we enjoy are coming from.
Dairy Business	3-1	5:45	5-7 min	It's tough to show how much progress you've made without a starting point or a scale of measurement. That has proven to be a roadblock for those tasked with reducing the environmental impact of milk production. Professional Dairy Producers provides a solution with their new initiative, Your Farm – Your Footprint. Shelly Mayer says this initiative is led by dairy farmers, for dairy farmers.
Events	3-4	5:10	8 min	This is the week a lot of cheesemakers wait for! The World Champion Cheese event begins in 24 hours. Bob Bosold talks to Jim Mueller, who oversees all the judges involved in evaluating entries for the competition.
Dairy Business	3-4	5:20	3 min	Shelly Mayer talks sustainability and a new opportunity Professional Dairy Producers of Wisconsin is offering its members to track valuable data.
People	3-4	5:35	3-5 min	The six Alice in Dairyland finalists were announced on Friday in Door County. Pam Jahnke introduces each of the candidates, and talks about the bittersweet moment with current Alice in Dairyland, Ashley Hagenow.
Commodities	3-4	5:40	3-5 min	Hay prices aren't something routinely reported in Wisconsin. Stephanie Hoff visits with Josh Callen from the Hoyt Report in California, about how hay's moving and how prices are impacted.
Events	3-4	5:45	5-7 min	Volunteers are critical for many events. Pam Hodgson, Master Cheesemaker with Sartori Cheese in Plymouth, is one of the valuable volunteers helping at the World

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				Champion Cheese contest. She explains more about why she's proud of the standards Wisconsin has in place.
Legal	3-5	5:10	8 min	A farmer's relationship with legal counsel can be critically important to the overall health and function of a farm or agribusiness. Rachel Armstrong has made this her career - forging those valuable relationships. Charitee Seebecker dives deeper with the attorney about some of the do's and don'ts for planning success.
Events	3-5	5:20	3 min	Today's the day! The beginning of the World Champion Cheese event in Madison. Russell Swenson, Chief of Logistics for the event talks about the challenges no one sees about moving the volume of product around before the event.
Environment	3-5	5:35	3-5 min	Warmer weather may be something we've been enjoying lately - but it also can inspire insects to get active. Charitee Seebecker talks to PJ Leisch, state extension entomologist, about what he's keeping his eye on for this spring.
Energy	3-5	5:40	3-5 min	Wisconsin soybean producers are expressing their disappointment after Chevron announced it would be closing its Madison biodiesel facility, citing poor market conditions. The plant began operations in 2007, and produced about 20 million gallons a year. Kelly Marzak, project manager with MEG Corp, a fueling consulting company in Plymouth, Minnesota, talks with Pam Jahnke about how municipalities have begun to focus a lot of attention and investments toward biodiesel as part of their sustainability plan.
Commodities	3-5	5:45	5-7 min	John Heinberg, market advisor with Total Farm Marketing in West Bend joins Pam Jahnke. Taiwan was back in the U.S. corn market on Monday for the first time in a while. Heinberg says it was due in part to China's activity in South America. Taiwan essentially being forced to buy in the U.S. while prices are discounted. So why is China buying? Heinberg says news sources report that China's recently passed budget put an emphasis on building stockpiles of edible oils and food related commodities. A sign they want to counter food insecurity. Heinberg says they might be getting proactive in anticipation of weather challenges going forward both in their own country and around the globe.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Dairy Business	3-6	5:10	8 min	Helping farms collect data from their farming operations is the goal of the new "Your Farm, Your Footprint" offered through the Professional Dairy Producers of Wisconsin. Charitee Seebecker talks to executive director, Shelly Mayer, about the program.
Policy	3-6	5:20	3 min	Derrick Van Orden, Congressman from WI, is paying attention to the money flow in Washington, D.C. He says the ag appropriations process looks sound, and he's comfortable with the allotment for programs like conservation and dairy innovation that he's seen so far.
Equipment Trends	3-6	5:35	3-5 min	Randy Cath is traversing Wisconsin talking to farms about their upcoming auctions. He talks with Pam Jahnke about a couple important events scheduled before spring planting. Paid for by Steffes Group.
Events	3-6	5:40	3-5 min	The World Champion Cheese event continues in Madison. Stephanie Hoff caught up with some of the valuable volunteers that traveled all the way from UW-River Falls to not only help - but learn.
Transportation	3-6	5:45	5-7 min	Applications are coming in for the Agriculture Road Improvement Program (ARIP). What does it take to get some attention for your piece of rural road? Pam Jahnke talks to Jerry Derr, president of the Wisconsin Towns Association, about elements he looks for when he's evaluating projects for state funds.
Events	3-7	5:10	8 min	For farm gals, or any woman that appreciates rural Wisconsin - it's time to take a break. Before spring planting kicks into gear and the kids are out of school, the community of Plover is offering Savor & Sow - a weekend adventure retreat. Pam Jahnke talks to organizer, Malorie Paine, about why they developed the option and who they partnered with.
Events	3-7	5:20	3 min	There's more to judging cheese than meets the eye. Jill Allen is a cheese judge that came from Tillamook Cheese in Oregon to help at the World Champion Cheese event. She says she cleanses her palate between samples with sparkling water, but every judge is different. She also says it doesn't take her long sampling an entry before she knows if it's a winner.
Events	3-7	5:35	3-5 min	Wisconsin, of course, is hoping for the title at the world event. Steve Stetler would love to see that. He's a Master Cheesemaker at Decatur Dairy in Brodhead

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				and his Muenster curds topped the Open Class at the event. He talks to Charitee Seebecker about why the event's so special.
Policy	3-7	5:40	3-5 min	They may not officially be in session, but work continues on policy that could impact agriculture. Stephanie Hoff gets an overview with Jordan Lamb from the Welch Group on where she's channeling her energy.
Dairy Business	3-7	5:45	5-7 min	Matt Tranel from EverAg in Platteville joins Pam Jahnke for an update on what news is driving dairy markets.
Events	3-8	5:10	8 min	The World Cheese Championship concluded on Thursday with a Swiss cheesemaker capturing the title for his fourth time. Pam Jahnke visits with Joe Saloney from Gourmino AG, the swiss cheesemaking group operates Mountain Dairy Fritzenhaus - the winner's cheese operation.
Dairy Business	3-8	5:20	3 min	Stephanie Hoff explains where all the leftover cheese will be used. John Umhoefer, executive director of the Wisconsin Cheesemakers Association says a majority of the cheese will end up helping local food pantries.
Events	3-8	5:35	3-5 min	Pivoting from cheese to burgers! The Wisconsin Beef Council is looking for your favorite burger. Charitee Seebecker talks with Kaitlyn Kessler from the WI Beef Council about the contest and how it's already driven consumption.
Commodities	3-8	5:40	3-5 min	As we get closer to spring planting - commodity groups are looking at value added propositions. Stephanie Hoff finds Deana Knuteson with the UW-Madison Division of Extension and discusses why other groups are attracted to the HomeGrown label.
Policy	3-8	5:45	5-7 min	The rural voice will count in the upcoming elections. AARP of Wisconsin wants to make sure everyone has the resources they need to be educated, and empowered to vote. Martin Hernandez, Associate State Director of Advocacy for AARP of Wisconsin joins Pam Jahnke to discuss resources. Paid for by AARP.
Commodities	3-11	5:10	8-10 min	Political and financial events around the globe have significant impact on U.S. agriculture and dairy operations. Bob Bosold talks with analyst Jacob Shapiro about what news dairy producers need to monitor to get an idea on where their markets are going.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Commodities	3-11	5:35	3-5 min	Already Wisconsin farmers are probably thinking about a potential drought. Some farming operations have access to irrigation systems to help them manage through, and they take that water seriously. Stephanie Hoff talks to Aaron Lauer. He's part owner of Badger State Irrigation. He explains the technology farmers have access to to help manage each drop.
Animal Health	3-11	5:40	3-5 min	Poultry producers are trying to get ahead of consumer illness caused by salmonella. A USDA researcher has found that radio waves can eliminate salmonella without damaging the egg or its flavor integrity.
People	3-11	5:45	5-7 min	Kristen Metcalf is a Rock County dairy producer that sits on the Dairy Farmers of Wisconsin board. She talks with Pam Jahnke about why she took time away from the farm to serve on the board, and what she's learned as a result. Paid for by Dairy Farmers of Wisconsin.
Commodities	3-12	5:10	8-10 min	It's a busy time down on the farm for Wisconsin's dairy goat owners. Stephanie Hoff gets an update from Anna Thompson Hajdik, vice president of the Wisconsin Dairy Goat Association. She discusses not only the number of dairy goats in Wisconsin, but also what's happening with consumer trends and milk movement.
Policy	3-12	5:35	3-5 min	AM Radio is being discussed at the National Farmers Union Convention in Arizona. NFU President, Rod Larew, says it's an essential tool in rural emergencies.
Dairy Business	3-12	5:40	3-5 min	March Madness has a unique look in Wisconsin. Charitee Seebecker finds out how Ashely Hagenow, current Alice in Dairyland, is using all of Wisconsin's cheeses to set up unique cheese brackets.
Commodities	3-12	5:45	5-7 min	John Heinberg, market advisor with Total Farm Marketing in West Bend, steps in to talk markets with Pam Jahnke.
Events	3-13	5:10	8 min	The Midwest Horse Fair has been a part of equine circles since 1979. Terri Giannetti, executive director of the fair, talks with Pam Jahnke about show highlights this year.
Events	3-13	5:20	3 min	The end of the school year is on the horizon and some of our students are in the home stretch of competitive events. When you think of competitive agriculture events your mind probably immediately pivots to the FFA. Now the FBLA would

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				like some consideration. Sacia Wheeler, FBLA advisor at Madison Memorial has students competing in agribusiness events at the state FBLA convention coming up in Green Bay.
Equipment Trends	3-13	5:35	3-5 min	Ashley Huhn from the Steffes Group says momentum's picking up in scheduled sales. Paid for by Steffes Group.
Safety	3-13	5:40	3-5 min	Wisconsin shouldn't see any severe weather this week, but what happens when it shows up? Stephanie Hoff chats with Andrew Beckett with Wisconsin Emergency Management focuses on flood preparedness.
Dairy Business	3-13	5:45	5-7 min	The small community of Ellsworth in western Wisconsin is trying to get national attention for their cheese curds. Kim BeeBee, festival committee member, tells Pam Jahnke about how they feature cheese curds and how they hope to capture national attention through a USA Today reader poll.
Environment	3-14	5:10	8 min	Warmer weather in Wisconsin has the bug population mobilizing early this year. Charitee Seebecker gets an update from PJ Leisch, UW-Extension Entomologist.
Commodities	3-14	5:20	3 min	This might be the year when an accurate soil sample pays dividends. Cole Broden with Ag Source Laboratories says because the winter's been so dry, organic matter hasn't degraded - releasing nutrients into the soil profile. They're noticing lower levels of phosphorus and potassium for example.
Dairy Business	3-14	5:35	5-7 min	Carbon credits and a sustainability story can turn into cash for today's dairy operators. During the Professional Dairy Producers annual business conference in WI Dells, operators were encouraged to start the information gathering process. Stephanie Hoff talked with JJ Pagel of Pagel's Ponderosa Dairy in Kewaunee about what he learned. Pagel said through conservation procedures they did because it was good for the land, they found out they saved over 350 truckloads of soil. That equates to carbon credits for cash, and a sustainability story that sells too.
Dairy Business	3-14	5:45	5-7 min	Dairy demand continues to be sluggish domestically and globally. Andy Feenstra, broker analysts with EverAg talks to Pam Jahnke about the latest influences on the markets. While our prices may look discounted compared to the rest of the world,

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				Feenstra says you have to factor in inflation as well as futures prices that food processors use to protect themselves.
Commodities	3-15	5:10	8-10 min	Wisconsin is a major player in seed potato production, and 2023 was not an ideal year. Stephanie Hoff visits with Brook Babler the associate director for the Wisconsin Seed Potato Certification Program. She explains their research that involves a few fields in Hawaii.
Food	3-15	5:35	5-7 min	Don't take those flavors you enjoy in our Wisconsin cheese for granted. It's a unique combination of science and chemistry. Sandy Toney is the VP of Quality and Research Development of Master's Gallery Foods. She explains how they help enhance those flavors you love.
Energy	3-15	5:45	5-7 min	Kevin Weiler is an energy advisor with Focus on Energy. One area they're emphasizing this year is energy savings in irrigation unit tune-ups. Pam Jahnke chats with him. Paid by Focus on Energy/CESA.
Policy	3-18	5:10	8 min	The National Farmers Organization (NFO) has been around nearly 70 years. Bob Bosold finds out what's happening with the group today visiting with Tom Crosby, board member from Shell Lake.
Commodities	3-18	5:20	3 min	Goat farmers have a lot of new additions to feed at this time of the year - but what happens when they grow up? Larry Hedrich, owner of Calanna Specialty Meats in Fond du Lac County, explains the unique goat meat market and its challenges.
Dairy Business	3-18	5:35	5-7 min	35-40% of food in the U.S. goes to waste. Stephanie Hoff talks to Dr. Joe Bender, a veterinarian and professor at the University of Pennsylvania, who's investigating using that food waste as a viable source of feed for cattle.
Dairy Business	3-18	5:45	5-7 min	Cooperatives Working Together is celebrating 21 years of facilitating export sales of U.S. produced dairy products. Chris Galen with the National Milk Producers Federation explains what's been accomplished, and how they're evaluating plans for the program moving forward. Pam Jahnke talks with him.
Commodities	3-19	5:10	8-10 min	Interest remains high for baby chicks this spring. Pam Jahnke talks to Nick Levandowski, president of the WI Poultry Association and owner/operator of Sunnyside Hatchery in Beaver Dam. The warmer Wisconsin winter has made

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



				handling baby chicks a little tricky and Levandowski's got suggestions for new owners.
People	3-19	5:35	5-7 min	It's National Agriculture Day and the state's ag secretary wants you to understand why. Stephanie Hoff visits with Randy Romanski from WDATCP about why the state is a powerhouse in food production.
Dairy Business	3-19	5:45	5-7 min	Headlines consumers see on main stream media generally pivot against production agriculture. Alan Bjerga with the National Milk Producers Federation says that's really unfortunate when it comes to policy development. Bjerga cites a sharp downturn in consumption of things like almond milk that never make the news. He fills in the details with Pam Jahnke.
Dairy Business	3-20	5:10	8 min	March Madness is a phrase basketball fans are familiar with, but Wisconsin's Alice in Dairyland, Ashley Hagenow, is using it too. Charitee Seebecker finds out about the March Madness Cheese Bracket.
Commodities	3-20	5:20	3 min	Rochelle Biegel Hoffman, owner/operator of Rooted in Red cranberry operation in Wisconsin Rapids, says the upcoming snowstorm means extra work for marsh operators protecting their fruit buds.
Equipment Trends	3-20	5:35	3-5 min	Ashley Huhn from the Steffes Group speaks with Pam Jahnke about an upcoming Wisconsin consignment sale happening online. Paid for by Steffes Group.
Economy	3-20	5:40	3-5 min	Elsa Condon with Nicolet National Bank says farms are looking at a type of vertical integration to keep dollars on the farm.
Events	3-20	5:45	5-7 min	Tammy Vassen, executive director of the WI Beef Council, says they've received more than 3,500 entries for their "Best Beef Burger" campaign. She also notes they're making t-shirts available to benefit the Feed Wisconsin food bank and promote the upcoming beef month celebrations in May. Paid for by the Wisconsin Beef Council.
Education	3-21	5:10	8-10 min	The class might have been smaller than hoped, but the reboot of the Farm and Industry Short Course was a resounding success judging by student comments and instructor evaluations. Stephanie Hoff talks to student, Taylor Kolls and instructor, Steve Kelm.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Commodities	3-21	5:35	5-7 min	Calendars collide during the Easter holiday this year and it's impacting lamb and goat prices. Charitee Seebecker talks to Abdullah Hussaini from Equity Livestock about the influence Ramadan overlapping with Easter is having on market prices.
Dairy Business	3-21	5:45	5-7 min	Matt Tranel, dairy analyst with EverAg joins Pam Jahnke. The latest milk production report caused a stir because it involved Leap Year. Tranel backs the number down and explains milk movement.
Commodities	3-22	5:10	8-10 min	The Equity Cooperative Livestock Sales Association recently purchased a new sale barn location in Iowa. Curt Larson, President and CEO of Equity, talks with Pam Jahnke about how the sale came about.
Safety	3-22	5:35	3-5 min	With the snow that fell overnight, Wisconsin's back to being a mud hole! When farms leave mud or manure on the road, they may face a fine from the Dept. of Transportation. However, those farms should not be trying to clean the roads on their own. Stephanie Hoff talks to Lt. Bill Berger from the WI State Patrol, about the liability issue.
Commodities	3-22	5:40	3-5 min	Beef prices may surprise consumers in the grocery store, but farmers are also surprised at what a cull cow will bring in the marketplace these days. Charitee Seebecker talks to Dr. Silvia Abel-Caines, nutritionist for Organic Valley, about how to make the right move on marketing cull cows.
Crop Progress	3-22	5:45	5-7 min	It's going to be a few weeks before we get to spring planting, but this is a perfect time for planning. Dean Ebert from Helena Agri explains to Pam Jahnke how he's helping producers prep for a fast and successful start this spring.
Education	3-25	5:10	8 min	UW-River Falls is prepping for their annual Ag Day celebration coming up in April. Jill Welke talks to one of the organizers, Lashawna Vogel.
Safety	3-25	5:20	3 min	Wisconsin has become the latest addition of states getting help from Farm Rescue. Tim Sullivan is the executive director for the group, which headquarters in North Dakota. He explains what the group offers.
Dairy Business	3-25	5:35	5 min	Charitee Seebecker talks with Su Fanning, chief marketing officer with Dairy Farmers of Wisconsin about how checkoff dollars are being invested and leveraged for the upcoming Top Chef premiere. Paid for by Dairy Farmers of Wisconsin.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Events	3-25	5:40	5 min	The 67th annual WI Beef Improvement Bull Sale is coming up. Allan Arndt, beef producer from Janesville and president of WBIA, says the bull selection is strong this year and well documented with data.
Weather	3-25	5:47	5-7 min	Some golfers are eagerly waiting for the weather to improve so they can get back on the links. Eric Leonard hasn't left. He's the greens supervisor at TPC Wisconsin, the new course in north Madison preparing to host next year's American Family PGA Tournament. The warm, dry winter's got him worrying about grubs and maintaining the course's high standards. He explains it to Stephanie Hoff.
Policy	3-26	5:10	8-10 min	Wisconsin's Rep. Mike Gallagher has announced he'll exit his duties in Washington, D.C. earlier than expected. That further complicates trying to advance any policy - including the Farm Bill. Pam Jahnke talks to Pete Kappelman, Manitowoc dairy owner and Senior Vice President of Member and Government Relations for Land O'Lakes about where policy stands and what's at risk.
Events	3-26	5:35	5-7 min	The "Top Chef Effect" is about to sweep across Wisconsin with the airing of season 21 of the show on Bravo network. The first episode will feature Wisconsin hops! Rich Joseph from the WI Hop Exchange and owner of Hop Yard Brew Pub in Paoli and Evansville, is planning a watch party. He explains the process of how the show reached out to him and what he hopes for in the end product.
Commodities	3-26	5:45	5-7 min	John Heinberg, market advisor with Total Farm Marketing, joins Pam Jahnke to discuss the mysterious disease outbreak on some Texas dairy operations and what we've learned. He also focuses on planting data coming to the trade this week, and imported beef keeps coming into the U.S. - but where?
Health	3-27	5:10	8 min	We talk about it more now than ever before — mental health in production agriculture. And the conversation includes Wisconsin farmers. Jeff Ditzenberger is the founder of TUGS, a support system that he created from his personal experiences with mental health. His story has moved to a bigger stage, including the film "Greener Pastures" now streaming on PBS.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711



Environment	3-28	5:10	8 min	The growing interest in native landscaping among Wisconsinites has sparked a surge in options for purchasing low maintenance, drought-tolerant, and beneficial plants. According to Amy Staffen, Conservation Biologist at the Wisconsin DNR, the enthusiasm for native plants has led to significant developments in the availability of these essential green elements.
Events	3-29	5:10	8 min	The Wisconsin Beef Improvement Association's 67th annual performance selected bull sale is Saturday, April 6 starting at 11 a.m. at the UW-Platteville Pioneer Farm.

Mid-West Family Marketing • Phone (608) 273-1000 • Fax (608) 273-3588

730 Rayovac Drive • Madison, WI 53711