



WMGN-FM

WJJO-FM

WWQM-FM

WOZN-FM & AM

WJQM-FM

WHIT-FM & AM

WRIS-FM

WLMV-FM & AM

Issues & Programs List

3rd Quarter 2023 (Jul-Sept)

Prepared October 10, 2023

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

Quarter: Q3

Year: 2023

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Safety	7-3	5:10	8-10 min	Unique challenges are what face rural responders when they're trying to provide aid to farms/farmers in trouble. Charitee Seebecker talks to Jerry Minor from Pittsville FD about how farms can help local emergency responders better prepare for emergencies by inviting them out to the farm.
Crop Condition	7-3	5:35	3-5 min	The hot, dry weather across Wisconsin is worrying plenty of corn growers. Stephanie Hoff visits with UW-Extension Corn Specialist, Dr. Joe Lauer, about the stress level today on plants, and what challenges pollination faces.
Community Events	7-3	5:45	5-7 min	Fourth of July ushers in the 97th annual Stoughton Jr. Fair in Stoughton. Pam Jahnke visits with Joe Connant, president of the Stoughton Jr. Fair Board about the entertainment they've got lined up - and the more serious issues that the fair is facing for the future.

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Agribusiness	7-5	5:10	8-10 min	Even in America's Dairyland, there's always new ideas on marketing cheese. Josh Ptaszynski was a floor installer until a conversation on an airplane got him thinking cheese. Today - Big Moo Cheese - is all about connecting consumers with another twist.
Agribusiness	7-5	5:35	3-5 min	Ashley Huhn from the Steffes Group joins Pam Jahnke to talk a little about the history of the Steffes Group. Paid for by the Steffes Group.
Trade	7-5	5:45	5-7 min	Terry and Ardel Quam, beef producers from Lodi, just returned from a trade mission to the Dominican Republic in an effort to expand exports in Central America. Paid for by the WI Beef Council.
Community Events	7-6	5:10	8-10 min	Farm Technology Days this year will feature offsite events, touring area agriculture. Melissa Schluapp of the Sauk County Land Resources and Environmental Conservation Department is coordinating the 6 tours that are offered. Bob Bosold speaks with her about the tours offered.
Community Events	7-6	5:35	5-7 min	Alsum Farms and Produce will be hosting a community celebration to recognize their 50 years of business. Nate Zimdars speaks with Alsums Marketing Manager Christine Lindner about what they have planned for their two day celebration on August 11th and 12th.
Trade	7-6	5:45	5-7 min	Matt Tranel from Ever.Ag speaks with Pam Jahnke about the continued deterioration and what is happening with the dairy markets. Paid for by Ever.Ag
Community Events	7-7	5:10	8-10 min	Arnie Jennerman is the General Manager for Farm Technology Days. He shares with Pam Jahnke some of the challenges the group experienced due to the pandemic and what will be different about this years event at a neutral site in Baraboo.
Crop Condition	7-7	5:35	5-7 min	UW Madison hosted a Small Grains Field Day at the Arlington ARS. Charitee Seebecker spoke with Extension Soybean Specialist Dr. Shawn Conley about the current health of crops in Wisconsin, anticipated wheat yields, and other challenges brought on by the drought.

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Environment	7-7	5:45	5-7 min	Match Made in Heaven, Livestock + Crops is a three-year venture that aims to bring livestock back into cropping operations. Laura Paine talks with Stephanie Hoff about the project and some of the opportunities and challenges they see in integrating livestock into crops.
Education	7-10	5:10	8-10 min	From analyzing crop health to guiding spray drones, drone technology has become an important tool for farmers. Jill Welke speaks with Shawn Creviston of Chippewa Valley Technical College about the various ways drones are being used in agriculture.
Policy	7-10	5:35	5-7 min	There were several policies in the state budget just signed by Gov. Tony Evers that will provide money for dairy initiatives. DBA's Chad Zuleger, speaks to Nate Zimdars about the dairy wins in the budget and what else they will continue to advocate for in the next session.
Community Events	7-10	5:45	5-7 min	Dairy Farmers of Wisconsin will be hosting the inaugural Art of Cheese Festival this fall Sep. 29 to Oct. 1. Pam Jahnke speaks with Rachel Kerr for details of the event. Paid for by the Dairy Farmers of Wisconsin.
Community Events	7-11	5:10	8-10 min	Anna Maener is the commercial exhibits coordinator for Farm Technology Days. She tells Pam Jahnke about a few of the exhibitors who will be coming and how this year's event will be different from years past.
Rural Infrastructure	7-11	5:35	3-5 min	The Public Service Commission of Wisconsin will be directing \$1 billion in federal funds to expand broadband. A survey was created for residents to share their broadband quality, says Alyssa Kenney, Digital Broadband Equity Director.
Economy	7-11	5:45	5-7 min	John Hineberg, market advisor for Total Farm Marketing, speaks with Pam Jahnke about how the markets are responding to the world supply and demand report. He also shares how the wheat harvest is progressing and the effects corn harvesting in South America are having on the market.
Community Events	7-12	5:10	8-10 min	More than 45,000 people are expected to attend Farm Tech Days happening July 18-20 in Baraboo. To feed all those people, there will be more than 20 food vendors from across Sauk County, says Ralph Pierce with Badger Steam & Gas Engine Club and Becky Meyer with Lunch Box Express.

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Agribusiness	7-12	5:35	3-5 min	Ashley Huhn from the Steffes Group shares with Pam Jahnke what they will be bringing to the upcoming Farm Technology Days. He also shares details about a Wisconsin specific consignment auction they will be having in the fall.
Policy	7-12	5:45	5-7 min	While the state biennial budget was just signed, there were a few funding priorities that were vetoed. State Senator Joan Ballweg speaks to Pam Jahnke about cuts made to the general transportation funding and concerns regarding the Farm and Industry Short Course not receiving funding.
Education	7-13	5:10	8-10 min	Current Miss America and former Miss Wisconsin Grace Stanke spoke with 4-H members at their inaugural 4-H Summer Academy held at UW-Madison.
Education	7-13	5:35	3-5 min	Leslie Svacina is filling the former seat on the Wisconsin Technical College System Board. The board is the oversight body for Wisconsin's 16 public, two-year technical colleges. She speaks with Stephanie Hoff about the opportunity.
Dairy Economy	7-13	5:45	5-7 min	Andy Faulman of Ever.Ag speaks with Pam Jahnke about current market conditions. He shares the impact that heat stress is having on milk production numbers in the U.S.
Education	7-14	5:10	8-10 min	Charitee Seebecker talks with Anna Maenner with the WI Farm Technology Days staff, about how they're re-inventing how youth are involved in this year's unique show.
Community Events	7-14	5:35	3-5 min	World Dairy Expo and Dane County have reached a new five year agreement to keep the dairy show in Wisconsin. Stephanie Hoff talks details with World Dairy Expo GM Laura Herschleb about the agreement.
Policy	7-14	5:45	5-7 min	Martin Hernandez with AARP joins Pam Jahnke to talk about the national dialog focused on social security. Paid for by AARP.
Community Events	7-17	5:10	8-10 min	WI Farm Technology Days begins tomorrow morning outside of Baraboo. Pam Jahnke visits with the dairy producers that will act as a host to one of the planned tours. Ken and Matt Nolden are featuring their robotic milking systems, composting manure, and land management during their tour visits.

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Animal Welfare	7-17	5:35	3-5 min	In Wisconsin, most folks can identify dairy cows from their windshield, but there's a new breed catching attention. Charitee Seebecker introduces us to JT Price and his Kerry cows.
Dairy Economics	7-17	5:45	5-7 min	Cottonseed. It's been a while since it was financially viable to invest in the protein alternative, but now - according to dairy nutritionist Drew Johnson of K&S Dairy Consulting in Cashton - it may make sense.
Agribusiness	7-18	5:10	8-10 min	The general public's paying more and more attention to pollinators like bees. How's 2023 treating our bee population? Jill Welke visits with Jon Logterman from Logterman Honey in Osseo. He's the past president of the WI Honey Producers Association.
Trade	7-18	5:35	3-5 min	When you think about agriculture exports from Wisconsin, you probably don't think timber and lumber. Stephanie Hoff talks with Clint West, CEO of MacDonald & Owen Lumber based in Luck. He explains why Wisconsin winters actually help make the state's timber desirable.
Trade	7-18	5:45	5-7 min	John Hineberg with Total Farm Marketing joins Pam Jahnke for an update on what's driving the markets. It looks like Russia isn't going to renew their agreement to allow grain to flow out of Ukraine into the world marketplace.
Trade	7-19	5:10	8-10 min	Wisconsin was one of the main attractions for a South Korean feed miller trade team. Tanner Johnson says the goal was to showcase high-quality soybeans and let South Korea know that American soybean meal is becoming more affordable and more competitive on the market.
Agribusiness	7-19	5:35	3-5 min	The Steffes Group was started by Bob Steffes back in 1960. It is still a family owned company that has significantly expanded over the last few decades. Ashley Huhn from the Steffes Group speaks with Pam Jahnke about the history of the company and the work that they do.
Education	7-19	5:45	8-10 min	Grace Link with the Wisconsin Beef Council speaks to Pam Jahnke about several of the initiatives the council has been working on. A key focus has been trying to get more beef into schools and sharing the nutritional content with students so they better understand it's value.

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Crop Condition	7-20	5:10	8-10 min	It's that time of year when potato growers need to watch out for things like blight on their crop. It can rob them of a year's worth of hard work. Nate Zimdars visits with Wisconsin potato grower, Don Maum, about how the crops sizing up and what consumers need to know.
People	7-20	5:35	3-5 min	Charitee Seebecker visits with 12 year olds, Maddie Gatrel and Liberty Cunningham who are "Pegasus Riders". This trick riding pair explains how they got their skills and how trick riding differs from other equestrian activities.
Dairy Economics	7-20	5:45	5-7 min	Dairy continues to circle towards the drain as far as prices go. Pam Jahnke is joined by Mike North, principal partner at EverAg in Platteville, to talk about what it'll take to help turn prices around. He says there's signs that the global market is beginning to come back to the U.S.
Safety	7-21	5:10	8-10 min	ATV's and UTV's are becoming more and more popular ways for people to get around rural communities. Charitee Seebecker visits with DNR Safety Warden, Nick Webster, about how they're trying to deal with the uptick in not only accidents, but fatalities.
Consumer Trends	7-21	5:35	3-5 min	Danny Munch, economist with the American Farm Bureau Federation says research shows consumers are shopping less in grocery stores and more in big box warehouses, super centers and relying on home delivery. That can impact where your raw products end up.
Energy	7-21	5:45	5-7 min	Next week Wisconsin will witness sweltering heat. That means energy consumption skyrockets. Pam Jahnke talks with Focus on Energy advisor, Kevin Weiler about programs available to help control those expenses.
Policy	7-24	5:10	8-10 min	The Farm Bill is slowly coming together in D.C. Bob Bosold visits with Joe Bragger from Independence about his recent visit to the nation's capitol to make sure elected officials are connected with the real issues farmers need help with.
Education	7-24	5:35	3-5 min	We may still be a few weeks away from the beginning of school, but programs are still being evaluated and updated. Stephanie Hoff visits with DWD Secretary Pechacek about their goal of focusing curriculum on available jobs.

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Weather	7-24	5:45	5-7 min	With temperatures soaring into the 90's this week, it won't be farmers alone worried about the dry weather. Already traffic on the Mississippi River has been impacted. Charitee Seebecker talks with barge captain, Jimmy Cheatem, about their strategy if this hot, dry weather continues into the fall.
Agribusiness	7-25	5:10	8-10 min	Kevin Bachhuber of Deforest is a professional cricket farmer, and actually consults with other insect providers across the country. While most of his "crop" goes to feeding reptiles and birds, he's finding an increasing audience of human consumers that are interested in bugs.
Policy	7-25	5:35	3-5 min	The Wisconsin Ag Tourism Association (WATA) is celebrating its 30th anniversary! Nate Zimdars visits with Sheila Everhardt, executive director of WATA, about how they've grown and what they're planning for a celebration.
Dairy Economics	7-25	5:45	5-7 min	The cheese market witnessed another double digit day in gains on Monday. Excessive heat in the southwest is accelerating cow dispersal. John Hineberg, market advisor with Total Farm Marketing in West Bend, breaks down all the elements influencing dairy.
Technology	7-26	5:10	8-10 min	Crop dusters used to be the show to watch in rural communities. Now their populations are thinning as obstructions like wind farms cause issues, and technology like drones take their place. Charitee Seebecker talks with aerial applicator, Jim Perrin, about the industry's status.
Agribusiness	7-26	5:35	3-5 min	Randy Kath visited with Pam Jahnke from the Steffes Group. There's a big dairy sale coming later in August he highlights.
Education	7-26	5:45	5-7 min	UW-River Falls is the new home of the long standing Farm and Industry Short Course (FISC). Pam Jahnke talks to the FISC coordinator at UW-River Falls, Steve Kelm, about how they're gearing up for the inaugural class.
Trade	7-27	5:10	8-10 min	International visitors from India, Mexico, Taiwan and Thailand came to Wisconsin looking for timber and lumber. MacDonald & Owen Lumber based in Luck, was one of their hosts. Stephanie Hoff visits with their CEO, Clint West, about the results.

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Weather	7-27	5:35	3-5 min	Heat in Wisconsin will soar to over 95 degrees today making both man and beast miserable. Nate Zimdars talks with Natasha Paris, UW-Extension Specialist, about a special drought conversation webinar they're hosting Friday to bring current information to farms.
Dairy Economics	7-27	5:45	5-7 min	Dairy has been witnessing a big rally through most of July, so motivated by the heat. Bryce Windecker from EverAg joins Pam Jahnke to talk about the current influences driving both fluid milk and our cheese prices. Cow slaughter numbers continue to climb.
Agribusiness	7-28	5:10	8-10 min	Organic Valley is giving its members and customers another new option at interacting with the company. Jill Welke talks with Jaclyn Carden, Chief Branding Officer at Organic Valley. They've created a new merchandise store that people are enjoying.
People	7-28	5:35	3-5 min	We kick off our salutes of Century and Sesquicentennial farms and homes across the state. They will be recognized at the WI State Fair, August 8th. Charitee Seebecker begins sharing these stories with a guest from a century farm in Trempealeau County - Dawne Lakey
Rural Infrastructure	7-28	5:45	5-7 min	Stores, hospitals - it all plays a role in rural vitality. John Monson with Compeer Financial says they're networking with other organizations, federal agencies and regional groups to map a plan on investments in rural communities that pay tangible dividends. Paid for by Compeer Financial.
Policy	7-31	5:10	8-10 min	Wisconsin's been making an intentional move toward opening up more markets for agribusiness and food processors on the international scene. Bob Bosold visits with WI Ag Secretary, Randy Romanski, about the progress he's witnessed.
Community Events	7-31	5:35	3-5 min	The WI State Fair officially begins on Thursday, and will include some amazing food. Charitee Seebecker takes us behind the scenes on what it takes to produce tasty treats like funnel cakes, mini donuts and more. James Malmquist, owner and operator of Keys Koncessions, explains.

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Policy	7-31	5:45	5-7 min	Wisconsin joined 31 other states attorney generals in forming the new Agricultural Competition Partnership. The goal is to improve competition in food and agricultural markets. Pam Jahnke visits with WI Attorney General, Josh Kaul, about key targets he's looking at and how the group will function.
Education	8-1	5:10	8-10 min	Imagine agriculture being so popular that classrooms have to turn kids away because there's just not enough space. That's the case at Bay Port High School which has been expanding its ag programs and still sees incredible demand from an almost entirely nonfarm population. Pam Jahnke speaks with Whitney Barnes, Bayport Agriculture Teacher
Agribusiness	8-1	5:35	3-5 min	Thanks to a DBIA grant, Landmark Creamery is moving into its own plant this year after having rented space for nine years. The International Crane Foundation wants to hear from farmers seeing crop damage from cranes. Wisconsin Corn and partners are hosting a Trade School on Aug. 23. We hear from one of 15 meat processors that came online this year thanks to state meat processing grants.
Economy	8-1	5:45	5-7 min	Market Advisor John Heinberg with Total Farm Marketing in West Bend has his eye on changing weather patterns, international grain harvest and cattle prices. A key takeaway: despite ongoing weather mishaps in the Corn Belt, prices remain soft due to oversupply of corn. The U.S. needs export buyers to pick up.
Community Events	8-2	5:10	8-10 min	The Wisconsin State Fair is about to commence and there's a lot of new elements to take in. Charitee Seebecker gets the latest update from Jen Puentes, Chief Marketing Officer for the WI State Fair. Daily deals, food specials and new free shows top off their conversation.
Agribusiness	8-2	5:35	5-7 min	Ashley Huhn from the Steffes Group explains the focus they're putting on Wisconsin this month with a special consignment sale, and a couple upcoming dairy sales. Sponsored by Steffes Group.

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Community Events	8-2	5:40	3-5 min	The 10th annual Sporkies were revealed Tuesday with Beer Cheese Wisconsin Lava Cake taking the top spot, and the Ferris Mule capturing the first ever Drinkies award. All these flavors featured only during the WI State Fair.
Education	8-2	5:45	5-7 min	Pam Jahnke gets a quick update on some partnerships and programs happening now with the WI Beef Council. Checkoff Chat features executive director, Tammy Vassen, explaining their poster campaign with WI 4-H youth, and continuing education opportunities through Beef Quality Assurance for state beef and dairy producers. Paid for by WI Beef Council.
Policy	8-3	5:10	8-10 min	Wisconsin joins 31 other state attorney generals in an effort to bolster competition in food and agricultural business. Pam Jahnke talks with Wisconsin Attorney General, Josh Kaul, about the new coalition that also involves USDA.
Community Events	8-3	5:35	5-7 min	The WI State Fair begins today in West Allis. Visitors will stream onto the grounds but may not pay attention to the beautiful flowers, displays and rest areas that have been created for their pleasure. Pam Jahnke visits with Jill Albanese who is in charge of the beautification projects around the grounds. New this year is a fresh seating area with the emphasis on dairy art.
Agribusiness	8-3	5:40	3-5 min	Wisconsin's keeping its fingers crossed that CHS will invest in the small community of Evansville to the tune of \$700 million for a soybean processing plant. Pat Mallooly, chair of the WI Soybean Marketing Association, says it's an element the state really lacks.
Dairy Economics	8-3	5:45	5-7 min	Andy Faulmann, broker analyst with EverAg, focuses in on some of the safety tools that are propping up dairy producers - or trying to. He also discusses the global dairy auction and where milk is moving. He visits with Pam Jahnke

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Community Events	8-4	5:10	8-10 min	There are a lot of options to make your dollar go further at the Wisconsin State Fair. The WI State Fair Park Foundation is known for the Milk House, selling four unique flavors of milk this year (including root beer -- a top seller). But for the first time, the Milk House is where you can sink your teeth into the Blue Ribbon Brownie. If adults are looking for something stronger, the new Charity Bar is located in Central Park. Thirty percent of your drink tab will go to the Foundation. Executive Director Anna Zeck hopes to beat last year's fundraising total of \$75,000. Stephanie Hoff speaks with Anna about how the Foundation reinvests that money into the park and community programs. Most recently, they brought more than 700 Milwaukee youth to the park for an agricultural learning experience.
Community Events	8-4	5:35	3-5 min	County fair season is in full swing. There have been over a dozen counties that have already had their county fair and we are not even halfway through county fair season. Executive Director of the Wisconsin Association of Fairs, Jayme Buttke, speaks with Nate Zimdars about how county fair season is progressing in addition to some legislative conversations at the State Capital that will have an impact on county fairs.
People	8-4	5:45	5-7 min	Charitee Seebecker speaks with Marilyn Bollinger about her family's century farm. Marilyn and her husband Tom were pork producers until 2010. Tom passed away in 2021 and his son, Jesse, is operating the farm now and continues to grow corn and soybeans. Marilyn and her family are thankful to receive the century farm award and carry on his legacy.
Education	8-7	5:10	8-10 min	The name Madison College might lead you to believe that they teach everything BUT agriculture - but that's incorrect. Bob Bosold talks with Dr. Jack Daniels from Madison College about the agriculture curriculum they offer and what group of students they're attracting.

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Community Events	8-7	5:35	3-5 min	The Wisconsin State Fair runs all week, and will feature farm families from across the state tomorrow being recognized as Century/Sesquicentennial honorees. Charitee Seebecker talks with coordinator, Jill Albanese about this unique event held at state fair park, and the stories she's collected through the years.
Community Events	8-7	5:45	5-7 min	Another feature sometimes overlooked at the WI State Fair is the always growing, beer and wine competition. It's a chance for amateur beer and wine makers to show their stuff! Stephanie Hoff gives us an update.
Specialty Food	8-8	5:10	8-10 min	The cream puff is a staple at the Wisconsin State Fair. It has been served at the State Fair for 99 years. Colton Grebe and his family run the Cream Puff Pavilion at the State Fair. He shares what goes into making a cream puff, the history of this delicious snack, and how many cream puffs are sold every year at the Fair.
Community Events	8-8	5:35	3-5 min	Charitee Seebecker talks with Jen Puentes, Chief Marketing Officer for the Wisconsin State Fair Park about the daily deals and how to plan ahead to have the best experience at the fair. They have 105 new food items this year, and there is a new attraction called Circ at the Fair that is free with admission.
Crop Condition	8-8	5:45	5-7 min	John Heinberg joins Charitee Seebecker for a preview on Friday's USDA crop report and export demand. He says the wheat market is helping out corn a little despite the action happening in Ukraine and bearish weather.
Livestock Education	8-9	5:10	8-10 min	Bill Halfmen, UW Extension's Beef outreach specialist provides advice for how to care for your pastures in the drought. He says to be extra cautious with your grazing methods to prevent overgrazing.
Agribusiness	8-9	5:35	3-5 min	Steffes Auction is full speed ahead as they have 50 auctions yet in August and another 52 set for September. They will have a lot of late model equipment for sale preharvest. Ashley Hewin with Steffes Auction gives Pam Jahnke an update on upcoming sales farmers can take advantage of to prepare for harvest.

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Community Events	8-9	5:45	5-7 min	If you've ever enjoyed a grilled cheese sandwich or a chocolate shake from the Wisconsin Products Pavilion at the State Fair, then you've helped make an impact in dairy education. The Wisconsin State Fair Dairy Promotion Board raises funds during the fair and it all goes back into giving fairgoers an agricultural experience. Ann Schulz the coordinator for the Dairy Promotion Board explains more.
Community Events	8-10	5:10	8-10 min	We're in the home stretch of the Wisconsin State Fair at State Fair Park in West Allis. One common denominator that brings people in is the food. Charitee Seebecker visits with a few of the food vendors featured in this year's Sporkie and Drinkie contest.
Community Events	8-10	5:35	3-5 min	Last night's Governor's Blue Ribbon Livestock Auction brought in a near record \$403,150. Nate Zimdars was there and witnessed it all. He talks with the chair of the Governor's Blue Ribbon Livestock Auction committee, Bob Johnson, about the history of the sale and what it means to not only the fair, but the youth.
Dairy Economics	8-10	5:45	5-7 min	Bryce Windecker, broker/analyst of EverAg, joins Pam Jahnke to focus on what's happening with dairy markets. Schools will be back in session soon and that's helped support fluid milk movement in the short term. He also pauses to give us a production/processing update from upstate New York, where at least 4 new processing plants on in some phase of being built.
Entertainment	8-11	5:10	8-10 min	Aside from the food, amusement rides are probably the next most popular feature of county or state fairs. Charitee Seebecker does a deeper dive on what it takes to keep those rides safe and compliant with Ron Kedrowicz of Rainbow Valley Rides. He's weathered the pandemic and searches the globe for the last rides he can feature. He only focuses on entertaining Wisconsinites.
Community Events	8-11	5:35	3-5 min	The Blue Ribbon Dairy Products Auction happened Thursday at State Fair Park in West Allis. Stephanie Hoff was there as they announced Crave Brothers Farmstead Cheese as Grand Master Cheesemaker for a second year in a row. Stephanie visits with Dairy Lane Coordinator, Ann Schulz, about auction results and what it takes to put it all together.

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Community Services	8-11	5:45	5-7 min	Military service families and vets may have a lot of benefits and programs available to them, but keeping track of those opportunities is difficult and confusing. Pam Jahnke talks with Courtney Anclam, Senior Program Specialist - AARP Wisconsin. AARP has created a portal where vets and their families can turn to discover new resources they didn't know existed, and access services designed specifically for them. Brought to you courtesy of AARP.
Policy	8-14	5:10	8-10 min	The United States Department of Agriculture is reviewing the Federal Milk Marketing Orders on August 23rd in Indiana. Organic Valley, located in Wisconsin, wants to be exempted from the orders. Pam Jahnke speaks with Adam Warthesen, Senior Director of Government and Industry Affairs for Organic Valley about what members are looking for.
Wildlife	8-14	5:35	3-5 min	Sandhill cranes are known to cause crop damage to corn fields, sometimes eating seeds just after they've been planted. The International Crane Foundation works with farmers to try and prevent crane damage from occurring as a way to protect both cranes and crops. Anne Lacy from the International Crane Foundation shares with Nate Zimdars the work the foundation is doing to encourage farmers to use taste deterrent on seeds and predict where crane damage can occur.
Dairy	8-14	5:45	5-7 min	The Dairy Farmers of Wisconsin created an Adopt-a-Cow program. This provides an opportunity for 2nd-5th grade students to "adopt" a calf. Pam Selz-Pralle speaks with Pam Jahnke about her experience as a farmer participating in the program.
Specialty Crops	8-15	5:10	8-10 min	Jackie Fett, executive Director of the Ginseng Board of Wisconsin joins Mid-West Farm Report to give an update on this specialty crop and how the overseas market is doing.
Outdoors	8-15	5:35	3-5 min	Chris Pedretti, Section Supervisor with Wisconsin State Parks, says the OutWiGo initiative is designed to encourage people to rediscover the outdoors. He explains more about this initiative and how numbers are looking at state parks.

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Economy	8-15	5:45	5-7 min	John Heinberg, Market Advisor with Total Farm Marketing speaks with Charitee Seebecker about how yield and demand cuts are looking after the Crop ratings came out. Crude oil supply is tightening and also something he says we should be keeping an eye on.
Livestock	8-16	5:10	8-10 min	A project is underway across the upper Midwest that is trying to make farming more profitable by bringing livestock back into cropping systems. The three-year project is called Match Made in Heaven: Livestock & Crops. Their goal is to boost soil health and the farm's bottom line. Co-director Laura Paine speaks to Stephanie Hoff about the project.
Agribusiness	8-16	5:35	3-5 min	Ashley Huhn of the Steffes Group speaks with Pam Jahnke about their upcoming consignment sale with Riesterer & Schnell and how interested parties can participate.
Livestock	8-16	5:45	5-7 min	Beef quality assurance is a key priority for the National Cattlemen's Beef Association (NCBA). Michaela Clowser of the NCBA shares with Pam Jahnke what the organization is doing with beef quality assurance and keeping a good supply chain running.
Livestock	8-17	5:10	8-10 min	Bison once roamed across the state of Wisconsin in large herds. Today there are no wild bison in Wisconsin and domestic bison far outnumber wild bison across the country. Pat Ries is a bison producer and board member for the Wisconsin Bison Producers Association. He shares with Nate Zimdars the in's and out's of bison production in Wisconsin and what goes into raising bison.
Wildlife	8-17	5:35	3-5 min	Bob Nack, big game specialist with the Department of Natural Resources joins Pam Jahnke to talk about trends in hunting and fishing and how to truly enjoy the outdoors.
Dairy Economics	8-17	5:45	5-7 min	Kathleen Wolfley, agriculture broker with ever.ag joins Charitee Seebecker to talk about the tight milk supply, spot milk prices, and exporting of dairy products. Spot milk in the Midwest is now trading at a premium to Class, marking the first time this year. Block cheese prices are flirting with \$2 per pound but those high cheese prices won't last long.

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Dairy	8-18	5:10	8-10 min	Wisconsin isn't the only dairy state that is adapting to changing consumer trends. John Talbot is the CEO of the California Milk Advisory Board and sees this as a challenge in his state. He and the Board are working on product development, marketing, and connecting entrepreneurs to processors. He speaks with Pam Jahnke about how these efforts are unfolding.
Crops	8-18	5:35	3-5 min	The winter wheat harvest is almost wrapped up. Stephanie Hoff spoke with Pat Duffy, grain merchandiser for Duffy Grain in South Central Wisconsin about the harvest and his concerns for soybean and corn harvest in the fall.
People	8-18	5:45	5-7 min	The Koss Farm is located in Deerbrook, north of Antigo, in Langlade County. The farm has been in the Koss family for a hundred years. Tony Koss shares the history of the farm with Nate Zimdars and what it means to be recognized as a century farm.
Dairy Economics	8-21	5:10	8-10 min	Jim Mulhern, President and CEO of the National Milk Producers Federation, speaks with Bob Bosold about the various issues currently affecting dairy.
Education	8-21	5:35	3-5 min	Madison College is a technical college in Madison that offers an Agricultural Equipment program for students looking for a 1 or 2 year degree program. Ron Olson is the Associate Dean for the School of Technologies and Trades. He speaks about the challenges of offering "field days" for students on a campus that is surrounded by the City of Madison, his hopes for the program, and how he sees the agriculture program evolving to keep up with current trends in the industry.
Policy	8-21	5:45	5-7 min	Investing in rural America is crucial to the success of agriculture. John Monson of Compeer Financial, speaks with Pam Jahnke about several legislative priorities that Compeer is championing. One of the legislative initiatives that Compeer is hoping to move forward is investing in rural healthcare.
Dairy	8-22	5:10	8-10 min	Meet the rare dairy breed, Kerry Cows. One of just two rare Celtic Kerry herds call Grace Acres Farms home. Owner JT Price tells Mid-West Farm Report about the breed.

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Animal Welfare	8-22	5:25	5-7 min	Much of Wisconsin is in a heat advisory, which is in effect from 11 a.m. to 9 p.m. today. Make sure you and your animals have lots of water.
Specialty Agricultural Products	8-22	5:35	3-5 min	How do bees keep themselves cool in a heat wave? Former American Honey Queen Hannah Sjostrom has the answer.
Economy	8-22	5:40	5-7 min	Market advisor John Heinberg with Total Farm Marketing in West Bend says the tropical storm in California has boosted milk prices. This week, attention is on the heat and developing storms in Texas. Figures are coming in from the Pro Farmer Crop Tour happening across the Midwest, but because the crop looks better than expected, there's no rally (yet) in the CBOT. Price support for grain has to come from exports, but the U.S. prices are expensive compared to grain from South America, meaning U.S. grain is less attractive.
Policy	8-23	5:10	8-10 min	Wisconsin is getting \$1 billion for broadband expansion. The Public Service Commission has launched a Wisconsin Internet Self-Report Survey for residents to share their internet quality. Alyssa Kenney, PSC equity director, has the details.
Agribusiness	8-23	5:35	5-7 min	Ashley Huhn reintroduces us to The Steffes Group, which got its start in 1960. It's still a family owned company today working directly with farmers on the selling and buying experience. This program is paid for by The Steffes Group.
Specialty Agricultural Products	8-23	5:40	3-5 min	The grape harvest has started at Bailey's Run Vineyard & Winery in New Glarus. Vineyard manager Aimee Arrigoni tells us the science behind picking the fruit at just the right time.
Trade	8-23	5:45	5-7 min	Members of the Wisconsin Soybean Association are back from their trip to the Port of Halifax in Nova Scotia. President Sara Stelter says the group learned a lot about trade route opportunities with a Canadian partnership.
Commodities	8-24	5:10	8-10 min	Krueger Lumber Company says a recent international trade tour hosted by DATCP was successful in getting the word out about what Wisconsin has to offer. It also highlighted needed rail improvements.

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Crops	8-24	5:35	3-5 min	Marquis Energy grain merchandiser Howard Boppart says this year's corn harvest won't come close to last year, adding to the price volatility in the market. The good news is that demand is strong for not just ethanol, but its byproducts.
Dairy Economics	8-24	5:45	5-7 min	While we're talking about the heat today locally, it's been a big topic in the past eight weeks across the U.S., lowering milk production. Ever.Ag Vice President Ryan Yonkman says while less supply is price supportive, it's being countered by slow exports and low prices on the world market.
Education	8-25	5:10	8-10 min	A Wisconsin teacher has been recognized as a national winner for the Ag in the Classroom program. Jessica Rettler received the honors in June at the national convention. Now as she prepares for another school year, she shares with Pam Jahnke what keeps her motivated to bring agriculture into her elementary school classroom.
Crops	8-25	5:35	3-5 min	The Farm Progress Crop Tour is concluding today in Minnesota. Chad Smith gives us an update on what crop consultants and analysts have seen.
Agribusiness	8-25	5:45	5-7 min	Pam Jahnke visits with Jase Wagner, President and CEO of Compeer Financial, about the distribution of their member patronage checks back to the country. Wagner says it's a proud tradition they look forward to continuing. Paid for by Compeer Financial.
Energy	8-28	5:10	8-10 min	Is the utility bill your largest farm expense? Cameron Olson of Olson Solar says in the past few years, he's seen a huge demand from the ag sector because solar is a natural fit for farms. He tells us how you can harness the sun to improve your bottom line.
Food	8-28	5:35	3-5 min	Your family is probably readjusting to the back-to-school routine -- so are grocery stores. Brandon Scholz, president and CEO of the Wisconsin Grocers Association, says this time of year, grocery stores are adapting to changing trends and recent weather events happening around the country.
Education	8-28	5:45	5-7 min	Agriculture education is making an impact in even the most urban areas of Wisconsin. Tyler Foote, one of six ag instructors at Milwaukee Vincent High School, tells us about their unique programming.

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Transportation	8-29	5:10	8-10 min	The Mississippi River is critically important to not only Wisconsin farmers and agribusinesses, but all of the midwest and international marketways. Jill Welke visits with Sam Mathiowetz, Chief of Locks & Dams for the St Paul District, who explains what the fluctuating water levels mean to barge loads and what they're preparing for and planning on transportation arteries going forward.
Education	8-29	5:35	3-5 min	The school bell's ringing across the state of Wisconsin, and that includes our technical colleges. Nate Zimdars chats with Ron Olson, the Associate Dean for the School of Technologies and Trades at Madison College. There's high demand for graduates and they're working hard to try and find candidates.
Agricultural Economics	8-29	5:45	5-7 min	John Hineberg steps in to talk with Pam Jahnke about the big sell-off that China's witnessing in their stock market. It may not directly correlate with agriculture, but it's a sign that China's economy overall is weakening. That could impact U.S. agriculture.
Specialty Agriculture Products	8-30	5:10	8-10 min	Despite a tragic spring that cost a lot of producing vines, Wollersheim Winery in Prairie du Sac has reset and is ready for the fall harvest. Charitee Seebecker talks with Philippe Coucard from Wollersheim about their strategy to keep serving customers with reduced inventory.
Agribusiness	8-30	5:35	3-5 min	Ashley Huhn with the Steffes Group joins Pam Jahnke for their weekly update. They've got more than 60 auctions scheduled before the end of the year. Paid for by Steffes Group.
Education	8-30	5:45	5-7 min	School bells are ringing and a new group of students is headed to UW-River Falls. Pam Jahnke visits with Steve Kelm, Farm and Industry Short Course Coordinator at UW-River Falls. He says the opportunity to bring the long standing program from UW-Madison to UW-River Falls has invigorated faculty and is energizing students too.
Education	8-31	5:10	8-10 min	UW-River Falls has a new Dean at the College of Agriculture, Food and Environmental Sciences. Bob Bosold talks to Dean Mike Orth about his Wisconsin connection and what he found attractive about coming to UW-River Falls.

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Weather	8-31	5:35	5-7 min	Hurricane Idalia passed through Florida yesterday, but remained strong enough to cause damage all the way up the east coast to North Carolina and Virginia. Zach Webb is a technical agronomist in Southeastern North Carolina where he says farmers have been rolling 24/7 to try to bring in their crops - but some, just flat out aren't ready.
Crop Insects	8-31	5:40	3-5 min	Wednesday was the annual agronomy and soils field day in Arlington and Nate Zimdars was there. He visited with Dr. Emily Bick about an insect eavesdropping machine that detects the sounds of insects munching!
Dairy Economy	8-31	5:45	5-7 min	Mike North with EverAg joins Pam Jahnke for a live conversation about what's happening in the dairy markets. North says kids returning to school does change some of the dairy processing dynamics. More fluid milk goes to bottling which can decrease the value of cream. Meanwhile kids in school means plenty of school lunches serving pizza - and that's great news for the cheese complex.
Education	9-1	5:10	8-10 min	Agriculture education is breaking down barriers across the state. Milwaukee's Vincent High School is a perfect example. Nestled in an urban neighborhood that struggles with hunger, ag educator Tyler Foot is helping empower students not only with food they've grown, but career possibilities they'd never have found without the classes. Nate Zimdars visits with the instructor.
Crop Condition	9-1	5:35	3-5 min	Harvest is underway for some crops in the state. Potatoes, some corn silage, and grapes! There's a "sweet spot" that grape growers are looking for when it comes to the chemistry in those grapes at harvest. Stephanie Hoff visits with Aimee Arrigoni, vineyard manager at Bailey's Run Vineyard in New Glarus.
People	9-1	5:45	5-7 min	Wisconsin's agriculture heritage runs deep. Charitee Seebecker introduces us to the Luer family in Dunn County. The family began farming in 1900 and continues today.

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Industry Trends	9-5	5:10	8-10 min	Schools back in session and that's an influence on what people are shopping for at the grocery store. Stephanie Hoff visits with Brandon Scholz, executive director of the WI Grocers Association on what he's seeing.
Community Events	9-5	5:35	3-5 min	A record number of participants are signed up for fiber arts classes that will happen at the WI Sheep and Wool Festival in Jefferson. Nate Zimdars visits with one of the show organizers, Bob Black, about why there's so much interest!
Economy	9-5	5:45	5-7 min	John Hinberg, market advisor with Total Farm Marketing in West Bend joins Pam Jahnke for a recap of news influencing the markets after the holiday weekend. Russia/Ukraine grain still looks dead, and reduced barge traffic on the Mississippi River is weighing heavy on the markets.
Specialty Crops	9-6	5:10	8-10 min	Maddie Jones is a first generation farmer in Bigfork, Montana, managing Big Sky Orchard and Hops with her brother. This 80 acre operation has diversified into dark, sweet cherries, hops and heirloom MacIntosh apples. She talks with Pam Jahnke about the challenges they've faced starting the farm, and how she's connecting with local food vendors to add value to her crops.
Agribusiness	9-6	5:35	3-5 min	Ashley Huhn from the Steffes Group says they've got over 80 auctions scheduled just for the month of September. That's busy! He talks with Pam Jahnke in the weekly Steffes Auction Group paid program.
Education	9-6	5:45	5-7 min	Many Wisconsin dairy operations are capitalizing on a healthy beef market by crossbreeding their dairy animals to beef breeds. How is the retail market reacting to that? Pam Jahnke visits with Jessica Lancaster, Director of Product Quality Research at the National Cattlemen's Beef Association (NCBA). She shares research details about retail response and carcass yield. Paid for the Wisconsin Beef Council.

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Policy	9-7	5:10	8-10 min	California's Proposition 12 has made national headlines because it requires other states to comply with more stringent farming regulations to sell meat and egg products in California, including pork. Crawford County pork producer AV Roth says it's going to disrupt the supply chain not just for folks raising hogs, but for the meat processors as they try to sort through what's compliant to California and what's not.
Agribusiness	9-7	5:35	3-5 min	With that pending harvest, implement dealers are trying to get organized and coordinated for quick-turn service whether it's at the counter or in the field. Charitee Seebecker visits with Caleb Latham, service manager at a local John Deere dealership, about how his team prepares and how they work through supply chain disruptions.
Dairy Economics	9-7	5:45	5-7 min	Higher interest rates and changing consumer buying patterns continue to shadow the dairy complex. Pam Jahnke chats with Zach Bowers from EverAg about the news influencing dairy today.
Farmer Wellness	9-8	5:10	8-10 min	Harvest brings around a whole new set of challenges for Wisconsin farmers and their families. Karen Endres is one of the coordinators of resources at the WI Farm Center. She recaps with Nate Zimdars all the services they provide for farmers, and their families, mental, physical and financial well being.
Person	9-8	5:35	3-5 min	Charitee Seebecker highlights another Century Farm, focusing in on Debra Umnus & Tim Bartel from Manitowoc County. They share the story of how their grandfather lost an eye while trying to clear land with dynamite.
Safety	9-8	5:45	5-7 min	AARP is focusing in on preventing falls. Amber Miller with AARP visits with Pam Jahnke about how something as simple as a fall, can ultimately be life changing for people. Conversation sponsored by AARP of Wisconsin.

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International Trends	9-11	5:10	8-10 min	Dairying in Ireland is definitely different than what we have in Wisconsin. Bob Bosold finds out about the market, weather and consumer trends from Lorcan McCabe, northern Ireland producer.
Industry Trends	9-11	5:35	3-5 min	WI sheep producers are seeing an uptick on activity for their animals. Charitee Seebecker talks to Eric Meudt, vice president of WI Sheep Breeders Cooperative, about growth the industry's experiencing especially for animals to graze under solar farms.
Exports	9-11	5:45	5-7 min	Wisconsin has a laser focus on ag exports. Chad Vincent is CEO of Dairy Farmers of Wisconsin as well as the current chair of the WI Ag Export Advisory Council. Vincent visits with Pam Jahnke about the incredible opportunities that have presented themselves in just the first 15 months of the council's existence. Paid for by Dairy Farmers of Wisconsin.
Safety	9-12	5:10	8-10 min	The harvest is approaching quickly and safety must be key. Jill Welke visits with Laura Siegal, Health Communications Officer with AgriSafe Network about resources they make available to help make the harvest safe.
Canning	9-12	5:35	3-5 min	Multiple generations are excited to be processing and preserving all the bounty from their gardens, but beware of food poisoning possibilities. Stephanie Hoff catches up with Heather Quackenboss, UW-Extension Home Economist in LaCrosse County, about risky practices that can make people sick.
Economy	9-12	5:45	5-7 min	John Hineberg, market advisor with Total Farm Marketing in West Bend, breaks down the upcoming USDA World Ag Supply Report. Although harvest has begun in some areas, the word "variability" resonates in almost every conversation he's having on crop volume.

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Person	9-13	5:10	8-10 min	There's a new face at the WI Farm Bureau Federation's headquarters in Madison. Brad Uken has joined the staff as the new chief administrative officer. Uken's no stranger to Farm Bureau though, as Stephanie Hoff found out in her first conversation with the transplant from Illinois.
Agribusiness	9-13	5:35	3-5 min	Ashley Huhn from the Steffes Group speaks with Pam Jahnke about a big inventory reduction sale coming up for a John Deere dealership in Wisconsin. Paid for by the Steffes Group.
Person	9-13	5:40	3-5 min	The four finalists for the 2023 Leopold Conservation award have been announced and Pam Jahnke presents some of the details.
Policy	9-13	5:45	5-7 min	It's all about details when it comes to reforming the Federal Milk Marketing Orders. Nate Zimdars catches up with Jeff Lyons, General Manager of FarmFirst Dairy Cooperative, headquartered in Madison. Lyons had just wrapped up testifying before USDA officials in Carmel, Indiana during the third week of the hearing. He explains the protocol for accepting suggestions, and how he feels the process is going.
Agribusiness	9-14	5:10	8-10 min	There are some skilled professionals that agriculture depends on who are thinning in population. One such group - sheep/goat shearers. Joe Huber has been shearing sheep and goats for years. He visits with Nate Zimdars about the state of the industry currently, and what he sees for the near future.
Policy	9-14	5:35	3-5 min	U.S. Ag Secretary, Tom Vilsack, made a stop in Wisconsin yesterday to celebrate the first anniversary of "The Partnerships for Climate-Smart Commodities program". Vilsack tells Stephanie Hoff about agriculture's unique opportunity and advantage in helping save the planet by working toward being the first carbon neutral industry.

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Dairy Economics	9-14	5:45	5-7 min	Bryce Windecker from EverAg steps in with Pam Jahnke to focus on all things dairy. He's keeping an eye on cheese prices and world demand overall of dairy. Windecker says as long as that Asian export market remains soft, products could start stacking up even with the holiday buying pattern coming up.
Education	9-15	5:10	8-10 min	UW Sheep Unit Research Program Manager Todd Taylor has a smile on his face discussing plans for this coming year. He recently dispersed a group of ewes to replenish the herd with new genetics after an on-going research project was completed.
Community Event	9-15	5:35	3-5 min	World Dairy Expo is coming, and while it's an economic driver for Dane County and the state of Wisconsin, it's also a reunion. Stephanie Hoff visits with Brian Voegli whose family helped start the event more than 50 years ago.
Policy	9-15	5:40	3-5 min	The WI State Senate has made some changes to the state's Farmland Preservation Program. Pam Jahnke reports on the two main details that were adjusting involving tax credits and contract duration.
Person	9-15	5:45	5-7 min	A Dodge County farm is celebrating 100 years in the same family. Nate Zimdars talks with Bill Naas, family member of Bill Jean Farms. They had a rich history of showing dairy cattle and exporting cattle and embryos overseas.
International Markets	9-18	5:10	8-10 min	Ireland is known for its sheep and wool industries, with good reason. Bob Bosold talks with Jamesy McCloy, Irish shepherd, about his flock, his stock dogs and the amazing pasture that keeps Ireland green.
Safety	9-18	5:35	3-5 min	This is National Farm Safety and Health week. Charitee Seebecker visited with Mary Bauer from OSHA (Occupational Safety and Health Administration) about why farms and agribusinesses need to focus on safety everyday - not just this week.

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Policy	9-18	5:45	5-7 min	If you have ever had the urge to run for office, getting started can be a challenge. Now the WI Farm Bureau Federation's working on providing a little guidance to future politicians. Nate Zimdars finds out about the course with Jason Mugnaini, WFBF Executive Director of Governmental Relations.
Economy	9-19	5:10	8-10 min	Jill Welke speaks with Andrew Brandt from the U.S. Grains Council about world demand and grain movement. U.S. Grains Council coordinates outreach efforts to users in 10 different locations around the world. He explains their approach to Jill.
Person	9-19	5:35	3-5 min	Wisconsin farmers are always trying new practices when it comes to nutrient management. Dan Truttmann is a Green County dairy producer that's been composting his manure since about 2012. He talks with Pam Jahnke about his observations, and what benefits his farm has seen by composting. He was part of a Demo Dane group of farmers sharing their experiences.
Dairy Economy	9-19	5:40	3-5 min	Milk production in the U.S. was down just slightly in August, but some states really suffered a setback. Pam Jahnke recaps milk production state by state.
Economy	9-19	5:45	5-7 min	John Hineberg, market advisor with Total Farm Marketing in West Bend, says that a sluggish world economy and plenty of available crop is continuing to weigh down prices in Chicago, and on Wall Street.
Education	9-20	5:10	8-10 min	The UW School of Veterinary Medicine is getting ready for the ribbon cutting of their new, state of the art, addition. They're also preparing for the departure of Dr. Mark Markel, who's stepping down as dean next summer. He visits with Pam Jahnke about his decision.

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Agribusiness	9-20	5:35	3-5 min	Farmers are on the hunt for good, used equipment before the harvest hits full swing. Pam Jahnke talks to Ashley Huhn from the Steffes Group in their weekly update.
Crop Condition	9-20	5:45	5-7 min	The first of the 2023 harvest reports kicks off with Dr. Brent Tharp, technical product manager with Wyffels Hybrids. The drought-like conditions many farms faced have forced corn plants to cannibalize the stalk, leading to potential harvest issues. Paid program from Wyffels Hybrids.
Safety	9-21	5:10	8-10 min	This is National Farm Safety and Health Week in Wisconsin, and rural responders are getting a lot of attention. Charitee Seebecker talks to Kyle Koshalek, coordinator for upcoming farm safety training for emergency responders. There are some unique challenges when emergency responders have to respond to a farm accident. This training should help them be able to efficiently handle the call.
Education	9-21	5:35	3-5 min	Enrollment is underway for the fall term of the Farm and Industry Short Course, now housed at UW-River Falls. Nate Zimdars talks to Heather Gayton. She's the Outreach Program Manager for the College of Agriculture and Life Sciences in Madison. They're creating unique content that will be a part of the learning experience in River Falls.
Dairy Economics	9-21	5:45	5-7 min	August milk production saw a pretty dramatic drop in milk production for states like CA, CO and NM. Pam Jahnke drills in on details with Katie Burgess, broker analyst with EverAg, on whether recovery will be on the way with more moderate temperatures.
Crop Condition	9-22	5:10	8-10 min	The cranberry harvest is just around the corner. Jill Welke catches up with UW-Extension Cranberry Specialist, Allison Jonjak, about how the crop is shaping up.

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Education	9-22	5:35	3-5 min	The inaugural class of the Farm and Industry Short Course is about to launch at UW-River Falls. Pam Jahnke talks with UWRP coordinator, Dr. Steve Kelm, about applications and coursework.
Education	9-22	5:40	3-5 min	If your kids are in elementary school across the state - ask them a question about strawberries. You might be surprised by their answers. Charitee Seebecker talks to Beth Schaeffer, WI Ag in the Classroom coordinator, about their Book of the Year - focused on strawberries.
Person	9-22	5:45	5-7 min	The Van De Voorts of Price county is celebrating 100 years in the family. For Joe Van De Voort's family farm in Price County, the cows left in the 1980s, but he brought them back in the 2000s. Joe is the fourth generation on the 80-acre Centennial farm. And in order to continue the farm's legacy as a dairy farm, he's starting to think about adding milk processing or a retail store to the operation for the fifth generation.
Policy	9-25	5:10	8-10 min	Discussion continues on the next Farm Bill. Although the bill technically expires at the end of September, taking time to craft a proper bill is critical. Bob Bosold talks with Darrin VonRuden, president of the WI Farmers Union, about what they've been crafting.
Community Events	9-25	5:35	3-5 min	The Art of Cheese Festival is coming to Madison this weekend. Rachel Kerr with Dairy Farmers of Wisconsin says it's attracting global attention.
Agribusiness	9-25	5:45	5-7 min	We're in the middle of WI Ag Tourism Week. Sheila Everhart, exec. director with WI Ag Tourism, joins Pam Jahnke to highlight some of their growth areas.
Policy	9-26	5:10	8-10 min	U.S. Ag Secretary, Tom Vilsack, visited Wisconsin to celebrate the government's investment in "Climate Smart Commodities". Stephanie Hoff poses the question of why agriculture is getting so much attention, and responsibility, for such a big issue. Vilsack says it's all about the resources that agriculture has available to manage.

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Policy	9-26	5:35	3-5 min	Foreign land ownership in Wisconsin is getting a closer look by the State Agriculture Committee. Rep. Travis Tranel, who chairs the committee, says several bills have been proposed but he wants to slow it down, and pay attention to details. Stephanie Hoff brings the update.
Economy	9-26	5:45	5-7 min	Consumers are already sensitive at the grocery store, and certain areas of agriculture are feeling it. John Hineberg, market advisor with Total Farm Marketing in West Bend, says dairy's the first commodity to feel it in prices. Hineberg also notes that the beef industry continues to be in a tough spot. Cattle numbers remain low, and that's not a trend that can be rectified quickly.
Community Events	5-27	5:10	8-10 min	Cattle should start arriving today for the World Beef Expo at State Fair Park in West Allis. The event, held in conjunction with Harvest Fair, is into its 31st year. Stephanie Hoff visits with Cody Quam, WBE board president, about cattle numbers, overall attendance and what trends he's noticing about people involved in the beef industry.
Crop Condition	5-27	5:35	3-5 min	It's a Wyffels Wednesday. Andy Grebner is the district sales manager in Rock and Dane counties. Variability is the key phrase being used by growers to describe the corn crop they're looking at this year. Paid for by Wyffels hybrids.
Community Events	5-27	5:45	5-7 min	It's Hispanic Heritage month and Wisconsin Cheesemakers are focused on celebrating. Nate Zimdars visits with Roseann Crave from Crave Brothers Farmstead Cheese about how they've found marketing opportunities focused on the flavor profile Hispanics (and others) enjoy.
Community Events	5-28	5:10	8-10 min	Wisconsin's dairy industry will be at center stage for the inaugural Art of Cheese Festival. The event's attracting interest and guests from around the world. Nate Zimdars visits with Rachel Kerr of Dairy Farmers of Wisconsin and explains the itinerary.

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Policy	9-28	5:35	3-5 min	U.S.D.A Under Secretary Jenny Lester Moffitt visited Wisconsin on Wednesday, discussing the program and financial options they're offering to beginning farmers and farmers that have been turned away elsewhere. She explains to Nate Zimdars how gratifying it is to see the impact programs have on people's lives.
Dairy Economics	9-28	5:45	5-7 min	Ryan Yonkman, vice president and analyst with EverAg, joins Pam Jahnke to discuss the continued fallout we're seeing in cheese prices. He also discusses the rapid run-up in butter.
Community Events	9-29	5:10	8-10 min	Lisa Behnke, Communications Manager for World Dairy Expo says the first step is buying your digital admission passes for this year's event before arriving at the Alliant Energy Center. She explains more about the variety of competitions taking place and changes you need to be aware of.
People	9-29	5:35	6 min	Sherry Nelson's family was one of this year's Centennial Farm honorees. Sherry is the fourth generation on the farm in Richland County. She says it's seen a lot of changes since her Grandpa bought the 100-acre parcel in 1922.
Energy	9-29	5:45	5-7 min	Pam Jahnke talks ethanol.

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