



WMGN-FM

WJJO-FM

WWQM-FM

WOZN-FM & AM

WJQM-FM

WHIT-FM & AM

WRIS-FM

WLMV-FM & AM

Issues & Programs List

4th Quarter 2023 (Oct-Dec)

Prepared January 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: Q4

Year: 2023

| Issue Category | Date(s) of Broadcast | Time and Number of Broadcasts | Length of Broadcast | Description of Broadcast |
|----------------|----------------------|-------------------------------|---------------------|---|
| Policy | 10-2 | 5:10 | 8-10 min | Federal Milk Marketing Order hearings continue in Carmel, Indiana, and Wisconsin's voice is being heard. Bob Bosold visits with Kim Heiman from Nasonville Dairy. He's one of the states processors that's voiced concern over needed changes in the orders. |
| Events | 10-2 | 5:35 | 5-7 min | Beautiful bovines aplenty at World Dairy Expo! Pam Jahnke ventured out early to watch their check-in process. Dr. Terri Olivett is faculty at the UW-School for Veterinary Medicine. She was joined by retired vet, Dr. Sheila Mcquirck, DATCP veterinarians and students to check all the health paperwork required for admission. She explains how quickly nearly 3,000 animals got processed for the show. |
| Environment | 10-2 | 5:42 | 3-5 min | Warmer weather's got insects more active these days. Dr. PJ Leisch, UW-Extension Entomologist, says grasshopper activity this year is at a record. |

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| Weather | 10-2 | 5:47 | 5-7 min | Winter may be weeks down the road, but the possibility of an El Nino could impact patterns today. Nate Zimdars visits with ag meteorologist, Eric Snodgrass, from Nutrient Ag Solutions about what that means for the harvest. |
| Technology | 10-3 | 5:10 | 8-10 min | Technology is keeping Michelle Kohls of northeast Wisconsin on the dairy farm. She says advancements in herd management, such as cow-sorting gates, have allowed her to live "a more regular life." Cow tracking technologies have also resulted in employee retention, as her staff is proud to now have a 'cow eye'. |
| Events | 10-3 | 5:35 | 5-7 min | World Dairy Expo is not only showcasing the pedigree of the cows, but also the lineage of the people who play a part in it. Keaton Phoenix, an 18-year-old from Canada, is a third-generation showgoer who was "bit by the dairy bug." He's fitting 40 cows for the show. |
| Economy | 10-3 | 5:45 | 5-7 min | John Heinberg, market advisor with Total Farm Marketing out of West Bend, says the crop progress and condition reports don't do much to prices anymore. He's more so watching harvest progression and grain stocks. But it's not just about getting the crop off the ground -- low water levels are making it difficult to ship grain where it needs to go. |
| Policy | 10-4 | 5:10 | 8-10 min | Rep. Travis Tranel, Assembly Ag Committee Chair, says they're working on where to draw the line between foreign land owners who are a threat versus a good partner. Two bills regarding foreign land ownership are in the committee. |
| Events | 10-4 | 5:35 | 5-7 min | Cows? Check. Grilled cheese? Check. Ice cream? Yes please! The GEA Farm Technologies ice cream stand is in its 19th year at World Dairy Expo in Madison. Sue Begg leads the planning for the ice cream stand. It takes her six months to prepare for Expo. |
| Crop Progress | 10-4 | 5:45 | 5-7 min | It's Wyffels Wednesday! Pam Jahnke talks to Steve Quade about what's happening in the field during harvest. Paid for by Wyffels. He says the corn isn't showing that it was so dry this year. |
| Technology | 10-5 | 5:10 | 8-10 min | Technology is used throughout agriculture. Farmers often use different technology for different purposes. Most of these software packages don't "talk" with each other. iYOTAH is a new software hub that will address that problem. Pam Jahnke |

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| | | | | speaks with Kari Spaan, the Founder and CEO of iYOTAH, about how this will streamline technology use. |
| Agribusiness | 10-5 | 5:35 | 3-5 min | Pam Jahnke speaks with Ashley Huhn from the Steffes Group. He shares the distance he covers organizing auctions and what's on the horizon. |
| Policy | 10-5 | 5:40 | 3-5 min | World Dairy Expo attracts people all across the world. Recognizing the importance of dairy to Wisconsin, Governor Tony Evers visited the Expo to meet with exhibitors and businesses to learn what they are doing in dairy. He speaks with Nate Zimdars about the value of Dairy and Expo to Wisconsin. |
| Economy | 10-5 | 5:45 | 5-7 min | Matt Tranel from EverAg joins Nate Zimdars to provide an update on butter and cheese prices, a rising U.S. Dollar Index, and surprises in the most recent quarterly stocks report. |
| Crop Protection | 10-6 | 5:10 | 8-10 min | Rodrigo Werle, UW Extension Weed Specialist explains what he's seeing so far in the fields. He says waterhemp is one of the worst that he's seeing. |
| International Partnerships | 10-6 | 5:35 | 5-7 min | The United States and Canada have a close relationship and share many similarities. This is especially true with agriculture, though there are some key differences including farm size and how milk is regulated. Hugh Hunter is a Canadian dairy farmer from Ontario. He shares what those key differences are and how there are still so many commonalities between our two countries. |
| Rural Life | 10-6 | 5:45 | 5-7 min | Cindy Fahey Schroeder tells the story of her family's century farm in Green County. The farm was acquired in 1914. The original farm was a 40 cow dairy operation and the family also grew a few crops. The farmstead is located right on the edge of Belleville near the school and was known as the "Grand Central Station" as many people would stop by and visit. Today the farmstead is being used for equipment storage. |
| Economy | 10-9 | 5:10 | 8-10 min | A dairy analyst forum may not sound exciting, but it's offering a wealth of information for dairy producers, processors, policy makers and other analysts. Pam Jahnke talks to conference organizer, Dr. Chuck Nicholson, about the international gathering that will focus on policy, pricing and performance. |

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| Events | 10-9 | 5:35 | 5-7 min | World Dairy Expo 2023 is in the books. Stephanie Hoff grabs a quick recap with expo General Manager, Laura Herschleb. |
| Consumer Trends | 10-9 | 5:45 | 5-7 min | There's a lot of data collected and shared in the dairy industry, and it's not just about the cows. Pam Jahnke talks with the Director of Market Research for Dairy Farmers of Wisconsin, Susan Isige. Isige explains what they're expecting for flavors and trends in the upcoming holiday buying/entertaining season. Presented by Dairy Farmers of Wisconsin. |
| Crop Progress | 10-10 | 5:10 | 8-10 min | As the harvest gets rolling in Wisconsin, farmers are looking at all their options when it comes to marketing that crop. Some will store it and wait for better prices. Others will sell it from the field. Nate Zimdars talks to Dylan Beaver, Alcivia grain merchandiser, about critical transportation and storage details that can't be missed. |
| International Partnerships | 10-10 | 5:35 | 5-7 min | Plenty of people came from hours away to attend last week's World Dairy Expo, but some had to make an extra effort to be there. Stephanie Hoff visits with a dentist turned dairy farmer from Kazakhstan, part of Central Asia. He was part of a delegation that visited World Dairy Expo looking to harness technology to advance their dairy industry. |
| Economy | 10-10 | 5:45 | 5-7 min | John Hineberg, market advisor with Total Farm Marketing, concentrates on the ripple effect the Hamas attack on Israel is having on all markets. |
| Policy | 10-11 | 5:10 | 8-10 min | So much uncertainty in Washington, D.C. over the fiscal budget potential shutdown and now the upset in the House over a speaker. Jim Mulhern, CEO of the National Milk Producers Federation, breaks it all down with Pam Jahnke. Agriculture's working on a new farm bill while also contributing to ongoing hearings over the Federal Milk Marketing Order. |
| Food Processing | 10-11 | 5:35 | 5-7 min | National Curd Day is on the way, and Wisconsin's especially ready to help celebrate. Stephanie Hoff talks to Master Cheesemaker, Ryan LaGrandier of LaGrandier Cheese. They're responsible for producing cheese curds for Culver's franchises across the country. That's a tall order for one day of celebration. |

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| Crop Progress | 10-11 | 5:42 | 3-5 min | Cooper Humphries from Wyffels Hybrids joins Pam Jahnke for a harvest update. Paid for by Wyffels Hybrids. |
| Policy | 10-11 | 5:47 | 5-7 min | Foreign ownership of Wisconsin land and entities is just one topic Sen. Joan Ballweg from Markesan is keeping an eye on. She says this needs careful discussion and thorough knowledge of what's happening in the state. She cites Saputo Cheese, and Agropur as two great partners in agribusiness that are actually owned by Canadian companies. |
| People | 10-12 | 5:10 | 10 min | A Wisconsin man picked up a big dairy industry honor during World Dairy Expo. Tom Morris of Amery was recognized as the World Dairy Expo Industry Person of the Year. Charitee Seebecker visits with the show veteran about his career and changes he's seen. |
| Crop Protection | 10-12 | 5:35 | 10 min | Wisconsin farmers were battling more than weather this year. Waterhemp, a weed that's in the pigweed family, has spread across the state in both corn and soybean fields. Pam Jahnke talks to UW-Extension Weed Specialist, Dr. Rodrigo Werle, about his efforts to find out what's causing all the herbicide resistance showing up in this weed. |
| Education | 10-13 | 5:10 | 8-10 min | More and more scientists are focusing their attention on how we handle livestock. Minimizing stress not only helps the animal, it also minimizes safety risks to people. Dr. Jennifer VanOss, animal science researcher at UW-Madison's College of Ag and Life Sciences has developed a game changing system for handling livestock. She explains it to Stephanie Hoff. |
| Agribusiness | 10-13 | 5:35 | 3-5 min | Ashley Huhn with the Steffes Group joins Pam Jahnke to highlight a December consignment sale they're organizing. Huhn says he thinks the market is likely to soften after the first of the year. Paid for by Steffes Group. |
| Health | 10-13 | 5:45 | 8-10 min | Enjoying retirement in your home is the number one goal for most seniors across the United States, including farm families. How you do that can take on many different looks. Jim Flaherty with AARP of Wisconsin tells Pam Jahnke that it's important to start rounding up resources before leave the job market. Finding |

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| | | | | resources for seniors in rural communities can be daunting. Paid for by AARP of Wisconsin. |
| International Partnerships | 10-16 | 5:10 | 8-10 min | Dairy cows could be your passport for travel! Nate Zimdars visits with Jill Stahl Tyler from Global Cow about training programs they're coordinating for dairy specialists with a taste for international travel. |
| Animal Health | 10-16 | 5:35 | 5-7 min | Prussic acid isn't something to take lightly, especially at this time of the year. Stephanie Hoff visits with UW-Extension Forage Specialist, Yoana Newman, about this tropical grass that needs to be treated with caution at this time of the year in Wisconsin. |
| Agribusiness | 10-16 | 5:45 | 5-7 min | Most Wisconsin farmers are thinking about their yields, market prices, and feed supplies when they roll through their corn fields. Joe Henry of Dane is thinking about bourbon. Nate Zimdars visits with the owner/operator of JHenry Bourbon about the variety he's growing and the thought out process of growing the distillery. |
| Policy | 10-17 | 5:10 | 8-10 min | Gregg Doud is getting ready to take the reins as CEO of the National Milk Producers Federation. Doud's been involved in agriculture his entire life, but admits to Pam Jahnke that dairy is new for him. They talk about farm bill, federal milk orders and the future direction he sees the industry going. |
| Education | 10-17 | 5:35 | 5-7 min | The Wisconsin FFA Association has decided to allow 6th graders to fully participate in chapter activities and state leadership opportunities. That's welcome news for teachers like agriscience instructor Emma Huber. She teaches at Portage Middle School and said the students are thrilled with the opportunity. |
| Animal Health | 10-17 | 5:42 | 3-5 min | With frost occurring again this morning across the state, more cautionary advice on managing forage supplies through prussic acid elevations. Yoana Newman, forage specialists from UW-River Falls, explains how the plant reacts to first frosts. |
| Economy | 10-17 | 5:47 | 5-7 min | John Hineberg, market advisor with Total Farm Marketing in West Bend is keeping an eye on escalating battles between Hamas and Israel, and the U.S.'s involvement. He also recaps last week's USDA WASDE report, and lets us follow the conversations influencing beef and pork prices. |

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| Transportation | 10-18 | 5:10 | 8-10 min | There's so much attention being paid to electric cars, but other options are also in development. Jill Welke talks with Bill Brooks of H2 Future Power. Hydrogen powered vehicles are another real option for the future. |
| Trade | 10-18 | 5:35 | 5-7 min | The U.S. Dairy Export Council is excited about increased dairy product sales into Mexico and Southeast Asia. Right now, according to USDEC Chairman, Alex Peterson, they're focusing not just on sales but meeting consumers' protein needs and flavor profile preferences. |
| Trade | 10-18 | 5:42 | 5-7 min | Wisconsin ginseng growers are headed to China for a lovefest of sorts. Jackie Fett, executive director of the WI Ginseng Growers Association, says they'll take a trade delegation to China for the first time since the pandemic focused on their Nov. 11th holiday celebrating singles! |
| Crop Progress | 10-18 | 5:49 | 5-7 min | Wyffels Wednesday features Lucas Clayton covering Grant, Iowa and Lafayette counties. Harvest is picking up speed after recent rains, but growers will still need to monitor stock quality. Paid for by Wyffels Hybrids. |
| Environment | 10-19 | 5:10 | 8-10 min | Organic Valley got about \$25 million from USDA to cut carbon emissions. They're using the money to incentivize their farmer members, says Nicole Rakobitsch, sustainability director at OV. |
| Agribusiness | 10-19 | 5:35 | 3-5 min | In a paid program, Pam Jahnke talks to Ashley Huhn with The Steffes Group about how their specialists evaluate land and equipment. |
| Trade | 10-19 | 5:40 | 5-7 min | The potato industry is seeing a bumper crop. The challenge is making sure there's enough demand for it to keep prices in line, says Mike Carter, CEO of Bushman's Inc. in Rosholt and chairman of Potatoes USA. |
| Economy | 10-19 | 5:47 | 5-7 min | Cheese has seen a 21-cent rally in barrels over the last few weeks. Blocks gained 5 ¾ cents yesterday, lending to a 60-cent rally in nearby contracts. 2024 contracts have moved back towards their highs. Seasonally, this is expected -- but for how long? That's never a sure answer, says Ever.Ag Principal Mike North. |

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| Environment | 10-20 | 5:10 | 8-10 min | DNR staff Emily Eel and Quin Erdman talk with Pam Jahnke about how trends in outdoor activities have changed from the pandemic to now. They encourage people to be involved in the hunting and shooting sports program and enjoy the outdoors. One key part of that program is the learn to hunt class. |
| Rural Life | 10-20 | 5:35 | 8-10 min | Charitee Seebecker speaks with Deanna Opsal as she shares the story of her family's century and sesquicentennial farm in Dane County. Deanna's father and mother-in-law moved to the dairy farm in 1949. Once Deanna and her husband became involved with the farm, genetics became a key focus. Deanna says the family has "developed a pride of where they've been and where they hope to go" with the farm. |
| Energy | 10-20 | 5:45 | 8-10 min | There's an exciting energy project happening in Sparta. Pam Jahnke visits with Jessica Mlsna, Focus on Energy Advisor, about their partnership with Sparta Energy and Greenhouse. Paid for by Focus on Energy/CESA. |
| International Partnerships | 10-23 | 5:10 | 8-10 min | Uzbekistan isn't likely on too many dairy businesses' radar, but it's trying to catch more attention. During World Dairy Expo, Bob Bosold talked with an Uzbekistani trade group ushered by Oybek Thosmatov about what their agriculture looks like, and what they were shopping for at World Dairy Expo. |
| Trade | 10-23 | 5:35 | 5-7 min | 17 visitors from Thailand and the Philippines visited Wisconsin Friday to explore our state's ethanol industry. Nate Zimdars talks to Chris Markey with the U.S. Grains Council about the potential business in SouthEast Asia. |
| Policy | 10-23 | 5:45 | 5-7 min | Abbey Walker is a field services representative with FarmFirst Dairy Cooperative. She joins Pam Jahnke in the studio to discuss what differentiates FarmFirst from other dairy cooperatives. Paid for by FarmFirst Dairy Cooperative. |
| Economy | 10-24 | 5:10 | 8-10 min | Wisconsin's known as "America's Dairyland", so it's no surprise that other states want to know the secret. Nate Zimdars chats with Russell Plaschka from the Kansas Department of Agriculture. They made a special effort to bring a group to World Dairy Expo to try and draw a little attention to their state and the resources they're making available to dairies that might want to relocate. |
| Crop Progress | 10-24 | 5:35 | 5-7 min | Wisconsin's looking at a wet weather forecast this week, frustrating a lot of farmers' harvest plans. Stephanie Hoff catches up with UW-Extension |

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| | | | | Conservation Specialist, Kevin Erb, about what's at risk if farmers decide to push their luck and work muddy fields. |
| Economy | 10-24 | 5:45 | 5-7 min | John Hineberg, market advisor with Total Farm Marketing in West Bend, joins Pam Jahnke to evaluate what's driving the markets. The cattle complex saw a major collapse after the Cattle on Feed report. Packers started bringing cattle in from Canada and Mexico to help offset low numbers in the U.S. That's starting to throw a wrench in all cattle prices. |
| Crop Progress | 10-25 | 5:10 | 8-10 min | Wisconsin's potato producers have nearly wrapped up the harvest, and it was a big crop. The latest crop progress report from USDA says that 95 percent of the crop is harvested. And the word from growers is that it's looking great. Stephanie Hoff chats with Mike Carter, CEO of Bushman's Inc. based in Roscholt. He's also the chairman of Potatoes USA, the marketing arm for U.S. grown potatoes. He says the crop is actually looking good all over the U.S. However, high yields means that storage will be tight and prices could falter. So the challenge is on for the industry to make there's demand for those spuds! |
| Agribusiness | 10-25 | 5:35 | 5-7 min | Ashley Huhn steps in with Pam Jahnke for a Steffes Group auction update, paid for by Steffes Group. Believer Meats is talking about their new cultured meat manufacturing facility under construction in North Carolina. CEO Gustavo Burger says the real meat option will be in grocery stores beginning next year. |
| Education | 10-25 | 5:45 | 5-7 min | Sometimes you can't see the value in the trees that cover a good chunk of Wisconsin landscape. Nate Zimdars gets a little more detail on the state's timber industry and why we're different from Logan Wells, Wood Science Instructor at the college's Wood Technology Center of Excellence at North Central Wisconsin Technical College in Wausau. |
| Trade | 10-26 | 5:10 | 8-10 min | Wisconsin ginseng growers are getting ready for their first trade mission trip to China since the pandemic. Charitee Seebecker visits with Jackie Fett, executive director of the WI Ginseng Growers, about China's version of Valentine's Day that might turn into a super sale opportunity for WI. |

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| Animal Health | 10-26 | 5:35 | 5-7 min | The tricky weather Wisconsin will be maneuvering through the weekend is causing concerns for anyone managing livestock. Pam Jahnke catches up with Courtney Halbach, outreach coordinator of the Dairyland Initiative. Halbach focuses on the tools they've developed to help dairy farmers with calf care guidelines under these conditions. |
| Economy | 10-26 | 5:45 | 5-7 min | The September milk production figures reflected some of the hot weather dairy regions faced late this summer. Bryce Windecker, broker/analyst with EverAg, says it wasn't an unexpected surprise to see milk production in places like New Mexico come down, but the question of how fast and how much production will rebound is on everyone's mind. |
| Animal Health | 10-27 | 5:10 | 8-10 min | Migrating birds over Wisconsin are again posing a threat to the state's poultry industry. Pam Jahnke finds out about the latest developments from Nick Levandowski, past president of the WI Poultry Association and owner of Sunnyside Hatchery in Beaver Dam. |
| Rural Life | 10-27 | 5:35 | 8-10 min | The Pruski Farm in Dodge County was purchased in 1873. Bobbi Pruski shares their farm story with Charitee Seebecker. They raised dairy cattle, hogs, and chickens. Over the years the farm was passed down from father to son for many generations. The original barn is still on the farmstead today where Tony Schumacher now runs the operation. He milks about 50 cows in a stanchion barn and has begun bridging out to offer custom field work. One highlight of the farm was being able to host the Dodge County dairy breakfast in 2016. This recognition means a lot to Bobbi and her siblings as their dad passed away from cancer and their mom passed away a few years ago as well. |
| Finance | 10-27 | 5:45 | 5-7 min | Lenders are being cautious on forecasting 2024. Steve Schwere, dairy specialist with Compeer Financial chats with Pam Jahnke about steps farms can take to put themselves in a better position for not only financing, but also profitability in 2024. Paid for by Compeer Financial. |
| Education | 10-30 | 5:10 | 8-10 min | The University of Wisconsin - River Falls is continuing to develop its agricultural education facilities. River Falls College of Agriculture, Food, and Environmental Sciences (CAFES) just opened the brand new Wuetrich Family/Grassland Dairy |

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| | | | | Center of Excellence. This center will provide state of the art technology and education for students pursuing careers in dairy. Bob Bosold speaks with CAFES Dean Michael Orth and donor Trevor Wuetrich about what this facility will offer students. |
| Policy | 10-30 | 5:35 | 5-7 min | There are many headwinds facing the dairy industry including volatile markets, rising production costs, unstable feed supplies, and weather events. Senator Tammy Baldwin worked with Senate colleagues to create the Organic Dairy Assistance, Investment, and Reporting Yields (O Dairy) Act of 2023 to address those concerns. Senator Baldwin shares what else this act will do to support organic dairy farmers. |
| Technology | 10-30 | 5:45 | 5-7 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. This is just one of the differences between your traditional diesel utility tractor and the all-electric T4 by New Holland. Lena Bioni (Bee-oh-knee) product marketing manager, says the industry's first all-electric tractor with autonomous features is coming to market in 2024. There are specific geographies and farms where she says this tractor serves farmers best. |
| Education | 10-31 | 5:10 | 8-10 min | While the National FFA Convention unfolds in Indianapolis, membership in the youth organization is nearing 1 million. Nate Zimdars talks with elementary school teacher, Emma Huber, from Portage. She's one of the first teachers capitalizing on FFA membership now opened to 6th graders! |
| Education | 10-31 | 5:35 | 5-7 min | The 96th National FFA Convention isn't just about competition, it's also about conducting business. Jill Welke talks to WI State Executive Director, Cheryl Zimmerman, about the goal of adjusting membership fees to allow more students to be included. |
| Economy | 10-31 | 5:45 | 5-7 min | John Hineberg, market advisor with Total Farm Marketing in West Bend, joins Pam Jahnke to talk strategy in the harvest marketplace. He says the markets are looking for fresh news, and without it, prices can stall or tumble. He's also concerned about the lack of international sales for both soybeans and corn. |

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| Education | 11-1 | 5:10 | 8-10 min | The Dairy Summit is coming Nov. 15 at UW-Platteville, an opportunity to learn about the latest research projects happening through the UW Dairy Innovation Hub. Chris Wilson will be there talking about his experience working with UW-Platteville on virtual grazing methods. They rotationally and intensively graze their 500 cattle across 900 acres. And moving those electric fences around EVERY DAY is labor intensive. Virtual grazing eliminates the need for fences using on-cow technologies -- similar to a shock collar on a dog, but without the shock. Obviously this comes with its own barriers, such as internet connection or battery power, depending on the system. He says opening up the farm to new ideas and projects is one of the reasons this farm has been in the family for more than 175 years. Stephanie Hoff brings us the story. |
| Agribusiness | 11-1 | 5:35 | 3-5 min | Ashley Huhn from the Steffes Group tells Pam Jahnke that they have more than 100 tractors currently listed for sale online. He expects a robust fourth quarter in sales. Paid for by the Steffes Group. |
| Policy | 11-1 | 5:45 | 5-7 min | The Biden Administration is fanning out across the Midwest this week focusing on rural elements included in the Inflation Reduction Act. Nate Zimdars talks with White House Senior Advisor Will McIntee about specific messages they're sharing with production agriculture and rural communities. |
| Rural Life | 11-2 | 5:10 | 8-10 min | As if the harvest isn't putting enough pressure on Wisconsin farmers, how about trying to find a babysitter or daycare so you can stay involved in the harvest. That's a big problem. Nate Zimdars finds out more with Lauren Langworthy, a farmer in Northwestern Wisconsin with a full time off farm job and a young daughter. She speaks of the challenges that her and many other farm parents face in finding child care while managing all of their work responsibilities. |
| Education | 11-2 | 5:35 | 3-5 min | Wisconsin has one of the final four in the American Star in Agribusiness competition at the National FFA Convention in Indianapolis. Joseph Pulver from the Randolph-Cambria-Freisland chapter is planning to carry on and grow his family's business - concrete. Morgan Baerwolf from the Columbus chapter is making her way through the FFA Job Interview competition. She explains the steps to Jill Welke at the national convention. |

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| Safety | 11-2 | 5:40 | 3-5 min | Don't pass on a double yellow line. That's not just advice, it's the law. Jerry Minor, Fire Chief for the Pittsville Fire Department explains why even ambulances can't pass on a double yellow. |
| Economy | 11-2 | 5:45 | 5-7 min | Cody Koster, broker/analyst with EverAg, brings us an update on the dairy processing side of the industry. There are plants being constructed in the northeast, central and southwest corners of the U.S., but they're not necessarily finding a lot of supportive dairy producers ready to grow with them. |
| Crop Progress | 11-3 | 5:10 | 8-10 min | Wisconsin's known for its capacity to produce cranberries. Leading the nation by a wide margin means growers look at opportunity everywhere. Even quite far north. Charitee Seebecker visits with David Bartling, owner of Bartling's Manitowish Cranberry Company. He says they finished harvest 2 weeks ago, but also explains what it's like growing cranberries so far north and the conservation efforts in place that helped him be a 2023 Wisconsin Leopold Conservation Award finalist. |
| Policy | 11-3 | 5:35 | 5-7 min | Wisconsin had a visit from USDA Deputy Secretary Xochitl Torres Small. \$19.5 million dollars in federal funding is coming to Wisconsin to support rural development. Nate Zimdars visited with Torres Small at West Star Farm in Cottage Grove. She shares more about where this funding will go and the impact it will have on our rural communities. |
| Safety | 11-3 | 5:42 | 3-5 min | Better weather this weekend means farmers will push harder than ever to wrap up the harvest. Road traffic will be heavy - but slow. Charitee Seebecker gets some safety reminders for everyone from Pittsville Fire Chief, Jerry Minor. |
| Animal Health | 11-3 | 5:47 | 5-7 min | Finally, how do you protect your zoo? If your a municipal manager, it may be something you have to think about. Pam Jahnke visits with John Vose from Municipal Property Insurance Company. They're one of the few insurance companies that helps cover losses when fire, wind, hail or other weather incidents cause losses for insured zoos. They visited at the League of Wisconsin Municipalities state convention in Green Bay. |

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| Transportation | 11-6 | 5:10 | 8-10 min | The Mississippi is just as important as any interstate highway when it comes to transportation. Bob Bosold visits with LaCrosse Mayor, Mitch Reynolds, about discussion of funneling the valuable water that makes up the Mississippi to areas of the southwest. Is this possible? Legal? The mayor explains what discussions are underway and why farmers and agribusinesses should be monitoring the situation. |
| Education | 11-6 | 5:35 | 3-5 min | Two Wisconsin FFA members are coming back from the National FFA Convention winners. Congratulations to Ethan Lulich from Mauston on his national proficiency award in landscape management, and Cody Hudziak from Weuayawega-Fremont FFA, national proficiency award winner in vegetable production. |
| Policy | 11-6 | 5:40 | 5 min | Stephanie Hoff visits with Greg Schauf of Country Reflections in Sparta about proposed legislation that could negatively impact wedding barn and event centers across the state. He says pending bills would classify private land as a public space and take away his ability to keep his Century Farm economically viable. |
| People | 11-6 | 5:45 | 5-7 min | Wisconsin honey producers wrapped up their state convention in Wisconsin Dells over the weekend and Charitee Seebecker was there. One of their special guests was Allison Hager, an Iowa native currently serving as the American Honey Princess. She explains the travel behind the position and why she's never done learning about beekeeping. |
| Education | 11-7 | 5:10 | 8-10 min | There's a new face serving 4-H families across the United States. Jill Bramble took over as president and CEO of the National 4-H Foundation in October. Jill Welke finds out more about this multi-generation 4-H supporter and where she sees the challenges and opportunities for the foundation going forward. |
| Safety | 11-7 | 5:35 | 5 min | While farmers are focused on the harvest, thieves are focused on them! Craig Kamholz of Green County is a Rural Mutual Insurance agent that's had to fill out those claim forms. He shares some tips on protecting your equipment and vulnerabilities farms don't always think about. |

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| Education | 11-7 | 5:40 | 3-5 min | Dan Bauer, farm center supervisor at the WI Dept. of Ag., Trade and Consumer Protection tells Charitee Seebecker about an updated guide for beginning farmers in Wisconsin. |
| Economy | 11-7 | 5:45 | 5-7 min | John Heinberg, broker/analyst with Total Farm Marketing in West Bend recaps the latest harvest data, and weak undercurrent battering commodity prices with Pam Jahnke. |
| Safety | 11-8 | 5:10 | 8-10 min | As the weather changes in Wisconsin, wildlife of all types starts to notice. For many homeowners, the changing seasons bring with them a common concern – unwanted house guests in the form of insects, rodents, and other critters. These animals often seek shelter from the cold or a place to nest, and they can become quite a nuisance. Dane Maier (Meyer), Training Coordinator and Supervisor at Kwik Kill Pest Control explains what we should be on the lookout for. |
| Policy | 11-8 | 5:35 | 5-7 min | Wisconsin Senator Brad Pfaff from Onalaska has introduced a package of bills designed to financially infuse some programs connecting consumers to farms and local agribusinesses. Pfaff visits with Nate Zimdars about the programs that are in place to help people and institutions buy local, but also suggests a broader need for regional networks. |
| Crop Progress | 11-8 | 5:45 | 5-7 min | Final Wyffels Wednesday of the growing season! Dave Rolli, regional manager for Wyffels Hybrids, catches up with Pam Jahnke from northern Illinois. He highlights the last field results, and what's being planned for post harvest meetings in the area. Paid for by Wyffels Hybrids. |
| Energy | 11-9 | 5:10 | 8-10 min | We may see some up and down swings in diesel prices, but overall, they are elevated. And if you're feeling a pinch when it comes to the price of fuel, it's for a couple of reasons. One is that there are still lingering impacts from the COVID-19 shutdowns that have put a limit on fuel supply. And second is that demand is high for fuel. This puts a pinch on the diesel supply chain and then increases prices. Jason Schwantz leads Energy Sales and Marketing at CHS. He updates Stephanie Hoff on solutions for farmers amidst high costs, and explains to us what's all influencing the prices you see at the diesel pump. |

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| Agribusiness | 11-9 | 5:35 | 3-5 min | The harvest is winding down in some areas of the midwest and that means more farming operations are looking at parting with some of their equipment, replacing other items and even selling or acquiring farmland. Ashley Huhn from the Steffes Group brings Pam Jahnke the latest trends. Paid for by the Steffes Group. |
| Consumer Trends | 11-9 | 5:45 | 5-7 min | A Wisconsin based business is helping highlight the dairy industry with special flavored milk featured at all 847 locations in WI, MN, IA and IL. Scott Gilray from the Midwest Dairy Association's north business unit says there's one more flavor to go before the end of the calendar year. He says Kwik Trip/Kwik Star's stores also feature special video's in store that tell the story of local dairy producers that contribute the milk Kwik Trip/Star processes. All within a 100 mile radius of their LaCrosse, WI facility. |
| Education | 11-10 | 5:10 | 8-10 min | Next week the Dairy Innovation Hub will celebrate four years of focused research with the goal of improving the state's dairy sector. Pam Jahnke visits with one of the funded faculty at UW-Platteville about the progress. Ryan Pralle is faculty in the School of Agriculture looking at robotic milking efficiencies and impacted dairy health elements. |
| Rural Life | 11-10 | 5:35 | 8-10 min | Charitee Seebecker has our Sesquicentennial Farm Salute this morning. She introduces us to Gary Buhr. He shares the story of his family's farm, Murray Homestead in Polk County. The farm was acquired in 1873 and the original deed was signed by Ulysses S. Grant. They had a hobby farm where they raised cattle, chickens, pigs, and turkeys. Today the farmstead is rented out to a local neighbor and the Buhr family is thinking about turning it into a "glamping" site. |
| Safety | 11-10 | 5:45 | 8-10 min | Farms and agribusinesses are being asked to focus on cyber security through this fall and winter. Pam Jahnke visits with Courtney Anclam from AARP about how vulnerable food systems can be if they don't pay attention to details like back-up systems and passwords. She also has some advice for people that feel like donating to charitable organizations this quarter. That is a particularly vulnerable spot for everyone and their cyber safety. Paid for by AARP of Wisconsin. |
| Trade | 11-13 | 5:10 | 8-10 min | Wisconsin cheesemakers continue to monitor international discussion on what we can call cheese. While it might seem like an odd question, in reality it's a |

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| | | | | complicated international situation. John Umhoefer, executive director of the Wisconsin Cheesemakers Association talks with Bob Bosold about the efforts the European Union's making on ownership of phrases like parmesan, feta and asiago - to name just a few. |
| Legal | 11-13 | 5:35 | 5-7 min | Prenup can be a phrase that makes people bristle, but it shouldn't. Stephanie Hoff speaks with Troy Schneider, Chilton attorney who counsels farm couples about a prenuptial agreement to help protect the farm. Schneider says it's really about his - hers - and ours in case of divorce or death. |
| Consumer Trends | 11-13 | 5:45 | 5-7 min | Suzanne Fanning, senior director of marketing at Dairy Farmers of Wisconsin, shares tremendous results after their recent Art of Cheese Festival that happened in downtown Madison, but drew guests from across the United States and Canada. She speaks with Pam Jahnke. Sponsored by Dairy Farmers of Wisconsin. |
| People | 11-14 | 5:10 | 8-10 min | Full Circle Farm is one of three finalists for the Leopold Conservation Award. Nate Zimdars talks with farm operator, Valerie Dantoin, explains the philosophy they've farmed by for decades. |
| Legal | 11-14 | 5:35 | 5-7 min | Saturday is the beginning of another holiday in Wisconsin - gun deer hunting season. Pam Jahnke talks with Jason Mungniani, exec. dir. of government affairs for the WI Farm Bureau Federation, about the state's trespass laws and why clear communication between hunters and land owners is imperative. |
| Economy | 11-14 | 5:45 | 5-7 min | John Heinberg, market advisor with Total Farm Marketing in West Bend chimes in with Pam Jahnke on the latest crop progress report and what South America weather has been influencing the marketplace. Also preparing for Friday's Cattle on Feed report. |
| Education | 11-15 | 5:10 | 8-10 min | Scott Stump gives a wrap on the National FFA Convention with Jill Welke. |
| Agribusiness | 11-15 | 5:35 | 3-5 min | Ashley Huhn keys us in on trends in the auction business around land, equipment and cattle. Paid for by the Steffes Group. |
| Policy | 11-15 | 5:45 | 5-7 min | Joan Ballweg has an update on what's happening in the Senate Ag Committee in the State Capitol. |

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| People | 11-16 | 5:10 | 8-10 min | We hear from another Wisconsin Leopold Conservation Award Finalist – Noll’s Dairy Farm in Buffalo County. |
| Policy | 11-16 | 5:35 | 3-5 min | Kevin Malchine, a soybean grower in Racine County, tells Mid-West Farm Report that growers need to pay attention to a regulation developing at the Environmental Protection Agency. It could cost farmers bigtime by limiting their ability to use pesticides and herbicides. |
| Economy | 11-16 | 5:45 | 5-7 min | Bryce Windecker joins us from the Ever.Ag Platteville office. He talks all things dairy following the WASDE report. He saw international milk production go down in all countries. The EU drop, especially Germany, was surprising. Milk prices are increasing in Europe now, making the U.S. finally competitive in cheese. Hopefully, he says it will get export business booked. |
| People | 11-17 | 5:10 | 8-10 min | We find out that Noll’s Dairy Farm won the Wisconsin Leopold Conservation Award, but we still want to feature another finalist. Joe Hovel, a woodland owner from Northern Wisconsin. |
| Policy | 11-17 | 5:35 | 5-7 min | Mark Stranz, a Wisconsin native who now works in D.C. for Wisconsin Farmers Union, says it's going to take a while to pass a Farm Bill following the extension of the deadline to fall 2024. Pam caught up with him during the NAFB Convention in Kansas City. |
| Crop Progress | 11-17 | 5:45 | 5-7 min | Dairyland Seed blankets the state of Wisconsin and shares their harvest notes from across the landscape. Brandon Furseth covers southern Wisconsin. |
| Sustainability | 11-20 | 5:10 | 8-10 min | Bob Bosold visits with Eric Rygg, president and CEO of Huntsinger Farms in Eau Claire, the world's largest producer of horseradish. The farm recently hosted EPA Administrator Michael Reegan. Rygg says the sustainability practices on the farm are what attracted the EPA, such as their solar array, water retention ponds, cover crops, and precision technology. |
| Livestock | 11-20 | 5:35 | 5-7 min | Beef on dairy – farmers have been interested in it for a few years now, and it’s only gaining momentum. Tom Earleywine, director of nutritional services with Purina Feed, says the industry is in a critical time now where it needs to provide the best animals in order to secure a market before the beef herd comes back. |

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| Safety | 11-20 | 5:45 | 5-7 min | How much does a farmer need to retire? Jared Nelson, financial advisor with Rural Mutual Insurance, talks about retirement planning with Mid-West Farm Report. He says the transition to retirement is the hardest part, and recommends farmers get a part-time job to help ease into the next phase in life. |
| Economy | 11-21 | 5:45 | 5-7 min | On a Tuesday morning, market advisor John Heinberg with Total Farm Marketing in West Bend joins us live with an update on how the grain market is navigating recent developments in the corn and soybean harvest. Extra bushels of corn make prices sluggish as it looks for a market. And weather factors in South America result in a soybean rally during a critical shipping season. |
| Rural Life | 11-21 | 5:10 | 11 min | But first, we hear how processing your own deer can be a rewarding experience for many hunters. Emily Iehl, hunting and shooting sports program specialist for the Wisconsin DNR tells us on air how to process a deer. |
| Crop Progress | 11-21 | 5:35 | 5-7 min | A Wisconsin crop that doesn't get included in the regular crop progress and condition reports are Christmas trees. Greg Hann is the second generation on Hann's Christmas Farm in Oregon. He says the trees look great ahead of their busiest weekend of the year -- the days after Thanksgiving. |
| Legal | 11-21 | 5:42 | 3 min | With rain comes muddy tires and the risk of a \$200 fine if you track debris onto the road. Lt. Berger with the Wisconsin State Patrol has some strategies for getting mud off those tires before you get on the roadway. |
| Rural Health | 11-22 | 5:10 | 8-10 min | Opioid addiction and available resources are some major challenges that the Department of Health Services has been staring down for years in Wisconsin. Paul Krupski, Acting Director of Opioid Initiatives tells Pam Jahnke about the signs of addiction, and how people can find help near them. |
| Agribusiness | 11-22 | 5:35 | 3-5 min | Ashley Huhn from Steffes Auction chats with Pam Jahnke about the trends he's expecting for farm equipment prices and overall demand in 2024. Sponsored by Steffes Auction. |
| Consumer Trends | 11-22 | 5:40 | 3-5 min | The Thanksgiving meal is feeling the pinch of inflation this year. Pam Jahnke visits with Roger Cryan, chief economist of the American Farm Bureau Federation about their informal market basket survey for the Thanksgiving feast and what's changed. |

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| Consumer Trends | 11-22 | 5:45 | 5-7 min | It's not just Christmas trees and turkey this time of the year, it's also time for cheese boxes to shine! Stephanie Hoff visits with Pine River Pre-Pack President Ian Behm, about how they're gearing up for the busy holiday season. |
| Crop Progress | 11-24 | 5:10 | 8-10 min | Rural Mutual Insurance Agent Jenny Brown talks crop insurance deadlines, trends, and considerations with Charitee Seebecker. |
| Policy | 11-24 | 5:35 | 5-7 min | Rep. Todd Novak of Wisconsin's 51st Assembly District is working on rural beautification to small communities through ag tourism. |
| Rural Life | 11-24 | 5:45 | 5-7 min | We visit with another Centennial Farm. This one is in Outagamie County. It belongs to Larry Lambie and his family. |
| Policy | 11-27 | 5:10 | 8-10 min | The official session may be over for state legislators in Madison, but work continues. Stephanie Hoff gets an update from Rep. Travis Tranel, chair of the Assembly Ag Committee, on what they're looking forward to. |
| Labor | 11-27 | 5:35 | 5-7 min | Farm wages for hired workers went up both this summer, and during the fall harvest. While Wisconsin farms pay for more available labor, what can they do to keep and retain those employees? Pam Jahnke discusses with Jim Versweyveld, UW-Extension Farm Management Specialist. |
| Safety | 11-27 | 5:45 | 5-7 min | Tax time is upon us now that most of the harvest has concluded. Pam Jahnke makes a trip to the Fond du Lac office of Compeer Financial to discuss how farms should prepare with Jessica Merkel, farm tax specialist. Paid for by Compeer Financial. |
| Education | 11-28 | 5:10 | 8-10 min | You may be thinking Christmas trees today, but Wisconsin's timber industry is much more robust than that. Nate Zimdars talks to Logan Wells, timber instructor at the Northern Wisconsin Technical College in Wausau. He explains the depth, diversity and quality that the state's timber industry offers the world. |
| Agribusiness | 11-28 | 5:35 | 5-7 min | During the pandemic all eyes were watching the meat processing industry. Faced with labor shortages and supply chain glitches, it was a struggle to keep things rolling. During that dark time, a Wisconsin family found opportunity. Charitee Seebecker visits with Keri Retallick. Retallick's family have been in the livestock |

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| | | | | industry their entire careers, but the pandemic encouraged them to open their own butcher shop and restaurant. |
| Economy | 11-28 | 5:45 | 5-7 min | Cattle market collapse is what the trade's talking about today. Is it justified? John Heinberg, market advisor with Total Farm Marketing in West Bend says cattle supplies are still tight, but more cattle are entering the United States from Mexico and Canada. |
| Trade | 11-29 | 5:10 | 8-10 min | A recent court ruling limiting the amount of dairy products that can enter Canada is upsetting business models in Wisconsin and all of dairy country. Pam Jahnke talks to Martin Bates, president of global relations and marketing for Dairy Farmers of America. Bates says all the resources DFA has invested in growing relationships, developing products and commercializing them is valueless when court cases like this come into play. |
| Rural Life | 11-29 | 5:35 | 5-7 min | Another farm family is hanging it up in Dane County. The Theis Family has farmed on the outskirts of Madison since the 1930's. This week, Randy and Laverne Theis are selling the last of their farm equipment in an online auction with the Steffes Group. Pam Jahnke talks to the two about the things that have changed all around them. The land, their neighbors, their regulatory partners. Paid for by Steffes Group. |
| Conservation | 11-29 | 5:45 | 5-7 min | Numbers were a little disappointing from the 9 day gun deer hunting season in Wisconsin. Stephanie Hoff gives us a recap with DNR Deer Specialist, Jeff Pritzl, on what they think influenced the poor performance. |
| Crop Progress | 11-30 | 5:10 | 8-10 min | It's the busiest time of the year for our Wisconsin Christmas Tree Growers. Stephanie Hoff ventures out to Hann's Christmas Tree Farm to visit with Gregg Hann about the growing season, consumer trends and more. |
| Food Processing | 11-30 | 5:35 | 5-7 min | There's a brand new cheese processing facility coming online in Wisconsin just outside of Madison. Nate Zimdars visits with Tim Omar, President and Managing Director of Emmi Roth. Their new 158,000 square foot, state of the art cheese handling facility is creating new products, and new jobs. |

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| Economy | 11-30 | 5:45 | 5-7 min | Ryan Yonkman, vice president of EverAg, says while those new processing facilities may be great - filling them with milk may become a challenge. Yonkman says the profitability just isn't there right now for dairies to increase milk production at a time when available heifer numbers are tight. He also says there's only a small window left for seasonal holiday buying - and it's closing fast. |
| Weather | 12-1 | 5:10 | 8-10 min | It's a common denominator among farmers and consumers - concern about the weather. Jill Welke talks with Drew Lerner, Ag Meteorologist at World Weather, about what we lived through in 2023 and what we should expect weather-wise in 2024. |
| Animal Health | 12-1 | 5:35 | 5-7 min | Humans can put on extra layers when the weather starts to bite, but that's not the case for bees. Every year in Wisconsin, beekeepers experience about a 55% loss in colonies because of weather. Now a registered nurse turned beekeeper has come up with the Hive Hugger. Charitee Seebecker visits with Peggy DeSanto, developer of the device, and how it's saving bee colonies across the country. |
| Rural Life | 12-1 | 5:45 | 5-7 min | It's time to recognize another Sesquicentennial farm family in Wisconsin. This morning Stephanie Hoff takes us to Brown County where Charles Larsen's farm has a long history of tradition, both in farming and serving this country. He hopes the sixth generation continues the legacy, but says it's best not to push the next generation into the business. Today the farm near Denmark, Wisconsin is a cash cropping operation that utilizes no-till and cover crops, and makes hay for area farmers. |
| Livestock | 12-4 | 5:10 | 8-10 min | Dr. Scott Brown from the University of Missouri talks with Bob Bosold about livestock prices and other commodity markets ahead of the new year. |
| Animal Health | 12-5 | 5:10 | 8-10 min | Today Wisconsin's got snow flurries but by Thursday it'll be sunshine and 50 degrees! That's a big swing for a baby calf to manage. Pam Jahnke talks to Courtney Halbach, Outreach Specialist with the Dairyland Initiative. Housed with the UW-School of Veterinary Medicine, they provide all kinds of insight into taking care of our livestock in those erratic weather conditions. |
| Policy | 12-5 | 5:35 | 3-5 min | Leadership changes headlined the 2023 WI Farm Bureau Federations 104th annual meeting that concluded on Monday. Stephanie Hoff visits with outgoing |

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| | | | | president, Kevin Krenz about some issues they're facing and where he sees 2024 offering a promise. |
| Economy | 12-5 | 5:45 | 5-7 min | John Heinberg with Total Farm Marketing is back with Pam talking about the markets. |
| Conservation | 12-6 | 5:10 | 8-10 min | Trapping is a time honored tradition in Wisconsin. Our state is home to many different fur bearing species that trappers have been harvesting for their pelts for generations. While it may not be as popular as hunting, there are still a number of people who take to the woods and rivers every year. Erinn Kiesow (key-so) Webb is a furbearer specialist with the DNR and shares with Nate Zimdars an update on the trapping season and what those who aren't as familiar with trapping should know. |
| Agribusiness | 12-6 | 5:35 | 3-5 min | The auction business is red hot right now as the end of the year approaches. Ashley Huhn visits with Pam Jahnke about the hot items farmers are looking for. Paid for by the Steffes Group. |
| Energy | 12-6 | 5:40 | 5-7 min | Milder weather so far this December is good news for heating costs. Charitee Seebecker visits with Michael Newland from the Propane Education Research Council on how propane supplies look this winter. |
| Policy | 12-6 | 5:47 | 5-7 min | One big business item during the 104th WI Farm Bureau's annual meeting focused on available health care options to farm families. Stephanie Hoff gets the nuts and bolts of what they're proposing from Jason Mugniani, senior policy analyst with WFBF. |
| Livestock | 12-7 | 5:10 | 8-10 min | Wisconsin's weather can be challenging no matter what your profession. If you're a beekeeper, minding the details is critical. Charitee Seebecker visits with bee yard owner, Tim Wilbanks, about the technologies he uses to protect his bees, and where some of the greatest challenges lie in keeping bees alive and thriving. |
| Events | 12-7 | 5:35 | 5-7 min | Anna Maenner is the new general manager of the state's largest outdoor agriculture event. Wisconsin Farm Technology Days will pivot and start working directly with farms as future hosts. Maenner explains her goal. |

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| Trade | 12-7 | 5:42 | 3-5 min | The state's potato producers are finding themselves swamped in supply this year. Tamas Houlihan, executive director of the WI Potato and Vegetable Growers Association says that part of the problem has been caused by a huge increase in potato acreage in Idaho. |
| Economy | 12-7 | 5:47 | 5-7 min | Cody Koster, broker/analyst with EverAg joins Pam Jahnke to focus on sluggish holiday demand for dairy goods, and reluctant international markets leading to a less than optimistic outlook for the first quarter of 2024. |
| Legal | 12-8 | 5:10 | 8-10 min | When you think of tools on the farm, you may think of tractors, robotic milkers or a fence post driver. Well add prenup to the list. That's right, a prenuptial agreement can be a tool to protect the farm's legacy when the unspeakable happens -- a marriage is terminated in the event of a death or a divorce. Attorney Troy Schneider out of Chilton, Wisconsin says the conversation about a prenup tends to start out negative. But it doesn't have to. A prenuptial agreement is an agreement between a husband and wife about how they wish to classify their property under marital laws. He says it's especially important for farms. |
| Rural Life | 12-8 | 5:35 | 5-7 min | Early adopters, that's one way to describe the Prange (Prang-ee) family when it comes to farm technology, crop management and livestock genetics. Louis Prange is the third generation on his family's farm in Sheboygan County. His grandfather bought the farm in 1910. His father pioneered crop management techniques and forage breeding. And Louis dove into the field of genetics with dairy breeds. But each generation had a difference of opinion on what direction the farm should go. The moral of the story is -- despite the head butting, each generation kept the farm moving forward. |
| Safety | 12-8 | 5:45 | 5-7 min | The holidays can be a lonely time for many people. Pam Jahnke visits with Amber Miller, Assoc. State Director of Community Outreach with AARP Wisconsin. She describes tools and support mechanisms available to help combat loneliness and grief during the holidays. Paid for by AARP Wisconsin. |
| Economy | 12-11 | 5:10 | 8-10 min | 2024 could be a little rocky for people watching the real estate market, and that includes farmers. Bob Bosold visits with Paul Schadegg of Farmers National Company about trends he's seeing in farmland values. |

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| Animal Health | 12-11 | 5:35 | 5-7 min | "I'm bored" - it's a phrase many parents have heard. What you may not realize is animals can get bored too, and that can cause problems. Charitee Seebecker talks to Dr. Howard Ketover from Iron Gate Equine about taking care of horses exposed to inclement weather, and what you can do to keep them mentally engaged. |
| Consumer Trends | 12-11 | 5:45 | 5-7 min | The holiday's are a time for Wisconsin dairy to shine - and it does. Rachel Kerr, Senior Director of Experiential and Brand Marketing at Dairy Farmers of Wisconsin, explains what trends they're seeing develop for 2024. Consumers want a story with the food they consume, and pay more attention than ever to how the food is produced with an emphasis on environmental stewardship. Paid for by Dairy Farmers of Wisconsin. |
| Consumer Trends | 12-12 | 5:10 | 8-10 min | Food trends and flavors are being revealed for 2024 and Wisconsin restaurant owners are paying attention. Susan Quam is the executive director of the Wisconsin Restaurant Association and she sees themes that started during the pandemic continuing in 2024. She also sees the "midwest being cool" when it comes to flavor profiles. She lets Pam Jahnke in on the expectations. |
| Policy | 12-12 | 5:35 | 5-7 min | The Wisconsin Farmers Union just wrapped up their 93rd annual convention in Wisconsin Dells. Michelle Ramirez-White, policy coordinator for WFU, says they're very focused on issues with affordable health care for farm families and agribusinesses as well as access. She also says members want some options for rural childcare. |
| Energy | 12-12 | 5:42 | 3-5 min | Pam Jahnke dials up Joe Gibbs, Fox Lake soybean farmer who's part of the Clean Fuels Alliance Big Apple tour in New York City this week. Gibbs says they're learning about all the ways biodiesel is being used by the municipalities and what they've got planned for the future. |
| Economy | 12-12 | 5:47 | 5-7 min | Finally, John Heinberg, market advisor with Total Farm Marketing joins Pam to focus on what traders are talking about going toward the end of the calendar year. |
| Policy | 12-13 | 5:10 | 8-10 min | Self employed people like farmers have struggled to find affordable health care for their family and employees. It's an issue that has been brought up by the |

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| | | | | Wisconsin Farm Bureau. Stephanie Hoff gets a policy direction update with Jason Mugniani, senior government affairs coordinator with WFBF. |
| Agribusiness | 12-13 | 5:35 | 3-5 min | Ashley Huhn from the Steffes Group gives Pam Jahnke a weekly update on the auctions completed and what's coming up. Paid for by Steffes Group. |
| Policy | 12-13 | 5:45 | 5-7 min | Wrapping up loose ends is typical for the conclusion of a calendar year, and Wisconsin Senator Joan Ballweg is doing the same at the state house. She visits with Pam Jahnke about some of the pieces of legislation that have been brought to life, and also discusses remaining policies that must be finished or face disappearing altogether. |
| Policy | 12-14 | 5:10 | 8-10 min | The 93rd Wisconsin Farmers Union convention packed in a lot of business activity. Jill Welke talks with WFU President, Darin VonRuden, about the Farm Bill extension, ongoing revision of federal milk orders, and their exciting developments in Chippewa Falls where they're ready to open their new headquarters that includes apartments and retail space. |
| Education | 12-14 | 5:35 | 5-7 min | The recent Wisconsin Water & Soil Health Conference in Wisconsin Dells had a different feel this year. In the wake of a monumental loss, Discovery Farms continues to honor the legacy of previous director, Eric Cooley, a trailblazer in on-farm water quality research. Lindsey Hartfiel, the new discovery farms director, talks to Charitee Seebecker about the future of Discovery Farms and how they plan to continue Cooley's research. |
| Economy | 12-14 | 5:45 | 5-7 min | Mike North, broker/analyst with EverAg, joins Pam Jahnke to break down what's happening in the dairy space. North says cheese prices reflect consumer uncertainty globally, and he's also watching consumer demand going into 2024. The upside for dairy continues to be "beef on dairy" breeding and filling the void in the traditional beef market. |
| Events | 12-15 | 5:10 | 8-10 min | Anna Maenner is now the Wisconsin Farm Technology Days general manager, but she's been involved with the show for decades. In other news, the event is now a nonprofit, which Maenner says will help them use funds to fulfill their mission rather than worry about money in the bank. |

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| Policy | 12-15 | 5:35 | 5-7 min | U.S. Sen. Tammy Baldwin is helping push a bill that aims to lower fertilizer prices. The Fertilizer Research Act would require the U.S. Department of Agriculture to study competition and trends in the fertilizer market. Baldwin says it would provide much-needed transparency for farmers. The Wisconsin Corn Growers Association supports the bill. |
| Education | 12-15 | 5:42 | 3-5 min | Sheep shearing instructor Josh Huber is pleased with this year's class at the UW Sheep Unit in Arlington. The sheep don't mind it, either! |
| Rural Life | 12-15 | 5:47 | 8 min | Let's take a field trip to a Rock County Century Farm. Bernard Wellnitz tells the story of this dairy, hog, poultry and tobacco farm. While not all of those commodities are represented on the original 168 acres today, the farm will host a reunion next year to celebrate this heritage. |
| Conservation | 12-18 | 5:10 | 8-10 min | The state of Wisconsin is expanding farmland preservation agreements and increasing the tax credits. Farmland Preservation Program Manager Tim Jackson says there's room for more farmers to enroll with only about 20% of eligible acres in a preservation program. Farmland Preservation Program Manager Wednesday Coye says she hopes these changes will help boost enrollment numbers. Buffalo County dairy farmer Dustin Ellis had been toying with the idea of enrolling. He says now that the changes have been made, it's worth the paperwork. |
| Labor | 12-18 | 5:35 | 5-7 min | A new survey out from UW-Madison and UW-River Falls points to irregular trends in how dairy farms are approaching farm labor management across the state. Although the survey results were small, the division was noticeable. Dane County is trying to deal with farm labor issues on their own. Pam Jahnke talks to Joe Parisi, Dane County Executive Director, about their \$8 million plan to address housing and language barriers. |
| Education | 12-18 | 5:45 | 5-7 min | A third grade teacher from Fennimore has been named the Outstanding Ag in the Classroom teacher for 2023, and she claimed the award without even really noticing what she was doing. Charitee Seebecker gets the interesting story from Beth Schaefer, director of the Wisconsin Ag in the Classroom program. |
| Safety | 12-19 | 5:10 | 8-10 min | The holiday's drive a lot of business, and that's not all through presents. Charitee Seebecker talks to Shahla Werner, Plant protection manager for DATCP, about |

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| | | | | pests they're on the lookout for in holiday decorations. One of the biggest pest's Christmas tree growers should be on the lookout for is the elongate hemlock scale. That's an exotic scale insect that prefers hemlock, spruce and fir but will also feed on cedar, pine. She says this is the first year that they had a quarantine and DATCP has a regulation to prevent infected trees from being brought into WI. |
| Technology | 12-19 | 5:35 | 5-7 min | It's a bird - it's a plane - no it's a drone and you're probably going to see more of them flying in 2024. Stephanie Hoff visits Finn Johnson with Madison Area Drone Service about how they're using drone's today and what farmers might think about if they want to fly their own. |
| Economy | 12-19 | 5:45 | 5-7 min | John Heinberg, market advisor with Total Farm Marketing joins Pam Jahnke to talk about the holiday influences on market trends. |
| Policy | 12-20 | 5:10 | 8-10 min | Congressman Derrick Van Orden from Wisconsin is happy with what he's accomplished as a "freshman" in D.C. He speaks with Stephanie Hoff about Dairy Business Innovation Alliance funding, pushing renewable fuels, and continuing to urge the administration to fight against Canada limiting U.S. dairy. Whole milk in schools is a win. On his to-do list in 2024 -- getting over the humps of the government shutdown deadlines on Jan. 19 and Feb. 2; urging the administration to make trade a priority; and urging his caucus to be compassionate about SNAP program spending. |
| Agribusiness | 12-20 | 5:35 | 3-5 min | Randy Cath from the Steffes Group joins Pam Jahnke to run through the remaining auctions they have scheduled through the end of the year. Cath says there's still more than 60 sales to complete. Paid for by Steffes Group. |
| Consumer Trends | 12-20 | 5:45 | 5-7 min | "Beefing up the Holidays" is a theme the Wisconsin Beef Council is sharing this year. Angie Horkan from the Wisconsin Beef Council joins Pam Jahnke in the studio to talk about recipes, and sales numbers. The holidays account for the majority of sales in prime rib roasts and tenderloins. This conversation was paid for by the Wisconsin Beef Council. |
| Agribusiness | 12-21 | 5:10 | 8-10 min | With the global population growing and available land shrinking, new and creative approaches are trying to solve how to feed all those people. Jill Welke dives in with Robbie DoMinico of Freight Farms. Their concept creates food |

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| | | | | producing systems around the world from freight containers. They also include technology that helps focus on sustainability throughout the process. |
| Technology | 12-21 | 5:35 | 5-7 min | Technology is something that plenty of Wisconsin farm fields will become increasingly familiar with in 2024. Stephanie Hoff talks to Finn Johnson, agricultural business development manager at Madison Area Drone Service. He says the busy season for drones is typically now. After the rush of the harvest, growers sit down to explore how a drone might make their lives easier for the following growing season. Because of the licensure and recommended practice time, Johnson says make your decision now so that you're ready to operate your new drone by spring. Some of the solutions that drones bring to the farm: cover crop seeding without damage and precision fungicide applications. |
| Economy | 12-21 | 5:45 | 5-7 min | Dairy prices broke through critical support areas on Wednesday and that's bad news for the first quarter of 2024. Katie Burgess, broker analyst with EverAg explains why the breakthroughs happened, and what needs to change in 2024. She also talks about risk. |
| Policy | 12-22 | 5:10 | 10 min | DATCP Secretary Randy Romanski visits with Pam Jahnke to reflect on 2023. He says there are programs for farmers coming down the pipeline in 2024 to be aware of. |
| Policy | 12-26 | 5:10 | 10 min | Pam Jahnke visits with Jim Mulhern on his way out of the National Milk Producers Federation. He retires at the end of the year. He reflects on his term as president and CEO. His successor is Greg Doudd. |
| Animal Health | 12-27 | 5:10 | 10 min | Rain, sleet, snow, mud, and ice can be a MESS! It's not easy taking care of animals outside in the cold, especially in Wisconsin winters. Some horses do well on their own with a little extra hair, food, and shelter while others may not. Dr. Howard Ketover, veterinarian at Irongate Equine Clinic says there's several things to take into consideration when it comes to caring for your horses in the winter. |
| Agribusiness | 12-28 | 5:10 | 10 min | The Perlick Family purchased a small farm in the Northwoods of Wisconsin in 1920. That same land and family now grow and distill the fine alcohols produced at Perlick Distillery. The farm currently cultivates over 2,000 acres of corn, wheat, soybeans, barley, sunflowers, and other crops. The Distillery was established in |

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| | | | | 2014 with two goals: add value to the grains grown on the farm, and to create top quality distilled spirits. |
| Education | 12-29 | 5:10 | 10 min | Andy Reitz is the executive director of the new center located on Innovation Drive off of Interstate 39. Andy tells Mid-West Farm Report how it feels to have finally opened the doors to this state-of-the-art facility. At its core, the building is meant to connect people to where their food comes from by showcasing the journey of Wisconsin specialty crops from field to fork. It's also a space for the community with event spaces and a café. Reitz says so far, the center has gotten great responses from visitors. |
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