



WMGN-FM

WJJO-FM

WWQM-FM

WOZN-FM & AM

WJQM-FM

WHIT-FM & AM

WRIS-FM

WLMV-FM & AM

### **Issues & Programs List**

2nd Quarter 2023 (April-June)

Prepared July 10<sup>th</sup>, 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.



Quarterly Issues Report

Station: WWQM

Quarter: 2<sup>nd</sup> (April-June)

Year: 2023

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Charity, Community Support	2/16-2/20	12A-12A/9	:15	Promoted the Dane County Humane Society by encouraging listeners to contribute financial support; also increased awareness of how the Humane Society helps animals and people
Public Health, Charity	2/16-2/20	12A-12A/4	:60	Promoted More Smiles Wisconsin, which provides dental care to uninsured or underinsured people in Wisconsin.
Education, Charity	1/1-3/31	12A-12A/3	:30	Promoted Madison Reading Project free books for kids program
Charity, Community Support	4/11-5/1	12A-12A /72	:45	Promoted Kibble for a Cause, an event to benefit the Dane County Humane Society, Czar's Promise, Underdog Rescue, Brown Paws Rescue, 9 Lives Rescue and Fetch Rescue. Listeners were encouraged to visit the broadcast location during the event and donate pet supplies or cash.
Charity, Community Support	5/2	6A-7P/1	13 hours	Kibble for a Cause radiothon at Earthwise Pet Madison to benefit the Dane County Humane Society, Czar's Promise, Underdog Rescue, Brown Paws Rescue and Fetch Rescue. Listeners were

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				encouraged to visit the broadcast location during the event and donate pet supplies or cash.
Charity, Community Support	5/25	8:10am	5 min	Interview with directors of Brat Fest which provides volunteering hours and raises hundreds of thousands for local non profits.
Charity, Community Support	6/3-6/7	12am-12am/25	:60	608 Day – public service announcements for our fundraiser benefitting local charities in Madison for our local holiday
Charity, Community Support	6/3-6/7	3pm-7pm/1	4 hours	608 Day –live broadcast at Red Rock Saloon raising money for our fundraiser benefitting local charities in Madison for our local holiday Madison Public Schools Foundation, Madison Reading Project, Badger Honor Flight, Henry Vilas Zoo, River Food Pantry, TRI 4 Schools, and Czar’s Promise

Add additional rows as needed

## **WWQM-FM**

### **Farm Programming**

To Whom It May Concern:

WWQM airs farm programming Monday through Friday at the following times:

5:08am

5:21am

6:17am

11:47am

2:47pm

All reports are 60 seconds in length.

Ag news features are frequently drawn from interviews conducted for WOZN farm programming. The complete list of interviews follows.



## Quarterly Issues Report

Station: Mid-West Farm Report WOZN

Quarter: Q2

Year: 2023

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Economy	4-3	5:10	8-10 min	Finance veteran Gary Sipiorski has decades of experience in farm finance and ag lending. He also devotes time to the Professional Dairy Producers Financial Literacy program. He stresses the importance of understanding the balance sheet, cashflows, assets, liabilities and projections. The biggest challenge for farmers is finding the time to do it all. But he reminds listeners that any written financial plan is attractive to lenders.
Safety	4-3	5:35	3-5 min	Jen Pino-Gallagher of M3 Insurance says agribusinesses are impacted by insurance market trends. Fraudsters are scamming agribusinesses into sending hundreds of thousands of dollars worth products to them -- stealing that product. And food processors are facing uncertainty regarding insurance coverage of ingredients.

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People	4-3	5:45	8 min	Congratulations to Kyle and Rachel Zwieg of Ixonia who were named National Outstanding Young Farmers earlier this spring. The family milks 70 cows using robotics. They also operate 1,500 acres of crop land with autonomous technology. Kyle says the adaptation of new technology on the farm in addition to conservation efforts and more, led them to be winners in the National OYF program.
Economy	4-4	5:10	8-10 min	Easter traditionally is one of the hottest markets for Wisconsin lamb. That's still the case, but the market price isn't what it was 2-3 years ago. Pam Jahnke talks to Dave Johnson, Vice President of Marketing for Equity Cooperative Livestock Association. The lamb and goat markets have flattened, but also become more consistent. Not much to report in the first of the season, crop progress report.
Conservation	4-4	5:35	3-5 min	Although Wisconsin may still have piles of snow and standing water, conservation measures that farmers have put in place allow better control of those elements. Charitee Seebecker talks to Chad DeWyre from the Natural Resource Conservation Service about the benefits of conservation projects and what funding is available for new projects in 2023.
Economy	4-4	5:45	5-7 min	Markets are sluggish to start the month of April. John Hineberg, market analyst with Total Farm Marketing, joins Pam Jahnke to review the first of the season crop progress report.
Animal Health	4-5	5:10	8-10 min	Avian influenza is back in conversations this spring. Stephanie Hoff chats with Wisconsin's State Veterinarian, Darlene Konkel, about biosecurity measures that any poultry owner should be implementing.
Economy	4-5	5:35	3-5 min	Pam Jahnke talks to Ashley Huhn from Steffes Group about their huge spring consignment sales coming up. Sponsored by the Steffes Group.

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Economy	4-5	5:45	5-7 min	Weather has been a real challenge for this spring's maple sap harvest. Stephanie Hoff gets reaction from some of the sugar bush managers across the state. Pete Roth of Roth Sugar Bush in northwest Wisconsin says he's just getting started despite it being April.
Research	4-6	5:10	8-10 min	Producers are learning more and more about the specifics of raising beef on dairy cattle. It's offered a high quality product for consumers and a great financial opportunity for dairy producers. Carrie Mess talks with master's student Alyssa Seitz, who's working on uncovering more information on what producers can do to continue capitalizing on this option.
Community	4-6	5:35	3-5 min	CheeseCon 2023 is wrapping up today in Madison. Charitee Seebecker was on hand Wednesday visiting with Marshall Reece, VP of Sales & Marketing at Associated Milk Producers Incorporated or AMPI. It's a cooperative familiar to dairy farmers, but not consumers. Reece explains how they're trying to change that with their Dinner Bell butter.
Economy	4-6	5:45	5-7 min	Outside investors are getting more and more interested in the dairy complex. That's the word from Matt Tranel, broker/analyst with EverAg out of the Platteville office. He explains how that's impacting market flow and prices with Pam Jahnke.
Economy	4-7	5:10	8-10 min	Global agriculture is a very complicated subject that involves many moving parts. Jill Welke talks with Jacob Shapiro, Director of Geopolitical Analysis with Cognitive Investments. He identifies key geopolitical forces expected to shape the next five years.
Community	4-7	5:35	3-5 min	Spring is finally in the air, and people are getting busy! Charitee Seebecker talks to Jamie Bugel, Market Manager for the Dane County Farmers Market, about some of the trends she's expecting this spring.

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Education	4-7	5:40	3-5 min	Stephanie Hoff reminds us that there's plenty of animal excitement happening this spring as well. She visits with Wisconsin DNR Wildlife Manager, Brad Koele about encounters people in town or country might have with everything from migratory birds to deer, skunk and bear - as everything wakes up this spring.
Economy	4-7	5:45	5-7 min	CheeseCon was a big success this week in Madison. Dairy processors, dairy marketers, researchers and suppliers were all together. One topic that involved them all is pricing milk. Carrie Mess offers a deeper dive into how complex milk price reform can be with Jim Mulhern, President/CEO of the National Milk Producers Federation.
Policy	4-10	5:10	8-10 min	Setting their sights on the Farm Bill, Wisconsin Farmers Union is already working on building alliances. Bob Bosold gets an update from Darren VonRuden, president of WFU, about their priority items.
Education	4-10	5:35	3-5 min	Now that spring planting is likely to get a jump start, paying attention to details can be compromised. Charitee Seebecker visits with a Purdue University ag economist that has a checklist growers need to keep in mind. Dr. Brady Brewer has 5 keys to continued farm success.
Events	4-10	5:45	5-7 min	The state's largest outdoor farm show will have a different look this year. WI Farm Technology Days is going to be hosted at a neutral site near Baraboo. Pam Jahnke talks to show general manager, Arnie Jennerman, about details so far.
Education	4-11	5:10	8-10 min	How do you keep an employee once you find them? First impressions can matter. Jim Versweyveld, UW-Extension Farm Management Specialist, says the impression new hires witness on the first day can resonate with them on whether they stay or not. Pam Jahnke visits with him.

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Crop Progress	4-11	5:35	3-5 min	Don't be intimidated by the calendar when it comes to soybean planting. Dr. Shawn Conley, UW-Extension Soybean Specialist, says some changes made in crop insurance should allow Wisconsin farmers in the southern part of the state to begin soybean planting as soon as this Saturday.
Economy	4-11	5:45	5-7 min	Dairy markets took a nosedive on Monday, but why? How's the planting progress report looking? Cattle market remains red hot. Pam Jahnke chats with guest, John Hineberg from Total Farm Marketing, about what's happening.
Events	4-12	5:10	8-10 min	The Midwest Horse Fair begins this Friday at the Alliant Energy Center grounds. Bob Bosold visits with the fair's new executive director, Teri Giannetti. The show is one of the largest events hosted at the Alliant Energy Center.
Economy	4-12	5:35	3-5 min	Ashley Huhn joins Pam Jahnke for an update on the Steffes Group auction action. Pam also gives a brief update on the grand opening of the Babcock Hall Dairy Plant remodel. Casey Whyte, plant manager, says he's looking forward to welcoming students to the facility as workers.
Food Trends	4-12	5:45	5-7 min	Gary Sutherland, general manager of the Milwaukee Stockyards, joins Pam Jahnke to explain what he learned at the recent Federation of State Beef Council's orientation. Sutherland has served on the WI Beef Council board previously, but says there's always something new to learn. Paid for by the WI Beef Council.
Weather	4-13	5:10	8-10 min	People may have differing opinions about climate change, but farmers are taking weather challenges seriously. Charitee Seebecker visits with Diane Mayerfield about new research focused on climate smart agriculture technology.

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Crop Progress	4-13	5:35	3-5 min	Rodrigo Werle, UW-Extension Weed Specialist shares some guidance on how producers can battle against waterhemp in their fields with proactive practices before the seed goes in the ground. Charitee Seebecker brings us the update.
Economy	4-13	5:45	5-7 min	A tragic barn fire in west Texas is sending ripple effects through the dairy market. Matt Tranel, broker analyst with EverAg in Platteville, tells Pam Jahnke about a barn fire/explosion that killed 18,000 cows and is impacting dairy markets.
Agribusiness	4-14	5:10	8-10 min	You're pulling your equipment out of the shed and you realize... you need new tires. Luckily, Todd Cavil with Pomp's Tire Service says availability is better than last year and the price hikes have stalled. During the busy season, you may be able to take advantage of incentives from manufacturers, such as rebates. Stephanie Hoff talks with Todd on availability going into planting season.
Policy	4-14	5:35	3-5 min	The 2023 Farm Bill is a hot topic. But how does it affect banks and agriculture lenders? Charitee Seebecker talked with Ed Elfmann, Senior Vice President of Agricultural and Rural Banking Policy for the American Bankers Association, at the Wisconsin Ag Bankers Conference about insight into what farm bill priorities they are working on.
Economy	4-14	5:45	5-7 min	How valuable is farmland in the Midwest and more specifically Wisconsin? According to Mike Morris, Vice President of Appraisals from Compeer Financial, they're holding pretty firm. Pam Jahnke talks with Mike about trends he's seeing and how they benchmark agricultural land to be able to determine just how valuable it really is. Paid for by Compeer Financial.

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Agribusiness	4-17	5:10	8-10 min	Backyard gardeners are getting busy this spring, and some of their projects might include new shrubs and bushes. Jill Welke visits with a family that's dedicated to making sure those supplies are always available. Ashley Ahl helps operate Ahl Nursery, and explains what their spring looks like.
Education	4-17	5:35	3-5 min	Finally, the Babcock Dairy Hall renovation is complete, and that's brought a big smile to Dr. John Lucey, Director of the Center for Dairy Research - a part of that renovation. He explains to Stephanie Hoff all of the products and educational opportunities the new facilities offer.
Agribusiness	4-17	5:45	5-7 min	Wisconsin's meat processing industry gathered together in Middleton for their state convention. Pam Jahnke talks with Jake Sailer or Sailer's Meats in Elmwood about the association and industry trends. Sailer is the current president of WAMP, and says the organization wants to be taken seriously.
Events	4-18	5:10	8-10 min	Wisconsin Farm Technology Days will look different this year, and there's many reasons why. Pam Jahnke talks to general manager, Arnie Jennerman, about the site neutral location at the Badger Steam & Gas Engine club grounds, and changes they've made in their volunteer policy and food they'll be offering.
Economy	4-18	5:35	3-5 min	Ag lenders are watching escalating values in farmland values all across the midwest and monitoring what's included in the 2023 Farm Bill to help protect those values. Ed Elfman, Senior Vice President of Agricultural and Rural Banking Policy for the American Bankers Association, talks about elements they need included for crop insurance as an example.
Economy	4-18	5:45	5-7 min	John Hineberg with Total Farm Marketing in West Bend joins Pam to break down the latest planting progress report. He's also watching money movement since China's renewed interest in U.S. commodities. Cattle prices keep tearing through pandemic highs too.

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Agribusiness	4-19	5:10	8-10 min	Meat processors across Wisconsin are speaking up and wanting to be taken seriously as an important part of Wisconsin agriculture and the food supply chain. Pam Jahnke talks to Jake Sailer, president of the Wisconsin Association of Meat Processors. He says WAMP has hired a lobbyist for the very first time, and are working on more financial support for the expansion happening across the state by small and medium size processors.
Economy	4-19	5:35	3-5 min	Prices remain rock solid for farm equipment ready to hit the fields. Ashley Huhn from the Steffes Group tells Pam Jahnke that online interaction remains high, and so do prices for some of the implements and tractors farmers will need to complete spring planting chores. Sponsored by Steffes Group auction company.
Environment	4-19	5:45	5-7 min	Through rain, sleet and snow - they persist, and we're not talking about the mail service! Charitee Seebecker talks with PJ Leisch, state entomologist, about increasing tick activity he's monitoring. He's also reminding Wisconsinites that there's 55 different species of mosquitoes that will be right behind those ticks - so make plans for protection for you, your pets and livestock.
Education	4-20	5:10	8-10 min	Wisconsin is celebrating the reopening of Babcock Dairy Hall and everything it includes. Stephanie Hoff talks with the director of the Center for Dairy Research - which is housed in Babcock Hall. Dr. John Lucey says the expanded, improved space will help not only students but the dairy industry as a whole.

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Animal Safety	4-20	5:35	3-5 min	Wisconsin's Department of Natural Resources released its plan for wolf management in the state after gathering comments from about 3,500 people. The conversations aren't stopping though. Pam Jahnke talks to Laurie Groskopf from the Wisconsin Sporting Dogs Association, about a listening/sharing session they'll be hosting this Saturday along with the Wisconsin Wildlife Federation and WI Wolf Facts. She says the groups are concerned that the human stories of how wolves have impacted their lives aren't being heard by state officials.
Economy	4-20	5:45	5-7 min	Wisconsin milk production went up slightly in March with fewer cows doing the work. Mike North with EverAg joins Pam Jahnke to talk about the latest milk production figures and the trends he's watching.
Environment	4-21	5:10	8-10 min	There's a flurry of activity happening around Wisconsin when the weather improves. Building projects are also getting underway. Charitee Seebecker visits with Chad Krueger with Diggers Hotline about precautions people need to take BEFORE they start building projects.
Rural Life	4-21	5:35	3-5 min	Wisconsin may not be well known for its rodeo prowess, but there's still competitors here that want some respect. Carrie Mess introduces us to a father/son team of ropers from Marshfield that love the competitive option the sport gives them. Chad Gukenberger is proud that his 19 year old son, Justin, shares his passion.
Agribusiness	4-21	5:45	5-7 min	Video surveillance is something we've become very familiar with in the retail space - but it's becoming a valuable tool for agriculture too. Stephanie Hoff visits with Jason Nosrati from Ag Video Surveillance in Beaver Dam. He says dairy operations are his best customers for video surveillance, and it's not just targeting people, it's targeting the animals.

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Events	4-24	5:10	8-10 min	Applications came in with a flurry for this year's Century/Sesquicentennial farms and homes recognition. Jill Albanese, competitive events coordinator for the WI State Fair, says they've got 78 farms/homes that will be recognized for 100 years in the same family, and 30 farms/homes celebrating 150 years of ownership. She talks with Pam Jahnke about the program.
Agribusiness	4-24	5:35	3-5 min	Wisconsin's seen a number of farms exit the dairy industry, but the barn, feed and know-how may still remain. Pam Jahnke talks to Gary Williams, vice president of credit with the Equity Livestock Cooperative, about their Livestock Feeding Program that partners with growers to use their resources raising beef that Equity owns.
Events	4-24	5:45	5-7 min	There's a lot of competitive events held in the food processing industry. Wisconsin just hosted the U.S. Championship Cheese contest in Green Bay. What attendees may not notice during the event, is the business it generates after the event. Pam Jahnke talks with Master Cheesemaker, Pam Hodgson, and Tim Multerer from Dairy Farmers of Wisconsin, about the unseen benefits from these events. Paid for by Dairy Farmers of Wisconsin.
Rural Life	4-25	5:10	8-10 min	A father-son team from central Wisconsin was turning heads during the Midwest Horse Fair's PRCA Rodeo event in Madison. Carrie Mess shares the story of the shared passion that brought these two together.
Environment	4-25	5:35	3-5 min	Wisconsin farmers can't get moving with spring planting, but that's not stopping insects! Charitee Seebecker talks to UW Entomologist, Emily Bick, about corn rootworm and the economic damage the pest can cause. She says Wisconsin's population started building last year and could cause problems for growers this year.

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Economy	4-25	5:45	5-7 min	John Hinberg, market advisor with Total Farm Marketing in West Bend, joins Pam Jahnke to recap the planting progress report and how the trade's reading it. Milk markets have also taken a turn for the worse. What's happening there? Hineberg explains.
Policy	4-26	5:10	8-10 min	Farmers are a busy bunch, which is why the U.S. Department of Agriculture is extending the deadline for finishing the Ag Census. Stephanie Hoff visits with NASS Administrator, Hubert Hamer, who says they'll give farmers until this spring to fill it out.
Economy	4-26	5:35	3-5 min	Ashley Huhn from the Steffes Group joins Pam Jahnke for their weekly update.
Education	4-26	5:45	5-10 min	The Wisconsin Beef Council has launched its inaugural class for the Beef Leadership Institute. Becca Hilby from Hazel Green is a part of that class, and explains to Pam Jahnke how she's involved in sharing her day-to-day on farm experiences with the social media audience of the Wisconsin Beef Council. That's this edition of "Checkoff Chat" sponsored by the Wisconsin Beef Council.
Agribusiness	4-27	5:10	8-10 min	There was a time when every community had a blacksmith, and their work was focused on utility. Today's blacksmith's still focus on utility and function, but there's also a certain art to what they do. Bob Bosold visits with Craig Trnka at the Midwest Horse Fair. Trnka is CEO, World Championship Blacksmiths, LLC. He explains how blacksmithing has evolved and how it's attracting a younger audience of new recruits.

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Research	4-27	5:35	3-5 min	Most Wisconsinites know a good cheese curd squeaks and there really needs to be a string quality, to string cheese. What can we do to extend that squeak, or make that string even more enjoyable? Carrie Mess visits with graduate student, Maggie Becher, about her work within the Center for Dairy Research to enhance those qualities. She says if we can extend that squeak and enhance that string - Wisconsin cheesemakers can broaden their geographic reach and capitalize on the snack food arena.
Economy	4-27	5:45	5-7 min	Dairy farmers have had their breath taken away by the rapid decline in cheese and milk prices. Ryan Yonkman with EverAg tells Pam Jahnke what he sees impacting today's prices, and his perspective on the outlook.
Environment	4-28	5:10	8-10 min	While we were able to enjoy some warm weather recently, spending time outside also brought more risk of coming into contact with ticks and mosquitoes. PJ Liesch, state entomologist, says last year's tick and mosquito populations were a bit more subdued but when it comes to determining what we'll be seeing this year, it all comes down to weather.
Agribusiness	4-28	5:35	3-5 min	Potato planting is now 13 percent finished, which is a day behind average. But according to Donald Maum, Alsum Farms & Produce Sustainability Manager, he says they are right on schedule. Maum says they were able to get into the fields a week earlier than normal. He provides insight into how planting is going and challenges they're facing.
Economy	4-28	5:45	5-7 min	How valuable is farmland in the Midwest and more specifically Wisconsin? According to Mike Morris, Vice President of Appraisals from Compeer Financial, they're doing well. Pam Jahnke talks with Mike about trends he's seeing and how they determine how valuable agricultural land really is. Paid for by Compeer Financial.

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Livestock	5-1	5:10	8-10 min	Agriculture's a risky business, so finding a partner to share that risk is a good idea. Gary Williams, vice president of credit with Equity Cooperative Livestock says that's the goal of their Livestock Feeding Program. Shared risk. He talks to Pam Jahnke about how they leverage a farms resources to produce presold cattle.
Education	5-1	5:35	3-5 min	UW-Madison's equine team is on it's way to national competition in Kentucky. Carrie Mess visits with one of the equestrians competing - Ashley Haggard.
Safety	5-1	5:45	5-7 min	Fingers crossed, Wisconsin farmers will be able to start heading to the field later this week. That means escalated traffic levels on rural roadways. Stressing safety never gets old. Stephanie Hoff chats with UW-Extension Farm Safety Specialist, John Shutske, about refresher points.
Education	5-2	5:10	8-10 min	Area Extension Director Jason Hausler overviews the 'reorganization' plan that's been ongoing since 2015. This conversation comes as folks prepare for county fair season and the ag education elements that Extension plays a role in.
Policy	5-2	5:35	3-5 min	The Fertilizer Institute is asking lawmakers to update transportation infrastructure. Kathy Mathers is the vice president of public affairs with The Fertilizer Institute. She says updating railroad, locks and dams and easing truck regulations would go a long way in helping farmers not only have access to vital nutrients, but also keep it affordable.
Health	5-2	5:40	3-5 min	May kicks off primary health care season for Family Health La Clinica and its mobile health unit. Communications lead Felicia Rodriguez encourages farms and agribusinesses of any size with migrant workers to reach out for a health visit.

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Crop Progress	5-2	5:45	5-7 min	Coming off of the latest crop progress and condition report, market advisor John Heinberg says corn planting is going well in the South and East... but in the North and West, it's been too cold. That's why farmers are getting a start on soybean planting.
Policy	5-3	5:10	8-10 min	Wisconsin ethanol producer Neal Kemmet gives an industry update as EPA approves summer sales of E15.
Education	5-3	5:35	5-7 min	DATCP Secretary Randy Romanski welcomes the next cohort of Wisconsin Ag Youth Council students.
Policy	5-3	5:45	5-7 min	The Ag Retailers Association is balancing several moving parts of farm policy in D.C., says Hunter Carpenter.
Education	5-4	5:10	8-10 min	Madison's not the only place working on cutting edge research that could impact Wisconsin's dairy industry. Carrie Mess visits with Dr Joe Samford, Associate Professor at UW-Platteville about projects they're doing on campus. One is a product called BioChar and the other is all about manure application.
People	5-4	5:35	3-5 min	We kick off introductions of the six Alice in Dairyland finalists today. Stephanie Hoff introduces us to Ashley Hagenow from Poynette.
Education	5-4	5:40	3-5 min	This is the time of year when Wisconsin farms welcome school buses full of elementary kids, all in an effort to help them understand where their food really comes from. WI State Fair Park acted as host for over 700 elementary school students at the inaugural WI Ag Discovery Day. Tess Kerkson, communications coordinator for State Fair Park, says they were overwhelmed with teachers that wanted their kids involved.
Economy	5-4	5:45	5-7 min	Matt Tranel from EverAg says a developing story in India could turn into a world supply/demand driver.

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Economy	5-5	5:10	8-10 min	With the latest increase in interest rates, Wisconsin agriculture's having multiple conversations with ag lenders. Charitee Seebecker talks about lending trends with Blaine Nelson, senior economist on the strategy, research, and analytics team at Farmer Mac.
Recreation	5-5	5:35	3-5 min	Weather is going to allow for some great outdoor activity this weekend, and the WI Dept. of Natural Resources wants to encourage that with their OutWIGo campaign. Charitee Seebecker visits with Missy VanLanduyt, DNR Recreation Partnerships Section Chief, about all the options they're offering.
Education	5-5	5:40	3-5 min	When we think about most dairy research, we think about new products, new flavors - but not necessarily new uses. Carrie Mess introduces us to Dr Grace Lewis, Assistant Professor of Food Science at UW-River Falls - where she's focused on dairy proteins as a carrier for nutrients, vitamins and pharmaceuticals.
People	5-5	5:45	3-5 min	Finally Stephanie Hoff introduces us to another finalist for the Alice in Dairyland event happening next weekend in Walworth County. Today we meet finalist, Shannon Lamb.
Energy	5-8	5:10	8-10 min	Solar power is getting a lot of attention in rural communities across Wisconsin. People question whether putting solar panels up on prime farmland is the right way to go. Cody Heller is one of those. Heller is a dairy producer from Alma Center who's advancing the idea of "community solar" - where marginal land is the focus for solar panel projects. Pam Jahnke talks with him.
People	5-8	5:35	3-5 min	Our next Alice in Dairyland candidate profile is with Lydia Luebke from Kiel. Stephanie Hoff visits with her.

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Consumers	5-8	5:40	8-10 min	National Dairy Month is just around the corner and Tina Peterson with Dairy Farmers of Wisconsin wants people to understand what a big impact it has on Wisconsin's dairy industry. She explains to Pam Jahnke about what's planned for the entire month of June. Paid for by Dairy Farmers of Wisconsin.
Events	5-9	5:10	8-10 min	It's almost county fair season in Wisconsin, but what many fair goers don't realize is all the work that goes into those fairs months before the actual event. Jill Welke visits with Jayme Buttke, exec. secretary of the WI Fair Association, about those behind the scenes activities.
People	5-9	5:35	3-5 min	Stephanie Hoff introduces us to Jackie Rosenbush from Sarona. Not only is Jackie a previous Fairest of the Fairs in Wisconsin, she's also a finalist for the Alice in Dairyland position.
Economy	5-9	5:40	5-7 min	John Hineberg, market advisor with Total Farm Marketing in West Bend, brings us an update as the conversation about the U.S. debt ceiling influences all markets, including commodities.
Education	5-10	5:10	8-10 min	A beautiful greenhouse was opened over the weekend in the Sauk Prairie community. It's special for a lot of reasons. It's a state-of-the-art growing center that will provide not only plants for gardens and homes, but also provide the school lunchroom with fresh greens. It's special in another way because it's dedicated to a former agriculture instructor at the school. Stephanie Hoff visits with friends and family members about the Jeff Hicken Horticultural Learning Center.
Agribusiness	5-10	5:35	3-5 min	Ashley Huhn from the Steffes Group is busy! He talks to Pam Jahnke during the Steffes Group update about the top 10 items that sold in the month of April.

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Consumers	5-10	5:40	8-10 min	May is Beef Month and Kaitlyn Riley from the WI Beef Council wants you to know what they've got happening. She explains to Pam Jahnke the ways that consumers and producers can get involved in everything from sampling burgers to participating in a virtual/real walk/run event. Paid for by WI Beef Council.
Recreation	5-11	5:10	8-10 min	With improving weather, there's lots of opportunities to get out and enjoy. Charitee Seebecker talks with Missy VanLanduyt (Van-Land-it), DNR Recreation Partnerships Section Chief, about their Out WI Go effort to bring people to state parks and natural spaces.
People	5-11	5:35	3-5 min	Stephanie Hoff introduces us to Alice in Dairyland finalist, Charitee Seebecker of our own Midwest Farm Report staff. The final phase of interviews begins today for finalists in Walworth county.
Economy	5-11	5:40	5-7 min	Matt Tranel with EverAg joins Pam Jahnke to discuss the direction that dairy is headed.
Trade	5-12	5:10	8-10 min	It's Mother's Day weekend and plenty of mom's will be enjoying a bouquet. Getting those flowers to the U.S. from around the world has its own challenges. Carrie Mess visits with Bruce Cheong. He is an Agriculture Operations Manager with the Agriculture Programs Trade Liaison and US Customs and Border Patrol.
Safety	5-12	5:35	3-5 min	May is mental health awareness month, and outreach efforts include helping farm families. Charitee Seebecker talks to Jes Beauchamp who is one of the dedicated staff available 24/7 through Wisconsin's Farmer Wellness Program.
Community	5-12	5:40	8-10 min	Walking - it sounds so simple. Pam Jahnke talks to Darrin Wasniewski, AARP-Wisconsin, Associate State Director - Community Outreach about how walking is bringing communities together. Brought to you by AARP of Wisconsin.

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Safety	5-15	5:10	8-10 min	The National Farm Medicine Center is actively promoting slow moving vehicle signs for all farm equipment moving toward the field. Bob Bosold talks to Brian Weichelt from the National Farm Medicine Center about all the resources available.
People	5-15	5:35	3-5 min	Wisconsin's got a new Alice in Dairyland on the way, beginning July 5th. Stephanie Hoff brings us a quick chat with Ashley Hagenow, Poynette native, selected as the 76th Alice in Dairyland on Saturday night.
Community	5-15	5:40	5-7 min	Wisconsin's got beautiful barns everywhere. Different styles, different uses, but not all those barns are in use today. Carrie Mess visits with Ken Goodwin, owner of Wisconsin Barn Board and Beam, a company that specializes in taking down barns and salvaging the wood for its next life.
Crop Progress	5-16	5:10	8-10 min	Patience is definitely a positive trait if you're trying to establish a lawn. That's the word from UW Turf Grass Specialist, Doug Soldat. He visits with Pam Jahnke about some of the tips you should consider when it comes to establishing and managing your lawn.
Safety	5-16	5:35	5-7 min	May is Mental Health Month in Wisconsin and we're drawing attention to available resources for Wisconsin farmers and their families. Charitee Seebecker visits with Sue Springer from the Iowa County Suicide Prevention Coalition. She says resources are there - you just need to make the effort to reach out.
Economy	5-16	5:45	5-7 min	John Hineberg, market advisor with Total Farm Marketing, visits with Pam Jahnke about the downward trends all commodities are witnessing. Hineberg says the markets are pivoting from international demand to weather focused trends.
People	5-17	5:10	8-10 min	Wisconsin's new agriculture ambassador is Ashley Hagenow from Poynette. The recent graduate will assume the Alice in Dairyland position

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				effective July 5th. Stephanie Hoff visits with her after the big announcement.
Agribusiness	5-17	5:35	3-5 min	Ashley Huhn from the Steffes Group launches their annual photo campaign for their upcoming spring catalog. He visits with Pam Jahnke during the Steffes Auction update. Sponsored by Steffes Auction.
People	5-17	5:45	5-7 min	With a new "Alice" ready to go, Nate Zimdars chats with our current "Alice", Taylor Schaefer, about what she's planning for her future.
Safety	5-18	5:10	8-10 min	May is Mental Health Month and that encompasses Wisconsin farmers and their families. Charitee Seebecker talks with Jes Beauchamp who's part of the WI Farmer Wellness Program. She helps provide 24/7 assistance to farmers, their families, and anyone that's suffering with some mental health challenges.
Crop Progress	5-18	5:35	5-7 min	So far, so good for Wisconsin's apple crop. Steve Louis of Oakwood Fruit Farm in Richland Center says he's pretty confident that he's looking at a normal crop for 2023. The weather has been unpredictable, but he thinks most of the risk is behind him. Charitee Seebecker gets the update.
Economy	5-18	5:45	5-7 min	Zach Bauer with EverAg steps in to talk to Pam Jahnke about the downturn we're watching in the dairy complex. He says it's not just about school concluding for the year, it's also about abundant production and sagging world demand.
Policy	5-19	5:10	8-10 min	All eyes are focused on budget discussion at the state capitol and that includes the eyes of Wisconsin Ag Secretary, Randy Romanski. He talks with Pam Jahnke about some of the funding mechanisms that's getting bipartisan support.
Education	5-19	5:35	3-5 min	The Dairy Innovation Hub held their spring symposium, highlighting research ongoing to add value to Wisconsin dairy industry. Carrie Mess

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				found researcher Denise Ney, who's focused on cheese whey and it's potential in helping combat obesity.
Economy	5-19	5:40	5-7 min	Pam Jahnke caught up with a group of Japanese buyers in Wisconsin to learn more about how farmers raise their beef. The group was supported in part by the WI Ag Export Council and the WI Beef Council. Pam visits with Tazuko Hijikata with the U.S. Meat Export Federation about the questions those buyers were asking.
Energy	5-19	5:45	5-7 min	Heat and humidity are coming to Wisconsin soon. Focus on Energy wants farmers and agribusinesses to think about energy saving incentives available before the heat arrives. Pam Jahnke talks with Energy Advisor, Kevin Weiler, about what's available. Paid for by Focus on Energy.
Safety	5-22	5:10	8-10 min	Thoroughbred horse racing's been getting all kinds of media attention, but for all the wrong reasons. Stephanie Hoff talks with Dr. Mark Markel, Dean of the UW School of Veterinary Medicine and a practicing equine specialist. 7 horses were euthanized leading up to the Kentucky Derby, and 1 more at Pimlico just before the Preakness over the weekend. Markel explains how fragile these young horses really are.
Education	5-22	5:35	5-7 min	School's almost ready to adjourn for the summer. Kids and teachers may be happy, but it does add an element of uncertainty to kids' summer nutrition. Charitee Seebecker visits with Josh Perkins, Director of Food and Nutrition for Madison Metropolitan School District.
Policy	5-22	5:45	5-7 min	So far Wisconsin agriculture's feeling positive about the direction the Joint Finance Committee is going with their proposed budget. Pam Jahnke visits with WFBF's Executive Director of Governmental Relations Jason Mugnaini.

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Environment	5-23	5:10	8-10 min	A strange situation is happening across Wisconsin - jumping worms! Charitee Seebecker follows up on these sightings with PJ Leisch, UW-Extension Entomologist.
Safety	5-23	5:35	5-7 min	Money still remains in the DNR's Well Compensation and Well Abandonment Grant Programs. Stephanie Hoff talks with DNR's Marty Nessman about grants already awarded and their hopes of distributing more of those federal monies.
Crop Progress	5-23	5:45	5-7 min	John Hineberg, market advisor with Total Farm Marketing in West Bend, joins Pam Jahnke to talk about the latest crop ratings and the awful results that are being found in winter wheat fields across the central plains.
Safety	5-24	5:10	8-10 min	May is mental health month and that encompasses the farming community too. Sue Springer has personally witnessed the devastating impact ignoring mental health challenges can have on families. Today she helps educate people on the signs of mental health challenges and distributes information about available resources as founder of Suicide Prevention Southwest Wisconsin. Charitee Seebecker visits with her about what's sometimes overlooked by friends and families.
Agribusiness	5-24	5:35	3-5 min	Pam Jahnke catches up with Ashley Huhn from the Steffes Group. This week is a big week for multiple auctions all happening on line. Sponsored by Steffes Group.
Education	5-24	5:45	8-10 min	Cooking is a natural platform to introduce people to beef. The ProStart cooking program in Wisconsin helps high school students learn about culinary procedures, and gives them competitive opportunities too. Badger High School in Lake Geneva is a long time participant in the ProStart program. Pam Jahnke talks with Jamie Lutz, the Family and Consumer Science teacher. Her student teams have won the 'Best of Beef entrée' award, sponsored by Wisconsin Beef Council, for the last two years at the

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				Wisconsin ProStart Invitational contest. Her student Yasmine Binion. Binion has competed several years and won multiple times. This program is supported by the Wisconsin Beef Council and state checkoff dollars. Program paid for by Wisconsin Beef Council and Equity Cooperative.
Education	5-25	5:10	8-10 min	The Wisconsin Farmers Union's Kamp Kenwood has a new director. Jill Welke visits with Grace Clardy who's just beginning a busy season offering programming at Kamp Kenwood north of Chippewa Falls.
Policy	5-25	5:35	5-7 min	Wisconsin's milk haulers made their voices heard this week in support of increased state funding for improvements on the state's rural roadways and bridges. Nate Zimdars chats with Jerry Schroeder, chair of the Wisconsin Milk Haulers Association.
Economy	5-25	5:45	5-7 min	Milk and cheese prices continue to slide at an alarming rate. Cody Koster, broker analyst with EverAg, joins Pam Jahnke to talk about what's influencing the dairy complex.
Energy	5-26	5:10	8-10 min	When the heat and humidity returns to Wisconsin next week, plenty of people will turn to air conditioning and fans - including Wisconsin farmers. Stephanie Hoff visits with Master Electrician, Aaron Robarge, about evaluating your electrical system and considering maintenance before you flip that switch.
Crop Progress	5-26	5:35	5-7 min	Cristelle Geudot, UW-Extension Fruit Entomologist has confirmed reports of thrip in Wisconsin strawberry fields. This super small insect can decimate a field in a very short time. Geudot explains to Pam Jahnke how the insect arrives in the state.
Finance	5-26	5:45	8-10 min	Memorial weekend offers people the opportunity to get out and camp, ATV, hike - and they might just fall in love with the property they're enjoying. Purchasing that raw land can be problematic though. Establishing value and getting financing isn't something a traditional bank

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				likes to handle. Pam Jahnke visits with Compeer loan officer, Steve Leffew, about questions potential land buyers need to ask. Sponsored by Compeer Financial.
Crop Progress	5-30	5:10	8-10 min	Tulips - not a commercial crop you typically expect in Wisconsin, but one woman in western Wisconsin is giving it a shot! Bob Bosold visits with Jodi Wilhelm about her plans.
Community	5-30	5:35	5-7 min	June dairy celebrations have officially kicked off across the state. Wisconsin Dells is known for waterparks and ducks, but this Saturday they're going to try and pivot attention to the state's agriculture. Charitee Seebecker visits with WI Dells FFA Alumni member, Chris Davis, about their Farm to Fork breakfast this weekend.
Economy	5-30	5:45	5-7 min	John Hineberg with Total Farm Marketing joins Pam Jahnke. Weather is the driving factor on markets today.
Crop Progress	5-31	5:10	8-10 min	Weather might be hot and dry today, but about a month ago it was just the opposite. Phillipe Coquard can tell you all about it. He's the owner/operator of Wollersheim Winery in Prairie du Sac where the cool weather cost him 80% of his grape crop. He explains the cost and consequences to Charitee Seebecker.
Agribusiness	5-31	5:35	3-5 min	Ashley Huhn from the Steffes Group reminisces about the history of how the Steffes Group Auction Company got started. He shares the history with Pam Jahnke. Paid for by the Steffes Group.
Crop Progress	5-31	5:45	5-7 min	It's one of the first spring treats for a lot of Wisconsinites - rhubarb. Charitee Seebecker learns more about the crop from grower, Kathy Bures in Barneveld.
Safety	6-1	5:10	8-10 min	Cattle "Rustling" is something we think about from decades ago, but given the high value of cattle today - it's back in play. Pam Jahnke visits with Jara Settles, Chief Counsel with the Livestock Marketing Association,

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				explains what's happening with cattle thefts and how producers can protect themselves.
Policy	6-1	5:35	5-7 min	Nate Zimdars is following the budget process at the state house and how it could impact rural roads and infrastructure. He talks with grain producer Arch Morton Junior from Rock County on why repairing and refortifying rural roads and bridges impacts more than just farmers and rural citizens.
Economy	6-1	5:45	5-7 min	Bryce Windecker, broker analyst with EverAg, joins Pam Jahnke to talk about the latest milk price announcements and the weather driven grain trade producers are maneuvering through.
Safety	6-2	5:10	8-10 min	As spring field chores continue around Wisconsin, paying respect to the size and power of that equipment is critical. Stephanie Hoff focuses in on tractor safety training available around the state to help first time operators get prepared before they're behind the wheel.
Policy	6-2	5:35	3-5 min	Next week dairy voices will gather together to focus on risk management tools available and revisions under the next Farm Bill. Jeff Lyons, General Manager of FarmFirst Dairy Cooperative will be among attendees. Stephanie Hoff finds out what he sees as priorities.
Crop Progress	6-2	5:45	5-7 min	Rhubarb - it's a springtime treat for a lot of Wisconsinites, but what do you know about the plant? Charitee Seebecker talks with rhubarb grower, Kathy Bures, about plant tidbits you might not be aware of.
Agribusiness	6-5	5:10	8-10 min	There's another agribusiness merger in the works in Wisconsin. Bob Bosold talks to Rob Larson who will be the CEO when Allied Coop and Provision Partners join forces as one in October.
Community	6-5	5:35	3-5 min	June Dairy Celebrations are about more than just food and fun - it's about consumer education too. Sydney Flick is the coordinator for Cows on the Concourse, an annual event in downtown Madison on the Capitol Square.

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				Flick says of the estimated 20,000 attendees, it's estimated that 25% of visitors have never seen a cow, let alone had the chance to touch one.
Crop Progress	6-5	5:40	3-5 min	Strawberry producers are waiting on rain to help finish out their crop. Julie Schoenberg is a strawberry grower outside of Poynette who still has confidence the crop will be more than adequate.
Weather	6-5	5:45	5-7 min	Weather - it's all anyone in agriculture is talking about. Between smoke from Canadian wildfires and the dry stretch of weather, meteorologists are busy! Pam Jahnke visits with Scott Berschback, lead meteorologist with the National Weather Service in Green Bay, about how that forecast comes together.
Crop Progress	6-6	5:10	8-10 min	All eyes are still focused on Wisconsin's weather, including our apple producers! Charitee Seebecker talks with Steve Louis from Oakwood Apple Orchard near Richland Center. Spring was a little spooky with cooler than expected temperatures and rainfall. Now they're worried about drought. Louis gives his perspective on the crop so far.
Safety	6-6	5:35	5-7 min	The dry weather conditions across the state have kept DNR officials busy too. Stephanie Hoff reports that they're normally less busy after Memorial Weekend, but this year's different. Wisconsin DNR's wildfire prevention specialist Catherine Koele explains how they're trying to keep the general public aware of risk.
Economy	6-6	5:45	5-7 min	John Hineberg says the breaking news out of the Ukraine that a major dam has been breached is moving wheat prices higher overnight. The market is also reacting to the dramatic drop in crop quality ratings for corn, wheat and even soybeans.
Education	6-7	5:10	8-10 min	There's some improvements on the way to the networking of weather information across the state. UW Extension is moving forward thanks to grants, in adding automated weather stations in every county statewide.

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				Chris Kucharek, chair of the agronomy dept at UW-Madison CALS campus explains the plan to Pam Jahnke.
Agribusiness	6-7	5:35	3-5 min	Ashley Huhn from the Steffes Group joins Pam Jahnke to update us on this week's aggressive auction action. Sponsored by the Steffes Group.
Agribusiness	6-7	5:45	8-10 min	Wisconsin just played host to 8 visitors from Tokyo that wanted to know more about how Wisconsin farmers and processors raise and handle beef. Tammy Vassen, executive director of the Wisconsin Beef Council, tells Pam Jahnke more about the group's experience in-state and what business it could turn into. Paid for by the Wisconsin Beef Council.
Safety	6-8	5:10	8-10 min	More and more operating farms are being surrounded by non-farm neighbors. There's also more staff operating on an average farm. Trying to keep track of what's really happening on a farm is difficult, that's why many are turning to technology to help. Stephanie Hoff visits with Jason Nosrati, of Ag Video Surveillance in Beaver Dam about the trends he's seeing.
Crop Progress	6-8	5:35	5-7 min	The "flash" drought in Wisconsin is causing state extension officials to call a group of experts together to talk about "what if's". Pam Jahnke visits with Natasha Paris, UW-Extension Crop Educator in Adams, Marquette, Waushara and Green Lake counties. Friday there will be an hour long webinar helping growers think through their strategies IF the drought persists.
Economy	6-8	5:45	5-7 min	Bryce Windecker from EverAg steps in to update the audience on the ugly trend of dumping milk - now in the upper Midwest. Cheese prices remain firm, but that doesn't impact every dairy producer. He chats with Pam Jahnke about the landmines dairy producers and processors are working around.

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Events	6-9	5:10	8-10 min	Next week is the annual Wisconsin FFA Convention and Casey Denk is ready for it. The young woman from Mondovi has logged more than 28,000 miles visiting members across the state. She visits with Jill Welke about what she's looking forward to in Madison during the convention.
Events	6-9	5:35	5-7 min	Saturday is the Dane County Breakfast on the Farm just south of Verona at the Kahl Family Farm. Riley Kahl is one of the family members welcoming people, and he's also providing an added twist to the event! Kahl is the current president of the Wisconsin Auctioneers Association, and will be incorporating an actual auction into the breakfast's educational activities. He explains the details to Pam Jahnke.
Infrastructure	6-9	5:45	8-10 min	Money has poured into expanding broadband internet to rural areas of Wisconsin - but where do we stand? Sue Dierkson, Volunteer Advocate for AARP of WI speaks with Pam Jahnke about the frustration in how long the effort's taking! Dierkson herself suffers from the lack of connectivity in Lincoln county. She explains what frustrated citizens that are being left behind with the broadband efforts can do - even without the internet access. Paid for by AARP of Wisconsin.
Agribusiness	6-12	5:10	8-10 min	It's summer vacation time across Wisconsin, and that could include a visit to an agricultural tourism spot. Bob Bosold visits with Sheila Everhart, executive director of the Wisconsin Ag Tourism Association, about their launch of a public awareness campaign involving the state's rest stops, and how ag tourism has changed in the last decade.
Policy	6-12	5:35	5-7 min	Work continues at the state house on critical bills impacting Wisconsin agriculture and agribusiness. Pam Jahnke visits with Wisconsin Senator, Howard Marklein, a key member of the Joint Finance Committee, about the Ag Road Improvement Program (ARIP) and its request for \$150 million in state monies to help specifically rural roads, bridges, and culverts.

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Education	6-12	5:45	5-7 min	We're celebrating June Dairy Month and special dairy innovations. At UW-River Falls, a team of food science majors have developed a new product for the dairy sector that provides a calming effect to consumers. RootCurd is now one of the top 3 new dairy products being evaluated by Dairy Management Incorporated. Pam Jahnke visits with advisor, Dr. Grace Lewis, and one of the students, Ann Eurele, on how they created RootCurd. Paid for by Dairy Farmers of Wisconsin.
Crop Progress	6-13	5:10	8-10 min	It's one of spring's first sweet treats - rhubarb. There's a lot of different ways this plant can be used. Charitee Seebecker gets a little assistance on learning more about the plant and its diverse uses from Kathy Bures, a grower herself in Barneveld.
Events	6-13	5:35	5-7 min	The 94th Wisconsin State FFA Convention officially convenes today at the Alliant Energy Center. Hundreds of members streamed into Madison early for their "Day of Service". Nate Zimdars visits with FFA Advisor, Beth Reith, who organized the event. She explains what service the members are providing and the reaction they receive from the recipients.
Crop Progress	6-13	5:45	5-7 min	Weather is still dominating conversations in traders circles. Crop ratings across the U.S. declined again. Pam Jahnke speaks with John Hineberg, market advisor with Total Farm Marketing in West Bend. He breaks out details on how long farmers feel their crops can hang on without measurable rain.
Education	6-14	5:10	8-10 min	Enrollment's now open for the Farm & Industry Short Course school, now at UW-River Falls. Bob Bosold talks to Steve Kelm who's coordinating the migration of this long standing program from UW-Madison to UW-River Falls this October.
Agribusiness	6-14	5:35	3-5 min	Ashley Huhn with the Steffes Auction group catches up with Pam Jahnke. They've added a new feature on their website the "Steffes Spotlight".

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				Ashely explains how they're highlighting individual stories of involvement in their community. Paid for by Steffes Group.
Education	6-14	5:45	5-7 min	Nate Zimdars continues his coverage from the 94th Wisconsin State FFA Convention! Officer members announced a record-breaking 25,245 paid members statewide - a new historic record! Zimdars also visits with Ashton Brusveen, a Randolph Cambria Friesland FFA member who was a proficiency finalist. His project and story focused on his seed cleaning business.
Policy	6-15	5:10	8-10 min	We're still waiting for a verdict on what's going to happen with Mexico's acceptance of GMO corn. It's been off the radar for most producers, but Ken Rosenow from the WI Corn Growers Association, says it's important to keep an eye on that conversation because Wisconsin's so dependent on Mexico for the export market. Stephanie Hoff gets an update.
People	6-15	5:35	5-7 min	The 94th Wisconsin State FFA Convention announced the stars that will represent the state this October in Indianapolis. Nate Zimdars gets a chance to visit with the Star Farmer, Nate Seitz from the Pulaski FFA, about his sheep operation.
Economy	6-15	5:45	5-7 min	Katie Burgess from EverAg joins Pam Jahnke to recap the Federal Reserve meeting on Wednesday and how markets are reacting. She also gives us an overview of dairy consumption and product movement going into the summer months.
Safety	6-16	5:10	8-10 min	Vacancies across the state in the areas of emergency responders and firefighters are at an alarming rate. Charitee Seebecker talks with Alan DeYoung, Executive Director/CEO of Wisconsin EMS Association. Call response times are getting worse and worse across the state, especially in rural areas. There's some hope in the shared revenue budget being

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				proposed at the state level, but it may not be enough to plug holes and attract talent in rural areas.
Policy	6-16	5:35	5-7 min	The Agriculture Road Improvement Program (ARIP) has been endorsed in the Senate and Assembly, and is headed to the governor's desk to hopefully be signed into action. Pam Jahnke talks with Jason Mungniani, executive director of government relations with the WI Farm Bureau Federation, about what has to happen after the grant program's put in place. Namely, farmers and agribusinesses will have to make their case locally on what roads/bridges/culverts need immediate attention.
People	6-16	5:45	5-7 min	Mary Schrieber has been named the new president of the Wisconsin FFA Association. Schrieber hails from East Troy and visits with Nate Zimdars about her passion for the organization and some of her goals for the coming year.
Education	6-19	5:10	8-10 min	Some pretty strong words from the board chair of Wisconsin Farm Technology Days, Inc. Mel Pittmann, farmer and board chair, visits with Bob Bosold about the future of the show. He's particularly vocal with his criticism of UW-Extension support in the state.
Education	6-19	5:35	5-7 min	Henry Koerner from the Big Foot FFA had no exposure to agriculture until his agriculture education class. That began to turn a page for the young man that's ushered him into the spot as Wisconsin's Star in Agriscience who will be competing on the national scene in October.
Safety	6-19	5:45	5-7 min	Wisconsin is still hazy and it's not because of heat. The state is feeling the effects of wildfires in Canada. Stephanie Hoff talks about the situation with Craig Czarnecki from the DNR's Air Management Program. He says it's going to impact pets and livestock breathing the same as it does humans.

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People	6-20	5:10	8-10 min	Taylor Schaefer is getting ready to bid farewell to her position as Alice in Dairyland. Stephanie Hoff chats with her about highlights and memories she'll be taking with her, and what she hopes the next "Alice" will realize when she steps into the post.
Weather	6-20	5:35	3-5 min	Pam Jahnke shares comments from Jerry Cheatam, barge captain on the Mississippi River, already worried about lower water levels this fall.
Weather	6-20	5:40	3-5 min	Brady Zuck, president of the WI Cattlemen's Association is also worried about water. Zuck's a beef producer himself in Ladysmith and says if pasture conditions don't improve, ALL livestock owners will be facing some tough decisions. The WI Cattlemen have their summer tour this Saturday.
Safety	6-20	5:45	5-7 min	Charitee Seebecker sheds light on another challenging area for rural residents...emergency services. Pittsville Fire Chief, Jerry Minor, is encouraging farmers to invite their local fire department and emergency responders out tho their farming operations. Minor says knowledge about unique challenges they'll face on farm rescues is becoming more and more critical with fewer and fewer responders having a farm background.
People	6-21	5:10	8-10 min	A fresh, female face from East Troy is taking over the reins of Wisconsin FFA leadership as the new state president. Nate Zimdars introduces us to Mary Schreiber, the new Wisconsin State FFA President.
Events	6-21	5:35	3-5 min	A tragic barn fire in Fond du Lac County is shining light on the resiliency of the dairy industry and the full sense of community in farming neighbors. Amy Ries, Dir. of Agricultural Programs for Envision Greater Fond du Lac explains what happened after the barn fire and where their dairy breakfast will relocate for this Sunday.
Agribusiness	6-21	5:40	3-5 min	Ashley Huhn with the Steffes Group visits with Pam Jahnke about their aggressive sales schedule. Paid for by the Steffes Group.

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Consumers	6-21	5:45	8-10 min	Consumers are definitely thinking twice about what they want to put on the grill this summer. Angie Horkan with the WI Beef Council joins Pam Jahnke to share the latest statistics on what's going on the grill.
Weather	6-22	5:10	8-10 min	Scott Berschback has been a part of NOAA's meteorology team for 15 years and understands people's frustration with forecast accuracy. He visits with Pam Jahnke to help people understand the technology they use and the collaboration that is necessary to improve that accuracy.
Crop Progress	6-22	5:35	3-5 min	Drought is a No. 1 topic in agriculture today, and amidst the strawberry season, it's got us concerned. But in southeast Wisconsin, the strawberry patch is doing well! Charitee Seebecker brings us a story from Bristol. Meanwhile, in the Stevens Point area, Sankey's Strawberry Patch will have a shorter season because the heat is ripening the berries early. Ben Sankey's season will be done before the Fourth.
Agribusiness	6-22	5:45	5-7 min	Wisconsin was one of the main attractions for a South Korean feed miller trade team. Tanner Johnson welcomed seven Korean feed millers to tour the soybean fields at AB Farms in Dallas, Wisconsin. For some, it was their first time seeing soybeans in the ground.
Crop Progress	6-23	5:10	8-10 min	Wisconsin is an agricultural powerhouse, and even our favorite beverages can be traced back to the field... including beer! Rich Joseph owns Hop Garden Brewing. He's got two taprooms – one in Paoli and another in Evansville. And he grows his own hops for his beer. The rest goes to the Wisconsin Hop Exchange. He says this year's drought is a challenge, but for now he still expects a close to average yield. Joseph also gives some insight into industry trends.
Economy	6-23	5:35	3-5 min	Also in the interview with Mid-West Farm Report Mike North says the risk in the market for U.S. dairy producers is that milk supply remains pretty much the same as production numbers remain flat AND cow numbers. He

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				expects cow numbers to decline soon thanks to rising feed costs. He also sees the price of beef being an incentive for farmers to liquidate dairy cattle.
Crop Progress	6-23	5:45	5-7 min	Drought is a No. 1 topic in agriculture today, and amidst the strawberry season, it's got us concerned. But in southeast Wisconsin, the strawberry patch is doing well! Charitee Seebecker brings us a story from Bristol.
Policy	6-26	5:10	8-10 min	Bob Bosold talks with Joe Braegger after he was in D.C. with the Wisconsin Farm Bureau Federation.
Weather	6-27	5:10	8-10 min	Jerry Cheatham has been a boat captain for 28 years collectively, working on the river for about 35 years. He says water levels right now are not looking good and he expects a repeat of last year. "With low water levels in key waterways, such as the Mississippi River, barges can't be filled as full -- sometimes even half of the normal loads," says Cheatham. "As a result, the cost of barge freight rises, slimming margins for terminals. This in turn hurts Wisconsin producers' base price and creates a trickle-down effect of backlog in the river."
Safety	6-28	5:10	8-10 min	Bears are on the move! Recent bear sightings near Madison and Milwaukee beg the question - are bears moving south to stay or are they just wandering through? Randy Johnson, large carnivore specialist with the Wisconsin DNR, shares insight on black bear population trends and the impact they will continue to have as they interact with people more frequently.
Education	6-29	5:10	8-10 min	Wisconsin's Farm Service Agency partnered with local ag organizations to create a Wisconsin Beginning Farmer Resource Guide. Pam Jahnke talks about it with FSA's Katie Demrow.
Economy	6-30	5:10	8-10 min	First-quarter 2023 data from the Federal Deposit Insurance Corporation show that Wisconsin banks remained on solid footing even as two out-of-state institutions failed during the period. Wisconsin Bankers

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				Association President and CEO Rose Oswald Poels shares the news with Stephanie Hoff. Also, in the WBA's biannual Economic Conditions Survey of Wisconsin bank CEOs, nearly three quarters of respondents rated Wisconsin's current economic health as "excellent" or "good."

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