



Heidi Doering
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January-February 2014 Newsletter



Social Media for Farm Business Seminar

Tuesday, January 28, 2014
Dunn County Judicial Center
615 Stokke Pkwy, Room 1402
Menomonie, WI 54751



6:30 p.m. — 8:30 p.m.

Cost: \$10.00 (includes refreshments and materials)

Are you feeling a need to get your farm business into social media, but aren't sure where to begin? Are you doing social media, but aren't sure it's worth it? Are you overwhelmed by the constant introductions of the "new web site that you just have to join"?

If you answered **YES** to any of the above questions then this seminar is for you!

In this seminar, **Dennis Deery of Irish Rose Consulting** will discuss the role of social media as part of your online presence. He will give an introduction to today's most popular social media sites, cover tools that can ease your use of social media, and discuss how to use analytics to make sure your efforts are working. This jargon-free presentation will give you the tools to fit social media into your already-too-busy schedule.

Let Me Know if You're Interested in Carpooling from Baldwin—Heidi

Social Media for Farm Business Seminar - Registration Form Deadline: January 24, 2014

You must reserve your participation by registering with payment

Name: _____

Address: _____

City/State: _____

Zip: _____ County: _____

Phone: _____

Email: _____

What Social Media would you like to learn about?

Send Registration form and check to:

**Dunn County UW-Extension
800 Wilson Avenue, Room 330
Menomonie, WI 54751-2265**

Make Check payable to: **UW-Extension**

Questions? 715.232.1636 or email
katie.wantoch@ces.uwex.edu

Registration Cost: \$10.00 (includes refreshments & handouts)



University of Wisconsin-Extension

St. Croix County Office
Agricultural Service and Education Center
1960 8th Ave., Suite 140
Baldwin, Wisconsin 54002
715-531-1930
715-684-2666 (FAX)
800-947-3529 or 711 (TTY)
<http://stcroix.uwex.edu>

Dear Agriculture Producers,

Do you purchase and/or apply restricted use pesticides at your farm or greenhouse business? If so, the Wisconsin Department of Agriculture and St Croix County Extension want to invite you to attend one of three Private Pesticide Applicator Training sessions which have been scheduled for the St. Croix and Pierce County area in 2014 for new and recertifying producers. If you are unable to attend one of these training sessions, you also have the option to take the exam self-study any time by making an appointment with the UW-Extension office nearest to you.

All sessions are scheduled to begin at 10:00 a.m. and conclude around 3:00 p.m. The first training will be Wednesday, January 15th, at the Ag Service and Education Center, 1960 8th Avenue, in Baldwin. The second training opportunity will be on Friday, February 7th, at the Seyforth Building, Pierce County Fairgrounds, Ellsworth. A third training opportunity will be on Wednesday, March 5th, at the Red Barn Conference Center, intersection of HWY 29 & 63 west of Spring Valley. Please note we cannot take more than 45 participants at the March 5th training, so pre-registration is important!

Private Pesticide Applicator Training is designed for those individuals engaged in agriculture and planning to purchase restricted use pesticides. Individuals can be certified in 3 categories: General Farming, Fruit Crops, and Greenhouse and Nursery. *An exam is given, and to be certified, participants need 50% correct when attending a training session and 70% for self-study.* For more information about Private PAT go to www.ipcm.wisc.edu/pat or contact the St. Croix County UW-Extension office at 715-531-1930.

Materials should be picked up at least one week before the session in order to prepare for the written exam. Space may be limited for each session. Individuals are asked to pre-register and pick up materials at the Extension office. Cost is \$35 per person. If you have more questions you can contact the Extension office at 715-531-1930.

Sincerely,

A handwritten signature in black ink that reads "Heidi J. Doering". The signature is written in a cursive style.

Heidi Doering
St. Croix County UW-Extension



UW
Extension

2014 PESTICIDE APPLICATOR TRAINING SESSIONS ST. CROIX/PIERCE

Three PAT sessions have been scheduled in the Pierce/St. Croix area for the season. Certification is required if you plan to purchase and use restricted use agricultural pesticides in 2014 and beyond.

The dates and locations are:

Wednesday, January 15

St Croix Agricultural Service and Education Center
1960 8th Ave., Baldwin, WI

Friday, February 7

Pierce County Fairgrounds Seyforth building
Ellsworth, WI

Wednesday, March 5

Red Barn Conference Center
Intersection Hwy's 29 & 63, Spring Valley, WI
Space is limited to 45

All sessions are from 10:00 a.m. to 3:00 p.m. Lunch is on your own!

Registration fee for materials: \$35.00/person (includes the cost of the materials and the training).
Space is limited at some sites; therefore, sign up as soon as possible.
Please pick up materials at least one week prior to the training session.

Registration sites:

St. Croix County Extension Office
Agricultural Service & Education Center
1960 8th Avenue, Suite 140
Baldwin, WI 54002
Phone: 715.531.1930

Pierce County Extension Office
Pierce County Office Building
412 W. Kinne Street
Ellsworth, WI 54011-0069
Phone: 715.273.3531 ext. 663

An EEO/AA employer, the University of Wisconsin-Extension Cooperative Extension provides equal opportunities in employment and programming, including Title IX and Americans with Disabilities (ADA) requirements.



Sponsors include:



St. Croix County UW Extension
Pierce County UW Extension
Buffalo County UW Extension
Polk County UW Extension



UW Center for Dairy Profitability



This program is made possible by a USDA
Risk Management Agency
Cooperative Agreement



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FOR MULTI-GENERATIONAL FARMS

Returning to the Farm is a four day program for students, beginning farmers and farm business owners who will be entering or considering a multiple generation farm business.

- Discover how to address major issues that can lead to failure in a multiple generation farm business
- Learn about estate planning tools
- Find out whether an existing operation is large enough to support an additional partner
- Uncover alternative transfer methods
- Get the most recently published resources for those considering a multiple generation farm business

A FOUR-DAY PROGRAM FOR ONLY \$325

Fee includes speakers, materials, lunch, and breaks for up to four people from each farming unit

January 17 – 18, 2014

February 14 - 15, 2014

UW-River Falls University Center

500 E. Wild Rose Avenue

River Falls, WI 54022

Registration Deadline: January 8, 2014

Returning to the Farm



A Farm Succession
Program for
Multi-Generation
Farm Businesses



Where There is a Will ...

There is a Way ...

Succession Planning and Visioning"

Returning to the Farm

Sponsored by UW-Center for Dairy Profitability, UW-River Falls, and UW-Cooperative Extension

At *Returning to the Farm* you'll discuss:

- Multiple generation farm families: living and working together
- Farm business arrangements that fit your business & personal goals
- Financial analysis - is it financially feasible?

This program will:

- Provide general information necessary to plan entry into existing farm operations
- Furnish a resource packet with worksheets, exercises and pertinent information
- Offer an opportunity for students and their families to discuss issues related to farm succession

FOR MORE INFORMATION:

Call: Joy Kirkpatrick
Outreach Specialist
608/263-3485
E-mail: joy.kirkpatrick@ces.uwex.edu

A block of rooms has been reserved under "Returning to the Farm" for Jan. 16 & 17 & Feb. 13 & 14 at Best Western Plus Campus, River Falls. Rooms are \$70/night plus tax. This block of rooms will be release on Jan. 5th for the January weekend and Feb. 1st for the Feb. weekend
Call (888) 582-5020 for reservations.

January 17, 2014, 9:00 am – 4:30 pm

Welcome and Introductions
Succession Planning Overview and Visioning
Ag Law 101: Tax Consequences with Farm Transfer
Ag Law 102: Farm Business Arrangements
Wants, Needs, Expectations, Fears related to the farm succession?
Finance 101: How Big Is Your House?

January 18, 2014, 9:00 am – 3:00 pm

Communications 101: If We're Related, Why Don't We Understand Each Other?
The Reality of Transition Planning
Communications 102: Working as a Team
Finance 102: Balance Sheet/Income Statement
Homework assignments

February 14, 2014, 9:00 am – 4:15 pm

The Reality of Transition Planning, Part II
Conflict Resolution
Estate Planning/Long Term Care Insurance
Tools for Evaluating and Dealing with some of the 5Ds (death, disability, disaster, divorce, disagreement)
Lender Panel – Experiences with Farm Succession Planning

February 15, 2014, 9:00 am – 4:00 pm

The Reality of Transition Planning, Part III
Fair vs. Equal
Breakout Session
Finance 103: Using Financial Information
Putting your plan into action

Returning to the Farm REGISTRATION

Registration deadline: December 16, 2011

PARTICIPANTS:

Name: _____

Address: _____

Phone: _____

E-mail: _____

Student Parent Sibling Spouse Other

Name: _____
 Student Parent Sibling Spouse Other

Name: _____

Address: _____

Phone: _____

E-Mail: _____

Student Parent Sibling Spouse Other

Name: _____
 Student Parent Sibling Spouse Other

Name: _____
 Student Parent Sibling Spouse Other

Name: _____
 Student Parent Sibling Spouse Other

Name: _____
 Student Parent Sibling Spouse Other

IT'S EASY TO REGISTER!

MAIL TO:

Center for Dairy Profitability
ATTN: Joy Kirkpatrick
204 Taylor Hall, 427 Lorch St.
Madison, WI 53706

COST: \$325/farming unit – provides materials & meals for up to four people from same farming unit.

\$80 for each additional participant

Make checks payable to: **CDP**

Farm Financial Recordkeeping Using QuickBooks Beginner's Workshop

Tuesday, January 14th, 2014
Davee Library, Grey Lab, Rm. 101
University of River Falls
River Falls, WI

10:00 a.m. — 3:00 p.m.

Cost: \$20.00 (includes lunch and materials)
Advance Registration with Payment to "UW-Extension" Required
by Thursday, January 9, 2014

QuickBooks is a popular financial recordkeeping program and management tool. QuickBooks allows you to track and manage income, expenses, bank accounts, receivables, inventory, fixed assets, payables, loans, payroll and equity in your farm business. QuickBooks also provides you with standard and customized detailed reports that are essential to making good decisions.

During this hands-on computer session you will develop a simple set of dairy farm financial records and reports. Learn how QuickBooks is structured, how its files work, and how to navigate the system to tailor your farm's recordkeeping needs.



Sponsors



Beginner's QuickBooks Registration Form **Deadline: January 9, 2014**

Name: _____

Address: _____

City/State: _____

Zip: _____ County: _____

Phone: _____

Email: _____

Registration Cost: \$20.00
(includes lunch)

Pls. indicate dietary and/or accessibility needs:

Register Early—Enrollment is Limited!
Reserve your participation by sending in
payment!!

Send Registration form and check to:

UW-Extension St. Croix County
1960 8th Ave, Suite 140
Baldwin, WI 54002

Make Check out to: UW-Extension

Contact: Ryan Sterry, 715-531-1930, Jennifer Blazek,
715-485-8600 or Jenny Vanderlin, 608-263-7795



Chris Blanchard, organic farmer, consultant, and educator

Chris Blanchard provides consulting and education for farming, food, and business through Flying Rutabaga Works. As the owner and operator of Rock Spring Farm since 1999, Chris raised twenty acres of vegetables, herbs, and greenhouse crops, marketed through a 200-member year-round CSA, food stores, and farmers markets. Prior to 1999, Chris managed student farms, worked as an intern, packing house manager, plant breeding assistant, and farm manager, and provided consulting for a major organic processor, in California, Wisconsin, Maine, and Washington state. His workshops, writing, and consulting throughout the country about farm business concepts, food safety, organic vegetable production, and scaling-up have gained a reputation for fresh approaches, down-to-earth information, and honesty.

Save the Date

Saturday, March 15, 2014

As the demand for local and organic food has exploded in the last five years, so has the expectation on the part of consumers and institutional buyers for production and handling systems designed to minimize microbial contamination. Join Chris, a farmer and consultant who has been through the audit process and helped others through it for this review of practical food safety, how to develop a written food safety plan, and how to set up record keeping systems that support business processes rather than existing outside of the system.

An Interactive Workshop to be held in Baldwin, Wisconsin

For: Post-Harvest Handling, Food Safety and Good Agricultural Practices (GAPs) Compliance

In this day-long workshop Chris will cover: Simple Steps to Food Safety; Tracebacks and Audit Trails; Post-Harvest Handling Tools and Considerations; Snoop the Poop Interactive Session; Food Safety Plans and Audits.

Plan to Attend? Space will be limited, so call 715-531-1930, or e-mail me at Heidi.Doering@ces.uwex.edu, or mail a note to Heidi at 1960 8th Ave, Ste 140, Baldwin, Wisconsin 54002 to reserve the number of spots requested!

FRUIT & VEGETABLE PRODUCTION

Farming for Profit Series—Fruit Production

Polk County is hosting one site of the Farming for Profit Series again this year. The topic changes yearly and this year we will be focusing 6 sessions on everything to do with Fruit Production. The dates and topics are:

- *January 27th*—Introduction to producing fruit for sale and understanding the risks involved
- *February 3rd*—Apples (also covering tart cherries and plums)
- *February 10th*—Blueberries (also covering currants and aronia)
- *February 17th*—Strawberries (also covering raspberries)
- *February 24th*—Grapes
- *March 3rd*—Markets, labor, and enterprise budgets



Each session is from 6:30-9pm. We will be meeting at the Polk County Government Center in Balsam Lake. There is a registration fee for attending: \$40 per person for the whole series OR \$10 per person per session a la carte. Contact Polk County Extension for more information!



Top 10 Fruit & Vegetable Management Issues

This workshop series is to help fruit and vegetable producers with many of the common pests and management issues around vegetable production. Speakers will cover identification and control. Great opportunity to ask questions directly to our specialists about those issues you are facing.

Dates and Topics:

Thursday, February 13th from 6:30-8:30pm—"Insects" - Phil Pellitteri, UWEX Entomology Specialist

Thursday, March 6th from 6:30-8:30pm—"Plant Diseases" - Brian Hudelson, UWEX Plant Disease Specialist

Both workshops will be held at the Polk County Government Center in Balsam Lake. There is a \$10 registration per person per session, including light refreshments and materials. Please pre-register at least 2 days in advance.

UPCOMING WORKSHOPS

Northern Ag Safari

This winter marks the 29th year of the "Northern Wisconsin Safari of Ag Specialists". Polk County has not participated in the past, but this year we are lucky enough to join in this safari and be a site! Each program focuses on a specific agriculture topic, with UW-Extension specialists bringing you up-to-date on the latest research-based information for your farm business or rural property. Go to: polk.uwex.edu for registration details.

Thursday, January 23rd—*Adapting Your Farming to Climate Change*, Dick Wolkowski, Emeritus UW-Extension Soil Scientist

Friday, February 21st—*Rethinking Farm Leases and Rental Agreements*, Phil Harris, UW-Extension Agriculture Economist

Friday, March 21st—*The Importance of Insect Pollinators on Food Production*, Christelle Guedot, UW-Extension Entomologist

There is no cost for the program, but please pre-register. The programs will be held at the Polk County Government Center in Balsam Lake, starting at 1:30 pm and are open to all producers.

Mini Annie's Project Financial Management

Polk, St. Croix, and Dunn Counties are working together to host a mini 2 day Annie's Project series on financial management. An Annie's Project is a more-in-depth program designed for farm women. While everyone is invited, these workshops will focus more on examples from value-added and local foods businesses.

Session topics include:

Feb. 15th—Records & Record-Keeping Strategies

Feb. 22nd—Budgets, Reports & Decision-Making

These workshops are two consecutive Saturdays, the time and registration cost is yet to be determined, but lunch will be included. Please plan on attending both sessions. To register or get more information about this series, please contact the Polk County Extension office at 715-485-8600 or go to Polk County website: <http://polk.uwex.edu>.



To Register for Workshops & Classes on this Page, Contact Jennifer Blazek @ 715-485-8600 or

E-mail her at: jennifer.blazek@ces.uwex.edu

Happenings in Horticulture

Winter is a great time to stop and reflect on past years' results and how you want to plan for change in the coming year to make your operation more productive and profitable. Have you been thinking of modifying your current business practices, selling into a different marketplace or producing a new product but are unsure of how best to find resources and information to help you make that decision and move forward? Feel free to give me a call or send me an e-mail with production or business-related questions you have that I might be able to help you work through or answer. My office hours are typically Monday, Tuesday and Thursday, 8 am to 3:30 pm and I can be available other hours as your schedule requires.

There's Still Time to Apply for Grant Funding!

Conservation Stewardship Program (CSP)—Applications Are Due by January 17th

Value-Added Producer Grant (VAPG)—Applications Are Due by February 24th

Have you been considering adding beekeeping and honey products to your production mix in 2014? If so, here are two opportunities to take a beginning beekeeper course during the off-season and learn more about keeping bees or to brush up on your basic beekeeping skills if you keep bees but have not previously taken a course on beekeeping basics.



**7th Annual Introduction to
Bees & Beekeeping Workshop**
Dunn County Beekeepers & UW Extension
Saturday, January 25, 2014
8 am to 4:15 pm
Menomonie, Wisconsin
Contact Michelle at 715-232-1636

Or for more details go to their website:
dunncountybeekeepers.org/beekeeper-workshop

The Art of Beekeeping

Wolf Honey Farm

Dale Wolf, Master Beekeeper

Saturday, February 23, 2014

8 am to 4 pm

Baldwin, Wisconsin

Contact Dale Wolf at 715-684-2095

Or go to his website:

wolfhoneyfarm.com

