

Heart of the Farm

Women in Agriculture Conference



**Tuesday,
March 22nd, 2016**

Mead Wildlife Education and
Visitor Center
S2148 County Hwy S
Milladore, WI 54454

(Registration starts at 9:00)

Sponsors



University of Wisconsin-Extension

Marathon, Wood County



WISCONSIN MILK
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If you have any questions, please contact:
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OR

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608.263.7795

<http://www.uwex.edu/ces/heartofthefarm/>

Cancellations after the registration deadline will not be refunded.
Call 715.421.8440 to cancel your registration.

In case of inclement weather:
Call 715.421.8440 regarding the status of the conference.

Registration Form
Registration due by March 11, 2016

Name: _____

Address: _____

City/ State: _____

Zip: _____ County: _____

Phone: _____ Email: _____

Please indicate dietary and/or accessibility needs:

Registration Cost: \$20.00

Send Registration form and check to:

Wood County—Extension Office

c/o HOF-Wood County

PO Box 8095

400 Market Street

Wisconsin Rapids, WI 54495

Please make checks payable to:

UW-Extension

Mission

**Farm Management and Production
Education for Women**
Improving Farm Business
Decision-Making

Agenda

- 9:00 am Registration**
- 9:15 am Introductions**
- 9:45 am Kitchen Wellness**
- 10:00 am Will 2016 be another “treading water” year for Wisconsin Dairy Farmers?**
- 11:00 am Social Media on the Farm**
- 11:30 am Beekeeping 101**
- 12:00 pm Lunch (provided)**
- 1:00 pm Value Added Agriculture, Making Corn Fun**
- 1:30 pm Beet the System, Farm with Wisdom—Adding Market Gardening to Your Operation**
- 2:45 pm Evaluations, Prizes**
- 3:00 pm Adjourn, Optional Tour**

Speakers

Kitchen Wellness.

Brittany Schreiber, Rural Life Initiative, Outreach Health Coordinator, Nurse, Farmer, Mother.
Brittany works for a small non-profit organization who takes preventative health screenings to the farms in Marathon County. After a short introduction she will be available to check blood pressure, cholesterol, and diabetes.

Will 2016 be another “treading water” year for Wisconsin Dairy Farmers?

Mark Stephenson, Extension Dairy Policy Analyst and Director, Center for Dairy Profitability, Dept. of Agricultural and Applied Economics, UW-Madison.
It is a new year and the dairy markets look like they are under siege. Mark Stephenson will discuss the mounting pressures on milk prices in the year ahead.

Social Media on the Farm.

Heather Schlessner, Dairy Agent, Marathon County, UWEX.
How to use social media to promote your farm business. Presentation will discuss the use of Facebook and Twitter to get the word out about your farm and the great agricultural practices you perform.

Beekeeping 101.

Ken Williams, Waushara County, UWEX.
Ken will give a short introduction into the world of beekeeping. Why keep bees? What does it cost? What are the benefits and rewards?

Value Added Agriculture, Making Corn Fun.

Liz Henry, Assistant Director, RENK Agribusiness Institute, Producer and Bourbon Babe.
Find out how J. Henry and Son's Bourbon brought Liz back to the family farm. Liz will discuss how she and her family worked magic in their historic barn in Dane, WI by creating pure Wisconsin craft bourbon.



Goal

The *Heart of the Farm—Women in Agriculture* addresses the needs of farm women by providing education on pertinent topics, connecting them with agricultural resources, and creating support networks.



Beet the System, Farm With Wisdom—Adding Market Gardening to Your Operation

Joel Kuenhold, Lonely Oak Farm, Milladore, WI.
Join Joel for an informative discussion on how vegetables can add significant revenue to your farm operations with low initial overhead. Joel will explain how he transitioned his entire farm to a direct marketing model. He will cover planning for market gardening, season extension, starting a Community Supported Agriculture (CSA) program, and share his adventures in starting an on-farm restaurant. An emphasis on engaging your local food system will be carried through this presentation.

Joel will be offering a tour of his diversified farm immediately following his presentation.

Lonely Oak Farm
11946 County Road S
Milladore, WI 54481



Please contact us for special assistance regarding our programs. Requests are confidential.
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