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 costs: $20.00

Please make checks payable to:
UW-Extension

Registration form due by March 11, 2016

If you have any questions, please contact:
Matt Lippert, 715.421.8440,
matthew.lippert@ces.uwex.edu
OR
Jenny Vanderlin, jmvander@wisc.edu,
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.

Send Registration form and check to:
Wood County—Extension Office
PO Box 8095
400 Market Street
Wisconsin Rapids, WI 54495

Sponsors

Registration Form

Name: ________________________________
Address: ________________________________
City/State: __________________________
Zip: __________________________
County: __________________________
Phone: __________________________
Email: __________________________

Please indicate dietary and/or accessibility needs:

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## Mission

*Farm Management and Production Education for Women*

Improving Farm Business Decision-Making

## 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?


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 Schlesser**, 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.

## Agenda

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

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