

# Heart of the Farm

Women in Agriculture Conference



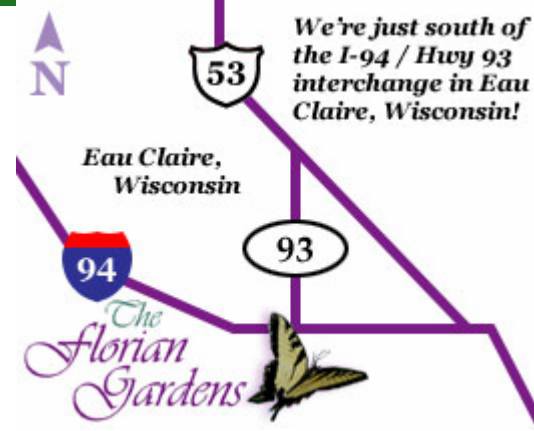
Thursday, March 5, 2009

Florian Gardens  
(2340 Lorch Avenue)

Eau Claire, WI

9:15 am—3:30 pm

## Directions



For more information please visit the Florian Gardens website at <http://thefloriangardens.com> or call them at 715.832.8836

## Sponsors

**UW**  
**Extension**

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If you have any questions, please contact:  
Jenny Vanderlin, [jmvander@wisc.edu](mailto:jmvander@wisc.edu),  
608.263.7795  
or your local county Extension office

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



Please contact us for special assistance regarding our programs. University of Wisconsin-Extension, U.S. Department of Agriculture, and Wisconsin counties cooperating. UW-Extension provides equal opportunities in employment and programming, including Title IX and ADA.

## Registration Form

**Registration due by February 25, 2009**

Send Registration form and check to:

UW Center for Dairy Profitability  
c/o HOF Eau Claire  
266 Animal Sciences Building  
1675 Observatory Drive  
Madison, WI 53706

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State: \_\_\_\_\_

Zip: \_\_\_\_\_ County: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Pls. indicate dietary and/or accessibility needs:

Registration Cost: \$25.00

Please make checks payable to:

Center for Dairy Profitability

# Heart of the Farm— Eau Claire

## Mission

### **Farm Management and Production Education for Women**

Improving Farm Business  
Decision-Making

## Agenda

<b>9:15 am</b>	<b>Registration</b>
<b>9:45 am</b>	<b>Introductions</b>
<b>10:00 am</b>	<b>Financial Records</b>
<b>11:30 am</b>	<b>Lunch (Provided)</b>
<b>12:30 pm</b>	<b>Session One (choose from A or B)</b>
<b>1:15 pm</b>	<b>Session Two (choose from C or D)</b>
<b>2:45 pm</b>	<b>Wine and Cheese Tasting</b>
<b>3:15pm</b>	<b>Wrap-up, door prizes, evaluations</b>
<b>3:30 pm</b>	<b>Adjourn</b>

## Speakers

**Financial Records: what to keep, how long to keep them, how to organize them and what do I need for my lender?** **Kay Wiemer**, *Sr. Farm Accounting Specialist*; **Eric Gullicksrud**, *Senior Tax Consultant*; and **Steve Larson**, *Assistant Vice President Production Ag*. These Badgerland Financial Specialists will present a panel discussion to help answer these and many other questions regarding your farm business financial information. (Sponsored by Badgerland Financial)

**A. Employee Management and Retention.** **Trisha Wagner**, *Ag Agent*, Jackson County. Come and learn how to improve employee satisfaction and retention and how your farm can benefit from positive labor practices. Learn different strategies to implement these practices at varying costs: low, medium and high.

**B. It's not the plan that's important, it's the planning.** **Aliesha Crowe**, *Ag Agent*, Rusk County. Myth, fact or just a cool quote. This session will take a look at the "why" behind business planning. Discussion will also include comparing business planning for your own personal interest versus communicating about your business with others.

**C. Smart Growth Plan: things you have to consider before expanding.** **Victor Cabrera**, *Ph.D. Assistant Professor, Dept. of Dairy Science, UW-Madison*. Dairy producers must be able to predict their financial and herd profiles in a variety of scenarios to secure economic sustainability before deciding to expand. The talk will visit potential consequences of expansion and consider actions to reduce risk.

**D. "Putting a Face and a Place to Food."** **Lois Federman**, *WI DATCP*. Local food production is sweeping across the state's countryside and inside urban areas, creating new opportunities for Wisconsin farmers. Lois will talk about what opportunities there are for you as a producer to market your food products.

## Goal

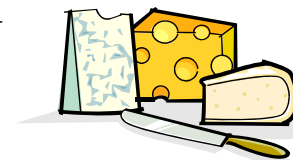
The *Heart of the Farm — Women in Agriculture* addresses the needs of farm women by providing education on pertinent topics, connecting them with agricultural resources, and creating support networks.

**The Wine and Cheese Business: An "Affair to Remember" or "Risky Business?"** **Tim Rehbein**, *UW-Extension-Vernon County*. Owning a winery and raising grapes sounds romantic but it is not all roses and romance. It can be a risky business. Learn what it takes to get started and what risks vintners and cheesemakers face in their business.

Wines from **Vernon Vineyards**, Viroqua, WI will be featured. Vernon Vineyards Winery overlooks the Bad Axe River in Vernon County of Western Wisconsin. Vernon County boasts 32 vineyards with 68 acres of grapes, 10 of which surrounds this winery. Specializing in cold climate grapes, Vernon Vineyards offers a wide variety of red and white wines. <http://www.vernonvineyards.com/>



**Nordic Creamery**, Westby, WI will provide the cheese for our tasting. Nordic Creamery is family owned and operated by the Bekkum-Langard family that are not only involved in daily farming but also in cheese making. Al Bekkum is a licensed Wisconsin butter maker and cheesemaker, crafting some of the finest, award-winning goat and cow's milk artisan cheese in Wisconsin. Nordic Creamery makes several cheeses including Capriko, Feddost, Aged and Mild Cheddar and Mountain Jack. <http://www.nordiccreamery.com/>



*Non-alcoholic beverages will also be available.*