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Assembly Sergeant at Arms
Room 411 West

Madison, WI 53702 State Capitol

Assembly Hearing Slip

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Member: Environment & Utilities Government Operations Natural Resources Rural Affairs

State Representative • 3rd Assembly District

To: Assembly Agriculture Committee Members

From: Representative Al Ott, Chairman

Date: January 23, 1996

Re: February 22nd and 23rd hearings in River Falls

I'm writing to give you advance notice that I am planning a trip to River Falls for the Agriculture Committee. Committee members should plan on being in River Falls from late morning on Thursday, February 22nd until approximately noon on Friday, February 23rd. Your attendance is strongly encouraged and will be greatly appreciated.

I am working with Dr. Gary Rohde, Dean of the College of Agriculture at UW-River Falls to set up an agenda for February 22nd. Preliminary agenda items include a public hearing to hear from students and faculty, tours of various parts of the College of Agriculture (a fully computerized greenhouse, pilot projects, laboratories), and dinner and a tour at the Rural Development Institute in River Falls. While the agenda will be somewhat similar to the agenda we had when we visited UW-Madison's College of Agriculture and Life Sciences (CALS), I'm confident what we will see and learn will be very different as CALS is more of a research college versus River Falls' emphasis on undergraduate work. Also, touring the Rural Development Institute promises to be very interesting.

On Friday morning, we will be hearing from representatives of Minnesota's Agricultural Utilization Research Institute (AURI). I am working with Jim Arts of the Wisconsin Federation of Cooperatives to arrange this briefing. AURI was created by the Minnesota State Legislature to "foster long-term economic benefit, and increase business and employment opportunities for rural Minnesota..." For further information on AURI, I have sent you a copy of their newspaper, Ag Innovation News.

For planning purposes, I'd like to get a preliminary count of the members that will be attending (which I hope will be everyone). If you already know of a conflict, please let me know ASAP. My office will be arranging transportation. You will be responsible to make your own hotel arrangements. A map and list of hotels in River Falls is attached.

I will be keeping you updated on this trip. If you have any questions, please feel free to contact me. Thanks!

Assembly Committee Travel Approval Form

Chairperson's Name Rep. A1 OH		
Room # 318 North Building Capi	tol	Phone _266 - 5831
Name of committee Agriculture		
City and date (If more than one hearing outside of Mad	son is heing scheduled inlease	list each of them)
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Public hearing for students in the Agric	ulture College at UV	U-River Falls to address 4
ommittee and tours of the ag College.	Also, an information	nal hearing on the highly
iccessful Agricultural Utilization Rese	arch Institute in Mi	innesota. I have attached
aditional information regarding A	URI.	
Is an overnight stay required?	No (possibly) No No *(If yes, contact Mary	# Can't pay a for the root Ellis at 266-1108)
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FAX TRANSMISSION

COLLEGE OF AGRICULTURE 210 AG SCIENCE RIVER FALLS, WI 54002 715/425-3841 FAX: 715/425-3372

To:

KIM MARKHAM

Date:

February 2, 1996

Fax #:

608/267-4358

Pages:

3 (including this cover sheet)

From:

LeAnne O. Huntrods

Subject: NEWS RELEASE

COMMENTS:

PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: GARY E. ROHDE, DEAN

COLLEGE OF AGRICULTURE

715/425-3841

State Assembly Committee on Agriculture to Visit University of Wisconsin-River Falls Campus

Jan. 31, 1996, RIVER FALLS, Wisc. -- The Wisconsin State Assembly Committee on Agriculture will be at the University of Wisconsin-River Falls conducting two days of hearings regarding higher education, rural development, and cooperatives Thursday and Friday, February 22 and 23, 1996.

A public hearing will be held from 11:30 a.m. to 3 p.m. Thursday in the Hagestad Student Center Ballroom. The Committee is providing this opportunity for students, faculty, staff, and employers to present testimony in regard to higher education in agriculture.

Gary E. Rohde, Dean of the College of Agriculture at UW-RF, said "the Committee anticipates the students will provide their vision of agriculture in the midwest, assess the adequacy of the education received at UW-RF, evaluate their employability as a result of internships, and comment on employment prospects." He further indicated the Committee also expects to hear about any other issues that concern students at the University.

Rohde also said that hosting the Assembly Committee on Agriculture "is a wonderful opportunity to showcase the College of Agriculture, our programs, and our students."

Immediately following the hearing the Committee will tour the campus facilities. Rohde said the tour will include the state-of-the-art greenhouse, food science pilot plant, meat processing plant, and two laboratory farms which support our undergraduate courses in agriculture, food, and environmental sciences.

Thursday evening the Committee will tour the Rural Development Institute located on the UW-RF campus. Presentations will be made by the Director, Jim Stewart and extension specialists in the Agricultural Resource Center.

Friday morning from 8:30 a.m. to noon The Committee will continue the public hearing in the Rodli Commons Yellow Room. Testimony focus on cooperatives and rural development. The Wisconsin Federation of Cooperatives will be coordinating the testimony regarding business initiatives by cooperatives, "value added" agricultural enterprises, and rural economic development issues within the state.

For further information regarding these public hearings please contact Gary E. Rohde, Dean, College of Agriculture, at 715/425-3841.



Member: Environment & Utilities Government Operations Natural Resources Rural Affairs

FAX COVER SHEET

TO: Leanne Huntrods FAX NUMBER: 715-425-3785
FROM: State Representative AI Ott
DATE: 2/12/96
Number of pages attached including cover sheet
** If all pages are not received or are illegible, please call (608) 266-5831
Message: Leanne - I'm faxing a copy of the hearing
notice for your information. I am also sending it to
the ag press.
also, I won't be sending a hearing slip for
destifiers in advance. The Scargeant - At - Arms, who prints
the slips, discourages us from having people fill them
out ahead of time. They only take a minute to fill
out so everything should work out okay.
Thanks,
- Kim Markham



Member: Environment & Utilities Government Operations Natural Resources Rural Affairs

To:

Assembly Agriculture Committee Members and River Falls area

legislators

From: Representative Al Ott, Chair

Date: February 12, 1996

Re: February 22nd and 23rd hearings in River Falls

UW-River Falls has requested final numbers for the number of meals they will need to serve as well as for parking permits for committee members and area legislators. To avoid confusion on which legislators will be in River Falls and when, please complete the enclosed form and return it to me by Wednesday, February 14th. I appreciate your cooperation in this matter.

<u>Reminder</u>: You should make your own hotel arrangements for the trip. Hotel names and telephone numbers as well as a map of River Falls were sent to your office previously. Please let me know if you need this information again.

Also, you are eligible for reimbursement for hotel and meal expenses so make sure you save your receipts.

'NEW GENERATION"

Farmer Cooperatives:

Holiday Inn Holidome Convention & **Expo Center**

1501 North Point Drive, Stevens Point, Wisconsin 1-800-922-7880

A Farm-Oriented, Value-Added approach to **Rural Economic Development**

C•O•N•F•E•R•E•N•C•E

farmers, members of cooperatives, community developers, consumers, agricultural leaders, elected officials, lenders, and extension agents.

FEATURED SPEAKERS:

Lee Estenson, St. Paul Bank for Cooperatives Ralph Morris, Doherty, Rumble & Butler Law Firm Michael Warner, Dakota Growers Pasta Co. AND George Sinner, American Crystal Sugar Co., Former Governor of North Dakota

ALONG WITH REPRESENTATIVES FROM:

Organic Valley/CROPP Cooperative The Specialty Cheese Institute ValAdCo Cooperative (Renville, Minnesota)

PROGRAM SPONSORED BY:

U.W. CENTER FOR COOPERATIVES

COOPERATIVE DEVELOPMENT SERVICES U.W.-RIVER FALLS RURAL DEVELOPMENT INSTITUTE WISCONSIN FEDERATION OF COOPERATIVES

WISCONSIN RURAL DEVELOPMENT CENTER. U.W-MADISON COLLEGE OF AGRICULTURAL & LIFE SCIENCES AGRICULTURAL TECHNOLOGY & FAMILY FARM INSTITUTI CENTER FOR DAIRY PROFITABILITY
CENTER FOR COMMUNITY ECONOMIC DEVELOPMENT

CENTER FOR INTEGRATED AGRICULTURAL SYSTEMS

UNIVERSITY OF WISCONSIN-EXTENSION

FOR INFORMATION:

UNIVERSITY OF WISCONSIN CENTER FOR COOPERATIVES: Dawn Danz-Hale OR Greg Lawless 608-262-3981 608-265-2903

WISCONSIN FEDERATION OF COOPERATIVES: David Erickson; 608-258-4400

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REGISTRATIO)N FORM: New Gener	ation Farmo	er Cooperatives

THANK YOU FOR COMPLETING BOTH SIDES OF THIS FORM.

Please use a	separate	form for e	ach regis	trant; di	iplicate a	s needed.	
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NUMBER:							

Cancellation Policy:

- 100% refund: notify us by 4pm March 22.
- •50% refund: notify us after March 22.
- No refund: no notice of cancellation.

Register by phone: 608-262-3981 Register by fax: 608-262-3251 OR return form to:

Dawn Danz-Hale **U.W.** Center for Cooperatives 230 Taylor Hall, 427 Lorch St. Madison WI 53706-1503

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FOR OUR INFORMATION

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Our featured speakers represent examples of some fifty NGCs that are revitalizing rural communities in North Dakota and Minnesota. Locally owned and operated, these processing ventures add value to their farmers' raw products, while adding jobs to their communities. Can you see a need for a New Generation Cooperative in your community? COMMENTS:

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I would be interested in future UWCC-sponsored conferences/workshops on these topics:

Are you lodging before and/or reserve a room! (1-800-922-7880). Remember to Holiday Inn conference? after the

Remember to complete and reverse side. registration form on the Thank you! return the

POINT SEE YOU APRIL 16 IN STEVENS

April 1st 1996

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9:30 - 9:45 INTRODUCTION: New Generation Cooperatives Defined

Bob Cropp, Director, U.W. Center for Cooperatives 9:45 - 12:00 PANEL ONE: New Generation Cooperatives

Moderator: Dave Trechter, Professor, UW-River Falls Rural Development Institute Roger Kingstrom, Founding Member, ValAdCo Cooperative 9:45 - 10:45 RENVILLE, MINN. COOPERATIVE DEVELOPMENT

Michael Warner, Member, Board of Directors DAKOTA GROWERS PAŠTA CO 10:45 - 11:15

AMERICAN CRYSTAL SUGAR CO 11:15 - 11:30

George Sinner, Vice President, Public & Government Affairs QUESTIONS & DISCUSSION 11:30 - 12:00

12:00 - 1:00 LUNCH

1:00 - 2:00 PANEL TWO: More New Generation Cooperatives

Moderator: Greg Lawless, Outreach Specialist, U.W. Center for Cooperatives

1:00 - 1:20 WISCONSIN SPECIALTY CHEESE INSTITUTE Paul Sharfman, President

ORGANIC VALLEY (CROPP COOPERATIVE) 1:20 - 1:40

George Sieman, General Manager QUESTIONS & DISCUSSION 1:40 - 1:50

2:00 - 2:50 PANEL THREE

Legal & Financial Aspects of New Generation Cooperatives

Moderator: Jim Arts, Executive Director, Cooperative Development Services

2:00 - 2:30 LEGAL IMPLICATIONS; Ralph Morris

Attorney, Doherty, Rumble & Butler Law Firm RISK EVALUATION; Lee Estenson V.P. & Lending Team Mgr., St. Paul Bank for Cooperatives 2:30 - 2:50

2:50 - 3:00 BREAK

Thinking of a New Generation Cooperative? 3:00 - 3:30

The Proper Approach; George Sinner

Vice President, Public & Government Affairs, American Crystal Sugar

Executive Director, Cooperative Development Services Summary & CDS Experience; Jim Arts 3:30 - 4:00

Cooperative Extension · University of Wisconsin-Extension College of Agricultural and Life Sciences · University of Wisconsin-Madison

UW Center for Cooperatives

230 Taylor Hall, 427 Lorch Street Madison, WI 53706-1503 USA 608-262-3981 FAX 608-262-3251 Telex 3797422: UofWISC MD



February 20, 1996

Representative Alvin Ott, Chair Agriculture, Aquaculture and Forestry Committee 323 North Capitol Madison WI 53708-8953

Dear Representative Ott:

At the Agriculture, Aquaculture and Forestry Committee hearing on February 22-23, 1996, to be held at UW-River Falls, I am pleased to see that cooperatives and rural economic development are on the agenda. I would very much like to attend this important hearing, but a scheduled strategic planning session for the Department of Agricultural Economics at the UW-Madison prevents me from doing so. Nevertheless, I would like to provide the following input.

More than 50 newly-organized cooperatives are revitalizing rural North Dakota and Minnesota. This diverse group of cooperatives includes North Dakota durum wheat growers (who invested \$12 million of their own money to build a pasta plant), dairy farmers in Hebron, North Dakota (who organized a specialty cheese cooperative), and buffalo producers from midwest states, Saskatchewan and Manitoba (who organized the North America Bison Cooperative which operates a \$1.6 million bison processing plant). The list goes on, and includes an 8,750 breeding sow cooperative known as ValAdCo, organized by corn farmers in Renville, Minnesota, for the purpose of adding value to their corn. Following this swine cooperative were the organization of a one million laying hen cooperative and an aquaculture cooperative. In Wisconsin, the Coulee Region Organic Produce Pool (CROPP) successfully processes and markets organic cheeses, butter and other dairy products in several states.

Each of these new cooperatives have added value to the commodities produced and marketed by their members. More than this, these cooperatives provide much-needed new jobs to their respective rural communities and help retain the business profits generated within the community.

I believe this new generation cooperative concept can be applied to Wisconsin and its rural economies. These new generation cooperatives can add value to Wisconsin farm commodities, thereby enhancing farm income, creating new jobs for rural communities and strengthening our rural economies overall.

You and your committee may be interested in attending our April 1st workshop in Stevens Point on this very topic: "New Generation Farmer Cooperatives: A Farm-Oriented, Value-Added Approach to Rural Economic Development." We at the University of Wisconsin Center for Cooperatives are sponsoring the workshop, along with quite a list of co-sponsors, including: Cooperative Development Services, U.W.-River Falls Rural Development Institute, Wisconsin Federation of Cooperatives, Wisconsin Rural Development Center, and — within U.W.-Madison College of Agricultural & Life Sciences — the Agricultural Technology & Family Farm Institute, Center for Dairy Profitability, Center for Community Economic Development and Center for Integrated Agricultural Systems.

Registration is from 8:30 to 9:30 a.m.; the program will begin at 9:30 a.m. and adjourn at 4 p.m.

Representative Alvin Ott February 20, 1996 Page Two

As Director of the Center for Cooperatives, I will start the program by exploring what is unique about these "new generation" cooperatives. On the program are representatives from new generation cooperatives including Michael Warner, member and director of Dakota Growers Pasta Co. located in Renville, Minnesota; George Sinner, vice president, Public and Government Affairs, for American Crystal Sugar Cooperative and representatives from Wisconsin Specialty Cheeses and the Coulee Region Organic Produce Pool. Each speaker will discuss the organization and operation of their respective new generation cooperative. Following these discussions, Ralph Morris of the legal firm, Doherty, Rumble & Butler, will discuss the legal aspects of new generation cooperatives and the restrictions, if any, by state farming laws. George Sinner will also discuss what and what not to do in organizing a new generation cooperative and Lee Estenson, CEO of St. Paul Bank for Cooperatives, will talk about financing new generation cooperatives. The program will conclude with a summary by Jim Arts, executive director of Cooperative Development Services.

Enclosed are 20 copies of the brochure; please let us know if you'd like additional copies. The program is open to all those who are interested in revitalizing rural economies in Wisconsin through a new approach — a farm-oriented, value-added approach to economic development. Send your registration form by March 25th, along with \$65, to:

Dawn Danz-Hale University of Wisconsin Center for Cooperatives 230 Taylor Hall, 427 Lorch St. Madison WI 53706

Make the check payable to the University of Wisconsin. For more information contact Robert Cropp at (608) 262-9483, Dawn Danz-Hale at (608)262-3981 or Dave Erickson at (608) 258-4400.

Sincerely,

Robert Cropp

Director, U.W. Center for Cooperatives

Professor, and Extension Dairy Marketing Policy Specialist

rc/ddh/enc. 20x

River Falls, WI 54022-5001

RIVER FALLS

Department of Plant and Earth Science College of Agriculture 715/425-3345 FAX # 715/425-3785

Testimony Prepared for Presentation to Wisconsin State Assembly Committee at UW-River Falls on February 22, 1996 (unable to present due to time limitations)

Submitted by:

Steve Carlson, Ph.D., Professor of Agronomy, Department of

Plant and Earth Science and Chair of the Agricultural

Scholarship Committee

You have undoubtedly heard many people talk about UW-River Falls, this outstanding College of Agriculture and our Plant and Earth Science Department that was selected by the Board of Regents as being top in the system. You may think we have it all, a great university, a great College of Agriculture, a dedicated faculty, and a wonderful student body. My concern to you is not with what is going on here, it is with what is not going on here!

Yes, let's consider agriculture!!

- * The average farmer's age is 57.6 years.
- * Yesterday, one of our university counselors told me of the national statistic that farmers are four times more likely to commit suicide than the general populace.
- * In another publication, Successful Farming Technology Edition. All the advancements today and those coming in the near future refer to the information age as awesome.
- * Attached is a copy of an article, "College Pays In a lot of Ways" from the February 1996 issue of the Farm Journal. When I think about this article, and reflect on what is happening in agriculture and in education, the obvious solution to me is to obtain more farmers with a college education. Farmers also need the educational tools that may make them more successful or flexible during times of constant change.

The doors are being shut!

Federal programs for financial assistance are being written away. The scramble to cut spending in federal and state budgets restricts and becomes even more restrictive with **loans**, **grants**, **work study**, **and lastly scholarships**. Even the President of the United States in his state of the union address said we need to do more. Everyone agrees, but the resources just are not there.

In this fall's incoming freshmen class to the College of Agriculture, there were 112 gifted applicants, trying to receive a scholarship. The sponsor required them to be of excellent class standing and from a farm. We are able to give out only 24. There are many more who want to study, but are not from a farm. What about those? In essence, we have a first rate educational program at UW-River Falls with a 3rd class scholarship program. Many of our continuing scholarships are at the \$100-300 amount. This money does not go very far when tuition is \$2,400 per year.

Everything helps, but we need to <u>do more</u> to insure we are doing an adequate job in educating and training the youth of today and tomorrow.

I ask you for your help today, not for myself, not for our students, but for those who cannot be educated, because their parents cannot afford to further their education. Help us open our doors - not close them.

COLLEGE PAYS—IN A LOT OF WAYS

ecently, I read an article about college education Rand farmers. The aim of the article was to try to see if higher education was beneficial for farmers. The yardstick was the usual one-money.

If a college education makes you more money, it's a good idea. If not, it's a waste of time. Pretty straightforward logic. However, it doesn't seem to me to cov-

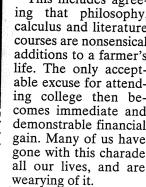
My father attended college only briefly before returning to the farm to replace a brother at war. While he never actually complained of the missed opportunity, he raised four children to assume that they would graduate from college. Now, as a father of teenagers, I am beginning to realize how great an accomplishment that was. Also, how expensive!

My parents were not alone. A large number of children reared on farms were encouraged to continue school, and now populate the ranks of active farmers. As an industry, however, we seem to be ambivalent on the benefits of higher education.

I know others with a similar educational history and am not alone in feeling that I must be very careful when I speak about the benefits of college. Part of the

verbal code of conduct for farmers is to not demean others. Talk about college can be construed as showing off, or trying to appear better than others. It is safer socially to affect an outward mediocrity that does not offend.

This includes agreeing that philosophy, calculus and literature courses are nonsensical additions to a farmer's life. The only acceptable excuse for attending college then becomes immediate and demonstrable financial gain. Many of us have gone with this charade all our lives, and are



Now that I am the father, I realize that belittling my education also belittles the sacrifices my parents made to give me this education. I also have come to understand how profoundly it changed my life for the better. So I offer these justifications for higher education:

• Chip removal: There is frequently a quiet sense of resentment between people, even friends, with and without degrees. While I agree that education does not necessarily make a person better, neither does it make someone worse. Finishing college allowed me to meet all kinds of people without having to assume a defensive stance. This means that I stand eye to eye with professionals and executives from all walks of life,

without any need to put up a strong front.

• Flexibility: It is a subtle process, but continued education has helped many deal with change. The world as it is can be mastered by persistent trial-and-error investigation. The tricky part is to prepare for the world as it will be tomorrow.

Older farmers can draw on their own experiences, the accumulated data from the famed "school of hard knocks." Younger farmers do not possess this resource, and must either borrow from mentors (Dad, Grandpa), or access the wisdom of thousands who have gone before (education).

• Ace-in-the-hole: During the 1980s, there were many instances when my wife Jan and I were discouraged about our farming future. The possession of a marketable skill, obtained through college, even at entrylevel salaries, helped keep away a sense of despair. Those days were not much fun, and my degree provided some badly needed reassurance.

• World enlargement: Recent trade agreements have made us more than ever producers for a global market. A minor in economics has been invaluable in helping us plan our long-term strategy. I have also noticed that many of our most formidable competitors are extremely well educated.

• Political image: The "Old MacDonald" image may have served us well during the days of justifying subsidies, but it may not be the professional impression we want to leave with the critics of agriculture who claim we can't be trusted to treat the environment properly. Engaging in dialogue with these groups will require producers who can appear in public to be as competent as we truly are.

• Technological advantage: The producer who can make the early decision about new technology will reap the greatest reward. It is not necessary to be on the "bleeding edge" of change, but you must always keep in mind that your competitor, here and around the world, probably is. Education is the single greatest advantage you can give yourself in this arena.

• Self-esteem: Believe it or not, college degrees aren't handed out willy-nilly. Those who feel degrees mean little are often those who don't have one.

In the end perhaps, it depends on how you view production agriculture. Its long tradition of "sweat-measured" success does not gauge all the skills now needed to compete. To comply with regulations alone means farmers must either engage the services of outside professionals or develop those skills personally.

We are not the only industry to see this change. Some critics of increased education note that a degree does not guarantee a job today. While the expected high-paying jobs are not as easily found, it does mean an army of well-educated job seekers will be strong competitors for lower-level jobs traditionally held by high-school grads.

Twenty years from now, I believe producers who have made the effort and sacrifice to advance their education will be the dominant force in our industry, in both production and leadership. -John Phipps



JOHN PHIPPS FARMS near Chrisman, Ill., and recently decided to stop apologizing for being well educated.

John Ainsporth

February 22nd and 23rd Agriculture Committee hearings in River Falls

I will be attending the following events:		
Thursday hearing at UW-River Falls (11:30am to 3:00pm)	<u>Yes</u>	<u>No</u>
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Thank You!

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Thank You!

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February 22nd and 23rd Agriculture Committee hearings in River Falls I will be attending the following events: Thursday hearing at UW-River Falls (11:30am to 3:00pm) (Lunch will be provided at no charge) Thursday afternoon tours of campus facilities Thursday evening dinner and tour of Rural Development Institute (Dinner will be provided for \$10.95 - please send a check or money back with this survey. Checks can be made out UW-River Falls College of Agriculture. You can request reimbursement for this meal.) Friday morning hearing featuring the Minnesota Agricultural Utilization Institute I would like a parking permit for my own vehicle

I would like to ride in a state car from Madison to River Falls

Thank You!

and back to Madison

From: Rep Zukowki

February 22nd and 23rd Agriculture Committee hearings in River Falls

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I	would like a parking permit for my own vehicle	
Ι	would like to ride in a state car from Madison to River Falls and back to Madison	

Thank You!

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February 22nd and 23rd Agriculture Committee hearings in River Falls

Ι	[will be attending the following events:		
	Thursday hearing at UW-River Falls (11:30am to 3:00pm) (Lunch will be provided at no charge) Thursday afternoon tours of campus facilities Thursday evening dinner and tour of Rural Development Institute (Dinner will be provided for \$10.95 - please send a check or money back with this survey. Checks can	<u>Yes</u>	No X
	be made out UW-River Falls College of Agriculture. You can request reimbursement for this meal.)	-	3
	Friday morning hearing featuring the Minnesota Agricultural Utilization Institute		<u>\</u>
I	would like a parking permit for my own vehicle		<u>\</u>
Ι	would like to ride in a state car from Madison to River Falls and back to Madison		×

Thank You!

AL BALDUS
State Representative
118 North - State Capitol
Madison, Wisconsin 53702
608-266-7683

February 22nd and 23rd Agriculture Committee hearings in River Falls

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Thank You!	
I have called previously to that Cliff have an excused about ten the River Falls hearings + the	ask Sinci
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Testimony before the Assembly Committee On Agriculture by Will Hughes, WFC

River Falls

February 23, 1996

Thank you for the opportunity to speak to you today about positive, concrete options for Wisconsin to support the shift of agriculture into a new economic life-- that being farmer integration forward into processing and marketing in profitable new avenues. This is a high stakes matter of business for the State of Wisconsin, and its commitment to the economic development of agriculture.

Today, by listening to the speakers assembled here, you have to conclude that the exciting projects and developments that you've heard about don't just happen automatically. They are made to happen by a unique combining of economic interests of the private sector and a strong, long term commitment of the public sector as evidenced by AURI in Minnesota. We can want this magnitude and scope of economic activity to happen in Wisconsin also, and I am sure you all do. But my hypothesis is that we are not doing nearly enough in the private sector here in Wisconsin, or here in the public sector, to reach such a positive state of affairs that we see west of us. And that if greater public investments were made, the private sector would be levered to make these types of value-added investments in Wisconsin in a more rapid and impact-creating way than we have witnessed thus far.

All of the projects you have heard about take great investments -- time, energy, capital-- and pose great risks. The shift in the way agriculture operates takes a long term effort on everyone's part and the shift must take place to maintain the economic power of agriculture in the Midwest. Being low cost commodity producers is not going to provide the economic base for a healthy and robust rural economic system.

How do you make the shift towards this new generation of agriculture. First, you have to want to see it happen-- that stems from seeing the benefits such a agricultural system provides. Second, you have to do something significant to make it happen. The private sector has to take risks and it has to invest in non traditional ways. Simultaneously, the public sector has to support the effort by providing significant resources to share costs of start up- technical assistance help for feasibility and start up work, applied research and development costs, and initial capitalization. My sense of Minnesota, and North Dakota and South Dakota to a similar degree, is that significant resources are put into a sound, comprehensive development effort in support of agriculture, and everyone- Congressional offices, state legislators, state agencies, the universities and specialized entities like AURI, consistently dedicate large amounts of their time and attention to the economic development of agriculture, especially encouraging value-added agriculture.

In Wisconsin, we are trying to stop the disinvestment in dairying and to stimulate reinvestment. Dairy 2020 is the main forum to attack the disinvestment problem in dairying. Dairy 2020 is not enough realistically. Wisconsin has made great efforts, an much larger efforts, to stem the disinvestment in non food manufacturing and simultaneously has encouraged the shift to the service economy. Wisconsin is highly touted for its efforts in general economic development. The Legislature just made huge commitment to stop the disinvestment of major league baseball in Wisconsin. Are we making, or are we willing to make, the level of commitment needed to stimulate this type of shift? I don't score our ag economic development commitments today too high; not nearly enough to make the difference that is most beneficial. We have a fine, but small Ag Development and Diversification Program in DATCP and a small, targeted Rural Economic Development fund at DOD that some ag projects can access. However, I contend that Wisconsin does not have a systemwide, well defined, coordinated public support infrastructure to fuel the kind of development we have heard about today.

A fair question is why the state should support agriculture development (or won't this development happen anyway if there is a market for such products)? First, the state has already committed itself to creating and retaining jobs by cofunding development. I contend that new markets in food and agriculture are better policy candidates for public involvement. Second, probably few other sectors outside of agriculture can provide the local economic impact that agriculture activities can-remember our dairy industry and its impact. Finally, this type of development will occur to some degree under existing programs and commitments, but it will not occur at the magnitude or scope we see west of here- because the risks are too high, the capital is too short, and the learning curve is too step without a massive commitment to putting in place the necessary development building blocks. Specialized knowledge and skills are needed to be successful in this arena.

Existing ag businesses- Foremost Farms, Stokely USA, Packerland, Cenex as examples - are struggling to amass investment capital to compete in existing business lines let alone shift to totally new ones. These existing businesses do not have the capacity or the incentive to assist in the transformation. Moreover, we want them to succeed in their current businesses. The shift we are talking about today requires new capital from other sources to be put in new markets and products in order to increase agriculture's part of the economic system.

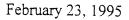
What are the opportunities for Wisconsin? I can only project areas generally. I can't, you can't, the State of Wisconsin cannot pick the specific winners- that's the job of entrepreneurs, capitalists and farmers. They do best when they can operate in an environment that encourages and clearly commits to support major new development.

The ADD program has 3-4 times the requests it can fund. This program has already helped fuel the development of aquaculture, emu, sheep dairying, organic butter and cheese, and several others build an solid production or marketing bases. Each new area has continuing infrastructure support needs that cannot be adequately met by DATCP, DOD and other available resources.

In the last year, several project ideas in Wisconsin have been identified and can happen with support. A cooperative for marketing farm-raised fish, a cooperative for sheep milk, a cooperative of specialty cheese plants, a dairy heifer replacement cooperative, a grower owned vegetable processing facility, a cooperative for an ethanol plant, a cooperative for a soybean processing facility, and a power generation plant fueled by willow/ hybrid poplars supplied by a cooperative. These are all sound entrepreneurial ideas, but there's no cookie cutter ways or loose capital to get them off the ground. They each will take hard work, substantial outside resource support and nurturing.

Biomass will be a wave of the future in energy and fuel production and in fiber. There is currently active talk of commercial production of hemp-- led by DATCP. Wisconsin has a unique opportunity to be a leader in the development of a production and processing system. A hemp cooperative would likely ensure that farmers capture the long term benefits of building the markets. This arena alone would consume an AURI if the commitment was serious in Wisconsin.

Cooperative businesses are only one tool to help channel farmer investments into off farm processing and marketing so they can capture more of the gross sales and profits to investors. Other business forms might better fit some situations. The point is that a major commitment is needed to back up the rhetoric behind well intentioned verbal support for economic development for agriculture and rural areas. Both big projects and smaller entrepreneurial efforts are needed to stimulate the rural and agricultural economic engines. Contrary to the last phases of the current generation of farming-- where markets were a given to be taken somewhat for granted, and production of major commodities were subsidized to enhance returns and reduce risks-- the next generation of farmers will either be low cost, unsubsidized commodity producers or they will be entrepreneurial investors in processing and marketing systems. The State of Wisconsin needs to decide whether it wants to lead or be lead in this arena and its decision will determine how big or small agriculture will be in the Wisconsin economy.





Louis J. Greub, Professor of Agronomy Dept. of Plant and Earth Science, College of Agriculture University of Wisconsin, River Falls 410 S. Third Street River Falls, WI 54022-5001

Dear Professor Greub:

I want to thank you and your staff for all the assistance given me during my interview process with potential candidates for our firm from your school.

As in the past several years the Agronomy department at River Falls continues to educate and train some of the best, bright and enthusiastic, young college graduates for our industry. The programs developed at River Falls by the Agronomy department does an exceptional job in preparing these graduates for a business career.

I interview at many colleges, technical schools and universities in Wisconsin and Minnesota for Agronomy graduates and interns. The students from your program in my view are by far the best prepared for working in our firm and the Ag industry. These candidates are knowledgeable in the Agronomic areas we feel are important. They are willing to work, open to new ideas and able to think on their feet. I believe the willingness of you and other members of your department to work closely with your students is greatly reflected in their abilities, attitudes and desire when working will our firm, customers and growers.

Again, thanks for everything - I look forward to a continued fine recruiting relationship with the Agronomy department at River Falls as we pursue quality candidates for our industry.

Sincerely.

Jerry Brunner

Personnel Manager

Remarks of Patricia Jensen, Executive Director Agricultural Utilization Research Institute Wisconsin Assembly Committee on Agriculture River Falls, Wisconsin February 23, 1996

Mr. Chairman, members of the Wisconsin Assembly Committee on Agriculture, for the record I am Patricia Jensen, Executive Director of the Agricultural Utilization Research Institute.

AURI is a nonprofit corporation created in 1989 by the state of Minnesota to fuel new growth in the rural agricultural economy by developing value-added uses and new markets for Minnesota farm products. AURI builds public-private partnerships with farmers, rural entrepreneurs and business innovators, and provides a comprehensive menu of business and technical services that increases the probability of new venture successes.

AURI Programs and Services include:

- Initial Product Assessments offer support to for-profit businesses for short-term projects to test technical feasibility and commercial viability of new business concepts.
- AURI Partnerships help for-profit businesses move new products and processes into the
 marketplace through technical assistance, business development guidance and up
 to \$100,000 in funding.

- The New Markets Program helps commodity groups and farm organizations identify
 opportunities to add value to agricultural commodities. There must be potential for
 broad grower benefit.
- AURI technical staff develop and transfer new technologies in emerging markets where
 the potential for new commercial investment is most promising. Focus areas for AURI
 applied research include:
 - Alternative Fuels and Lubricants
 - -Biomass for Energy and Paper Products
 - -Food and Dairy Products
 - -Food Safety and HACCP Training
 - -Value-Added Processing of Cereal Grains
 - -Vegetables and Alternative Crops
 - -Starch-based Degradable Plastics
 - -Waste Utilization
- The Pesticide Reduction Options (PRO) program funds research and demonstration projects intended to reduce the use of petroleum-based pesticides in farm production.

Our base budget from the state of Minnesota is approximately \$4 million per year. With additional funding from federal and foundation grants, commodity organizations and project repayments, our overall budget is over \$5 million per year.

During the first six years of AURI operation, 190 new products were developed, 122 new products were successfully commercialized, 93 new businesses were started and 104 new facilities were started. You will find examples of these products and the companies we have assisted in the copy of *Ag Innovation News* provided to you.

Every time a new product is introduced, it's a risky venture. AURI has tipped the scale in favor of success, as is illustrated in these performance outcomes. The numbers tell us that investing in people and products in the agricultural arena is well worth state financial commitment.

As Assistant Secretary with USDA and now as AURI Executive Director, I have been well aware of the commitment to agriculture of the State of Wisconsin. Secretary Alan Tracy has been a leader in the New Uses Council and Jim Arts and the Cooperative Development Services group have worked with us to advance the development of start-up cooperatives.

Value-added agriculture has tremendous potential in the Upper Midwest and we welcome Wisconsin as a partner in this endeavor.

Mr. Chairman, with me today I have Mark McAfee, AURI Deputy Director. He will share some additional information on our collaboration with federal programs to commercialize new uses from agricultural products. We will then be glad to answer your questions. Thank you for the opportunity to testify before your committee today.

River Falls, WI 54022-5001

RIVER FALLS

Department of Plant and Earth Science College of Agriculture 715/425-3345 FAX # 715/425-3785

Date: February 26, 1996

To: Wisconsin Assembly Committee on Agriculture

Re: Support for Education in Agriculture in Wisconsin

I have been an agronomy faculty in the Plant and Earth Science Department at the University of Wisconsin - River Falls for 28 years. With regard to the agronomy major in our department, I believe that we have a very successful undergraduate program. We have a sound curriculum in which we require not only the traditional agronomy production courses but also courses such as Introduction to Resource Management, Integrated Pest Management, Soil and Water Conservation, and Crop Ecology. Most of these examine many of the environmental concerns regarding crop production. I recently added a course in Pasture Management to meet the rapidly growing interest in grazing. In all of our courses we try to emphasize the need for having an environmentally sound, sustainable agriculture. We have over 50 majors and numerous students minoring in agronomy.

The quality and success of our program is borne out by the success of our students and the satisfaction with them by employers. (See attached letters which you may already have received copies of.) A significant number of our majors also go on to graduate school for Ph.D. and Masters degrees. Our agronomy faculty have much interaction with agribusinesses and farmers via extension activities, internship supervision visits, research projects, and participation in professional organizations. We are also proud to be an integral part of the department that received the Regent's Award as the outstanding department in the University System in 1995.

Except for our greenhouse which is relatively new, our facilities and equipment are now beginning to age and deteriorate, both in classroom and laboratory settings and on the lab farms. A couple of lab modernization projects during the past 5-6 years have helped a bit but still we are now falling seriously behind in lab equipment, computer capability, outdoor nursery and plot equipment, and cropping technology on the farms. It is true, we usually do not need the newest, most sophisticated, and most expensive equipment available. However, we do need reliable and repairable equipment that is at least representative of technology that farmers and ag business/industry are using.

We thank you for your interest in our programs and your support. If you have any questions, please feel free to contact me or my department.

Sincerely,

Lou Greub, Ph.D.

Professor of Agronomy



February 23, 1995

Louis J. Greub, Professor of Agronomy
Dept. of Plant and Earth Science, College of Agriculture
University of Wisconsin, River Falls
410 S. Third Street
River Falls, WI 54022-5001

Dear Professor Greub:

I want to thank you and your staff for all the assistance given me during my interview process with potential candidates for our firm from your school.

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Again, thanks for everything - I look forward to a continued fine recruiting relationship with the Agronomy department at River Falls as we pursue quality candidates for our industry.

Sincerely,

Jerry Brunner

Personnel Manager



Cenex/Land O'Lakes Agronomy Company

(612) 451-5151

March 9, 1995

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Dr. Bob Baker, Chair Plant & Earth Science Department University of Wisconsin - River Falls River Falls, WI 54022

RE: AGRONOMY DEPARTMENT, UNIVERSITY OF WISCONSIN - RIVER FALLS

Dear Dr. Baker:

We have been extremely pleased with the quality of education received by Agronomy graduates of University of Wisconsin - River Falls. We are judging the quality of your University based upon two factors.

First, we recruit students who either have majors or minors in Agronomy for our Crop Production Specialist program. This program started with 20 agronomists in 1988 and has expanded to over 200 in 1994. University of Wisconsin - River Falls graduates have been a very significant portion of those hired into this particular program (26/210). This program specifically requires strong agronomic skills of the individuals hired to do whole farm crop production planning, nutrient management planning, and pesticide management planning, followed by appropriate crop production input sales.

Secondly, we have interacted with the Agronomy faculty in research, demonstration, and training plots on the campus farms since 1985. This effort has involved faculty and teaching academic staff, as well as non-teaching personnel. This arrangement has involved the sharing of equipment, seed, land, and other production inputs to train our 200 agronomists each year. We have also funded specific research conducted by the University of Wisconsin - River Falls faculty on projects relating to crop production.

The ability to evaluate the personnel, curriculum, facilities and equipment available to educate students who have an academic and vocational interest in Agronomy gives us the ability to rank the Agronomy Program at University of Wisconsin - River Falls as being of high quality.

page two Letter to Dr. Bob Baker, Chair March 10, 1995

The students aftending University of Wisconsin - River Falls have a unique advantage of priority access to production agriculture in a lab farm setting. The majority of the students in the past have had farm backgrounds, but as demographics indicate, there are fewer of these students available for recruitment. Therefore, the undergraduate education emphasis at the University of Wisconsin - River Falls is critical in providing students excellent job opportunities in Production Agriculture, especially in the agri-business areas of consultative selling. Due to the closure of University of Minnesota - Waseca coupled with the research and graduate training emphasis of both the University of Wisconsin - Madison and University of Minnesota - St. Paul, the University of Wisconsin - River Falls Agronomy program is not effectively duplicated by any higher education institution in this region.

We highly value our relationship with the University of Wisconsin - River Falls, its faculty, academic teaching staff and non-teaching personnel. The program is strong and requires constant maintenance to develop the students who will be able to meet the needs of production agriculture in the 21st century. We are willing to elaborate on any issues that you may have concerning specific items you need addressed to fully evaluate the Agronomy Academic Program at the University of Wisconsin - River Falls.

Sincerely yours,

David E. Johnson, President

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Cenex/Land O'Lakes Agronomy Company

River Falls, WI 54022-5001

Department of Plant and Earth Science College of Agriculture 715/425-3345 FAX # 715/425-3785

MEMO

To:

Wisconsin Assembly Committee on Agriculture

From:

Samuel Huffman Som Suff

Subject: Support for Education in Agriculture in Wisconsin

Date:

February 27, 1996

The Plant and Earth Science Department of the College of Agriculture at the University of Wisconsin - River Falls provides majors in Horticulture, Agronomy, Soil Science, Conservation, Land Management and Geology to approximately 380 students. The twenty faculty serving their students are dedicated teachers and receive above average student evaluations in their courses. Five faculty have been selected as the Outstanding Teacher in the College of Agriculture: two faculty have received the University of Wisconsin-River Falls Outstanding Teacher award; and the Department was selected by the Board of Regents as the 1995 Outstanding Academic Department in the UW System. The faculty have outstanding research and community service achievements.

While the department has taken advantage of numerous classroom teaching improvement and laboratory modification awards, there is much to be done to provide our students with state of the art laboratory experiences; hands-on field oriented learning opportunities; and acquisition of the various electronic media and classroom experiences required to compete in the present employment environment. Much of our laboratory equipment is dated (circ. 1967 when the Ag. Science building was completed) and very likely cannot be repaired. Classrooms must be equipped with visuals and modem electronic equipment to enhance learning. Increased internship opportunities must be developed to enable our students to compete in the marketplace.

The Plant and Earth faculty will continue to provide excellence in the classroom. Our students will continue to find employment opportunities. But, we can do better! The ability to improve our laboratory, field experience and teaching techniques using "1996" state of the art technologies will greatly enhance the preparation of our majors to meet the need of agriculture in the next century.