



BUSINESS & INDUSTRY

Tours | **FALL 2023**

*The Wisconsin Association of FFA
State Officer Team traveled the state
experiencing the diversity of
Wisconsin Agriculture.*



SECTION ONE

SB&B | KLEMISH CREAMERY



SB & B Foods

Section 1 brought us to SB & B Foods, where we gained further insight into the role that Wisconsin plays in the global soybean market. We also learned about how midwest soybeans contribute to products sold worldwide. This market-leading soybean processor is family-owned and continues to provide safe, reliable, food grade crops to the market.

Klemish Creamery

Next, the team and the Bloomer Chapter Officers visited Klemish Creamery, a fifth-generation dairy farm that uses their milk to produce some delicious ice cream! While touring their ice cream production facility and on-site store, the team sampled some treats and learned about the history of the farm and the structure of the business.





SECTION TWO

VES-ARTEX | BUSHEL AND A PECK

VES-Artex

VES-Artex is a global company headquartered in Chippewa Falls that designs and develops advanced technology meant to increase animal comfort and farm productivity. Throughout the tour we interacted with engineers and marketing strategists who shared their newest ventilation technology and strides towards sustainability with us. On our visit, we also spoke as to how Wisconsin FFA is positively impacting over 25,000 members!



Bushel and A Peck

Next up is Bushel and a Peck, a you-pick apple orchard and agri-tourism location in Chippewa Falls. While there, we learned about the Wisconsin Apple Grower Association and the science of apple harvest. The team also explored how the business has expanded with the addition of goats, poultry, bees, a Country Store, and more!



SECTION THREE

GEA | PILGRIMS PRIDE



Pilgrim's Pride

Pilgrim's Pride is a poultry processing facility in Arcadia that focuses on cultivating a safe and well-managed workplace that strives to lead the poultry industry forward.

The State Officer Team enjoyed touring through each step of the harvesting process and engaging with welcoming and knowledgeable employees.

GEA Farm Tech.

Next, the team toured GEA Farm Technologies, a global manufacturer of dairy and livestock products and technologies. In Galesville, we toured the facility that makes rotary parlor platforms and other parlor and milk-handling technology. This tour was an excellent opportunity to understand how the Animal Systems and Power, Structural, and Technical Systems overlap!





SECTION FOUR

UW-PLATTEVILLE | TWO ONION FARM

UW-Platteville

In Platteville, the team and the Lomira FFA Chapter Officers toured the university's Pioneer Farm, a diversified livestock research facility that raises dairy cattle, beef cattle, and pigs. The UW-Platteville professors who led our tour told us about many opportunities available for students including agricultural research, the chance to work on brand new Case IH equipment, farm management, and the implementation of robotic milkers.



Two Onion Farm

Two Onion Farm in Section 4 is an organic apple orchard specializing in unique varieties of apples. The farm is also known for its involvement in Community Supported Agriculture (CSA). The State Officer Team appreciated the chance to walk through the orchards, learn more about how their CSA operates, and sample some new apple varieties.

SECTION FIVE

WEGMUELLER FARM | BADGER ETHANOL



Wegmueller Farm

Wegmueller Dairy Farm is a unique dairy farm located in Monroe. The small family-owned dairy doubles as an Airbnb that hosts families wanting to dive deeper into the world of production agriculture. In addition to the Brown Swiss dairy cows, the farm is also home to donkeys, pigs, and horses. Owners Dan and Ashley are also eager to give back to their community offering unique and healing agri-tourism opportunities to veterans, those with special needs, foster children, and survivors of abuse.

Badger Ethanol

Also in Monroe is Badger State Ethanol, a dry-mill ethanol production facility that supplies over 85 million gallons of ethanol per year. At the plant, we were welcomed by Past Wisconsin FFA State Officer, Erik Huschitt, who shared about the importance of biofuels to Wisconsin's economy and environment. On our tour of the facility, we enjoyed learning about the plant's safety measures, utilization of carbon dioxide, and production process.



Hilltop Dairy

This large farm in Markesan was an excellent opportunity to learn more about Wisconsin's dairy industry. Hilltop Dairy is equipped with a quarter-mile-long barn, a high-quality and private calving area, and a Vita-Plus nutritionist who we had the opportunity to speak with. The farm takes excellent care of their cattle and is continually investigating and investing in ways they can improve cow and calf comfort and health.



Trembling Prairie Farms

Trembling Prairie Farms in Markesan is one of Wisconsin's two celery farms! Our team loved being introduced to the harvest of this rarely-produced vegetable, as well as learning about onion and potato farming. This family-owned farm also has ties back to FFA and is famous for soil that shakes beneath your feet!

SECTION SEVEN

TURN PIKE GREENHOUSE | MATHIS DAIRY



Turn Pike Greenhouse

On one of our tours, we went to the Turnpike Greenhouse. Dusty, an FFA Alumni from Granton, shared that his business offers hundreds of varieties of annuals, perennials, succulents, shrubs, and more! While on a horse-drawn carriage ride, the team even saw the thousands of mums for sale in the Fall. Turnpike Greenhouse also focuses on agri-tourism with a corn maze and other Autumn attractions!

Mathis Dairy

Our first Business & Industry visit was Mathis Dairy, a multi-generational family-owned dairy farm in Central Wisconsin equipped with robotic milkers and a farm store. The team enjoyed learning about the Mathis family's strong ties to the community via direct to consumer sales, growth of the farm with the addition of robotic milkers, and their experiences in FFA.





SECTION EIGHT

EMMI ROTH | SERVICE MOTOR COMPANY

Emmi Roth

In Seymour we toured Emmi Roth, an award winning cheese plant and producer of blue cheese and gorgonzola. The team loved watching the entire production process, from the milk coming in on trucks, to the addition of the mold, to sampling the finished cheeses.



Service Motor Company

Our second tour in Section 8 was at Service Motor Company, an authorized Case IH and Kubota dealership. Service Motor Company takes pride in their customer service having countless readily available parts in their inventory, experienced and dedicated staff, and knowledgeable service technicians.

SECTION NINE

CEDAR VALLEY CHEESE | BADGER TAG & LABEL



Badger Tag & Label

At Badger Tag & Label, the State Officer Team toured two different label production facilities. Many of the labels produced are utilized on local agricultural products like cheese and meat to market and provide information to consumers. This tour was a great opportunity to see a rarely considered aspect of marketing agricultural products!

Cedar Valley Cheese

In Belgium, we visited Cedar Valley Cheese, a locally owned and operated cheese plant and store. During the tour of the plant, we saw the entire production process and dove into the science of cheese making. In the store, we sampled a few of their delicious dairy products and enjoyed a cheesy lunch!



Pearce's Farm Stand

One of our tours was at Pearce's Farm Stand in Walworth. At Pearce's, we explored the diversity of agri-tourism in Wisconsin. The owners talked about how much they have had to expand in the last few years due to consumer demand for farm fresh foods. Pearce's produces products such as mums and pumpkins all the way to bakery goods.



Exacto

In Southeastern Wisconsin, the team toured Exacto, Inc, a private-label agronomic chemical company. The team spoke to chemists working in the research, development, and testing of the products and employees on the production floor who packaged and labeled the chemicals for their consumers. Many of the chemicals Exacto produces are used in crop fields, golf courses, and to fight weeds.

A yellow silhouette of the state of Wisconsin is centered on the page. The text "Thank you!" is written in a blue cursive font across the top of the map. Below it, a black sans-serif message is centered within the map's outline. The background is white with a light blue speckle pattern, and the top and bottom edges feature a blue and white diagonal striped border.

Thank you!

The State Officer Team
enjoyed our tour around
the state and
experiencing the diversity
of agriculture.