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Wisconsin Soybean Growers Advocating About Animal Agriculture

Madison, Wis. – June 29, 2010 – Wisconsin soybean growers are spreading the word about the importance of animal agriculture to the state's economy through a new summer outreach program aimed at rural consumers.

Using an interactive display at summer fairs, this program makes the connection between soybean production and animal agriculture while also raising awareness of the Wisconsin's Farmers Feed US sweepstakes running concurrently. A video presentation in the display highlights eight different Wisconsin farm families and their farms. Handouts explain the contribution these farms make to Wisconsin while also reinforcing and supporting the video messages and coloring sheets explain animal agriculture to younger audiences. Farmers featured in the videos also will make live appearances in the exhibit during the summer to further connect and put a face on the states family farmers.

The animal outreach exhibit is run by four young farmer advocates with a wide variety of agricultural experience, who are knowledgeable and passionate about Wisconsin agriculture, including:

Christa Behnke, Clintonville, is a fourth-generation dairy farmer and UW-Madison graduate with a degree in agriculture and applied economics. Behnke has experience working as an intern for a State Representative, on her family's dairy farm, a strawberry farm and landscaping garden center.

Ryan O'Leary, Brandon, is a fifth-generation dairy farmer and dairy science & business student at UW-Madison, who owns and shows his own dairy cattle.

Danielle Hammer, Beaver Dam, is a fifth generation corn and soybean, who owned and cared for her own hogs and sheep, lived abroad and is studying agribusiness and International affairs at UW-River Falls.

Jayne Dalton, Pardeeville, is a third-generation beef and corn farmer, who owns her own Angus beef herd and is studying agriculture and political science at UW-River Falls.

The exhibit can be seen at the following schedule: July 7-11, Jefferson County Fair; July 8-11 Lodi Fair; July 14-18, Dane County Fair; July 21-25 Waukesha County Fair; July 21-August 1, Rock County Fair; July 28-August 1, Ozaukee County Fair; August 6-16, Wisconsin State Fair; September 1-6, Walworth County Fair.

Wisconsin's animal outreach summer program is being supported by the Wisconsin Soybean Program and made possible by support from the soybean checkoff. For more information see the website at www.wisoybean.org or call the Wisconsin Soybean Program office at 608-274-7522.