



**July 26, 2023**

**Lunch & Learn Social Media Marketing (limited to 100)  
30th Agricultural Tourism Birthday Recognition**

**RSVP before July 20, 2023**

## Agenda

9:30 a.m.—Onsite Welcome Badger Farms Deerfield, WI

[Badger Farms Facebook Page](#)



10 a.m. - 11 a.m.—Digital and Social Media Marketing - Keynote Speakers, Kwik Trip's Hayden Knoll & McKenna Dirks

[Kwik Trip Facebook Page](#)



My name is Hayden Knoll and I'm a Social Media Influencer Specialist here at Kwik Trip. I primarily focus on social engagement and influencer marketing. My favorite part about my job is helping run social media campaigns from start to finish and seeing the impact it makes on the company! In my free time, I love running, playing tennis, baking, and hiking. Looking forward to chatting with you all!

My name is McKenna Dirks, I'm the Social Media Content Specialist for Kwik Trip. I've been with the company for 7 years – 5 in retail, 2 in marketing. I manage our social channels and assist with content creation in organic and paid media, as well as assist with our merchandise function. Outside of work, you may find me on a long walk with my dog, hiking, or photographing for fun. I love grabbing inspiration from Pinterest and executing it in my personal and work life. I am also getting married in October this year. I look forward to meeting with you all!



11- 11:15 a.m. Break

11:15 a.m. - 12:15 p.m. Large Agricultural Tourism Destination: Mike Waldvogel, Waldvogel's Farm [Waldvogel's Farm Facebook Page](#)

My name is Mike Waldvogel. I am a graduate of UW Stout with a Marketing and Business Education Degree. Waldvogel's Pumpkin Farm has over 80 attractions, fresh produce, baked goods from our on-farm bakery, fall wagon rides and more. Learn how I used social media to encourage guests to make Waldvogel's Farm their fall family destination.



12:15- 12:45 p.m. Farm Networking Lunch - Story of Badger Farms

1-2 p.m. Medium Agricultural Tourism Destination: Bret Miller, Hidden Trails Corn Maze [Hidden Trails Corn Maze Facebook Page](#)

My name is Bret Miller. I operate Hidden Trails Corn Maze, West Salem, WI with my Father. We have been growing family memories for over 25 years. Hidden Trails is one of the original fall tourism destinations in the tri-state area. Working off the farm, I contract out my social media marketing with TC Social Consulting. Learn how and why I chose this business investment.



TC Social Consulting

My name is Taylor Corbett. I began TC Social Consulting in 2020 after helping multiple small businesses get started on social media. I specialize in helping small businesses simplify their social media strategy, stand out from the crowd, and build community around their brand. Learn how social media is important to the success of a small business. Hear about options Hidden Trails Corn Maze has taken; as the owners don't have hours on end to devote to social media content development.



2 - 2:15 p.m. Break/Gather belongings

2:15 -2:30 p.m. Travel seven miles to Schuster's Farm

2:30 p.m. - 3:30 p.m. Tour of Schuster's Farm - hosts Don, Theresa and Sarah Schuster. [Schuster's Farm Facebook Page](#)

3:30 p.m. The Wisconsin Agricultural Tourism Association (WATA's) 30th Birthday (1993-2023) Recognitions - Dessert Social - Networking



4:30 p.m. Depart Schuster's Farm



Please print and mail your RSVP with payment today!  
Limited to 100 WATA Members.  
RSVP before July 20, 2023.

Name(s) \_\_\_\_\_

2023 WATA Member Business Name \_\_\_\_\_

Cost is \$30 per person. RSVP for \_\_\_\_\_ person(s). Total enclosed \_\_\_\_\_.

\$30 includes - farm lunch, break refreshments, dessert social, the Social Media Seminar and farm tour.

Make checks payable to: Wisconsin Agricultural Tourism Association (WATA)

Mail your payment to: Wisconsin Agricultural Tourism Association (WATA)  
4618 West County Road A , Janesville, WI 53548

If you have questions, please email [Director@WiAgTourism.com](mailto:Director@WiAgTourism.com).

WATA Members, if you know other farms, agribusinesses, or ag-tourism organizations who would benefit from this event, please pass this information along and encourage membership application today. All must be WATA members to attend this event.

NEW 2023 WATA Member Business Name \_\_\_\_\_

Name(s) \_\_\_\_\_

Enclosed is my membership payment of \$125, plus \$30 per person to attend the Lunch & Learn, Tour and Birthday Recognition.

RSVP for \_\_\_\_\_ person(s). Total enclosed \_\_\_\_\_.

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4618 West County Road A , Janesville, WI 53548

To apply for membership online: [WATA 2023 Membership Application Form](#)



## News to Know...

~[Wisconsin Beginning Farmers Resource Guide](#) - Resources, tools and information for you.

~A commentary by Secretary Randy Romanski of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

MADISON, Wis. – June Dairy Month is a special time in Wisconsin. As summer

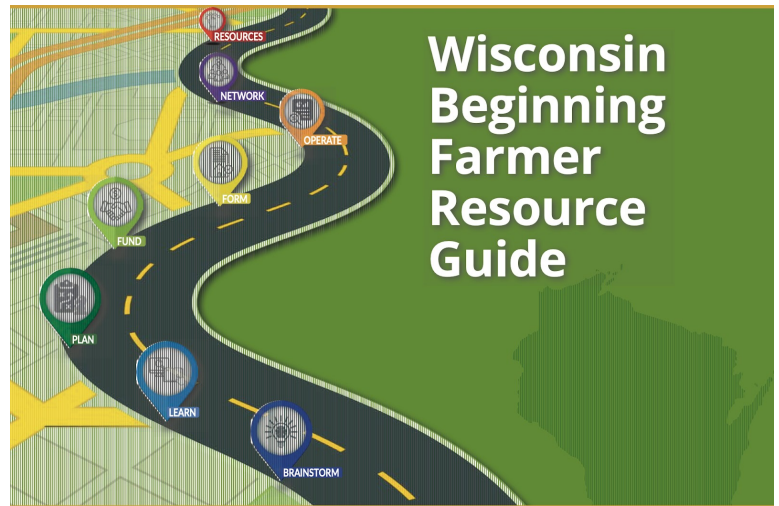
starts, we celebrate the many hardworking Wisconsin farmers and processors who make our state a leading source for quality dairy products across the U.S. and worldwide. Wisconsin's dairy industry gives us much to be proud of and to be grateful for, both during June Dairy Month and all year long. Rooted in a history older than the state itself, dairy has played a pivotal role in Wisconsin's past and continues to remain vital today, contributing to both our economy and to our way of life, from Bayfield down to Beloit and from Hudson to Bailey's Harbor. The industry will remain integral to our future, thanks to farmers and processors across the state, and consumers across the world.

There are thousands of dairy farms in Wisconsin which account for nearly a quarter of all dairy farms in the U.S. It is the dedicated individuals who work on these farms, haul milk, process dairy, and sell the finished products, who contribute to our state's \$45.6 billion annual dairy economy. They have also helped to make Wisconsin the number one state in the nation in total cheese production, with 25 percent of all cheese in the U.S. being made right here in the state.



This June, I encourage all of you to support our state's dairy industry by choosing Wisconsin-made milk, butter, yogurt, ice cream, and cheese. You can also attend one of the many June Dairy Breakfasts happening around America's Dairyland throughout the month. These events allow attendees to visit and learn about local farms while enjoying a delicious breakfast made with fresh Wisconsin dairy.

**To learn more about how DATCP works to serve and support Wisconsin's thriving dairy industry year-round, visit [datcp.wi.gov](http://datcp.wi.gov). As I raise a glass of ice-cold milk, I wish everyone across Wisconsin a happy June Dairy Month!**



**Taylor Schaefer is Wisconsin's 75th Alice in Dairyland and will finish her year in July.**

Wisconsin is home to a diverse array of specialty crops. Horseradish, ginseng, apples, Christmas trees, maple syrup, garlic, and so many more. According to the United States Department of Agriculture, specialty crops are “fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture).” This special year has provided me the opportunity to learn about many of these specialty crops and inspired an interest to continue learning about them well beyond my time as Alice in Dairyland.



As part of my activities this year, I was able to visit various specialty crop growers to learn more about how these crops are grown. One of my first visits was to Guza Garlic in Denmark, WI. While there, I was able to meet Brian, Joanna, and their adorable daughter, Mary. They told me about how they got their start in garlic and shared how garlic is grown here in Wisconsin. Garlic in Wisconsin is usually of the hardneck variety, and each crop is started in the late fall, before the ground freezes. They sit in the soil until it is warmed by the spring sun and start to sprout. The garlic is ready to be harvested in July and can be used for cooking, replanted for next year's harvest, or stored through the winter.

Next, I attended the Mid-Autumn Harvest Festival to learn more about Ginseng, a crop Wisconsin has earned worldwide recognition for. In its wild form, ginseng is native to Wisconsin and grows in our deciduous forests. For the cultivation of ginseng, Marathon County is home to the vast majority of this root crop.



Alice in Dairyland Taylor Schaefer visit Guza Garlic in Denmark, WI, during her travels across Wisconsin. WI DATCP

Grown under artificial shade to replicate its natural habitat, ginseng is planted as a seed and grows for three to five years before it is harvested. Wisconsin ginseng is viewed as top quality in many Asian markets and is often sought out for its unique flavor profile.

The harvested product looks a lot like ginger and most ginseng is dried and ground into powder. That powder is used in many different recipes, and my favorite way to use the powder is to mix it into baked goods.



The final specialty crop prized for its roots that I learned about is horseradish! I visited Silver Spring, south of Eau Claire, to see how the harvested roots turn into the classic zing that accompanies meals across the county. Silver Spring is a subsidiary of Huntsinger Farms, founded by Ellis Huntsinger in 1929.

Horseradish roots harvested in the spring and fall are placed immediately in cold storage until processed and bottled. Prepared horseradish is traditionally made by grinding and mixing horseradish with vinegar as a natural preservative. Without the vinegar, the fresh root would otherwise quickly darken and lose its characteristic bite. Ellis Huntsinger discovered that the addition of fresh sweet dairy cream helped to further enhance the flavor, heat, and longevity of his prepared horseradish.

Moving to some above the ground crops, I visited Country Side Trees (CST) in Walworth while cutting down the first Christmas tree of the holiday season. CST was started by Glen & Becky Feltham over 30 years ago. They offer 70 acres of trees to choose from, plus they make garland, wreaths, and boughs.

I cut a white pine, but CST grows six different types. It takes on average seven years from planting to harvest but can take as long as 15 years. Over that time, the staff are trimming and monitoring the trees and mowing the spaces between them. Tree farmers typically plant two to three trees for every tree that is harvested.



Another top Wisconsin crop I was able to learn about is the cranberry. Wisconsin harvests more than 60% of the nation's cranberries, and I was able to visit with Nodji Van Wychen of Wetherby Cranberry to see how they grow our state fruit.

Cranberries are perennial plants, which means they come back year after year as long as they are well cared for. The fruits are grown in soil on vines and are ready to harvest in the fall. There are hollow pockets of air inside each fruit, which means they will float. This is why the fields can be flooded for harvest. The fruits are knocked off of their vines, float to the top, and are then collected. Some berries are sold fresh, but 95% of the crop is made into sauce, juice, dried fruit, and other food products.

I am so thankful for these farmers and the many others that welcomed me to see their businesses this year. I have made lasting memories and learned so much along the way. I look forward to continuing to be an ambassador for Wisconsin agriculture long after my term as Alice in Dairyland comes to a close in July.

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## More News to Know...

WATA Advocacy Alert - Learn how [AB 304](#) & [SB 332](#) will impact fellow WATA Members as written. WATA opposes AB 304 & SB 332 as written. Amendments are needed. Remove all venue language from these bills and move the bill forward in the best interest of Wineries, Breweries, and Distilleries, as well as for all those members who currently sell alcohol - that are required to have liquor licenses.



80% of these bills are good for WATA Members who are Winery operators. They will be able to remain open until midnight. Brew Pubs will be able to operate stand-alone retail stores. The Department of Revenue will be able to add a new division to oversee and enforce liquor laws and will create a new statewide bar-tender license.

You are asked to contact your state assembly representative and state senator today. Ask to have the bills amended - to ensure that all Wisconsin Agricultural Tourism Association Members are treated fairly. As written the language creates unintended consequences that would impact thousands of Wisconsin Families and 10,000 rural Wisconsin Businesses. AB 304 and SB 332 would restrict the number of events - venues could hold to 6 per year or one per month. Support Iconic Wisconsin Wedding Barns / fellow WATA members. Oppose the bills as written — ask for amendments.

### Don't know how to find your representative? Who Represents Me?

Go to [legis.wisconsin.gov](http://legis.wisconsin.gov). On the right-hand side of the page, under "Who Are My Legislators?", enter your home street address and city. Click Find Your Legislator. You will see a map of your legislative district and photos of your representative and senator in the Wisconsin State Legislature.

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## Support Your Local Fairs and Festivals

[Check out Fairs in all 72 Wisconsin Counties](#)

[Video tour Wisconsin Fairs](#)



July 6-9, 2023



July 19-23, 2023







July 27-30, 2023



August 2-6, 2023



August 10-13, 2023



August 16-20, 2023



August 23-27, 2023



Aug 30-Sept 4, 2023



September 6-10, 2023



September 8-10, 2023

Sign up for the Wonders of Wool Class Today! [Festival Website](#)





## More News to Know...

~County Opens Door to More Agritourism [gjsentinel.com](http://gjsentinel.com)  
Though agricultural tourism isn't a new concept, Mesa County's Land Development Code didn't include it in the conditional use permits for farms and ranches to operate as businesses. Well, now it does. [READ MORE](#)

~Many Opportunities for Second Income from Ranch [farmprogress.com](http://farmprogress.com)  
In today's economy with rising input costs and uncertain prices for livestock, it can be difficult for ranchers to make a living from cattle without outside income. Some ranchers find innovative ways to create a second income from their land—capitalizing on other uses such as hunting and recreation, camping, etc. A rural setting can attract people who pay for opportunities to hunt, fish, birdwatch, ride, hike, or have a wedding, family reunion or some other special event. [READ MORE](#)

~Free, Online Course Discusses Risk Management for Agritourism, On-farm Visitors [morningagclips.com](http://morningagclips.com)  
With fewer people growing up on farms, agritourism can be an excellent way for farm visitors to connect with where their food comes from and with Iowa's agricultural heritage. While inviting visitors to the farm is a valuable experience for both farmers and the public, some risks are associated with the practice. A free, online course from Iowa State University Extension and Outreach's Farm, Food and Enterprise Development team is available to help those with on-farm visitors regarding risk management and liability concerns. [READ MORE](#)

## Upcoming WATA Events...

~July 19 & 20 — [Farm Technology Days](#)

~July 26 — Lunch & Learn Event - WATA's 30th Birthday Recognition - Madison Area

~August 8 — State Fair Booth 10 a.m. - 10 p.m.  
5-6 p.m. Stage for Presentation: "LUV-R-AG Wisconsin America's Agricultural Tourism Destination"

~September 20, 2023 - October 2, 2023 — Wisconsin Agricultural Tourism Week



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