Precision Learning

It’s not your grandfather’s farm anymore! Where he once used check-row planting to maintain a straight line driving a tractor, today his granddaughter uses GPS technology. When he decided it was time to fertilize, fertilizer was likely applied to the entire field at the same rate. His granddaughter has variable rate technology that delivers just the amount of fertilizer a particular area of the field needs. Precision agriculture has changed everything.

Thanks to the agreement with Case IH that was signed in 2009, the College has access to tractors, planters, and combines with the latest in precision agriculture technology. This technology is being used to gather data on planting and harvesting each growing season on the campus farm. At the same time extensive soil sampling is being done to determine soil fertility. This data is being used to fine-tune management practices at the lab farm and being used in the classroom. A historical record of crop performance will help to better manage the farm as we strive to become more sustainable.

Students in the Precision Agriculture class get engaged in collecting and analyzing this data. Dean Olson, professor of agricultural engineering technology, has the students play dual roles of a crop producer and consultant. Roles that some of them will take on professionally after graduation. Students are given the opportunity to operate the tractors and combine to gain experience collecting the data, and opportunities to analyze data and to provide recommendations. A history of planting, harvest and soil data that a producer might have collected on his farm can be analyzed and used to recommend fertilizer and planting rates for next year. Olson is particularly excited when students collaborate in the classroom and apply their engineering, agronomy, and ag economics skills to interpret the data. Each student brings their unique perspective on the need to balance profitability, efficiency, environmental concerns and crop needs.

Veronica Justen, assistant professor of crop science, uses the information collected at the farm in her Corn and Soybean Production class. The students create yield maps and then relate the yield maps back to soil maps and seeding rate maps to learn how plant population and soil type can influence yield. When technology allows, her next goal is to incorporate variable rate application of nutrients and other inputs into the class exercise using the Farm Works software.

This past summer Justen also took advantage of the variable rate seeding technology on the Case IH planters and conducted a small research study on the farm. She looked at the effect of different plant populations on forage yields. Populations ranged from 24,000 to 42,000 plants per acre. The results showed that yield peaked at 36,000 plants/acre, but Justen cautioned that is only one year of data and more testing is necessary.
Dean’s Corner

Hello from the CAFES Dean’s Office! It’s been another exciting year with lots going on since we last visited here through the FencePost – new students, new faculty and staff, and new opportunities for the College. There are very few dull moments here in CAFES and something good is always waiting around the next corner.

Some of our biggest news would include our Centennial Celebration which hopefully you’ve already heard about and can read more on throughout this issue. There are a number of events and activities you can involve yourself in and enjoy. We hope to see many of you over the course of the year.

Enrollments in most of our undergraduate programs continue upward and the total growth in CAFES continues to comprise a significant portion of the UWRF growth overall. It’s obvious that students recognize both the opportunities in agriculture, food and environmental sciences as well as the quality of the programs and experiences in CAFES. Each year we do a survey of new students and one question is how they made their decision to come to UWRF and CAFES. The #1 answer continues to be word of mouth – alumni, family, friends, teachers and others who speak highly of us and what we can offer. So thank you to all of you for your role in our recruitment!

Again this year we have the good fortune of new faculty and staff hires (some of which is contained elsewhere here in this issue) and at the same time recognize those who have retired and moved on to the next stage of their lives. I want to specifically thank Jerry Nechville, PC Vasavada, Mike Middleton, Ranee May, and John Galgowski for all they have done for their programs, departments, and CAFES over their many years at UWRF. We will miss interacting with them on a regular basis but know they will be around from time to time to visit.

We’ve been fortunate to add to some of our facilities in Ag Science through lab renovation and private gift funds, and made additions on the Lab Farms including another swine hoop barn and a high tunnel greenhouse. While additional needs remain, we are confident we will continue to address them, in part through the generous contributions of folks like you. We’ve added to our scholarship base over the last year as well and appreciate the support of those donors in helping our students achieve their dreams.

I’d like to close by sharing one example in CAFES of opportunity and involvement for the future. We recently hosted a group of administrators from the School of Agriculture at Virginia State University which followed our visit there earlier this year. VSU is one of the 1890 Land Grant institutions but is otherwise similar in size and scope to UWRF. CAFES shares many similarities with their School of Agriculture. Our interactions in the future will likely involve exchange of students and courses and other collaborations by faculty.

My primary point in bringing up VSU is to tell you how impressed they were by things we have perhaps taken for granted at times - dedicated and caring faculty, energetic students, connected and engaged alumni and industries, and an overall commitment to continue building on already successful programs by providing new opportunities and experiences for our students. As Dean of CAFES let me thank you for your part in making CAFES the truly wonderful collection of people and programs that it is!

Dale Gallenberg
Dean of CAFES

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Were you one of the alumni who picked up the phone last spring, surprised to hear Steve Carlson, Professor Emeritus, on the other end of the line? Each spring during the Fund for Excellence (FFE) campaign UWRF students – and Steve Carlson - call alumni seeking their financial support for various college needs. Scholarships for current and future students are always one of our top priorities. Half of the funds raised in Spring 2011 will be awarded to deserving students in the form of scholarships at the annual Awards Banquet this April. The college will use the remainder of the funds to support alumni activities (including this newsletter), teaching enhancement projects and student recruitment activities. Our goal for the spring 2012 FFE is to raise the average gift to $100 in honor of our 100 years!

### FFE BY THE NUMBERS

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<th>Approximately 4000</th>
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<td>1702 ALUMNI PICKED UP THE PHONE AND SAID YES, NO OR MAYBE</td>
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New Management at the UW-River Falls Dairy Pilot Plant

BY CAROLINE JOHNSON

Jan. 30, 2012 -- This past fall the University of Wisconsin-River Falls dairy pilot plant experienced something new—a change in management. Ranee May, the dairy plant manager since the plant opened in 1982, retired. Stepping into the managerial role is Michelle Farner, a licensed cheesemaker, who has worked at two different small Wisconsin dairies. Farner also brings quality assurance experience from her work at two food manufacturing facilities in Wisconsin. She is excited to be bringing her education in food systems technology and her previous experience to the university setting.

Food pilot plants are a relatively unique feature for a university campus. UWRF supports plants for dairy, meat, and fruit and vegetable processing. These plants, located on the first floor of the Food Science Addition, allow students to gain hands-on experience in food production and processing. The dairy plant alone typically employs seven students. At the same time the plants supply the campus with a variety of products including fresh cheese, ice cream, and milk.

Although production in the dairy plant has slowed during the transition, it is scheduled to be back in full operation this spring. Farner is bursting with new and ambitious ideas to bring attention to the quality of the plant’s products. She says that her goal is “to build on the success of the past 30 years while bringing some new excitement.” From creating new flavors of Jack, Colby, and Cheddar cheeses to constructing snack packs for students, which would include sausage sticks and the plant’s famous fresh cheese curds, there is much to look forward to.

In addition, Farner says that she will be working on offering fresh samples to students and staff when available.

“I’d love to be offering samples of cheese...when we make a block and cut it, I would like to be able to let people know and let them come in and try it,” she says.

A testament to the university’s dedication to implementing and demonstrating sustainable community development principles, the dairy plant is supplied with milk directly from the UWRF Mann Valley Farm, located just a few miles from campus. Farner also wants to expand the use of the plant’s products at campus events, particularly annual events and sales at the farm. She says with enthusiasm, “People will be able to go to the farm, buy their compost, and see what we’re making.”

Farner’s enthusiasm promises a bright future for the UWRF dairy pilot plant. She says with gratitude, “This is the chance of a lifetime.”
April 2012

April 19 – Centennial Kick-Off (Ag Sciences Building and University Center, UWRF campus)
We will kick off our Centennial with a special afternoon honoring three groups important to our College and the agricultural industry – our Wisconsin Distinguished Agriculturalists, our University Distinguished Teachers, and our Service Award honorees. The Agricultural Hall of Fame, the wall honoring the Distinguished Agriculturalists, will be rededicated in the afternoon. The day will culminate with the annual awards banquet recognizing and celebrating the accomplishments of our students.

Above: Jerry Matteson presenting the 2006 Distinguished Agriculturalist Award to Christine Jumbeck at the Annual Awards Banquet

April 21 – Midwest Horse Fair Alumni Reception (Alliant Energy Center, Madison, WI)
The Midwest Horse Fair® is one of the top 3-day horse fairs in America. In what we hope will become an annual tradition, we invite all alumni at the Fair to renew old friendships at the first UWRF Alumni Reception at the Midwest Horse Fair. Join us that Saturday, from 4-6 p.m. in the Michigan Room of the Clarion Suites Hotel, right on the grounds of the Alliant Energy Center complex.

May 2012

May 12 – Crops/Soils Judging Team Alumni Reunion (Mann Valley Farm, UWRF campus)
It’s been several years since the last reunion of this group, what better time to revive this event than during the Centennial Year! Team alumni should watch for their invitations with details on the time and place. Plans include an informal potluck picnic for alumni and their families.

Right: the 1978 first place Soils Judging Team – this was the first time a non-big 10 school won the regional contest and ended the 11 year domination of the contest by Purdue University.

May 11 and 12 – Golden Jubilee Class Reunion (UWRF campus)
All ag alumni from the Class of 1962 are invited to a special “behind the scenes” visit to the College on Friday. The fun continues on Saturday, when following lunch, the Golden Jubilee Class leads the processional during the afternoon commencement celebration. Invitations will be sent out to the Class of ’62 this spring.

Left: Dean Delorit presents the trophy to Darryl Derricks, president of the Collegiate FFA for their victory in the first ever River Falls Royal competition in May 1962.

June 2012

June 13 – Wisconsin State FFA Convention Alumni Reception (Alliant Energy Center, Madison, WI)
Planning on attending the Wisconsin State FFA convention? Be sure to stop by the CAFES alumni reception on Wednesday afternoon, June 13. Check the website for updates.

Summer 2012

Hometown Centennial Celebrations
We want to bring the celebration to you and your hometown! So whether it’s at the Burger Fest in Seymour, WI, the Karner Blue Butterfly Festival in Black River Falls or the Cheese Festival in Pine Island, MN...join your fellow alumni on a UWRF CAFES Centennial float in your annual hometown Festival parade. The float can be as simple as a tractor pulling a hay wagon – perfect for holding you, fellow alumni and your families. We’ll provide the banners for the float and help enlisting alumni in your area to be on the float. Willing to help us coordinate one in your hometown? Contact Laura Walsh at laura.walsh@uwrf.edu.
July 2012

July 17-19 - Wisconsin Farm Technology Days 2012 Alumni Tent (Outagamie County, WI)
If you’re coming to Farm Technology Days be sure to stop by the Alumni Tent. Each day at 11 a.m. and 2 p.m. we’re hosting receptions for our alumni.

July 18 - Regional Alumni Rendezvous (FVTC, Appleton, WI)
With so many UWRF CAFES alumni on the east side of the state, we needed to do something to acknowledge that! Get-together with your fellow “east coast” alumni. We’re gathering at the Fox Valley Technical College (FVTC) Appleton campus at 6 p.m.. The campus is easy to get to, just off Hwy 41 on the northwest side of the city.

September 2012

September 2012
The Birthday
Celebrate the “birthday” on September 12 by putting up banners or balloons in your field, your yard, on your front porch or even at your workplace. See how many fellow alumni are nearby that you may not have even known about! We’ll supply the Centennial banners and balloons. Let us know what you want: cafesnews@uwrf.edu

September 2012

September 29 - Homecoming 2012
Tractors on Parade
Coming back to campus for Homecoming in 2012? See the Tractors on Parade that will be part of the Homecoming Parade, or better yet, bring your vintage tractor and join the parade. Whether you favor red, green or orange…you’re all invited! Willing to bring your tractor? Email us at cafesnews@uwrf.edu.

Alumni Hog Roast at the Farm
After the game join us at the Mann Valley Farm for a hog roast. We’ll start serving at 4:30 p.m. Bring your family and enjoy kids activities and tours of the farm.

October 2012

October 5 - World Dairy Expo Alumni Reception (Alliant Energy Center, Madison, WI)
World Dairy Expo is the international dairy meeting place, showcasing the finest in dairy genetics and the newest technologies available to the industry. This year’s theme is “Market Fresh in Harvesting Excellence.” Join us for the annual CAFES Alumni Reception from 5-7 p.m. in the Monona Room of the Exhibition Hall of the Alliant Energy Center.

January 2013

January 15 - Wisconsin Crop Management Conference Alumni Reception (Alliant Energy Center, Madison, WI)
The Wisconsin Crop management Conference is the midwest’s premier agronomic input industry event. Join us for the annual CAFES Alumni Reception in the Michigan Room of the Clarion Suites Hotel immediately following the educational sessions on Tuesday afternoon.

March 2013

First Annual Falcons Returning to the Nest
We’re inviting back an alumnus who has achieved his or her greater purpose, to spend a day sharing his or her experiences with current students, the campus and the community.

Our Virtual Scrapbook
What do you most remember about your time on campus – something funny, something touching ...? How did River Falls impact your life?
In celebration of the centennial, we invite you to share your stories, photos and videos with us! Your memories will be added to our virtual CAFES Centennial Scrapbook. You can email your “memories” to us at cafesnews@uwrf.edu, use the enclosed return reply envelope or use the submission form on the Centennial website: www.uwrf.edu/CAFES/CentennialCelebration.cfm. All entries will receive a small thank you gift. The first 100 alumni to send in a “memory” will be entered in a drawing for a $100 gift card from the Falcon Shop. The drawing will take place at the Annual Awards Banquet in April when we kick off the Centennial Year!
Larry Schneider 1964, is looking for other couples that lived in the married student apartments between 1961 and 1964. He and his wife Sandie lived in one of the 21 apartments and remember those days fondly. They would like to have a reunion with as many of the group as they can find. Please contact Laura Walsh in the Dean’s Office if you are one of the former residents – 715-425-3535 or laura.walsh@uwrf.edu - she’ll relay the information to Larry.

Dan Oppliger 1976, had a short article published in the Arizona Republic about his trip to China in November. Dan is president of Tropical Sail Corp and has been conducting solar eclipse adventures all over the globe since 1991. This was his third trip to China.

Bob Kaiser 1978, is retiring after 30 years with UW-Extension and 24 years serving dairy producers in Dodge County. Kaiser has been a volunteer with World Dairy Expo since 1988 and since 2007 was over-all superintendent. He is credited with being the co-founder and coordinator of the UW-Arlington Dairy Day that started in 1997 and is still running. Bob is also recognized for developing and presenting International Extension programs in 11 countries.

Jim Zimmerman 1978, was honored in December by the corn growers in Dodge and Fond du lac Counties for being a top producer of corn. He is also serving on the National Corn Growers Association as Vice Chair of their Trade Policy and Biotechnology Action Team.

Mark Kopecky 1984, Price County UW-Extension agriculture agent, traveled to Ghana in November as a volunteer for the U.S. Agency for International Development’s Farmer-to-Farmer program. His assignment was to help the regional vegetable growers union in northern Ghana improve agronomic conditions. Mark had previously traveled to Nicaragua and the Dominican Republic as part of the same program.

Gwen 1986 and Rick Dado 1987, were featured in the January issue of Successful Farming. They purchased Gwen’s parents’ dairy operation in Amery, Wisconsin in 2007. They took the 125 cow farm and built it up to a herd of 400 registered Holsteins. As parents of four, they named the farm Four Hands Holsteins. They are 4-H leaders and Gwen helps coach the National FFA Dairy Quiz Bowl team. Prior to returning to the family farm, Rick had earned his PhD in dairy nutrition and was on the faculty at Southern Illinois University; Gwen received a master’s degree in ag and extension education.

Todd Thieding 1998, was a finalist for the Speak up for Agriculture award at the JCI Wisconsin Jaycees 59th Outstanding Young Farmer Awards weekend.

Angie Baumann 1997, Miranda Leis 2000, Brian Maliszewski 2004, and Jeffrey McNeely 2007, were finalists for the state Achievement Award in the Young Farmer and Agriculturist component of the Wisconsin Farm Bureau Annual meeting.

Elizabeth ‘Betsy’ Wagner 2000, is an Assistant Professor in the Department of Animal Sciences at Auburn University in Alabama. She teaches six courses in the equine science curriculum, conducts research in the area of equine nutrition, and does outreach work with several state-wide livestock organizations. Betsy received the 2011 Dean’s Award for Teaching Excellence for the College of Agriculture at Auburn.

Jarred Sears 2001, was 2nd runner-up for JCI Wisconsin Jaycees 59th Outstanding Young Farmer Award. Jarred and his wife, Laura, maintain a herd of 300 Jerseys and operate 549 acres of land. They have two children. Jarred and Laura won the Speak up for Agriculture award at the event for their outreach and education on behalf of production agriculture.

Maria Bendixen 2002, Clark County UW-Extension dairy and livestock agent went on a mission trip to Kenya, Africa. It was organized by a non-profit group in Washington D.C. that promotes economic development through cooperatives. The goal was to educate the dairy farmers about basic animal health and farm management.

Arlena Meyer 2002, was a finalist for the Excellence in Agriculture award at the Wisconsin Farm Bureau Annual meeting in December.

Teresa Engel (Cuperus) 2003, is the program manager of the Buy Local, Buy Wisconsin program at the Wisconsin Department of Agriculture and Consumer Protection (DATCP). She works with state, regional, and local groups providing the connections and resources to help producers sell their products locally. Prior to coming to DATCP, Engel worked for the non-profit Minnesota Food Association as a food broker, assisting Hmong and Latino growers to aggregate, market and sell their products.

Angie Kringle 2006, was a finalist in the discussion meet competition in the Young Farmer and Agriculturist component of the Wisconsin Farm Bureau Annual meeting.

Renee Roehl 2008, is engaged to Benjamin Kusielk and planning a September 29 wedding in River Falls. She is currently working at Deaton Nutrition, Inc. in Ellsworth.

Jeff Hoffelt 2010, joined Filament Marketing, LLC as an associate marketing executive. He will work with the client management team on the coordination and implementation of marketing communications plans and initiatives. Jeff spent the past two years as the livestock editor at Agri-View.

Trista Gropp 2011, is now an associate at Morgan & Myers serving the Illinois Agricultural Association account. She was part of the 2011 Morgan & Myers summer internship program. Morgan & Myers is a food and agricultural communications firm with offices in Wisconsin and Iowa.

Faculty News

Bill Cordua, professor of geology, has announced that he’ll be retiring at the end of this academic year, after 39 years in the classroom - and in the field - with students. He has one final task that he would like to complete - to replace the two old geology display cases on the 2nd floor of AGS with new cases that have glass shelves and lighting to best highlight the beauty and detail in the rocks, fossils and other specimens in the UWRF collection. Bill is so eager to do this, that he is personally committing $1000 to the project. He is foregoing the traditional retirement gifts and has asked that colleagues, friends and alumni who wish to acknowledge him upon his retirement, consider a donation to help support the purchase of the cases. The total cost of the new display cases is approximately $2500.
Name(s) __________________________________________________ (please include maiden name if married since graduation)
Address/City/State/Zip ____________________________________________________________  ____ check if new
Email Address ___________________________________________________________________________________
Telephone ________________________________  Year(s) of Graduation ________________________________

Premier Supporter (formerly Lifetime Member): Individual - $400 or Family - $600

Donations:  
General Fund (FencePost, Alumni receptions, etc.)  ____  
CAFES Alumni Scholarship Donation  ____  
Other (specify)  ____  
TOTAL  ____

Please make checks payable to: UWRF Foundation-CAFES Alumni Association
(Your contribution may be tax deductible to the extent allowable by law)

Memories:
I have enclosed a story and/or photo for the virtual Centennial scrapbook
_____ I agree to share my story and photo(s) in celebration of the Centennial. CAFES will not sell, share or trade any submission or personal information submitted by our CAFES friends.

Always for our students...
Always teaching to the best of our ability...
Always so our students may achieve their greater purpose...

UNIVERSITY OF WISCONSIN River Falls
We are having some promotional and commemorative items made just for you – our alumni – in celebration of our Centennial Year. Whether we connect with you in person, at a reception or through the mail when you submit a “memory” for our virtual scrapbook, we’ll have a small thank you gift for you. Until then we wanted all 8600+ of you to have a means to let everyone know you are a proud alumnus of UWRF. Clip out the mini-poster on the other side of this page and hang it on your bulletin board, office door, window or with the family photos on your refrigerator.