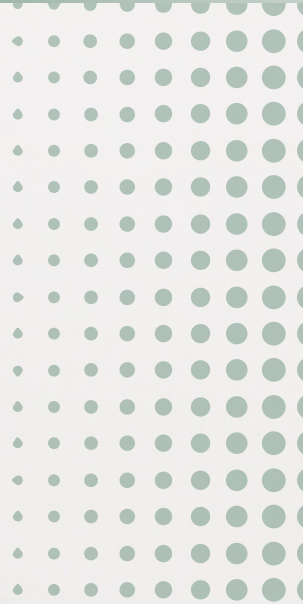
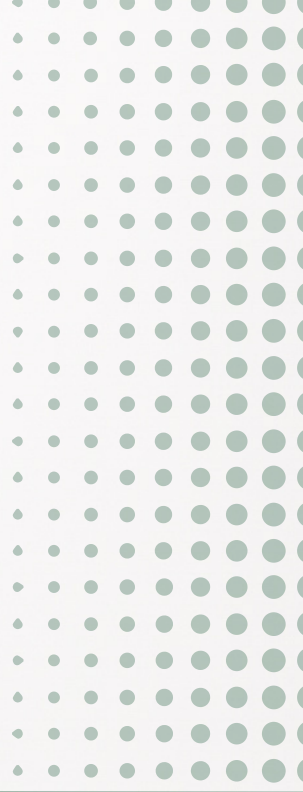




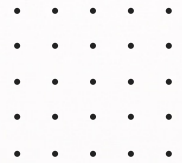
ANNUAL REPORT

2023





OUR MISSION



Wisconsin Farmers Union is a member driven organization that is committed to enhancing the quality of life for family farmers, rural communities, and all people through education, cooperation, and civic engagement.

FROM THE PRESIDENT



As I reflect on 2023, I am thrilled to share the remarkable achievements and progress that the Wisconsin Farmers Union has experienced.

One of our most notable accomplishments has been growth in membership, a testament to the strength of our community. The increased engagement and commitment from our members highlight the vital role WFU plays in supporting and advocating for family farmers and communities.

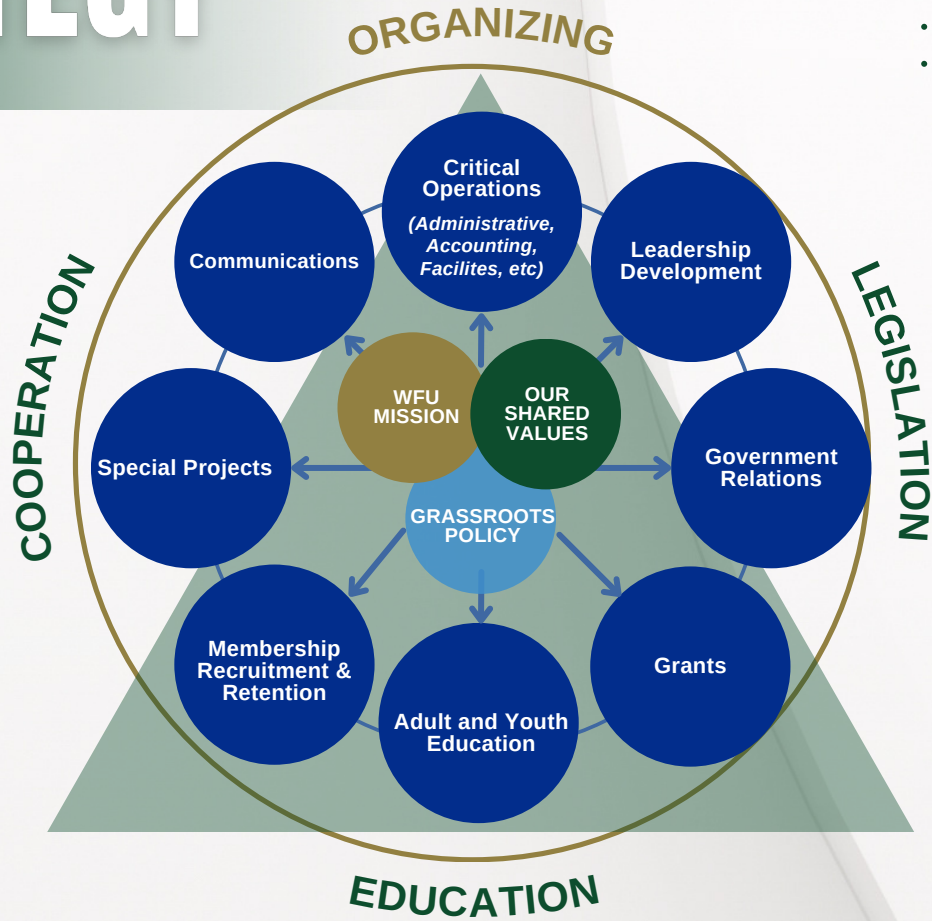
Throughout the year, WFU actively participated in and hosted numerous events that brought our community together. In addition to our successful events, WFU continued to make significant strides in various projects aimed at promoting good stewardship, connecting farmers with consumers, and enhancing the overall well-being of our agricultural community. The dedication and hard work of our members and staff have been instrumental in driving these projects forward, ensuring that WFU remains at the forefront of positive change in the agricultural landscape.

I'm also excited about a major milestone for our organization - the groundbreaking of our new headquarters. This marks the beginning of a new chapter for WFU, providing us with a centralized hub to better serve our members and further advance our mission. Our new headquarters is a tangible symbol of our commitment to the future of WFU and the continued growth of our organization.

As we celebrate these achievements, I want to express my deepest gratitude to each and every member, supporter, and partner who has contributed to our success. Your passion, dedication, and unwavering support have been the driving force behind our accomplishments, and I look forward to see what the coming year holds for our organization.

*Darin Von Ruden
Wisconsin Farmers Union President*

STRATEGY



As we head into 2024, we'll continue using 3 initiatives from our recent strategic planning process to guide our work:

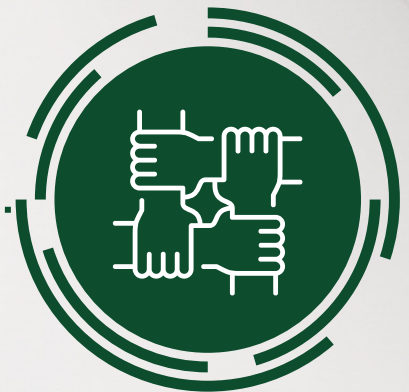
Empower Family Farmers and Advance Rural Communities



Engage and Grow WFU Membership



Strengthen the WFU Organization



2023 YEAR IN REVIEW



- 1** January
60 members join in Farm & Rural Lobby Day
- 2** February
Outreach and Education Presented at Marbleseed
- 3** March
WFU Emerging Leader Retreat held in Stevens Point and Producer-led Watershed meetings
- 4** April
New Farmer U Testified at Joint Finance Committee Hearings
- 5** May
WI Local Food Directory Launch and Membership Tour
- 6** June
Farmers Union Camp season begins
- 7** July
WFU Summer Conference
- 8** August
Farm Tech Days, pasture walks, and field days
- 9** September
National Farmers Union Fall Fly-In to DC & Market on River Brick Dedication
- 10** October
Policy planning and annual meeting season
- 11** November
NFU Women's Conference, County Presidents Meeting
- 12** December
93rd Annual WFU Convention

Making Waves



Throughout the year, WFU has been a catalyst for positive change in Wisconsin's agricultural landscape and communities. Through events and impactful projects, we've been promoting good stewardship, educating farmers with consumers, raising awareness, and moving the needle on important issues.



458 new members in 2023



35+ events attended with WFU booth



150+ educational events hosted or participated in throughout WI



60+ events hosted by WFU chapters



300+ earned media mentions



launched the WI Local Food Directory (with LFPA)



Wisconsin Farmers Union
KAMP KENWOOD
CHIPPEWA FALLS, WI

172 FARMERS UNION CAMPERS TOOK PART IN OUR SUMMER CAMP PROGRAM

14 EVENT RENTALS (WEDDINGS, RETREATS, ETC.)

5 WEEKS OF YOUTH CAMP RENTALS FROM OUTSIDE GROUPS

4 WEEKS OF WFU PROGRAMMING AND FARMERS UNION YOUTH CAMPS

Fundraising efforts for 2023-2024 are geared towards increasing our scholarships for youth programming and camp registrations.





Family Farmers Shaping Climate Change Policy

- Participated in planning and execution of Ag & Rural Resilience Summit in Eau Claire, WI.
- Educated farmers on climate smart practices through field days with the Producer-Led Watershed Project and Wisconsin Women in Conservation
- Partnered with the Fox-Wolf Watershed Alliance, Outagamie County, Pheasants Forever, and other partners on a USDA Climate-Smart Commodities Project
- Participated in Green Bay Conservation Partners Spring Roundtable
- Participated in panel discussion on Climate-Smart Commodities Project with USDA Secretary Tom Vilsack



Preserving Small & Mid-Sized Farms

- Hosted officials from USDA and DATCP on member farms and a processing plant to elevate key issues
- Fostered beginning farmers through participation and scholarship opportunities, including:
 - WFU Emerging Leaders Retreat
 - New Farmer U
 - Farmers Union Enterprises Leadership Program
 - Marbleseed Conference
 - Emerging Farmers Conference
 - National Farmers Union Women's Conference
- Partnered with DATCP, Marbleseed, and the Wisconsin Food Hub Cooperative on WI Local Food Purchase Assistance Program
- Launched WI Local Food Directory in partnership with WI Local Food Purchase Assistance Program
- Helped facilitate Tribal Produce Safety Trainings
- Supported chapter initiatives like the Fibershed and St. Croix Valley Food Alliance

Special Orders of Business



Concentration in the Agriculture Industry

- Presented at Small Town Summit in Missoula, Montana
- Won Cooperative Communicators Award for "Stand Tall for Small" billboard
- Met with multiple WI Congressional and State Legislators to address concentration in agriculture
- Presented at Rural Policy Action Summit in Omaha, Nebraska
- Hired a rural organizer with special focus on corporate consolidation and farmer-labor solidarity efforts



Family Farmers Shaping Water Quality Policy

- Revitalization of WFU Committee
- St. Croix County chapter hosted Clean Water Forum
- Expanded our investment in farmer-led watershed councils to include the new Chippewa Valley group while continuing to expand the practices of our four originally supported groups
- Farmer-led watershed council field days
- Advocated for clean water initiatives at Joint Finance Committee hearings



FINANCIAL REPORT >> FY 2022-2023

INVESTMENTS

	2023	2022
Farmers Union Enterprises, Inc.	26,768,707	23,318,902
Wisconsin Food Hub Co-op	195,100	195,100
Ace Ethanol	131,000	131,000
United Ethanol	76,250	76,250
Founding Farmers Nova, LLC	39,162	30,820
Forward Community Investments	24,000	24,000
Fifth Season Cooperative	10,000	10,000
River County Cooperative	6,043	6,043
Agraria, LLC	5,579	4,050
Founding Farmers Reston, LLC	2,955	5,152
Founding Farmers Potomac, LLC	1,961	3,063
Xcel Energy	990	990
Founding Farmers KOP, LLC	826	(1,733)
Equity Cooperative Livestock	0	100,000
Farmers & Distillers DC, LLC	-1	(7,482)
Others	1,040	1,040
TOTAL	27,263,612	23,897,195

CONSOLIDATED ASSETS

	2023	2022
Cash and cash equivalent	3,886,455	4,553,661
Restricted cash	1,205,029	-
Certificate of deposit	516,869	511,376
Marketable securities	2,897,911	2,001,741
Account receivables, net	3,875	4,524
Promises to give, net	143,397	75,871
Note Receivables, current portion	1,937	5,380
Prepaid expense	55,712	44,050
Investments	27,263,612	23,897,195
Deferred tax asset	91,906	29,819
Note Receivables, net	0	1,899
Property and equipment, net of accumulated depreciation	2,461,945	2,052,766
TOTAL	38,528,648	33,178,282

CONSOLIDATED LIABILITIES & NET ASSETS

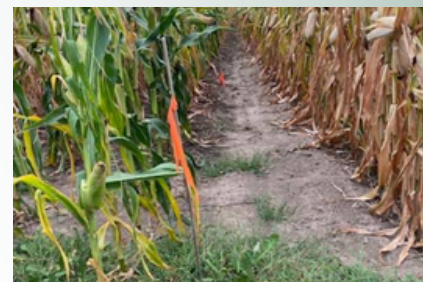
	2023	2022
Account payable	148,438	34,340
Accrued expenses & other liabilities	70,697	164,426
Dues payable	37,410	31,230
Deferred Revenue	49,251	46,974
Long term debt	3,185,874	2,463,753
Net assets without donor restrictions	34,420,834	29,833,226
Net assets with donor restrictions	616,144	604,333
TOTAL	38,528,648	33,178,282

SUPPORT & REVENUE

	2023	2022
Government grants	604,962	63,858
In-kind donations	6,354	3,371
All other contributions	493,555	865,194
State share of membership dues	14,491	21,318
Educational funds	27,579	38,772
Kamp Kenwood non-member fees	66,444	58,590
Other program service revenue	46,431	47,819
Convention income	17,620	4,293
Office building rent	13,660	12,000
Insurance promotion	19,105	9,607
Other Income	300	-
Investment return, net	504,758	(400,373)
Equity share of income from investees	5,330,691	5,761,304
Gain on extinguishment of debt	-	-
TOTAL	7,145,950	6,485,753

EXPENSES

	2023	2022
Program Services	1,775,887	1,661,988
Support Services	661,520	590,761
Fundraising	109,124	62,349
TOTAL	2,546,531	2,315,098



\$199,831

INVESTED IN IMPROVING
LAND AND WATER
THROUGH SUPPORT
OF PRODUCER-LED
WATERSHEDS



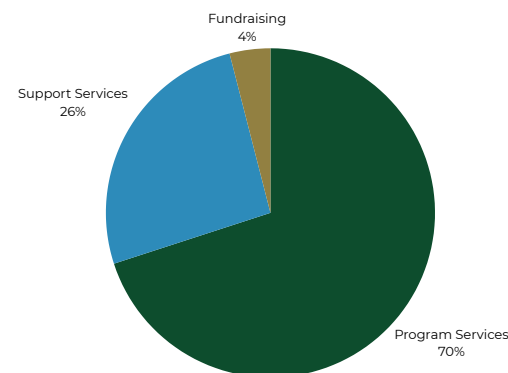
\$42,845

PROVIDED IN LOCAL
INITIATIVE & FOUNDATION
GRANTS TO SUPPORT
RURAL CAUSES



\$359,864

RECEIVED IN GRANTS TO SUPPORT
WFU'S WORK & THE WFU
FOUNDATION





In September, we broke ground on Market on River! Nestled along the scenic riverfront in Chippewa Falls, this architectural gem will proudly house the Wisconsin Farmers Union headquarters, integrating residential spaces, commercial hubs, restaurants, and community gathering areas.

>50%

**VENDOR LOCATIONS
CONTRACTED**

MarketOnRiver.com



WI Local Food Purchase Assistance Program

The purpose of the WI LFPA program is to strengthen food and agricultural supply chain resiliency, support Wisconsin farmers, and distribute fresh nutritious foods to underserved communities. The program engages Wisconsin producers, distributors, community organizations, food security partners, and tribal governments to build supply chains in which socially disadvantaged and historically underserved producers can sell to the WI LFPA Program, develop partnerships, and experience access to markets.



37

COUNTIES SERVED



127

GROWERS PARTICIPATED



198

TYPES OF PRODUCT DELIVERED



52

HUNGER RELIEF SITES RECEIVED DELIVERIES



\$1,059,067

**HUNGER RELIEF SITES
RECEIVED DELIVERIES**



Learn more at wilocalfood.org



WISCONSIN WOMEN *in* CONSERVATION

nurturing land. and ourselves.

2,000+

WOMEN ATTENDED 30+ FIELD DAYS, WEBINARS, AND NETWORKING EVENTS

4

NEW EPISODES OF THE QUEEN BEE SESSIONS PODCAST

68%

OPEN RATE ON MONTHLY E-NEWSLETTER

40+

EVENTS HOSTED

What a year! Wisconsin Women in Conservation closed out their schedule of 40+ events in 2023 with a very popular Learning Circle series on Invasive Species, then celebrated the conclusion of 3 years of programming by writing a book! "Portraits of Love on the Land," authored by WFU Communications Specialist Kriss Marion, was published in September and introduced at a series of Book Launch Parties in October. The book features the stories of 30 women conservationists - many of them WFU members - and will be available at WiWiC events in 2024 and 2025. WiWiC also won the Top Rural Development Initiative Award from Wisconsin Partners in 2023.

info at WiWiC.org



Wisconsin Women in Conservation is teaching women to write love letters to their land. To cherish it, delight in it, love it.

Christine Klessig
WiWiC Conservation Coach
in Portage County



WiWiC

PRODUCER-LED WATERSHED EFFORTS

Farmer-Led Watershed Councils of the St. Croix and Red Cedar Rivers

Horse Creek Watershed (Polk County)
Dry Run Watershed (St. Croix County)
South Kinni watershed (Pierce County)
Hay River Watershed (Dunn County)



\$50K DATCP GRANT
FUNDING PROVIDED

5,842 PLANNED COVER
CROP ACRES PLANTED
THIS FALL

2,341 PLANNED SOIL
SAMPLES

17.9 PLANNED TRANSITION
TO PERENNIAL ROOT
ACRES

556

ATTENDEES TO FIELD
DAYS, EDUCATIONAL
EVENTS, & WATERSHED
COUNCIL MEETINGS

20

PAIRS OF UNDERWEAR
PLANTED IN FIELDS FOR
'SOIL YOUR UNDIES' SOIL
HEALTH COMPETITION

13

COUNCIL-HOSTED EVENTS

*Learn more at
farmerledwatershed.org*



Chippewa Valley Producer-Led Watershed Council

In March, a group of area farmers, crop consultants, land and water conservationists, and other industry stakeholders launched the Chippewa Valley Producer-Led Watershed Council aiming to create space for farmer-to-farmer learning and improve the Chippewa Valley watershed.

167

ATTENDEES TO FIELD
DAYS, EDUCATIONAL
EVENTS, & WATERSHED
COUNCIL MEETINGS

6

COUNCIL-HOSTED EVENTS



MEET THE TEAM

STAFF

Julie Keown-Bomar, Executive Director

715-492-3549, jkbomar@wisconsinfarmersunion.com

Camryn Billen, Executive Assistant

715-382-6330, cbillen@wisconsinfarmersunion.com

Shelly Longdo, Administrative Assistant

715-723-5561, mlongdo@wisconsinfarmersunion.com

Karen Goulet, Membership Assistant

608-716-3816, kgoulet@wisconsinfarmersunion.com

Grace Clardy, Education Director

715-214-7887, gclardy@wisconsinfarmersunion.com

Lavane Hessler, Accounting Manager

715-450-9441, lhessler@wisconsinfarmersunion.com

Michelle Ramirez-White, Policy Coordinator

715-450-9507, mramirezwhite@wisconsinfarmersunion.com

Tommy Enright, Communications Director

715-563-2169, tenright@wisconsinfarmersunion.com

Julia Nunes, Communications Specialist

715-471-0398, jnunes@wisconsinfarmersunion.com

Danielle Endvick, Director of Development

715-382-6814, dendvick@wisconsinfarmersunion.com

Jackie Boos, Facilities Director

715-450-4322, jboos@wisconsinfarmersunion.com

Brad Henderson, Facilities Manager

715-214-7244, bhenderson@wisconsinfarmersunion.com

Lauren Langworthy, Director of Special Projects

715-225-0432, llangworthy@wisconsinfarmersunion.com

Kriss Marion, WiWiC Communications Specialist

608-844-3758, kmarion@wisconsinfarmersunion.com

Forrest Humphrey, Local Foods Organizer

715-450-9179, fhumphrey@wisconsinfarmersunion.com

Layne Cozzolino, Communications Specialist

Local Food Purchase Assistance Program

715-450-6430, lcozzolino@wisconsinfarmersunion.com

Julie Heintz, Database Coordinator

715-215-2298, jheintz@wisconsinfarmersunion.com

Erin Thompson, Communications Specialist

Fox-Wolf Climate Smart Commodities Project

715-450-6431, ethompson@wisconsinfarmersunion.com

Tara Daun, Watershed Coordinator

715-492-0329, tdaun@wisconsinfarmersunion.com

Kirsten Slaughter, Membership Engagement Director

608-514-2031, kslaughter@wisconsinfarmersunion.com

Shawn Bartholomew, Regional Membership Coordinator

715-577-0306, sbartholomew@wisconsinfarmersunion.com

Allison Crook, Regional Membership Coordinator

608-851-0518, acrook@wisconsinfarmersunion.com

Matthew Conte, Rural Organizer

715-382-6107, mconte@wisconsinfarmersunion.com

BOARD OF DIRECTORS

Linda Ceylor, Catawba, WI - District 1, Secretary

715-567-1010, lceylor@wisconsinfarmersunion.com
Ashland, Barron, Bayfield, Burnett, Douglas, Iron, Lincoln, Oneida, Polk, Price, Rusk, Sawyer, Taylor, Vilas, Washburn

Dave Rosen, Glenwood City - District 2

715-781-0846, drosen@wisconsinfarmersunion.com
Dunn, Pepin, Pierce, St. Croix

Ed Gorell, Eleva, WI - District 3, Treasurer

715-287-3383, egorell@wisconsinfarmersunion.com
Chippewa, Clark, Eau Claire

Jen Schmitz, Cashton, WI - District 4

608-487-0766, jschmitz@wisconsinfarmersunion.com
Buffalo, Jackson, La Crosse, Monroe, Trempealeau

Darin Von Ruden, Westby, WI - District 5, President

608-632-2017, dvonruden@wisconsinfarmersunion.com
Crawford, Grant, Iowa, Rock, Green, Lafayette, Richland, Vernon

Sarah Lloyd, Wisconsin Dells - District 6

920-210-7335, slloyd@wisconsinfarmersunion.com
Adams, Columbia, Green Lake, Juneau, Marathon, Marquette, Portage, Sauk, Waupaca, Waushara, Wood

Tina Hinchley, Cambridge, WI - District 7, Vice President

608-764-5090, thinchley@wisconsinfarmersunion.com
Dane, Jefferson, Kenosha, Racine, Walworth

Michael Slattery, Maribel, WI - District 8

920-863-2996, mslattery@wisconsinfarmersunion.com
Brown, Calumet, Dodge, Door, Fond du Lac, Forest, Florence, Kewaunee, Langlade, Marinette, Manitowoc, Menominee, Milwaukee, Oconto, Outagamie, Ozaukee, Shawano, Sheboygan, Washington, Waukesha, Winnebago

Rachel Bouressa, New London, WI - At Large

608-228-6617, rbouressa@wisconsinfarmersunion.com

GROW WITH US

In 2024

The Wisconsin Farmers Union membership is made up of people from all walks of agriculture and life. From conventional to organic, rural to urban, our members find shared values in an organization that empowers them to have a voice in the issues that matter to our farms and communities.

Wisconsin Farmers Union isn't just for farmers. We also welcome ag professionals, rural residents, and consumers who want to advocate for family farming.

Like what you see? Get involved!

- Sign up as a member today! A one-year membership is only \$30 for the whole family!
- Already a member? Chances are, you know someone whose values align with WFU. Invite them to join!
- Connect with a local chapter to plug into the issues and community of Farmers Union. Find a chapter map at wisconsinfarmersunion.com/chapters
- Donate to our work to improve the quality of life for family farmers, rural communities and all people.

www.wisconsinfarmersunion.com

Connect with us!

info@wisconsinfarmersunion.com
www.wisconsinfarmersunion.com | 715-723-5561

STATE OFFICE:
117 W. Spring St.
Chippewa Falls, WI 54729

LEGISLATIVE OFFICE:
30 W. Mifflin St., Suite 905
Madison, WI 53703



 Wisconsin
Farmers
Union

UNITED TO GROW FAMILY AGRICULTURE

