96 Years Strong

Wisconsin Farmers Union

96TH ANNUAL STATE *Convention*

December 11–13, 2026
Hilton Appleton Paper Valley
Appleton, Wisconsin

Groundswell - Farm Transitions

Friday, December 11 | 10:30–4:30 p.m.
This year's Groundswell Pre-Convention Workshop will focus on farm succession and transition. Participants will explore different pathways and financial models, learn how to begin important conversations, and connect with professionals who support farmland access and transition.

Convention Workshops

- **Rural Community Power**
  Explore how communities can organize, identify leverage points and protect local interests as data centers and large corporate developments seek rural land, water, and resources.
- **Paths to Family-Scale Dairy Viability**
  Hear how advocacy, legislation, regulatory reform and new markets could help create a more stable future for Wisconsin's family dairy farms.
- **Cooperative Resilience**
  Learn the basics of cooperative models and hear how two Wisconsin veterinary clinics became Cooperative Veterinary Care, the nation's first worker-owned veterinary hospital.
- **Urban Agriculture in Action**
  Hear from urban growers navigating land access, soil health, regulations and food insecurity while building more resilient local food systems.

KEYNOTE



Wendy Johnson

Wendy is a Northeast Iowa farmer, entrepreneur, writer and policy advocate. She and her husband operate Jóia Food Farm, raising pasture-based livestock and integrating grazing, agroforestry and direct marketing alongside their organic grain farm. Wendy also co-manages her family's 1,100-acre corn and soybean farm, where she has introduced no-till, cover crops, diversified rotations and reduced inputs, and founded Jóia Sleep, a regenerative wool bedding company. She serves on several agricultural boards and committees and is the lead farmer advisor for Climate Land Leaders.



For our Saturday night entertainment this year, we're excited to bring you the Cynor Classics, a honky-style polka band hailing from Sheldon, WI. Pack those *dancing shoes*!

REGISTRATION NOW OPEN!

More info, registration link, and hotel room block information can be found at wisconsinfarmersunion.com/convention





Convention Agenda

Friday, December 11th

10am	Registration open
10:30am-4pm	Groundswell Pre-Convention Workshop: Farm Transitions
4:30-7:30pm	Convention Registration
6-8pm	Fundraiser Dinner & Live Auction

Saturday, December 12th

7:30am-6pm	Silent Auction, exhibitors open
7:30am	Convention Registration open
7:30am-9am	Breakfast
9am	Convention Official Business
	Youth Convention begins & Childcare opens
10:30am	Networking & Exhibits
11am	Workshops
12:15pm	Awards Luncheon
1:15pm	Workshops
2:30pm	Policy Discussion
3:30pm	Networking & Exhibits
3:45pm	Policy Discussion
5pm	Social Hour
6pm	Silent Auction & Exhibits Close
	Convention Banquet
8:30pm	Youth Ceremony
9pm	Networking Social & Music

Sunday, December 13th

7am-8:30am	Delegate voting
7am-9am	Breakfast
7:30am	Exhibits open
8am	The Gathering Ground
	Childcare opens
	Youth Convention
9am	Policy Discussion
10:45am	Networking & Exhibitors
11am	Policy Discussion
12pm	Lunch, Election Results, & Announcements
1pm	Policy Wrap-up (if needed)
2pm	Adjourn

Important Dates!

November 7
County Presidents Meet to Review Policy Proposals

November 15
Early Bird Registration Discounts End

November 19
Hilton Appleton Paper Valley room block ends 800-774-1500

November 22
WFU board and NFU delegate candidate bios due (for delegate email)

November 30
Last day to register as voting delegate

December 5
Deadline for non delegate registrations

December 11
Groundswell Pre-Convention Workshop & Camp Fundraiser

December 12-13
Convention Weekend!