

Friday, November 18, 2011

# **Northeast**

community college

> **AGRICULTURE** DEPARTMENT



A woman in Agriculture can take the lead Whatever the challenge, whatever the need She'll rise to meet demands of the day in her own unique phenomenal way She's much more than just exceptional Yes, She is what we call AG-ceptional

A story to tell, a lesson to learn.

AG-ceptional women are taking their turn.

The seeds they plant grow tall and strong.

They've been ignored for far too long.

Let's give credit where credit is due.

AG-ceptional women are making it through.

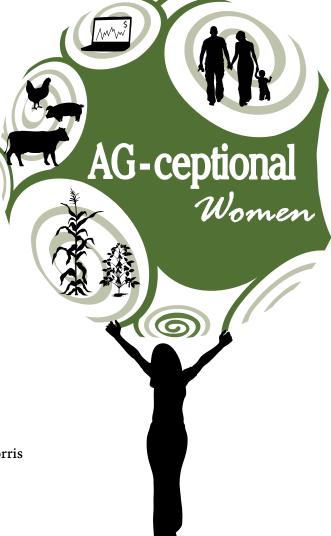
They make it through good times, they make it through tough.

They make sure there's more than enough.
They work, they give, they laugh, they love.
They stand tall when push comes to shove.
Let's give credit where credit is due,
Ag-ceptional women are tried and true.

The barn, the field, and tractor too.
Office, industry, business or school.
The garden, garage, yard, or home.
Where ever they are, let it be known.
The difference they make is felt, it's real.
We cannot act like it's no big deal.

They make it through good times, they make it through tough.

They make sure there's more than enough.
They work, they give, they laugh, they love.
They stand tall when push comes to shove.
Let's give credit where credit is due,
Ag-ceptional women are tried and true.



By Corinne Morris

Thank you for attending the 3rd AG-ceptional Women's Conference! We believe you will find this day to be truly inspiring with dynamic keynote presentations, excellent workshops, great food and fantastic networking opportunities.

Feel free to ask questions; the presenters are prepared to help you. Feel free to share; you have a lot to offer. This day is planned for you, to help you achieve your goals because we know that you are truly AG-ceptional!

**Conference Director: Corinne Morris** – Northeast Associate Dean of Agriculture, Health & Science

**Administrative Assistant: Kathy Neidig** – Neidig Farms Cattle Company

**Emcee: Susan Risinger - Farm Director,** WJAG/LiteRock 97.5/106KIX

Megan Baldwin – Rancher, Bomgaars

Sara Borgelt – Pfizer

**Liz Doerr** – Pork Producer, Office Administrator and Zoning Administrator

**Kristine Donnelly** – Farm Credit Services of America **Traci Ebel** –Roth Feedlot

**Kimberly Fehringer** - UDSA Rural Development Area Specialist

**Shanelle Grudzinski** – Northeast Renewable Fuels Technology Coordinator/Instructor Megan Hanefeldt - 4-H Extension Assistant

Mary Pat Hoag – Agriculture Editor, Norfolk Daily News

**Kally King** – Grain Merchandiser, Agrex, Inc. Enola, NE

Lydee Jo Krueger – US 92 Radio

**Hilary Maricle** – Northeast Agriculture Instructor/Farmer

**Phyllis McCain** – Homestead Farm/Hightree Ranch

**Jan Miller** – Pork Producer, Nebraska Pork Producers – Director

**Deb Neidig** – Producer

Tracy Neidig – Beef Cattle Producer, Madison, NE

**Sarah Polacek** – 4-H Extension Assistant/Madison County Extension

Joan Ruskamp – Cattle Feeder/Farm Wife

Bonnie Schulz – Northeast Agribusiness Instructor

**Beverly Soper** – Office Manager at Norfolk Implement Inc.

**Debb Strate** – Executive Assistant, Northeast Ag Division





Stories from Nebraska farm women — who are moms and farmers & ranchers themselves — volunteering to share about life on the farm, how food is grown and produced and to answer common questions about modern agriculture production.

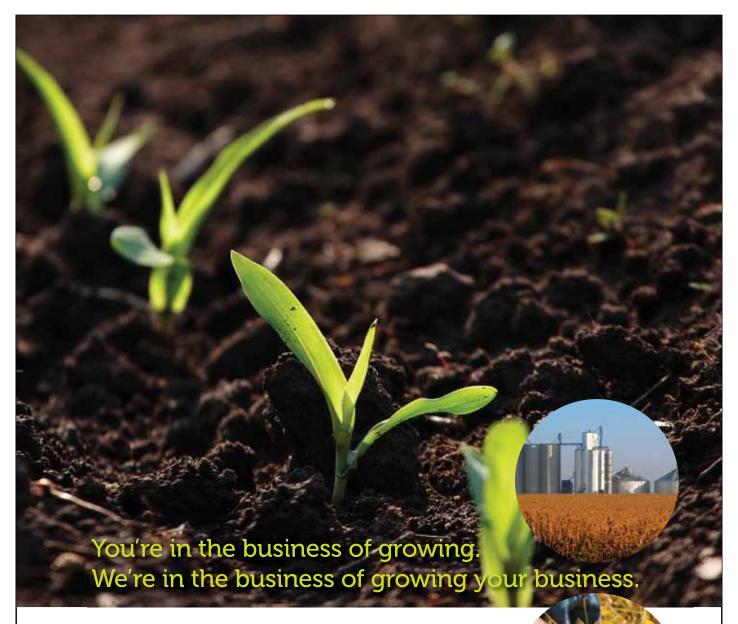
For more information on the program, or to find out how you can get involved, please visit www.findourcommonground.com or www.commongroundnebraska.com.

Also, find us on www.facebook.com/CommonGroundNebraska.



A program sponsored by:





At the Aurora Cooperative, we're always on the lookout for what's next in agriculture. Because the farmers we serve expect and demand it.

We're dedicated to becoming your first resource for world-class agronomy, grain storage, grain marketing, performance feeds, and energy.

But it's not just about inputs in the traditional sense. It's also about sound advice, keen analysis and intelligent recommendations. True difference makers for your bottom line.

You sense the opportunities that exist in agriculture today. We're here to help you make the most of them.





Friday, November 18 • Lifel

Friday, November 18 • Lifelong Learning Center • Norfolk, Nebraska

8:00 - 8:30 am CHECK IN (Lifelong Learning Center)

8:00 - 9:00 am EXHIBITS, NETWORKING & BREAKFAST

Soy donuts by Nebraska Soybean Board

9:00 - 11:55 am **OPENING SESSION** 

Welcome & Opening Comments **SPEAKER: Dawn Caldwell** 

**Starting a Conversation About Food** 

Video Presentation

AG-ceptional Woman of the Year

Break

KEY NOTE: Treating Yourself Like Royalty - Peggy Kline

Complimentary books provided by Monsanto Gothenberg Water

Utilization and Dekalb Nebraska Teams

12:00 - 1:10 pm LUNCH, ENTERTAINMENT & NETWORKING

Music by Ann Cattau and Cory Delp

Lunch sponsored in part by Aurora Cooperative and

**Dales Flying Service** 

1:15 - 2:05 pm WORKSHOPS SESSION A

2:20 - 3:10 pm WORKSHOPS SESSION B

3:10 - 3:40 pm AFTERNOON BREAK

Snacks, Exhibits, Networking

3:40 - 4:30 pm WORKSHOPS SESSION C

4:40 - 5:30 pm BUILDING A LEGACY

First Lady Sally Ganem

Phyllis McCain

AG-ceptional Committee



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**DAWN CALDWELL** was born and raised on a farm in South Central Nebraska and considers herself very blessed to raise her own children as farm kids. As an advocate for agriculture, Dawn is doing her part to assure her kids an opportunity to choose agriculture for their livelihood. In her volunteer work for the Common Ground program, Dawn reaches out to women who are unfamiliar with modern farming and engages them in crucial conversations about our food and the people behind it.

Dawn, as the Corporate Communications Manager for the Aurora Cooperative brings a wealth of knowledge and experience to the job. Upon graduating from UNL with a Bachelor's in Animal Science in 1994, Dawn spent 3 years working for the University of Nebraska Cooperative Extension Service as an Extension Assistant in Nuckolls, Thayer, and Fillmore Counties. She was in charge of all youth agriculture programming for 4-H. She then worked as a feed specialist for Deshler Grain and Feed for two years before moving on to the Aurora Cooperative where she has been employed since December of 2000. She started at the Aurora Cooperative as a livestock specialist, focusing primarily on beef and cow-calf nutrition and management. In that position, she spent a lot of time out in the country with farmers and ranchers helping them to better their herd nutrition and management. She moved into her current position in June of 2010.



**PEGGY KLINE** truly is a treat for women . . . without the calories! When Peggy takes the stage she instantly captivates the hearts and minds of her audience. Her clever blend of practical wisdom is delivered with her refreshing downright hilarious original humor! Best of all, her platform skills deliver not only a show-stopping, heartwarming, hilarious performance, it delivers the kind of inspiration her audiences love!

Unlike most professional speakers, Peggy's passion is devoted exclusively to nurturing the needs of women with humor and hope! For over the last 25 years, Peggy has enthusiastically worked with health systems and women's organizations who share her mission of improving the quality of life for women. She has a message women need to hear ~ how to take care of yourself while you're taking care of so much and so many. Peggy's never ending wit and enthusiasm has made her somewhat of a sensation on the women's conference circuit. She has been featured in countless newspapers, radio and television interviews nationwide. Organizations everywhere love her endless gift of therapeutic humor and renewed hope.

Peggy is not only a leader in women's health and wellbeing, but in the speaking profession. She is the Past President of the National Speakers Association of Michigan and served on their Board of Directors for five years. Under Peggy's leadership, Michigan was awarded the National Speakers Association coveted MORE award for outstanding chapter in the United States.

In addition, Peggy, is an author, consultant, community and church volunteer. However, her most valued roles are as a wife, mother of two grown daughters, a son and a new grandson, who have given her much joy and an endless supply of material!



Session Schedule				
		Session A	Session B	Session C
		1:15 - 2:05	2:20 - 3:10	3:40 - 4:30
	Lifelong Learning Center Suite B	A1 Ready Set Freeze! Kayla Hinrichs	B1 Ready Set Freeze! Kayla Hinrichs	C1 Farming 101 for the New Farm Wife Bonnie Schulz and Hilary Maricle
	Lifelong Learning Center Suite C	A2 Hereditary Cancers: Counseling Women at Risk Dr. Keith Vrbicky	B2 Using Your VOICE Lisa Brass	C2 Farmers Market Moms Sandy Patton
	Lifelong Learning Center Suite D	A3 Farm Tax Strategies Nancy Brozek	B3 Farm Tax Strategies Nancy Brozek	C3 Giving Back to Your Community- Marcia White
	Lifelong Learning Center Main Room (Suites GJFI)	A4 Never Too Late to Feel Great Peggy Kline	B4 Room Transformations Michele Figgner	C4 Room Transformation Michele Figgner
	Lifelong Learning Center Suite K	A5 Young Farming Operation and Farm Service Agency Loans Monica Bruning	B5 - Crop and Livestock Production Records (Using Quicken/ Quickbooks/ Spreadsheets) Peg Brune	C5 Computerize Your Life Peg Brune
	Lifelong Learning Center Suite L	A6 - Agricultural Stewardship and Technology; A Discussion of Philosophy, Myths and Solutions Dr. Gerald Stokka	B6 Fair vs. Equal how do you Value the "Sweat equity" of the on farm successor? Dave Goeller	C6 - Agricultural Stewardship and Technology; A Discussion of Philosophy, Myths and Solutions Dr. Gerald Stokka
	Lifelong Learning Center UNL Classroom (RM 193)	A7 Rain Water Harvesting Katie Pekarek	B7 Hedging & Marketing 101- Back to Basics Debbie Pfeifer	C7 "Unleash The Power of Facebook-Without Compromising Security" JoAnn McKenzie
	Lifelong Learning Center ESU	A8 Breaking the Stigma of Suicide Donna Wolff		
	Cox Activities Center	A9 Fair vs. Equal how do you Value the "Sweat equity" of the on farm successor? Dave Goeller	B8 - Sign Chi Do – The Art Of Moving Prayer- Stress Management Relaxation ProgramPeggy Hunke	C8 Zumba Fitness "Exercise in Disquise" Kristi Heng



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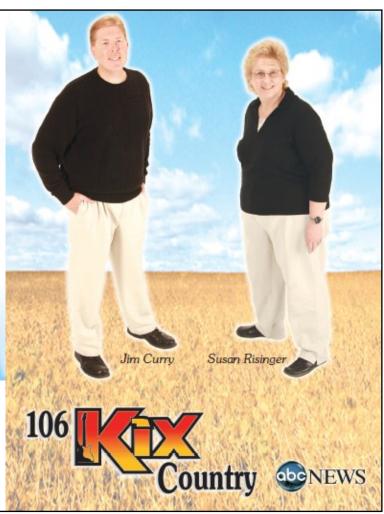
Protect Nebraska Agriculture

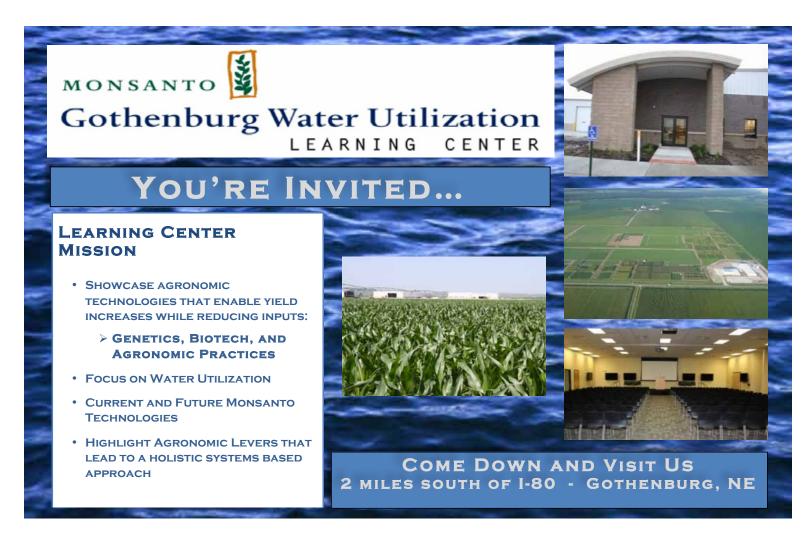
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# The Best News in the "COUNTRY"





# Workshops Group A

### NEVER TOO LATE TO FEEL GREAT

Peggy Kline, Professional Speaker/Humorist

- Just because the birthday candles are burning brighter, does not mean that you have to feel like you've lost your spark!
- Peggy shares her D.R.E.S.S. U.P your health to feel better formula: Diet, Relaxation, Exercise, Sleep, Stress, Understanding, Prevention.
- No matter your age or stage of life, you'll laugh and learn you way to feeling great!

# HEREDITARY CANCER: COUNSELING WOMEN AT RISK

Keith Vrbicky, MD, FACOG, Midwest OB/GYN

- Learn the common Genetic Cancer Syndromes;
- Indications for Cancer Genetics referral;
- Medical, psychological, and social implications of genetic testing

### **FARM TAX STRATEGIES**

Nancy Brozek, CPA/PFS Christensen Brozek Faltys

- Tax planning—do's and don'ts
- 2011 depreciation options
- Tax law update
- Car and truck expense deductions

### RAINWATER HARVESTING KATHRYN A. PEKAREK

Extension Educator, Stormwater Management

- Collecting, Storing and Utilizing Rainwater
- Rain Gardens where do we put them? how do they work? what plants work?

# AGRICULTURAL STEWARDSHIP AND TECHNOLOGY; A DISCUSSION OF PHILOSOPHY, MYTHS AND SOLUTIONS

Gerald L. Stokka DVM, MS, Senior Veterinarian Pfizer Animal Health

- The use of animals in food production
- Myths and dogma in human nutrition
- The use of technology in agriculture and food production

### **READY, SET, FREEZE!**

Kayla Hinrichs, UNL Extension Educator

 Learn to cook for a day and enjoy delicious, home-cooked meals for a month (or even longer)!

## BREAKING THE STIGMA OF SUICIDE

Donna Wolff Facilitator, Survivors of Suicide

- Why it is important to talk about suicide
- Signs that your loved one might be contemplating suicide
- Supporting families after a suicide event

# YOUR FARMING OPERATION AND FARM SERVICE AGENCY LOANS

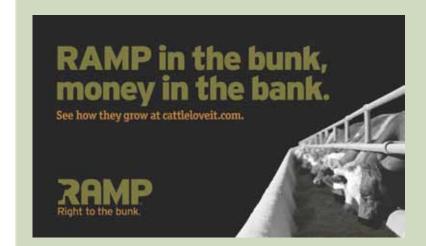
Monica Bruning, Farm Loan Manager

- Loans Available
- Small, Specialized Operations
- Women Farmers & Ranchers Claims

# FAIR VS. EQUAL...HOW DO YOU VALUE THE "SWEAT EQUITY" OF THE ON FARM SUCCESSOR?

Dave Goeller , Deputy Directory of the North Central Risk Management Education Center, Department of Agricultural Economics University of Nebraska

- Farm successors vs. non farming heirs
- Contribution and Compensation
- Estate Planning-Alternative models









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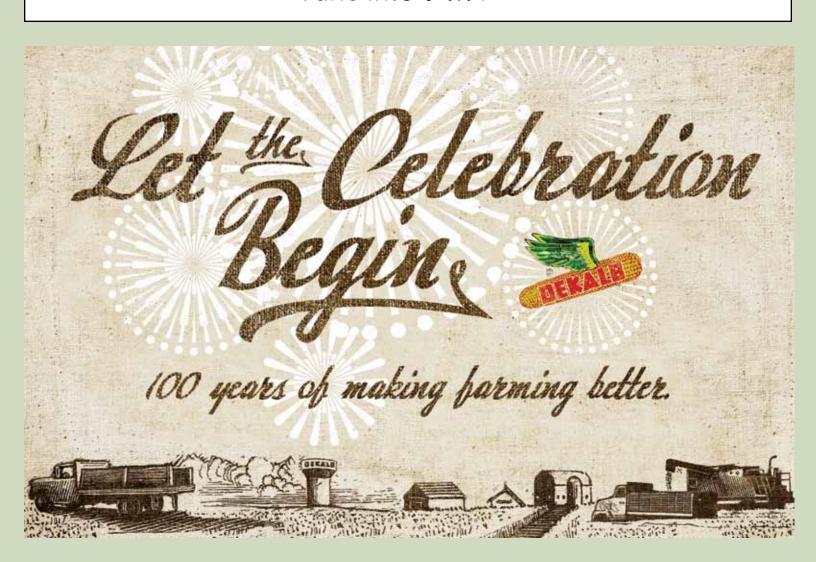
# We salute the real Cornhuskers of Nebraska...

Women in agriculture

# CHROEK-

Playing all your classic rock favorites like Bon Jovi, Heart, Aerosmith, AC/DC, Bruce Springsteen and more, in twenty-minute rock blocks, with local high school sports action, Husker coverage and the fun of the Mookie in the morning.

Tune into 94.7!



# Workshops Group B

### **HEDGING & MARKETING 101-BACK TO BASICS**

Debbie Pfeifer, All Commodities, Inc., Owner

- What is hedging and how does it work.
- Types of contracts and how to choose what is right for your operation.
- Staying informed and understanding terminology.

# SIGN CHI DO – THE ART OF MOVING PRAYER -STRESS MANAGEMENT RELAXATION PROGRAM

Peggy Hunke, Chaplain at Faith Regional Health Services and Sign Chi Do Facilitator

- Developed by the medical physician, Dr. Ann Borik of Phoenix, Arizona
- Integrates sign language gesture with breathing, movement and music
- Intended for people of all ages
- Practiced anywhere without the use of special equipment

### **FARM TAX STRATEGIES**

Nancy Brozek, CPA/PFS Christensen Brozek Faltys

- Tax planning—do's and don'ts
- 2011 depreciation options
- Tax law update
- Car and truck expense deductions

### **USING YOUR VOICE**

Lisa Brass, Director of Industry Relations- Nebraska Beef Council

- Learn effective ways to talk about agriculture to everyone from your grandkids that live in the city to the housewife in Chicago
- Discover tools that will help you in telling your story
- Receive helpful tips on using social media to spread the word about farmers and ranchers and how they care for their land and animals

### **ROOM TRANSFORMATIONS**

Michele Figgner, CRS, ICRS – Re-Defining Design

- Take your home from Drab to Fab!
- Get useful tips on interior design, the latest trends in color, accessories, window treatments, and more. Simple techniques for anyone to do.
- Enjoy before and after photos designed for all budgets.
- If you're planning to paint, buy furniture, purchase accessories, build or remodel...this workshop is for YOU!

### **READY, SET, FREEZE!**

Kayla Hinrichs, UNL Extension Educator

• Learn to cook for a day and enjoy delicious, home-cooked meals for a month (or even longer)!

# CROP AND LIVESTOCK PRODUCTION RECORDS (USING QUICKEN \*/QUICKBOOKS\*/ SPREADSHEETS)

Peg Brune Record Keeping Consultant

- Tracking Inventory and Production
- Financial Data Entry
- Crop/Livestock Reports and Closeouts

# FAIR VS. EQUAL...HOW DO YOU VALUE THE "SWEAT EQUITY" OF THE ON FARM SUCCESSOR?

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- Farm successors vs. non farming heirs
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### Farm Service Agency (FSA) has programs for the following:

- Assist new (less than 10 years) farmers & ranchers with operating, ownership, and/or down payment loans.
- Protect sensitive land providing payments for conservation through the CRP, GRP, WRP & CREP programs.
- Provide income support to producers through a variety of commodity programs.
- Assist producers that cannot obtain commercial credit with operating and/or ownership loans.
- Provide funding & loans to restore land after a natural disaster.
- Offer interim financing allowing producers to hold over their crop without having to sell at harvest, often used with forward contracts.
- Provides youth (10-20 years old) loans for 4-H & FFA projects.



Contact us at:

Nebraska Farm Service Agency
(402) 437-5581

www.fsa.usda.gov/ne





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# Workshops Group C

### FARMING 101 FOR THE NEW FARM WIFE

Bonnie Schulz, Agribusiness Technology Instructor and Hilary Maricle, Agribusiness Instructor, Northeast Community College

- So you didn't grow up a farm girl? Do you feel like you
  have entered a foreign land? This session will outline a few
  farming basics for the farm wife who was not a farm girl
  from the start!
- Learn to "talk the talk"
- Tips and tools to bring you closer to and part of the world of agriculture.

# "UNLEASH THE POWER OF FACEBOOK --WITHOUT COMPROMISING SECURITY"

JoAnn McKenzie, Adjunct Faculty, Northeast Community College

- Harness FREE worldwide marketing
- Facebook Safety & Security
- Keeping Business & Personal Separate

## **FARMERS' MARKET MOMS**

Sandy Patton Director, Farmers Market Moms

- Shared Wisdom: Selling Your Best at Farmers' Markets
- A Family Guide to Finding and Growing Fresh Food

### **ROOM TRANSFORMATIONS**

Michele Figgner, CRS, ICRS - Re-Defining Design

- Take your home from Drab to Fab!
- Get useful tips on interior design, the latest trends in color, accessories, window treatments, and more. Simple techniques for anyone to do.
- Enjoy before and after photos designed for all budgets.
- If you're planning to paint, buy furniture, purchase accessories, build or remodel...this workshop is for YOU!

### **COMPUTERIZE YOUR LIFE**

Peg Brune Record Keeping Consultant

- Office & Computer Organization, Disaster Plan, Quick Reference Sheets
- Professional Image Computer Checks, Letterheads, Business cards
- Hobbies, Internet Usage, and Fun

### **ZUMBA FITNESS "EXERCISE IN DISGUISE"**

(Exercise clothing and shoes are suggested.)

Kristy Heng Fitness Instructor

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### GIVING BACK TO YOUR COMMUNITY

Marcia White, Nebraska Community Foundation Director of Community Development Philanthropy

- Ag commodities A tax-wise gift compared to cash
- Transfer of Wealth Creating a family legacy
- Stories from the field

# AGRICULTURAL STEWARDSHIP AND TECHNOLOGY; A DISCUSSION OF PHILOSOPHY, MYTHS AND SOLUTIONS

Gerald L. Stokka DVM, MS, Senior Veterinarian Pfizer Animal Health

- The use of animals in food production
- Myths and dogma in human nutrition
- The use of technology in agriculture and food production







AG-ceptional Noman of the Year 2010

Bonnie Schulz was surprised when her name was announced as the first recipient of the AG-ceptional Woman of the Year Award at the 2010 AG-ceptional Women's Conference last November. "I feel so honored to be awarded for my passion and enthusiasm for agriculture," said the rural Battle Creek resident who has been an agricultural business instructor at Northeast Community College since January 1997.

Schulz served as the conference director for the first AG-ceptional Women's Conference. She served this role in addition to her full-time teaching position successfully launching the event. Corinne Morris, associate dean of agriculture, co-founded the event



with Schulz in 2009, and credits Schulz for having the incredible vision that brought the conference to life. The conference committee implemented the AG-ceptional Woman of the Year Award in 2010. Schulz was selected as the first recipient to honor her contribution in establishing the conference and for all of her contributions as a leader in agriculture. Morris said, "Bonnie earned the award because she is truly an AG-ceptional Woman. She shares her love for agriculture and she enriches the lives of students, colleagues and people in agriculture. Bonnie shares her love — whatever that love is — agriculture, technology, teaching, and more. Her enthusiasm is contagious."

Schulz has been involved in production agriculture since 1983 when she married farmer Jerry Schulz. A "town girl" from Madison, she soon became a full-time partner with her husband on their farm southeast of Battle Creek. "The more I was involved in the whole operation, the more I loved all of it," Schulz said. "Only I felt like there was something more for me, hopefully something that would help me contribute more to the farm operation."

In 1990, the farm wife and stay-at-home mother of two young children said she decided to learn more about computers and how they could be incorporated into the family farm operation. That quest whetted her appetite for further education, leading to more classes and the realization that she could teach computer classes. Schulz was offered a part-time position teaching agricultural computer classes at Northeast. "I was so excited," she said. "I would never have thought after going through all I did to finish my degree that I would have a job off the farm that was an ag job!" Her children, Zach and Molly, are now adults. Schulz remains actively involved in the farming operation raising corn, soybeans and alfalfa; they also run a cowcalf operation. As a teacher, she brings real-life application of agri-business operations to her classrooms.

While teaching she went on to continue her education and earn an associate of applied science degree in data processing/computer programming from NECC and a bachelor of science degree in Business Administration of Technical Studies. She is also completing several graduate courses in the Agricultural, Leadership, Education and Communication master's degree program at the University of Nebraska-Lincoln.

Schulz is the current vice president of the Nebraska Agriculture Technology Association (NeATA), and actively involved with the Nebraska Women in Agriculture and South Dakota Women in Blue Jeans conferences. She plays many roles in agriculture.



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# Norfolk Daily News' Award-Winning Journalist

# Mary Pat Finn-Hoag Agricultural Editor

Known for her agricultural feature stories and in-depth reporting, Mary Pat has been the Agricultural Editor at the Norfolk Daily News since 1977. In addition, she also covers 4-H & FFA events and annually coordinates a 4-H special edition for the 23-county

g

Northeast & North Central Nebraska coverage area.

She is a Nebraska Leadership Education/Action Development (LEAD) Program alumna and has been named to the Nebraska Hall of Agricultural Achievement, which has nearly 200 members statewide dedicated to preserving and improving Nebraska agriculture.

We appreciate and honor the dedication and contributions she has made to Women in Agriculture.

PR00223

# DAILY NEWS HITS CLOSER TO HOME





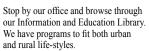
# **Protecting Lives • Protecting Property • Protecting the Future**

The Lower Elkhorn Natural Resources District (LENRD) serves individuals in all or parts of 15 counties in northeast Nebraska. The mission of the LENRD is to protect our natural resources and strive to improve them for each and every Nebraskan. Water, soil and wildlife are vital to the people of our fine state. Nebraska's NRDs are here to help sustain and nurture our environment for generations to come.













# LOWER ELKHORN NATURAL RESOURCES DISTRICT



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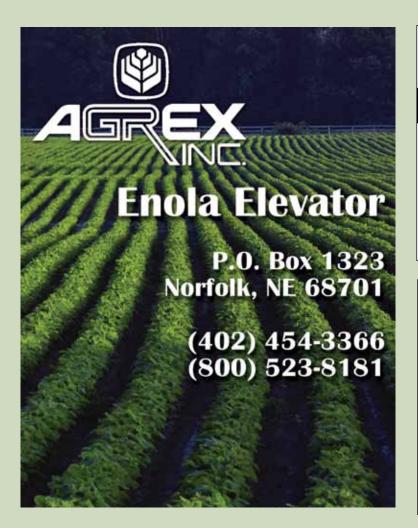
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- Stanton County Students

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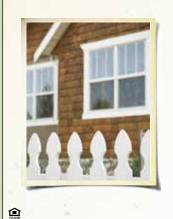


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Leigh 402-487-2825

Mark V. Lammli, DVM

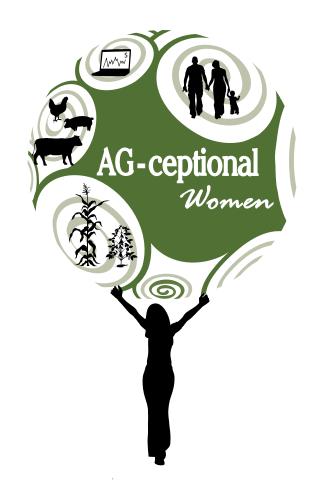
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Mike Nussbaum, DVM

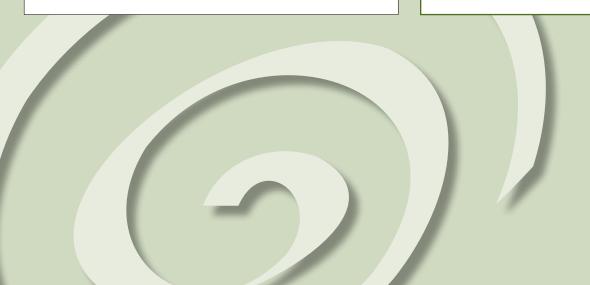
Sara M. Winkelbauer, Sales Representative

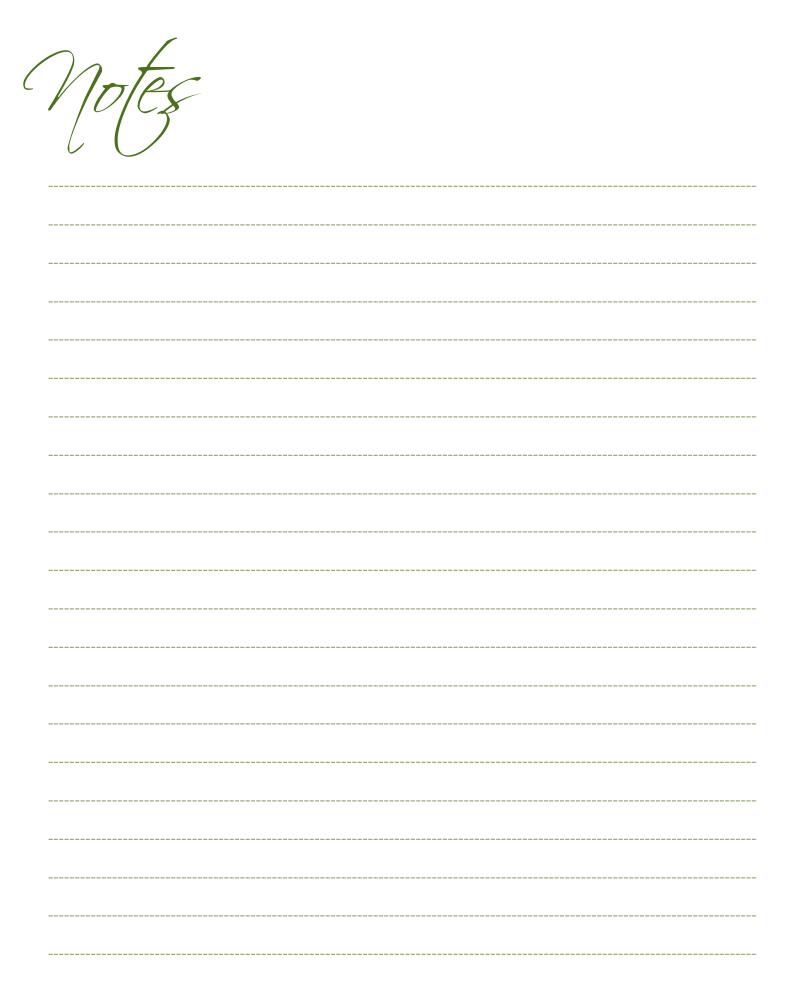
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# Save the Date



AG-ceptional Women Conference November 16, 2012







# **BIG RED BARN**

106 KIX Country

94 Rock

Aurora Cooperative

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**DEKALB Nebraska Teams** 

Monsanto/ Gothenburg Water Utilization

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Nebraska Soybean Board

News Talk WJAG 780 AM & Lite Rock 97.5 FM

Northeast Community College Agriculture

Department

US 92 Radio Today's Best Country

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All Commodities, Inc. / Debbie Pfeifer

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Nebraska Pork Producers

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Pfizer/Sara Borgelt

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USDA / Farm Service Agency

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## **FEED BUNK**

Allflex USA, Inc. Tod Adams

Arbonne International

CLS Veterinary, PC

Cargill - Ramp

Central Valley Ag

Elkhorn Animal Health Supply / Madison

County Veterinary Clinic

Elkhorn Valley Cattlemen Association

Farm Credit Services of America

(Columbus, Norfolk, O'Neill)

Farm Bureau Financial Services,

Joe Herian, Agent

Keystone Veterinary Services PC.

Louis Dreyfus Commodities

Madison County Farm Bureau

Natural Resource and Conservation Service

Nebraska Beef Council

Nebraska Cattlemen

Nebraska Community Foundation

Nebraska Corn Board

Producers Hybrids

Reigle Farms

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Tilden Bank

Urgent Care Center of Norfolk

US Bank

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# Come to our House and Browse Around.



You're invited to snoop around our interactive house on nebraskasoybeans.org to see what you can find.

HERE'S A HINT: You'll find a lot of products we all use everyday around the house to polish, clean, paint, decorate, and much more.

You'll learn that these products can be made from Nebraska-grown

soybeans!

AMAZING EXAMPLE: If every household in America replaced one box of laundry detergent with a soy-based alternative, we'd cut oil-dependency by 96,000 barrels a year – enough to heat and cool over 5,000 homes.

So visit our interactive house at nebraskasoybeans.org by clicking on the bio-based products tab to learn how you can be part of this earth-friendly solution.

(Our address is nebraskasoybeans.org)

Sybeans Nebraska Soybean Board