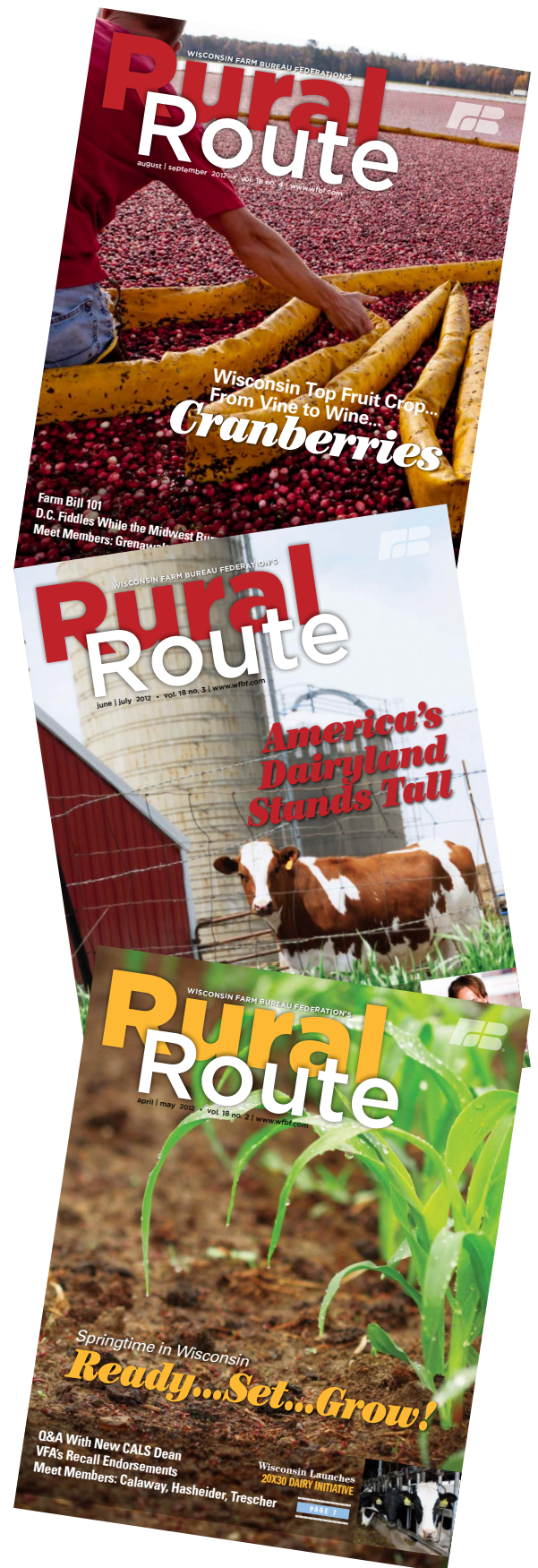


Wisconsin Farm Bureau's
Rural Route
Magazine

2014
Media Kit



Advertising Sales

Contact: **BARBARA SLACK**
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Circulation: 23,000+

WFBF members
**HAVE MONEY
TO SPEND.**

Mean household
income of WFBF
members is
\$65,495.

Our History

WFBF was organized by a group of farmers in Waukesha on May 27, 1920, and incorporated in December of 1920. The farmers wanted to have an organization controlled by farmers to represent them on legislative issues and to provide farm marketing, business and planning consulting and services. Since then, the Wisconsin Farm Bureau Federation has evolved into one of the most effective voices for farmers in Wisconsin and in the nation.

WFBF is a voluntary, non-governmental organization financed and controlled by the voting member families (active farmers). The farmer-members elect voting delegates who in turn elect a Board of Directors of eleven people. One district director from each of the nine districts, together with the Women's Committee Chairman and the Young Farmers and Agriculturists Chairman, make up the Board of Directors.

There are 61 county Farm Bureau units in Wisconsin affiliated with WFBF, which is a member of the American Farm Bureau Federation (AFBF).

WFBF members
are loyal.

**19.1
YEARS**

Average length
of membership

Rural Route is the official publication of the Wisconsin Farm Bureau. Published six times a year, it contains summaries of issues facing Wisconsin agriculture, commentary on Farm Bureau's involvement, and news about Farm Bureau events.

ADVERTISING CALENDAR

October/November 2013

Ad Space Confirmation: SEP. 13, 2013

Ad Materials Due: SEP. 27, 2013

Mailing Drop Date: OCT. 18, 2013

December/January 2013 - 2014

Ad Space Confirmation: NOV. 22, 2013

Ad Materials Due: DEC. 4, 2013

Mailing Drop Date: DEC. 27, 2013

February/March 2014

Ad Space Confirmation: JAN. 10, 2014

Ad Materials Due: JAN. 24, 2014

Mailing Drop Date: FEB. 14, 2014

April/May 2014

Ad Space Confirmation: MAR. 7, 2014

Ad Materials Due: MAR. 21, 2014

Mailing Drop Date: APR. 11, 2014

June/July 2014

Ad Space Confirmation: MAY 9, 2014

Ad Materials Due: MAY 23, 2014

Mailing Drop Date: JUN. 13, 2014

August/September 2014

Ad Space Confirmation: JUL. 11, 2014

Ad Materials Due: JUL. 25, 2014

Mailing Drop Date: AUG. 14, 2014

October/November 2014

Ad Space Confirmation: SEP. 12, 2014

Ad Materials Due: SEP. 26, 2014

Mailing Drop Date: OCT. 17, 2014

NEWS

YFA Members Travel to D.C. to Advocate for Agriculture

By Robert Ruffalo

"The YFA trip to Washington, D.C. was an experience of a lifetime..."

During a YFA trip to Washington, D.C., six other Young Farmers and Agriculture students traveled back from their trip April 10-13. "Not only did we get to see the heart of our nation, we were able to make our voices heard, in person, to our local legislators about topics in agriculture important to us back in Wisconsin. Being involved in that process made us feel empowered and want to keep more up to date on current legislative issues."

After some breakfast at the American Farm Bureau Federation offices, Thomas and her peers began their day and spoke to their congressmen on the Capitol Hill about the youth labor program, U.S. farm bill and Food Wise Act.

The group also met with officials at the U.S. Department of Agriculture on the bilateral trade agreements and related the American Farm Bureau to learn about the global ag economy.

"My experience in Washington, D.C. was outstanding and would be beneficial for me as an agricultural professional," YFA Executive Board President Brad Gilbert said. "It was a leadership opportunity while informing me about the new topics in agriculture that we face. I was able to meet great young agriculturalists from across the state and deal of information to my agricultural students and YFA members."

The YFA members who took part in the trip were Josh and Ashleigh Calaway.

ON THE WEB

...on the U.S.C. Trip and other country

OPINION

D.C. Fiddles While the Midwest Burns

A Message from WFBF President Bill Burns

Nero played the fiddle while Rome burned. This phrase has come to epitomize occupying oneself with unimportant matters and neglecting priorities during a crisis. It is an old story with a painfully-real message for the present day.

With this line of thinking, Floff, 44 percent of farm bill funding goes to food more than 40 million Americans through food assistance programs. It is because of the farm bill that Americans enjoy a healthy and stable food supply and spend just 10 percent of their disposable income on food. That is the lowest percent age in the world. It seems every half with my chance of life, more than 10 million Americans check, reports and renewable energy are widely practiced too. Protection of our water and sustainable land also come from the environmental conservation programs found in the farm bill. With some thought there was no need for any sort of safety net. It was a strong report and technological advances had taken off the risk of famine. Then along came the nation's farming drought and potential crop yield losses of 40 percent.

Meanwhile Mother Nature joins the need to plan on for the one and remind us that, and agriculture's role is building growing seasons with the highest of they will have adequate food supplies to last even through the winter. That is the Great Equalizer.

It was not so long ago that some people were questioning if Congress should even bother writing another U.S. farm bill. They pointed out that the most farm consolidation went wrong. Another thing had arrived only to be a bright spot in an otherwise crop economy. The federal government was (and remains) a net red ink. Why not just do away with the farm bill entirely? There were several problems.

Just one of many responsibilities that individual farmers accept on their farms. Beyond the farm gate, farmers need assistance from their leaders that several out by one dimension demand money. We could also use some kind of insurance from the same politicians who say they want to help their constituents and also receive disaster assistance programs will be in place, which crop insurance programs will be offered and how dairy policy reform will impact our nation. We need action from Congress and not just talk. Lord knows we have not done with this summer. This drought has proven to be a great equalizer. Any talk of no longer needing a farm bill should have delivered with this summer's scorching temperatures.

Final Thought

Last winter it was American Farm Bureau's policy expert, Mary Kay Thibault, who reminded Farm Bureau members that one of our challenges would be reminding Congress that farm bills are written for the bad years, not the good ones. Well Congress, the Midwest's fortune have quickly reversed from good to bad. How long will you fiddle while our family farms, food supply and agricultural economy burns?

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