February 2014

Creating a Vision for Your Company

Ari Wienzweig, founder of Zingerman’s Community of Businesses, emphasizes the importance of creating a vision to achieve entrepreneurial success. A vision is a picture of what success will look like in a business at a particular time in the future. “The power that comes out of visioning is huge,” he says. “Effective visioning allows us to move toward the future we want, not just react to a present day reality we don’t like.”

How does an entrepreneur start the visioning process? First, select the time frame, ideally 3 to 10 years out. The next step is to write the first draft of your vision, remembering to shoot for something great, even those things that other people have told you repeatedly were unachievable. As you proceed, write as if your vision already has happened. The following questions:

1. What do you want your company to be in the future?
   - Market share
   - Profitability
   - Product offering

2. What will you be doing to achieve this vision?
   - Strategy
   - Marketing
   - Operations

3. What kind of people will you need to hire?
   - Skills
   - Experience
   - Cultural fit

4. How will you achieve this vision?
   - Timeline
   - Budget
   - Metrics

Remember that it’s your vision. When people ask (and they inevitably will), “How will we achieve that?,” remember that vision is about the “what”; strategy, the “how,” comes later.

At the annual meeting January 21, 2014, the membership elected four members to terms on the board of directions. Newly elected are:

- Central Region:
  - Casey Halopka, Halopka Pumping (2 year term)

- Northeast Region:
  - Tim Buck, Dairyland Solutions LLC (2 year term)

At Large:
- Jake Butelles, Butelles Custom Ag LLC, (3 year term)

Please note:
1. Advance reservations are needed for these sessions, as seating is limited at some locations.
2. The fee for training is $5.00 per person with advance reservations (made at least 3 business days prior) or $10/person at the door.

PNAAW and UW-Extension have scheduled a number of Level 1 training sessions this spring. Every employee must complete Level 1 every 12 months to remain certified. Level 1 training exams can also be done in-house if you have a Level 2 certified individual on staff. However, test scores must be forwarded to the Association immediately after the test and training are completed.

Your officers for 2014 are as follows:

- President: Dave Eisenstraunt
- President-Elect: Jake Butelles
- Secretary: Abe Lemmenes
- Treasurer: Mike Schmidt

Board Members:
- Tim Buck
- Mike Goodwin
- Casey Halopka
- Tim Ransom
- Ernie Sundstrom

Note: Mike Goodwin was appointed in 2013 to fill the unexpired term of Jim Bignell.
At writing, February 25th, an executive session on AB
648 /SB 509 has not been held by the Assembly Trans-
portation committee nor the Senate Committee.

The bills need to be passed out of these committees be-
fore action can be taken by the Assembly and Senate.

The 2013-14 Legislative Session is wrapping up their
work with the next floor period March 11 -20 and last
general business floor period April 1-3. If passed by
both Assembly and Senate, dates for bills to be signed
by the Governor are April 24, May 8, and June 4.

1. With spring planting season ahead, what does this
mean? This means as preparations start for spring
planting, current laws apply. However, there are actions
that can be taken as you prepare for spring work.

Actions to consider are: Do you have clients that have
storage issues and close to overtopping? Start working
with those clients as the discussions will need to in-
volve more parties as alternate solutions are considered.

2. Discuss road issues with your clients and appropriate
road authorities. Given the depth of frost, seasonal
weight restrictions for spring thaw may be in place
later into the season.

For further information on springtime posted roads, go
to the Wisconsin Department of Transportation website
(http://www.dot.wisconsin.gov/travel/truck/
postedroads.htm).

3. Consider permit options. Under current low weight
limits are 80,000 gross vehicle weight and 20,000 axle
weight. There is no weight allowance for spring plant-
ing only the fall harvest exemption. Whether or not the
proposed regulations pass, inventory your equipment to
determine what's overweight and routes. As infor-
mation becomes available based on legislative actions,
guidance on permits will be posted on http://
fyi.uwex.edu/ioh

You may subscribe to the site now and receive email
notification as information is available.

4. Train your team and build your communications
plan. No one wants their business to be the center of
negative press or legal action. One change this year is
that a greater number of people are aware of the laws
applying to agricultural vehicles. Public safety is al-
ways a priority and a good business practice when shar-
ing the roads. Employees need to be trained on your
transport plans, emergency action steps and how
to handle unplanned situations like being stopped by
weight enforcement or media showing up at a

We'll keep you posted on legislative updates. Planning
and communications are key business factors. Focusing
on road operations this spring will have extra im-
portance.

Level 2 Opportunity: Pump School
By: Nancy Puck, PCE

March 28, 2014
Lemmenes Custom Farms, Waupun
Dragline Systems: Site to Field Planning

PCE Pump School is offered to provide applicators with
knowledge and equipment that maximizes their poten-
tial to profit. Pump School is an opportunity for a group
of applicators to talk about best practices, experiences
and solutions.

We accommodate anyone from new hires to long time
business owners. By understanding pump performance
curves, friction loss in hose or pipe, cavitation and fuel
consumption, you have the necessary tools to fine-tune
your operation.

Pump School is free of charge for anyone who wishes to
attend. Level 2 credit is offered for Wisconsin Opera-
tors.

Sign Up online at: http://www.puckenterprises.com/
PumpSchool.html or call PCE at 712-653-3045.
Late Spring, Full Pits, Land Application

By: Andrew Craig, WDNR

Last year, we had a late spring corn planting, later than normal corn harvest, and above average rainfall after harvest in some areas followed by an early freeze up. This combination of factors resulted in reducing the amount of time available to apply liquid manure (for CAFO and non CAFO permit farms). The result was not all manure was applied that could have been, and this may limit available storage capacity this spring when we typically have melt down and soil saturation conditions.

If we have a prolonged winter and/or wet spring, which appears likely, we are headed for a combination of frozen, melting or saturated soils when farms that need to apply liquid manure to prevent overtopping manure pits. In short, we are entering a high risk period for manure runoff and spills.

At the recent CAFO workshops across the state in early February, DNR discussed the topic of CAFO farm winter/spring manure spreading, including ways to avoid application or, if avoidance is not possible, criteria for selecting lower risk fields for liquid manure application.

Below are options available to CAFO permit and non-CAFO farms who may need to spread manure frozen ground or saturated ground.

CAFO farms

CAFO WPDES permits require having a Nutrient Management Plan (NMP) which demonstrates how some fields can meet NR 243 winter (frozen or snow covered ground) spreading requirements. Check your NMP for this information.

CAFO WPDES permits prohibit applying solid manure on frozen ground between February 1 - March 31. Before or after this period solid manure applications are allowed on fields provided they meet NR 243.14 Table 4 criteria, the selected fields are included within the Nutrient Management Plan and reviewed and approved by the department before application. Stacking solid manure is preferred to spreading.

**Biosecure Manure Pumping Protocols for PED Control: Recommendations for Commercial Manure Haulers**

**Key Points**

The recent introduction of the Porcine Epidemic Diarrhea Virus (PED) into the United States presents a new challenge for manure pumping. Infection with PED can create tremendous financial losses to the producer. PED virus transfers via feces and survives in manure for extended periods of time. Any object that becomes contaminated with pig manure can be a source of infection for pigs.

**Prior to the time of going to a site to pump COMMUNICATE with the producer:**

- Contact the producer to discuss the upcoming pumping season and the biosecurity plan.
- Communicate on when you will be going to the farm.
- Share the contact information between the manure pumping crew and farm personnel.
- Be prepared to share the history of sites where the pumping crew has been.
- Plan entrance and exit to the site with minimal cross-over with other farm traffic or areas used by farm personnel. Ask the routes that will be used to transport manure to fields.
- Ask where the “Line of Separation” is between the set-up, hauling equipment and farm site. This defines the area that is to be used by the manure haulers and the area to be used by daily farm traffic and personnel. Don’t cross over the line.
- Discuss how any manure spills will be handled.
- Inform all employees of the biosecurity requirements discussed with the producer.

**At the time of pumping COMMUNICATE with the producer:**

- Manure haulers are not to enter the barns, office areas or walk over areas used by farm personnel and should never come in direct contact with the pigs.
- Avoid any direct contact with farm personnel and do not allow pumping equipment access by farm personnel.
- Use always clean coveralls, boots and gloves at each site.
- If personnel must cross-over the line of separation they must do the following:
  - Cover up with protective gear (boots, coveralls, gloves).
  - Dispose of or properly contain any contaminated clothing in plastic bags / totes.
  - Clean and disinfect any re-usable gear for the next site.

PED virus infection at the sow farm can create near 100% mortality of piglets. Cleaning, disinfecting and drying all equipment is mandatory if moving to a sow site.

Leave the risks behind! Protect yourself and assume responsibility for the biosecurity of your manure hauling equipment and hauling crew.

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CAFO WPDES permits prohibit surface applying liquid manure on frozen ground except under emergency conditions. The following are options to apply liquid manure, once ground is frozen (no longer able to incorporate or inject liquid manure into soil):

1. If you need to apply liquid manure to maintain storage capacity (and prevent possible overflow), such application is considered an emergency and the provisions under NR 243.14 (7)(d) apply. These provisions require:
   A. Having 180 day storage capacity.
   B. The application is necessitated by exceedances of margin of safety due to unusual weather conditions, equipment failure or other unforeseen circumstances beyond control of permittee.
   C. The permittee has notified the Department verbally prior to emergency application and the Department has provided verbal approval.
   D. The permittee submits a written description of the emergency application and the events leading to the emergency application within 5 days of the application.
   E. Emergency applications of liquid manure are restricted to the Table 5 criteria below:

CAFO’s are prohibited from applying manure on fields with saturated soils or when snow is actively melting such that water is flowing off the field.

Before applying liquid manure on fields, contact DNR staff with requests for emergency applications and use the Runoff Risk Advisory Forecast webpage: [http://www.manureadvisorysystem.wi.gov/app/runoffrisk](http://www.manureadvisorysystem.wi.gov/app/runoffrisk)

Requests for surface application of liquid manure on frozen ground should include a list of field IDs (or provide the restriction maps) and confirmation that the surface applications will meet the setback and application rate criteria found in Table 5 above. Please work closely with your crop consultant and manure applicators to keep runoff low. Closely monitor fields during and immediately after application to verify no manure runoff occurs. If runoff begins, take the following steps:

- Stop application and take corrective action to prevent off-site movement.
- Immediately notify WDNR staff and spill hotline (1-800-943-0003) in the event a spill or accidental release of manure occurs.

If fields that meet Table 5 criteria are not available at time of emergency application on frozen ground, the department may approve alternate fields and impose alternative restrictions, in writing and on a case by case basis, provided the permittee verifies no other fields that meet Table 5 are available, all other options identified in the emergency response plan have been explored and the application results in winter acute loss index value of 4 or less using the phosphorus index. Also please contact DNR if you wish to transport manure to an offsite manure storage not covered in your permit.

**Non-CAFO farms**

Manure runoff from application fields during frozen and non-frozen ground is prohibited by Ag Spills La (s.289.11, Wis. Stats). Before applying manure, determine if you have or do not have a Nutrient Management Plan (NMP) and use the Runoff Risk Advisory Forecast webpage: [http://www.manureadvisorysystem.wi.gov/app/runoffrisk](http://www.manureadvisorysystem.wi.gov/app/runoffrisk)

**If you have a Nutrient Management Plan:**

Review the plan to determine if any fields have been evaluated for NRCS 590 winter (frozen or snow covered) spreading conditions and requirements. If available, follow the winter spreading plan/strategy within your NMP.

**If your NMP does not have winter spreading plan or you do not have a NMP:**

- Take the following steps when applying manure:
  * Contact your county land and water conservation department and request assistance to identify field areas most suitable for manure application during frozen and snow covered ground conditions.
  * Do not apply manure within a Surface Water Quality Management Area (within 1,000 ft of lakes/ponds and within 300ft of streams and rivers)
  * Limit liquid manure application rates to 7,000 gallons/acre or less
  * Do not apply liquid or solid manure on slopes greater than 9%
  * Select field areas most suitable for manure application during frozen and snow covered ground conditions. These fields include field areas:
    - with low slope
    - with low erosion
    - with high levels of surface roughness
    - with greatest distance to surface waters and areas of concentrated flow
    - with no drainage to outstanding, exceptional or nutrient impaired waters
    - with low delivery potential to surface waters or conduits to groundwater during active snowmelt
  * Monitor fields during and immediately after application to verify no manure runoff occurs
  * If runoff occurs, stop application and take corrective action to prevent off-site movement
  * Notify WDNR spill hotline (1-800-943-0003) in the event a spill or accidental release of manure occurs.

| TABLE 5 |
|-------------------|-------------------|-------------------|
| **Criteria**     | **Restrictions for fields with 0-2% slopes** | **Restrictions for fields with 2-4% slopes** |
| Required tillage practice prior to application | Chisel or moldboard plow or department approved equipment | Chisel or moldboard plow or department approved equipment |
| Application rate (cumulative per day) | Minimum application volume of 3,000 gallons per acre per winter season, not to exceed 6 ft, 30% of the following growing season’s crop P2O5 budget | Minimum application volume of 3,000 gallons per acre per winter season, not to exceed 6 ft, 30% of the following growing season’s crop P2O5 budget |
| Setback from surface waters | No application allowed within 200 ft of surface waters | No application allowed within 200 ft of surface waters |
| Setback from developable areas of riparian zones, wetlands, and wetted channels | 300 ft | 300 ft |
| Setback from ditches and tile line | 300 ft | 300 ft |

* All tillage and furrowing practices shall be conducted along the contour in accordance with the following requirements: 0-2% slope = no contouring required; 2-4% slope = furrows and plows conducted along the contour. The department may approve alternative tillage practices on a case-by-case basis in situations where contouring practices along the contour is not possible.