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**January 25, 2018**

**Union South**

**Madison, WI**

**2018 Wisconsin Agricultural Outlook Forum**

**“Navigating the Rural-Urban Divide in Wisconsin”**

**9:30-10:00** **Registration**

**10:00-10:10 Introduction and Overview**

**10:10-12:30 Agricultural Situation and Outlook**

10:10-10:25 Farm Income and Cost Outlook (Paul Mitchell, UW AAE)

10:25-10:50 Dairy Situation and Outlook (Mark Stephenson, UW CDP)

10:50-11:15 Grain and Livestock Situation and Outlook (Brenda Boetel, UW RF)

11:15-11:30 Questions and Panel Discussion

11:30-11:45 Break

11:45-12:00 Specialty Crop Situation and Outlook (Paul Mitchell, UW AAE)

12:00-12:20 Wisconsin Economy Situation and Outlook (Steve Deller, UW AAE)

12:20-12:30 Questions and Panel Discussion

**12:30-1:30** **Lunch**

Larry Meiller, Wisconsin Public Radio, emcee for afternoon

**1:30-2:30** **The Politics of Resentment** (Kathy Cramer, UW Political Science)

2:15-2:30 Questions and Discussion

2:30-2:45 **Break**

**2:45-4:00** **Wisconsin Agribusiness and the Rural-Urban Divide**

2:45-3:05 Myths and Realities of the Rural Urban Divide (Tessa Conroy, UW AAE/UWEX)

3:05-3:10 Questions and Discussion

3:10-4:00 **Wisconsin Agribusinesses Panel**

3:10-3:20 Larry Alsum, Alsum Farms and Produce, Friesland

3:20-3:30 Mark Crave, Crave Brothers Farmstead Cheese, Waterloo

3:30-3:40 Mark O’Connell, Wisconsin Counties Association, Madison

3:40-4:00 Panel Discussion and Questions

