



FARM FAMILY OF
HEARTLAND FARMS INC FAMILIES
SUSTAINABILITY TECHNOLOGY EST. 1873
PLANT GROW HARVEST STORAGE R&D
FARMING FOR THE FUTURE POTATO TRADITION COMMUNITY
MECHANIC CONTINUITY
OPPORTUNITY

History Passion - Technology - Entrepreneurial







The Pavelski Solution



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HEARTLAND FARMS' new storage and pre-processing plant in Colburn will provide 100 new jobs when it's completed next year and supply chipping potatoes to such snack food giants as Frito-Lay and Anheuser-Busch Eagle Snacks. (Journal photo by Tom Kujawski)

Heartland

(continued from page 1)

Busch Eagle Snacks and other potato chip manufacturers.

A driving factor behind Heartland Farms building the new facility was the signing earlier this year of a five-year contract with Frito-Lay, instead of the traditional one-year pact between suppliers and processors.

In the past, the process by which processors procure raw materials from growers has been adversarial, but Frito-Lay is taking the first tenuous steps to change that, Pavelski said.

Pavelski calls the potato chip industry a joint mission between growers and processors to convert soil productivity, potatoes, into a high-value product, a bag of chips, that consumers are willing to buy.

"If we had to step on each other to accomplish that (we did)," he said. "It was a very inefficient method."

Longer contracts that are good for the chip industry would also be good for other vegetable industries, he said.

Growers in Minnesota and North Dakota should watch out, agriculture officials said. The new facility will help increase Wisconsin grower's share of the chip market.

"This has been a project that we have kind of watched since the start and have been proud of as an industry," said Dean Zuleger, executive director of the Wisconsin Potato and Vegetable Growers Association. "You're helping us lead the way in bringing the chip industry back to Wisconsin."



Heartland Farms holds groundbreaking for new training center

Taking time for a photo at the site of the new Heartland Farms, Inc. Farm Operations, Technology, and Training Center after the official groundbreaking on Sept. 25 were: Ted Burkowski, Town of Colburn chairman; TJ Kennedy, Heartland Farms vice president; Dave Knights, co-founder Heartland Farms; Jeremie Pavelski, president Heartland Farms; Alicia Pavelski, project coordinator; Barbara Pavelski; and Richard Pavelski, CEO Heartland Farms.

HEARTLAND FARMS, INC. BREAKS GROUND FOR FARM OPERATIONS, TECHNOLOGY, & TRAINING CENTER

Tue, 09/29/2015 - 11:02 Waushara1

The Hancock-based Heartland Farms, Inc., the largest employer in Adams County, held a groundbreaking for their new Farm Operations, Technology, and Training Center on Sept. 25.

The ceremony was held to commemorate the investment the farm has in the future as well as celebrate the new 30,000 square foot training center.

Heartland Farms Project Manager Alicia Pavelski and President Jeremie Pavelski worked with the Stevens Point-based Ellis Construction Team, consisting of Vice President of Business Development Andrew Halverson and Architect Jay Johnson, to create a blueprint for the new 30,000 square foot facility. The training center is scheduled for completion in spring 2016.

To open the ground-breaking ceremony, Jeremie Pavelski welcomed those in attendance, including Heartland Farms employees, members of the community, State Rep. Scott Krug, and Senator Julie Lassa, area growers, and the members from the Wisconsin Potato & Vegetable Growers Association (WPGVA).

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Section: NEWS

LATEST







Heartland Farms shines at energy efficiency

Wisconsin State Farmer Published 2:35 p.m. CT Oct. 31, 2017



(Photo Submitted)

HANCOCK – At Heartland Farms, water and fertilizer are not the only inputs used efficiently.

Lighting and equipment upgrades made possible with incentives from Wisconsin's Focus on Energy program have lowered the farm's annual energy costs by almost \$68,000.

"Cutting energy costs improves our bottom line," explains Jeremie Pavelski, Heartland Farms President. "We are always looking for ways to be cost effective and efficient. These savings improve

our competitiveness as a local employer and as a supplier of the national chip potato market."

Heartland Farms is a fifth-generation family business that grows potatoes, sweet corn, canning peas and green beans on about 24,000 irrigated acres spread across five counties in central Wisconsin.

"Focus on Energy's programs are a great fit for our farm's philosophy on sustainability. We're always looking to increase yields while lowering inputs to supply a growing world with a consistent food supply," Pavelski said.



Jeremie Pavelski, President of Heartland Farms, was the 2011 Wisconsin Young Grower of the Year. He is a 2002 graduate of Amherst High School. In 2002 he graduated from North Central Technical College in Wisconsin with a degree in computer networking. (Photo Submitted)

Focus on Energy, funded by participating Wisconsin utilities, works with eligible residents and businesses to install cost effective energy efficiency and renewable energy projects.

As one of the nation's premier suppliers of chipping potatoes, Heartland Farms has storage facilities with the capacity for more than a one-half billion pounds of potatoes. Focus on Energy provided a \$35,442 incentive to equip the storage facilities with energy-efficient LED bulbs.

The incandescent and high pressure sodium lights previously used were less than ideal. They were slow to fully illuminate, causing a safety hazard for workers entering a darkened storage bin. The far corners of the bin were never fully lit, which provided less than ideal monitoring conditions.

Installing LEDs improved safety and monitoring conditions, and saved more than six million kilowatt-hours of electricity, enough to power 69 Wisconsin homes for a year.

Focus on Energy provided a similar incentive for 145 LED fixtures and 130 variable frequency drives (for pumps and conveyors) at Heartland's potato rinse plant. The lifecycle savings of that project totaled more than 10 million kilowatt hours.



MORE STORIES

New 'hard to treat' mastitis is cause for concern
Nov. 23, 2016, 9:23 a.m.

Ag economist optimistic for dairy industry in 2019
Nov. 27, 2018, 2:24 p.m.

Man dies after being trapped in corn bin
Nov. 23, 2016, 8:20 p.m.

CWD continues to spread despite efforts
Nov. 25, 2016, 12:31 a.m.

Chilton farmer wins Leopold Conservation Award
Nov. 25, 2016, 8:58 p.m.

Owners of TB infected cattle face tough choices
Nov. 27, 2016, 10:21 a.m.



SPRINT SMALL BUSINESS NEWS

5 ways entrepreneurs can be smarter about tech
www.sprint.com





Core Values



Core Values

- Enhance opportunities of current and future generations
- Provide proper tools and training to our team so they can be as successful as possible
- Increase awareness and understanding of agriculture
- Collaborate with Team Members, Communities, Schools and Government agencies to drive good policy
- Exceed our Customers expectations
- Ensure continued growth and profitability
- Lead the way to help promote and practice sustainable farming



History

Passion - Technology - Entrepreneurial





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Sustainability

Water



Carbon



Wildlife



Innovative Tech.



Carbon Reduction

- Solar Photovoltaic
- Variable Frequency Drives
 - Irrigation
 - Storage
 - Shipping
- Remote Vehicle and Equipment Monitoring
- Efficient Fleet - Meets and Exceeds Current EPA Standards
- Efficient Lighting
 - LED
- Work with Power Company to Reduce Peak Demand on Grid
- Variable Rate Application and Row Shutoffs
- IoT
 - Reduce Miles Traveled
 - Internal Benchmarking



Sustainability

Water



Carbon



Wildlife



Innovative Tech.



Technology and Innovation

- Remote Data Collection
- Data Analysis
- Software Development
- Electronics Design
- System Controls Design
- Variety Innovator
- Storage Research





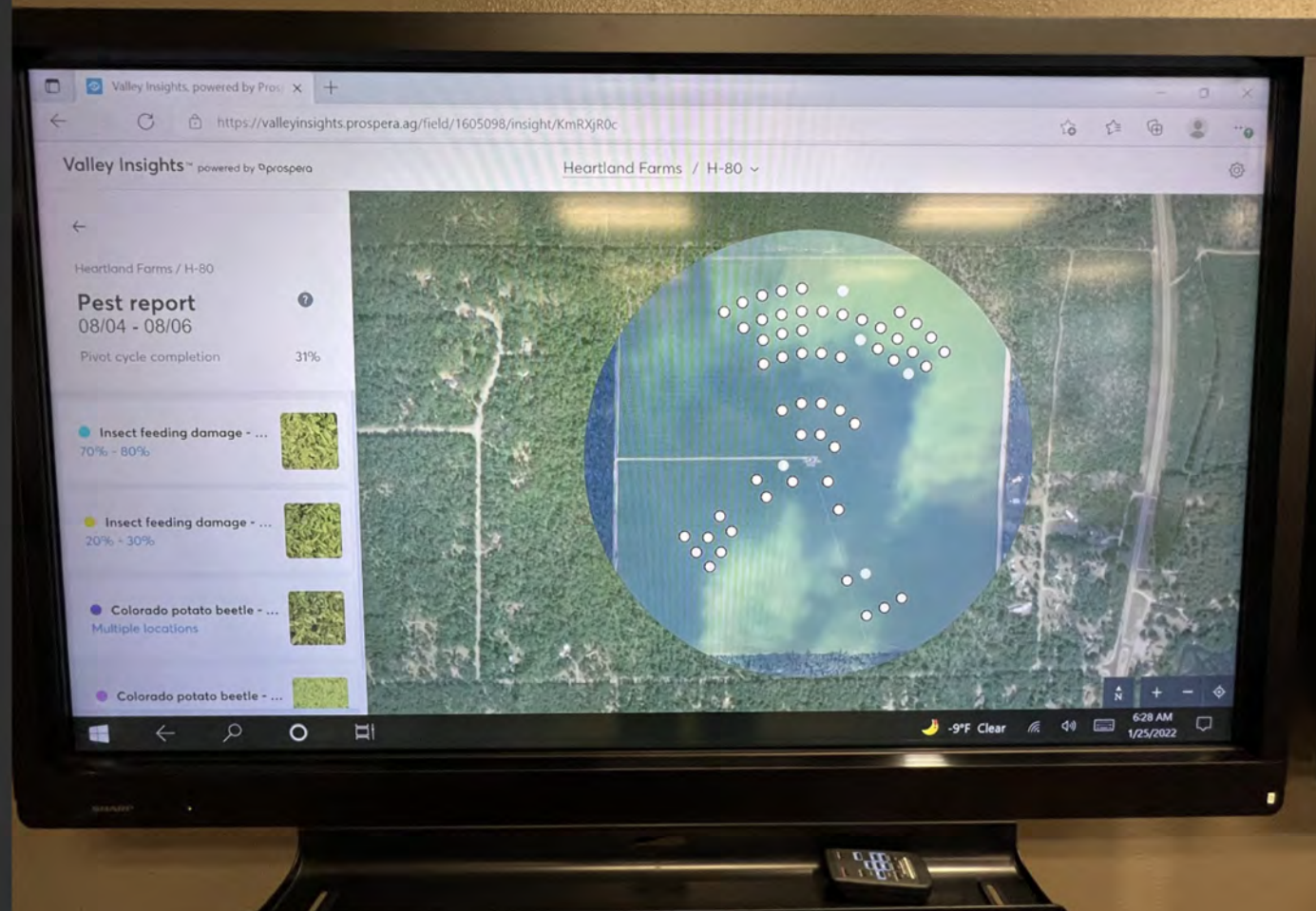












08/05/2021 | 01:46PM CDT | Colorado potato beetle - adults

• Colorado potato beetle - adults



Sustainability

Water



Carbon



Wildlife



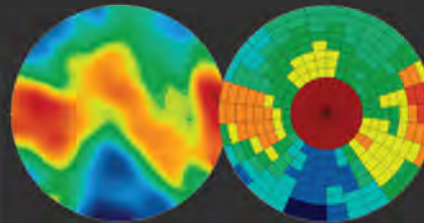
Innovative Tech.



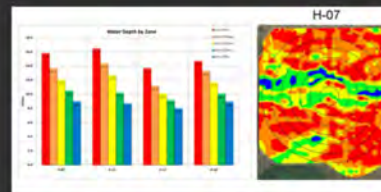
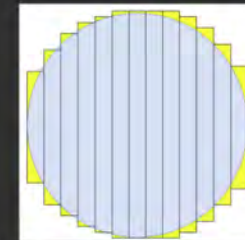


Water Sustainability

- Efficient Irrigation Systems
- Remote Control
- Automated Rain Gauges
 - Real-Time Data
- Variable Rate
- High Speed Systems
- UW Partnership - Flux Tower
- Waterway Buffer Zones
- Precision Application and Row Shutoffs
- Petiole Analysis
- Farmer Led Watershed Groups



Time	Wind Speed (m/s)	Wind Direction (deg)	Temp (C)	Humidity (%)	Pressure (hPa)	Latent Heat Flux (W/m2)	Sensible Heat Flux (W/m2)	Net Radiation (W/m2)
00:00	1.2	180	15.2	65	1013.2	-150	120	-30
01:00	1.5	190	14.8	68	1013.1	-180	110	-70
02:00	1.8	200	14.5	70	1013.0	-200	100	-100
03:00	2.1	210	14.2	72	1012.9	-220	90	-130
04:00	2.4	220	14.0	75	1012.8	-240	80	-160
05:00	2.7	230	13.8	78	1012.7	-260	70	-190
06:00	3.0	240	13.5	80	1012.6	-280	60	-220
07:00	3.3	250	13.2	82	1012.5	-300	50	-250
08:00	3.6	260	13.0	85	1012.4	-320	40	-280
09:00	3.9	270	12.8	88	1012.3	-340	30	-310
10:00	4.2	280	12.5	90	1012.2	-360	20	-340
11:00	4.5	290	12.2	92	1012.1	-380	10	-370
12:00	4.8	300	12.0	95	1012.0	-400	0	-400
13:00	5.1	310	11.8	98	1011.9	-420	-10	-430
14:00	5.4	320	11.5	100	1011.8	-440	-20	-460
15:00	5.7	330	11.2	102	1011.7	-460	-30	-490
16:00	6.0	340	11.0	105	1011.6	-480	-40	-520
17:00	6.3	350	10.8	108	1011.5	-500	-50	-550
18:00	6.6	360	10.5	110	1011.4	-520	-60	-580
19:00	6.9	370	10.2	112	1011.3	-540	-70	-610
20:00	7.2	380	10.0	115	1011.2	-560	-80	-640
21:00	7.5	390	9.8	118	1011.1	-580	-90	-670
22:00	7.8	400	9.5	120	1011.0	-600	-100	-700
23:00	8.1	410	9.2	122	1010.9	-620	-110	-730

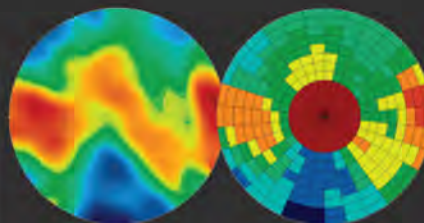


Remote Telemetry

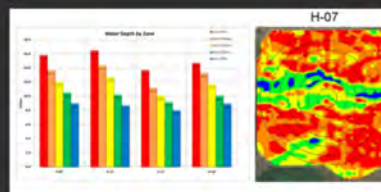
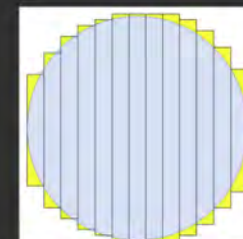


Water Sustainability

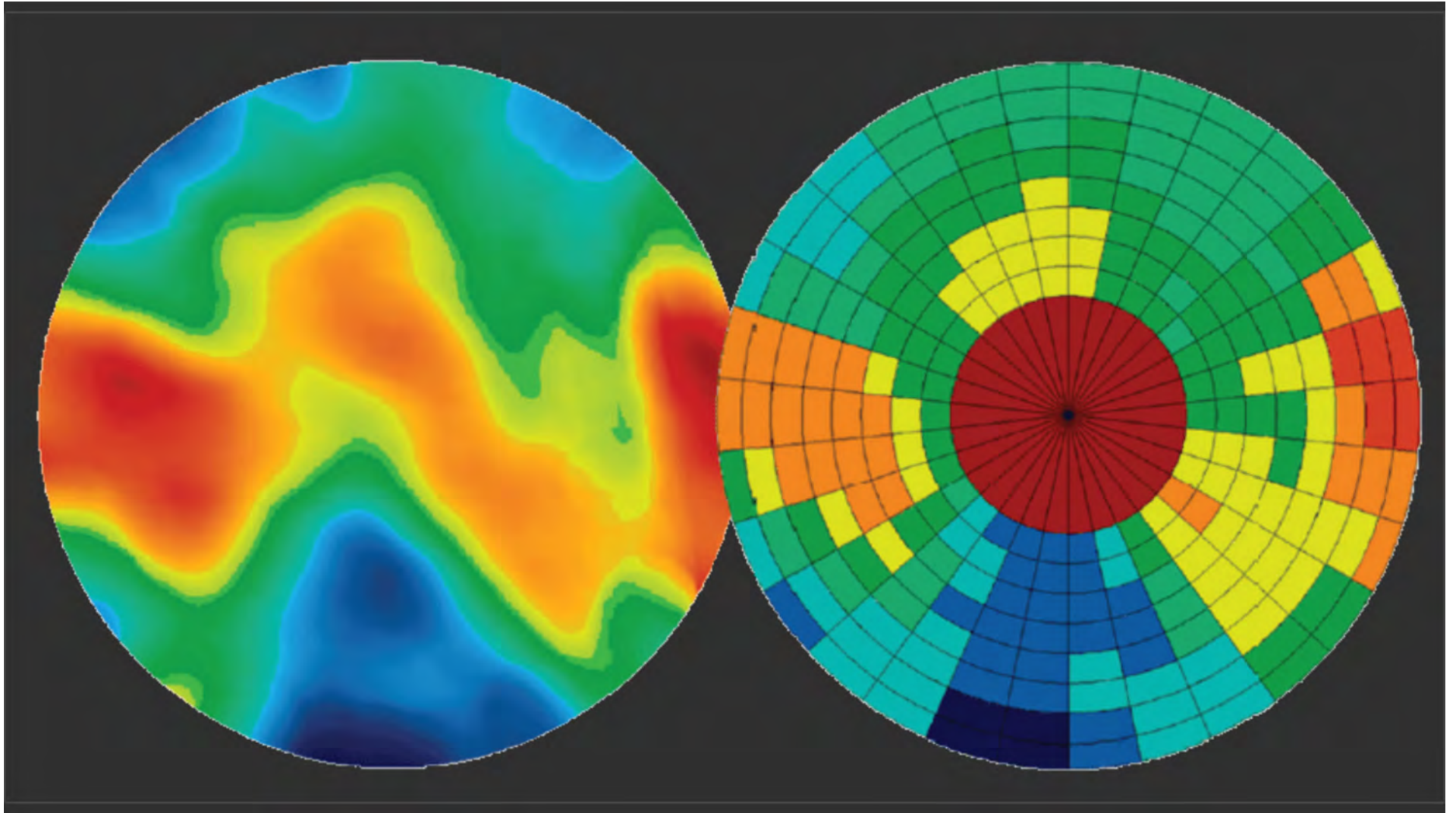
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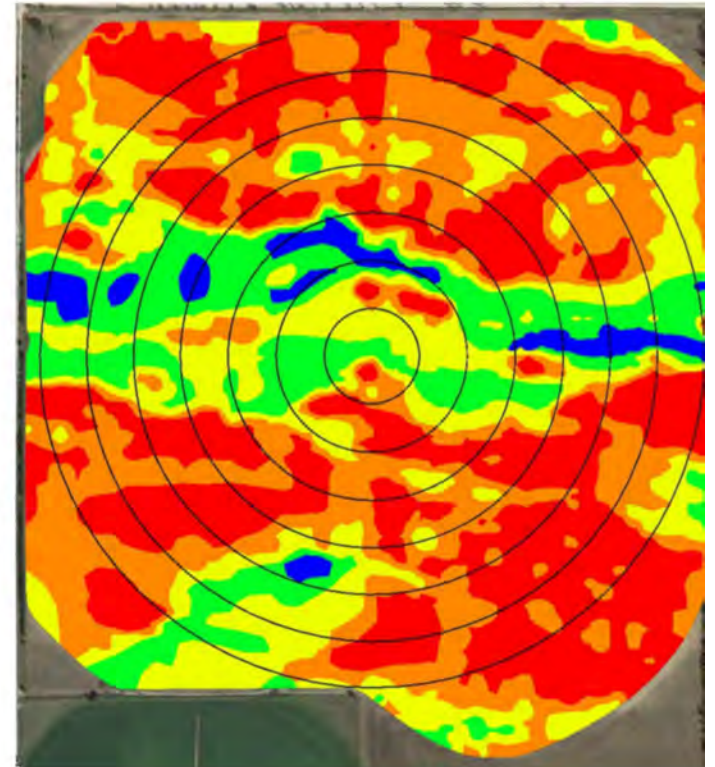
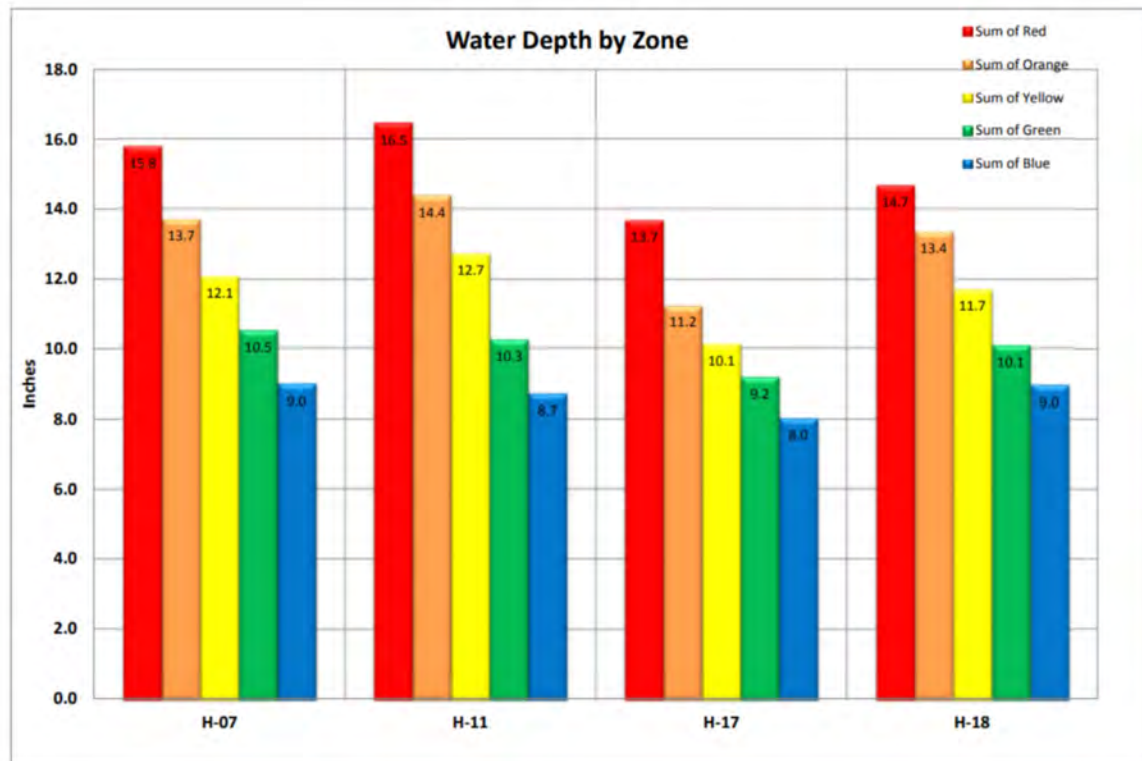
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01:00	1.5	190	14.8	68	1013.1	-130	160	-190	260	80
02:00	1.8	200	14.5	70	1013.0	-140	170	-200	270	90
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11:00	4.5	290	12.2	92	1012.1	-230	260	-290	360	180
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17:00	6.3	350	10.8	108	1011.5	-290	320	-350	420	240
18:00	6.6	360	10.5	110	1011.4	-300	330	-360	430	250
19:00	6.9	370	10.2	112	1011.3	-310	340	-370	440	260
20:00	7.2	380	10.0	115	1011.2	-320	350	-380	450	270
21:00	7.5	390	9.8	118	1011.1	-330	360	-390	460	280
22:00	7.8	400	9.5	120	1011.0	-340	370	-400	470	290
23:00	8.1	410	9.2	122	1010.9	-350	380	-410	480	300







H-07







B	FE	CL
25	131	
40	250	
B	FE	CL
100	89.	
80	131	
120	145	
125	79.	
110	106	
140	230	
85	156	
95	143	
90	86.	

