



# 2025 Wisconsin Agricultural Outlook Forum

## *Wisconsin Agriculture During a Second Trump Presidency*

### AGENDA AND SPEAKER BIOS

- 9:30-10:00**     **Registration**
- 10:00-10:05**     **Introduction and Overview**  
Pam Jahnke, Mid-West Farm Report
- 10:05-12:00**     **Agricultural Situation and Outlook**  
10:05-10:20     The Contribution of Ag to the WI Economy: Jeff Hadachek, UW-Madison  
10:20-10:35     Farm Income: Paul Mitchell, UW-Madison  
10:35-10:45     Questions and Panel Discussion
- 10:45-11:00     Break
- 11:00-11:15     Grain: John Heinberg, Total Farm Marketing  
11:15-11:30     Livestock & Meat: Brenda Boetel, UW-River Falls  
11:30-11:45     Dairy: Leonard Polzin, UW-Madison  
11:45-12:00     Questions and Panel Discussion
- 12:00-1:00**     **Lunch**
- 1:00-1:10**     **UW-Madison Division of Extension Update**  
1:00-1:10     Dean Karl Martin
- 1:10-2:10**     **Markets & Trade**  
1:10-1:30     Introductions: Chris DeLong, Chuck Nicholson, Nick Paulson  
1:30-1:50     Moderated Conversation  
1:50-2:10     Audience Q&A
- 2:10-2:30     Break
- 2:30-3:30**     **Farms & Communities**  
2:30-2:50     Introductions: Cody Heller, Adam Warthesen, Kelly Wilfert  
2:50-3:10     Moderated Conversation  
3:10-3:30     Audience Q&A
- 3:30-5:00**     **Reception: Varsity Hall 3**
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# Forum Presenters



## **Pam Jahnke**

*Fabulous Farm Babe, Mid-West Farm Report; [pam.jahnke@midwestfarmreport.com](mailto:pam.jahnke@midwestfarmreport.com)*

Pam Jahnke – a.k.a. the Fabulous Farm Babe – has been a distinctive, authoritative voice for Wisconsin agriculture for the past 30 years and now serves as the Farm Director at the Mid-West Farm Report Radio Network.



## **Jeff Hadacheck**

*Assistant Professor, Department of Agricultural and Applied Economics, UW-Madison; [hadacheck@wisc.edu](mailto:hadacheck@wisc.edu)*

Jeff's research and extension program addresses the economics of soil health and water quality in Wisconsin agriculture and the U.S. more broadly.



## **Paul D. Mitchell**

*Professor, Department of Agricultural and Applied Economics & Director, Renk Agribusiness Institute, UW-Madison; [pdmitchell@wisc.edu](mailto:pdmitchell@wisc.edu)*

Paul's research program focuses on the economics of crop production, emphasizing pest management and risk management for commodity crops, and specialty crop economics.



## **John Heinberg**

*Market Advisor, Total Farm Marketing by Stewart-Peterson; [johnh@totalfarmmarketing.com](mailto:johnh@totalfarmmarketing.com)*

With more than a decade of experience in ag education, John believes that farm marketing success goes hand-in-hand with the right resources when you need them and the confidence you get by working with someone who can simplify something as difficult as marketing.



## **Brenda Boetel**

*Professor and Department Chair of Agricultural Economics, and Agricultural Marketing Specialist, UW-River Falls; [brenda.boetel@uwrfa.edu](mailto:brenda.boetel@uwrfa.edu)*

Brenda is also an Extension Agricultural Marketing Specialist focusing in the areas of livestock marketing and price analysis. In addition to her background in agricultural and applied economics, she also has an interest in international development.



## **Leonard Polzin**

*Dairy Markets and Policy Outreach Specialist, UW Extension; [lpolzin@wisc.edu](mailto:lpolzin@wisc.edu)*

Leonard's role involves integrating research findings into outreach efforts aimed at agricultural industry stakeholders at both the state and national levels. His work focuses on domestic and export dairy condition; price outlook and futures market expectations; dairy price risk management programs; and Federal Milk Marketing Orders.



## **Karl Martin**

*Dean and Director of the UW-Madison Division of Extension; [karl.martin@wisc.edu](mailto:karl.martin@wisc.edu)*

Dr. Martin oversees Extension programming in the areas of Agriculture, Natural Resources, Community Development, Health, Youth and Families. The Division of Extension employs over 700 faculty and staff.



### **Christopher DeLong**

*President, The DeLong Co.; [crdelong@delongcompany.com](mailto:crdelong@delongcompany.com)*

Christopher DeLong has been with The DeLong Co. since 2011, serving as a director since 2017. He holds board positions for a variety of private firms as well as the Federal Reserve Beige Book Advisory Board and the WI Department of Agriculture Trade and Consumer Protection Organic Advisory Board. He previously served on the Wisconsin Agri-Business Association Board.



### **Charles Nicholson**

*Associate Professor in the Departments of Animal & Dairy Sciences and Agricultural & Applied Economics at the University of Wisconsin–Madison; [cfnicholson@wisc.edu](mailto:cfnicholson@wisc.edu)*

Nicholson's position is supported by the Dairy Innovation Hub. He has more than 25 years of experience analyzing markets, policy, and supply chains for the dairy industry in the US and internationally. He also coordinates the National Program on Dairy Markets and Policy, a collaboration of US universities.



### **Nicholas D. Paulson**

*Gardner Hinderliter Professorship in Farm Management in the Department of Agricultural and Consumer Economics at the University of Illinois at Urbana-Champaign; Associate Head and Director of the farmdoc extension project; [npaulson@illinois.edu](mailto:npaulson@illinois.edu)*

Paulson's applied research program focuses on agricultural finance, farm and risk management, and agricultural policy. He is a member of the award-winning farmdoc extension project team. In 2019 he served as the Senior Economist for agriculture and trade on the Council of Economic Advisers at the White House.



### **Cody Heller**

*Chief Executive Officer, Central Wisconsin Ag Services; [cody@cwagservices.com](mailto:cody@cwagservices.com)*

Francis (Cody) Heller is an entrepreneur and fourth-generation dairy farmer managing Heller Farm Inc. in Western Wisconsin, a 3,000-cow, 6,000-acre operation focused on sustainability through RNG and solar initiatives. As CEO of Central Wisconsin Ag Services, he oversees domestic and international agricultural projects, including corn plantations in Southeast Asia and economic technology transfers to support food security.



### **Adam Warthesen**

*VP of Government & Industry Affairs, CROPP Cooperative | Organic Valley; [adam.warthesen@organicvalley.coop](mailto:adam.warthesen@organicvalley.coop)*

Warthesen oversees the cooperative's government affairs and engagement with industry trade groups. His duties include cultivating relations with policymakers, engaging administrative agencies, coordinating co-op business grant development and submissions, and driving forward-facing public relations with numerous food, farm and media stakeholders.



### **Kelly Wilfert**

*Farm Management Outreach Specialist, UW-Extension; [kelly.wilfert@wisc.edu](mailto:kelly.wilfert@wisc.edu)*

Kelly T. Wilfert is a Farm Management Outreach Specialist with a focus on legal issues impacting farms, agribusinesses, and rural communities. While Kelly does not provide legal advice, her programming aims to improve farm access to legal services by helping interpret legal concepts, regulations, and case law. She identifies strategies for managing legal risk and maintaining or improving the success of implemented legal tools.