

2021 WPVGA and UW Extension Grower Education Conference

Tuesday, February 2
Morning Session

Upcoming presentations:

- 8:20 am: Tamas Houlihan – *Welcome and Opening Remarks*
- 8:30 am: Jeff Endelman - *Creating a new paradigm for potato breeding based on true seed*
- 9:00 am: Chris Clayton – *Update on the nitrate targeted performance standard*
- **9:30 – 9:45 am: 15-minute break**
- 9:45 am: Focus on Energy – *Top 5 ways to save energy on your crop farm*
- 10:00 am: Vive Crop Protection – *The future of high yield and quality*
- 10:15 am: TriEst Ag Group – *Sustainable potato production systems*
- 10:30 am: Carl Rosen – *Nitrogen management strategies for potato to reduce nitrate leaching*
- 11:00 am: Renee Rioux – *Current perspectives in seed certification and seed potato pathology research*
- 11:30 am: Sastry Jayanty – *Potato flavor and consumer attitudes*

Scan code for CEU credits
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72ND GROWER EDUCATION CONFERENCE A VIRTUAL SUCCESS

Researcher presentations, Bringing Value to Ag segments and awards ceremonies highlight Zoom event

By Joe Kertzman, managing editor, *Badger Common'Tater*

University researchers know how to present their findings to potato and vegetable growers and agriculture industry professionals hungry for information, and they can do it via Zoom if that is the way it has to be.

For the first time in its 72-year history, the Industry Show was not held by the Wisconsin Potato & Vegetable Growers Association (WPVGA), whose grower and Associate Division board members were forced to make the difficult

18 BC'T March

decision to cancel the event due to COVID-19.

The much-respected University of Wisconsin (UW) Division of Extension & WPVGA Grower Education Conference, which normally takes place at the Holiday Inn Conference Center, Stevens Point, proceeded as scheduled, via Zoom, February 2-3.

It took a Herculean effort by the Grower Education Conference Planning Committee, led by Dr.

Russell L. Groves and Amanda J. Gevens, the WPVGA staff, researchers, company reps and industry professionals to pull off the Virtual Grower Education Conference.

It was worth the effort. Presenting were researchers from the University of Minnesota, Colorado State University, North Dakota State University, the University of Idaho and Oregon State University, all of whom joined forces with representatives from the National Potato Council and Potatoes USA.

Above: Though presented virtually, the 2021 UW Division of Extension & WPVGA Grower Education Conference included a full two-day slate of quality and informative research presentations, as well as “Bringing Value to Ag” sessions, which consisted of five 15-minute presentations given by select companies.

More than 200 people registered for the 2021 Virtual Grower Education Conference, and attendance barely wavered for two days.

WPVGA Executive Director Tamas Houlihan welcomed Zoom attendees and gave opening remarks on Tuesday, February 2.

“We felt holding this conference virtually was the right thing to do. We have to respect the health and safety of all our industry members above all else, and researchers are on strict university restrictions,” Houlihan said.

VIEW PRESENTATIONS ONLINE

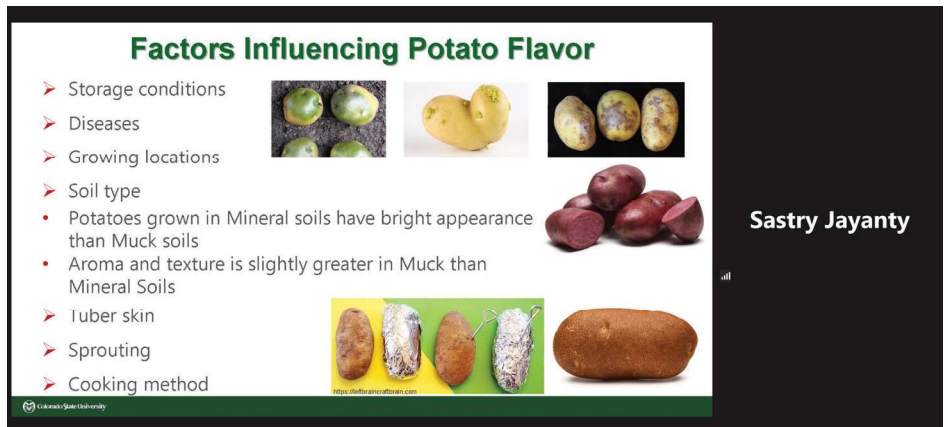
Houlihan mentioned that all Grower Education Conference presentations are available to view online at <https://WPVGA2021.conferencespot.org/event-data>, including a sponsors’ page with company descriptions and links to sponsoring companies’ websites.

At two scheduled timeslots during the Grower Education Conference, Houlihan and outgoing WPVGA Associate Division President Kenton Mehlberg presented Industry Awards to deserving members of the association. For more on the awards, including the WPVGA Hall of Fame inductions, read further on in this article.

In its fifth consecutive year, the WPVGA Associate Division’s “Bringing Value to Agriculture” sessions consisted of five 15-minute presentations given by select companies, namely Focus on Energy, Vive Crop Protection, TriEst Ag Group,



As part of the “Bringing Value to Ag” sessions, consisting of five 15-minute presentations given by select companies, Saurabh Betawadkar from Focus on Energy gave a Zoom presentation on the “Top 5 Ways to Save Energy on Your Crop Farm.”



Dr. Sastry Jayanty, an extension specialist in the Department of Horticulture and Landscape Architecture at Colorado State University, discussed “Potato Flavor and Consumer Attitudes.” His motto is, “Improve flavor, improve sales, increase consumer satisfaction and increase grower returns.”

Lindsay/Oasis Irrigation and Swiderski Equipment.

Dr. Jeff Endelman, associate professor, UW-Madison Department of Horticulture, discussed “Creating

a New Paradigm for Potato Breeding Based on True Seed” with information about a grant-funded project researching diploid potatoes.

continued on pg. 20



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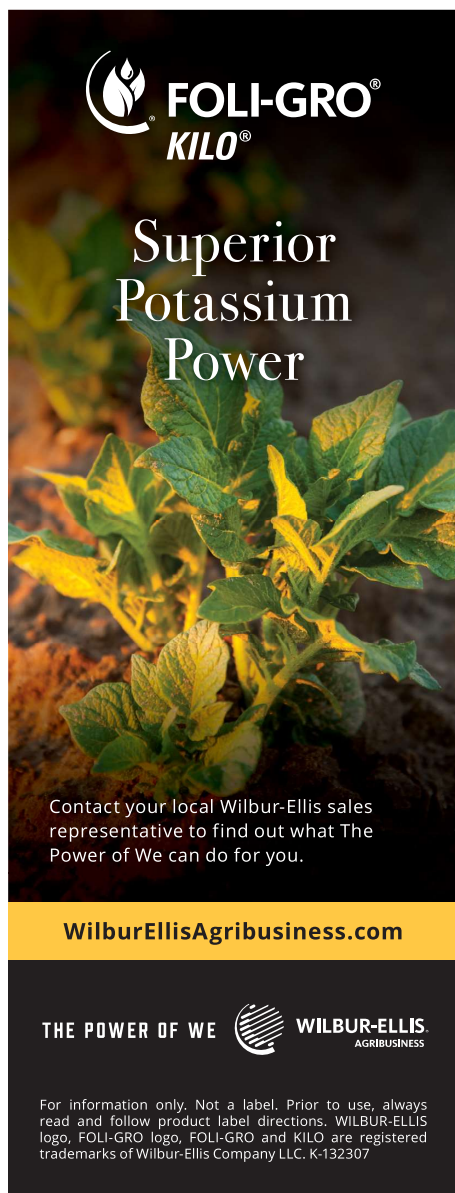
72nd Grower Education Conference

continued from pg. 19

Dr. Chris Clayton from the Wisconsin Department of Natural Resources, in Madison, gave an update on the state’s Nitrate Targeted Performance Standard, specifically a modification to NR 151.

The NR 151 rule modification develops a targeted performance standard to abate nitrate pollution in sensitive areas of the state for the purpose of achieving compliance with nitrate groundwater standards.

Nitrogen is a hot topic, not only in the Wisconsin potato and vegetable growing community, but across the country and around the world.




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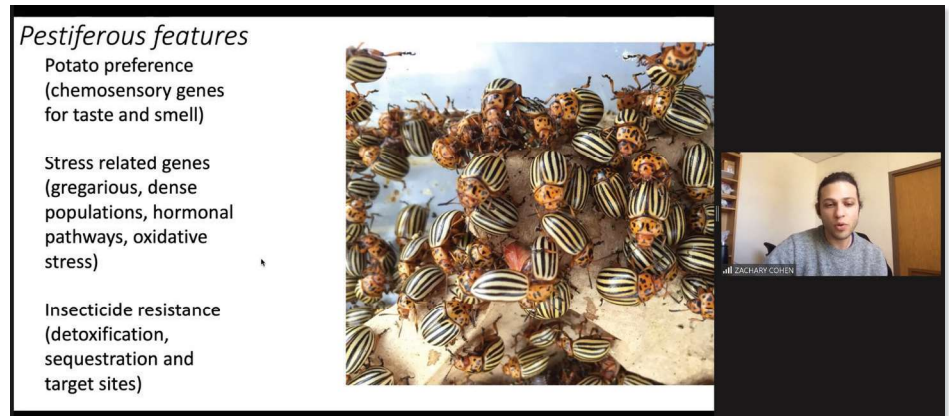
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Dr. Carl Rosen, professor, University of Minnesota Department of Soil, Water and Climate, presented “Nitrogen Management Strategies for Potato to Reduce Nitrate Leaching.”

Representing the UW-Madison Department of Plant Pathology, Dr. Renee Rioux gave “Current Perspectives in Seed Certification and Seed Potato Pathology.”

continued on pg. 22



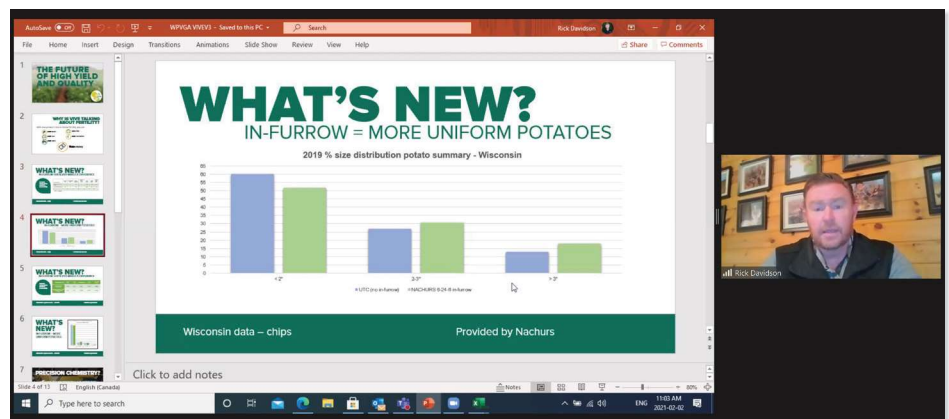
Pestiferous features

- Potato preference (chemosensory genes for taste and smell)
- Stress related genes (gregarious, dense populations, hormonal pathways, oxidative stress)
- Insecticide resistance (detoxification, sequestration and target sites)

(Photo of Colorado potato beetles on a leaf)

(Video feed of Zachary Cohen)

“Pest Evolution and Control in the Genomics Era” was the subject covered by Wisconsin Distinguished Graduate Fellow Zachary Cohen, UW-Madison Department of Entomology. He specifically focused on the Colorado potato beetle and insecticide resistance.



WHAT'S NEW? IN-FURROW = MORE UNIFORM POTATOES

2019 % size distribution potato summary - Wisconsin

Size	12"	16"	20"
12"	~85%	~75%	~65%
16"	~10%	~15%	~25%
20"	~5%	~10%	~10%

Wisconsin data – chips Provided by Nachurs

(Video feed of Rick Davidson)

Rick Davidson represented Vive Crop Protection in a “Bringing Value to Ag” presentation on “The Future of High Yield and Quality.”



Integrated weed management and alternative crops update

Jed Colquhoun, Dan Heider, Rich Rittmeyer and Jordan Schuler

(Video feed of Jed Colquhoun)

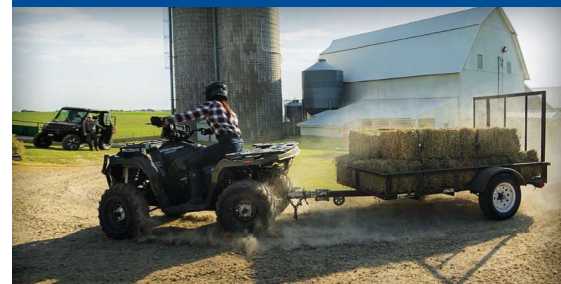
Dr. Jed Colquhoun, UW-Madison professor of horticulture, gave an “Integrated Weed Management and Alternative Crops Update.”

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continued from pg. 20

IMPROVE POTATO FLAVOR

Dr. Sastry Jayanty, an extension specialist in the Department of Horticulture and Landscape Architecture at Colorado State University, discussed “Potato Flavor and Consumer Attitudes.” His motto is, “Improve flavor, improve sales, increase consumer satisfaction and increase grower returns.”

National Potato Council COO Mike Wenkel provided an update on the organization’s initiatives, including plans and proceedings for 2021 and beyond. He specifically mentioned sustainability, climate change and nutrition as themes on which the U.S. Department of Agriculture is focused.

“Pest Evolution and Control in the Genomics Era” was the subject covered by Wisconsin Distinguished Graduate Fellow Zachary Cohen, UW-Madison Department of Entomology. He specifically focused on the Colorado potato beetle and insecticide resistance.


Dr. Jed Colquhoun, UW-Madison professor of horticulture, gave an “Integrated Weed Management and Alternative Crops Update,” and Dr. Julie Pasche, associate professor, North Dakota State University Department of Plant Pathology, talked about “Emergence and Prevalence of Potato Mop Top Virus.”

John Toaspern, R.J. Harvey and Kayla Dome presented a Potatoes USA programs update, noting the shift




Kayla Dome, Potatoes USA global retail marketing manager, says, in a COVID-19 environment, consumers are stocking their pantries and refrigerators and cooking more at home. Potatoes USA responds online, via social media and through outreach efforts by providing tasty recipes like Skillet Fajita Hash Browns.

Feed the Soil



Can Soil Amendments Close the Gap?

- To a degree...
- Short rotations and the build up of soil borne disease contribute to the yield gap
- Soil borne diseases lead to less sustainable production
 - More nutrients to compensate for non-responsive roots
 - Lower yields
 - New ground
 - Production further from home farm
- Soil Health is the lynchpin to sustainable production
 - (1) Suppress soil borne diseases
 - (2) Where possible, less intensive rotations
 - (2) Feed the soil (microbes) cover crops, green manures



The global director of potato research and market support for TriEst Ag Group, Dr. Chad Hutchinson talked about “Sustainable Potato Production Systems,” including soil health, soilborne diseases and soil amendments, during a “Bringing Value to Ag” presentation.

from foodservice to retail, in 2020, because of COVID-19 and its effect on the potato and vegetable industry.

Many Potatoes USA initiatives are aimed at community outreach and getting more people to buy more potatoes.

“Nitrate, Groundwater and

Agricultural Systems: Challenges and Opportunities” was the discussion topic of Kevin Masarik, groundwater education specialist, UW-Stevens Point.

“Our nitrate challenge,” he said, “is to keep nutrients, particularly nitrate, and maintain nitrogen in the top foot of soil where the root zone is most active, and potato can take it up before it leaches into groundwater.”

Dr. Yi Wang, assistant professor, UW-Madison Department of Horticulture, discussed “Improving Sustainability of Potato Production in Wisconsin,” and the groundwater nitrate testing, plant nitrogen status and potato N management studies her team has been conducting.

From the UW-Madison Department of Atmospheric and Oceanic Sciences,



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Dr. Ankur Desai proposed how we can use science to better predict water availability in places like the Central Sands potato production area of Wisconsin.

NITROGEN UPTAKE

“Nitrogen Uptake and Growth Patterns of Russet Varieties” was the topic of UW-Madison Professor Dr. Matthew Ruark and Ashmita Rawal, graduate student, Department of Soil Science.

Dr. Ken Frost, assistant professor, Oregon State University Department of Botany and Plant Pathology, provided insight on “What we are Learning About Potato Soft Rot in the Western United States.”

WPVGA Attorney and Lobbyist Jordan Lamb, DeWitt Ross, LLP, gave

continued on pg. 24

Right: From Oregon State University, Dr. Kenneth Frost gave insight into “What we are Learning About Potato Soft Rot in the Western United States.”

Estimating Nitrogen Leaching Potential

Potential N Leaching = N Inputs - N Outputs (excluding leaching) - Change in N Stored

From Meisinger, J.J. and Randall G.W. 1991. Chapter 5: Estimating Nitrogen Budgets for Soil-Crop Systems. In Managing Nitrogen for Groundwater Quality and Farm Profitability, editors: Follett, Keeney, and Cruse. Soil Science Society of America.



As part of his discussion, Kevin Masarik, groundwater education specialist, UW-Stevens Point, explained a scientific method of estimating nitrogen leaching potential.

What we are learning about potato soft rot in the western US

K. Frost, H. Rivedal, and J. Brazil
OSU-HAREC
Dept. of Botany and Plant Pathology

Oregon State University

2021 WPVGA Conference
February 3, 2021



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72nd Grower Education Conference

continued from pg. 23

a legislative update, not only on key issues and bills affecting potato and vegetable growers, but on advocacy efforts to ensure farmers, ag industry employees and researchers could keep working during Gov. Tony Evers' safer at home order.

"We pulled together a coalition of 20 agricultural organizations requesting our workforce be designated 'essential,' and that was granted," Lamb said.

Dr. Nora Olsen, University of Idaho professor of plant sciences, talked about "Potato Quality and Bruise," and the best ways to avoid potato dry rot, shatter bruises and cuts, pressure bruises, black spot and soft rot.

Dr. Russell L. Groves, UW-Madison Department of Entomology, tackled the subject of "Insect Management—Regulatory, Environmental and Insect Resistance Considerations."

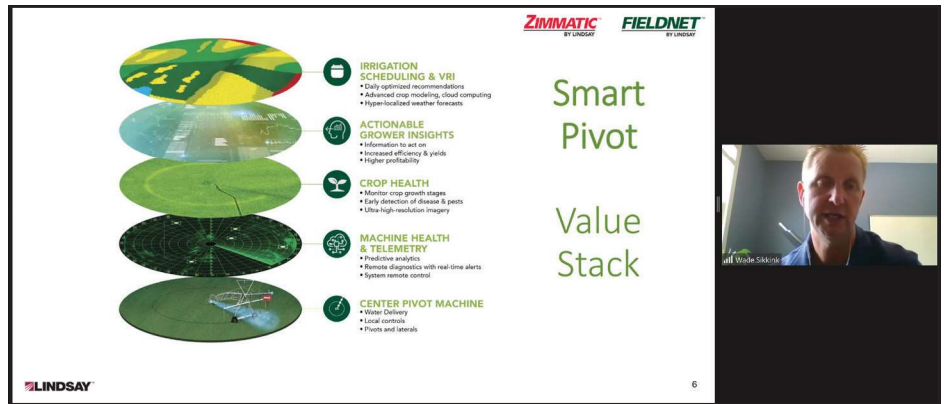
The goal of Dr. Dominique Brossard, UW-Madison Department of Life Sciences Communication, was in "Understanding Public Perceptions of New Technologies in Agriculture."

Dr. Amanda J. Gevens, UW-Madison Department of Plant Pathology, presented "Integrating Fungicide Resistance Management into Potato Disease Control."

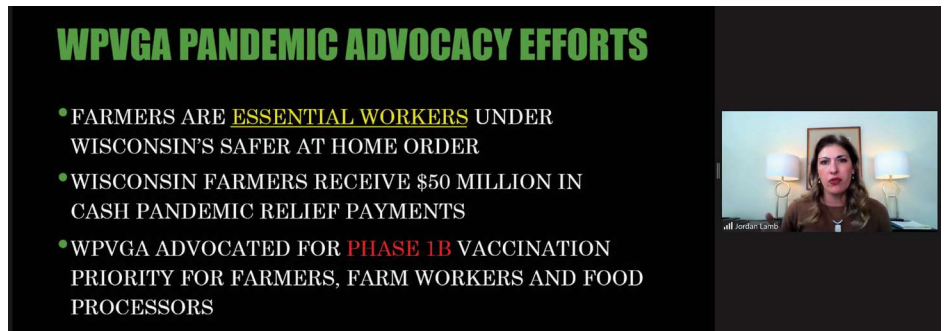
Houlihan reminded attendees that all researcher and "Bringing Value to Ag" presentations are available for viewing, for a full year, by visiting <https://WPVGA2021.conferencespot.org/event-data>. Please be sure to visit the sponsors page and click their company descriptions and websites.

Our sincere thanks to all sponsors who made the 2021 UW Extension & WPVGA Grower Education Conference possible! For a list of sponsors, see the ad thanking them on page 25.

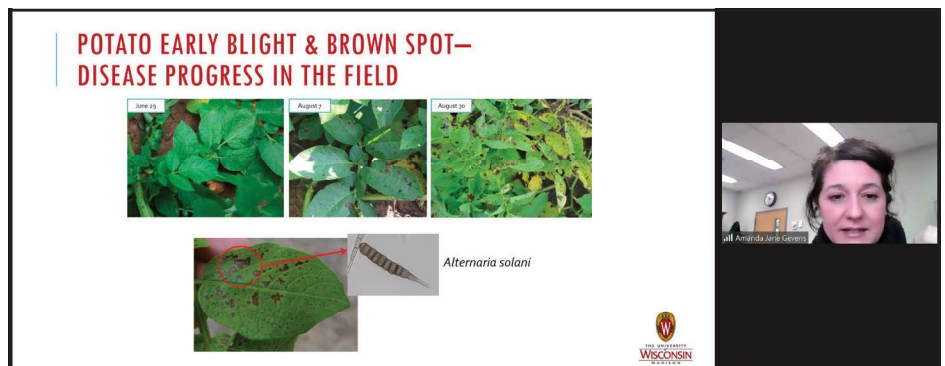
continued on pg. 26



Director of global product management for Lindsay, Wade Sikkink provided information on "Expanding the Circle of Innovation: Increasing Yields Through the Latest in Center Pivot Irrigation Technology."



As part of her legislative update, WPVGA Attorney and Lobbyist Jordan Lamb, DeWitt Ross, LLP, explained advocacy efforts she and a coalition of agricultural organizations undertook to ensure farmers, ag industry employees and researchers could keep working during Gov. Tony Evers' safer at home order.



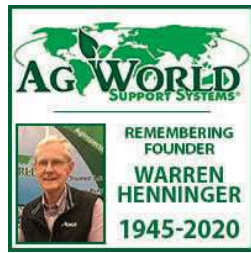
Dr. Amanda J. Gevens, UW-Madison Department of Plant Pathology, presented "Integrating Fungicide Resistance Management into Potato Disease Control." Here she talks about potato early blight and brown spot.



In a "Bringing Value to Ag" session, Rich Meyer gave "Technology Tidbits with Team Swiderski" and played a video showing the New Holland T8 tractor and technological updates to its cab.

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WPVGA Presents 2021 Industry Awards

Virtual ceremony recognizes those who demonstrate outstanding leadership

The Wisconsin Potato & Vegetable Growers Association (WPVGA) presented several annual Industry Awards during a virtual ceremony held February 2-3, 2021.



Mike Carter of Bushmans' Inc., Rosholt, Wisconsin, was named the WPVGA Volunteer of the Year. For 12 years, Mike served the WPVGA as its executive director.

In his current role as the CEO of Bushmans', Inc., a vertically integrated fresh market potato company, he manages all aspects of the organization. Mike currently serves on the WPVGA Board of Directors as treasurer. He also serves on the Potatoes USA Executive Committee and has worked closely with the National Potato Council for many years. He is the co-chair of the WPVGA Governmental Affairs Committee.

Carter is involved in several ministries at Mount Olive Lutheran Church in Weston, including the Feed My Starving Children Planning Committee, Marriage Ministry Team,

the Mount Olive Finance Committee, and serving as vice president of the Church Board.



Alex Okray was named WPVGA Young Grower of the Year. Alex started working for Okray Family Farms, Plover, in 2016, after graduating from St. Norbert College with a degree in business.

"I decided to join the family business after I graduated because agriculture is a strong field to work in, and because I had a rare opportunity to work for a business my family owns," he says.

"I am the fourth generation to work for our company," Okray continues, "and it's great to continue the work my family has been doing for over 100 years. I also enjoy knowing that the work I do helps feed families across the country."

Though Okray tries to be involved with every area of the company, he is mainly responsible for finances and human resources.

He is currently serving his first term

as a WPVGA board member and is part of the Water Task Force and Grower Education committees, while also serving on the Vegetable Committee.

Outside of work, he serves as a board member for the United Way of Portage County and on United Way's Executive Committee.



The WPVGA Researcher of the Year Award went to **Dr. Yi Wang**, an assistant professor and state extension specialist working on sustainable vegetable production in the UW-Madison Department of Horticulture. Yi has published 17 manuscripts in peer-reviewed journals and received about \$1.5 million in research funding.

She notes, "The goal of my research and extension program is to conduct science-based applied research and collaborate with potato and vegetable growers and processors."

Such collaboration includes work in improving the resource use efficiency and sustainability of vegetable

cropping systems and reducing the impact of vegetable production on the environment. She is a WPVGA base-funded researcher in potato and vegetable production.



The WPVGA Associate Division Business Person of the Year Award was presented to **Kenton Mehlberg** of T.I.P., Inc. and AgGrow Solutions, in Custer. Kenton completed his second term of service on the WPVGA Associate Division Board of Directors in February.

He has served the last two years as president of the Associate Division Board and demonstrated outstanding leadership, especially in light of all the challenges the industry faced in 2020.

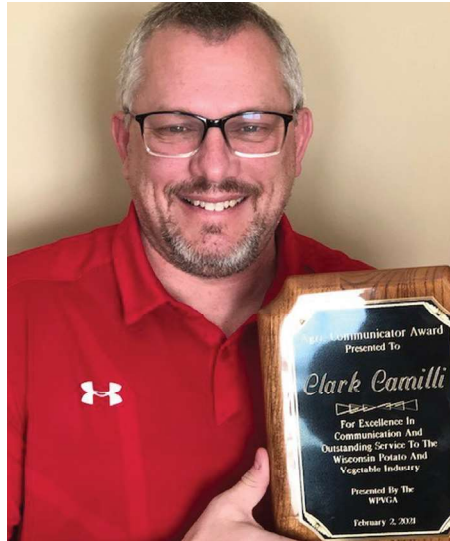
With extensive safety protocols in place, the Associate Division conducted a highly successful and safe golf outing in the summer of 2020, which raised thousands of dollars for the industry.

To engage even more members, Kenton helped bring a new idea to fruition in 2020: the first Annual Trap Shoot Event at the Wausau Skeet and Trap Club, in Brokaw.

The Trap Shoot was held safely and was a big success, with a full flight of 15 five-person teams. The event also served as one more fundraiser for the

Associate Division, which raises funds every year for scholarships and grants among its many programs.

While serving as president of the Associate Division the past two years, Kenton has shown distinguished leadership skills, including integrity and positivity along with great vision.



The Agri-Communicator Award for excellence in communication and dedicated service in presenting a positive message about the agricultural industry was presented to **Clark Camilli**, the Midwest farms

operations controller for R.D. Offutt Farms in Fargo, North Dakota. He has served in his present position for 23 years.

Clark has done an outstanding job representing Wisconsin when reporting on the processing potato crops and contracts as part of the Potato Marketing Association of North America meetings.

He fully understands potato crops, is detail-oriented and has a sharp eye when it comes to reading contracts and interpreting their value to growers.

He has been extremely helpful in working with the WPVGA's Process/Frozen Committee on many processing potato issues. He also serves on the processor contract committee that works with the J.R. Simplot Company in North Dakota.

R.D. Offutt has processing potato contracts with all the major processors, including Simplot, McCain Foods, Lamb Weston, Cavendish and Northern Star, and operates a 1,400-acre potato farm in Durand and Menomonie, Wisconsin.

continued on pg. 28

An advertisement for Precision Farm Drainage LLC. The top part features the company name 'Precision Farm Drainage LLC' in a large, white, serif font, with the phone number '715-409-1177' below it in a similar font. Below the text is a photograph of a yellow and black tracked tractor with a large pipe attached to its front. The tractor is in a field with trees in the background. At the bottom of the advertisement, the text 'Family Owned & Operated' is written in a smaller font, followed by 'GPS Installed • Maps • Install Any Size Pipe • Pump Installation' in a bold, sans-serif font. The largest text at the bottom is 'Don't lose that crop!' in a very large, bold, white, serif font with a black outline.



2020 WPVGA Board President **Rod Gumz** of Gumz Muck Farms, Endeavor, presented the President's Award to his brother, **Richard Gumz** (above right), who, along with Rod, represents the fourth generation of family members working together on the farm.

"He and I had the opportunity to buy my grandfather out to continue the tradition of farming," Rod says. "We've worked together for 25 years, and it's been a great experience to work with family. I wouldn't trade it for the world."



Rod Gumz was also recognized for six years of dedicated service on the WPVGA Board of Directors, including a term as Board president.

A special WPVGA Industry Appreciation Award was presented to **Karen Rasmussen** (below left), who serves as the financial officer for the WPVGA and does an outstanding job handling an ever-increasing workload while performing her duties in a timely fashion.

She is always on time for work or for meetings, is extremely organized and is as reliable as the day is long. She will work as hard and long as it takes to get the job done.

2020 marked Karen's 25th year of full-time work at the WPVGA, and the industry is fortunate to have such a hardworking, dedicated, loyal employee.

On behalf of the entire industry, WPVGA Executive Director Tamas Houlihan offered a sincere "Thank You" to Karen as he presented her with this well-deserved Industry Appreciation Award.

Following is a list of awards and recipients.

THE 2021 AWARD RECIPIENTS

**Associate Division Business
Person of the Year:**

Kenton Mehlberg

**WPVGA Volunteer
of the Year:**

Mike Carter

**WPVGA Young Grower
of the Year:**

Alex Okray

**WPVGA Researcher
of the Year:**

Dr. Yi Wang

President's Award:

Richard Gumz

**WPVGA Industry
Appreciation Award:**

Karen Rasmussen

**Agri-Communicator
Award:**

Clark Camilli

**Recognition of
out-going WPVGA
Associate Division
Board Members:**

Paul Cieslewicz

Kristi Kulas

Kenton Mehlberg

**Recognition of
out-going WPVGA
Board Members:**

Rod Gumz

**WPVGA Hall of Fame
Induction:**

Marv Worzella

Norm Worzella

continued on pg. 30



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Marv and Norm Worzella Inducted into WPVGA Hall of Fame

Long-time potato and vegetable growers Norm and Marv Worzella of Worzella & Sons, Inc., Plover, Wisconsin, were inducted into the WPVGA Hall of Fame at the industry's annual awards ceremony held February 3, 2021.

The WPVGA Hall of Fame honors lifetime achievement in the development of the state's potato industry. It is the intention of the WPVGA to continue to honor individuals who have made significant contributions to the potato industry in Wisconsin by making annual Hall of

Fame inductions.

The following is a brief biographical sketch of this year's WPVGA Hall of Fame inductees.

In 1953, WPVGA Hall of Famer Clarence Worzella, Norm and Marv's father, started potato farming on a 40-acre parcel of land with an irrigation system.

After graduating high school, Norm and Marv were given the opportunity to pursue additional schooling or join Clarence in the family potato business. They chose to work with



Marv Worzella

their dad, a decision neither of them regrets.

Today, Worzella & Sons of Plover, Wisconsin, grows 1,800 acres of



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Norm Worzella

potatoes, along with 3,400 acres of other vegetable crops.

“We are proud of the business’s growth, which is largely attributed to the dedicated employees we’ve had in our 60 years of farming,” says Norm Worzella, CEO of Worzella & Sons, Inc. “We are glad to work alongside our sons, who are the third generation of this business.”

Marv, who is CFO of Worzella & Sons, Inc., adds, “We learned from our dad from a young age on. We started working with Dad in 1955, and we incorporated in 1964. Dad worked side-by-side with us and taught us how to grow vegetables and get started in farming.”

COMMUNITY MINDED

Norm and Marv’s parents, Clarence and Regina, were community-minded people who generously donated to many organizations and causes.

They instilled in Marv and Norm the importance of giving back, and Worzella & Sons has been able to make donations that are crucial to the well-being and future of the Wisconsin potato and vegetable growing industry.

Working with Louis Wysocki, the

WPVGA and Village of Plover, the Worzellas participated in a land exchange, discontinuing to farm a parcel of fertile land to make room for the Little Plover River Watershed Enhancement Project.

The goal of the project is to improve the health of the Little Plover River and the quality of life of the surrounding community.

The Worzellas also donated more than 20 acres of land to the Farming for the Future Foundation for a new Discovery Center to be built along the Highway 39 corridor, in Plover, within the next two years.

The Discovery Center promises to connect Wisconsin families and the agriculture industry through education and experience.

Marv and Norm have also been instrumental in donating for causes such as improvements at Lake Pacawa Park, in Plover.

BROTHERS HONORED

The brothers are honored to be inducted into the WPVGA Hall of Fame.

Being in the business of farming for over 60 years, they have operated

numerous pieces of equipment and worked in each part of the farm, saying a big part of a successful farm is to keep up with technology.

As the farm expanded, bigger equipment was needed. Norm remembers harvesting potatoes and boxing them up by hand. “I didn’t like picking and grading them, but I picked a few,” he says. “Now you have Lenco 12-row harvesters.”

“I did some spraying with a little sprayer,” Norm adds, “and then we got a bigger sprayer that we pulled with a rope. There were no air-conditioned tractors back then. You sat in the open. I couldn’t even run the machines we have now.”

“We are proud to have had the opportunity to provide better equipment for our employees to do their jobs more efficiently,” he says.

Marv says he liked getting up every morning, going out into the field and seeing how the potatoes were doing, watching them grow. Even though he is 84 years old now, he visited the fields, in 2020, before going to Florida for some well-deserved rest and relaxation.

continued on pg. 32

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continued from pg. 31

"I like watching the potatoes grow, from seed potatoes to plants and then to being harvested," Marv relates.

Marv continued with his dad's philosophy of working hard when the work needed to be done so he could take time to travel in the winter months.

CALLED TO DUTY

In 1961, Marv was called up for the National Guard due to the Berlin Crisis. He was stationed in Washington but never activated to go overseas where he was qualified to serve as a medic.

Marv has managed the packing warehouse, but now mainly oversees the financial part of the business.

With the WPVGA, Marv was involved in the bargaining committee that negotiated contracts with the vegetable processors.

In addition to his work at Worzella & Sons, Norm has been involved in several organizations, serving on the WPVGA board, as a volunteer fireman for the Village of Plover, director of the Bank of Plover (now known as BMO Harris Bank), as a member of the Planning Commission for the Village of Plover and as a lay minister at his church.

Norm attended several conventions as part of the United Fresh Fruit and Vegetable Organization. Attending these provided a vast amount of information for the business, but perhaps the most important information that he learned resulted from trips taken to various countries.

The list is extensive, but the countries include those in South America and Africa, as well as China, Egypt, India, Russia and Australia.

Being able to see farming in a variety of climates and soils, and the different machinery that was used, the travels taught Norm that there was not one set way to farm. "The U.S. was so much more advanced with technology," he says, "and we took for granted how 'easy' it was at the time for us."

Both Marv and Norm's favorite part about farming continues to be seeing the growth of the business and watching the crops, from planting to harvest.

They have also enjoyed developing relationships with suppliers and other farmers. Norm often drives around looking at the crops and visiting other growers to see how their operations are going, always hoping to hear good news.

STAYING ACTIVE

The brothers stay active in the business by checking in with their



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sons to see how things are going and if they need help. During potato storage, Norm is helping everyday with picking.

Marv enjoys all parts of farming, from the start to finish of each season, although farming is a gamble, never knowing what yields and returns to expect, which is the most stressful part of the business for him. He is still involved in overseeing the financial aspects of the business.

Marv and Norm's sister, Shirley Sankey, is the Secretary/Treasurer

for Worzella & Sons. While she was officially hired on the farm in the early 1970s, Shirley worked in the fields and packing warehouse as a young child and all the way into high school.

Now, semi-retired, she still oversees the office staff. Shirley managed everything from employees to daily office and financial responsibilities. Her daughter, Trina, is the President of Worzella & Sons.

Marv and his wife, Audrey, have been married for 58 years. They have three

children, Perry, Tim and Tanya, and six grandchildren. Sadly, they lost a daughter, Lisa, in 1990. Marv and Audrey spend the winter months in Naples, Florida, where Marv enjoys going for walks, playing sudoku and golfing.

Norm and his wife, Marie, have been married for 56 years. They have four children, Steve, Shelley, Sandy and Scott, 11 grandchildren and three great-grandchildren. They spend the winter months in Fort Myers Beach, where Norm enjoys deep sea fishing. **BC'T**

COMPLETE LIST OF WPVGA HALL OF FAME MEMBERS AND YEARS INDUCTED

1990

Joseph L. Bushman
Ben H. Diercks
Myron Mommsen
Edward J. Okray
John Okray
W. James Prosser
Lelah Starks
James D. Swan
Barron G. West
Felix Zeloski

1991

Henry M. Darling
Robert H. Diercks
Melvin E. Luther
Albert M. Pavelski
Henry L. Woodward

1992

Lawrence Krogwold
Michael Patrykus
John A. Schoenemann
Clarence Worzella
Louis E. Wysocki

1993

Champ Bean Tanner
Ernest Bushman
Melvin Hugo Rominsky
Lawrence (Larry)
Lapcinski
Wayne Brittenham

1994

James Burns, Sr.
Myron D. Groskopp
James Wencel (J.W.)
Mattek
Hal Roberts

1995

A.F. (Bill) Hoeft
Bennett Katz
Eugene Katz
Donn "Hokey" West

1996

Charles M. Creuziger
Alois (Al) Okray
Joseph Jacob Okray
Stanley J. Peloquin

1997

Anton (Tony) Gallenberg
Howard F. Chilewski

1998

Dave Curwen
Francis Gilson
Emil Perzinski

1999

John J. Bushman
James G. Milward

2000

Dean Kincaid
Henry V. Sowinski

2001

(Presented in February, 2002)
James J. Mattek
Francis X. Wysocki

2002

(Presented in Feb. 2003)
Robert Hougas
Gerri Okray

2003

(Presented in Jan. 2004)
Larry Binning
Peter Wallendal

2004

(Presented in Feb. 2005)
Jerome Bushman
Harold Sargent

2005

(Presented in Feb. 2006)
Ed Wade
Dennis Zeloski

2006

(Presented in Feb. 2007)
Don Kichefski

2007

(Presented in Feb. 2008)
Walt Stevenson

2008

(Presented in Feb. 2009)
Victor Anthony
Jeffrey Wyman

2009

(Presented in Feb. 2010)
John Landa
Robert Stodola

2010

(Presented in Feb. 2011)
John H. Schroeder
August Winkler

2011

(Presented in Feb. 2012)
Fred and Kathryne Meyer
Howard "Skip" Tenpas

2012

(Presented in Feb. 2013)
Steve Diercks
Mike Finnessy

2013

(Presented in Feb. 2014)
Myron Soik

2014

(Presented in Feb. 2015)
Robert Helbach

2015

(Presented in Feb. 2016)
Charles Cofer
Robert Guenthner

2016

(Presented in Feb. 2017)
Donald Hamerski
Richard Pavelski

2017

(Presented in Feb. 2018)
Nick Somers

2018

(Presented in Feb. 2019)
Dr. Keith Kelling

2019

(Presented in Feb. 2020)
Larry Alsum
Dick Okray

2020

(Presented in Feb. 2021)
Marv Worzella
Norm Worzella