

DEMETER NEWS

• FOCUSING ON OUR COMMUNITY & THE UW-MADISON COLLEGE OF AGRICULTURAL & LIFE SCIENCES •

President's Message

Demeter has had a wonderful start to the Fall 2023 season! We had excellent attendance at the Corn Roast with the most CALS Department Chairs and Early-Stage Faculty in attendance in a long while. Sharon Brantmeier and Lynn Grooms organized the Corn Roast wonderfully, and it was exciting to see so many new and old faces there.

A new update is the development of an online membership application, as well as a donation link on the Demeter website that Weizhong Wang, Randy Shaver, and Doug Maxwell have spent extensive time developing. These services are linked to specific QR Codes for easy, direct access to the relevant website addresses. While we continue to offer the typical ability to fill out forms and utilize checks, we hope that this option will aid in expanding our membership and attracting new donations for the financial support of CALS students.

We have been working with the External Relations group in CALS to ensure we can incorporate updates on what is happening in Demeter in the eCALS update to encourage more of the CALS family to attend our events and hopefully join our wonderful organization. They have been very supportive of our endeavors given our support of scholarships, internships, and grants for CALS undergraduates.

Thank you for all your commitment and support of Demeter!



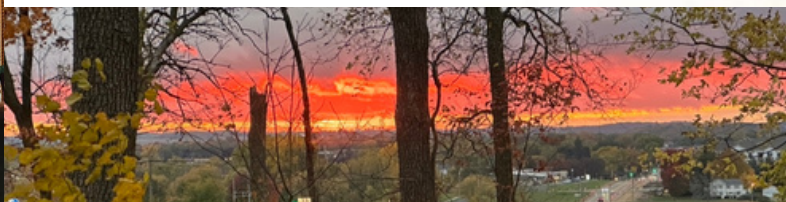
Laura Hernandez

Halloween at Schumacher Farm Park



The day was dreary with drizzle but area families with small children were in good attendance to hear scary stories in the chicken coop, get their faces painted, play games such as pumpkin bowling and toss, get their fortunes told, and roast marshmallows. The sun finally came out for a dramatic sunset at the farm!

By Sally Leong



Many thanks to Martha Maxwell and Dorothy Binning for proofreading the newsletter!

NOVEMBER 2023

Corn Roast 2023

The 2023 Corn Roast Picnic was a great success, thanks to the teamwork of Demeter officers and members. Among the 161 people registered to attend, there was an excellent blend of both young and old, with 16 UW-CALS student scholarship, internship, and club recipients and 10 early career faculty members in attendance.

President Laura Hernandez thanked members for their generous donations to the sewing workshop and student support. George Shook reported that Demeter contributed \$49,500 in scholarships, internships, and club awards to CALS students this academic year. CALS Dean Glenda Gillaspay outlined her goal to increase CALS undergraduate enrollment to 5,000 students from the current figure of ~2,700 and indicated that a new director of student recruiting and outreach was just hired to support this initiative. Efforts to replace recently retired CALS Scholarship Director Karen Martin are also underway. The Dean introduced her new executive administrative staff members Paul Mitchell, Interim Associate Dean for Academic Affairs, and Irwin Goldman, Interim Senior Associate Dean. Alice in Dairyland Ashley Hagenow also joined us, providing insights on her personal background and agricultural promotion work around the state.

Thanks to all the volunteers who donated their time and effort leading up to, during and after the corn roast. Thanks to all Demeter members who made our guests feel so welcome.

Jan Martin has reserved the Lakeview Shelter on September 4 for the 2024 Demeter Corn Roast. We look forward to seeing you there!

By Lynn Grooms

To learn more about Demeter awardees see eCALS at hyperlink: [undergraduate](#)



Sharon Brantmeier and Ashley Hagenow



George Shook and Nan Field



Scott Craven, Randy Shaver, Abe Aberle, and Larry Binning(L-R)



New Early Career CALS Faculty (L-R)

Sara Gragg, Animal and Dairy Sciences; Jeff Hadachek, Agricultural and Applied Economics; Jing Yi, Agricultural and Applied Economics; Sofia Ortega, Animal and Dairy Sciences; Lautaro Rostoll Cangiano, Animal and Dairy Sciences; Hilario Mantovani, Animal and Dairy Sciences; Charlie Mo, Bacteriology; Leslie Holland, Plant Pathology; Dustin Frye, Agricultural and Applied Economics.



Student Awardees

Farm Boy Becomes Author

On October 25, 2023, Corey Geiger entertained 38 Demeter members over a Blue Plate lunch with stories of Wisconsin agricultural history juxtaposed against local, national and global happenings. This knowledge has been captured in two books, *The Wisconsin Farm They Built – Tales of Family & Fortitude* and *On a Wisconsin Family Farm – Historic Tales of Character, Community and Culture*.

Corey earned his B.S. degree with a double major in Dairy Science and Agricultural Economics in 1995. Prior to graduating, he was hired by Hoard's Dairyman magazine as a member of their editorial staff. His skills and reputation flourished so that by 2013 he was chosen to be editor of the magazine. He continued in this prominent position until August 2023, when he joined CoBank as their lead economist for dairy.

Corey recounted six stories from his family's heritage. The stories are rooted in the Reedsville area of Manitowoc County where the family farm was homesteaded in 1867. Corey's parents purchased the dairy and crops farm in 1967. Many of the details regarding individuals and events were captured by the meticulous note-taking of Corey's great-grandmother and his grandparents.

The six stories are highlighted below.

(1) *Cheesehead Legacy*, the transformation of Wisconsin from being the number one state in the U.S. for wheat production to W.D. Hoard's role in promoting the dairy industry as a replacement. Parallel to this transformation was the emergence of local distillery and brewing operations in northeastern Wisconsin. (2) *Copper Cows*, which is the account of off-the-record distillery kettles on many dairy farms during the Prohibition years (1920-1933). Moonshine was bottled and sometimes distributed among milk bottles for home delivery. Cows "ate the evidence", referring to bovine consumption of spent distillers grain. (3) *REO Speedwagon*, which stands for Ransom Eli Olds truck. This relatively fast, reliable truck was produced in 1915 and was sought after by rural communities as a fire truck. Reedsville purchased such a truck with contributions from townsfolk and, importantly, farmers. Fire protection certificates were sold by the Village Board as a fund-raiser with the promise to farmers that country fire calls would have priority over village fire calls. Community Firemen's Parades and Picnics were a celebration by communities of their ability to provide fire-fighting service. (4) *A Carp for Christmas* pertains to a Bohemian (Czech) tradition whereby this bottom-feeding fish would be fed grains for a month prior to Christmas for the purpose of diluting the meat's muddy flavor. The appeal of this culinary experience was apparently stimulation for the USDA to initiate a carp fingerling program whereby many Wisconsin ponds and rivers were stocked only for carp to become an invasive species, flourishing in silted

Continued on page 4



Corey Geiger



Blue Plate Catering

Continued from page 3

waterways caused by tillage practices that fostered soil erosion. (5) *Dynamite on the Farm* served the purpose of stump removal and enabled limestone quarry operations. Dynamite was sold in quantity at local farm supply stores. Since roadbuilding was not publicly funded at the time, crushed limestone was used by farmers to build roads so they could have firefighting service. (6) *For the Love of Allis and Super Bloom in California*. Allis-Chalmers was a manufacturing giant in Wisconsin, located in Honey Creek (later, West Allis). The company was known internationally for its steam engines, but it branched into generators, medical devices, and agricultural equipment. The spring Super Bloom of orange poppies in Southern California and petals from those plants were the inspiration for the Persian Orange paint used by Allis-Chalmers (A-C). Painted in its brand-distinctive Persian Orange, this line of equipment stood apart from the green John Deeres, and the red International Harvesters. Allis-Chalmers played an important manufacturing role for the U.S. military in World War II. Photos of the A-C workforce gave birth to “Rosie, the Riveter” posters. During the 1980’s, the A-C steam engines were no longer needed so the company went from boom to bust in that decade, constituting a huge economic loss for Milwaukee.

For me, this delightful presentation took me back to my roots in Kewaskum, located about an hour south of Reedsville. I now have a better appreciation for the Kewaskum Firemen’s Parade and Picnic, my dad’s C, WC, and WD-45 A-C tractors, the carp I speared in the Milwaukee River, and the neighborhood gravel pits.

Many thanks to Judy Stevenson and her committee for organizing this wonderful event.

By Dan Schaefer



Nan Field

Pontoon Boat Adventure

On Saturday, July 22, 2023 twenty-three Demeter members, family and friends went on a three-hour pontoon boat trip on Lakes Mendota and Monona. The tour began on Lake Mendota where we traveled to the center of the lake to get a panoramic view of the shoreline in all directions. In order to visit both lakes, the group went down the Yahara River and through the locks twice. Did you know that there are eleven bridges over the Yahara River? Everyone enjoyed taking a break to eat ice cream at Schluter Park on Lake Monona.

By Linda Harvey

Thank you Linda for a fun-filled afternoon!



Boats going through lock into Lake Mendota

An Afternoon in the Orchard

Demeter members and friends were greeted by Demeter member Betty Forest at Eplegaarden on an especially beautiful and warm October day. After visiting and enjoying fresh apple cider and cider donuts made with apples from the orchard, Betty discussed the history of Eplegaarden, which was founded in 1985 by Betty and her late husband Laverne Forest on 100 acres of farmland in Fitchburg. They planted a thousand apple trees, and by 1991 were able to begin harvesting apples. Over the years about 7,000 trees were established on contours, including 3000 semi-dwarf and 4000 dwarf trees of many varieties. Both Betty and Laverne grew up planting trees so this endeavor was a natural extension of their life experience.

Their goal was to create a community resource and place for people to meet and enjoy themselves and learn about agriculture firsthand. Laverne used an extension model of management and over the years many nonprofit organizations like Kiwanis, Fitchburg Lions, Fitchburg Seniors, Jaycees, Fitchburg Library, and Fitchburg Farmers have provided volunteer assistance to the operation. School groups have visited the farm to learn about growing food. The Wisconsin sesquicentennial barn, that was displayed in Washington D. C. at the Smithsonian Forklift Festival to celebrate the state's 150th anniversary in 1998, was moved to the farm and is now used for food service. A pick-your-own orchard was opened. About 75% of the harvest is direct marketed; the rest is sold in stores or used to make apple cider and apple cider donuts. The cider is made in-house using an accordion-style press, which squeezes mesh sacs filled with freshly ground apples to extract the juice. The solids are spread back on the orchard as fertilizer. Some apples are also marketed to produce hard cider by cideries like Brix in Mt. Horeb. More pick-your-own crops have been added including raspberries, grapes, pumpkins, and winter squash.

In 2020, Betty retired from her role as manager of the orchard by leasing the orchard to two well-known orchardists in the area, Rami Aburomia of Atoms to Apples Orchard and David Wildes of Appleberry Orchard. They have been replacing the aging semi-dwarf trees originally planted in the 1980s with new dwarf trees which can be planted at a higher density, 1000 trees/acre. Betty remains involved in the operation to maintain the property and lives in a Norwegian-style log cabin that she and Laverne built on the farm.

Betty invited us to visit the property and pick fruit and vegetables or buy some at the farm's store. All-in-all it was a delightful afternoon on the farm that afforded Demeter an opportunity to learn more about the Forest family's deep passion to create an orchard! Thank you Betty!
By Sally Leong

p.s. Brix Eplegaarden hard cider, which is sweetened with honey and strawberry, tastes like a nectar of the Gods!



Betty Forest



Bulb Planting

Sometimes you just get lucky with the weather and that is just what happened this year on October 17, sunny, 60F and no wind. It truly was an “Enchanted Grounds” (the garden theme for the upcoming year) as eight volunteers planted a variety of bulbs at Allen Centennial Garden for the 21st year. In fact, this crew of eight, under the guidance of horticulturist Isaac Zaman, planted 2,025 bulbs in just one hour. The bulbs were a colorful variety of tulips, hyacinths and crocus. These bulbs were planted in the front corner street-side bed and two beds within the gardens. It should be a beautiful display come spring.

By Jan Martin

Thank you Jan for organizing this service event!



Randy Shaver, Sally Leong, Gail Schomisch, Jan Martin, Betty-Jo Dahlman, Gail Schaefer, Martha Maxwell, Linda Harvey (L-R)



Enjoying eating an ice cream treat at Babcock Dairy Store

Donor Acknowledgement

Donations to General Operations

Randy Shaver, Arborview Partners, LLC, Nan Field

Donations to Student Support

Candee Craven, Daphne R. Holterman, Mary Shapiro, Gerry Campbell, Mary Whitmer, Brenda McNatt, Gail Schaefer, Judy Stevenson, Tonia Peters, Mary Tibbitts, Virgene and Dick Vathauer, Alison Duff, Gerald and Priscilla Thain, Liz Barlow, Coe and Paul Williams, Sandy Bertics, Judy Troia, Ann Ellingboe, Betty-Jo Dahlman, Julie Arriaga, Hilario Mantovani, Lautaro Rostoll-Cangiano and Macarena Urrets-Zavalía, Laura Hernandez, Marcy Heim, Randy Shaver, Judy Stang, Sharon Brantmeier, Mary Stuiber, Beverly Schrag, Rod Martin

In Memory Of

Jobelle Shands by Nancy Shebuski and Rich Felty
Marion Thoresen by Ruby Dobson
Jeff Martin by Jan Martin
Kenneth D. Munkres by Ann Zenner
Ron Doersch by Sue Cowan
Laverne Forest by Betty Forest
Jobelle Shands by Dorothy and Larry Binning
Fred M. Whitmarsh by Alice Spencer
Betty Pope by Lynda and Dave Thomas
Don Field by Nan Field
Fred Buelow by Douglas and Martha Maxwell, Marcy Heim, Linda Harvey, Larry and Dorothy Binning, Ruby and Bill Dodson
Dwight and June Forsyth by David Forsyth
Thomas German by Mary Diezel, Douglas and Martha Maxwell
Harriet Ahlgren by Peggy Ahlgren
Henry “Hank” Ahlgren by Peggy Ahlgren
Allan Bringe by George and Nancy Shook
Roy Haller by Sue Cowan
Mary Worf by Betty Forest
Fred Whitmarsh by Alice Spencer

In Honor Of

Linda Harvey by Beverly Schrag
Jan Martin by Judy Stang
Laura Hernandez by George Shook, Jan Martin
Matt Limmex by Patti Barlow
Leo Walsh by Keith Kelling, Sally Leong
Gail Schaefer by Dan Schaefer
Betty Forest by Sally Leong
Sewing by Karen Bradley

Donations to Sewing

Karen Bradley, Mary Shapiro, Mary Whitmer, Brenda McNatt, Keith Kelling

Donations to Education Fund at UW Foundation

Mary Jane and Vernon Getlinger

2023 CALS Honorary Recognition Event

Demeter member George Shook, CALS Professor Emeritus Dairy Science, and Paul Williams, CALS Professor Emeritus Plant Pathology and spouse of Demeter member Coe Williams, were honored with the Distinguished Service Award for their extraordinary professional accomplishments at this year's CALS Honorary Recognition event. George was recognized for developing a numerical udder health scoring system that is used on tens of millions of dairy cows worldwide and for developing a "flipped" teaching method that engages students to take responsibility for their own learning instead of the traditional method of memorizing lecture content provided by an instructor. Paul was recognized for the development of the Wisconsin Fast Plants program, which is based on rapid-cycling Brassica plants he bred many decades ago. These plants enable the inquiry-based study of basic plant biology and genetics in a relatively short time-period in the classroom. Fast Plants are used worldwide and have even traveled in outer space!

The program was professionally emceed by Demeter Scholar Sophia Green!

By Sally Leong



Dean Gillaspay and George Shook Paul Williams and Dean Gillaspay

Photos: Michael P. King/UW-Madison CALS

New Features of Demeter Website

The new online membership form and donation page can be accessed directly via the following links or QR codes:

<https://demeterwi.org/membership/>



<https://demeterwi.org/donation/>



So far we have obtained four new members and several donations using the online system. Many thanks to Randy Shaver, Doug Maxwell, Laura Hernandez, Sharon Brantmeier, Judy Stang, and Linda Harvey for their testing and generosity! Their guidance and support helped make the online system possible.

By Weizhong Wang

Demeter Bookmark

Please contact Jan Martin if you would like some bookmarks to distribute to friends, colleagues and family.

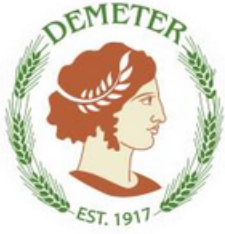
Janice Martin, jan.martin539@gmail.com



Emcee Sophia Green,
Demeter Outstanding
Sophomore Scholar 22-23
Demeter AWA Scholar 23-24



WI Fast Plants



DEMETER

Judy Barth

1885 Briarwood Lane

Fitchburg, WI 53575-2001

NEW MEMBERS

Jennifer Van Os
Steven Ricke
Tom Breunig
Rod Martin
Peggy Alghren
Brandon Baumgard
Megan Lauber
Paul Mitchell
Aleta L. Murray

SYMPATHIES

Family of Tom German
Family of Fred Buelow
Family of Joanne Hopen

THINKING OF YOU

Vera Cunningham
Mary Jane and Vern Getlinger

GET WELL

Andrea Kelling
Lois Buelow

Send news of life events to
Janice Martin
jan.martin539@gmail.com

EVENTS

SEWING WORKSHOP
Blue Bar Quilts
6333 University Ave. Middleton
3rd Tuesdays, September thru
May, 10AM - 4PM

TOUR OF WI CROP INNOVATION CENTER
April 16, 2024, 10AM - 12 PM

SPRING LUNCHEON & ANNUAL MEETING
May 1, 2024, 11:30AM - 2 PM

GARDEN PARTY
June 2024

VOYAGEUR CANOE TRIP
Lower Wisconsin River
July 10, 2024. 10AM - 2PM

CORN ROAST
September 4, 2024, 5PM - 7PM

BULB PLANTING
October 2024

BOARD MEETINGS
January 11, 2024

Sally Leong
Newsletter Editor
Sallyleong6@gmail.com



Demeter welcomes all persons
interested in the agricultural and life
sciences.

For more information, see
DemeterWI.org