



YOUNG FARMERS & RANCHERS

# Farm <sup>2</sup>AND Ranch

# CONFERENCE

**BUILDING BRIDGES & GROWING GENERATIONS**  
January 21-22, 2022 | The Lodge • Deadwood, S.D.

Co-hosted by South Dakota Farm Bureau  
& Wyoming Farm Bureau Federation



# FRIDAY, JANUARY 21

8:00 a.m. - 12:00 p.m.	Registration / Check In .....	Lobby Area
8:45 a.m.	Tours.....	Lobby Area
	• McNenny Fish Hatchery	
	• Spearfish Brewing Company	
	(Transportation will be individual)	
1:30 p.m.	Arrive back at Lodge	
1:45 p.m.	Conference Welcome .....	Pine Crest B
	• Welcome	
	• Invocation	
	• Pledge of Allegiance	
	• Welcome from SDFB and WyFB State YF&R Chairs	
2:00 p.m. - 6:00 p.m.	Grassroots of Healthy Family Relationships .....	Pine Crest B <i>Elaine Froese</i>

*Break will be taken halfway through afternoon session*



## ELAINE FROESE

Canada's farm whisperer... finding harmony through understanding™. Froese, CSP, is a certified professional speaker, and an award-winning certified coach and author. She's a go-to expert for farm families who want better communication and conflict resolution to secure a successful farm transition. Her superpower is helping families find harmony through understanding and to discuss the Undiscussabull™ - the bull in the middle of the farm family that no one wants to talk about. Froese will be sharing simple, practical and actionable tools. Expect to be WOWed and start courageous conversations to address conflict resolution.

6:30 - 9:00 p.m.	Dinner and Networking .....	Pine Crest C
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# SATURDAY, JANUARY 22

8:00 a.m.	Breakfast .....	Pine Crest C
9:00 a.m - 12:00 p.m.	Grassroots of Healthy Soil .....	Pine Crest B <i>Steve Kenyon</i>

*Break will be taken halfway through morning session*



## STEVE KENYON

Kenyon owns a custom grazing business in Alberta, Canada under the name of Greener Pastures Ranching Ltd. They regeneratively manage 3500 acres of leased land and run 1400 head of cattle each year. Greener Pastures is an environmentally sustainable ranch that improves the land. The focus is to maintain an effective water cycle, carbon cycle and mineral cycle.

9:00 a.m. - 11:00 a.m.	Sip and Paint Session.....	Pine Crest C <i>Ticketed event. Must have pre-registered.</i>
12:00 p.m.	Lunch.....	Pine Crest C
1:30 p.m. - 2:15 p.m.	Breakout Sessions (Select One)	

- Diversifying into Direct-to-Consumer Meat Sales—*Heather Maude* ..... Roosevelt Room
- Soil Health / Cover Crop Mixes / Practical Experience—*Millborn Seeds* ..... Bullock Room



## HEATHER MAUDE

Heather and husband Charles of Maude Hog and Cattle built their meat business in place of seeking an off-farm job. They sell whole and half butcher hogs in addition to retail cuts of pork and grain finished beef. Hear about the challenges and successes faced in building their business and how it has impacted their farm and ranch as a whole.



## JUSTIN FRUECHTE, *Millborn Seeds*

Fruechte started at Millborn Seeds in 2010 and has enthusiastically shared his knowledge and insights on forage and cover crops with colleagues and customers. Growing up on a farm, he has an ability to see the full picture, understanding nutrition, agronomy and feeding. He runs a cattle, sheep, and crop farm. Fruechte can fully relate to each producer he works with and would not make any recommendation he does not trust himself. He graduated with a degree in Animal Science and Agriculture Business.



## JARED KNOCK, *Millborn Seeds*

A beginning farmer and rural entrepreneur himself, Knock has not only incorporated regenerative practices into his family's operation but also helped dozens of other farmers along the same journey. He has a degree in Animal Science and is a part-owner of a diversified livestock and crop farm near Willow Lake, S.D.

2:30 p.m. - 3:15 p.m.

**Breakout Sessions (Select One)**

- **Social Media Influencing: A New Way to Market Online** — *Natalie Kovarik* ....**Roosevelt Room**
- **Beef Cattle Education** — *Ken Olson, SDSU Extension* .....**Bullock Room**



**NATALIE KOVARIK**

Kovarik will be covering all things social media and the benefits of your farm or ranch having an online presence. From the heart of the Nebraska Sandhills, she will share her online ranching and family story to showcase the beauty behind the western lifestyle as well as foster a community who believes in agriculture as much as she does.



**KEN OLSON**

Olson is an Extension Beef Specialist for South Dakota State University located at the West River Ag Center in Rapid City. He provides extension programs for beef producers and conducts research about beef production systems. He is involved with beefSD and the Range Beef Cow Symposium. Olson’s research ranges from the effects of various grazing management practices on cattle nutrition and performance to how beef production practices influence animal performance and carcass characteristics. He was raised on a ranch / dryland farm near Scobey, Mont.

3:30 p.m. - 4:30 p.m.

**Round Pen Beef Discussion**.....**Pine Crest B**

*Ken Olson, Justin Tupper, Heather Maude, Luke Kovarik*



**JUSTIN TUPPER**

Tupper ranches near St. Onge, S.D. He has been involved in the sale barn business since a child, and for the past 12 years he and his wife Brooke have managed St. Onge Livestock. He is active in several organizations including South Dakota Livestock Auction Markets Association, U.S. Cattlemen, Belle Fourche Round-Up and is a director on the South Dakota Beef Industry Council Board. He was recently appointed to the U.S. Commodity Futures Trading Commission Ag Advisory Committee.



**LUKE KOVARIK**

Kovarik is a cattle rancher from central Nebraska who owns and operates Kovarik Cattle Company, a cow calf operation with a growing registered herd. He returned home in 2009 after completion of his masters in ruminant nutrition at UNL and since has expanded the ranch to include backgrounding / heifer development along with the commercial and seed stock operation.

5:00 p.m. - 5:30 p.m.	Networking Mixer .....	Pine Crest C
5:30 p.m.	Dinner.....	Pine Crest C
6:30 p.m.	<b>Grassroots of Healthy Political Engagement</b>	

*Randy Dwyer, Director of Advocacy & Grassroots, American Farm Bureau Federation*

The recent US Census has highlighted the continued growth of urban and suburban centers which also concentrates legislators relative to rural portions of a state. We'll discuss why Farm Bureaus must effectively reach out to both rural and urban office holders to build strong relationships in their state capitols, as well as in Washington, D.C.



## **RANDY DWYER**

Dwyer serves as Director, Advocacy & Grassroots Development for the American Farm Bureau Federation. Previously, he served for nearly 16 years with the National Rural Electric Cooperative Association, where he was responsible for building their national grassroots network and political advocacy programs. He has held Government Relations positions for the American College of Emergency Physicians and the National Association of Home Builders. His background includes managing political action committees, working with national political parties, assisting congressional candidates and managing national advocacy efforts.

7:15 p.m.

## **Testifying Before Congress Discussion**

*Scott Vanderwal, SDFB President; Todd Fornstrom, WyFB President; Justin Tupper*



## **SCOTT VANDERWAL, SDFB President**

VanderWal is a third-generation farmer and cattle feeder from Volga, S.D. He became president of SDFB in June 2004. He is a past member and chair of the SDFB YF&R Committee, a McCloy Fellow and has participated in trips to Germany, Brazil and Cuba. In January 2016, VanderWal was elected vice president of American Farm Bureau Federation and was selected to represent AFBF on the U.S. Farmers & Ranchers in Action board of directors. VanderWal and his wife Michelle have two married sons and four grandchildren with another one on the way.



## **TODD FORNSTROM, WyFB President**

Fornstrom runs Premium Hay Products, an alfalfa pellet mill, and runs a trucking business and custom combining business. Fornstrom also works with his father farming near Pine Bluffs, Wyo. He and his wife, Laura, have four children. He became president of WyFB in November 2016. He was elected to serve on the American Farm Bureau Federation Board of Directors in January 2019. His involvement in Farm Bureau began in 1994. He graduated from the University of Wyoming in 1997. Fornstrom and Laura have held many agricultural leadership roles at all levels including service on the WyFB Young Farmer & Rancher Committee.



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YOUNG FARMERS & RANCHERS

# WHAT IS YF&R?

The American Farm Bureau Federation Young Farmers & Ranchers program includes both men and women between the ages of 18–35. The objective of the Young Farmers & Ranchers program is to surface, grow and develop young Farm Bureau members and provide them opportunities and experiences to strengthen their leadership and ensure effective Farm Bureaus.

The program is focused on personal growth in the following areas:

- **PUBLIC SPEAKING**
- **ISSUE ADVOCACY**
- **BUSINESS DEVELOPMENT**
- **NETWORKING**
- **SERVICE LEADERSHIP**
- **MEDIA TRAINING**
- **TELLING THE STORY OF AGRICULTURE**