

Contact Person

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**Site of 2010 Pierce County Farm Technology Days goes to
Roger and Beverly Peterson Family**

The Roger and Beverly Peterson Family Farm was formally introduced as the site of Pierce County Farm Technology Days 2010. The event, known as Media Day, carried the announcement from the Pierce County Office Building Meeting Room in Ellsworth.

The Petersons, own 800 acres and operate over 2,100 acres of farmland a mere two miles southwest of River Falls, Wisconsin. The family is enthusiastic about the opportunity to showcase and represent Pierce County agriculture as part of Farm Technology Days in 2010. The farm consists of a dairy operation combined with feeder cattle supported by a sizeable cash grain enterprise. Their management and workforce consists of five children and three part-time employees. In addition, Roger's parents, LeRoy and Mary-Alice Peterson are still very active in their own farming operation and work-share with Roger and Beverly.

A large and extended family were on hand at the announcement. When asked by reporters why you and your family were interested in applying, Roger stated, "Someone has to step forward and showcase their farm to represent Pierce County."



Front row, left to right:

LeRoy Peterson, Mary-Alice Peterson, Roger Peterson, Beverly Peterson, Mary Ellen Vorwald.

Middle row: David Peterson, Danielle Dombrock, Joe Jensen, Michelle Peterson, Kevin Peterson, Brenda Peterson, Zach Pechacek, Cole Hanson, Shelby Hanson, LeAnn Hanson.

Back row: Janet Radke, Brad Peterson, Paul Peterson, Hilde Heise, Peggy Ptacek, Paul Hanson.

Missing from photograph: Roger and Beverly's daughter Tracy Peterson

When asked, Mel Pittman-Chair of the Pierce County Farm Technology Days 2010 Executive Committee stated, "The Petersons demonstrated the enthusiasm and commitment and offered an excellent site that will make our show a success." The

farming operation, while a traditional dairy farm in herd size and housing, the Petersons implement many forms of technology in both their livestock and crop enterprises. The Petersons latest official rolling herd average for the 73 cow herd is 26,797. The educational opportunities for the show to demonstrate growing, cutting, harvesting and storage of forages are boundless.

While not all of detail for layout of the 450 acre Farm Technology Days site is complete, there are excellent opportunities on the level block of open land adjacent to the south side of Highway 29. The soils on the site are well drained. Owned and leased land extend both north and south of Highway 29. The site is highly visible from Highway 29 and county roads extend north and south just west and east of the site. As an added amenity, the University of Wisconsin-River Falls campus is a mere two miles from the likely tent city location. In addition, the new University of Wisconsin Dairy Learning Center is just north of River Falls.

Conservation is a priority for the Peterson operation. They utilize conservation tillage on their sizable cropping enterprises. In addition, dams and waterways are integral to keeping their productive soils in place and minimize runoff of nutrients. A nutrient management plan is in place and is followed. The Petersons recognize and value the natural resources of their proximity. They are part of the Kinnickinnic Priority Watershed and their farming operation is within one mile of this prized waterway in Western Wisconsin.