



## **FOR IMMEDIATE RELEASE**

Contact: Shelly Mayer, Foundation Executive Director

800-947-7379

[mail@pdpw.org](mailto:mail@pdpw.org)

## **Auction participants invest in dairy industry's future**

**FOND DU LAC, WIS. – March. 18, 2009** – Thirteen auction items brought a total of \$20,520 for dairy industry education programs at the Professional Dairy Producers of Wisconsin Annual Business Conference, Tuesday evening in Madison. Also at the conference, the Silent Auction raised an additional \$12,855, for a total of more than \$33,000 donated toward dairy industry education priorities.

The auction benefits the PDPW Education Foundation, which raises funds and awards grants for educational programs and initiatives. For the past five years, the Foundation has helped fund such programs as PDPW's Youth Leadership Derby, mentor and internship programs, and Agriculture Community Engagement (ACE).

A Wisconsin Golf Package including gift certificates for five of Wisconsin's premier golf courses topped the auction at \$3,100. It was purchased by a group dubbed "Friends of Dr. Dave Dickson," who went together to buy the package for the retired dairy science professor from UW-Madison. The golf package was donated by the five participating golf courses, AgStar Financial Services, and Stewart-Peterson.

Other top items included:

- A \$2,500 semen tank donated by Select Sires, bought for \$3,000 by Blue Royal Dairy LLC of Reedsville, WI;
- A registered, high-pedigree Holstein calf, bought by Chris Neuser of Mishicot for \$2,800. The calf was donated by the Pete and Shellie Kappelman family of Meadow Brook Dairy Farms LLC; CP Feeds, Land O'Lakes Purina Feed Division and Land O'Lakes Milk Replacer Division.
- A registered, high-pedigree Jersey calf, bought by Allen Kracht and Wilfred and Linda Owens for \$2,800. The Jersey was donated by David and Patty Endres of Endres Jazzy Jerseys; Cooperative Plus Inc.; Land O'Lakes Cows Match Jersey Blend; Tim Huffman, Standard Nutrition Consultant; Wisconsin Jersey Breeders Association and Wisconsin Junior Jersey Breeders Association.
- John Gehl of Gehl's Foods in Germantown, WI was a contending bidder for both calves and donated \$2,000 to the Foundation after the calves were sold.

-More-

**Auction Results**  
**Press Release**  
**Page 2 of 2**

The auction was kicked off by Adam Timmerman, a former player in the National Football League who attributed his NFL success to values learned on his family farm in Iowa. He then auctioned off a signed football and toy farm implement, which brought a total of \$720 for the Education Foundation.

JoAnn Maedke, PDPW Education Foundation board member and coordinator of the Live and Silent Auctions, says industry and producers donated some particularly high-quality items to this year's auction.

"It is obvious that everyone who participated in the auction--donors, bidders and buyers—care about the future of our industry and see the value of education for the next generation of dairy producers. The quality of the donated items reflects the passion and professionalism we have in our industry."

The PDPF was established in 2002 by Professional Dairy Producers of Wisconsin as a vehicle to raise funds and award grants for educational programs for dairy producers and the public. PDPF is a 501(c)(3) organization.

###