Wood County is literally in the center of America’s Dairyland. Dairy farming is the major agricultural industry in the area, with on-farm production and milk sales accounting for over $100 million annually. Processing milk into dairy products is also big business, generating another $550 million between five cheese production plants and three cheese processors.

Cranberries are another major agricultural commodity. Wood County ranks first in the state for production and is the largest cranberry producing county in the nation, supplying one of every nine cranberries in the world.

The county has over 222,000 acres of farmland. Grain production, Christmas tree farms and papermaking are other major pillars in the county’s agricultural landscape.
The Ken & Joellen Heiman Family and
the Kelvin & Marilyn Heiman Family

The Heiman Family has a long history in the dairy industry here in Wood County. They started in the cheese business over 50 years ago with the purchase of Nasonville Dairy, which had been serving area farmers since 1885. Weber’s Farm Store has been in Joellen (Weber) Heiman’s family since her great-grandparents first purchased the property just outside of Marshfield back in 1904.

The Weber operation has been bottling milk in the community for over 60 years, along with the sale of meat and cheese products. Locals love the convenience of driving up to the service window to purchase farm-fresh milk and dairy products.

Nasonville Dairy, located just a few miles away, processes milk from over 200 dairy farm patrons into more than 100,000 pounds of award-winning cheese each day. These products range from traditional Cheddar, Colby and Monterey Jack cheese, to specialties like Omega 3, Asiago, Feta and Blue Marble.

Heiman Holsteins is the beginning of the next generation in farming for the family. This dairy farm features a modern 40-cow rotary parlor and exhibition area for viewing the operation up-close, and has long-term plans to feature an on-farm education center.

The D&B Sternweis Farm is a fifth-generation family operation first established in 1879 by the Sternweis Families. Always on the cutting edge of technology, they built the area’s first freestall barn and milking parlor in 1965 for their herd of 70 dairy cows. The farm recently constructed a modern freestall barn and rotary milking parlor. The family operates 1,200 acres consisting of corn, soybeans, and alfalfa. They also do custom field work for other farms in the local area.

These families are honored to be hosting Wisconsin Farm Technology Days to educate and promote agriculture, especially to the upcoming generations who don’t always realize how food gets from the farm to the consumer’s table. The Heiman and Sternweis families are also advocates for telling their story of agriculture here in Wood County and Central Wisconsin.

EXECUTIVE COMMITTEE
(Sitting) Daryl Sternweis, Nancy Esser, Ken Heiman
(Standing) Melissa Reichert, Bob Meyer, Janet Bell, Steve Biechler, Scott Larson, Darrell Reigel, Bruce Thorson, Ben Tilberg, Dennis Bangart, Matt Lippert, Mike Sabel, Matt McLean, Dawn Vruwink, Casper Bendixson

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WFD is a collaborative effort between the Wisconsin Farm Technology Days, Inc. Board of Directors and local Wood County organizers.