Central Wisconsin

Farm Profitability Expo

When: Thursday, January 7th, 2027

Time: 10:00 am – 2:15 pm

Where: UW-Marshfield
2000 W 5th Street
Marshfield, WI 54449
Room 131

FREE LUNCH

Discover how on-farm conservation practices can increase your farm's profitability

The Central Wisconsin Farm Profitability Expo is working to encourage profitable farming by building resiliency, diversifying farming operations, reducing inputs, and increasing farmer return on investment through on-farm conservation practices.

CCA credits available.

RSVP IS REQUIRED

To RSVP by January 1st:

Call 715-421-8475

Text 715-712-6664

Email landcons@woodcountywi.gov

This event is sponsored by
Wood County Land & Water Conservation

Good Times Are Carved In
Wood County
WISCONSIN

CENTRAL WISCONSIN FARM PROFITABILITY EXPO

AGENDA

THURSDAY
JANUARY 7TH, 2027
10:00 AM - 2:15 PM

9:00 AM	**REGISTRATION & NETWORKING**	Start the day with coffee and pastries while networking with other attendees.
10:00 AM	**WELCOME**	Hear the objectives of the day, and a brief welcome presentation.
10:10 AM	**BOOST SOIL HEALTH TO BOOST YOUR BOTTOM LINE**	Join Joe Kraus to discuss the economic benefits of soil health best management practices.
11:00 AM	**FARMER PANEL**	Learn about real-world on the farm conservation practices from farmers in your area.
12:00 PM	**LUNCH**	Enjoy lunch from Scotty's Pizza - provided by the Wood County Land & Water Conservation Department.
1:00 PM	**AGRICULTURE AND WATER QUALITY**	Listen to fan-favorite Scott Provost, DNR water quality specialist, on how farmers are influencing water quality across the state.
2:00 PM	**UW-EXTENSION UPDATE**	Hear UW-Extension staff talk about ongoing projects throughout the state.
2:15 PM	**ADJOURN**	A brief closing statement and adjornment of the Expo.

www.woodcountywi.gov/departments/landconservation/