

District Three

2021 Fall Tour Schedule

October 1-2, 2021



Welcome to 2021 WMSPA Fall Tour

WMSPA would like to thank you for joining us today. WMSPA would especially like to thank the members who put together the tour. Along with the sugar makers and businesses that have opened their doors to us. We thank them for their hospitality and education.

Friday Oct. 1, 2021

2:00 p.m. Nasonville Dairy, Inc. 10898 US 10, Marshfield, WI 54449
Cheese Plant and Store Tour

3:30 p.m. Heiman Holsteins, 11875 US 10, Marshfield, WI 54449

5:00 – 6:30 p.m. Nasonville Dairy, Inc. 10898 US 10, Marshfield, WI 54449
Cheese, Wine and Beer Tasting

Saturday, Oct. 2, 2021

7:30 – 8:00 a.m. Registration Chili Corners, W894 US Highway 10 Chili, WI 54420

8:00 a.m. Leave Chili Corners

9:00 a.m. Arrive at Running tree Sugar Bush, W9032 Cty Hwy M, Medford, WI 54451

10:10 a.m. Arrive at Sugar Moon Hills, N3358 Sunset Rd. Medford, WI 54451

12:00 p.m. Arrive at Chili Corners W894 US Highway 10, Chili, WI 54420

1:10 p.m. Arrive at Maple Dude W1417 US Hwy 10, Granton, WI 54436

2:15 p.m. Arrive at Highground Veterans Memorial Park, W7031 Ridge Rd. Neillsville, WI 54456

4:45 p.m. Arrive at Chili Corners, W894 US Highway 10 Chili, WI 54420



Nasonville Dairy

Nasonville Dairy was founded in 1885, making it the oldest cheese plant in Wood County. After more than 130 years of perfecting our recipes and processes, we know the ins and outs of the cheesemaking industry — we maximize efficiency and quality for our customers.

Nasonville Dairy came from humble beginnings

Nasonville Dairy started with a pledge of milk from just 50 cows delivered on horse-drawn wagons.

A turbulent economy took its toll on the cheese plant for many years. It became a cooperative owned by the dairy farmers, only to be sold back to a private entity around World War II. It was then bought again by the Lincoln Center Co-op.

A NEW CHAPTER

The Heiman family revived the cheese plant

In 1968, Arnold and Rena Mae Heiman came to the Lincoln Center Co-Op as managers with their three sons, Ken, Kim, and Kelvin, and daughter, Kathy.

The family had experience running cheese plants throughout the state. Driven by a passion for the art of cheesemaking, they kept the Lincoln Center Co-Op running with new vigor. In 1985, they purchased it themselves — and Nasonville Dairy was born again with its original name.

The Heiman's oldest son, Ken, became a licensed cheesemaker at the age of 16. Soon he was joined by his brothers Kim and Kelvin — and later on, his sister Kathy would contribute to the cheese plant's operations as well.

CONTINUED SUCCESS

Nasonville maintains a family tradition of quality

Today, Nasonville continues to create a tight-knit, "all hands-on deck" atmosphere. While we run a large, efficient operation — we buy milk from more than 190 local farms to produce over 160,000 pounds of cheese each day — our family-focused team is the heart of everything we do.

We're proud to have 17 licensed cheesemakers, four Wisconsin Master Cheesemakers®, and dozens of dedicated staff members working in our plant day in and day out. It is our mission to provide the highest quality products to our customers. Nasonville Dairy is known for our unique flavors like the flaming hot [Carolina Reaper](#) and meltable [Blue Marble Jack™](#), but we're proud to maintain our time-honored recipes for the classics, too.

FOUR Wisconsin Master Cheesemakers®

The coveted expertise of a Wisconsin Master Cheesemaker® is sought all around the world. In order to earn this exclusive title, Wisconsin licensed cheesemakers need to have ten years of experience — then complete rigorous courses that are generally completed at the University of Wisconsin-Madison (Center for Dairy Research) or UW River Falls, pass plant audits, and meet the highest standards in annual continued product tests.



Heiman Holsteins

Heiman Holsteins of Marshfield is the farm side of family-run dairy businesses operated by the Heiman family. The Heimans also operate Weber's Farm Store, a dairy-retail enterprise that puts the farm's milk in the hands of consumers.

Overseeing Heiman Holsteins are Josh Heiman and his cousin Andy Heiman. Josh's parents, Ken and Joellen Heiman,

and Andy's parents, Kelvin and Marilyn Heiman, also have ownership in the farm. Joellen is a familiar face at Weber's Farm Store, which was originally her family's on-farm enterprise. Marilyn is the farm's human-resource specialist. Ken and Kelvin, with a third brother, Kim, also own Nasonville Dairy, a cheese operation with locations south of Marshfield and at Curtiss. Milk from Heiman Holsteins is also processed into cheese at Nasonville Dairy, as well as sold as fluid milk by Weber's Farm Store.

Josh's older brother Ryan Heiman helps with field work and works at Nasonville Dairy and Weber's Farm Store. Andy's brother Kal Heiman help with farm work and work at the Nasonville plant. There are also 11 non-family members on the farm team.



Josh and Andy Heiman

Kelvin stresses the importance of family in all three enterprises and the multiple roles many have. He earned his cheese-makers license when he was 15. While he works at the farm, he also is cheese grader and field representative. "Our employees also play a big part," Josh said. In 2015, the Heimans purchased and remodeled another farm nearby, where they currently milk 475 Holsteins three times a day in a 40-cow rotary parlor. A labor-saving robot post-sprays teats. The herd produces more than 32,000 pounds of milk

annually. The Heimans had milked as many as 175 cows twice a day at the Weber's Farm Store site, but moved the herd to their new farm.

Josh says the cows love riding the carousel. He said it's more difficult to get them off than on it.

Family welcomes visitors to farm. The two-story rotary complex includes offices and upstairs conference room, which has a large window for watching cows ride the carousel. The Heimans welcome visitors of all types to their farm including many school, 4-H and FFA groups. They're intent on educating consumers about dairy farming.

Marilyn said most youngsters don't even have grandparents farming any more. One generation ago come non-farmers at least had exposure to grandpa and grandma's farm.

"We want the public to see how well the animals are taken care of," she said.

Josh feels just as strongly about the need share the real story about farming with the public. “Farmers have to promote the dairy industry and the technology we use today -- and explain why we use it,” he said.

Besides local groups, visitors from throughout the United States and other countries tour Nasonville Dairy. The Heimans take them to the farm so they have a more-complete understanding of what it takes to produce quality cheese.

It was the Heimans’ interest in telling their farm story to the public that was, in large part, impetus for advocating Wood County host the show and then volunteering to co-host the event with D&B Sternweis Farm.

The Heimans share manpower with D&B Sternweis Farms to jointly harvest corn silage and haylage and combining. Each farm also contributes equipment to joint harvest operations. Josh says the arrangement reduces both farms’ input costs and need for more hired labor. Heiman Holsteins recently invested in drag-line manure-application equipment which enables both farms to apply manure in a more-timely manner.

Co-hosts long-time friends

Daryl Sternweis of D&B Sternweis Farms of Marshfield said he and his family have been long-time neighbors and good friends with the Heimans. “I’ve known them my whole life,” he said. “And I’ve shipped milk to Nasonville Dairy ever since I’ve had the farm. And my dad did too for many years.”

“It’s a very friendly neighborhood,” said the life-long farmer of a general willingness of farming neighbors to lend equipment and a hand to one another. It was a natural progression for Sternweises and Heimans to roll together their chopping and combining operations.

Josh Heiman married Daryl and Brenda Sternweis’ oldest daughter, Heather. Their marriage has made the bond between the Wisconsin Farm Technology Days 2018 co-hosts even closer, Daryl said. And it was recently announced that the newly married couple are expecting their first child--which would be the sixth generation for both sides of the family to live on the farm. (Courtesy of the WI State Farmer, Published July 3, 2018)



Kelvin and Marilyn Heiman



Dave, Beaner, Connie, Shirley, Vicki, and Dennis

Running Tree Sugarhouse

Dave and Shirley Lemke grew up in the Medford area and started in the maple syrup business with their families. They were married on December 28, 1960 and will be celebrating their 60th wedding anniversary this year. Dave and Shirley have two sons, David (Beaner) and Dennis, who are partners in the Running Tree Sugarhouse maple syrup business.

David and Dennis remember as young boys helping Grandma Hessefort tap trees on her farm. This tradition continued as they worked with Dave and Shirley

tapping trees after school and cooking the sap in a flat pan over a fire. During this time the family collected sap in 5-quart buckets hung on the trees and would walk between the trees emptying the sap into 5-gallon buckets. It was labor intensive, but a rewarding family tradition.

Dave and Shirley started Weisner and Lemke Sales & Service in 1960 that later become Lemke Sales and Service. Dave and his sons worked at the business repairing chainsaws, cars and selling Scorpion snowmobiles.

In 1970, Dave and Shirley bought into Medford Motors, a business that Herman Lemke (Dave's father) had previously owned. Medford Motors has remained a family business with current owners, David (Beaner) and his son, Ryan.

Double D Sugarbush was soon established as a family business in the early 1970's and later changed to Lemke Sugarbush. In the 1990's this family tradition was passed on to Dave and Shirley's grandsons as they started participating in the annual sap collection and boiling in the springtime making it a true family affair. There were many stories of discussions between Dave and Beaner on expanding the maple syrup business to include more modern methods of collecting and boiling the sap. Although it was hard to let go of the tradition, a smaller RO-reverse osmosis was purchased in the early 2000's along with a wood burning evaporator and the maple syrup operations were moved to family cabin.

Running Tree Sugarhouse was established in 2015 and became MOSA-organic certified in 2016 when a new sugarhouse was built on Hwy M, west of Medford. The new location allowed an expansion of their maple syrup business. A larger evaporator and larger RO were purchased as Running Tree Sugarhouse expanded to approximately 20,000 taps. In 2019 Running Tree Sugarhouse again expanded adding a larger evaporator that runs on fuel oil to allow for a more even temperature than wood burning. Last year Running Tree Sugarhouse processed sap from close to 59,000 taps.



Sugar Moon Hills

In Native American folklore, the sugar moon is the last full moon before spring and typically occurs just before the sap of sugar maples begins to flow.

Sugar Moon Hills is a Maple Syrup making business which is located at N3358 Sunset Rd. in Medford. This is a family owned & operated business with Jon & Chris Knoll. The Knolls are no

strangers to maple syrup production. They have collected sap for many years working with other producers as suppliers. Through it all, Jon said they had the goal of starting their own business, one that not only included wholesale syrup but included retail opportunities, education, and agricultural tourism. That is what the Knoll Family has at Sugar Maple Hills. From collecting sap for the past 10 years, the Knolls know the work involved in getting the trees tapped and the lines ready. Tapping trees is always a race as the weather starts to turn. Like many larger scale productions, they utilize a vacuum system that has lines strung from the trees to central collection points. While the suction helps production, gravity plays a major role in getting the sap from the smaller feeder lines into the larger collectors. In the 2020-2021 season they tapped 15,000 trees and produced 4,400 gallons of syrup!

Looking to the future, Jon & Chris look forward to when they can have classrooms of children at the sugar shack to learn about how syrup is made. They are also looking forward to holding events at Sugar



Jon and Kris Knoll

Moon Hills with busloads of people from across the state. Much of the syrup will be sold on the wholesale market to be blended and used as ingredients. Sugar Moon Hills will offer local retail sales of their syrup and Maple Butter which has their mom's special ingredient in it, which Jon says tastes amazing. They will also be selling hats and sweatshirts with the Sugar Moon Hills Logo. The Knoll Family looks forward to showing you this Amazing Family Business next year when the sap begins to flow!!!!



MAPLE DUDE

Back in 1858, the Fredrick Sternitzky family was the first to settle in the Town of Lynn in Clark Co, WI. He was the first unofficial "maple dude" Five generations later The Maple Dude officially began when I decided to go beyond a hobby that I had grown up around and learned from my dad & grandfather. We made maple syrup on a small scale for many years, but in 2015 we moved into The Maple Dude World Headquarters, our new location on Hwy 10 to better suit the business as it grew. We now process sap from many thousands of taps including our trees on vacuum to many who harvest sap from their own trees and sell to us. We use a Reverse Osmosis and a Natural Gas evaporator to process the sap into that "golden nectar of the gods".

We also are maple equipment and supplies dealers for Dominion & Grimm and Smoky Lake Maple Products. We've been proud to feature the high-quality Smoky Lake equipment for many years now. As for our own maple products we make a variety of items from syrup to cream, sugar, cotton candy and our most recent addition Maple Shots. These products are sold in the store, our website, Amazon and 100s of stores in WI and the Upper Midwest and beyond. I enjoy promoting the Maple Dude brand on various social media platforms.



Hailey, Tim, and Jack



Jack and Tim

I still get help during the season from my dad, Ernie as well as other family members including my two kids Haley & Jack. Other things I enjoy with my kids are basketball and collecting and riding vintage 80s & 90s ATVs. I will have those there as well on display for those interested. We look forward to seeing you on this stop of the WMSPA FALL TOUR! Always Keep It REAL!



The Highground Veterans Memorial Park

The Highground, located four miles west of Neillsville, started as the Wisconsin Vietnam Veterans Memorial Project. It has grown to a 155-acre park that includes a museum, a gift shop and Camp Victory, an additional facility located 15 minutes north of the main campus. The private facility, which receives no ongoing federal or state funding, is supported by donations and grants. The Park is free to the public and open 24/7/365. The Highground is the nation's premier Veterans Memorial Park.

On Behalf of the WMSPA I would like to thank all who attended today, Nasonville Dairy, Heiman Holsteins, Running Tree Sugarbush, Sugar Moons Hills, Maple Dude, High ground staff, Chili Corner's and their staff, our bus driver, our tour guides on the bus, 2021 Fall tour planning committee (Brenda Hansen and Dave Lemke), Miriam Durkey, Steve Anderson, Hansen Sugarbush for the Maple cheesecake served at lunch, and anyone else who helped make today possible. The 2022 Fall Tour will be held Oct. 29 in La Crosse, WI in conjunction with the National Maple Conference. Watch www.wismaple.org for more details.

Some of WMSPA upcoming events are:

- **Semi Annual Meeting November 13, 2022, 10:00 a.m. at Radisson Hotel in La Crosse**
- **WMSPA Winter Institute and Trade Show, January 14 – 15, 2022 at Hotel Marshfield, Marshfield, WI Check www.wismaple.org for a listing of speakers and topics. If you would like to attend you can find a registration form at www.wismaple.org**
- **First Tree Tapping March 18, 2022, 10:00 a.m. at Leafy Grove Maples in Merrill, WI**
- **International Maple Conference October 25 – 29th, 2022 La Crosse Center, La Crosse**

If you are interested in joining the WMSPA; we are always welcoming new members of any size operation. If you are interested in having the 2021 -2022 Maple Marketing Intern, Michelle Stangler attend your event, have WMSPA put on an educational seminar at your event, or if you are a member and would like to join any of the many committees in the association, please contact Theresa Baroun at (920)680-9320 or director@wismaple.org.

Have a sweet and safe journey home,

Theresa Baroun, WMSPA Executive Director



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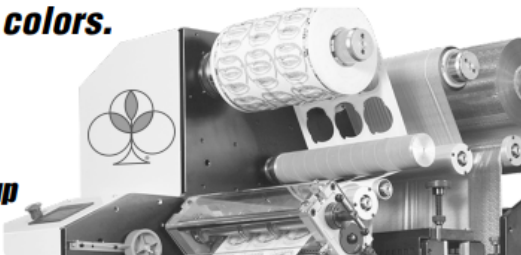
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