

SPREADING LOG

*The newsletter of the Professional Nutrient Applicators
Association of Wisconsin*

October 2006

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PNAAW Membership Benefit Update

The law firm of Twohig, Rietbrock, Schneider, S.C. in Chilton has been donating their time to the Association as we move forward with the road weight study and exploring IRS non-profit status. *The firm has also offered to assist paid PNAAW members with their legal issues by providing one hour of free legal services per calendar year.*

Twohig, Rietbrock, Schneider, S.C. is a full-service law firm highly experienced and knowledgeable in the agricultural and agri-business law related fields. The law firm is currently legal counsel for the Professional Dairy Producers of Wisconsin, Inc. (PDPW) and the Wisconsin Custom Operators, Inc. (WCO).

Our designated attorney is Troy R. Schneider, and he may be contacted at (920) 849-4999 or troy@twohiglaw.com.

PNAAW 2006 Membership List



As of September 30, 2006. Thanks to all who have paid their dues:

| | | |
|-----------------------------|-----------------------------|--------------------------|
| After All, Inc. | Halopka Sales & Service | Right Way Applications |
| Agri-Serve, LLC | Hamp Haven Farms | Rohl Custom Harvesting |
| Animal Slurry Pumping | J & S Irrigation | Rudnick Manure Handling |
| Bestul Liquid Manure | J & S Slurry | Russell Robaidek, Inc. |
| Blenker's Big Red | K & D Manure Handling | Salsbury Sales & Service |
| Brandon's Farm Services | Kintzle Construction, Inc. | Scheidecker Pit Pumping |
| Braun Electric, Inc. | Knee-Deep Manure Hauling | Sundstrom's Pit Pumping |
| Cook's Countryside Trucking | Kraus Custom Forage | Superior Manure Hauling |
| DeBroux Custom, LLC | L & M Industries | T-K Ag Works |
| Delmec Farm | Lemmenes Custom Farms | Tony's Custom Work, LLC |
| Eisentraut Ag Services | Lundeen Farm Automation | Triple C Pumping, LLC |
| Fellenz Custom Field Work | Manure, LLC | Waste Control Services |
| Folkman Custom Hauling | Maritime Liquid Waste | Wery's Dairy Aire |
| Goral Farms | McCarville Trucking | Wohlk Farms |
| Greg's Sales & Service | Practical Applications, LLC | |
| Gruett's, Inc. | QuadT, LLC | |

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***Weather and Application
Decisions:
Hour by hour forecasts by
zip code***

A significant number of manure runoff incidents are related to weather - from rainfall or snowmelt immediately after application to rushing to finish a field before the rain hits. Included with this newsletter is a 5-page summary of online weather resources that can help you manage this risk. We highly recommend that you bookmark these resources for easy access.

Moisture: How much manure can a wet soil hold?

Also included in the weather summary is a chart that explains a hand method to determine if the soil in a field is saturated, and the maximum recommended application rates under wetter conditions. While they are only required in certain areas (within 300 feet of a stream/1000 feet of a lake if the farm has a nutrient management plan), they are useful guidelines across the entire farm.

SPREADING SETBACKS

As the fall spreading season gets underway, just a quick reminder of the rules regarding manure spreading:

ALL FARMS:

- No spreading within 50 feet of any well
- Anywhere that will result in runoff to surface or groundwater

Farms with Phosphorus Based Nutrient Management Plans

NO APPLICATION YEAR ROUND:

- In waterways, concentrated flow channels, streams and wetlands
- 200 ft. upslope of wells, sinkholes, direct conduits to groundwater and tile inlets *unless incorporated* within 72 hours (24-48 in some counties)
- Non-harvested fields (CRP, open meadows, non farmed wetlands, etc)
- Fields where soil erosion exceeds the "T" value
- Unless incorporated, rates limited by soil moisture within 1,000 feet of lake/pond, 300 of a stream. Appropriate conservation practices required.

NO APPLICATION ON FROZEN OR SNOW COVERED SOIL:

- 300 ft. upslope of streams or waters
- 1,000 ft. upslope of ponds and lakes (public or private)
- Areas identified by the conservation plan as direct conduits to surface or groundwater
- Rates are capped at 7,000 gal/acre or the crop's P removal, whichever is less
- Slopes > 12%
- Slopes between 9% and 12% are acceptable if the farm has appropriate conservation practices installed

Permit farms: Landspreading and incorporation requirements are unique to each farm's permit. Manure storage should never be fuller than the "Maximum Operating Level" (MOL). This point (newly marked in many pits) may be several feet below the top. At the minimum, it will be the sum of: 12 inches from the top of the pit PLUS enough storage for a 25 year rainfall event (4.5+ inches of rain--both runoff into the pit and the pit itself--usual minimum 6 inches). Allowing manure to rise above the MOL is a permit violation.

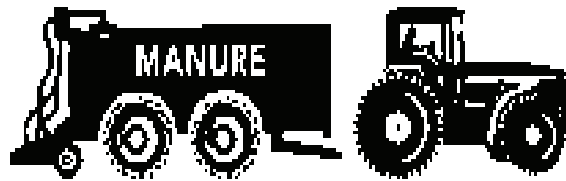


Flow Meter Calibration

The association is compiling a list of firms that will calibrate flow meters. If you are using someone to calibrate your meter, please pass their name and number to Kevin Erb - 920.391.4652.

2007 Upper Midwest Manure Handling Expo

The 2007 Upper Midwest Manure Handling Expo will be Tuesday, **August 21, 2007**. The committee has examined several potential sites nominated by applicators (Wood, Marathon, Sauk, Columbia and Fond du Lac Counties), and we will announce the final location soon.



Recent Manure Incidents

According to the DNR, there have been several manure runoff incidents in the past few months involving a for-hire applicator. Common threads in these incidents include:

- Not responding to the weather--continue surface applying despite rain on the horizon (“we have so many pits to pump this fall that..”)
- Not knowing where sensitive areas are on downslope fields (sinkholes, shallow soils), including those on neighbor’s land.
- Not watching tile line outfalls (where it empties into the ditch) during and after application

Take a few extra minutes on each job--it will pay in the long run.

BUSINESS TIP OF THE MONTH #1

The Competition

No matter what type of business you own or are planning to start, other companies want your customers. The fact that competition exists means you have tapped into a viable market with customers who want to buy the goods and services you have to sell. That's why other businesses, like yours, want to profit from them.

Even if you are trying to sell a new type of product, such as a ground breaking new technology, expect competition. There may be no comparable product on the market, but there's probably something else that fits the market need. Take the photocopier, for instance. It was the first product of its kind but still faced competition. People were already duplicating documents using carbon paper and mimeograph machines.

The words "we have no competition" in a business plan indicate to potential investors that a) an entrepreneur hasn't fully examined the realities of the business, and/or b) no market exists for the concept. If you're sure you have a market, you can be sure you have competition.

In the short term, understanding--and describing--your competition helps you present a stronger case to your business plan readers. In the long term, keeping an eye on your competition keeps you on your toes and helps you build and run a better business.

Just as important as knowing your competition is learning from it. Watch what your competitors are doing right and doing wrong. That will show you how to better serve your potential customers and uncover strategic opportunities in the market.

Understanding your competition proves you can:

- Distinguish your company from others
- Identify factors that will make customers choose your offerings over others
- Respond to the need that aren't currently being addressed by competitors
- Figure out what you're up against and be prepared to tackle competitive obstacles to your success

Adapted from: Abrams, Rohonda. *Business Plan in a Day*. Palo Alto: The Planning Shop, 2005. 45.

BUSINESS TIP OF THE MONTH #2

Techniques for Gathering Information about Potential Employees

| Techniques used to gather data | Characteristics to look for |
|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| Screening or interview | Obvious misfit from outward appearance and conduct. Lacks necessary innate ability, ambition, or other qualities. |
| Biographical inventory from application form, resume, or other document record | Lacks adequate educational and performance record |
| Verifying biographical data from references | Unfavorable or negative reports on past performance |
| Personal judgment | Overall competence and ability to fit into the firm |
| -Intelligence test(s) | Fails to meet minimum standards of mental alertness |
| -Aptitude test(s) | Lacks specific capacities for acquiring particular knowledge of skills |
| Physical examination/Drug test | Physically unfit for job |

Adapted from: Byrd, M., Megginson, L., & Megginson, W. "Small Business Management." 5 ed. P. 242. New York, New York: McGraw-Hill Irwin.