

2026 GRANT COUNTY DAIRY BREAKFAST RECAP WITH MAJESTIC VIEW DAIRY

By Chad Achenbach



This year's Grant County Dairy Breakfast was hosted by **Majestic View Dairy**, a family-owned operation located just outside Lancaster. While the dairy itself was established in 1999, the farm's roots date back to 1939, when the Haskins family first purchased the property. What began as a modest dairy milking approximately 100 cows in a stanchion barn has grown into one of the area's premier dairy operations. When the farm built its first parlor and freestall barn in 1999, the owners initially planned to expand to around 200-250 cows. After working through the numbers and discussing long-term goals with their lender, they determined a larger expansion would provide a stronger path forward. Within a few years, additional facilities were constructed, and today Majestic View milks roughly 950 cows year-round while farming nearly 3,900 acres.

Hosting the Dairy Breakfast was not originally part of the plan. **Amanda Buschor**, Operational and Herd Manager, said the Grant County Dairy Breakfast Committee approached Majestic View in January after they had been unable to secure a host farm. Typically, host sites are lined up two years in advance, but with only six months remaining before this year's event, the committee was still searching. Amanda and her management team were initially reluctant, knowing firsthand the amount of planning, coordination, and preparation required to host thousands of visitors. However, after attending several committee meetings, Amanda began to realize that many of the same volunteers and farms were repeatedly stepping up to carry the load. Drawing from her own experiences volunteering with youth baseball and softball programs, she understood how easily dedicated volunteers can become overwhelmed. After several discussions with the farm's leadership team, Majestic View agreed to host. **"It was our time to step up and host,"** Amanda said.

The decision proved to be a successful one. The breakfast served **2,927 meals**, and Amanda is confident that well over 3,000 people attended throughout the day. While preparing the farm for visitors required a tremendous amount of work, Amanda noted that the greatest challenge wasn't necessarily the cleaning or facility preparation. In fact, she joked that **"every farm needs a deep clean once in a while anyway."** Instead, the most difficult part was coordinating countless details behind the scenes—from sponsor recognition and event logistics to managing the steady stream of phone calls and questions leading up to the event. The most rewarding part, however, was seeing families from Lancaster and surrounding communities come together to learn more about modern dairy farming and enjoy a day on the farm. Amanda said she would have hated to see the event moved back to the fairgrounds because visitors would miss the opportunity to experience a working dairy firsthand. "It's nice for people to be able to actually come and watch the cows being milked and see them in person," she explained. As Amanda put it, **"It's a big opportunity for us to tell our story our way versus people writing the story for us."**

Amanda believes consumer education is more important than ever, particularly as fewer people have direct connections to agriculture. While many of us in rural communities understand how food is produced, she pointed out that many consumers have never visited a farm or even seen a cow up close. Majestic View embraces an open-door philosophy, hosting tours throughout the year for local schools, colleges, industry groups, and even international visitors. She said there is nothing quite like seeing someone's reaction when they meet a cow for the first time. As agriculture continues to evolve and face new challenges, Amanda encourages farmers to share their stories and engage with consumers whenever possible. **"We all have to open the curtain a little bit,"** she said, helping bridge the gap between the farm and the families who depend on agriculture every day.

To learn more about Majestic View Dairy, its history, and its operation, visit majesticviewdairy.com



4-H & FFA FAIR PROJECT COMPETITION

SCAN ME



Peoples State Bank is excited to celebrate local youth during county fair season with a friendly competition between 4-H clubs and FFA chapters! Youth exhibitors are invited to submit a brief questionnaire and one photo showcasing their fair project.

The 4-H or FFA organization in each county with the most submissions by August 15 will win a PSB-sponsored pizza party, while the runner-up will receive ice cream.

With exhibitor permission, submissions may also be featured on TVs in Peoples State Bank branch locations. Please share this opportunity with exhibitors, leaders, and families to encourage participation. We look forward to highlighting the hard work and accomplishments of local youth this fair season! Information has been shared with all FFA advisors and 4-H Extension Agents.

PLEASE SCAN THE QR CODE TO ENTER OR USE LINK:
EXHIBITOR SPOTLIGHT QUESTIONNAIRE - FILL OUT FORM



Summer Cattle Management: Practical Steps for a Strong Season

By Chris Blank, M.S. – Nutrition Consultant

Summer brings opportunity for cattle producers, but it also brings risk. Heat, humidity, flies, and shifting pasture conditions can quickly affect intake, gains, reproduction, and overall herd health. A sound summer management plan helps protect performance and supports the long-term financial strength of the operation. For lenders and producers alike, the goal is the same: reduce avoidable stress, improve efficiency, and keep cattle productive through the hottest months of the year.

Heat Stress and Water: The First Priorities

Heat stress can begin earlier than many producers expect, especially when high humidity and low airflow prevent cattle from cooling effectively. Signs often include panting, crowding near water, standing for long periods, and reduced grazing activity. Fresh, clean water should be available at all times, and demand rises sharply during hot weather. Extension guidance notes that cattle weighing around 1,000 pounds may require at least 20 gallons of water per day when temperatures exceed 80°F, with even greater need during severe heat events. Shade and air movement are equally important. Trees, portable shade, or permanent structures can reduce solar load, while good pen or pasture design helps maintain airflow. Handling and processing should also be shifted to early morning whenever possible to limit added stress.



Pasture, Nutrition, and Fly Control

Pasture management is another major driver of summer success. Rotational grazing, timely clipping for weed management, and adequate rest periods help maintain forage quality and encourage regrowth. Producers should avoid grazing cool-season grasses too short, particularly during dry periods, because overgrazing weakens stands and reduces future production. Nutrition should be monitored closely through body condition, manure consistency, and mineral intake, since summer stress can lower consumption even when forage appears plentiful. Fly control also deserves attention, as horn flies, stable flies, and face flies reduce comfort and performance while increasing disease pressure. The most effective programs usually combine feed-through products, W&R Minerals with Altosid, tags, back rubbers, or sprays (available through Central Life Sciences) with sanitation and pasture management. In areas facing drought or rapid weather swings, regular review of stocking rates, water quality, and forage availability can help producers respond before small problems become costly ones. Providing nutritional supplements like Purina Accuration Hi Fat blocks or other custom-formulated brood cow supplements, if forage inventory falls below desired levels, can help reduce the costly detriments of open cows come fall. Consult a Premier Nutrition consultant if you need consultation, as pasture availability and weather challenge us throughout the grazing season.

Strong summer cattle management is ultimately about protecting both animal performance and business stability. Operations that plan ahead for heat, water demand, pasture pressure, and insect control are often better positioned to sustain gains, preserve reproductive performance, and avoid emergency costs. From a banking perspective, these practical management steps reflect sound risk management and a disciplined approach to maintaining herd productivity in a challenging season.

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Farm Succession Planning Q & A

You asked, our panelists and professionals answered!

Q: What is the first step in developing a farm succession plan, and where should families begin?

Initial steps include updated financials and thought processes that consider rough timeframes, along with who is or might be interested in being part of the plan. In other words, step one is figuring out your goals. Advisors can help with the specifics, but you need to provide the general direction or areas of focus. How to treat on-farm and off-farm heirs is generally one of the most important issues to resolve before you can get very far with a plan. If there are no heirs, then things can be much simpler, and it becomes more of a retirement and tax planning focus.

Have the conversation with everyone involved. This may seem simple, but often it is easier said than done. The most successful plans are those that start with having everyone around the table and include honest and clear communication so that everyone can contribute to the plan's success. This also ensures that there are no surprises. Once key figures (family members, business partners, critical employees) are notified, start assembling your advisor to help you execute that plan.



Share the plan with your advisors as soon as possible. An accountant can be the most important advisor, as they generally have the best understanding of your operation, and tax planning is a huge part of succession and estate planning. Getting a referral from the accountant for an attorney who understands tax and estate planning issues is helpful. Investment advisors are important when looking to coordinate and manage non-farm assets or cash from a farm sale situation that will need to be managed. Bankers who understand your operation well can play a role in helping the younger generation buy into the operation, depending on the succession plan. However, for the older generation, minimizing debt may make the farm transition process much easier.