



# FARM WELL NEWSLETTER

THE BI-WEEKLY NEWSLETTER OF FARM WELL WI

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JULY 2022, ISSUE 14

**July is Social Wellness Month**



## **FARMER MENTAL HEALTH, MARKETING & PRODUCT PLACEMENT**

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I've spent the last week debating whether or not it was a good idea to write my thoughts into an article like this. In the 50+ years my Dad farmed, he was a loyal John Deere customer. We had a JD 630, a 4020, and an "H," all manufactured by Deere from 1939 to the early 1960s. In the mid 1970s as our farm grew, Dad invested in our newest tractor, the 4240 (I remember it being the newest because it had an 8-track tape player and a wonderfully powerful air conditioner). Years later, when I dove deeply into research on the "throbbles of farm stress" in 2018, I used the analogy of our old 4020. Truth be told, it was a 4010 with some changes when overhauled and then fitted with 4020 decals.

Oh! I'm also a beer drinker. I try to not go to excess – in part because I like the variety of different hoppy IPAs, and their fatiguing effect on your taste buds make their consumption rather self-limiting. Further, I was an avid consumer of Anheuser-Busch products in college including our favored Budweiser back in the early 1980s. To me, beer has interesting and accessible tie back to my connections to the farm. I love the tastes – the subtle characteristics of different grains and types of malts, as well as all the varieties, flavors, and aromas from hops grown around different parts of the country. So, I dig beer.

My thinking about this article caused me to struggle when I began to see the promotional partnerships on display here a few weeks ago between Anheuser-Busch, John Deere, and an organization called Farm Rescue. An explanation of the "program" and the partnerships can be found in a May 15, 2022 press release that's titled Busch Light and John Deere Team Up to Support American Farmers.

**[CLICK HERE](#) to continue reading on our Farm Well blog!**

### **Featured Upcoming Event**

#### **Blooze Krooze SW Car Show /Live Blues Music- Southwest Gap Fundraiser**

- **Blooze Krooze SW Car Show has a red hot line up of Blues players to get your engines running! It's all happening at Tri State Custom Windows in Dodgeville on July 30th. FREE admission with donations requested at the gate to benefit SWCAP programs.**
- **In addition to all the awesome cars and Blues tunes, we'll have food trucks, vendors, door prizes, pie slices, and of course Blooze Krooze T-Shirts for sale!! For more information: email [info@swcap.org](mailto:info@swcap.org) or visit <https://www.facebook.com/BloozeKrooze/>**

• **[CLICK HERE TO SEE MORE UPCOMING EVENTS ON OUR CALENDAR](#)**

Contact [s.monson@swcap.org](mailto:s.monson@swcap.org) if you have any questions



### **Understanding the Importance of Social Wellness**

Healthy relationships are a vital component of health. The health risks from being alone or isolated in one's life are comparable to the risks associated with cigarette smoking, high blood pressure, and obesity.

#### **Research Shows:**

- People who have a strong social network tend to live longer.
- The [heart](#) and blood pressure of people with healthy relationships respond better to [stress](#).
- Strong social networks are associated with a healthier endocrine system and healthier [cardiovascular](#) function.
- Healthy social networks enhance the immune system's ability to fight off infectious diseases.

[Click Here](#) - To learn more about Social Wellness from the University of Minnesota.



Farm Well is funded by the Wisconsin Partnership Program at the University of Wisconsin School of Medicine and Public Health through its Community Impact Grants Program