

Written Profile



Farm: M&J Coulee Farm

Location: Cashton, Wisconsin

Date of Origination: 1889

Industry Sector(s): Cattle, Corn, & Hay

“We have a love of the land or we wouldn’t be doing what we do,” shares Mitch Helgerson. Loving and preserving the land is how M&J Coulee Farms make their contribution to **Agriculture’s Lasting Heritage**.

This farm has been in his wife Jenn’s family since her ancestors emigrated from Norway to start the homestead. Jenn shared how, “they came over with nothing; all they knew how to do was farm”. The valleys and creeks that they farmed in were good reminders of their homeland. M&J Coulee Farms has withstood the Great Depression, droughts, and floods. The farm has changed over time to include cows, pigs, chickens, corn and hay. Mitch knows that you need to, “change with the times and adapt to those changes to keep the farm in the family”.

Like many farmers, weather and money have made it difficult for the Helgerson’s farm. Mitch and Jenn both work outside of the home to keep everything going. Luckily their boys are getting old enough to alleviate the workload.

For the Helgersons, the Farm Bureau “allows them to connect with other farmers and to go over the challenges that they face together”. M&J Coulee Farms realizes that, “technology is everywhere” and they believe that, “farmers need to understand it and embrace it to keep moving forward”.

“It shows pride in family tradition, generation after generation working together,” the Helgersons conclude, when reflecting on the role of the family farm. They wouldn’t want to raise their children any other way. The Helgersons are invested in the community they live in, and they support their local schools, churches and businesses. This is how they model the importance of **Agriculture’s Lasting Heritage**.