

# cattleTRAILS

..... December 2022

To promote the Wisconsin beef business through advocacy, leadership, and education.



WISCONSIN  
CATTLEMEN'S  
ASSOCIATION



## President's Path

Brady Zuck, WCA President

As 2022 comes to a close and we head into 2023, it's always beneficial to reflect on the past year's learnings and begin planning for improvements for 2023. As I reflect on 2022, we have made great progress as an organization – hiring new managers who are doing an excellent job of operating the Steak Trailer, numerous legislative wins, and a growing membership base. Thank you to all the volunteer leaders who donated their time and talents to make this happen. We look forward to continued growth in 2023 as we work on behalf of Wisconsin's beef cattle producers.

We are excited to announce the return of our annual Winter Conference! Each year, I look forward to connecting with other WCA members for educational opportunities, legislative updates, and making new connections. Please mark your calendars for Saturday, February 11th. We have a great lineup of speakers and look forward to the comradery of having WCA members back together again. Plan to bring a fellow cattle producer – we look forward to welcoming them to WCA.

Recently, the WCA Legislative Committee met with Jordan Lamb (WCA Legislative Counsel). Jordan will be moving to The Welch Group effective January 1, 2023, which will open new opportunities for WCA. At the meeting, the committee established priorities for the 2023 Legislative Session, including the Wolf Management Plan, continued funding for conservation practices and producer led watershed groups, and continued funding for meat processor expansion grants. Jordan continues to do a phenomenal job representing the interests of WCA and our members at the State Capitol. If you are interested in becoming more involved in the legislative aspect of our association, please reach out to Eric Johnson, Chair of the Legislative Committee.

## Looking ahead to 2023

"We have made great progress as an organization. We look forward to continued growth in 2023 as we work on behalf of Wisconsin's beef cattle producers."

WCA will be well represented at the 2023 NCBA Cattle Industry Convention, which will be held February 1-3, 2023, in New Orleans, LA. Brady Zuck and Tressa Lacy will represent WCA at the Policy Committee Meeting and carry our votes. We will plan to share the outcome of these meetings at the Winter Conference on February 11th.

Thank you for your membership in WCA, and for all that you do to support our organization. As we head into 2023, I look forward to seeing many of you at local cattlemen's meetings and Winter Conference. If there is ever anything WCA can be doing for you, or if you have feedback to share on local issues, please reach out at any time. My phone number is 715-415-9131, email [brady\\_zuck@diamondv.com](mailto:brady_zuck@diamondv.com). Wishing everyone a Merry Christmas and a Happy New Year!



*-Brady Zuck*

2022 WCA President

Zuck Cattle Company | Ladysmith,  
Wisconsin

Phone: (715)-415-9131

Email: [brady\\_zuck@diamondv.com](mailto:brady_zuck@diamondv.com)



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# Membership Update

Tressa Lacy, WCA Membership Chair

All the efforts in the first half of the year have caused Membership to be quiet as of late. WCA had an increase in memberships compared to years past thanks to the diligent efforts of WCA President Brady Zuck and our organization's efforts to follow up on lapsed memberships.

Bringing Winter Conference back in 2023, we are hopeful we'll see a boost in memberships next year as well. Winter Conference serves as the perfect opportunity to interact with fellow producers, get a legislative update from Jordan Lamb, receive producer education from guest speakers and partake in WCA's annual meeting. Consider bringing someone along that is not already a member to experience WCA firsthand.

We are a member driven organization. Thank you for your continued support of WCA.

*-Tressa Lacy*  
(417) 712-1755  
tressaalderson27@gmail.com

## upcoming events:

- **North Central Wisconsin Cattlemen's Winter Event**  
**January 14, El Norteño Mexican Grill, Curtiss, WI**  
*The afternoon will include cow-calf education about marketing, breeding soundness evaluation, and understanding beef cost of production. RSVP by calling 715-748-3327 ext. 3 by January 5. There will be a BQA certification meeting held before the event.*
- **Driftless Region Beef Conference**  
**January 26-27, Grand River Conference Center, Dubuque, IA**  
*This conference brings together beef producers for an educational program that focuses on the needs of this production region. Select from 8 different workshop topics to develop a customized program.*
- **Northern Wisconsin Beef Producers Association Annual Winter Rendezvous**  
**January 28, Turtleback Golf Dinner & Events, Rice Lake, WI**  
*Attend for a morning of networking, education, and beef as well as NWBPA's Annual Meeting.*
- **WCA Winter Conference**  
**February 11, Comfort Inn and Suites, Deforest, WI**  
*The annual WCA Winter Conference is back with a legislative update, state of the industry report from CattleFax, the WCA Annual Meeting, and more! There will be a BQA certification meeting held after the event.*

## Board Member Spotlight: Gary Schmidt

Gary Schmidt joined the Wisconsin Cattlemen's Association in February 2022 and recently became its Treasurer. Gary is eager to assist Wisconsin Cattlemen in any way possible. Gary believes that we have huge opportunities in state to be a positive force for the cattle industry as a whole.

Gary grew up in Burlington WI, on a hobby farm. "We raised steers, hogs, chickens, ducks, and the obligatory horse or two." Coming from a long line of extended family dairy producers, his passion for agriculture only grew as he pursued his education.



Gary is a graduate of South Dakota State University with a BS in Animal Science. He started his career as a District Manager for Golden Sun Feeds in Minnesota. Spousal career pursuits have taken his family all across this nation. Gary has held positions with Standard Nutrition in IA, Nestle Purina PetCare in S. CA, Henry Schein Animal Health in S. CA, and Mid Kansas Coop in Manhattan, KS. After twenty plus years away, Gary and his wife have made it back home.

Currently, Gary supports the cattle industry in this state as a Lifestyle Sales Specialist with Purina Animal Nutrition. In his role, he supports Purina's vast dealer and co-op networks, assisting local sales people with all species except dairy. Since joining Purina in January 2022, "I've had the opportunity to work with everything from Alpacas to Zebras, with cattle being the major priority." The opportunity to cover the whole state of WI and the UP allows Gary to experience the variety this state's cattle producers have to offer to the market.

Gary and his wife, Dr. Peggy Schmidt, live in Verona, WI. Their daughter Emma, is currently pursuing a Master's Degree in Biomedical Engineering at University of Alabama Birmingham. Moving back to the state during the Covid crisis was quite the experience, but they are pleased with the welcome they've received from both the local community and agricultural community at large.

Gary joined Wisconsin Cattlemen's Association to become involved with the growing industry. The steps we make today are essential to assuring a bright tomorrow. "WCA grants us the opportunity to capitalize on each other's experience in the industry. I look forward to serving you all."

# Steak Trailer Update



## Brady Zuck, WCA Steak Trailer Co-Chair

The WCA Steak Trailer wrapped up the 2022 season with two very successful events at World Beef Expo and World Dairy Expo. With World Dairy Expo returning at full capacity, and a new, condensed schedule, we were able to capture the same revenue on less serving days. At World Dairy Expo, we continue to be the main destination for the lunch crowd – even though we have a long line, it moves quickly. Personally, it was great to hear the many positive comments floating around the lunch tent on the quality of our product and speed of service.

We would like to recognize Dave and Carrie Goss for an extremely successful first year of operating the Steak Trailer. Their focus on efficient operations, a quality product, and excellent customer service continue to make the Steak Trailer a go-to destination at each event. We are currently evaluating the repairs and improvements needed to equipment and will complete that work over the winter months. We look forward to having the Gosses continue their management in 2023.

Additionally, we are already gearing up for next year's events. If you know of a local 4-H/FFA/youth group looking for a fundraising opportunity, consider the Steak Trailer! Please contact Carrie Goss (608-606-2356, [wcasteaktrailer@gmail.com](mailto:wcasteaktrailer@gmail.com)) to secure your group's time at an upcoming event for the 2023 season.

We want to thank you all for the support in 2022 and look forward to another successful year in 2023!

*-Brady Zuck*

(715)-415-9131

[brady\\_zuck@diamondv.com](mailto:brady_zuck@diamondv.com)

## 2023 Event Schedule

WPS Farm Show  
Oshkosh  
March 28-30

Midwest Horse Show  
Madison  
April 14-16

Wisconsin State Fair  
West Allis  
August 3-13

World Beef Expo  
West Allis  
September 28-October 1

World Dairy Expo  
Madison  
October 1-6

**Save the date!**



### DATE

February 11, 2023



### LOCATION

Comfort Inn and Suites  
5025 Cty Hwy V  
Deforest, WI 53532



### COST

\$25 to attend

## WINTER CONFERENCE

The agenda includes:

- Jordan Lamb, WCA Legislative Counsel
- Dr. Jordan Thomas, University of Missouri Assistant Professor for the Division of Animal Sciences
- CattleFax
- Susan Quam, Wisconsin Restaurant Association
- Wisconsin Grocers Association
- WCA Annual Meeting
- Beef Quality Assurance Certification

Register now at [wisconsincattlemen.com/events/winter-conference](https://wisconsincattlemen.com/events/winter-conference)



# Wisconsin Legislative Update

Jordan Lamb

WCA Legislative Counsel

## Wisconsin's New Legislature Convenes on Jan. 3.

Wisconsin has reelected Democratic Governor Tony Evers for his second term. At the same time, the State Assembly and the State Senate will have very strong Republican majorities in 2023. The Wisconsin State Assembly will reconvene with a 64-35 majority. Although they picked up three additional Assembly seats, they are still two seats short of the 66-seat veto-proof majority that they were seeking. In contrast, the Senate Republicans did secure a 2/3 veto-proof majority with a 22-11 majority. However, because the Assembly Republicans did not, the legislature will not have a veto-proof Republican majority in 2023. In addition, Senator Alberta Darling (R-River Hills) announced her retirement from the State Senate on December 1, so her seat will be open when the legislature begins its session in 2023. As a result, the Senate will convene with a 21-11 Republican majority with one open seat in January.

With a Democratic governor and a Republican legislature, Wisconsin will once again have a "divided government" in the state for the upcoming 2023-24 legislative session. In January 2023, Governor Evers will immediately begin work on the next biennial budget bill and the legislature will be in session working on numerous legislative issues from tax reform to school choice.

## Proposed DNR 2022 Wolf Management Plan Posted for Public Comment.

The Wisconsin DNR has released a draft of the updated Wolf Management Plan for public review and comment. The DNR is holding a 60-day public review and comment period, during which the public can provide feedback on the draft plan. The 60-day period started November 10, 2022 and ends on January 10, 2023. The draft plan and instructions for giving feedback can be found on the DNR's Wolf Management Plan webpage. WCA is working with our members to review the plan and develop and file written comments.

## DNR Secretary Preston Cole Retires.

On November 18, 2022, Governor Evers announced that Wisconsin Department of Natural Resources (DNR) Secretary Preston D. Cole will be retiring from the Evers Administration on Nov. 23, 2022, after a long and dedicated 35-year career in public service. No replacement nominee has yet been announced.

## Applications are Open for DATCP Commercial Nitrogen Optimization Grants.

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has opened applications for Wisconsin farmers to apply for commercial nitrogen optimization research grants through January 31, 2023. These grants aim to enhance the understanding of and refine new methods that optimize commercial nitrogen applied to agricultural fields. The legislature provided \$1.6 million for this initial round of grants. Eligible applicants must be an agricultural producer who agrees to collaborate with the University of Wisconsin System (UW) on their project, and who voluntarily conducts commercial nitrogen optimization field studies for a minimum of two years. Multiple farmers may work together to submit a single application, and each farmer who is part of the application is eligible to receive up to a maximum award of \$50,000. Of the amount awarded to a farmer, up to 20% will be awarded to UW

for their monitoring and research assistance. Grant recipients will be announced in March 2023. For a full list of requirements and for the grant application go to: <https://datcp.wi.gov/Pages/CommercialNitrogenOptimizationPilotGrantProgram.aspx>.

## Applications for Crop Insurance Premium Rebates for Planting Cover Crops Open Dec. 5.

DATCP has partnered with the U.S. Department of Agriculture (USDA) Risk Management Agency (RMA) to establish crop insurance rebates for planting cover crops. Interested participants may enroll acres planted to cover crops in the fall of 2022 which will be planted to an insurable crop in the following growing season. Eligible applicants will receive a \$5 per acre insurance rebate on the following year's crop insurance invoice for every acre of cover crop enrolled and verified in the program. The program is offered for acres of cover crops installed outside of state and federal program incentives (e.g., EQIP, CSP and state cost share).

## DATCP Announces Additional \$10 Million Investment in Food Security Initiative.

Gov. Tony Evers, with DATCP, announced an additional investment of \$10 million in the state's two largest hunger relief organizations. This announcement brings the Governor's total investment in food security to \$65 million since the COVID-19 pandemic began.

## UWRF and DATCP Launch Humane Handling Institute.

DATCP and the University of Wisconsin-River Falls announced the formation of the Humane Handling Institute in October. A first of its kind program, the Humane Handling Institute, will provide comprehensive hands-on training for current meat industry workers in humane pre-slaughter handling, transport, stunning, and equipment maintenance.

# WCA Scholarship Application Period Open

Applications are now open for the 2023 Wisconsin Cattlemen's Scholarship Program. Scholarships are available to any high school senior enrolled or planning to enroll in any university, technical college, or community college in the United States. Applications must be post-marked or emailed to the office no later than February 17, 2023.

To download the application, visit <https://www.wisconsincattlemen.com/resources/scholarships>

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# Are you ready? Antibiotics for livestock will be prescription only in 2023



**By Sandy Stuttgen, DVM**

Agriculture Educator

UW Madison - Division of Extension

The FDA's Center for Veterinary Medicine (CVM) plan for supporting veterinary antimicrobial stewardship will be fully implemented in 2023 when all remaining over-the-counter (OTC) antibiotics are switched to prescription-only status. The medically important antibiotics (used by humans and animals) becoming prescription only include injectable tylosin, injectable and intramammary penicillin, injectable and oral tetracycline, sulfadimethoxine and sulfamethazine, and cephalixin and cephalixin benzathine intramammary tubes. In addition, lincomycin and gentamicin swine antibiotics' OTC status is switching to prescription only. Vaccines, dewormers, injectable and oral nutritional supplements, ionophores, pro/prebiotics and topical non-antibiotic treatments will not require veterinary prescription.

**Medically Important Antimicrobials**  
*those used by both humans and animals*  
available by veterinary prescription only  
by June 2023

tylosin  
penicillin  
tetracycline  
sulfadimethoxine/sulfamethazine  
cephalexin/cephalexin benzathine

The CVM evaluates the safety of drugs used in food-producing animals, the impact drug residues have on human intestinal microflora, and the development of human antimicrobial resistance. Drug residues in meat, milk, eggs, and honey from treated animals expose bacteria to trace amounts that don't kill them, but rather allow for the development of antibiotic resistance. Veterinarians are tasked to slow the rate of bacterial resistance by using antibiotics only when necessary to treat, control, or prevent disease. Doing so preserves antibiotic efficacy for humans and animals.

Under the new rule, producers with current veterinary client-patient relationships (VCPR) may purchase antibiotics directly from their veterinarian or from a distributor with the vet's prescription. Local distributors (for example, farm supply stores) are currently

evaluating their ability to manage prescription pharmaceuticals in the future. Wisconsin Administrative Code updates will make it easier for veterinarians (within the context of the VCPR) to utilize telehealth technologies and dispense medication prescribed by another veterinarian.

The VCPR is the key that unlocks the medicine cabinet. Wisconsin Statutes' Chapter 89 defines the VCPR as the relationship between a licensed veterinarian, a client (who owns the animal), and the patient (the animal) in which all the following apply as the veterinarian:

1. Assumes the responsibility for making medical judgments regarding the patient, and the client agrees to accept those medical judgments and to follow the vet's instructions.
2. Has sufficient knowledge of the patient to initiate a general or preliminary diagnosis because of a recent exam or medically appropriate and timely visits to the animal's premises.
3. Is readily available for any follow-up treatment the patient may need, including adverse reactions to medications used or prescribed by the veterinarian.

Livestock veterinarians are in short supply in some areas of Wisconsin, so it is with urgency that I encourage all producers to develop their veterinary relationship. Engage them today to visit your farm to advise treatment protocols and drug orders so that you are prepared to treat your animals in a timely and effective manner.

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## Cattle Trails Advertising

Half-page advertisements are available for placement in an upcoming issue of the Cattle Trails newsletter for \$50 per issue. Ad spaces for the March issue must be claimed by February 15, 2023.

Contact the WCA office for advertising details.

Phone: (608) 228-1457

Email: [kaitlyn@wisconsinincattlemen.com](mailto:kaitlyn@wisconsinincattlemen.com)



# Checkoff Continues Investments in Exports



**Tammy Vaassen**  
Executive Director  
Wisconsin Beef Council

For over 10 years, the Wisconsin Beef Council board has invested Beef Checkoff resources into programs with the U.S. Meat Export Federation, a contractor to the Beef Checkoff, providing opportunity to grow demand for U.S. beef in foreign countries. It's important to recognize that 96% of

the world's population resides outside of the U.S. and the growth of the global middle class is increasing exponentially – giving those consumers more purchasing power. In addition, the beef cuts demanded in the international markets are typically different than the high demand cuts in the U.S. Consider the heart, tongue, tripe, livers and lips – these beef variety meats are considered delicacies in other countries. As a result, international markets boost demand, as well as prices, for a wide variety of cuts that are considered “underutilized” domestically, thus increasing carcass value.

We do get questions about exports – and imports – from producers, and I wanted to share with you a recent report “Assessing Economic Impact That Would Follow Loss of U.S. Beef Exports & Imports,” that estimated the impacts of ceasing both U.S. beef exports and imports. The report was authored by Glynn T. Tonsor, Kansas State University and Derrell S. Peel, Oklahoma State University. I've only pulled a few of several conclusions (below) from this report to share, but encourage you to look it up online for a deeper understanding.

“It is hard to over-state the complex and ever-growing role of beef exports and imports. Exports and imports are, to a large extent, conducted by different firms for different reasons precisely because they are mostly different sets of products. Beef exports and imports combine to provide opportunities to increase value to the U.S. industry by exporting products that have more value in foreign markets and importing products that can be sourced more economically in international markets.”

“The mix of countries the U.S. exports beef to has developed resulting in a more diverse, less concentrated export portfolio. Conversely, sources of U.S. beef imports have comparatively fluctuated less over time.”

“Implied trade prices clearly show the U.S. receives a higher \$/pound value for exports than it pays for imports reflecting core differences in product type and the role of each transaction in adding economic value.”

The full report and executive summary are available on the KSU Ag Manager website at: <https://www.agmanager.info/livestock-meat/marketing-extension-bulletins/trade-and-demand>.

To further address imports, American consumers love hamburgers, and most of those are consumed at fast food restaurants at relatively low or at least highly competitive prices. Since U.S. farmers and ranchers are producing more Prime- and Choice-graded beef, the value of the non-steak cuts, due to global demand, is higher than the value of hamburger. So rather than grinding those variety meats (with high value in foreign markets) and high value cuts into burgers, they are exported for a premium. As a result, the U.S. needs lean trim to meet the domestic demand for ground beef. Most of the beef that the U.S. imports is lean trim (90-plus percent lean.) The U.S. domestic supply is mainly from fed cattle. A byproduct of the retail beef cuts produced from fed cattle is 50 percent fat trimmings. These are mixed with lean trimmings to produce ground beef — hence the need for additional lean beef that is supplied by imports. At the same time, it increases the value of the fat trimmings. Without this imported trim, the U.S. beef supply would run far short of the lean ground beef required to meet that consumer demand.

To wrap things up, the Wisconsin Beef Council has received one of the Wisconsin Department of Agriculture's ag export expansion grants that were funded through the recent state budget. This will allow us to further promote beef in foreign markets, and I look forward to reporting on those activities in future issues of Cattle Trails.

I wish you and your families a blessed holiday season. If you're looking for beef appetizer, side or main dish recipes, be sure to visit our website at [www.beeftips.com](http://www.beeftips.com)!

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## Upcoming Beef Quality Assurance Meetings

There are two in-person Beef Quality Assurance (BQA) meetings coming up in 2023.

January 14 - El Norteno Mexican Grill (318 Plaza Dr, Curtiss, WI 54422). Check-in starts at 9:30 a.m. with training promptly at 10:00 a.m. and concluded by 12:30 p.m. To register for this BQA session by phone, call the Taylor County Extension office at 715-748-3327 ext. 3, or the Wisconsin Beef Council office at 1-800-728-2333 by January 5. This meeting being held in conjunction with the North Central Wisconsin Cattlemen's Association's Winter Event. Beef producers are welcome to stay and attend the Winter event from 1:30-4:30 p.m. The afternoon will include cow-calf education about marketing, breeding soundness evaluation, and understanding beef cost of production. There is no cost to attend but RSVP

required for the Winter Event by calling Taylor County Extension 715-748-3327 ext. 3 by January 5.

February 11 - Comfort Inn and Suites, Deforest (5025 Co Hwy V, DeForest, WI 53532). The program starts at 2:30 pm. To register for this BQA session by phone, call the Wisconsin Beef Council office at 1-800-728-2333. This session is being held in conjunction with the Wisconsin Cattlemen's Association Winter Conference.

If you cannot attend an upcoming meeting but would still like to begin or renew your Beef Quality Assurance certification, there is an online option to complete the course. For more information, visit [BQA.org](http://BQA.org).



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# WISCONSIN 175TH ANNIVERSARY

2023 marks the 175th Anniversary of Wisconsin joining the Union. The first inhabitants were attracted to this area due its high yield of lead ore. Miners quickly moved to the area and burrowed into the hills, earning the state its nickname, The Badger State. From there, the area flourished into many other industries including timber, brewing, agriculture, which allowed its residents to plant their roots and call Wisconsin home.



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Receiver Detail (Left Side)



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## **Wisconsin Cattlemen's Association**

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Northern Wisconsin Beef Producers  
Purina  
Richland County Beef Producers

Rock County Beef Producers  
US Premium Beef  
UW-River Falls Beef Management Team  
Vernon County Cattlemen's Association  
Wisconsin Angus Association  
Wisconsin Beef Council  
Wisconsin Farm Bureau Federation  
Wisconsin Hereford Association  
Wisconsin Livestock Identification Consortium  
Wisconsin Shorthorn Association  
World Beef Expo

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