

cattleTRAILS

..... September 2023

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



WISCONSIN
CATTLEMEN'S
ASSOCIATION



President's Path

Brady Zuck, WCA President

After the late summer blast of heat, the cooler nights (at least in northern WI!) are a sure sign fall is just around the corner. With corn silage season underway, calves to wean, and crops to harvest, it's sure to be a busy time of year. As drought has continued to plague cattle producers across the country, and our own state, we have seen continued liquidation of the nation's cow herd. Calf prices this fall have been setting record prices, with continued higher markets expected due to limited supply. Please keep an eye on your email for updates from WCA regarding drought relief assistance for those severely impacted by the dry weather.

We would like to welcome Rachel Harmann as our new Legislative Chair. Rachel has been extremely involved in Farm Bureau along with the WI Beef Ambassador Team. Rachel will work closely with Jordan Lamb (WCA Legislative Counsel) and the Legislative Committee to determine the stance WCA will take on key issues. We would also like to recognize Eric Johnson for his 16 years of service to the WCA Board in numerous leadership roles. Thank you for all your hard work and dedication, Eric!

On the legislative front, we continue to engage in the wolf discussion. The DNR recently released their updated Wolf Management Plan (actually, not much was changed). Although the plan didn't include everything we had hoped, we will continue our advocacy efforts focused on fair compensation for farmers who are victims of wolf damage, and a fair population target. If you are

We Continue to Grow in Membership

"If there is ever anything WCA can be doing for you, or if you have feedback to share on local issues, please reach out."

interested in becoming more involved in the legislative aspect of our association, please reach out to Rachel Harmann (920-255-6920, rharmann@outlook.com).

Thank you for your membership in WCA, and for all that you do to support our organization. We continue to grow in membership numbers and have a strong management team with Dave and Carrie Goss operating the Steak Trailer, our main source of revenue. 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. Wishing everyone a safe and bountiful harvest season!



-Brady Zuck

2023 WCA President

Zuck Cattle Company | Ladysmith,
Wisconsin
Phone: (715)-415-9131
Email: brady_zuck@diamondv.com



Follow the Wisconsin Cattlemen's Association on Facebook for the latest news!

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Membership Update

Tressa Lacy, WCA Membership Chair

- President's Path
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- CattleCon24
- Use the Proper Syringe and Needle When Vaccinating Cattle
- Legislative Update
- Back to School with Beef



Why is your membership important to WCA?

When WCA supports or opposes legislation, our elected officials recognize our organization as the voice for Wisconsin beef producers. The more members WCA has, the more funds we have to lobby on producer's behalf. The more members WCA has, the more effective we are at making policy that matches producer's needs.

Our membership is represented, and it's important that we act for the betterment of beef producers in the state. In order for us to do that, we need an engaged membership and one that is diverse and truly represents our industry's needs. Only

those that are members of WCA get represented by our voice. Sure, if a producer is a cow-calf guy, he could benefit off the coat tails of the ones who pay a WCA membership and speak out on issues to the board. In the scenario that an issue is divisive, WCA carries strength due to our numbers and is highly respected in Madison.

As always, thank you for your membership.

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

upcoming events:

- **World Beef Expo**
Sept. 28-Oct. 1
Wisconsin State Fair Park, West Allis
Exhibitors from across the U.S. will display, exhibit, or sell cattle at the 2023 World Beef Expo. Be sure to redeem your coupon for a free sandwich at the WCA Steak Trailer!
- **World Dairy Expo**
Oct. 1-6
Alliant Energy Center, Madison
World Dairy Expo serves as a forum for dairy producers, companies, and organizations to come together and exchange ideas, knowledge, technology, and commerce.
- **WCA Winter Conference**
February 17, Mauston
Join us for a day of networking and education with leading industry experts! More details to come!

**CHECK OUR WEBSITE FOR
THE LATEST EVENTS
AND INFORMATION**

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Meet Legislative Chair Rachel Harmann

Happy Fall!

My name is Rachel Harmann. My husband Eric, and I have two sons, McCoy, 10, and Keaton, 6, and together we own Lakeshore Land & Livestock with my brother-in-law and his wife. Our children are the 7th generation on the farm. We raise Simmental cattle on the beautiful shores of Lake Michigan in Algoma. We run cow/calf pairs and raise steers.



From the very beginning, agriculture has been more than just a vocation to me; it's been a lifelong love affair. Some of my most cherished memories and dearest friendships were formed through my involvement in 4-H and showing livestock. Those experiences taught me life lessons and ignited a fire within me to dedicate my life to this field. With that determination, I set off to the University of Wisconsin-River Falls where I pursued my bachelor's degree in Agricultural Education.

Beyond the farm gates, I am heavily involved in various organizations and community initiatives that advocate for the betterment of agriculture. Serving as Vice President on the Door County Farm Bureau Board of Directors and being the Chairman of the Legislative Committee for the Wisconsin Cattlemen's Association have provided me with opportunities to contribute to meaningful change in our industry.

Through my affiliation with the American Farm Bureau's Partners in Advocacy Leadership program, the Wisconsin Farm Bureau Leadership Institute, and the Wisconsin Beef Ambassadors, I've been blessed to engage with brilliant minds from across the country, continuously broadening my perspective and honing my leadership skills.

I look forward to working with the members of the WCA and strengthening our voices. Please do not hesitate to reach out to me if I can be of support.

Sincerely,

Rachel Harmann

Steak Trailer Update



Brady Zuck, WCA Steak Trailer Co-Chair

The WCA Steak Trailer was excited to see the bustling crowds of people return to the state fairgrounds for the 2023 WI State Fair. Attendance at this year's fair was up 4% compared to 2022 with 1,043,350 people crossing through the entrance gates. We were fortunate to have sunny, cool weather – avoiding the storms or the extremely hot weather that hamper attendance. Throughout the fair, we enjoyed seeing our repeat customers who “just have to stop in and get that ribeye sandwich” along with many first-time visitors to the Steak Trailer. The shaved roast beef sandwich continues to grow in popularity, but State Fair Remains a ribeye show.

We are pleased to report that State Fair 2023 set a record in sales, with over \$304,000 during the 10-day run! Dave and Carrie successfully staffed a team of people who served 11,890 ribeye sandwiches, 9,911 burgers, 2,523 roast beef sandwiches and 1,215 hotdogs! A special thank you goes out to all the volunteers who shared their time, including:

- Hiawatha 4H
- Rock County Beef
- Marshall FFA
- Oconto Falls FFA

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) to secure your group's time at an upcoming event for the 2023 season.

Thank you for your support, and we look forward to seeing you at an upcoming event soon!

-Brady Zuck

(715)-415-9131

brady_zuck@diamondv.com

2023 Event Schedule

World Beef Expo

State Fair Park, West Allis

September 28-October 1

World Dairy Expo

Alliant Energy Center, Madison

October 1-6

One Free Sandwich of Choice

Thank you for your membership! Please redeem this coupon at the Wisconsin Cattlemen's Association Steak Trailer for a free sandwich of your choice during World Beef Expo or World Dairy Expo.

WISCONSIN
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ASSOCIATION

Expires: 10/07/23

WI Department of Agriculture, Trade and Consumer Protection Livestock Market Update

Prepared and written by Jeff Swenson, DATCP Livestock and Meat Specialist. The Market Update draws information from several sources, including trade publications, radio broadcasts, agricultural news services, individuals involved in the industry as well as USDA NASS and AMS reports.

The Week of September 3, 2023: The Five Area weighted average for beef breed steers was \$182.96/cwt, \$2.65 lower than the prior week. Prices may be lower, but it is worth mentioning that Southern U.S. fed cattle prices have traded within a \$3.00 range for 11 straight weeks. Packers put together a larger harvest run leading up to the Labor Day shortened week. The estimated harvest was 629,000 head, 3,000 more than the previous week and 13,000 less than the same week last year. Retail sales for the Labor Day weekend were reported to be very strong. Wholesale prices had a strong undertone early in the week as retail outlets were looking to restock. Beef cow harvest is running lower than last year, but the number of dairy cows going to market has been increasing slightly. This is likely the result of milk prices continuing to drop and market cow prices remaining strong. Canada reports a 1.5% drop in beef cow inventory year-over-year. That makes the U.S./Canada combined inventory 2.5% lower than a year ago. It is estimated the U.S. feeder cattle supply is 3.6% below year ago levels and 2.5 million head smaller than 2018.

NCBA Statement on Updated WOTUS Rule

National Cattlemen's Beef Association (NCBA) Chief Counsel Mary-Thomas Hart released a statement following the Environmental Protection Agency's revised Waters of the United States (WOTUS) rule that is intended to conform with the Supreme Court's decision in Sackett v. EPA:

"The entire cattle industry breathed a sigh of relief when the Supreme Court curtailed the EPA's overreach under the Clean Water Act. Today's revised WOTUS definition is an important step toward bringing the EPA more in line with the Supreme Court's ruling. NCBA looks forward to working with the agency to protect farmers and ranchers from burdensome regulations and provide them with lasting certainty on WOTUS.

"NCBA was proud to lead the fight against burdensome WOTUS rules from Congress to the courts. We will continue analyzing this latest development to ensure that cattle producers are protected."

CattleCon24 Registration Open

Registration and housing are now open for CattleCon24, the cattle industry's largest event of the year. It's "Onward to Orlando" where cattle producers from across the country will gather, January 31-February 2, for business meetings, educational sessions, engaging speakers and family fun.

"By opening registration early this year, we hope to give producers the ability to plan a family vacation in conjunction with CattleCon," said Kristin Torres, executive director of Meetings and Events with the National Cattlemen's Beef Association (NCBA). "Orlando and the surrounding areas offer a variety of family-friendly activities, and we want attendees to take advantage of this great location."

CattleCon attendees can look forward to a variety of educational opportunities including the CattleFax Outlook Seminar, weather and industry updates, grazing management workshop, sessions featuring guest speakers on the NCBA Trade Show floor and the 31st annual Cattlemen's College. Cattlemen's College is being reimagined in 2024 with classroom sessions and hands-on demonstrations throughout all three days of CattleCon. Also new are trade show cooking demos and a beef culinary tour.

The cattle industry will be hard at work guiding both Beef Checkoff and NCBA policy programs. The National Cattlemen's Beef Association, the Cattlemen's Beef Board, American National CattleWomen, CattleFax and National Cattlemen's Foundation will hold annual meetings during the event.

Leaders in sustainability, quality and cattle feeding will be recognized during the Environmental Stewardship Award Program reception, Beef Checkoff-funded Beef Quality Assurance Awards program and Cattle Feeders Hall of Fame Banquet. CattleCon24 will conclude at Universal Studios for "Cowboys and Coasters" where producers can wind down the week with friends and family and experience theme park thrills.

CattleCon24 is designed to offer value for producers attending with their families. Discounted tickets for area theme parks and multi-day cruises before and after the event are available to attendees. Kids 12 and under will also be admitted to the NCBA Trade Show for free.

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 December issue must be claimed by November 15, 2023.

Contact the WCA office for advertising details.

Phone: (608) 228-1457 | Email: kaitlyn@wisconsincattlemen.com

Use the proper Syringe and Needle When Vaccinating Cattle

By Sandy Stuttgen, DVM

UW-Madison Division of Extension Taylor County

Using the right tool for the job generally promotes a better outcome; for example, butter knives are not the best tools for cutting wood. Using the right equipment when vaccinating your cattle also requires the right tools. The correct syringes and needles must be used in addition to a well-designed and functioning headgate to restrain cattle so injections may be safely administered in the neck area.

Use sterile disposable, or clean, heat sanitized multi-dose syringes that are sized to accurately deliver the correct dose. Filling a 12-cc disposable syringe once to deliver 2-cc doses to six animals will not accurately deliver the correct dose to each animal. Inaccuracy is magnified when using larger syringes. It's best to draw and administer a single dose for each animal when using disposable syringes.

Changes due to wear or damage of multi-dose syringe working components will cause under- or overdosing. Before starting, and periodically when vaccinating, fill the syringe with distilled water and discharge the doses to verify the correct number are delivered. Either adjust or replace syringes that malfunction. Adjust the plunger's tension to prevent leakage.

Continuous-feed syringes reduce the chance of contaminating the vaccine, but it is hard to keep the bottle, hose and barrel sheltered from UV light, heat, or freezing temperatures that harm the vaccine. Continuous-feed syringes are better used for less sensitive products like dewormers.

Needles are single-service items. Select them for gauge and length to match the animal's weight, and the product's intended placement and viscosity. Use the accompanying chart to help with your selection.

Replace bent needles because bending weakens them, and they will more easily break. Immediately remove needles that have broken off in the animal. Packers reported routinely finding broken needles in the 2022 National Beef Quality Audit and the packers' customers also reported finding broken needles in purchased product. There is no justification for jeopardizing the safety of plant workers and consumers! Mark the location of the broken needle in the animal's health record and have that animal processed by a smaller/local processor, informing them of the hazard so they can carefully trim that area by hand.

Properly designed equipment is available and reasonably priced. You already have a lot invested by the time you are working cattle through the chute. It costs more and leads to unintended consequences when using the wrong tools to vaccinate cattle.

Citations:
Beef Quality Assurance National Manual. 2019 Cattlemen's Beef Board and National Cattlemen's Beef Association (NCBA).
National Beef Quality Audits. 2023. <https://www.bqa.org/resources/national-beef-quality-audits>

Length for Route of Administration	Recommended Needle Size								
	S Q Tented Technique 1/2 to 3/4 inch			IM 3/4 to 1 inch			IV 1 to 1-1/2 inch		
	Cattle Weight			Cattle Weight			Cattle Weight		
Needle Gauge for cattle weight and product viscosity	>300	300-700	>700	>300	300-700	>700	>300	300-700	>700
Thin (i.e. most vaccines)	18	18-16	16	20-18	18-16	18-16	18-16	18-16	16-14
Thick (i.e. thick antibiotics)	18-14	18-14	16-14	18-16	18-16	16	18-16	18-16	16-14

USE THE SMALLEST PRACTICAL NEEDLE WITHOUT FEAR OF BENDING.

Change needles often to reduce tissue irritation, after 5-10 uses, or as you refill the syringe.

Never market an animal containing a broken needle through high-volume channels; the recommendation is to harvest at a small/local processor and inform them of the needle.

Citation: Beef Quality Assurance National Manual. 2019 Cattlemen's Beef Board and National Cattlemen's Beef Association.



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Wisconsin Legislative Update - Work on the Biennial Budget Continues

Jordan Lamb

WCA Legislative Counsel

The Welch Group

DNR Releases Revised Wolf Plan – NRB Will Review it in October

The Wisconsin Department of Natural Resources (DNR) released an updated 2023 Wisconsin Wolf Management Plan on August 1. The updated plan was revised in response to comments received after they released their first draft last November. The new plan does not contain a specific population goal, which was requested by farmers and hunting groups. Rather, it proposed a management strategy to address the population if it needs to be reduced. Under the proposal, if the statewide population falls under 799 wolves, then the plan directs officials to grow the population. If the population exceeds 1,200, then the population should be reduced. Accordingly, the plan promotes a “stable” population range of 1,000-1,199 wolves. It is expected that the Natural Resources Board will review and consider the updated plan at their October meeting. Link to updated plan: <https://rb.gy/rekq9>



Agricultural Road Improvement Program (ARIP) legislation. In addition, the Legislature and the Governor included \$150 million in one-time funding to the Department of Transportation for these grants as a part of the biennial budget bill. The legislation creating the grant program passed both houses of the legislature and was signed by the Governor on June 21, 2023. In July, the \$150 million for the program was included as a part of the final 2023-25 biennial budget bill. This program is a critical infrastructure support program for Wisconsin farmers and food processors.

Committee Holds Hearing on Farm and Industry Short Course (FISC) Legislation (SB 370 / AB 372)

The Farm and Industry Short Course (FISC) was created at the University of Wisconsin-Madison in 1886. In 2022, UW-Madison announced that it would end the 16-week, farm oriented on-campus program and replace it with online learning. After months of discussion with University System officials and Wisconsin agricultural organizations, UW-River Falls announced that it would take over the FISC program and maintain it as an on-campus learning program beginning in October 2023. However, one-time funding is needed to assist River Falls with this transition. Unfortunately, the funding was not included in the 2023-25 biennial budget bill. Senator Joan Ballweg (R-Markesan) and Representative Warren Petryk (R-Town of Washington), along with a large group of bipartisan legislators, have introduced legislation to provide \$372,980 over the next two years to move FISC to UW-River Falls. The Senate Agriculture Committee held a hearing on the legislation on July 27, 2023. This bill is widely supported by Wisconsin farm organizations.

Agricultural Road Improvement Program (ARIP) Legislation Signed June 21 and Funded as a part of the JFC Transportation Budget Package (SB 247 / AB 244)

In January, the Wisconsin Ag Coalition began working with Representatives Travis Tranel and Nancy Vander Meer and Senators Howard Marklein, Joan Ballweg and Cory Tomczyk on historic legislation to create a grant program for municipalities with posted roads and bridges to apply for funding to upgrade them to non-posted construction standards. This legislation is known as the

Integrating Crops and Livestock

Increased Profit Per Acre

Cost Reduction

- Manure = fertilizer
- Stretch feed supply
- Break pest and weed cycles

Income Benefits

- Marketable cover crop
- Diversify income streams
- Eco credits

Soil Benefits

- Improve fertility
- Enhance water infiltration
- Increase organic matter

Community Benefits

- Support local farms and businesses
- Safeguard local water
- Build relationships
- Opportunities for new farmers

Harvest/feed annual crops & residue Plant/graze cover crops Manage grazing on pasture

Integration of crops and livestock brings benefits...but also challenges.
We need your help to understand what's working and what isn't.

Match Made in Heaven
Livestock + Crops

Take the crop/livestock integration survey!

<https://z.umn.edu/MatchMadeSurvey>

Green Lands
Blue Waters

SARE
Sustainable Agriculture
Research & Education

"Match Made In Heaven" is a partnership between crop and livestock associations, universities, public agencies, and soil/water groups. The results will guide development of resources to benefit all.

The first 30 members who complete this survey will receive a \$25 Amazon gift card. To redeem, email info@wisconsincattlemen.com after taking the survey.

Back to School with Beef



Tammy Vaassen
Executive Director
Wisconsin Beef Council

During the pandemic, our office received phone calls from school foodservice directors who were having challenges getting their USDA commodity beef products. They expressed interest in working to purchase beef directly through farmers for their menu needs but were unsure how to do that. Through those

conversations, our Beef Council team worked to identify existing resources and contacts that could help guide those conversations and to find out what information and tools were missing.

We found that there is a lot of variability in the equipment in school cafeterias, staffing in school kitchens is generally limited, and they needed to understand how to take raw beef products and get them cooked for lunches. Feeding 250 kids lunch in a school kitchen is much different than preparing the family dinner! Schools are most familiar with pre-cooked beef crumbles or pre-cooked hamburger patties, not frozen ground beef.

Furthermore, schools have to meet nutritional guidelines and serve meals that have standard minimum and maximum ounces of meat or meat alternatives served within a week – which they refer to as crediting. These ounce requirements vary based on grade level. That's a lot to take into consideration for meal planning. The beef products typically used in schools have that 'crediting' information on the label – but the beef that they would purchase from a local farmer would not. There are also procurement guidelines that must be followed for local purchases, which are determined by the dollar value of the transaction. Like many consumers, there was also a general unfamiliarity with beef primals and cuts that would fit best within menus and budgets. Lastly, school foodservice professionals identified that there was a need for large quantity recipes that also have the crediting information.

Luckily, we found great help from the school nutrition team at the Department of Public Instruction, the farm to school program at the Wisconsin Department of Agriculture and beef farmers who were already selling directly to schools. That led us to determine that a School Foodservice BEEF Resource Guide would be helpful in pulling together ALL of this information into a one-stop-shop for beef that touched on the challenges faced when putting together school meal plans and getting them served to kids.

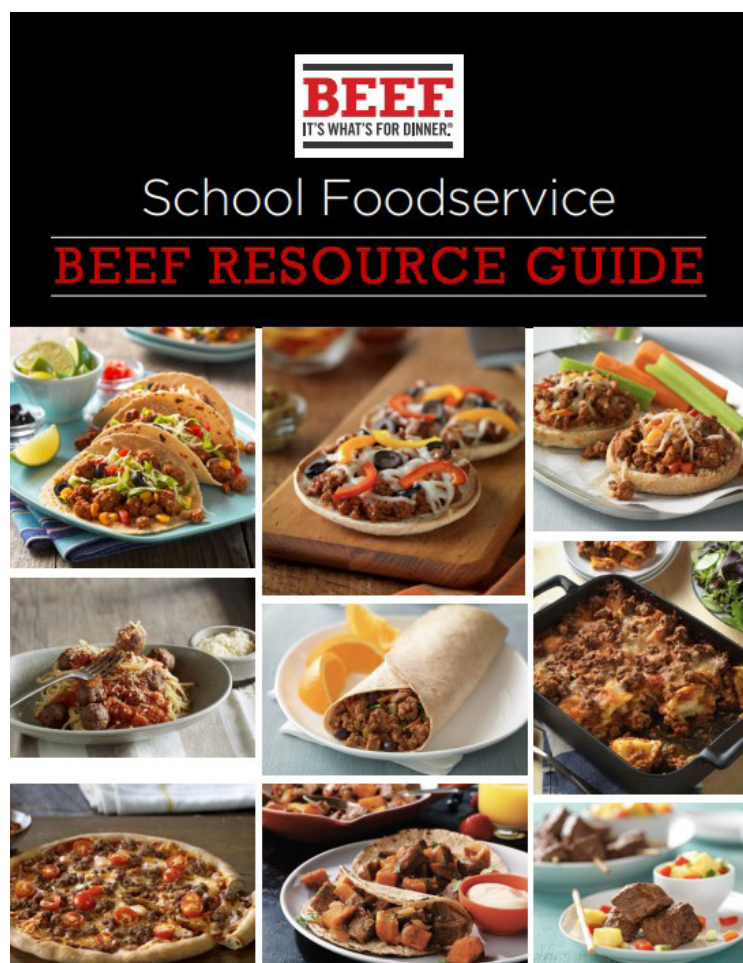
We are so pleased to have the Resource Guide nearly ready for distribution. The goal of the guide is to help school foodservice staff utilize beef more often and in different ways on their lunch trays. In June, WBC presented the guide at the state's School Nutrition Association Conference and took more than 35 school nutrition staff on a tour of a local meat processor and beef farm. The resource guide encompasses beef's nutritional benefits, different ways to utilize various cuts of beef in recipes, how to have conversations with farmers and processors to source local beef, safety tips and tricks when working with raw product, and a variety of recipes that are pre-credited for the directors' ease of use. Once approved, we will have the guide posted on our website at beeftips.com. There has been strong interest from the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, and from other state beef councils to use the Guide as well.

I want to recognize a few individuals who have helped get this accomplished. First, Grace Link on the WBC team has firsthand



In June, WBC presented the Beef Resource Guide at the School Nutrition Association Conference. As part of the Beef Checkoff's involvement, foodservice staff were invited to visit a beef farm and meat processing facility.

experience in selling beef to schools and was THE driving force to get this done. Randy Jones and Susan Bostian-Young at DPI, April Yancer at DATCP, and Chef Irene Pawlisch helped us understand this complex process, simplify detailed information and turn existing kid-friendly recipes into credited, large quantity recipes for schools. We know this tool will be used extensively, and is another example of how your Beef Checkoff investment helps grow demand.





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Wisconsin Cattlemen's Association

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