

cattleTRAILS

..... DECEMBER 2020

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



Photo credit: Brooke Roberts

President's Path

Matt Ludlow, WCA President

If your operation is similar to ours in any way, fall is an extremely busy time of year. Life in general always seems to pick up its pace as the hours of daylight diminish into the latter part of the season. With that said, I want to thank you for taking time to read this Cattle Trails publication. Everyone's time is precious, but I think you will find the articles both professionally written and informative.

As 2020 comes to a close, I think it is important to step back and look at the big picture. Regarding our cattle industry — where do things stand, where have we been, and what can we expect going forward?

I am sure we can all agree that the barrage of unsolicited, non-stop political phone calls and text messages coming to an end with the 2020 election was a welcome change. As the dust (somewhat) settles on the election, we know there will be a new administration running the country. While legislative action has slowed, it will be extremely important for our associations to stay engaged and keep the cattlemen's interests at the forefront in Wisconsin and nationally.

Specific to our industry, beef demand has stayed incredibly strong throughout the entirety of 2020. When looking at the big picture, it is rather remarkable that we have been able to maneuver through the curveballs COVID has thrown — essentially forcing the overnight closure of the restaurant business, the temporary closure of nearly every major packing plant, historically heavy carcass weights, and the overall emotional uncertainty of what the future holds.

THE END OF AN UNPREDICTABLE YEAR

The beef industry has withstood a multitude of unprecedented obstacles in 2020, allowing a cautiously optimistic approach to the beginning of a new year.

Throughout this pandemic, emotions have run high and tensions seem to tighten by the day. Whether it is people protesting in the streets, the fierce polarization of the election, or the fears of COVID sending the futures markets into historic swings; it seems emotions and uncertainty play more of a role now than they ever have in the past.

While 2020 has been a challenge of unprecedented times, I am hopeful and confident that the future is bright for our industry. While the packer capacity may be slightly diminished on a weekly basis, a multitude of safety protocols have been implemented to help ensure they keep workers healthy and remain open. We have worked our way through the backlog of cattle created during the spring plant closures. In looking at cattle numbers nationwide, 2021 has a glimmering of bullish undertone.



In closing, I hope you and your families have a happy and healthy holiday season. Thank you for being a member of the Wisconsin Cattlemen's Association, and as we enter 2021, I hope you find confidence in knowing we will continue working on your behalf.

-Matt Ludlow

2020 WCA President



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in this issue:

- President's Path
- Membership Update
- 2021 Winter Conference Cancelled
- Steak Trailer Update
- 2021 WCA Award Nominations Open
- WCA Spotlight: Jordan Lamb, Legislative Counsel
- 2021 Driftless Beef Conference
- UW Extension: Body Condition Score Changes in Beef Cows
- Legislative Update
- WI Beef Council Update: Seasoning's Greetings!

upcoming events:

- **Wisconsin Beef Special Edition Webinar Series**
Jan. 12, 2021 - Mar. 23, 2021
Pre-register for these virtual webinars on the Extension Sauk County website.
- **Driftless Region Beef Conference**
Jan. 26-28, 2021 | Virtual
See page 4 for additional details about the event.
- **ARC/PLC Program Signup Deadline**
March 15, 2021
See page 6 for additional details about the programs.
- **2021 WCA Summer Tour**
June 26, 2021 | Madison Area
Watch the WCA website and Facebook pages for additional details about Summer Tour!

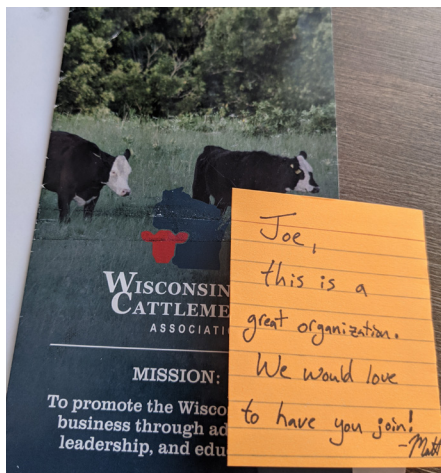
CHECK OUR WEBSITE FOR
THE LATEST EVENTS
AND INFORMATION



wisconsincattlemen.com

Membership Update: Pick 5 Cattle Friends

Joe Scott, Membership Committee Chair



We are going to keep the membership column short and sweet for this edition of the Cattle Trails. To be frank, WCA always needs more members, and we need your help reaching them!

Membership in an organization always means more when shared with friends. Each of us knows people in our state who are also in the business of raising cattle, but few of them are likely members of our organization. These are the people we need to recruit, and if they are contacted by someone they know and trust, they are much more likely to join the organization.

With that said, I challenge everyone to pick at least five people they think might benefit from a WCA

membership. As your Membership Committee Chair, all I challenge you to do is send them a pamphlet with a small note and your signature. If you have more than five people you would like to invite, please do! Just call, text, or email me at the contact information below and let me know how many membership flyers you would like to distribute, and I will send them to you.

As we send out Christmas cards this time of year, I challenge all of you to think about who on that list could also get an invitation to join and support the Wisconsin Cattlemen's Association. Do not simply assume they are already a member, or that someone else will recruit them. If an individual receives multiple invites, all the better.

We have the brochure ready for you. All you need to know is the recipient's names and addresses, and you can either drop the brochure off or mail it. If we all do our part, the Wisconsin Cattlemen's Association will grow. Contact me below to receive your brochures or ask any questions. Let's start 2021 strong!

-Joe Scott

Phone: 217-617-9004 (call or text) · Email: jscott@endovacanimalhealth.com

2021 Winter Conference: Cancelled

A multitude of factors and considerations has led WCA leadership to make the difficult decision to cancel the 2021 Winter Conference.

WCA has made the decision to not hold the 2021 Winter Conference, due to a multitude of factors: the risk of hosting a large event in person this winter, participation of speakers and industry trade partners, and willingness of people to attend. We decided to instead move the Annual Meeting to be held in conjunction with Summer Tour, which is scheduled for June 25-26, 2021. More details regarding Summer Tour will be released as they are finalized, so please check the WCA website and Facebook pages regularly for additional information to be made available.

WCA also plans to host a webinar this winter, providing the membership with a detailed legislative update, which is traditionally an important part of the Winter Conference. Please watch your emails for additional details regarding the webinar!

Steak Trailer Update

Although COVID-19 created challenges for the WCA Steak Trailer in 2019, WCA and the Steak Trailer Managers, Craig and Vickie Dunnum, made the best of the opportunities presented.

The year ended on a positive note with World Beef Expo bringing sales very comparable to 2019, even though the Harvest Fair event was not held in conjunction with World Beef Expo. We look forward to bringing back the Exhibitor Dinners in 2021, which were a nice boost to sales.

WCA extends a special thank you to Craig and Vickie Dunnum and their crew for being flexible and working and adapting through challenges this year. Adjusting to current health protocols, mask wearing, and new operation styles were no challenge for their group. Additionally, WCA thanks all those who volunteered their time to work a shift in the Steak Trailer this year.

Preparation has already begun for next year's events, and we remain hopeful that most will take place. If you know of a local 4-H/FFA/youth group looking for a fundraising opportunity, consider the Steak Trailer! Please contact Vickie Dunnum (608-963-2428, wcasteaktrailer@gmail.com) to secure your group's time at an upcoming event for the 2021 season.

2021 Event Schedule:

- **WPS Farm Show**, Oshkosh: March 30 – April 1
- **Midwest Horse Show**, Madison: Cancelled
- **Wisconsin State Fair**, Milwaukee: August 5 - 15
- **World Beef Expo**, Milwaukee: September 23 - 26
- **World Dairy Expo**, Madison: September 28 – October 2

We want to thank you all for the support in 2020 and look forward to another successful year in 2021!



2021 WCA Award Nominations Open

Nominations for 2021 Wisconsin Cattlemen's Association awards are due January 29, 2021.

2021 WCA Award nominations are now open and will be accepted until January 29, 2021. Due to the cancellation of Winter Conference, this year's award recipients will be recognized at Summer Tour in June. WCA is currently seeking nominations for WCA Cattleperson of the Year, Friend of WCA, BQA Producer of the Year, Environmental Stewardship, and Young Producer Scholarship. Nomination forms and information can be found on the WCA website at wisconsincattlemen.com.



WCA Legislative Counsel: Jordan Lamb

Jordan Lamb, DeWitt LLP
jkl@dewittllp.com

My name is Jordan Lamb, and I am an administrative and regulatory attorney, partner and the Chair of DeWitt's Government Relations Practice Group. DeWitt is a law firm based in Madison, Wisconsin.

I grew up in Madison and currently live just outside of Madison with my husband, Ajay, our teenaged twins, Rex and Grace, and our little black dog, Rosie.

I am the Legislative Counsel (contract lobbyist) for the Wisconsin Cattlemen's Association. I have been representing Wisconsin farmers before the Wisconsin State Legislature and State Agencies for over 20 years.

My legal background is in environmental regulation and Wisconsin water law, which is an asset to my representation of farmers, because those involved in the agriculture industry must constantly navigate the interplay between state and federal regulations and running a successful business.

I strive to connect with others through writing and public speaking. I use those skills for the platform for my practice and my representation of Wisconsin farmers before state government. As fewer and fewer people have a direct connection to farming, my work for the WCA has evolved to also include educating our lawmakers in Wisconsin about our agricultural economy and our farm communities. I try to build a bridge of communication that allows legislators to connect with farmers and likewise, for farmers to participate in the development of laws and regulations that will affect them.

WCA is so valuable for its members because our advocacy team can serve as the daily voice of Wisconsin cattlemen and women in the Wisconsin legislature. We work to build important relationships to ensure that the voices of Wisconsin farmers are heard in the State Capitol.

It is truly a privilege to represent Wisconsin farmers.

"WCA is so valuable for its members because our advocacy team can serve as the daily voice of Wisconsin cattlemen and women in the Wisconsin legislature. We work to build important relationships to ensure that the voices of Wisconsin farmers are heard in the State Capitol."

2021 Driftless Region Beef Conference

With nearly 3.8 million head of beef cattle in three Midwest states, university extension services in Illinois, Iowa and Wisconsin are teaming up to offer the Driftless Region Beef Conference. The annual event will be held January 26-28, 2021, with webinars each evening.

This year's format will be via webinar, with two presenters speaking each evening Jan. 26-28. All three sessions will run from 7 to 8:30 p.m. While we will miss seeing familiar faces and making new acquaintances, safety is the highest priority. On a positive note, if Dubuque has been farther than you care to travel in the winter, you can participate from the comfort of your favorite recliner this year.

An exciting lineup of timely topics is on the agenda. The conference leads off Tuesday evening with Dr. Frank Mitloehner, UC-Davis, speaking on Green House Gas, Sustainability and Beef Cattle Production; and Dr. Kevin Bernhardt, UW Madison Division of Extension, speaking about Building Farm Resiliency for Surviving Volatile Times.

Wednesday evening will feature Shawn Darcy, National Cattlemen's Beef Association, addressing What Consumers Say They Need and

Want; and Dr. Paul Plummer, Iowa State University, discussing Antibiotic Resistance in the Beef Industry.

The conference wraps up on Thursday evening with Dr. Danelle Bickett-Weddle, Iowa State University, Being Prepared for a Beef Cattle Pandemic/Secure Beef (both cow-calf and feedlot); and Dr. Brenda Boetel, UW Madison Division of Extension, with a 2021 Market Outlook.

More information on topics and speakers is available at <http://www.aep.iastate.edu/beef/>. Driftless Region Beef Conference sponsors are Iowa State University Extension and Outreach, University of Illinois Extension, and University of Wisconsin-Madison Division of Extension. For more information or to receive a brochure, contact Denise Schwab, Beef Specialist with ISU Extension and Outreach, at 319-472-4739 or dschwab@iastate.edu.





Annual Body Condition Score Changes in Beef Cows

Dr. Megan Nelson, Livestock Outreach Program Manager, Division of Extension

Reviewed by: Bill Halfman, Monroe County Agriculture Educator and Carolyn Ihde, Crawford and Richland County Agriculture Educator, Division of Extension

Body condition scores (BCS) of beef cows can range from 3 to 7 in just one year. This is a natural process due to their changing energy demands during the annual production cycle. Slight shifts in BCS are typical and can even be beneficial for cow health. The following paragraphs will focus on extreme BCS and the reasons for the change, allowing BCS tracking to be a powerful tool in determining cow health and nutritional needs.

Lactation is a time of increased energy demands for cows (including first-calf heifers). It is normal for them to mobilize adipose or fat stores to provide nutrients (milk) for the calf, especially when the energy from feed does not meet the energy needed for milk production. Beef cows normally do not deposit energy from feed into their adipose (fat) stores during the first 90 days of lactation. Instead they utilize feed energy and adipose mobilization to provide milk for the calf, usually leading to decreased BCS. Again, this is normal, but it becomes a problem if extreme changes occur.

When beef animals get to a BCS of 3, we start to see muscle atrophy as adipose stores have been depleted. Muscle atrophy is something we always want to avoid. If you notice decreasing BCS during lactation, consider if the cow is losing condition too fast or if their BCS is nearing a score of 3. If you observe cows with rapidly declining BCS towards 4, consider determining diet energy levels, including forage or pasture analysis. In most cases, individually housing or supplemental feeding one cow is not feasible. Cows can be grouped by BCS and fed accordingly. Regardless of management systems, monitor cows closely to avoid their BCS falling to 3 when muscle atrophy is observed. Consider culling

cows that do not reasonably maintain appropriate BCS, they may not be cost-effective to maintain.

Cows can put on too much condition, especially leading into calving season. While it is beneficial for cows to add fat cover going into the winter months, avoid BCS of 8 or 9. These cows are costly to maintain and experience increased reproductive failures, dystocia, and mobility problems. Again, consider analyzing forage or pasture mixes and altering feeding strategies to provide less energy to cows.

While extreme BCS scores of 3 and 8 or 9 were highlighted, it is important to continually monitor BCS in our herds in order to maintain cow health and ultimately their longevity within the herd. Management decisions can be made to both add or reduce body condition. It is important to keep in mind that BCS will change throughout the year based on her energy demands and her calf's energy demands.

References:

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Pruitt, R.J. & P.A. Momont. (1988). Effects of Body Condition Score on reproductive Performance of Range Beef Cows. *South Dakota Beef Report*. Page 12. https://openprairie.sdstate.edu/cgi/viewcontent.cgi?article=1012&context=sd_beefreport_1988

Wisconsin Beef Special Edition Webinar Series

UW-Madison Extension Cow/Calf Days and Wisconsin Feeder Workshops will be combined to create the Wisconsin Beef Special Edition Webinar Series. Join your local Extension Livestock Program Educators, UW Outreach Specialist, and esteemed keynote speakers as they present current topics on beef production. A different topic will be presented at each Tuesday evening session. Take the opportunity to learn from and discuss with experts on the scheduled dates or listen to the recordings at your convenience after pre-registering. Topics include: An Update on Mineral and Vitamin Needs for Beef Cattle (Jan. 12, 2021), Driftless Region Beef Conference (Jan. 26-28, 2021), Management of Newly Weaned Calves in the Feedlot (Feb. 9, 2021), Hairy Heel Wart: A Threat for the Health and Production of Cattle in Beef Operations (Feb. 23, 2021), Pasture Weed Management (Mar. 9, 2021), and Direct Marketing Meat (Mar. 23, 2021).

Legislative Update:

A Wisconsin State Election Recap and 2021 Legislative Preview

Jordan Lamb, WCA Legislative Counsel
DeWitt, LLP

The 2020 elections are behind us and we are now looking forward to a new Wisconsin State Legislature in 2021. This was not a gubernatorial election year in Wisconsin, so Governor Evers and his Administration will continue to serve. However, we will see some changes in the Wisconsin State Assembly and the State Senate.

State Assembly:

All 99 seats in the Wisconsin State Assembly were up for election on November 3rd. Going into election night, the Assembly Republicans held a 63-34 majority (2 vacant seats) and sought a veto-proof super-majority of 66 seats. Although they did not hit that mark, the Assembly Republicans will easily retain the majority in Wisconsin. The Assembly Democrats picked up two seats in the 13th and the 23rd Assembly districts. Democratic challenger Sara Rodriguez (D-Brookfield) defeated incumbent Republican Rep. Rob Hutton (R-Brookfield) in the 13th and Democratic challenger Deb Andraca (D-Whitefish Bay) beat incumbent Jim Ott (R-Mequon) in the 23rd. Absent any recounts in close races, the Assembly Republicans will return in 2021 with a majority of 61-38.

Representative Robin Vos (R-Rochester) will return as the Speaker of the State Assembly and Representative Jim Steineke (R-Kaukauna) will return as the Assembly Majority Leader. Representative Gordon Hintz (D-Oshkosh) returns as the Assembly Minority Leader and Representative Mark Spreitzer (D-Beloit) will serve again as Minority Caucus Chair.

State Senate:

The even-numbered half of the State Senate seats were up for reelection on November 3. The Senate Republicans held an 18-13 majority (2 vacant seats) heading into the election. The Senate Republicans will maintain their majority but came one seat short of securing a super-majority of 22 seats.

The Republicans picked up two seats: Eric Wimberger captured the seat of retiring Democratic Sen. Dave Hansen's in the 30th (Green Bay) and current State Representative Rob Stafsholt (R-New Richmond) has won the 10th Senate District, currently held by Senator Patty Schachtner (D-Somerset). In the open 32nd District seat, former Evers' DATCP Secretary, Democrat Brad Pfaff, prevailed by 589 votes. With these changes, the Senate Republicans will start the 2021 session with a 20-12 majority (one vacant seat). (NOTE: There will be a special session for the 13th

Senate District seat vacated by Scott Fitzgerald, who won election to Congress in the 5th Congressional District.)

Senator Devin LeMahieu (R-Oostburg) will serve as the Senate Majority Leader and Senator Chris Kapenga (R-Delafield) will be the 2021 Senate President. Senator Janet Bewley (D-Janesville) is the Senate Minority Leader and Senator Janis Ringhand (D-Evansville) is the Assistant Minority Leader.

2021 Joint Committee on Finance:

Speaker of the Wisconsin State Assembly, Robin Vos, originally reappointed Representative John Nygren (R-Marinette) as the Assembly co-chair of the Joint Committee on Finance. The appointment would have made Rep. Nygren the Assembly's longest-serving co-chair since the budget committee was created in 1911. However, on December 2, 2020, Rep. Nygren resigned from the State Assembly to "pursue an opportunity in the private sector." Rep. Mark Born (R-Beaver Dam) will serve as the Assembly Republican Co-Chair of the JFC next session. Representative Amy Loudensbeck (R-Clinton) will serve as Vice Chair. The other Assembly Republican members are expected to be appointed shortly. Democratic Minority Leader, Gordon Hintz (D-Oshkosh), appointed Rep. Evan Goyke (D-Milwaukee) and Rep. Greta Neubauer (D-Racine) as the minority party Assembly members of the JFC.

Senator Howard Marklein (R-Spring Green) was appointed as the Senate Republican Co-chair by Senate Majority Leader, Senator Devin LeMahieu. Marklein replaces Sen. Alberta Darling, a River Hills Republican who had chaired the committee a record six sessions. Marklein was first appointed to the committee shortly after his 2014 win of his southwestern Wisconsin seat. The other Senate Republican members of the Committee are Sen. Dwey Stroebe (R-Saukville) Vice-Chair, Sen. Dale Kooyenga (R-Brookfield), Sen. Mary Felzkowski (R-Irma), Sen. Joan Ballweg (R-Markesan), and Sen. Kathy Bernier (R-Chippewa Falls). Senate Democratic Minority Leader Janey Bewley (D-Mason) announced this week that she is re-appointing Senator Jon Erpenbach (D-Middleton) and Senator LaTonya Johnson (D-Milwaukee) to the 16-member Joint Finance Committee. Republicans will control the committee next session by a 12-4 margin.

The new 2021-23 Wisconsin State Legislature will be inaugurated on January 4, 2021.

Enrollment Begins for Agriculture Risk Coverage and Price Loss Coverage Programs for 2021

The United States Department of Agriculture (USDA) announced that enrollment for Agriculture Risk Coverage (ARC) and Price Loss Coverage (PLC) Programs has opened and will be available for sign-up through March 15, 2021, for the 2021 crop year. For more information about ARC and PLC, USDA encourages producers to visit the ARC/PLC web page at https://www.fsa.usda.gov/programs-and-services/arcplc_program/index or visit their local county office. Additional questions can also be directed to Katie Demrow, Outreach Coordinator at the Wisconsin Farm Service Agency via email at katie.demrow@usda.gov.



Seasoning's Greetings!

Tammy Vaassen
Executive Director, Wisconsin Beef Council

Throughout the month of December, the Wisconsin Beef Council (WBC) has been extending a "Seasoning's Greetings" holiday campaign to consumers across Wisconsin. Whether friends and family will visit in person or virtually, the campaign encourages Wisconsinites to make beef the center of their holiday celebration. WBC is showcasing the crackling 'Drool Log' video, the sights and sounds of a Prime Rib roasting over an open fire this holiday season, on our social media and advertising platforms. To view the Drool Log and other resources to beef up your holiday table, go to <https://www.beeftips.com/cooking/beef-up-the-holidays>.

In addition, Wisconsin Beef Council partnered with the American Culinary Federation's Milwaukee chef's chapter to host a virtual 'Roast & Toast' event for Wisconsin food bloggers, food media and agricultural influencers. Attendees learned how to prepare a holiday rib roast recipe while interacting with Chef Lisa McKay, Executive Chef and Owner of Lisa Kaye Catering, LLC, and Angie Horkan, WBC's Director of Marketing. The goal of the Roast & Toast was to provide these individuals with the tools to share beef roasting tips and content with their followers.

To further reach consumers throughout the month, a 7 Days of Seasonings giveaway was held on the WBC Facebook page, providing beef gift certificates, seasonings and other beef swag to winners who engaged with content on the page. Holiday advertisements have been placed on the WBC social media channels, Google search and YouTube, including a 1-minute video of Horkan with tips on how to prepare a rib roast.

WBC has also created a video featuring holiday beef recipes with Wisconsin students enrolled in the ProStart program. ProStart is a curriculum and mentoring program designed to introduce high school students to the skills needed for careers in the restaurant and foodservice industry. This will encourage them to prepare an elegant dinner for their family while practicing their culinary skills.

The National Cattlemen's Beef Association, a contractor to the Beef Checkoff, and home of the Beef. It's What's for Dinner. campaign, has returned to broadcast television for the first time since 2003. The ads feature the 'Drool Log' during the Hallmark Channel's

Countdown to Christmas movies. NCBA is also working with Chicory to support retail beef sales for the remainder of 2020.

This campaign will aim to reach consumers and drive them to order beef in the e-commerce, online grocery space with major retail partners. WBC has been supplementing the national Chicory campaign to increase the number of consumers reached in Wisconsin.

To find more information on how to incorporate beef into your holiday dinner plans, including roasts, brunch, charcuterie boards and appetizers, go to www.beeftips.com.



ABOVE: WBC Director of Marketing, Angie Horkan, discusses rib roasts during a recent video shoot in the Wisconsin Beef Council office.



ABOVE: Wisconsin food bloggers, food media and agricultural influencers wear their festive Beef. It's What's for Dinner. aprons and share a toast to Wisconsin's beef industry during the virtual 'Roast & Toast' event.

Wisconsin Cattlemen's Association

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