

# cattleTRAILS

..... December 2023

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



WISCONSIN  
CATTLEMEN'S  
ASSOCIATION



## President's Path

Brady Zuck, WCA President

As 2023 comes to a close and we head into 2024, it's always beneficial to reflect on the past year's learnings and begin planning for improvements for the new year. As I reflect on 2023, we have made great progress as an organization – strong sales continuing with the WCA Steak Trailer, maintaining and expanding our 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 2024 as we work on behalf of Wisconsin's beef cattle producers.

We are excited to host our annual Winter Conference on Saturday, Feb. 17! Each year, I look forward to connecting with other WCA members for educational opportunities, legislative updates, and making new connections. We have a great lineup of speakers, including David Ruid with USDA Wildlife Services, and a producer grazing panel. Plan to bring a fellow cattle producer – we look forward to welcoming them to WCA. Please mark your calendars.

On Nov. 15, WCA hosted our first Beef Leadership Institute Legislative Day. It was exciting to see 12 future industry leaders join Jordan Lamb and WCA leaders to learn about key legislative issues in the beef industry. After learning about the issues and the political advocacy process, they headed to the Capitol to meet with their legislators and share our message. Many thanks to Jordan, Emily, and the team at The Welch Group for helping coordinate the event - this event is an example of the increased service offering that The

## Looking ahead to 2024

"We look forward to continued growth in 2024 as we work on behalf of Wisconsin's beef cattle producers."

Welch Group can provide WCA.

WCA will be well represented at the 2024 NCBA Cattle Industry Convention, which will be held Jan. 31 – Feb. 2, 2024, in Orlando, FL. Tressa Lacy and Gary Schmidt will represent WCA at the Policy Committee Meetings and carry our votes. We will plan to share the outcome of these meetings at the Winter Conference.

Thank you for your membership in WCA, and for all that you do to support our organization. As we head into 2024, 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. Wishing everyone a Merry Christmas and a Happy New Year!



*-Brady Zuck*

2023 WCA President

Zuck Cattle Company | Ladysmith,  
Wisconsin

Phone: (715)-415-9131

Email: brady\_zuck@diamondv.com



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@WisconsinCattlemensAssociation

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## upcoming events:

### Wisconsin Women in Agriculture Conference

Jan. 12-13  
Three Bears Resort  
Warrens, WI

### Driftless Region Beef Conference

Jan. 25-26  
Grand River Convention Center  
Dubuque, IA

### Ag Day at the Capitol

Jan. 31  
Monona Terrace Convention Center  
Madison, WI

### Grassworks Grazing Conference

Feb. 1-3  
Chula Vista Resort  
Wisconsin Dells, WI

### Eastern Wisconsin Beef Producers Annual Steak Out

Feb. 10  
The Village at 170  
Sheboygan Falls, WI

### WCA Winter Conference

Feb. 17  
The Lodge at Mauston  
Mauston, WI

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

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[wisconsincattlemen.com](http://wisconsincattlemen.com)

Would you like to receive Cattle Trails digitally? Email [kaitlyn@wisconsincattlemen.com](mailto:kaitlyn@wisconsincattlemen.com) to change your subscription preferences.

# Are you WCA's next Board Member?

Serving as a Board Member is a prime opportunity to expand your involvement in the industry while also piloting the direction of the organization. Through connections of engagement, Board Members expand their network of producers, elected public figures and affiliates. Relationships with these assets easily translates to knowledge that can be utilized to improve their personal operation.

As stated in WCA's Bylaws:

Two directors-at-large shall be elected to a three (3) year term during the annual meeting. All directors may be elected to serve two (2) consecutive three (3) year terms. After being a director for six (6) years, the director shall vacate the office of director for at least one (1) year before eligible to be considered as a director again.

The purposes of this association shall be:

Section 1. Unite Wisconsin cattle producers to grow the Wisconsin beef industry with strong advocacy and knowledge sharing.

Section 2. Be the trusted leader of Wisconsin's beef industry locally, regionally and nationally.

Section 3. Serve as a strong voice for all segments of the Wisconsin cattle industry in the legislative, regulatory, and industry arenas.

Section 4. Serve as the connector of cattle producers, related organizations and allied industry via knowledge sharing opportunities.

The directors shall hold a regular meeting at least once every three (3) months at such time and place as the Board shall fix.

Directors may participate in Board meetings by conference call if granted permission to do so by any member of the Executive Committee. Any member so authorized and participating in a Board meeting by conference call may vote and participate in the Board meeting as if present in person. Any Board member participating in a Board meeting by conference call shall count toward establishing a quorum. Voting by Directors may also be done through email provided the results of each vote are kept as record.

If you have interest in being elected to serve as a Board Member, please reach out to a current serving Board Member found at [wisconsincattlemen.com](http://wisconsincattlemen.com).

## Winter Conference 2024

**Date:** Saturday, February 17, 2024

**Location:** The Lodge at Mauston (104 Lodge Lane, Mauston, WI)

**Time:** 10:00 a.m. – 5:00 p.m.

### Speakers:

David Ruid, Supervisory Wildlife Biologist at USDA-APHIS-Wildlife Services will present on grey wolf abatement

Tressa Lacy, WCA President-Elect, will serve as the moderator for the grazing panel. Panel participants are Jason Cavadini, UW Grazing Outreach Specialist, Connor Laukant of Laukant Farms in Reedsburg, and Jerry Huth of Huth Polled Herefords in Oakfield, all of whom utilize intense rotational grazing in their operations.

Winter Conference will conclude with a social hour for attendees. WCA will honor the first class of graduates from the Wisconsin Beef Leadership Institute in conjunction with the Wisconsin Beef Council at that time.

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





# Steak Trailer Update



### Brady Zuck, WCA Steak Trailer Co-Chair

The WCA Steak Trailer wrapped up the 2023 season with two very successful events at World Beef Expo and World Dairy Expo. In 2024, World Beef Expo will be held one week earlier than usual, and not in conjunction with the Harvest Fair. We are currently evaluating how to proceed as the Harvest Fair provides a steady flow of people in the afternoon/evening hours that help increase sales at the event.

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. The new condensed schedule at World Dairy Expo has allowed us to maintain consistent sales in fewer serving days, helping to increase our efficiency.

We would like to recognize Dave and Carrie Goss for an extremely successful second 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 assessing 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 2024.

We have elected to not attend the 2024 WI Farm Technology Days. Farm Tech Days was a successful event for the Steak Trailer in 2023, and we will consider future events. However, the 2024 event will be held right after State Fair. After 10 grueling days at State Fair, it isn't possible to get cleaned up, loaded, and back serving the following week at Farm Tech Days.

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 2024 season.

We want to thank you all for the support in 2023 and look forward to another successful year in 2024!

*-Brady Zuck*

(715)-415-9131  
[brady\\_zuck@diamondv.com](mailto:brady_zuck@diamondv.com)

## 2024 Event Schedule

WPS Farm Show  
Oshkosh  
March 26-28

Midwest Horse Show  
Madison  
April 19-21

Wisconsin State Fair  
West Allis  
August 1-11

World Beef Expo  
West Allis  
September 19-22 (one week earlier than 2023)

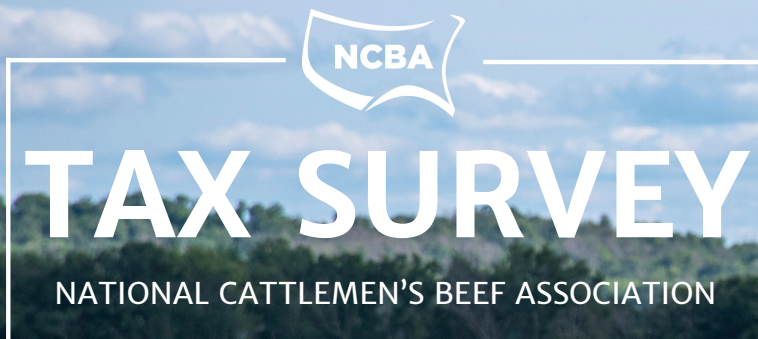
World Dairy Expo  
Madison  
Oct. 1-4

## 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, 2024.

Contact the WCA office for advertising details.

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



NCBA

# TAX SURVEY

NATIONAL CATTLEMEN'S BEEF ASSOCIATION



## FIGHT FOR A BETTER TAX CODE FOR OUR FAMILY FARMS AND RANCHES

The 2017 Tax Cuts and Jobs Act provided several crucial tax provisions that help keep farms and ranches in business. Unfortunately, these provisions that we fought hard to secure will expire in 2025 unless Congress takes action.

NCBA is working hard to educate Congress on why these tax provisions matter to cattle producers, but we need your help. **Please take the NCBA Tax Survey** and share your thoughts on key tax policies such as the death tax, capital gains, small business expensing, and other tools that are important to your operation. Your grassroots participation in the survey will also help us educate Congress and help them understand how real farmers and ranchers are impacted by the tax policies made in Washington.

With your help, we will continue fighting to ensure the farming and ranching way of life can continue for our children and grandchildren. **Please join the fight today.**

### TAKE THE SURVEY



1. *Open your phone camera*
  2. *Point the camera at the code above*
  3. *Fill out the online form to take our tax survey*
- or visit [ncba.org/policy](https://www.ncba.org/policy) and click on "Take NCBA's Tax Survey" to participate*

FOR MORE INFORMATION CONTACT



National Cattlemen's  
Beef Association

KENT BACUS  
[kbacus@beef.org](mailto:kbacus@beef.org)

KELSEA KEMP  
[kkemp@beef.org](mailto:kkemp@beef.org)

[www.ncba.org/policy](https://www.ncba.org/policy)



# Using Corn Stover to Feed Beef Cows When Hay is in Short Supply



By Bill Halfman

UW-Extension Beef Coutreach Specialist

Tight hay supplies will make over-wintering the beef cow herd more challenging than usual for some beef producers this year. In addition, some cows may be headed into winter thinner than ideal, and it will be necessary to add some condition to them. With grain prices being lower than many expected, using corn stover and supplementing energy and protein as needed can help economically feed the cow herd through the winter.

A common method for using corn stover is to have cows graze corn fields after grain harvest. This timing works nicely for spring calving cow herds as this typically coincides closely with when the calves are weaned, and the cows’ nutritional needs are at their lowest during the annual production cycle. Cows will selectively eat the highest nutritional forage/ fodder first, meaning grass waterways and fencerows, dropped ears, spilled grain, and husks and leaves. These feeds will usually maintain or maybe add a little weight to a typical 1400-pound cow in body condition score (BCS) 5. Depending on fall weather, the quality of the husks and leaves can decline rapidly. Do not force the cows to eat the stalks and cobs; they will lose weight without supplementation.

If a farm does not have access to corn fields or those fields do not have adequate fencing or water access, the stover can be baled and fed to the cows in a lot or designated winter feeding area. If corn stover is harvested for feed, it should be harvested as soon after grain harvest as possible to capture as high of quality of feed as possible. Baled stover, which includes all the above ground parts of the corn plant left after grain harvest, is lower in feed value than allowing the cows to select and eat just the husks and leaves. A recent study conducted at the UW Arlington Research Station using stover bales coarsely processed, like in a tub grinder or bale processor, showed that even though the particle sizes were large enough to allow sorting, the course chopping reduced sorting and the cattle ate the stover components equally to what was presented.

Additional management considerations when using corn stover as part of a ration to overwinter the cows are:

- Using ionophores when feeding low-quality forage like corn

Table 1. Example rations using coarse processed corn stover and supplementation to meet beef cow needs during different production stages over winter. The rations are for a 1400-pound beef cow with a clean open hair coat and shelter from the wind.

	Corn Stover	Rolled Corn	DDGs
	Pounds as fed per day		
Mid trimester, maintain BCS 5, Dec-Jan	32	2	1
Mid trimester, adding 0.5 BCS score per month, from BCS 4.5 to 5.0, Dec-Jan	25	11.5	1
Third trimester, maintain BCS 5, Feb	27	5.5	2

stover can help feed efficiency.

- If feeding a high percentage of corn-based feeds (stover, corn grain and (DDGS) dried distillers grains with solubles)it will be important to make sure mineral needs are being met.
- Work with your nutritionist to make sure rations are balanced.
- Liquid protein supplements can be an effective way to provide supplementation.
- Bunk space and management will need to be implemented to make sure that all cows get access to supplemental energy and protein rather than the boss cows getting more than their share.

The table below gives some examples of rations using harvested stover supplemented with corn and DDGS to meet cows’ energy and protein needs. There are also other feedstuffs that can be used to meet cows’ needs. Spending s time evaluating the best options for a given farm’s resources and situation can help develop the most economical plan. A fact sheet addressing more options can be found at this link: <https://livestock.extension.wisc.edu/articles/options-for-feeding-the-beef-cow-herd-when-hay-supplies-are-short/>

References:

Beef Ration and Nutrition Decisions Software (BRaNDS), Iowa Beef Center, Iowa State University Extension and Outreach

Karls CW, Shinnners KJ, Schaefer DM, Intake of corn stover botanical parts by growing and finishing beef steers, Translational Animal Science, Volume 6, Issue 2, April 2022, txac055, <https://doi.org/10.1093/tas/txac055>

National Academies of Sciences, Engineering, and Medicine. 2016. Nutritional Requirements of Beef Cattle.

National Academies of Sciences, Engineering, and Medicine. 1996 /2000. Nutritional Requirements of Beef Cattle.

Reviewed by: Adam Hartfiel UW Extension Regional Livestock Educator and Carolyn Ihde ISU and UW Extension Small Ruminant Outreach Specialist.

# Wisconsin Legislative Update

Jordan Lamb

WCA Legislative Counsel

The Welch Group

## **Wolf Population Legislation Approved by Assembly Committee**

On Nov 16, 2023, the Assembly Sporting Heritage Committee approved 7-4 along party lines AB 137, a bill to require DNR to set a statewide population goal in its wolf management plan. The Natural Resources Board last month approved a plan that eliminated the previous 350-wolf goal in favor of one focused on adapting to changing populations in different areas of the state. State law requires an annual wolf hunt, but wolves are currently on the endangered species list, barring a hunt for now. The Senate passed the bill 22-10 along party lines last month. The bill is available for scheduling for debate by the full Assembly in January.



## **Farm Bureau Health Plan Legislation Drafted**

Representatives Kurtz, Moses and Dittrich and Senator Testin have drafted legislation to allow the Wisconsin Farm Bureau Federation (WFBF) to help address the cost of health coverage and improve access to more affordable health care for WFBF members. The bill creates an exemption from state insurance regulations to allow Farm Bureau Health Plans to provide benefits to individuals who may lack employer-sponsored coverage or who may not typically be eligible for federal incentives under the Affordable Care Act. This legislation would allow WFBF to offer a health benefit plan like other association plans and self-insured businesses who offer coverage in Wisconsin. Currently, several other states including IA, TN, KS, IN, SD, and TX Farm Bureaus offer health benefit plans. The bill circulated for cosponsors through December 8, 2023.

## **Assembly Ag Committee Holds Hearing on Foreign Land Ownership Bill**

The Assembly Ag Committee heard testimony on November 21 on AB 349, authored by Rep. Plumber and Sen. Stafsholt, which would reduce the maximum amount of agricultural or forestry land that foreigners can acquire, own or hold in the state. The current cap is 640 acres. Under this bill, that maximum would be reduced to 50 acres and the exemptions for mining, energy projects and other industrial developments would also be eliminated. Representative Plumber, the Assembly author, testified in support of the bill. The author's testimony focused on threats to national security related to land purchases near military installations in AZ, TX, and CA. He cited land purchases in the United States by countries such as China and added events like the COVID-19 pandemic and wars in Israel and Ukraine highlight flaws in the global economy and the U.S.'s increased dependence on foreign governments. The Wisconsin Farm Bureau Federation, the Wisconsin Realtors Association, the Michael Fields Institute, CropLife America and the Wisconsin Paper Council all testified against the legislation. The focus was on preserving agricultural land, maintaining land prices, preventing loss of research acres, preserving European investment in Wisconsin papermaking, and ensuring that realtors are not violating the Federal Fair Housing Act. Numerous Ag groups also registered their opposition at the hearing. The Committee Chairman directed the parties to work with the authors to see if an amendment agreement could be reached.

## **Wisconsin Dem Lawmakers Introduce Package of Bills to Help Farmers**

Democratic Wisconsin lawmakers, led by Senator Brad Pfaff (D-Onalaska), introduced a new package of bills that would support Wisconsin agriculture. Most of the bills are introductions

of initiatives that Governor Evers included in his version of the 2023-25 biennial budget but were not kept in the budget bill by the Republican-led legislature. The package includes a bill that would require and provide funding for the Department of Health Services to ensure that farmers and farmers markets have the equipment to accept EBT and credit and debit cards. Other bills in the package would provide funding for meat processor grants, assist farmer mental health programs, and support the Wisconsin Initiative for Agricultural Exports.

## **Raw Milk Bill is Circulating for Co-sponsorship**

Under current law, the sale of unpasteurized milk and other dairy products is prohibited in Wisconsin except for "incidental" on farm sales. New legislation authored by Rep. Elijah Behnke (R-Oconto) and Sen. Duey Stroebe (R-Saukville) would allow a milk producer to obtain a license from DATCP to sell unpasteurized dairy products processed on farm premises to consumers through delivery, a retail store or directly from the farm. Similar legislation was introduced 13 years ago and was vetoed by then Governor Jim Doyle (D).

## **DATCP Cover Crop Insurance Premium Rebate Application Period Opened Dec 1**

In partnership with the U.S. Department of Agriculture's (USDA) Risk Management Agency (RMA), the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) opened the application period for crop insurance premium rebates on December 1, 2023. There is \$800,000, or 160,000 acres of coverage, that will be awarded on a first-come, first-served basis. Recipients will receive a \$5 per acre rebate on their summer 2024 crop insurance premium for acres that were planted with cover crops in 2023, then planted with an insurable crop the following year.

## **DATCP Nitrogen Optimization Pilot Grant Application Open Through January 31**

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has opened submissions for grants to Wisconsin farmers for Commercial Nitrogen Optimization Pilot Program (NOPP) research projects. Grant applications are open through January 31, 2024, but preapproval of all research project designs must be submitted to UW by December 15, 2023. Wisconsin has made \$1 million available for this round of NOPP grants. Under the program, multiple agricultural producers may work together, or with cooperating entities, to submit a single application. Each agricultural producer who is part of the application is eligible to receive a maximum award of \$40,000 for the project. In addition, a grant will also be made to UW for project monitoring, research, and outreach assistance.

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## Scholarship Update

There will be information coming soon about an update to the Wisconsin Cattlemen's Association scholarship program. The timeline for applying will look different in 2024. Members should watch their emails and keep an eye on the WCA Facebook page for the full details.

The WCA scholarship is available to any high school senior enrolled or planning to enroll in any university, technical college, community college in the United States, and the University of Wisconsin-Madison Agricultural Short Course Program.

If you have any questions, please contact Scholarship Chair Jeff Swenson at [jeffrey.swenson@wisconsin.gov](mailto:jeffrey.swenson@wisconsin.gov).



# What Your Dollar Did in 2023



**Tammy Vaassen**  
Executive Director  
Wisconsin Beef Council

As we enter this holiday season, I would like to thank each and every one of you who continues to work hard daily to produce beef to feed the world. We are truly blessed to have leaders in our industry from all spectrums of the production space, individuals who step up to lead the Wisconsin Beef Council (WBC) and Wisconsin Cattlemen's

Association, and I am personally thankful for the staff at the Beef Council who contribute their talents and skills to growing demand for beef. Our WBC team might be small, but they are all putting great programs into action to educate and inform consumers.

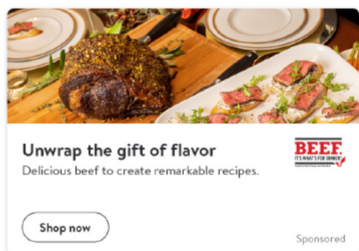
This article is a summary of some of the activities completed by the WBC team this past year. If you have any questions about how your Checkoff dollar is invested, please contact Grace, Kaitlyn, Angie, myself or one of our 23 board members who give direction to the Wisconsin Beef Council. You can find our board listing and staff information at <https://www.beeftips.com/about-us> - or you can call 1-800-728-BEEF (2333). I wish you and your family a Merry Christmas and blessed new year!

## School Food Service

WBC has worked to increase school food service efforts to incorporate more beef on school lunch trays. We took 35 school nutrition professionals from across Wisconsin on a meat processor and farm tour, helping to increase their knowledge of what it takes to get beef from the farm to the table. Also, a 36-page, all-encompassing beef resource guide was created incorporating beef nutrition facts, food safety tips and tricks, local beef procurement methods, over 15 new pre-credited and large-scale beef recipes. This guide was created to help school food service professionals understand how to purchase beef locally, and to increase their knowledge about beef and the number of times it's served throughout the school year. If you'd like to share the resource guide with your local school nutrition professional, visit <https://www.beeftips.com/nutrition/beef-resource-guide>.

## E-Commerce Retail Advertising

The National Cattlemen's Beef Association, a contractor to the Beef Checkoff, participated in an e-commerce retail partnership with a national mass merchandiser. Beef It's What's for Dinner ads were served as consumers were online shopping, encouraging them to put beef in their cart. Wisconsin bought into the campaign to extend the local reach. The Wisconsin investment alone resulted in 1.2 million ad impressions, with traceable beef sales that derived from the advertisement totaling nearly \$1.3 million. That does not include cash purchases of beef.



## Social Media Presence

The Wisconsin Beef Council joined TikTok and increased Pinterest efforts to extend its social media presence this year. TikTok has allowed us to create content focused on reaching the younger generation and gaining their trust. We are featuring short clips of farmer stories and recipe videos. This platform earned 337,000 video views. Pinterest has become a highly used search platform for

recipes - so we've capitalized on that opportunity with multiple ad placements. In FY23 we had 159,000 Pinners who saw or engaged with our beefy recipes. We also earned 246,000 impressions. We also continue to have a presence and impact on Facebook, Instagram and X.

## Foreign Marketing

WBC was able to extend efforts and investments with the U.S. Meat Export Federation, a contractor to the Beef Checkoff, through grant funding provided by the Wisconsin Department of Agriculture, Trade and Consumer Protection's (DATCP) 'Ag Export Initiative.' WBC received two grants from the initiative to educate foreign buyers about beef production in Wisconsin and the characteristics of beef harvested in-state that is available for export.

One of the grants funded a trade team of Japanese foodservice buyers who traveled to Wisconsin and toured farms, beef plants and retail stores. In addition, WBC invested funds from the second grant, along with Beef Checkoff dollars, to host several blind tasting events for importers in the Central American region. During these workshops, participants had a chance to view beef primal cutting demonstrations, helping them understand how to maximize yield while properly portioning a variety of cuts. They were also able to taste, smell and feel the quality of U.S. beef through blindfolded sensory demonstrations.



## Beef in the Classroom

11,535 students were able to cook with beef and learn about preparing beef through their food and culinary classes in Wisconsin with our Beef in the Classroom program. WBC approved 187 applications from school districts across the state. With each grant, they receive a library of online resources, and videos as well as the opportunity to receive print materials to aid in the education.

## Alice in Dairyland Hosts Virtual Beef Tours

WBC partnered with 75th Alice in Dairyland Taylor Schaefer to produce virtual beef industry tours. Schaefer walks her digital guests through the farm to fork process, offering an educational platform that can be shared online and on social media. and with educators who wish to give their students a farm experience without leaving the classroom. Watch the virtual tours today at [www.youtube.com/WisconsinBeefCouncil](http://www.youtube.com/WisconsinBeefCouncil).



## Wisconsin Cattlemen's Association

957 Liberty Drive, Suite 201

Verona, Wisconsin 53593

### *Thank you to our Affiliate Members!*

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Grant County Cattlemen's Association  
Great Northern Texas Longhorn Association  
IDEAL Agriculture and Marine Insurance  
North American Normande Association  
Purina Animal Nutrition

Rock County Beef Producers  
UW-River Falls Beef Management Team  
Vernon County Cattlemen's Association  
Wisconsin Farm Bureau Federation  
Wisconsin Hereford Association  
Wisconsin Shorthorn Association

## *Thank You Sponsors!*

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**To promote the Wisconsin beef  
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**Phone:** 608-228-1457

**E-mail:** [info@wisconsincattlemen.com](mailto:info@wisconsincattlemen.com)

**Office:** 957 Liberty Drive, Suite 201 Verona, WI 53593

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