

cattleTRAILS

..... DECEMBER 2019

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



Photo credit: Brooke Roberts

President's Path

Eric Johnson, WCA President

Season's Greetings to all!

Like most as we get close to the end of the year, I find myself looking back on all that occurred in the last 12 months. Weather, of course, is the headliner for 2019. Starting with historic cold, to seemingly never-ending rain, to snow and single-digit temperatures back on the scene in October; the challenges were extraordinary. As a producer, weather is something that you have no control over. The best you can do is try and work with whatever Mother Nature sends your way.

As a producer, there are some issues where you can have an influence. Some examples include local, county or state ordinances and regulations, which all play a role in determining how you manage your operation. Voicing your feelings to your representative through a simple phone call or email can go a long way. Other issues may require a little more concentrated involvement. It is no secret that consumers continue to become further removed from agriculture; while we as farmers continue to fill their shelves with quality, nutritious products. Consumers are increasingly more willing to listen to half-truths and inaccurate claims related to antibiotic use, sustainability, and deliberate pollution of land and water by

WINTER IN WISCONSIN

As the cold sets in, the Wisconsin Cattlemen's Association is busy preparing for Winter Conference and advocating for producers on policy issues.

farmers. As producers, we need to be willing to step up and defend ourselves. Confronting someone expressing these types of views is not always easy. They often have a whole list of inaccurate claims to support their opinion. I usually ask them how much time they have spent around agriculture —most times, their experience is limited. This is your opportunity to tell your story about your farm, and the hundreds of other producers just like you. The one thing that I always stress is that I raised a family on our farm, drinking the water and eating the beef that we produce. Would I do that if it was a risk to my family's health? The more we are willing to put ourselves out there to promote our industry, the better.

The Wisconsin Cattleman's Association will continue to be the leader in advocacy and the promotion of beef in the state. As producers, we need to be ready to provide our voices as well.

On a personal note, a highlight of the year for me was watching our granddaughter Anja lead one of our heifers into the showring for the very first time. It was a priceless and cherished moment.

As always, remember what you are doing and who you are doing it for. Be safe out there!



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

@WisconsinCattlemensAssociation

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upcoming events:

- **WCA Young Producer Scholarship Applications Due January 2, 2020**
Application on website
- **2020 WCA Awards Nomination Deadline January 10, 2020**
Nomination form on website
- **Winter Conference Discounted Room Deadline January 19, 2020**
- **Winter Conference Registration Deadline February 14, 2020**
- **WCA Student Scholarship Applications Due February 18, 2020**
Application on website
- **Winter Conference February 21-22, 2020**
Chula Vista Resort Wisconsin Dells, Wisconsin
A can't-miss event for Wisconsin cattle producers.

CHECK OUR WEBSITE FOR THE LATEST EVENTS AND INFORMATION
wisconsincattlemen.com

Cattle Trails Advertising Opportunities

Starting in 2020, WCA members will have the opportunity to advertise on a first-come, first-serve basis in the Cattle Trails newsletter.

CHECK OUT PAGE 6 FOR DETAILS

Price breakdowns and advertising information for future issues of the Cattle Trails can be found on page 6 of this issue.

If you have any questions about advertising in the Cattle Trails, please don't hesitate to reach out.

WCA Publications Chair, Tressa Alderson | tressaalderson27@gmail.com

It's time to register for Winter Conference

Registration is now open for the 2020 WCA Winter Conference. The event will be held on Feb. 21-22 at Chula Vista Resort in Wisconsin Dells. New this year, the Wisconsin Cattlemen's Association is excited to welcome the addition of the UW-Extension Dairy and Beef Wellbeing Conference to the annual Winter Conference. The Wisconsin Hereford and Shorthorn Associations will also host their annual meetings in conjunction with the conference.

Highlighting this year's speaker lineup is Dr. Henry Zerby, VP of Protein Procurement and Innovation for Wendy's Quality Supply Chain Co-op. Zerby's team is responsible for the acquisition of all animal protein products on the Wendy's menu. NCBA's 2019 Policy Division Chairman, Don Schiefelbein, will also speak; along with Chase DeCoite, NCBA's Director of Beef Quality Assurance Programs; in addition to presentations from several university experts.

WCA will hold a tradeshow reception and recognition program following Friday's afternoon educational sessions. Please consider nominating your fellow cattlemen for these awards: Cattleman of the Year, Friend of WCA, BQA producer, and Environmental Stewardship. Any WCA member can nominate someone for these awards. Pam Jahnke, the Fabulous Farm Babe, and Abigail Martin, the 72nd Alice in Dairyland, will emcee and distribute awards. Down from the Hills, a local bluegrass band, will provide entertainment for Friday evening.

The Wisconsin Cattlemen's Association, Wisconsin Shorthorn Association and Wisconsin Hereford Association will all hold their annual meetings on Saturday, February 22.

Lodging is available at the conference location, Chula Vista Resort. Reserve a room before January 19, 2020 by calling 844-801-9359 and refer to booking ID #G99241 to receive the low conference rate of \$109/night. **Conference registration discounts are being offered for WCA members up to the registration deadline of February 14, 2020.** A \$10 late fee will be added to all late registrations.

Please join us for this great event and program! You can register at <http://www.wisconsincattlemen.com/events/winter-conference>. Email questions or requests for additional information to winterconference@wisconsincattlemen.com.

Follow WCA on Facebook and watch your e-mail for Winter Conference updates!

Update from the Steak Trailer

The WCA Steak Trailer finished another successful year in 2019, serving our famous beef products at several events across the state of Wisconsin.

Our new managers, Craig and Vickie Dunnum, have successfully completed their first year at the helm of the Steak Trailer. We ended the year with sales finishing very close to 2018, a great achievement for the first year under new leadership.

World Beef Expo featured two successful exhibitor dinners, which helped us offset the decreased sales due to poor weather. World Dairy Expo featured strong sales, including a new partnership with Thunder CoffeeMilk. We are also exploring potential new events to attend in 2020, based on our increased opportunity to operate for more days based on changes to the tax code.

We would also like to thank all those who helped volunteer their time throughout the year. (See all groups that worked the steak trailer in 2019 listed below.) A special thank you to the numerous groups who worked a shift, WCA members who stopped by to lend a hand, and new employees who worked for the first time. Without all of your help, we would not have been able to pull off a great 2019.

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 Vickie Dunnum (608-963-2428, wcasteaktrailer@gmail.com) to secure your group's time at an upcoming event for the 2020 season.

We want to thank you all for the support in 2019, and look forward to another successful year in 2020!

THANK YOU TO ALL THE GROUPS WHO WORKED THE STEAK TRAILER IN 2020!

Oshkosh North and West FFA
Berlin FFA and FFA Alumni
Parkview FFA Alumni
UW-Madison Saddle and Sirloin Club
Midwest Pinzgauer
Wisconsin Livestock Breeders Association
Biddick, Inc.
Green County Beef Queen
Wisconsin State Fair Camp of Champs
Destination Imagination, Wauwatosa Schools
Mauston FFA
Rock County Beef Producers
Marshall FFA
Vernon County Cattlemen
Hiawatha 4-H
Columbia County 4-H
Emerald Clovers 4-H
Janesville Parker FFA
Vernon County Farmers Union



ABOVE: (R to L) Steak trailer managers Craig and Vickie Dunnum, with Carson, Anita and Brian Lilla at the 2019 World Dairy Expo. The Lilla family worked in the Steak Trailer at the Wisconsin State Fair, World Beef Expo and World Dairy Expo.

2020 STEAK TRAILER SCHEDULE

WPS Farm Show | Oshkosh, WI
March 31 - April 2

Midwest Horse Fair | Madison, WI
April 17 - 19

Wisconsin State Fair | West Allis, WI
August 6 - 16

World Beef Expo | West Allis, WI
September 24 - 27

World Dairy Expo | Madison, WI
September 29 - October 3

Interested in working a shift in the steak trailer?
Contact the Dunnums at wcasteaktrailer@gmail.com.



ABOVE: Darin VonRuden, Wisconsin Farmers Union President, grills.
BELOW: A smiling group of helpers serving up delicious beef sandwiches.



Member Spotlight: Matt Ludlow

Matt Ludlow | Viroqua | Board member since: 2016

Matt Ludlow has been involved with the Wisconsin Cattlemen's Association Board of Directors for almost three years. Prior to joining the WCA Board, Matt was an active NCBA member, attending their annual convention each winter. Additionally, Matt was part of the 2017 Young Cattlemen's Conference (YCC) class.

Since joining the WCA Board, Matt has become very involved with the Steak Trailer and Legislative committees. Matt and Brady Zuck chair the Steak Trailer committee; in 2019, they successfully replaced the management team of WCA's main source of income - the Steak Trailer.

Matt and his father, Reid, operate Rush Creek Ranch near Viroqua, Wisconsin. The operation buys lightweight calves throughout the southeastern United States during the winter and contracts with other producers to precondition and graze the calves until spring.

Rush Creek Ranch typically runs eight separate sets of cattle, ranging from 600 to 900 head, on pastures divided into 5-acre segments. Intense rotational grazing has allowed Rush Creek Ranch to increase stocking density by five-percent each year, without adding any additional acres to their operation.

The Ludlows have made significant investments in water lines and tanks, and electric fencing to divide pastures and best utilize the rough hills of southwest Wisconsin.

In February of 2020, Matt will become president of the WCA at Winter Conference. Matt believes WCA is headed in the right direction and is hopeful that there are positive changes to come during his tenure as president.



ABOVE: Matt Ludlow is the December WCA board member spotlight.

"I would say my inspiration for the beef industry is genetic. My father, Reid, is the third generation to be involved with the beef industry. While we are in a different segment of the industry than my grandfather, who ran a feedlot in Colorado, the passion for what we do has been instilled through four generations."



NCBA Leadership Changes

The NCBA Executive Committee of the National Cattlemen's Beef Association confirmed Colin Woodall to serve as the association's new Chief Executive Officer. Woodall, who was named after an exhaustive national search, managed NCBA's efforts in Washington, D.C., for more than a decade. Since joining NCBA in 2004, Woodall has been instrumental in ensuring the interests of NCBA members and the beef community, are well represented in the nation's capital.

and in that time, he has done a great deal for beef producers everywhere. Much of his work and many of the victories registered by NCBA in Washington, D.C., is the result of his ability to build coalitions and bring people together across political divides," said NCBA president Jennifer Houston.

Houston expressed confidence that the same talents that made Woodall a success in the nation's capital will translate to Woodall's responsibility to lead NCBA's work as a contractor to the Beef Checkoff Program.

"In his new role as NCBA CEO, there is no doubt that Colin will be an outstanding advocate for the Beef Checkoff and the essential work being done to build consumer demand," said Houston. "Colin's passion for the beef community has made him one of the most effective advocates in American agriculture and I'm excited that he will now be applying that same passion to the work NCBA is conducting on behalf of the Beef Checkoff."

Originally from Big Spring, Texas, Woodall graduated from Texas A&M University. Following graduation, he worked both as a grain elevator manager and sales manager for Cargill at several locations in western Kansas and the Oklahoma panhandle before moving to Washington, D.C., to work on Capitol Hill.

"I am very thankful for the opportunity to lead NCBA and to serve the beef community as the next CEO of the association. American beef producers are the best people I know and although our industry faces many challenges, I am confident we can overcome them," said Woodall.

Membership Shoutout

Nate Moll
Membership Committee Chairman

Hello fellow ranchers! Where did fall go? It seemed like we went straight from summer to winter this year. It has been a challenging year, to say the least. Years like this make being a part of the Wisconsin Cattlemen's Association more important than ever.

When facing the daily struggles of farming it is reassuring to know you have someone in your corner fighting on Capitol Hill and keeping us informed of state and federal happenings. On the membership side of things, remember that we have switched to a membership renewal date of April 1st. Be sure to get your membership renewed in order to continue receiving all the benefits of WCA membership. Have a safe and happy holiday season!

QUESTIONS OR COMMENTS RELATED TO MEMBERSHIP?

Reach out to Nate Moll at:
molln9847@gmail.com
(608) 434-8316

Or check the WCA website:
wisconsin cattlemen.com



Legislative Updates

Jordan Lamb
DeWitt LLP | jkl@dewittllp.com

Legislation Recognizes Extension Hours for UW State Specialists (AB 556 / SB 497)

Senator Howard Marklein and Representative Amy Loudenbeck have introduced Assembly Bill 556 and Senate Bill 497 to support applied agricultural research in Wisconsin. Wisconsin farmers rely on a select group of agricultural researchers known as extension State Specialists to engage in applied agricultural research. State Specialists are co-funded by the Division of Extension and academic departments at UW–Madison, UW–River Falls or UW–Platteville. These tenure-track faculty members conduct research and develop training programs in their area of expertise. The Board of Regents is required by statute to monitor and reward faculty based on “...the number of hours spent teaching...” However, this policy limits the data that is collected for the work done by State Specialists because they are a unique set of faculty members. Their positions are not designed to teach large numbers

of undergraduates. State Specialists are meant to teach FARMERS and GRADUATE STUDENTS who are conducting critical on-farm research that is of direct economic importance to Wisconsin farmers. WCA supports this legislation.

Proposed Additional Funding for UW State Specialists (AB 627 / SB 563)

One of the most critical issues for Wisconsin farmers has been the steady decline of funding for applied agricultural research at UW–Madison. Since 1993, the number of CALS state-integrated specialists at UW–Madison has fallen by 45%. In just the past four years, eight CALS Extension specialist positions have been left vacant. As a result, there are fewer agricultural research projects aimed at addressing some of the most pressing questions facing Wisconsin farmers today. Senator Howard Marklein and Representative Nancy Vander Meer have introduced legislation to require the Board of Regents of the University of Wisconsin System to allocate \$1,000,000 in additional funding each year for state specialists providing extension services at the UW–Madison College of Agricultural and Life Sciences in the field of applied agricultural research. WCA supports this legislation.

Expansion of MAC Credit Would Include Crop Insurance Proceeds (AB 430 / SB 387)

Senator Howard Marklein and Representative Don Vruwink have introduced legislation to include crop insurance proceeds in a person’s production gross receipts for purposes of calculating the manufacturing and agricultural tax credit. The MAC credit is a state income tax credit that may be claimed for income earned from manufacturing or agriculture. Under this bill, insurance proceeds that are received by a person due to the destruction of, or damage to, crops are included in the person’s production gross receipts and, therefore, included in the calculation of the credit’s value. WCA supports this legislation.

There is NO Alternative to Beef

Tammy Vaassen
Executive Director, Wisconsin Beef Council

2019 has proven to be an interesting year for beef farmers. From weather challenges to disruption in the market due to the beef plant fire, you’ve persevered through. Another challenge the beef industry has faced is the increased marketplace attention to alternative proteins, and the false information being shared about the sustainability of our beef farms and ranches.

To put things in perspective, I’d like to share with you national consumer market research that was compiled by the National Cattlemen’s Beef Association. First, when you look at the market for beef and beef substitutes, beef substitutes account for less than 1% of sales. And beef demand is up — which signals that consumers continue to crave beef’s great taste, the essential nutrients and the high-quality protein it provides.

What actions is the Checkoff taking to tell beef’s story and work to grow demand for beef? From national messaging on the Beef It’s What’s for Dinner platforms, to state efforts here in Wisconsin, we will continue to tell the story of the people sustainably raising beef, the protein, essential nutrients, and the pleasurable eating experience beef provides.

We all need to continue to share the true sustainability story

about U.S. beef production. As beef farmers and ranchers, you are continuously improving the way beef is raised to ensure a sustainable beef supply. In fact, compared to the 1970’s, beef farmers and ranchers today produce the same amount of beef with 33% fewer cattle. The Checkoff has compiled factual data, linked to unbiased science, to show that just 2% of U.S. greenhouse gas (GHG) emissions come directly from beef cattle.

You clearly understand the value of cattle upcycling human inedible plants into high-quality protein, micronutrients, and ancillary products such as leather and pharmaceuticals. In fact, the U.S. beef cattle industry provides more than two times the high-quality protein to the U.S. food supply than the cattle consume.

We have the resources to help you share the positive, truthful story about sustainable beef production. Whether you have a well-educated neighbor who needs the hard science of the matter, or a consumer who needs to better understand the ingredient label and nutritional breakdown of beef as compared to meat substitutes, we can provide information for you to share. In addition, the Masters of Beef Advocacy program helps us better understand how to share our story in a positive, meaningful way. If you haven’t completed the MBA training yet, go to beefitswhatsfordinner.com/masters-of-beef-advocacy for more information.

On behalf of the Wisconsin Beef Council staff, we wish you a Merry Christmas and a Happy New Year. For holiday roast recipes to prepare for your family and friends, go to beeftips.com and click on ‘As Seen on TV’ for mouth-watering ideas.

Cattle Trails

ADVERTISING OPPORTUNITIES



In an effort to better serve our membership and improve the value of the Cattle Trails newsletter, the Wisconsin Cattlemen's Association has elected to allow a select amount of advertisements to be placed in each issue of the Cattle Trails newsletter moving forward. These advertising opportunities are only available to paid Wisconsin Cattlemen's Association members. Individuals/producers, businesses or affiliate member organizations would all qualify to place advertisements in future issues of the newsletter.

Four issues of the Cattle Trails are published annually - in March, June, September and December. The newsletter is distributed to all Wisconsin Cattlemen's Association members. If you would like to know the most current number of recipients for the Cattle Trails, please contact the WCA Office at brooke@wisconsincattlemen.com.

Guidelines for Cattle Trails Advertisements

- **Only 4 advertisements will be allowed in each issue for 2020**, in an effort to gauge interest and maintain a reasonable page count. Advertisements may be in color or black and white.
- **The 4 advertisements in each issue will be available on a first-come, first-serve basis.** To claim an advertisement, send your name and the desired issue(s) you'd like to place an advertisement to brooke@wisconsincattlemen.com.
- **Advertisements must be received in a print-ready format.** WCA will not create advertisements in-house, they must be designed and sent to the office as a pdf ready for placement in the newsletter.
- **All advertisements will be half-page ads.** In this trial year of offering advertisement opportunities in the Cattle Trails, advertisers will be limited to a half-page ad size. Ad dimensions are 7.75" wide x 5.75" tall.
- **Advertisors must claim and deliver their advertisements in accordance with publishing deadlines.** See deadlines for each issue below. In order to be published, print-ready ads must be claimed, paid for and emailed to brooke@wisconsincattlemen.com prior to the deadlines listed below.

2020 CATTLE TRAILS PUBLICATION SCHEDULE

March Issue

- Ad spaces must be claimed by: **February 20**
- Print-ready ads submitted and paid for by: **March 6**
- Mailed to WCA members on **March 20**

June Issue

- Ad spaces must be claimed by: **May 5**
- Print-ready ads submitted and paid for by: **May 22**
- Mailed to WCA members on **June 5**

September Issue

- Ad spaces must be claimed by: **August 11**
- Print-ready ads submitted and paid for by: **August 28**
- Mailed to WCA members on **September 11**

December Issue

- Ad spaces must be claimed by: **November 18**
- Print-ready ads submitted and paid for by: **Dec. 4**
- Mailed to WCA members on **December 18**

ADVERTISEMENT PRICING

All advertisements are half-page in size (7.75" wide x 5.75" tall) and can be in color or black and white.

One Advertisement in One Issue
(March, June, September or December)

\$50

One Advertisement in all 4 Issues
of the 2020 Cattle Trails
(Total of 4 advertisements - save \$25!)

\$175

*WCA must have received payment for advertisements prior to the ad's submission deadline, or the ad will not be published.

National Cattlemen’s Beef Association Updates

Cattlemen Applaud Introduction of Real MEAT Act

The National Cattlemen’s Beef Association (NCBA) applauded the bipartisan introduction of the Real MEAT (Marketing Edible Artificially Truthfully) Act of 2019 in the U.S. House and Senate. They appreciate the bipartisan House leadership by U.S. Reps. Roger Marshall (R - 1st Dist., Kansas) and Anthony Brindisi (D - 21st Dist., N.Y.), and that of U.S. Senator Deb Fischer of Nebraska, for taking the leadership on this effort.

“A growing number of fake meat products are clearly trying to mislead consumers about what they’re trying to get them to buy,” said NCBA President and Tennessee cattlegirl Jennifer Houston. “Consumers need to be protected from deceptive marketing practices, and cattle producers need to be able to compete on a fair, level playing field.”

Specifically, The Real Meat Act will:

- 1. **Codify the Definition of Beef for Labeling Purposes**
 - Establish a federal definition of beef that applies to food labels;
 - Preserve the Congressional Intent of the Beef Promotion and Research Act;
- 2. **Reinforce Existing Misbranding Provisions to Eliminate Consumer Confusion**
 - FDA has misbranding provisions for false or misleading labels;

- Prevent further consumer confusion with alternative protein products;
- Clarify the imitation nature of these alternative protein products;
- 3. **Enhance the Federal Government’s Ability to Enforce the Law**
 - FDA will have to notify USDA if an imitation meat product is determined to be misbranded;
 - If FDA fails to undertake enforcement within 30 days of notifying USDA, the Secretary of Agriculture is granted authority to seek enforcement action.

NCBA Welcomes First Phase in U.S./China Trade Deal

National Cattlemen’s Beef Association (NCBA) CEO Colin Woodall issued the following statement regarding the recent announcement that the U.S. and China have agreed to a phase one trade deal:

“The announcement of a phase one deal with China is welcome news for the U.S. beef industry. While we wait to learn more about the details of the agreement, we are optimistic that this positive news will bring long lasting relief to farmers and ranchers who have been targeted with China’s retaliatory tariffs for many months.” said Woodall. “While tariffs grab most of the headlines, China’s unjustifiable non-tariff barriers and restrictions on science-based production technologies must be addressed so that Chinese consumers can enjoy the same high-quality, safe and sustainably-produced U.S. beef that Americans have enjoyed for decades. We encourage the Trump Administration to keep working with China to establish meaningful market access and rules of trade based on market demand and science, most importantly. This is an important step forward and something that both countries must build on for our mutual prosperity.”

Maximizing your hay supply

Bill Halfman, Monroe County Agriculture Agent
UW-Madison Division of Extension

Many areas of the state and region are short on hay supplies again this winter. Many beef producers, and other livestock producer, will have to use their forage supplies as efficiently as possible to stretch it through the winter and minimize purchasing additional hay. Feed costs are typically the single greatest cost of cow calf operations and in 2018 represented 51% of the total annual costs of a beef cow in the upper Midwest based on University of Minnesota Center for Farm Financial Management FINBIN data.

Following are some management practices to consider that can help maximize use of your hay during the winter.

1. Minimize storage losses.

Research conducted at The University of Tennessee showed that storing round bales outside on the ground resulted in 25 to 35% storage loss compared to only 4 to 7% loss tarped on a pad or in a shed. Storing it on the ground outside is equal to throwing every 4th bale you make in the trash.... Table 1 shows the loss results from their trial and also includes the additional hay required to over winter one 1350 lb cow in Wisconsin (6 months) and the added cost per cow for that hay with a hay value of \$150 per ton.

Table 1. A comparison of hay storage method losses and annual costs associated with those losses for overwintering a 1350 lb cow

Storage Method	% Loss	Extra hay needed/cow (tons)	Added cost/cow at \$150/ton
Outside on ground	25-35%	1.4	\$210
Net wrap on ground	15-25%	0.8	\$120
Stacked on elevated rock pad	13-17%	0.5	\$75
Tarp covered on rock pad	4-7%	0.2	\$30
In a hay shed	3-5%	0.15	\$22

2. Minimize feeding losses.

Research conducted at Michigan State University compared feeding losses of different types of big bale feeders. They observed losses ranging from 3 to 20% in the different styles of feeders and did not compare putting bales out with no feeder, which could easily have losses greater than 50%, and as I drive around the state I still see people using that feeding method. Table 2 shows the results from their feeder comparison trial along with added costs of the loss for the entire winter feeding season (6 months) assuming a 1350 pound cow eating 2.4% of her body weight in hay per day.

Table 2 Hay feeder losses with season total added needs to replace the loss for a 1350 lb cow eating 2.4% of her body weight per day.

Feeder Type	% Loss	Extra hay needed/cow (tons)	Added cost/cow at \$150/ton
Ring without panel	20%	0.7	\$102
Cradle Feeder	15%	0.5	\$75
Feeder Wagon	11.5%	0.4	\$60
Ring with panel	6%	0.2	\$30
Cone feeder w/panel	3%	0.1	\$15

3. Limit the time the cattle have access to hay.

A trial conducted by the University of Illinois showed that limited cow access to the hay to 6 to 8 hours a day provided the cows with enough time to eat what they needed but reduced waste by about 10 pounds of hay per day from the cows “playing” at the hay feeder. Producers that I work with have done this and indicated that it was the easiest thing for them to do and have been very pleased with how much farther hay goes.

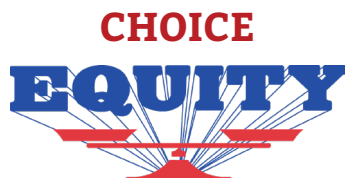
You may already be implementing some of the practices above that work for your farm, if so keep on keeping on, and continue to look for other opportunities that fit your operation to minimize feed waste. That said, as I drive around the state I see that there are still some beef operations that have opportunities for improving their feed efficiency. In fact, I saw one as I was thinking about this article where the bull was taking a nap in the hay feeder....



Wisconsin Cattlemen's Association

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Madison, WI 53719

Thank You Sponsors!



FRIENDS

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business through advocacy,
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