



WISCONSIN
CATTLEMEN'S
ASSOCIATION

CATTLE TRAILS

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

June 2017



President's Path

Jena Swanson, WCA
President
jenaswanson@yahoo.com

With the writing of this article, we are still celebrating May beef month in Wisconsin. May is a very busy month for members with a never-ending list of things to get done around the farm. From a consumer perspective, May is when we kick off the grilling season celebrating Memorial Day with tasty steaks and burgers.

Celebrating May beef month is a great reminder of the Wisconsin Cattlemen's Association steak trailer. The steak trailer is the main source of revenue for our Association, and a majority of the revenue goes to protecting the interest of the beef industry at the State Capitol in Madison. We are always looking for volunteer groups and organizations to serve whole-some beef at several upcoming events. Make sure to sign up for the following steak trailer events:

August 3-13, 2017, Wisconsin State Fair,
State Fair Park, West Allis

September 22-24, 2017, World Beef Expo,
State Fair Park, West Allis

October 3-7, 2017, World Dairy Expo,
Alliant Energy Center, Madison

In addition to the steak trailer, our Farm Technology Days committee is working hard to prepare for the Beef Tent at Farm Technology Days. The beef tent will feature famed entertainer, Greg Peterson, of

the Peterson Farm Bros. The Beef Tent is our opportunity to provide an educational experience through many outlets: beef breeds, market opportunities, industry information, consumer information and new technologies. Make sure to support our Association and attend this important industry event held July 11-13, 2017 at Ebert Enterprises, Algoma, WI.

As we continue to look forward into 2017, I'd still like to take a moment to reflect on our annual Winter Conference that was held in February in Wisconsin Dells. Our committee co-chairs, Amy Radunz and Mackenzie Cash, worked hard on this event to develop a successful theme on sustainability, and organized an excellent line-up of speakers ranging from all facets of the industry and supply chain. Each year, our Association carefully plans to bring the latest new information, different management practices and knowledge sharing opportunities with peers. As an affiliate of NCBA, we received a national update from the NCBA President, Craig Uden. Our affiliation with NCBA allows us to keep a pulse on issues that not only affect Wisconsin, but also an important connection to national issues.

Lastly, our outlook and primary driver for 2017 continues to be membership. As a grassroots association, it is imperative that we are united, and remain strong in our membership. Along with this focus, the Board has recently discussed the importance of higher engagement with affiliates and members. One step towards this goal is streamlining the number of committees and seeking greater involve-

ment from committee members. If you are a member who is interested in being more involved, please speak up or contact the Wisconsin Cattlemen's office.

To join the Wisconsin Cattlemen's Association or to become more involved, visit our website at

www.wisconsincattlemen.com or call our office at 608-228-1457.



WI Cattlemen's Association

Executive Committee

Jena Swanson— President

Eric Johnson— President Elect

Austin Arndt— Past President

Mackenzie Cash— Secretary

David Delong— Treasurer

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Beef Checkoff Dollars Generate Multiple Benefits

*John Freitag, Wisconsin Beef Council
Executive Director
jwf@beeftips.com*

Nationwide sales of fresh beef at retail in Wisconsin and across the country got a boost earlier this year as the result of a beef industry partnership with the mobile rebates app Ibotta. The partnership also significantly increased consumer engagements with beef through videos, recipes and messages on the app.

As a member of the Federation of State Beef Councils of the National Cattlemen's Beef Association, the Wisconsin Beef Council was part of the team that invested \$600,000 in Federation reserve funds in the partnership, which ran through early February.

Ibotta is a consumer mobile app that has a subscriber rate of 22 million mostly-millennial consumers and growing. In the campaign, consumers who downloaded the app could browse the grocery category for small rebates on fresh ground beef products, unlock the rebates and after reviewing educational information about beef through a short recipe, message or video get cash back on the beef items they bought at any grocery store nationwide. Beef only paid for verified sales.

Results from the ground beef Ibotta campaign were terrific. The redemption rate for ground beef was nearly 40 percent, almost double the average Ibotta redemption rate of 23 percent. Consumers unlocked rebates about 1.45 million times after getting videos, recipes and messages. Of those, more than 576,000 consumers redeemed the rebates. The 4-week campaign resulted in more than 631,000 pounds of ground beef sold.

Analytics showed that when consumers were offered the small (25 to 50 cent) rebates on ground beef, they also bought other whole muscle cuts, such as steaks or roasts, which were not offered on rebate. That means the average Ibotta user spent \$7.80 on beef products.

These results suggest our efforts inspired more beef trial and usage. Consumers were buying more beef overall, and that's one of the things the Ibotta campaign was meant to accomplish.

Furthermore, during the 4-week Ibotta users increased their beef buying overall and decreased the amount of other protein (such as pork and chicken) they were buying. Beef's protein market share increased by 14 percent, and beef maintained a 9 percent market share increase even two months after the campaign ended, the data showed. This highlighted a second Ibotta campaign objective: drive people back to beef after years of record-high beef prices, when many consumers may have stepped away from the product.

This campaign was conducted during a time of high protein production, and our cattle industry was definitely in need of a lift because of the struggling market. This campaign targeted a consumer millennial audience that loves beef but wants more information about it. The effort was the right promotion at the right time.



WCA Scholarship Awards

*Kathy Miller, Scholarship Committee
Chair
kjmiller7@frontier.com*

The Wisconsin Cattlemen are pleased to announce 10 high school seniors who will each receive a scholarship award of \$500.

Congratulations to the following students:

Lauren Blumer, Albany
Ryan Erickson, Barron
Paige Gaffney, Barneveld
Abigail George, Mondovi
Claire Hawthorne, Westby
Erik Ohman, Glenbeulah
Vanessa Roberts, Whitelaw
Lindsey Sarbacker, Edgerton
Catherine Vickerman, Milton
Jared Vander Weele, Waldo

These young people are pursuing degrees in agricultural fields such as animal science, agricultural business and law, genetics, and agricultural biochemistry, engineering, and education.

All the students are eager to complete the next leg of their education and return home where they can contribute to their communities and be active in their family farms. Their goals are ambitious, and based on their accomplishments so far in their lives, I'm confident this group will work hard to fulfill their dreams.

The Wisconsin Cattlemen's Association is happy to provide financial assistance to these students as they pursue their agricultural careers.

Congratulations to all of the 2017 Scholarship Awardees!



WI Cattlemen's Association Upcoming Events

Farm Technology Days

July 11th-13th

WI State Fair

August 3rd- 13th

World Beef Expo

September 22nd- 24th

World Dairy Expo

October 3rd- 7th

Pondering the Risk of Hauling Livestock

*Sandy Stuttgen, Agriculture Educator,
UW-Extension Taylor County
sandy.stuttgen@uwex.edu*

There goes another pick-up truck and livestock trailer. Every time I see them I wonder (1) what biosecurity risk is being haled and (2) how transport-safe is this unit?

My first thought turns to the role livestock hauling had in disseminating a multi-drug resistant *Salmonella* involving 36 people in 10 states. The outbreak was traced back to WI dairy bull calves and involved contaminated trailers and markets.

Salmonella is commonly associated with dairy and beef cattle. Calves become exposed from sub-clinically infected dams. Texas researchers recently concluded that fetal infection with *Salmonella* can occur. From their research, healthy newborn calves were found to have *Salmonella* in their tissues immediately upon birth, and this infection did not occur from fecal-oral transmission. Whether Infected calves develop salmonellosis depends on additional challenges to their immune system. Infected calves stressed during transport will shed *Salmonella* in their feces.

Salmonella has been found to survive years in organic material, and it flourishes in micro-films. While removing dirty bedding is the first crucial step to decontamination, removing biofilms from the trailer floor involves more than just a pitch fork. Aerosolizing biofilms with a pressure washer is not the best answer either. Cleaning and disinfection recommendations include soaking, brush scrubbing

and foaming. Visit the Wisconsin Department of Agriculture and Consumer Protection (DATCP) basic biosecurity page to learn more about how you can mitigate *Salmonella* and other biosecurity risks.

Secondly, as I share the road with a pick-up truck hauling a trailer of cattle, I wonder if the truck is geared to handle the full trailer. Trucks have a listed Gross Combined Weight Rating (GCWR) indicating the maximum weight of loaded vehicle and loaded trailer the truck can handle, and they have a Maximum Trailer Weight Rating indicating the maximum weight of a loaded trailer the truck is safely rated to pull. Did the driver do the math? Has the driver positioned the cattle within the trailer to minimize fishtailing? Is the hitch properly sized and secured? Is the trailer door securely latched? Will cattle soon be stepping off in front of me? Should I pass this unit? Is it safer to be ahead, where I can accelerate away when the truck is unable to stop the load at the bottom of the next hill? Or should I stay behind to watch the accident unfold?

UW-Extension agents have assembled a hands-on livestock transport learning module entitled, *3T: Truck, Trailer and Transport Considerations*. Contact your local UW-Extension agriculture agent if you would like to discuss *3T* or biosecurity issues at your local cattlemen meetings this summer.



Farm Tech Days

*Cody Quam, FTD Committee Co-Chair
mardaangusfarm@gmail.com*

The 2017 Wisconsin Farm Technology Days will be held July 11th to the 13th in Keweenaw county.

As in the past, the Wisconsin Cattlemen will be hosting the Beef tent. It will highlight the Wisconsin Beef industry, along with several different breeds of cattle and fellow beef industry partners. Connecting and educating agricultural enthusiasts with the Wisconsin Cattlemen has been a great way for us to meet and network with the membership and introduce people to our organization.

New for 2017 are a few things stop by any time during the week if you are a member say hi and receive a gift from the Cattlemen's. If you are not a current member you can rejoin and get the same gift. Also big news about our speakers this year...we have Greg Peterson from the Peterson Brothers joining us Wednesday afternoon to speak with us.

If you are interested in helping during the show please let us know. You can contact me at 608 575 9237 or email at mardaangusfarm@gmail.com. I look forward to working with some of you there as we prepare for this great event. Again, I invite all to stop by and say Hi.



Steak Trailer

*Dave Koning, Steak Trailer Manager
dkoning@wekz.net*

State Fair, August 3-13, is upon us. We are desperately searching for groups/ individuals to help, especially during the first week-end. If you think of any group – business, youth team, school, commodity, organization and/or family – that would like to work for the WCA and earn money, we need to talk to them! Please send a shout out to anyone! Give them our e-mail and phone.

The couple that we hired to assist us and possibly take over the management of the trailer has dropped out of the picture. We are back to having no one. Help us with this please!

PTSD from Wolves?

Amy Radunz, Agriculture Educator
amy.radunz@uwrf.edu

This spring has unfortunately found beef cattle producers in Northern Wisconsin dealing with wolf attacks. The Oregon Beef Council funded research by Oregon State University to study the impact of wolves on the cow. "Wolf attacks create bad memories in the herd and cause a stress response known to result in decreased pregnancy rates, lighter calves and a greater likelihood of getting sick," says Reinaldo Cooke, an animal scientist in OSU's College of Agricultural Sciences who led the study.

OSU researchers have heard anecdotes from ranchers that cows that have had contact with wolves eat less and are more aggressive and sickly. Previous research by the group in 2014 showed cows that been exposed to wolves showed more fearful behavior even when they had not been attacked. In this study, cows at the Eastern Oregon Agricultural Research Center in Burns, OR, were exposed to a simulated wolf encounter and their brain and blood were analyzed for biomarkers, in this case, expression of genes associated with stress-related psychological disorders, including post-traumatic stress disorder (PTSD).

The latest findings confirmed the researchers' hypothesis: the cows' stress response was expressed in certain biomarkers in their blood and brain cells linked to PTSD in humans and other mammals. Similar research has been conducted with rodents exposed to potential predators. In their latest 2016 study, researchers simulated a wolf encounter with 20 Angus crossbred cows to appraise the stress of a wolf attack. Half of them were raised at the EOARC and

had never seen a wolf, and the other half had been part of a commercial herd in Idaho that was previously attacked on the range. None of the Idaho cows had been directly attacked or injured by wolves.

Both sets of cows were gathered separately for 20 minutes in a pen scented with wolf urine while pre-recorded wolf howls played over a stereo. Three trained dogs – two German shepherds and one adult border collie-Alaskan malamute mix – walked outside the pen. Cows who originated from a wolf-experienced herd presented biological evidence suggesting a psychological disorder, such as PTSD, after this simulated wolf encounter while the cows previously unfamiliar with wolves showed no signs of agitation and actually approached the dogs and they did not biological signs of PTSD.



Membership Shoutout!

David Lee Schneider, Membership Committee Chairman
davidleeschneider@yahoo.com

As you call your cattle in from the pasture, you always ensure that the entire herd follows along. If one cow decides to go astray, or not follow along with the group, the first thing you do is, give it a soft reminder to rejoin the herd. You do this because you are a true cattleman and you really do care about every single cow, calf, and bull in the herd. You know very well, the herd is incomplete, even when only one head is missing.

We, as Wisconsin cattlemen and cattlemen, are blessed to have an association that we can view as our very own family of extraordinary cattle people. We

need your help and efforts to bring ALL cattlemen and ALL cattlemen together to join us as a new member, or a past member, that may just need a soft reminder to rejoin the WCA. We need to group all together so that our voices are united and loud. Our herd needs to grow. Our mission of the Wisconsin Cattlemen's Association is to promote the Wisconsin beef business through advocacy, leadership, and education.

An excellent opportunity for you to visit with other fellow cattlemen about joining WCA is coming soon on July 11-13, 2017. It is the Wisconsin Farm Technology Days which will be held in Kewaunee County at Ebert Enterprises in Algoma. This event is open from 9:00 a.m. till 4:00 p.m. all three days. It is the largest agricultural show in Wisconsin and is an outdoor event that displays the latest improvements in production agriculture, including many practical applications of recent research findings and technological developments. What a fun event!

In 2016, UW Whitewater conducted a survey of 486 attendees at WFTD, and found that 68% were full time or part time farmers. Of the attendees, 56% were 50 years of age or older. Also, 47% of the attendees traveled less than 50 miles to be there and 78% of the attendees were residents of Wisconsin. This makes an excellent gathering corral for you as a member of the Wisconsin Cattlemen's Association to visit with others about joining WCA. WCA plans to have a booth set up, so feel free to stop in, visit with others, and work in the booth yourself. New members could be anyone involved in or interested in the cattle industry. There are approximately 9,000 dairy farmers and over 15,000 beef farmers in Wisconsin. It would be GREAT if all of them were members of the WCA! Contact David Lee Schneider if you wish to volunteer to work in the WCA booth.



Mandatory COOL Benefits No One

Craig Uden, NCBA President
Submitted by NCBA

Country-of-origin-labeling (COOL) is being portrayed as a silver bullet for solving the market issues facing the beef industry today. I assure you that it is not. Mandatory COOL is just another government program that's going to dictate how we conduct business. For six years, the Obama Administration's attempt at forced labeling cost this industry more than \$6 billion. It took an act of Congress to prevent an annual punitive addition of another \$1 billion in the form of retaliatory tariffs levied against U.S. exports.

Four times the World Trade Organization (WTO) found the mandatory Obama labeling program was in violation of our trade agreements. In the final attempt, the WTO approved sanctions that would have effectively halted beef trade with Canada and Mexico, where we send 31 percent of all beef exports.

Origin labeling is a noble idea, but a top-

down program simply doesn't work. Tracking sale barn affidavits, segregating cattle, the costs imposed on retailers who had to label the product and every step between cost us \$1 billion per year for six years and it returned nothing to our industry. It did not enhance food safety. It did not help consumers select better beef and it didn't improve demand. But when you look at the government-mandated labels, it's easy to see why this costly program failed.

The label below is a prime example of what happens when you allow the government to dictate how we sell beef to consumers and force us to pay for it. Today, there are voluntary origin-labeling programs adding value to our products as you can see below. These programs don't create costs for the entire beef supply chain, they add value for those who seek it. For producers who are interested in selling into voluntary origin-labeling programs, we encourage these efforts.

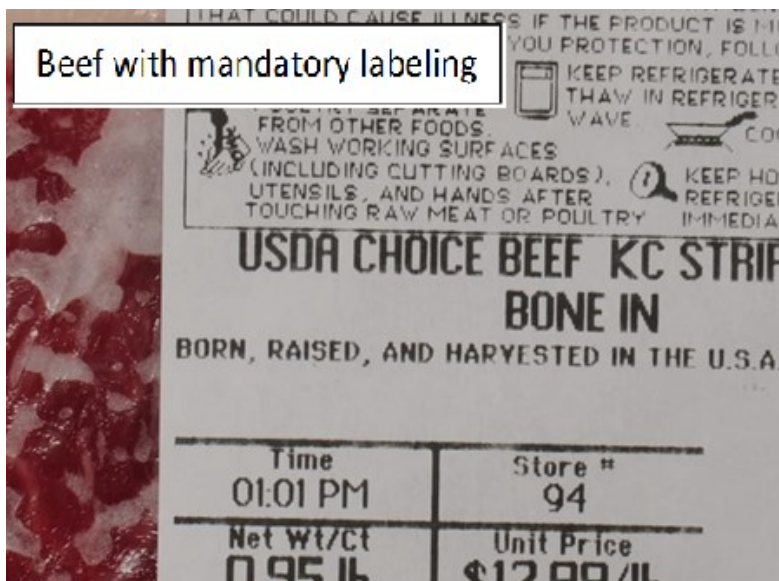
However, before you use this example and apply it to the entire business of selling beef, it's important to remember that consumers' purchasing decisions are complicated and they're not based on any single factor. More than ever, con-

sumers want to know what they are buying. "Where it comes from" is only a small part of that purchasing decision. Consumers also want to know their product is high-quality and they want to know it's safe. Neither question is answered with a COOL label. Consumers want to know how their beef was raised and they want to know that the beef they take home will be tender, juicy and delicious. A government label that simply says "Born, Raised and Harvested in the U.S.A." doesn't help a consumer make any of those decisions.

When the law was being debated, proponents of COOL said consumers would pay more for U.S. origin beef. They said the higher prices paid by consumers would offset the costs to the beef community. Those costs weren't passed onto the consumer, as COOL advocates assured the industry and Obama they would. Those costs were passed back down the beef supply chain and ultimately ended up being borne by cow-calf producers.



Beef with mandatory labeling



Beef with voluntary labeling, available after mandatory program was repealed. Which do you prefer?



Legislative Summary

Jordan Lamb, DeWitt Ross & Stevens
jkl@dewittross.com

High Capacity Well Bill Heads to Governor

On May 2, 2017, the Wisconsin State Legislature passed Senate Bill 76, which provides certainty to Wisconsin high capacity well owners with regard to repair, replacement, reconstruction and transfer of ownership of existing high capacity wells. This legislation also directs the Wisconsin Department of Natural Resources to study the hydrology of three lakes in the Central Sands region of the state – Pleasant Lake, Plainfield Lake and Long Lake.

SB 76 addresses DNR's authority related to existing high capacity wells – wells that have already been DNR-approved, but are in need of repair, reconstruction or replacement. These existing wells have had mechanical or structural failures that need to be addressed. In some cases, the wells simply have reached a point of disrepair where they must be re-drilled. This is a "replacement well."

Under SB 76, these repaired or replaced wells would not be allowed to pump any more water than had originally been approved by the DNR. Replacement wells would have to be drilled within 75 feet of the original well, cannot be moved into a Groundwater Protection Area and the same standards and conditions that were imposed on the original well will be imposed on the repaired or replaced well. Thus, the net result of this legislation on new groundwater pumping is zero. However, the most current building codes and well-drilling standards would be applied to the construction of a replacement well or reconstructed well.

The ability to transfer existing wells to the next generation of farmers, or other owners of farmland on which existing wells are

located, is critical for farm planning and to protect property values and results in no additional groundwater pumping by those wells. The transfer of ownership provisions in SB 76 are critical to protect current investments that have been made in irrigated farmland. Wisconsin bankers and other farm credit associations have loaned money to farmers based, in part, on existing farm assets, which include existing wells. The value of this land essentially includes its value as irrigated land. This legislation allows farmers to rely on their approved high capacity wells as a farm asset.

Importantly, this legislation requires a hydrologic study of three identified lakes in the Central Sands region of Wisconsin – Pleasant Lake, Plainfield Lake and Long Lake. After the study is complete, the DNR must take the results out for public comment and then deliver a report to the legislature. We believe that these studies are critical to understanding the interaction between groundwater and surface water in these areas. This scientific will hopefully generate reliable data upon which any necessary future regulations can be developed.

Finally, this bill does require any new well or any existing well that is repaired, replaced or transferred in a designated study area (*i.e.*, specific areas in the Central Sands region of Wisconsin) to have a water meter and report water usage using that meter. Importantly, all high capacity wells already report water usage to the DNR annually in March. These reports are submitted annually but contain monthly water usage amounts for each well. Some farmers calculate their actual water pumped using a formula based on the hourly pumping capacity of the well and the length of time the well was operated, rather than a flow meter placed directly on the well. This new metering requirement is expensive, but it may assist with the generation of more precise data in the study areas.

Senate Bill 76 has received final approval by the Wisconsin legislature and now

awaits consideration by Governor Walker.

NR 151 Technical Advisory Committee Concludes Work

In March, the DNR's Technical Advisory Committee (TAC) on revisions to Wis. Admin. Code s. NR 151, Wisconsin's non-point source pollution performance standards and prohibitions, concluded its work. Earlier in 2016, the DNR issued a scope statement to open NR 151 in order to develop a targeted performance standard to address land spreading of manure on soils in sensitive areas of the state — *i.e.* where depth to bedrock is shallow and the bedrock is fractured (also described as karst topography). The TAC met from October 2016 through March 2017 in order to provide input to the Department as they develop a draft rule revision. It is expected that a draft rule will be sent to the NR Board for review this summer.

The status of this rulemaking, as well as the TAC agendas, meeting minutes and materials that were reviewed by the TAC are all available on the DNR's website at <http://dnr.wi.gov/topic/nonpoint/nr151strategy.html>.

State Budget Debate is Underway

The Joint Committee on Finance has started voting on and amending provisions in the 2017-19 biennial budget as proposed by Governor Walker. This review and action by the JFC will continue at least through May 2017, when a revised bill will be delivered to both houses of the legislature for review by the full membership. At the time of this writing, the JFC had not yet taken any action on DATCP or DNR budget items. However, the following are some of the budget issues that are of interest to Wisconsin farmers.

Restructure Agricultural Chemical Licenses and Surcharges. The Governor's budget restructures the agrichemical management fund (ACM) and agricultural chemical cleanup program (ACCP) to modernize the fee and license structure for pesticides, fertilizers, soil or plant additives and

inspections. The restructuring will reduce fees for license and permit holders, and provide opportunities for fee holidays when the fund balance in the program reaches a certain threshold. It also increases the cap on the lifetime reimbursement for cleanup awards under ACCP from \$400,000 to \$650,000. This restructuring will help prevent raids of the programs' revenues to fund other programs.

Soil and Water Resource Management Grants/ Bonding. The Governor's budget provides an additional \$1.65 million during the biennium for cost-sharing non-point source abatement projects and other land and water conservation activities performed by counties. Total funding for the program is set at \$6.65 million over the biennium. This funding level is consistent with prior budgets and is important to address nonpoint source pollution in Wisconsin.

Producer-Led Watershed Protection Grants. The Governor's budget maintains funding of \$500,000 over two years for producer-led watershed grants. The current program was created last budget and was a well-received by farmers and communities committed to nonpoint source pollution abatement. Fourteen producer-led watershed protection grants were issued in 2016. The program is

widely-accepted and should be maintained.

Wisconsin Livestock Identification Consortium (WLIC). Wisconsin's livestock premises registration law requires anyone who keeps, houses or co-mingles livestock to register their premises with the non-profit Wisconsin Livestock Identification Consortium (WLIC). The WLIC maintains the livestock premises information and is key to protect animal health and market access. The importance of this program was best demonstrated by DATCP's rapid response during the avian influenza outbreak in 2015. WLIC funding should be maintained or increased in this budget cycle.

Additional Staff for DNR CAFO Program. Wisconsin farmers support additional staff and positions at DNR to review and respond to WPDES permits for CAFOs. The Governor's budget converts \$114,600 GPR annually with 2.0 GPR positions to environmental improvement fund (EIF) and the positions would work on wastewater permitting activities, including concentrated animal feeding operations (CAFOs), respond to citizen concerns related to contaminated groundwater and safe drinking water, and providing resources to communities related to water programs.



Contact Us

Wisconsin Cattlemen's Association

632 Grand Canyon Dr.
Madison, WI 53719

(608) 228-1457

info@wisconsincattlemen.com

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www.wisconsincattlemen.com

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Meet Cattleman Brady Zuck

Brady Zuck was born and raised on his family's beef cattle operation in northern Wisconsin. He attended Iowa State University, majoring in Animal Science. Upon graduation, he began his career in the animal health industry. With Elanco, Brady has gained experience working on feedlots in Idaho, stocker and cow/calf operations in Texas, and now beef cattle production in Wisconsin. With Elanco, Brady works with veterinarians, feed mills, and beef cattle producers with a goal of improving beef and Holstein beef cattle production. He currently resides near his family's cow/calf operation in Ladysmith, WI.





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632 Grand Canyon Dr.
Madison, WI 53719

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