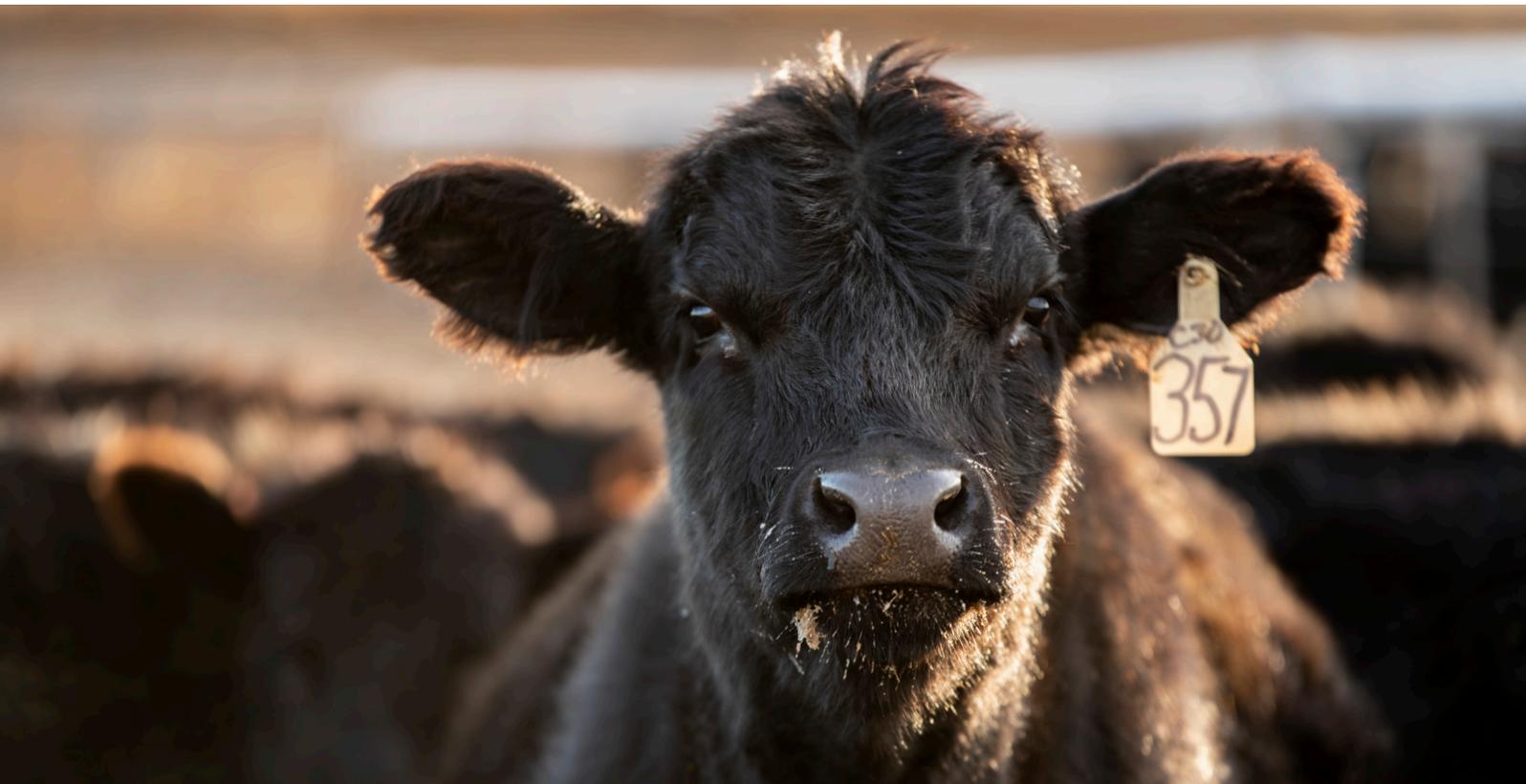


# cattleTRAILS



..... MARCH 2020

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



*Photo courtesy of: Cattlemen's Beef Board*

## President's Path

**Matt Ludlow, WCA President**

As I thought about my first article for the Cattle Trails newsletter, I tried to think of a theme for the current times we live and operate within. Ideas like wild, uncertain, or polarizing come to the forefront.

In the midst of times in which both the equity and commodity markets have seen historic selloffs due to fears of the coronavirus, I think all of those words could be considered accurate descriptors of the current times. Whether it's fears of a global economic slowdown, the polarization of the presidential race, or the unprecedented swings in the futures markets, the old saying that 'there's no time like the present' seems to hit home now more than ever.

As you read this, I would like to say thank you for being a member of the Wisconsin Cattlemen's Association. I truly believe the value and efforts of our organizations at the local, state and national levels are more important today than they have ever been. The bombardment of political ads has only begun, but as we move forward, it is imperative that we as cattle producers make sure we have a strong legislative presence at both the state and national levels.

As I begin my time as president of the Wisconsin Cattlemen's Association, I can tell you that I believe our organization is headed

## LOOKING TO THE FUTURE

2020 brings new leadership, a successful Winter Conference and an exciting calendar of events for Wisconsin Cattlemen's Association members.

in the right direction. While we have a relatively young Board of Directors, we have people who truly care and want to improve our organization for all beef producers throughout our state. In order for this to happen, I strongly encourage all of you to reach out to your fellow producers and encourage them to help our efforts by joining WCA. I am a firm believer in the motto that an organization is only as strong as its membership.

As we are blessed with a few sunny days, I can't help but think of the season ahead. Whether your operation is ready for calves to hit the ground, you're gearing up to plant your seeds, or you're waiting for the grasses to brighten to iridescent green, I wish you the best of luck in the 2020 season.



*-Matt Ludlow*

**2020 WCA President**

Rush Creek Ranch | Viroqua, Wisconsin

Phone: 608-632-1607

Email: [mlludlow@gmail.com](mailto:mlludlow@gmail.com)



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

[@WisconsinCattlemensAssociation](https://www.facebook.com/WisconsinCattlemensAssociation)



# Winter Conference Brings Beef Industry Together

WCA welcomed over 200 attendees to the Chula Vista Resort for the annual Winter Conference, held February 21-22, 2020.

The conference kicked off with updates on the national Beef Quality Assurance and FARM programs from Chase DeCoite, National Cattlemen's Beef Association (NCBA) Director of Beef Quality Assurance Programs. The UW-Extension Dairy and Beef Well-Being Conference educational sessions followed, featuring animal welfare topics presented by Dr. Charlotte Winder, University of Guelph; Dr. Courtney Daigle, Texas A&M University; and Dr. Nigel Cook, University of Wisconsin-Madison School of Veterinary Medicine.

Dr. Henry Zerby presented the keynote address on Friday afternoon, discussing the role of animal protein in the global marketplace. Zerby serves as VP of Protein Procurement and Innovation for the Wendy's Quality Supply Chain Co-op (QSCC). Following the keynote, Dr. Beth Ventura of the University of Minnesota Department of Animal Science and Dr. Jesse Robbins of the Iowa State University College of Veterinary Medicine jointly discussed the importance of understanding and addressing the public's concerns about animal welfare. Dr. Zerby, Dr. Ventura and Dr. Robbins then sat together on a panel to address audience questions.

Ethan Lane, NCBA Vice President of Government Affairs, shared a federal policy update — highlighting the tremendous legislative work done by NCBA on behalf of cattle farmers and ranchers in Washington, D.C., over the past year. Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Deputy Secretary Randy Romanski provided a state legislative overview, followed by an in-depth breakdown of the Wisconsin Cattlemen's Association's legislative efforts provided by Jordan Lamb of DeWitt, LLP.

Fabulous Farm Babe and host of the Mid-West Farm Report Pam Jahnke joined the Wisconsin Beef Council staff for a Checkoff Chat, highlighting the ways checkoff dollars help build beef demand in Wisconsin.

A trade show reception featured local beef products donated by members of the Wisconsin Association of Meat Processors (WAMP). Following the reception, Jahnke and Abigail Martin, Wisconsin's 72nd Alice in Dairyland, hosted an awards program honoring several individuals for their outstanding contributions to Wisconsin's beef industry.

Paige Gaffney was announced as the recipient of the 2020 WCA Young Producer's Scholarship, which annually funds a young producer's trip to attend the annual NCBA Convention, held this year on February 5-7, 2020, in San Antonio, Texas. Gaffney is currently a junior at South Dakota State University, pursuing a major in ag business and a minor in land valuation and rural real estate. With these degrees, she hopes to find a career in the real estate industry, connecting farmers with profitable pieces of land. A video overview of Gaffney's experience in San Antonio was played, highlighting her favorite takeaway from the convention — the interaction in regional meetings regarding legislation specific to this area.



ABOVE: WCA Past President Eric Johnson welcomes attendees to the WCA Winter Conference on Friday morning, kicking off a day filled with educational opportunities, networking, awards presentations and more.

Awards were also given to the following individuals for their dedication to and excellence within Wisconsin's beef industry:

- BQA Producer of the Year: J. Scott Hoffman, J&S Angus Farms
- Environmental Stewardship Award: Arndt Farms, Janesville
- Friend of the Cattlemen: Bill Halfman, Monroe County UW-Extension Educator
- Cattlemen of the Year: Marda Angus Farms, Lodi
- Meritorious Service Award: Jena Swanson, WCA Past President

Joe Scott, Lancaster, represented the Wisconsin Cattlemen's Association at the 2019 Young Cattlemen's Conference. The ten-day leadership training showcases every facet of the beef industry, providing 60 beef leaders from across the country an in-depth beef industry educational experience. Scott shared his takeaways with the group, thanking WCA for the opportunity and commending NCBA's work on behalf of cattlemen and women.

The evening concluded with entertainment and a silent auction, raising funds for a young cattle producer to attend the 2021 annual NCBA convention.

On Saturday, the Wisconsin Cattlemen's Association committees met individually, followed by the WCA annual meeting. In the WCA Board of Directors meeting, the 2020-2021 WCA leadership roles were established as follows:

- President: Matt Ludlow, Viroqua, Wisconsin
- President-Elect: Brady Zuck, Ladysmith, Wisconsin
- Past President: Eric Johnson, Dane, Wisconsin
- Secretary: Anna Boschert, Livingston, Wisconsin
- Treasurer: Austin Arndt, Janesville, Wisconsin

The Wisconsin Hereford Association and Wisconsin Shorthorn Association also held their annual meetings on Saturday.

The 2020 Wisconsin Cattlemen's Association Summer Tour will take place on June 27, 2020, in the DeForest area; highlighted by a stop to Marda Angus, WCA Cattlemen of the Year.

Next year's Winter Conference is scheduled for February 12-13, 2021, at the Chula Vista Resort in the Wisconsin Dells. The Wisconsin Cattlemen's Association is extremely grateful to all those who contributed to making this year's event a success and looks forward to continuing to serve as the voice of Wisconsin's beef producers in the coming year.

# Member Spotlight: Anna Boschert

Anna Boschert | Livingston | Board member since: 2019

I am Anna Boschert from Livingston, Wisconsin, and I joined the WCA board in February of 2019. I have recently been elected to the Executive Committee as secretary this February. I joined the WCA board because I would be able to share new, innovative ideas from the younger generation in the cattle industry.

I grew up on my grandparents' hog farm in Beaver Dam. I was a very active member of the Dodge County 4-H program, where I served as a junior leader, Meat Animal Sale Committee board member, and President of the Leipsic 4-H Club. I showed sheep, beef, swine, horses, dogs and many more youth projects. Along with 4-H, I reigned as the 2016 Dodge County Fairest of the Fair. My passion for agriculture led me to attend the University of Wisconsin-Platteville, where in 2017 I graduated with a BS in Animal Science and an Agribusiness minor. I am currently in the Master of Science in Education program at UW-Platteville, and I live in Livingston on a cattle and show pig farm.

Following graduation, I landed a career in beef cattle management at Biddick, Inc. for 4 years. I was able to work with Angus, Red Angus, and Tarentaise cow/calf pairs and feedlot cattle. This stemmed my passion for the cattle industry. In September of 2019,

I was given the opportunity as Assistant Program Director to promote the Wisconsin pork industry at Wisconsin Pork Association. I coordinate consumer, producer and fundraising programs; as well as managing the state office.

Along with my position on the board I have been involved with the membership committee and volunteered at the steak trailer at the Wisconsin State Fair.

I have worked closely with Joe Scott, membership committee chair, to execute the new membership timeline as well as tactics for sourcing new memberships. I look forward to serving as Secretary of WCA in the upcoming year.



ABOVE: Anna Boschert is the March WCA board member spotlight.

“Being a part of the Wisconsin Cattlemen’s Association is a great source for representing and promoting the cattle industry, to ensure its success now and in the future. WCA has been a great way to connect with other farmers or ranchers, all while advocating for the industry we are passionate about.”



## Update from the Steak Trailer

As the temperatures continue to rise and winter fades away, the WCA Steak Trailer is gearing up for another great year of serving our famous beef products across the state of Wisconsin. Craig and Vickie Dunnum, WCA Steak Trailer Managers, are heading into their second year of management. With a year of experience under their belt, we are looking forward to everything 2020 has in store!

In 2020, the Steak Trailer will be attending the following events:

- August 5 - 16, 2020 - **Wisconsin State Fair**, State Fair Park, West Allis
- September 25 - 27, 2020 - **World Beef Expo**, State Fair Park, West Allis
- September 29 – October 3, 2020 - **World Dairy Expo**, Alliant Energy Center, Madison

Typically, the Steak Trailer is also present at the WPS Farm Show and Midwest Horse Fair, but those events have both been cancelled for 2020. We are currently looking into additional events that are a good fit for the Steak Trailer. Please keep an eye out for more information.

The Steak Trailer is crucial to funding the activities of WCA. Each year, we secure group labor to help at each event, with duties such as preparing sandwiches and serving food. If you would like to volunteer individually or know a local 4-H/FFA/youth group looking for a fundraising opportunity, please consider the Steak Trailer. Contact Vickie Dunnum at the information listed below to secure your group’s shift at an upcoming event. We want to thank you all for the support in 2019 and look forward to another successful year in 2020!

**INTERESTED IN WORKING A SHIFT IN THE STEAK TRAILER?**

**CONTACT VICKIE DUNNUM:**

Phone: 608-963-2428 | Email: [wcasteaktrailer@gmail.com](mailto:wcasteaktrailer@gmail.com)



ABOVE: At the signing ceremony, President Donald Trump signed NCBA Policy Chairman Don Schiefelbein’s hat. *Photo courtesy of: NCBA*

## NCBA Hails Senate Ratification of USMCA

**Released: January 16, 2020**

National Cattlemen’s Beef Association (NCBA) President Jennifer Houston issued the following statement regarding the U.S. Senate vote to ratify the U.S.-Mexico-Canada Agreement (USMCA):

“The ratification of USMCA is a crucial win for all U.S. beef producers and a reassurance that U.S. beef will continue to have unrestricted, duty-free access to Canada and Mexico. NCBA has been a strong supporter of USMCA since day one, and we believe that today’s vote sends a strong message to the rest of the world that the United States believes in free and fair trade. We are thankful to every Member of Congress in both House and Senate who voted for USMCA, and we thank President Trump for continuing to secure and defend strong market access for America’s cattlemen and cattlemen.”



# Sustainability: Help Share the Story

Tammy Vaassen  
Executive Director, Wisconsin Beef Council

The Green New Deal, cow flatulence, and a Golden Globes plant-based meal have all put the sustainability of the U.S. beef industry into question over the last year. While these visible discussions have likely made your blood boil, what are the consumer perceptions about beef production, and how have these statements impacted market share? At the Cattle Industry Convention in February, the Beef Checkoff’s consumer research team at the National Cattlemen’s Beef Association shared the latest data to put it in perspective.

When consumers were asked about their concerns with cattle production, 30% of consumers responded that animal welfare is by far their greatest concern; the environment was only raised as being the greatest concern for 3% of consumers (1). Furthermore, when considering beef vs. beef substitutes, beef retains 99.32% of the market share at retail and foodservice combined (2).

While this is good news for the beef industry, we know that we must continue to debunk misinformation and promote the high-quality, nutrient dense, great-tasting beef that you work so hard to produce sustainably. To do so, the Beef Checkoff has been working to create useful tools that tell the truth about beef production, from fact sheets about beef sustainability and how cattle upcycle, to creating new consumer ads with messages like “Nicely Done Beef. Substituting Your Taste is Beyond Impossible.”

If you’re into the scientific facts to ensure that you understand the greenhouse gas emissions that come from U.S. beef cattle production, I encourage you to go to the Checkoff-funded beefresearch.org website. This is the home to several fact sheets, animated graphics, and useful white papers on sustainability (and other research topics, including beef safety and consumer research).

If you prefer to have the science boiled down into simple facts that you can share with your neighbors and friends, go to <https://www.beefitswhatsfordinner.com/raising-beef/beef-in-a-sustainable-diet>. We also have print versions of these graphics that you can request by calling our office at (800) 728-BEEF.

Lastly, there is a great resource available to help you share your story – the Masters of Beef Advocacy (MBA) program. The MBA is your go-to program for training and resources to be a strong advocate for the beef community. This free, self-guided online course provides farmers, ranchers, service providers, consumers, and all members of the beef community the tools and resources to become a beef advocate and answer tough questions about beef and raising cattle. For more information, go to <https://www.beefitswhatsfordinner.com/masters-of-beef-advocacy>.

1. Consumer Beef Tracker, Jan. – Dec. 2019.
2. Alternative Proteins at Foodservice Study, Technomic, October 2019; Usage and Volumetric Assessment of Beef in Foodservice, Technomic, December 2019; IRI, Refrigerated/ Frozen Meat Substitutes, 52 weeks ending 12/1/19; IRI/ Freshlook, Total US MULO ending 12/1/19.

## Legislative Update

Jordan Lamb  
DeWitt LLP | [jkl@dewittllp.com](mailto:jkl@dewittllp.com)

### Tranel Authors New Ag Tax Credit Legislation (AB 873 / SB 818)

Rep. Travis Tranel (R-Cuba City), a farmer and a member of the Assembly Agriculture Committee, rolled out a new tax credit designed to “put money in the hands of farmers” as a part of the Assembly Republicans’ new farm package. This legislation would create a refundable income tax credit equal to 66% of taxes levied on buildings and other improvements that are used exclusively for farming. The credit is capped at \$7500 for an individual, entity, or married couple filing jointly. In order to claim the credit, the claimant must have at least \$35,000 in annual gross income from farming. Because this credit is “refundable,” a taxpayer will receive a refund if the amount of the credit exceeds his or her tax liability. **WCA supports this bill.**

### Livestock Facility Siting Legislation Introduced (AB 894 / SB 808)

Rep. Tranel (R-Cuba City) and Sen. Howard Marklein (R-Spring Green) unveiled an update to Wisconsin’s livestock facility siting law on Feb. 10. This legislation was developed with stakeholders from across animal agriculture, the Wisconsin Towns Association and the Wisconsin Counties Association. Among other changes, the bill would shift the review of a siting applicant’s compliance

with ATPC 51, Wisconsin’s state livestock facility siting standards, from towns or counties to DATCP. Towns and counties would retain their zoning review. The legislation also establishes fee caps for applications and clarifies timelines for review of siting applications. **WCA supports this legislation.**

### Rep. Tauchen Introduces VOLUNTARY Animal Identification Legislation (AB 812 / SB 737)

This bill, authored by Rep. Gary Tauchen (R-Bonduel) and Senator Andre Jacques (R-DePere) requires the Department of Agriculture, Trade and Consumer Protection to create a voluntary individual animal identification program for livestock owners. Under the program, DATCP must maintain an online list of retailers that supply radio frequency identification (RFID) tags. An RFID tag must include a 15-digit individual animal identification number that is connected to the livestock premises identification code for the animal’s premises of origin. The bill also allows DATCP to contract with an agent (e.g., WLIC) to collect and maintain individual animal identification records. An amendment to the original bill has been drafted to add critical language that will protect the privacy of any data collected under the program. **WCA testified for information only in both the Assembly and Senate hearings on this legislation. WCA emphasized the need to ensure data privacy, while recognizing that export pressures are increasing the need for an animal identification system. The amendment addresses our privacy concerns.**

*Report provided: February 2020*

# 2020

## WCA AWARD WINNERS

Each year at Winter Conference, the Wisconsin Cattlemen's Association presents awards to Wisconsin beef producers and supporters of WCA in recognition of their outstanding contributions to Wisconsin's beef industry. The following individuals received 2020 awards from the Wisconsin Cattlemen's Association.

### *Cattlemen of the Year*



Marda Angus | Lodi, Wisconsin

### *BQA Producer of the Year*



J. Scott Hoffman | J&S Angus

### *Environmental Stewardship*



Arndt Farms | Janesville, Wisconsin

### *Friend of the Cattlemen*



Bill Halfman | UW-Extension Monroe Co.

### *Young Producer Scholarship*



Paige Gaffney | Barneveld, Wisconsin

### *Meritorious Service*



Jena Swanson | WCA Past President

# Bulls Offered Private Treaty

**Open House  
March 21st  
&  
April 18th**



Bulls like these offered!



*The Radcliffe Family*

Jared: 715.573.4924

Jessica: 309.883.2338

Renee: 715.573.4942

*Visitors Always Welcome!*

Bulls Sired By:  
RCL Dually 6962  
Moore Ft. Knox 209  
Chestnut Undisputed GLM  
Vision Unanimous 1418

**S & R**  
*Angus*

www.srangus.com  
227335 Clearview Dr., Weston, WI

## Managing a Successful Calving Season

Sandy Stuttgen, DVM  
Extension Agriculture Educator & Outreach Specialist

Prior to the first calf being born, check calving equipment (chains, straps, calf jacks) to make sure all are clean and functioning. Clean, disinfect and bed calving areas and have cleaning agents, disinfectants and bedding on hand. Stock up on:

- ✓ OB sleeves, lube
- ✓ soap for washing your hands and the vulva
- ✓ towels for drying and stimulating the newborn
- ✓ calf blankets for at-risk calves
- ✓ naval disinfectant
- ✓ colostrum replacer
- ✓ milk replacer

Check close-up cattle at least three times daily. Encourage 80% of calvings to occur between 7 am and 7 pm by feeding close-up cattle twice daily at 11:30 am and 9:30 pm. Separate close-up heifers from mature cows to better monitor them.

Heifers should deliver within one hour of the water bag appearing; mature cows within a half hour of the water bag. Note the time and watch for progress when you first notice the water bag or feet. Give the cow another 15 minutes and the heifer another 30 minutes while watching from afar so as not to interrupt them. Don't rush. Human intervention may do more harm than good, but be prepared to examine her when you see she is not progressing.

Newborns should shake their heads, snort and take deep breaths. The calf's carbon dioxide levels increase during difficult or prolonged labor. Once born, these weak calves have poor gasping and breathing, a slow heart rate and low core body temperature. They are slow to stand and nurse and more likely to scour.

Good mothering stimulates calves, especially weak ones. Salting the calf or sprinkling sweet feed over them will stimulate mom to lick the calf. You may need to charge: towel dry the calf, tickle its nostril with a piece of straw, pour cold water in its ear or turn it from side to side. Encourage exhausted mothers by providing warm buckets of water to drink. It's been my experience that cattle do not like to put their head into deep narrow buckets; you may need to refill a shallow bucket until they are satisfied. Make the water more interesting by mixing in electrolyte or milk replacer.

Whenever possible, and especially following assisted calvings, soak the newborn's navel in 7% iodine or other disinfectant recommended by your veterinarian. The navel is attached to the liver and wicks pathogens from the environment. Keep the calf's environment clean and dry.

**Wisconsin Cattlemen's Association**

632 Grand Canyon Drive  
Madison, WI 53719

# Thank You Sponsors!



Greenstone Farm  
Credit Services

Rock County  
Beef Producers

Double M  
Cattle Company

United  
Cooperative

Chaseburg  
Co-op

LaBudde  
Group

Quality Liquid  
Feeds

Nasco

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

**Phone:** 608-228-1457

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

**Office:** 632 Grand Canyon Drive Madison, WI 53719