

cattleTRAILS



June 2021

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



President's Path

Matt Ludlow, WCA President

It has been three months since the last publication of Cattle Trails. At that time, our cattle producers were looking forward to "what might be" when it came to the combination of the government providing another round of COVID aid payments to millions of Americans while simultaneously our industry would be moving into a time of a tightening in the number of market ready fat cattle. Add a boost in demand from the spring grilling season along with many restaurants opening throughout the country, and there was reason for hope.

As of today, the round of aid payments have been made and beef demand both domestically and throughout the world remains exceptionally strong. Actually, boxed beef prices are at all-time highs except for a year ago during the worst of the COVID pandemic. While both of these factors have helped drive the price of beef to unseen levels, the cattle producers throughout the country have not been able to say the same for the actual value of cattle. Negotiated cash prices for fat cattle have stagnated between \$118 and \$121 while wholesale beef prices have continued to rise to over \$300/cwt.

In addition to the underperformance and associated frustration of the cash market, cattle producers are faced with the highest input prices they have seen in years. From fuel to feed to fertilizer, all of the inputs to put a pound of gain on a given animal have seen dramatic increases. Together, these factors seem to have our cattle producing industry on the cusp of a boiling point.

It's no secret that the agricultural producers throughout the United States continue to become less and less as time goes by. 1% of the American population is involved within the agricultural sector, and a small percentage of those producers are involved within the cattle industry. To me, this means that if we, as cattle producers, want to accomplish anything on a national level, we have to stick together. There are three national organizations

Coming Together

"It has become clear that now is the time for change that will help producers both today and going forward."

(NCBA, R Calf, and USCA) that represent cattle producers throughout the United States, and many times, the three organizations have different ideas as to what would be best for our industry.

It is very welcomed news that all of these organizations have met and are dedicated to working for changes to help the producers throughout our country. As you are well aware, cattle producers are a very independent group that normally does not seek out help or intervention. But as the tension continues to rise throughout our industry, it has become clear that the time is now for change that will help producers both today and going forward.

The Wisconsin Cattlemen's Association has and will continue to work for the beef producers throughout our state. I ask you to stay involved and reach out with any ideas that you think would help improve the industry for our producers. And as always, thank you for being a member of the Wisconsin Cattlemen's Association.



-Matt Ludlow

2020 WCA President

Rush Creek Ranch | Viroqua, Wisconsin

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@WisconsinCattlemensAssociation

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2021 Summer Tour

Brady Zuck, Summer Tour Chair

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WCA is excited to host the 2021 Summer Tour in the Madison area on June 26. The goal of the tour aligns with WCA's mission to promote networking and education among beef producers. The stops will include Roche Grain and Cattle Farm near Columbus, Johnson's Sausage Shoppe in Rio, and Marda Angus near Lodi.

Roche Grain & Cattle Farm is a diversified farming operation located near Columbus, Wis. The farm began operations in 1852 and is now on its 5th generation of Roche's. The farm is currently operated by brothers Kevin, Dennis, David, and their wives Tracy, Amy, and Jacki. Today, the farming operation has grown to encompass a 1,300 head feedlot, 3,760-acre grain operation, 445,000-bushel grain drying facility, and a composting operation. The farm produces corn, soybeans, wheat, rye seed, and tri-cal/rye forage. After harvest, all fields are planted to a cover crop. The Roche's are active in Dodge County Farmer's for Healthy Soil and Water, with a keen focus on sustainability. The feedlot operation finishes groups of Holstein steers, dairy beef crosses, along with native steers and heifers. Cattle arrive at weights between 475-700 pounds and are fed for 150-320 days, with a target market weight of 1,400 pounds. All pens of cattle are tracked for dry matter intake per day, daily gain, and profit per animal. Cattle are housed in both bedded mono slope and slatted floor barns, and waste from the bedded barns is handled by the composting operation. The feedlot utilizes feedstuffs from the cropping operation, including tri-cal/rye forage, corn silage, corn fines, and distillers.

Johnson's Sausage Shoppe, founded by Chris Johnson, started in business in 1996. What started out as a local deer processing facility in a small building quickly grew, and soon began processing beef based on local requests. As the business has grown, the building has been remodeled to add additional processing capacity and retail space. Today, Johnson's Sausage Shoppe processes about 40 head of beef per week, and 50-70 hogs per month. Johnson's offers custom processing, private labeling of beef, and retail sales of meat, cheese, and spirits. At this stop, Jeff Swenson (Wisconsin Department of Agriculture, Trade, and Consumer Protection) will provide an update on the state of local beef processing in Wisconsin, as well as direct marketing of beef.

upcoming events:

● Full WCA Board Meeting

4 pm, June 25, 2021

Prior to Summer Tour, the full WCA Board of Directors will meet in-person at Reach Out Lodi

● 2021 WCA Summer Tour & Annual Meeting

June 26, 2021 Madison Area

Registration is available online at wisconsincattlemen.com/events/summer-tour. The Annual meeting will begin at 12:15 pm at Johnson's Sausage Shoppe in Rio.

● Curt Pate in Wisconsin

5 pm June 16 Vernon County Fairgrounds

RSVP by calling the Vernon County Extension Office at 608-637-5276

9:30-1 pm June 19 Medford

The Medford program will include an opportunity for BQA certification. Call 715-748-3327 to register.

● Temple Grandin Visit

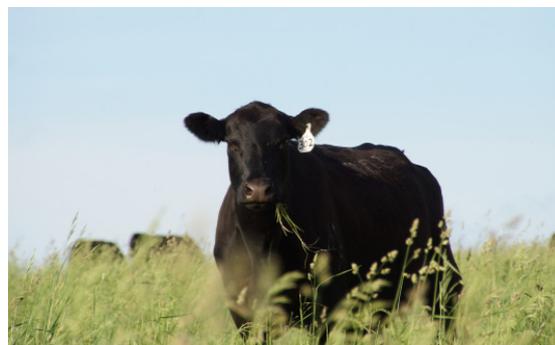
August 10 Iowa County Fairgrounds

CHECK OUR WEBSITE FOR THE LATEST EVENTS AND INFORMATION



wisconsincattlemen.com

The foundation of the Marda Angus Farms herd began in 1940 when Dave Quam bought his first Angus female to start his 4-H project. The goals of the operation have been consistent for the past eight decades – strive to raise cattle that meet the needs of commercial cattlemen as well as purebred producers throughout the nation. By staying true to the goal, and not chasing fads that come and go, Marda Angus Farms has been able to raise cattle that have withstood and survived trying times. After four generations, Marda Angus Farms has transformed through many different changes and remodels, but the one constant has been their breeding program. The Marda Angus Farms breeding program is based off sound economic principles that drive the cattle industry, which is evident in the many cow families found at Marda Angus Farms today that date back to the herd's original foundation females. Today, Marda Angus Farms runs 170 purebred Angus cows, along with 900 acres of crop ground. The Quam family markets their Angus cattle throughout the country, participating in the Midland Bull Test, National Angus Bull Sale, and hosts an annual production sale in the fall.



Special guest speakers participating this year include Don Schiefelbein, 2021 NCBA President-Elect. Schiefelbein will provide an update on NCBA efforts in Washington D.C. on behalf of Cattlemen. Jeff Swenson, Wisconsin Department of Agriculture, Trade, and Consumer Protection livestock and meat specialist, will also speak to the state of local beef processing in Wisconsin as well as direct marketing of beef. CBB Vice Chair Norman Voyles Jr. will give an address at Marda Angus. The Wisconsin Beef Council will also inform participants about investments through the Beef Checkoff.

Both lunch and dinner are provided on the tour. Attendees will be responsible for their own transportation to each stop. The cost is \$50 for WCA members and \$100 for non-members. Registration is open and available online at wisconsincattlemen.com/events/summer-tour.

Please contact WCA with any questions about Summer Tour at 608-228-1457 or info@wisconsincattlemen.com.

Steak Trailer Update

Brady Zuck, WCA Steak Trailer Co-Chair

The WCA Steak Trailer is geared up and ready to return 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 third year of management. We look forward to putting the challenges that COVID-19 brought behind us and seeing our many loyal customers at each event throughout the year.

In 2021, we are currently planning to attend the following events:

- June 12-13, 2021 – Deke Slayton Airfest, La Crosse, WI
- June 30 – July 4, 2021 – Riverfest, La Crosse, WI
- August 5-15, 2021 - Wisconsin State Fair, State Fair Park, West Allis
- September 23-26, 2021 - World Beef Expo, State Fair Park, West Allis
- September 28 – October 2, 2021 - World Dairy Expo, Alliant Energy Center, Madison



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! Please contact Vicki Dunnum (608-963-2428, wcasteaktrailer@gmail.com) to secure your group's time at an upcoming event.

Invite a Non-Member to Summer Tour

Joe Scott, WCA Membership Chair

The easiest sales membership pitch you will have all year to your fellow cattle friends is Summer Tour. With the \$100 for Non-Members and \$50 for members price tag, it is easy to convince someone to join for the discount. It is going to be a great time of fellowship in a world where that has been impossible for a long time now.

It is a chance to get away from your own operation and see how some other great families do things. This is one thing that trips the interest of every cattle owner. It is the same reason why we all look at everyone else's crops and pastures every time we drive anywhere. It is an easy sell, so bring a buddy or three who isn't a member.

On the trip, they will get to meet other great members and hear about the important work that we do at Wisconsin Cattlemen's Association. They will then get our communications, like Cattle Trails, and be reminded why this organization is so important to be a part of all year. This transfers over to them renewing again next year.

So, what do they do? Just direct them to the website to both become a member and register for Summer Tour. It is easy to access and easy to sign up online, or to print out a form. If you have any trouble contact us and we can help.

So I challenge you bring a Non-Member Cattlemen with you. It is the easiest recruitment you will ever do.

-Joe Scott

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

NCBA Pushes Congress to Address Areas of Concern in the Cattle Industry

National Cattlemen's Beef Association (NCBA)

The National Cattlemen's Beef Association (NCBA) led a letter with the support of 37 affiliate state cattle organizations, urging the leadership of the U.S. Senate and House Agriculture Committees to address critical areas of concern in the cattle and beef industry.

Specifically, NCBA pushed Sen. Debbie Stabenow (D-MI), Sen. John Boozman (R-AR), Rep. David Scott (D-GA-13), and Rep. Glenn "GT" Thompson (R-PA-15) to consider swift Congressional action to

- Expand beef processing capacity
- Broaden labor policies to strengthen the beef processing workforce
- Increase transparency in cattle markets by reauthorizing Livestock Mandatory Reporting (LMR)
- Support industry efforts to reform "Product of the USA" generic labeling
- Ensure proper oversight of cattle market players by concluding the ongoing U.S. Department of Justice investigation into the meatpacking sector

This grassroots letter comes as cattle producers across the country express mounting frustration at the persistent imbalance in the markets. As much of the country lifts pandemic restrictions, consumer demand for U.S. beef remains strong. Producers also have a high supply of cattle to meet demand. Despite this, producers in the cow-calf and feeder sectors of the industry are facing significant challenges. The profits yielded by high boxed beef prices are not being passed on to the producers supplying live cattle, and the supply chain is being choked by a lack of processing capacity.

"Cattle producers are frustrated, and with good reason. In sale barns and state meetings across the country, we're hearing the same story of sky-high input costs and intense market volatility. Across the industry, there's a consensus that market dynamics which consistently squash producer profitability are not sustainable for live cattle or beef producers," said NCBA President Jerry Bohn. "As members of Congress create policy that directly impacts business conditions for our producers, it is critical that they consider the grassroots input and firsthand experiences of folks on the ground. Our letter provides that perspective and reinforces how urgently we need something to shift here to strengthen the security of the beef supply chain. NCBA has strong working relationships with members on both sides of the aisle, we have grassroots policy to back the actions we outlined today, and we hope the conversation in Washington around these critical policy areas will progress quickly."

NCBA's letter was signed by 37 affiliate state cattlemen's associations, including the Wisconsin Cattlemen's Association.



WCA Member Spotlight: Jeff Swenson

Jeff Swenson grew up on a dairy and beef farm in Southeast Minnesota and took a larger interest in the family's small beef herd and feedlot. They fed out all of their Holstein steers, beef calves and also purchased additional feeder cattle.

Jeff represents the Wisconsin Shorthorn Association (WSA) on the Wisconsin Cattlemen's Association Board of Directors. He joined the WSA after appreciating the work the group did to promote not only their breed of cattle, but the effort they put into assisting young people in developing leadership skills through shows and events.

Jeff strongly believes in the work done by the Wisconsin Cattlemen's Association. Producer education, networking and WCA's efforts to look out for Wisconsin's beef farmers' interests are some of the association's most important work according to Jeff. He has been the Livestock and Meat Specialist at the Wisconsin Department of Agriculture, Trade and Consumer Protection for nearly 15 years, working with livestock producers and meat processors.

Receive Cattle Trails Digitally?

Let WCA know if you would prefer to receive your quarterly Cattle Trails online by emailing kaitlyn@wisconsincattlemen.com.

Remember to 'Like' the Wisconsin Cattlemen's Association on Facebook to stay current with all of the latest information about WCA events and Wisconsin Beef Industry news. The Facebook page, along with the WCA website (wisconsincattlemen.com) are updated regularly and provide a great way for you to stay informed between Cattle Trails issues!



Information about Greenhouse Gasses and the Beef Industry

By Amanda L. Cauffman

Agriculture Educator

UW-Madison Division of Extension

The beef industry is often criticized for its contribution of Greenhouse Gasses (GHG) since cattle produce methane. Dr. Frank Mitloehner, professor and air quality specialist at UC- Davis, presented the following information during the 2021 Driftless Beef Conference. Methane is noted for its ability to trap heat from the sun in the atmosphere. Carbon dioxide (CO₂) also traps heat from the sun. Both contribute to global warming. The Global Warming Potential of GHG (GWP100) assigns methane a numerical value to calculate its carbon dioxide equivalent. According to the GWP100 scale methane is 28 times more effective than CO₂ at trapping heat.

It is important to keep in mind that methane has a shorter half-life compared to CO₂. Methane is active for 12 years as compared to CO₂, which is active for 1,000 years. In the atmosphere, methane is broken down by a process called Hydroxyl Oxidation. For this reason, Researchers at Oxford University (Lynch, Cain, Pierrehumbert, Allen, 2020) believe that the GWP100 is misleading toward methane's contribution.

According to the Environmental Protection Agency's National Greenhouse Gas Inventory transportation contributes to 28% of GHG in the US. Electricity generation accounts for 28%, industry 22%, other 11% and agriculture is 10%. When we look at the

percentages of GHG being produced in the US, methane and CO₂ respectively contribute 10% and 80% of GHG emissions in the US.

It is important to understand that the CO₂ produced by cattle is recycled carbon. Grass takes up CO₂ for photosynthesis; the cow eats the grass and through the digestive process releases the carbon in the atmosphere starting the cycle over. This is a very short cycle. The use of fossil fuels is different; when burned they release the carbon that has been sequestered in the earth for millions of years into the atmosphere.

Methane production can be increased by increasing cattle numbers. However, in 1973 there were 130 million cattle and calves in the US, today there are 93 million cattle and calves producing the same amount of beef according to the USDA National Agricultural Statics Service. Through the use of better genetics, technology, and management we are able to reduce our carbon footprint by producing more beef with fewer cattle.

Instead of passing blame it is more important to understand that there are many contributors to climate change and many ways to contribute to the solution. We need to educate ourselves about this topic to better educate our consumers and be better advocates for our industry and be a part of the solution.

Reviewed by Bill Halfman, Sandy Stuttgen, and Carolyn Ihde

Pate and Grandin Coming to Wisconsin

Through unique partnerships in-state, Wisconsin farmers will have the opportunity to participate in trainings this summer with nationally known cattle handling experts Curt Pate and Temple Grandin.

Pate will be at the Vernon County Fairgrounds in Viroqua on June 16 at 5 pm. Those planning to attend should RSVP by calling the

Vernon County Extension Office at 608-637-5276. In addition, Pate will be at the KbarR Arena in Medford on June 19; RSVP is REQUIRED for Medford by June 10 as seating is limited. Please call 715-748-3327 ext. 1 with your name, phone number and number attending. The Medford program will include the opportunity for BQA certification, but to do so you must attend the entire program from 9:30 am – 1:00 pm.

Lastly, Temple Grandin will speak to cattle producers on August 10 at the Iowa County Fairgrounds.

We hope that you can join one of these highly regarded speakers!

Wisconsin Legislative Update

Jordan Lamb, WCA Legislative Counsel
DeWitt, LLP

Work on the Biennial Budget Bill Proceeds. On May 6, the Joint Committee on Finance began its work on the 2021-23 biennial budget bill by adopting an amendment to remove more than 380 proposals included by Governor Evers and by amending the bill back to “base” (i.e., current spending levels). The Governor’s proposed Medicare expansion was one of the more than 380 provisions pulled from the budget in the Republican motion. The other items removed included provisions on clean energy, environmental justice, changes in sentencing guidelines and the legalization of marijuana. The total impact of the motion was a reduction in federal revenues of \$2.4 billion and eliminating Evers’ proposed \$1 billion in tax increases. According to the Legislative Fiscal Bureau, the net impact leaves the Committee with \$2.5 billion in general purpose revenue to spend. WCA supports the inclusion of additional resources to support a stronger state meat processing supply chain, additional investment in rural roads and rural broadband, and increased funding for UW-Extension for agricultural research in the 2021-23 biennial budget bill.

WCA Supports Legislation to Promote Wisconsin Exports. On May 5th, the Senate Committee on Agriculture and Tourism, held a public hearing on Senate Bill 325, which would promote exports of Wisconsin’s agricultural products. Senate Bill 325, authored by Sen. Joan Ballweg and Rep. Tony Kurtz, would support the expansion of agricultural exports from Wisconsin by requiring the Wisconsin Economic Development Corporation (WEDC) to expend \$5,000,000 on an agricultural exports program to (1) increase the value of Wisconsin’s milk and other dairy product exports by at least 25 percent over the value as of December 31, 2021; (2) increase the value of Wisconsin’s meat, including poultry and fish, and meat product exports by at least 25 percent over the value as of December 31, 2021; and (3) increase the value of Wisconsin’s crop and crop product exports by at least 25 percent over the

value as of December 31, 2021. WCA registered in support of SB 325 at the public hearing and WCA’s Legislative Committee Chairman, Eric Johnson, spoke in support of this legislation at an April 12 press conference in Madison.

WCA Files Comments on the Economic Impact of Proposed Nitrate Revisions to NR 151. In March, the DNR released an Economic Impact Analysis (EIA) and a draft of a proposed amendment to Wisconsin Administrative Code s. NR 151, to create a targeted performance standard for the application of nitrates to agricultural land as a way to control nitrate levels in groundwater. The DNR received over 70 written comments. All comments received are available for public review on the NR 151 Rule Changes for Nitrate webpage. WCA’s chief economic impact concerns with the proposal are that the DNR underestimated the amount and costs of additional manure storage that would be required under the proposal; that the proposal could increase the costs of beef inputs, such as corn and silage for feed; and that the proposal could trigger the need to decrease herd sizes or increase land base for pastures.

Wolf Management Plan Update Underway. The Wisconsin DNR has formed a new Wolf Management Plan Committee (WMPC) to review and recommend revisions to Wisconsin’s wolf management plan. The WMPC will convene for a series of four meetings from July to October 2021 to discuss recommendations for the revised wolf management plan. The DNR will take those recommendations, best available science and public input and will draft a revised wolf management plan, which is expected to be available for public review in February 2022. More information is available on the DNR’s wolf management webpage. WCA requested that a cattlemen representative serve on the Committee and the DNR has appointed Jack Johnson as the WCA representative. To learn more about the WMPC purpose, membership, and specifications, review the committee charter and the committee roster.

WCA Scholarship Committee Update

Rob Vyvyan, WCA Scholarship Chair

Thank you to all of the 2021 scholarship applicants for the time and effort put into applying for our scholarship and your interest in the Wisconsin Cattlemen’s Association. The Scholarship Committee evaluated twenty scholarships this Spring and selected the top five for a \$1,000 scholarship award. The recipients are:

Cade Austin graduated from Milton High School and will be attending Iowa State for Agricultural Business with a minor in Agricultural Systems Technology. Cade plans to pursue precision agriculture, continue raising crops, and grow the beef herd.

Jordan Gilles graduated Cadott High School and will be attending Cornell University for Animal Science with plans to pursue a degree in Veterinary Pharmacology.

Cora Kleist graduated Richland Center High School and will be attending UW Madison for Animal Science and Agriculture

Business in pursuit to be a veterinarian.

Kelsey Kuehni graduated Stanley Boyd High School and will be attending UW River Falls for Animal Science with a meat emphasis to become a USDA meat inspector.

Kylee Sebranek graduated River Valley High School and will be attending Southwest Wisconsin Technical College for Agribusiness and Animal Science with plans to take over the family farm and grow the beef herd.

Congratulations to the top five and best of luck in the future! As COVID travel and gathering restrictions are relaxed, feel free to visit the WCA website for the travel grant application and information. The grant can be used to help cover expenses for any educational event related to the beef industry. (ie: AI schools, beef seminars, judging contests, fitting and showing clinics, or any other activity that will educate and benefit Wisconsin youth interested in the livestock industry).

- Rob Vyvyan
WCA Scholarship Chair

What is the Checkoff doing?

Tammy Vaassen

Executive Director, Wisconsin Beef Council

Beef demand continues to be incredibly strong as we enter peak grilling season. Over the past year, the Wisconsin Beef Council (WBC) staff has continually pivoted to ensure we are reaching consumers with the information, tools and recipes they need to make purchasing and preparation decisions to include beef in their diets.

With the Beef Checkoff, the Wisconsin Beef Council board and staff cannot discuss policy issues around cattle markets, trade agreements, or communicate with state or federal legislators. Examples of what we can do include:

- Consumer advertising – last year WBC delivered almost 4 million total advertising impressions highlighting the people, protein and pleasure that makes beef the top protein choice. Digital advertising is the Beef Council's largest investment each year, achieving over 605,000 video views, 645,700 engagements and over 32,500 clicks to checkoff websites to learn more.
- Social media – recently, WBC has been featuring our Wisconsin farmers weekly on Facebook and Instagram. Those posts, along with our regular recipe features, have reached nearly 100,000 consumers in just a 1-month period.
- Health professionals – your investment in the Beef Checkoff helps to connect health professionals with research about how lean beef can play a role in a healthy diet. From protein to zinc, iron and other important nutrients, we keep beef in front of dietitians, medical colleges, and others who help guide consumers on healthy living.

All of these efforts to educate consumers and keep beef top of mind are funded by your investment in the Beef Checkoff. Of the \$1 per head collected, Wisconsin keeps 50 cents and the other 50

cents goes to the Cattlemen's Beef Board for national Beef Checkoff contractors. The goal of every \$1 is to grow demand for beef.

A 2019 third-party Return on Investment (ROI) study conducted by Dr. Harry Kaiser of Cornell University revealed that Beef Checkoff programs and efforts have a positive impact on beef demand. It showed:

- the Checkoff returns \$11.91 to the industry for every dollar that producers invest in program areas.
- Checkoff-funded activities increased beef demand by 2.6 billion pounds per year between 2014 and 2018.
- without a national Checkoff, U.S. beef demand would have been 14.3% lower than it was by year-end 2018.

I am proud of the education, promotion and information programs that the WBC board and staff implement on your behalf. As you have local conversations about the Beef Checkoff, I encourage you to reach out to help communicate these accomplishments. Even more important, please contact any of the following individuals with questions, concerns, or just to gather more information: the Wisconsin Beef Council board and staff; Cattlemen's Beef Board Wisconsin members Daphne Holterman, Bob Mitchell, Terry Quam, and Steve Springer; and Valerie Gaffney, your director to the Federation of State Beef Councils. We're also happy to join your cattlemen's meetings to share insight or answer questions.

-Tammy Vaassen
WBC Executive Director



Cattle Trails Advertising Opportunities

CONTACT THE WCA OFFICE FOR DETAILS

Half-page advertisements are available for placement in an upcoming issue of the Cattle Trails newsletter for \$50 per issue. Ad spaces for the September issue must be claimed by August 16, 2021.

Contact the WCA office for full informational sheet of advertising details.

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



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