

cattleTRAILS

September 2022

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



WISCONSIN
CATTLEMEN'S
ASSOCIATION



President's Path

Brady Zuck, WCA President

The cooler nights (at least in northern WI!) are a sure sign fall is just around the corner. With corn silage season coming up soon, calves to wean, and crops to harvest, it's sure to be a busy time of year. As drought has continued to plague cattle producers across the country, we have seen continued liquidation of the nation's cowherd. Calf prices this fall have been favorable, with higher markets anticipated due to limited supply.

We would like to welcome our three newly elected members to the WCA Board. Trevor Yaeger is a cow-calf producer from Mineral Point, WI, who also works for Select Sires. Gary Schmidt recently moved back home to Wisconsin, where he works with Purina Animal Nutrition as a Beef Specialist. Becky Doman runs a livestock transportation business near Watertown, WI. We are excited to have these individuals join our board, bringing new perspectives to guide WCA in the future. Welcome Trevor, Gary, and Becky!

On the legislative front, activity has been very quiet as the Legislature remains out of session. However, be sure to keep an eye on your local political races this fall. We are planning to meet with Jordan Lamb (WCA Legislative Counsel) in early December to determine our position on legislative topics that will come in the next session, depending on the outcome of the fall elections. If you are interested in becoming more involved in the legislative aspect of our association, please reach out and we will get you the details on this meeting.

New faces join WCA Board

"We are excited to have these individuals bring new perspectives to guide WCA in the future."

Thank you for your membership in WCA, and for all that you do to support our organization. We continue to grow in membership numbers, and have hired top talent Steak Trailer Managers, Dave and Carrie Goss, to operate our main revenue source moving forward. If there is ever anything WCA can be doing for you, or if you have feedback to share on local issues, please reach out at any time. My phone number is 715-415-9131, email brady_zuck@diamondv.com. Wishing everyone a safe and bountiful harvest season.

-Brady Zuck



2022 WCA President

Zuck Cattle Company | Ladysmith,
Wisconsin
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in this issue:

- President's Path
- Membership Update
- Board Member Spotlight: Rebecca Doman
- Steak Trailer
- Summer Tour
- Testing Hay for Accurate Nutrient Content
- Legislative Update
- Crawford County cattleman appointed to NCBA Traceability Working Group
- A Busy Year Promoting Beef!

Membership Update

Tressa Alderson, WCA Membership Chair

As we move into the second half of our membership year, the Board of Directors have put forth a diligent effort to continue to grow our numbers. With the assistance of NCBA, we are revamping a lot of our promotional materials; including our Membership paper form, a sign for Steak Trailer and a few more yet to come.

The Membership form will be very functional to be passed out at events, with the option to enroll electronically by scanning a QR code or via mail with a tear off section.

We are also going to have a sign traveling with Steak Trailer to promote membership at all their events.

All the flashy promotions and signs aside, the easiest way for us to grow is for members to talk about WCA, what we do and why we are important to the industry. There is a huge population in our state that benefits from the legislative wins WCA funds, but they don't know our organization exists. I ask each of you reading this article, to think of one person, just one, that should be a member and facilitate them joining.

We are a member driven organization. Thank you for your continued support of WCA.

-Tressa Lacy
(417) 712-1755
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upcoming events:

● UW-Extension Cow-Calf Workshops

Sept. 21 Viroqua
Sept 26 Independence
Oct 1 Mauston

Cattle handling facilities and herd health topics will be the focus of these workshops. Visit livestock.extension.wisc.edu for more information and to RSVP.

● World Beef Expo Sept 22-25, Wisconsin State Fair Park, West Allis

Exhibitors from across the U.S. will display, exhibit, or sell cattle at the 2022 World Beef Expo.

● World Dairy Expo October 2-7, Alliant Energy Center, Madison

Be sure to visit the WCA Steak Trailer and enjoy a delicious beef sandwich! See coupon inside!

CHECK OUR WEBSITE FOR THE LATEST EVENTS AND INFORMATION



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Board Member Spotlight: Rebecca Doman

Greetings,

My name is Rebecca Doman, and I am from southern Wisconsin near Juneau. My family owned and operated a dairy farm near Watertown for many years. The focus switched 20 years ago from dairy to a small cow/calf operation. The original family farm's main focus now is the cow/calf operation along with raising crossbreed calves.



I am a graduate of South Dakota State University and have been involved in the cattle industry my entire life. I was also involved for many years as a coach for the Dodge County 4-H Livestock and Meats judging teams. I truly believe the future of the cattle industry is in the hands of young people, and I am the biggest supporter of those youth who exhibit interest in the cattle industry. I also am the sole owner and operator of Doman Livestock and spend the better part of my days on the road working with cattle producers, and dairy farmers helping them choose the best market destination, and transporting the cattle they have to market. I truly enjoy my job and am always willing to give advice to my customers when it comes to cattle. I love networking with customers and making connections because at the end of the day, working together helps to build a stronger industry.

This industry is always changing, new challenges arise and let's face it, we have to adapt to new challenges and find a way to continue to make this industry the best it can be.

I am looking forward to serving on the board of directors and being a voice for cattle producers. I have always been very passionate about cattle, and am truly blessed to work in the cattle industry. I would like to wish you all a very successful fall season, and look forward to meeting you.

Sincerely,
Rebecca Doman

Steak Trailer Update



Brady Zuck, WCA Steak Trailer Co-Chair

The WCA Steak Trailer was excited to see the bustling crowds of people return to the state fairgrounds for the 2022 WI State Fair. Attendance at this year's fair was up significantly at 1,003,450 people, compared to the 841,074 people who attended in 2021. We were fortunate to have sunny, cool weather – avoiding the storms that hamper attendance, or the extremely hot weather. Throughout the fair, we enjoyed seeing our repeat customers who “just have to stop in and get that ribeye sandwich” along with many first-time visitors to the Steak Trailer. The shaved roast beef sandwich continues to grow in popularity, but State Fair remains a ribeye show.

With our new Steak Trailer Managers, Dave and Carrie Goss, State Fair 2022 went off without a hitch. Dave and Carrie are from Viroqua, WI. Dave owns and operates Dave's Pizza, and Carrie works in an accounting firm. They have extensive experience in the restaurant business, making them a great fit to manage the Steak Trailer. We are extremely excited to have them on board, and they did a phenomenal job, especially considering their very first event was the State Fair. We would like to extend a special thank you to Craig and Vickie Dunnum, who spent numerous hours helping prepare for State Fair, sharing their knowledge and experience with the Goss' to ensure they were successful.

Dave and Carrie effectively staffed a team of people who served throughout the 11-day run. In total, over 12,241 ribeye sandwiches, 9,354 burgers, and 623 hotdogs were sold! A special thank you goes out to all the volunteers who shared their time, including:

- Hiawatha 4H
- Rock County Beef
- Dodgeland FFA
- Marshall FFA
- Sun Prairie FFA Alumni

Outgoing Steak Trailer Managers Craig and Vickie Dunnum pass the grill to Dave and Carrie Goss (middle).

We still have a few spots left to fill for workers at World Dairy Expo on the following dates:

- Monday, October 3rd
- Wednesday, October 5th
- Friday, October 7th

Additionally, we are already gearing up for next year's events. If you know of a local 4-H/FFA/youth group looking for a fundraising opportunity, consider the Steak Trailer! Please contact Carrie Goss (608-606-2356, wcasteaktrailer@gmail.com) to secure your group's time at an upcoming event for the 2023 season.

Thank you for your support, and we look forward to seeing you at an upcoming event soon!

-Brady Zuck
(715)-415-9131
brady_zuck@diamondev.com

2022 Event Schedule

World Beef Expo
Wisconsin State Fair Park, West Allis
September 22 - 25

World Dairy Expo
Alliant Energy Center, Madison
October 2 - 7

One Free Sandwich of Choice

Thank you for your membership! Please redeem this coupon at the Wisconsin Cattlemen's Association Steak Trailer for a free sandwich of your choice during World Beef Expo or World Dairy Expo.

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Expires: 10/06/22

2022 Summer Tour Recap

The Wisconsin Cattlemen's Association (WCA) honored four award recipients during the annual Summer Tour hosted in the Menomonie Area June 18.

The **2022 Cattleman of the Year** is Steve Springer of Linden, Wis. Springer is a third-generation beef farmer who has been in the cattle business for approximately 40 years. He runs a commercial cow-calf operation with nearly 250 cows. His high standards for genetics and management practices create high demand for his feeder cattle.



Always willing to help when needed, Springer is heavily involved in the industry as a member of the National Cattlemen's Beef Association (NCBA), Wisconsin Cattlemen's Association (WCA), and Iowa County Cattlemen's Association. He served on the board of directors for both the Wisconsin and Iowa County Cattlemen. Springer is Beef Quality Assurance (BQA) certified and actively participates in both state and national cattlemen's educational programs. The USDA recently selected Springer to serve on the Cattlemen's Beef Promotion and Research Board, commonly known as the Cattlemen's Beef Board (CBB). CBB is responsible for overseeing the collection of the Beef Checkoff and funding of Checkoff programs.



Jim and Roxanne Lund of K-Lund Angus near Woodville, Wis. received the **Beef Quality Assurance Award**. K-Lund is a commercial cow-calf operation with 170 pairs of Angus females. Spring

calving occurs from March to April utilizing a specially designed hoop barn facility. Top-end steer calves are marketed each fall with the lighter steers and heifers being fed out to market locally as freezer beef. Jim and Roxanne structure their nutrition strategy to support fetal programming which maximizes growth and production later in life. With limited labor, the operation focuses on low-stress cattle handling and facilities to ensure cattle can be managed by only one or two people.

K-Lund Angus exemplifies a beef cattle operation that implements the best management practices in BQA on a daily basis. The Lunds are diligent in implementing preventative health care with the cow herd year-round. They apply that low-stress handling through the weaning process to improve the health and performance of cattle.

Ryan Sterry of UW Extension shared these comments: "My experiences with Jim have been all positive. He takes innovative approaches with his cow-calf herd and has taken great care in building his reputation with buyers by consistently producing top-end feeder calves. Jim has welcomed several organizations hosting field days to demonstrate his cattle handling systems."

For several years, Jim and Roxanne hosted the UW-River Falls

Beef Production Classes to help students see how they could implement these practices in the future.

Craig and Vickie Dunnun earned the **2022 Friend of the Cattlemen** award after managing the WCA Steak Trailer for 3.5 years. The Dunnuns operate an organic cow-calf operation near Westby, Wis. and sell most of their cattle locally as freezer beef.



There was a steep learning curve when Craig and Vickie took over the steak trailer as the previous managers had been in business for 12 years, but they excelled with the challenge. Craig and Vickie helped make updates to equipment and processes. In 2020, they faced the chaos of COVID-19, navigating event cancellations and the State Fair Drive-Thru. The Dunnuns informed WCA they would like to retire at the end of 2021 but continued to help with two additional events in 2022 as the search for the new steak trailer manager continued. Brady Zuck, Steak Trailer Manager and WCA President, said their positive approach, can-do attitude and support for the cattlemen is irreplaceable.



The **Environmental Stewardship Award** went to the University of Wisconsin-Platteville Pioneer Farm. The UW-Platteville Pioneer Farm includes a herd of 50 Angus and Red Angus cows. They are also the site of the Wisconsin Beef Improvement

Association, the longest-running continuous bull test in the United States. The herd provides hands-on training for students as well as provides the ability to do grazing and environmental research. A highlight is the incorporation of Managed Intensive Grazing. This includes grazing in riparian areas and creating the need for additional environmental considerations. Beef unit research includes pasture runoff and pathogens in runoff. Research projects address environmental, economic, and social issues identified by farmers and interest groups through a voluntary collaboration among producers, regulatory agencies, science and education institutions, and non-governmental organizations. They participate as part of Discovery Farms. All manure applied to Pioneer Farm fields is carefully monitored as part of their nutrient management plan, which is updated annually. Solid manure is composted in windrows and turned regularly using a pull-type compost turner.

Manure samples are taken prior to application to determine the nutrient contents and proper application rates. In many cases, the composted manure is sold to local farmers and community members for use on fields and gardens.

The Awards were presented following the WCA Annual Meeting at ALCIVIA-Menomonie Feed Mill. Additional stops during the 2022 WCA Summer Tour included K-Lund Angus and SKOR Cattle Company near Clear Lake, Wis. WCA partnered with the Northern Wisconsin Beef Producers Association (NWBPA) for the event.

Testing hay for accurate nutrient content



By Carolyn Ihde

Agriculture Educator
Crawford & Richland Counties
UW Madison - Division of Extension

Fall is when a year's hard work comes together; calves are weaned, field crops harvested, and forages stored in bales, bunkers, bags, and silos. Fall is the time to "reap what we sow", but will the hay harvested this summer and fall be adequate feedstuff for the winter and early spring months? Counting the number of hay bales is a simple way to calculate the tons of feed available for the upcoming seasons of non-active pasture growth. Testing harvested forages provides a more accurate estimate of the forage's ability to meet the nutritional needs of cattle during the winter months.

With the drought in most of Wisconsin lessening (National Drought Mitigation Center, 2022) during the summer of 2022, the rain was a familiar foe in harvesting hay. Hay should be at 85% DM before it is baled. Consider wrapping bales and or using preservatives when rainfall hinders that goal. Waiting for optimal haymaking windows may result in harvesting mature forages or baling hay that has not had adequate time to cure; both scenarios can lead to hay with less-than-ideal nutritional values.

When rain delays mowing, forages continue to mature and may mature to a stage where the hay will have greater concentrations of fiber and lower energy. According to Wayne Coblenz and Richard Muck from the US Dairy Forage Research Center, supplementation with concentrates may be necessary to meet energy requirements. On the flip side, baling hay that is too wet can lead to mold growth and reducing the available protein or even spontaneous combustion hay fires. Either way, the hay will not be ideal and producers will play a guessing game as to the nutritional value.

During the production cycle, cows have different nutritional requirements. For example, in late gestation, two- to three-year-old cows need significantly higher nutrition than dry and early-gestation six- to seven-year-old cows. Forage testing allows the producer to know if the hay meets the nutritional needs of the entire beef herd. With hay test results in hand, cattle producers can sort batches of hay and create a feeding plan. For instance, you may be able to feed lower quality hay to mature, dry, higher body condition score (BCS) and mid-gestation cows; and higher quality hay to young, late gestation, or lower BCS cows.

Forage testing is a relatively simple process with high impact,

especially when quality hay is in short supply. According to the UW Soil and Forage Lab, "The key to successful forage analysis is taking a good, representative forage sample on the farm." To achieve a good representative sample, group hay by cutting, type and location, and take a core sample of 12 bales from each group. Follow the directions provided by each testing lab for sample size and packaging directions. Use the results to create a feeding program to best utilize your forage while meeting the cow herds' nutritional needs for optimal growth and performance.

References:

Coblenz, W.K. & Muck, R. E. (2013). Effects of rain damage on wilting forages. Retrieved from: <https://fyi.extension.wisc.edu/forage/effects-of-rain-damage-on-wilting-forages/>
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National Drought Mitigation Center University of Nebraska-Lincoln (2022, August 22). Midwest US Drought Monitor Map. Retrieved from: <https://droughtmonitor.unl.edu/CurrentMap/StateDroughtMonitor.aspx?Midwest>
UW Soils and Forage Lab. (2022). Feed-Forage. Retrieved from: <https://uwlab.soils.wisc.edu/forage/feed-forage>

Reviewed by:

Bill Halfman
UW-Madison Extension
Beef Outreach Specialist

Sandy Stuttgarten
UW-Madison Extension
Taylor County

Cattle Trails Advertising

Half-page advertisements are available for placement in an upcoming issue of the Cattle Trails newsletter for \$50 per issue. Ad spaces for the December issue must be claimed by November 15, 2022.

Contact the WCA office for advertising details.

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

Wisconsin Legislative Update

Jordan Lamb

WCA Legislative Counsel

DeWitt, LLP

The Wisconsin State Legislature remains out of session until January 2023. However, the Joint Committee on Finance still meets to address ongoing issues and work on administrative rules continues.



WI Supreme Court Allows Walker-appointed to Stay on NR Board Until Successor Confirmed

A split state Supreme Court ruled on June 29, 2022, that Wausau dentist, Frederick Prehn, may continue to serve on the DNR Board until the GOP-controlled state Senate confirms his successor even though his term expired more than a year ago. This is the final step in the battle over the Walker-appointed Prehn and his refusal to step down from his Board position until the Senate confirms his successor. The Senate, controlled by Republicans, has refused to confirm Gov. Evers' appointee. The battle went all the way to the WI Supreme Court. In the 4-3 ruling, the court found the expiration of Prehn's term does not create a vacancy under state law. Prehn, appointed to the board by former Republican Governor, Scott Walker, may only be removed from the body by Governor Evers "for cause." The court reached a similar conclusion in 1964, and Chief Justice Annette Ziegler wrote for the majority saying that the prior ruling "remains as sound today as it did when the case was first decided." With Prehn staying on the Board, the Board is controlled 4-3 by Walker appointees. If Prehn steps down, then the Board majority would switch to 4-3 with Evers' appointees.

Read the decision:

<https://www.wicourts.gov/sc/opinion/DisplayDocument.pdf?content=pdf&seqNo=539679>

Finance Committee Releases Funding for New Nitrogen Grant Program and Cover Crop Rebate Program

On August 17, 2022, the Joint Finance Committee met and approved the release of \$2.6 million to the Department of Agriculture, Trade and Consumer Protection for the new nitrogen optimization grant program (\$1.6 million) and cover crop insurance premium rebates (\$800,000). The commercial nitrogen optimization pilot program will provide grants to producer projects that optimize the application of commercial nitrogen, while the cover crop insurance rebate program provides eligible farmers with rebates of \$5 per acre of a cover crop planted for crop insurance premiums paid on those acres. These programs were created under 2021 WI Act 223, authored by Rep. Kitchens and Sen. Cowles and were widely supported by Wisconsin agricultural and agribusiness groups. With this funding, DATCP can now proceed with the administrative rulemakings and implementations of both of these great programs for farmers in Wisconsin.

New Ag Export Program Funds Released by Finance Committee

Also on August 17, the Joint Finance Committee approved the release of \$558,000 to support the Wisconsin Initiative for Agricultural Exports (WIAE). Since March 2022, the WIAE allowed 20 Wisconsin companies to participate in trade promotion activities. This resulted in at least \$460,000 in initial export sales and \$1.59 million in anticipated sales one year following the events. Additionally, the initiative provided 16 Wisconsin companies and organizations with more than \$377,000 in grants to help expand state agricultural exports.

DATCP Holds Hearing on Nitrogen Optimization Grant Program and Cover Crop Rebate Emergency Rules

On August 18, 2022, the Department of Agriculture, Trade and Consumer Protection held agency public hearings on draft emergency rules to implement the commercial nitrogen optimization

grant program and the cover crop insurance premium rebate program. All testimony at the public hearing was in support of the rules. Written comments were due on August 22, 2022. It is expected that the programs could be in place this fall with grants funded by the end of the calendar year.

Crawford County cattleman appointed to NCBA Traceability Working Group



Bob Mitchell of Spring Creeks Cattle Company in Crawford County has been appointed by the Wisconsin Cattlemen's Association (WCA) to represent the state's cattle producers and their approximately 3 million cattle on the National Cattlemen's Beef Association (NCBA) Traceability Working Group.

The 25-member group is tasked with developing a voluntary, nationally significant, globally accepted, electronic animal disease traceability system for all cattle entering commerce. The group has been working for several months and is scheduled to complete its work by the NCBA National Convention in February 2023 in New Orleans.

Mitchell is a Board Member of the Wisconsin Livestock Identification Consortium (WLIC) and previously served on the Cattlemen's Beef Board (CBB) Executive Committee as Co-Chair of the Beef Checkoff Safety Committee and an ex-officio of the Wisconsin Beef Council.

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A Busy Year Promoting Beef!



Tammy Vaassen

Executive Director, Wisconsin Beef Council

The dedicated staff team that I have the pleasure to lead has had an incredibly busy year – providing consumer education, sharing beef recipes, and helping to promote new beef cuts! I'm excited to share some of the highlights with you all – and welcome your feedback on what we're doing to help grow demand for beef!

If you're interested in receiving regular updates on Wisconsin Beef Council programs, we have both e-mail and mailed newsletters that can keep you informed on how the Beef Checkoff program is working to grow demand for beef. To sign-up, go to <https://www.beeftips.com/cattlemens-corner> and click on the 'Sign-Up' link on the page, call our office at 1-800-728-2333, or email me at tvassen@beeftips.com.

Wisconsin launches local beef directory: The Wisconsin Beef Council is creating a digital resource to help consumers research options for purchasing beef direct from farmers. All producers who directly sell beef off the farm or at a farmer's market are welcome to add their information to the list by completing the online registration at <https://www.beeftips.com/raising-beef/local-beef-directory>. Once finalized, the directory will be housed at [beeftips.com](https://www.beeftips.com) and include an interactive map so those who are searching for beef can find a convenient location.



Beef in the Classroom reaches 9,000+ students: The Beef in the Classroom grant program helps family & consumer science and agriculture teachers buy beef products to be used in high school classes across the state. This program helps teachers strengthen their lessons about lean beef selection, storage, preparation and nutrition by having funds available to buy and prepare beef with their students. Grants for the 2021-22 school year were fulfilled in 130 classrooms, reaching 9,227 students. Additionally, WBC offered online resources for teachers to educate about beef production, nutrition, and sustainability. Many teacher evaluations say they would not be able to host this kind of curriculum without these grant dollars. Grants for the current school year will be opening soon, please help us share this resource with your local school districts!

Farm to Fork Tours: WBC continues to educate influencers who wish to learn about the beef industry firsthand through Farm to Fork Tours. This spring tours were hosted for dietitians attending the Wisconsin Association of Nutrition and Dietetics conference, as well as culinary students from the Milwaukee Area Technical College. Stops included beef and dairy farms, as well as a visit to meat processor plants to see the halves in the cooler as well as retail cuts. Pre- and post-tour surveys continue to show that tour participation helps to increase understanding and acceptance of on-farm production practices.

WBC connects beef to school nutrition: In late 2021, school food service directors contacted the Wisconsin Beef Council after facing supply chain challenges for commodity USDA beef. To help keep beef on school lunch menus, WBC researched ways to connect local farmers and processors with school districts. After finding resources through the Wisconsin Department of Public Instruction (DPI), Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), and other entities, WBC created a panel and shared these resources at the School Nutrition Association Conference in June. Since then, we've continued discussions with DATCP and DPI and plan to develop resources to help schools connect with farmers and understand how those locally raised cuts can be added to menus.



Consumer education: Angie continues to record 14 monthly TV segments featuring timely beef recipes. The team has also been doing a monthly virtual cooking class, where participants receive a recipe, shopping and equipment list and have the chance to prepare a beef dinner from scratch via Zoom in a one-hour live session. Consumer interest in the virtual cooking classes has continued to grow; many say that this is a way for them to try cuts of beef, ingredients or cooking methods they aren't familiar with.

Producers guide Beef Checkoff programs: Wisconsin had five producer leaders at the Summer Business Meeting in Reno, NV. The purpose of this meeting was to provide direction for the Beef Checkoff as potential contractors presented their 2023 program ideas to different program committees that were made up of beef industry producer leaders. Those Wisconsin leaders were Arin Crooks, Daphne Holterman, Steve Springer, and Tammy Wiedenbeck, all members of the Cattlemen's Beef Board, and Rosie Lisowe, our representative on the Federation of State Beef Councils. Following the Summer Business Meeting, potential contractors use feedback they received to improve and refine their proposals for the September Beef Promotion Operation Committee meeting, where 20 beef farmers and ranchers from across the country allocate Beef Checkoff funds for the upcoming year which focus on growing demand for beef.





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