

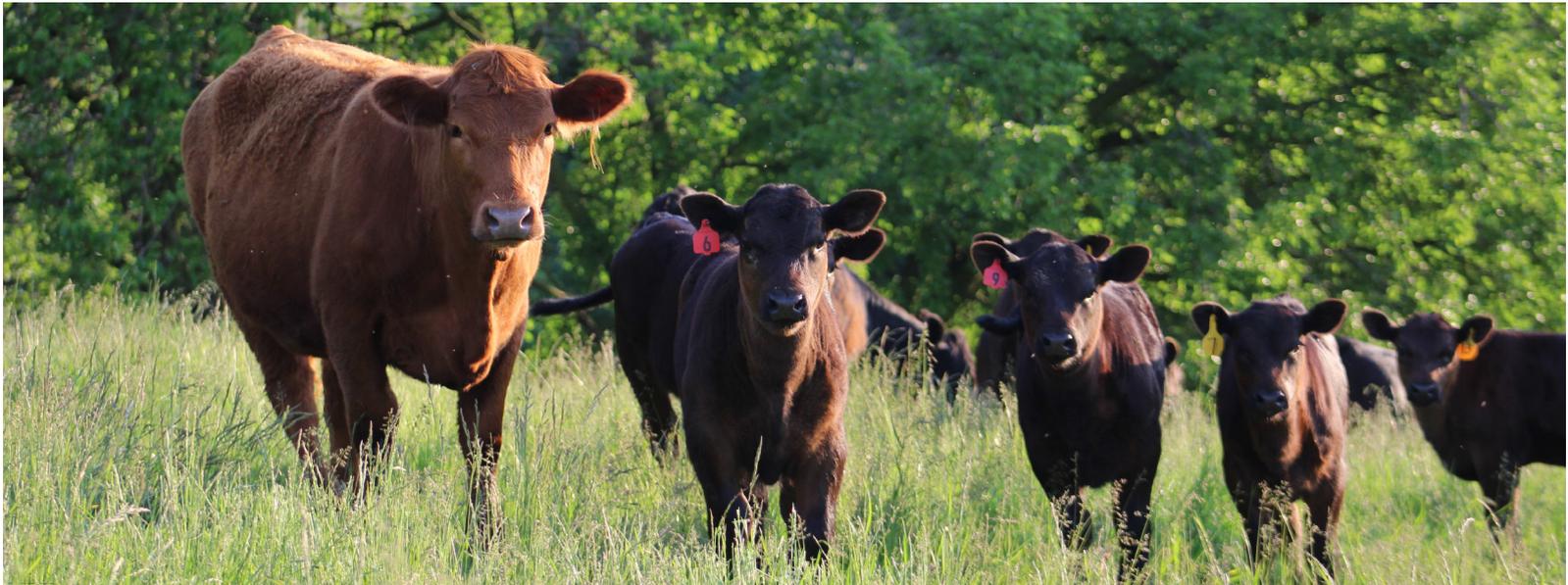
cattleTRAILS

.....September 2024

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



WISCONSIN
CATTLEMEN'S
ASSOCIATION



President's Path

Tressa Lacy, WCA President

In the June edition of Cattle Trails, I referenced the need to update the WCA Policy Book so WCA can be effective in generating policy at both the state and national levels. The Executive Board worked diligently this spring with our paid Lobbyist, Jordan Lamb, to complete this goal. The final draft, after approval from the entire voting board, was presented, voted on, and approved by WCA membership at Summer Tour. You can find the updated version on the WCA website.

Another exciting thing that happened this summer is Wisconsin was selected to host this year's Midwest Stockmanship and Stewardship event. In conjunction with Wisconsin Beef Council and affiliate groups from Illinois and Iowa, we welcomed around 150 producers down in Lancaster August 28th and 29th. The program was informative and diverse, covering topics from consumer perception relayed from Culver's, sustainability tied with selecting beef genetics and live cattle handling demonstrations with Dr. Ron Gill and Curt Pate just to name a few. It was a jam-packed two days and served as a great opportunity to showcase aspects of Wisconsin beef production to producers from other states. One attending producer came all the way from Colorado!

As we look towards what is coming this fall, the industry prepares for the enactment of USDA's updated EID tag requirements for disease traceability beginning Nov. 5, 2024. This topic has been of high interest to everyone involved in the beef supply chain, and there has been a lot of continued discussion since USDA's announcement of the change from the bright metal tags to 840s back in April. NCBA held a webinar on September 5th for all affiliate members to call in to

Moving WCA forward

New policies will help guide the Wisconsin Cattlemen's Association and help represent it's members in Madison.

for updated information. I hope all of you took this opportunity to hear directly from NCBA on this topic. While supplies last, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has official 840 RFID tags provided by USDA. Tags can be ordered from the Wisconsin Vet Supply Product Catalog or by calling Paul Johann at (608) 590-8519. The tags are free, but shipping costs may apply. Official 840 EID tags can also be purchased through any distributor of animal products that sells USDA-approved tags. DATCP maintains a list of USDA-approved EID tags. Your premises identification number (PIN) is required to order, so if you don't have a premises identification number, you are due to get one of those as well!

Lastly, WCA has 2 seats opening up on the Wisconsin Beef Council board, as Brady Zuck and Jack Johnson have finished serving their terms this month. Newly appointed Wisconsin Beef Council Board Members representing WCA are Jared Geiser (WCA President-Elect) and Casey Jentz. Thank you to both gentlemen for accepting the roles of representing Wisconsin



beef producers and partaking in providing direction on the utilization of Wisconsin Beef Checkoff dollars.

-Tressa Lacy

2024 WCA President

Lacy Acres | Rio, Wisconsin
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WCA Participates in Ag Coalition "Engage with Ag" Education Series

Jordan Lamb

WCA Legislative Counsel

The Welch Group

WCA Participates in Ag Coalition

The Wisconsin State Legislature

may be out of session while

candidates are focused on the

November elections, but the

Wisconsin Cattlemen's Association

advocacy program is working to

make sure that legislators, candidates for state office, and

local officials have opportunities to learn about Wisconsin

agriculture this summer.



The WCA is a member of the Wisconsin Agriculture Coalition, known as the Ag Coalition, which is a coalition of farm, agricultural, agri-business and livestock groups that works collectively on state legislative issues in Wisconsin with the State Legislature and before our state agencies.

This summer, the Ag Coalition is hosting a series of educational events across Wisconsin called "Engage with Agriculture" that are open for all policymakers and candidates for state office to learn about Wisconsin agriculture, agri-business, food processing and animal health. Events are being held in locations across the state and focus on a variety of commodities, agribusiness, ag education and agri-tourism. K-Lund Angus in Woodville, WI hosted an "Engage with Agriculture" tour at the end of August to show policymakers a Wisconsin beef operation and answer questions about the challenges and opportunities of raising cattle in Wisconsin.

We encourage all WCA members to get to know those who are running for state elective office this fall. If you have the opportunity, take a moment to introduce yourself and your farm to those running to represent you. Also, remember to connect yourself to the WCA and our state advocacy work in Madison as we look forward to working with our new legislature in January.

If you are interested in attending any "Engage with Agriculture" events this fall, please contact the WCA office and we will get you the details!

"Engage with Agriculture" Educational Tour Schedule

Rock/Green County: Tuesday, August 6th
Insight FS in Broadhead – Growmark

Milwaukee Area: Wednesday, August 21st
Milwaukee Vincent High School Agriculture Education Program, Milwaukee / Folk Song Farm, Richfield – Professional Dairy Producers of Wisconsin / Sunset Farms, Allenton – Dairy Business Association

Green Bay Area: Friday, August 23rd
Maplewood Meats, Green Bay – Wisconsin Association of Meat Processors

St. Croix County: Monday, August 26th
K-Lund Angus, Woodville – Wisconsin Cattlemen's Association

Dane County: Tuesday, August 27th
Bayer Crop Science, Deforest – CropLife America / Haag Dairy, Dane – Wisconsin Farm Bureau Federation

Clark County: Wednesday, September 11th
Dutch Dairy, Thorp – Dairy Business Association

Central Sands Area: Thursday, September 12th
Heartland Farms, Hancock – Wisconsin Potato and Vegetable Growers / Food and Farm Exploration Center, Plover

Jackson County: Tuesday, September 17th
Cranberry Research Center, Black River Falls – Wisconsin State Cranberry Growers

Racine County: Thursday, September 19th
Paul Frost Farms, Waterford – Dairy Business Association

Langlade County: Tuesday, September 24th
Schroeder Bros Farms, Antigo – Wisconsin Potato and Vegetable Growers

Grant County: Thursday, September 26th
Biddick, Inc, Livingston – Wisconsin Agri-business Association / Premier Cooperative, Lancaster - Wisconsin Agri-business Association

Fox Valley: Wednesday, October 2nd
Country Visions Cooperative, Wrightstown – Cooperative Network

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, 2024.

Contact the WCA office for advertising details.

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

Award Winners Recognized at Summer Tour

Honoring their dedication to excellence in Wisconsin's beef industry, the Wisconsin Cattlemen's Association (WCA) honored award recipients during the 2024 Summer Tour held in Eastern Wisconsin this June.

The 2024 Cattlemen of the Year is Springs Creeks Cattle Company. The Bob and Rhonda Mitchell family operates a seedstock herd of Angus, Limousin, Red Angus and Lim Flex cattle in the driftless region of southwest Wisconsin just outside Boscobel. They have a joint female sale in the fall and a bull sale each February. They also consign cattle to various sales throughout the U.S., including the Black Hills Show and Rodeo. They also are known for exhibiting high-quality cattle on a national level at shows such as the National Western Stock Show. More recently, the family started selling beef directly to consumers through farmers markets, online avenues, and school districts in their area.

Brad Robson of Viroqua, Wis. earned the 2024 Friend of the Cattlemen award. Robson has been an instrumental member of the Vernon County Cattlemen, serving in several leadership roles. He currently represents Vernon County on the WCA Board of Directors where he diligently attends meetings and provides productive input. Robson also helped recommend and recruit the past two WCA Steak

Trailer Managers – Craig and Vickie Dunnum, and most recently, Dave and Carrie Goss. He is known as an excellent advocate for the Wisconsin beef cattle industry.

The Environmental Stewardship Award went to Chris and Jenny Reichert of Reichert Land and Cattle in Sheboygan Falls, Wis. With their three children, Chris and Jenny manage their cattle on an intensive rotational grazing system and implement cover crops and no till practices to reduce erosion on their crop ground. Living near Lake Michigan, they have an even more vital role to play in maintaining soil and water quality. The Reicherts are passionate about their farm and ensuring it maintains and improves quality for future generations.

Greg and Karen Denzine of Deer Creek Angus near Phillips, Wis. received the Beef Quality Assurance Award. The Denzines own and operate a purebred angus operation that was established in 1994. They take great pride in managing their livestock in a stress-free environment where they raise and harvest all their own forage. They select for genetic traits that lead to high quality beef, which they sell across the state. In recent years, they have become extremely involved with Taylor County Extension and have helped host multiple educational events and are an excellent, transparent advocate for the beef industry.



“Vitalix Kickstart Weaning boosts immunity and health when we’re starting calves.

It’s worked tremendously. We achieve our goals for health every time.”

Vitalix Kickstart Weaning – which includes NaturSafe® and Availa 4®– is tailor-made for cattle under stressful conditions and formulated specifically to reduce the impact of stress on cattle’s overall wellness and performance.

Learn more at [Vitalix.com](https://vitalix.com).

– Tyson Narjes, Narjes Cattle Company, Sidney, Nebraska

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How reputation influences feeder calves' value

Written by: Beth McIlquham, Regional Livestock Educator, La Crosse, Vernon, Crawford and Richland Counties, and Bill Halfman, Extension State Beef Outreach Specialist.

Seller reputation is often included in discussions on traits that influence feeder calf prices. Yet historically it has not had a value assigned to it as many other traits have. A common statement made is, "When your calves are up for sale, you want as many buyers as possible interested in them." If you attend many feeder calf sales you have heard the auctioneer refer to some groups of feeder calves as "reputation calves," implying that calves from this source consistently do well for the next owner. We must also remember that there is another kind of reputation that most of us prefer not to have.

To investigate the influence of seller reputation on feeder calf prices, a survey of feeder calf buyers was conducted as part of a research project by Oklahoma State in 2015. Forty-five buyers, who collectively purchased approximately 70,000 head of feeders per year, were asked how they would bid on a group of feeder calves based on a combination of two traits: seller reputation and preconditioning status. Additionally, three sub-categories were used to describe each of these two traits. Seller reputation was divided into three categories:

- Positive: you or someone you know has had satisfactory experience with cattle from this seller
- Negative: you or someone you know has had an unsatisfactory experience with cattle from this seller
- Unknown: you have no previous knowledge of this seller

Preconditioning status was divided into three categories:

- Certified: Calves have third-party verification that the bundle of preconditioning practices has been implemented
- Non-certified: Calves are marketed as preconditioned, but without verification
- None: Calves are marketed with no known preconditioning practices implemented beyond castration and dehorning

Note that preconditioning was defined as "those that have been castrated, dehorned, dewormed, vaccinated, weaned for at least 30 days, and feed bunk trained."

Combinations of the two traits were used to help determine if premiums or discounts would be awarded to a group of calves for each combination of traits. In total, there were 9 combinations evaluated. Looking at the results, 64% of the buyers indicated that buyer reputation was a factor when determining what to bid on cattle. Participating buyers also indicated that reputation influenced what they were willing to bid for cattle sold through an auction and for cattle they purchased direct from the farm via private treaty.

Buyers tended to be risk averse and discount more for cattle from negative reputation consignors than pay premiums for cattle from positive reputation consignors. Twenty-five percent of buyers indicated they would not bid on cattle from sellers with negative reputations, regardless of preconditioning and certification status. Being inconsistent from year to year on weaning and preconditioning does not help develop and maintain a positive reputation. For sellers with unknown reputations, two percent of the buyers indicated they would not bid even if third party verified preconditioned, and nine percent indicated they would not bid if not third party verified preconditioned.

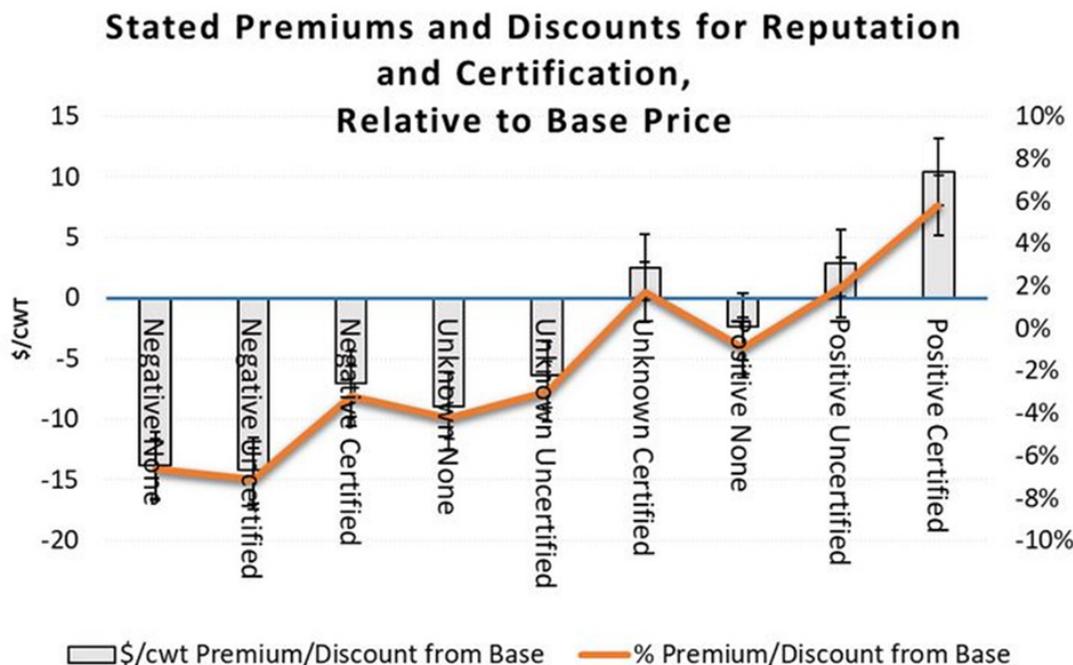
Figure 1 shows how the buyers would bid on feeder cattle relative to base price for the nine combinations of reputation and preconditioning status in the survey.

Source: Dr. Kellie Raper, Professor and Extension Specialist for Livestock Marketing, Oklahoma State University

Reputations influence what buyers are willing to bid for feeder calves. They are earned and subject to change based on how your animals perform over time. Building a positive reputation means producing cattle that buyers can count on

to perform well year after year. Reputations are hard earned but can be easy to lose as well. Often, one slip-up can chase "would-be" buyers away. Do you know what your reputation is, and what can you do to maintain or improve it?

Figure 1: Cattle Buyer Willingness to Pay Based on Seller Reputation



References:
Boline, Amy. Essays on beef calf management practices and the market value of seller reputation. MS thesis. Oklahoma State University, 2016.

Raper, Kellie. The Value of Reputation. Cow-Calf Corner. Oklahoma State University Extension, 2024.

Article reviewed by: Adam Hartfiel, Ryan Sterry, and Kimberly Kester, UW Madison Division of Extension Regional Educators.

Farms and Ranches Structured as Certain Legal Entities Are Required to File Beneficial Ownership Information Reports Under New Law

The National Cattlemen's Beef Association (NCBA) is reminding cattle producers to consult with their tax attorneys regarding the Corporate Transparency Act with key deadlines approaching at the end of 2024.

The Corporate Transparency Act was passed by Congress in 2021 and requires companies to report beneficial ownership information to the Financial Crimes Enforcement Network (FinCEN), a division of the U.S. Department of the Treasury. The goal of the legislation is to reduce financial crime, but the new mandate will impact farmers and ranchers whose operations have fewer than 20 employees and are structured as corporations such as limited liability companies (LLC) or companies that are registered with the secretary of state.

"Farmers and ranchers need to speak with their tax attorneys to make sure they are not in violation of this new law, and to submit necessary information to FinCEN before the December 31 deadline," said NCBA Tax and Credit Committee Vice Chair Jeff Magee, a Mississippi cattle producer and former Internal Revenue Service agent. "I strongly encourage you to review the resources on www.fincen.gov/boi to determine if the Corporate Transparency Act applies to your business. Deadlines are coming up soon and failing to comply with the law can carry a fine of \$500 per day and possible jail time. For more information, contact FinCEN and consult

your attorney or tax professional."

Farms and ranches that are structured as corporations, LLCs, or other entities that file with the secretary of state may be subject to the Corporate Transparency Act and required to file a "beneficial ownership" report with FinCEN, identifying the individuals who own or manage the operation. For companies registered and operating before January 1, 2024, the deadline to file this report is the end of 2024. Companies registered or created in 2024 have 90 days from the date of registration or creation to file their beneficial ownership report. In 2025, the reporting period will be reduced to 30 days.

These reports require basic identifying information like legal name, date of birth, and home or business address. Resources, including a frequently asked questions document and a Small Entity Compliance Guide, and the filing form are available online at www.fincen.gov/boi. Producers with additional questions should contact FinCEN by calling 1-800-767-2825 toll free or 703-905-3591.

Every producers' situation is different, and this information should not be construed as professional advice. Always consult your attorney and/or tax professional to determine how the Corporate Transparency Act impacts you.

Gov. Evers, WisDOT Invite Municipalities to Apply for Next Cycle of Agricultural Roads Improvement Program

Gov. Tony Evers and the Wisconsin Department of Transportation announced application materials for the second project solicitation cycle of the Agricultural Roads Improvement Program (ARIP) are available. Approximately \$100 million in state funding will be awarded through the second ARIP solicitation cycle for eligible infrastructure projects to support Wisconsin's farmers, producers, and agricultural industries.

ARIP is a reimbursement program, which may pay up to a maximum of 90 percent of total eligible project costs, with the balance of the eligible costs funded by the local government where the work is performed.

ARIP second solicitation application materials will be hosted on AccessGov. Additional application materials are available on the WisDOT website. The ARIP second solicitation deadline is 5 p.m. on Mon., Sept. 30, 2024.

To be eligible for funding, projects needed to meet the following criteria:

- The project highway, or the highway where the bridge or culvert is located is functionally classified by the department as a local road or minor collector.
- The highway, bridge, or culvert provides access to agricultural lands or facilities used to produce agricultural goods, including forest products.
- The highway, bridge, or culvert is used by at least one agricultural producer.
- The highway is designated as a class "B" highway due to structural deficiencies or is subject to a posted weight limitation at least annually.
- After the improvement, the highway will not be designated as a class "B" highway and will not be subject to a posted weight limitation other than under extraordinary or emergency circumstances.

What's Happening at the Beef Council?



Tammy Vaassen
Executive Director
Wisconsin Beef Council

I have no idea where this summer went, but we're quickly transitioning from steaks and burgers on the grill to crockpot meals for dinner. I oftentimes have a difficult time writing this article – only because we have a lot of great information to share with you, and I need to figure

out what to prioritize! If you're interested in getting monthly updates on WBC programs and other industry updates, I do encourage you to sign up for our monthly e-newsletter. You can do that from our website at www.beeftips.com/cattlemens-corner - and then click on the 'Sign Up for our Producer Newsletter.'

First – we know many of you are needing to get recertified in the Beef Quality Assurance program in the coming months. WBC co-manages the BQA program in Wisconsin with the Division of Extension. There are several upcoming in-person meetings scheduled – you can see if there is a meeting in your area at <https://tinyurl.com/2hr5karf>.

In addition to in-person meetings, there are other options to help you get recertified. They include:

- Online by going to www.bqa.org/beef-quality-assurance-certification/online-certifications. At this site, you will logon and choose either the Cow/Calf, Stocker/Backgrounder or Feedyard courses. Once you've selected a course, you can work through each lesson at your own pace. The website will keep track of your progress, so you don't need to complete the entire course at one time.
- Continuing Education Credits: The BQA program is also offering new educational courses that will provide you with credit towards renewing your certification – this option is only available to farmers who hold a current BQA certification. By completing three (3) continuing education credits from the options found on the website, your BQA expiration date will be extended by an additional three years. Available courses include BQA Transportation (2 credits), Biosecurity (1 credit), Foundations of Herd Health (1 credit), Principles of Stockmanship (1 credit), and Herd Health Management Practices (1 credit.) The Division of Extension also offers meetings throughout the year which offer CE credits.

I am thrilled to report that our inaugural Wisconsin's Best Burger contest was a resounding SUCCESS! Pickles Bar & Grill in Hazelhurst was named the winner – and the campaign has helped this small Northwoods establishment experience incremental sales growth in a short period of time. From early April (the week they were named to our Elite Eight) to a month after being notified they won, they saw a 530% increase in their weekly burger sales. To help allow more customers a chance to try their award-winning burger, they began opening an hour early daily and hired an additional sous chef to reduce customer wait times.

We also had an opportunity early this spring to invest some of our state Beef Checkoff dollars into a campaign with a national retailer, allowing for a broader reach of the advertising campaign within Wisconsin. During February Heart Month and March Nutrition Month, *Beef. It's What's for Dinner.* ads were served to consumers through the retailers online shopping site, as well as on other popular consumer websites. The ads featured a lean beef dish and a clickable



Lean beef

Smart for your heart.

Shop now



Sponsored

"Show Now" button. Through our investment, Wisconsin results were:

- 1.4 million impressions (number of times the ads were viewed)
- \$914,646 in traceable/attribution beef sales. (Meaning those were the beef dollars spent by those who saw the ads and purchased beef within 14 days.)
- Your Return on Investment from this program was \$91.46 – meaning that for every \$1 Checkoff dollar invested, there was \$91.46 in attributable beef sales

We can't always directly measure the efforts of our programs – but these are two examples that are showing that Checkoff investments do result in increased sales, and demand, for beef.

On that same line, a recent economic analysis of the national Beef Checkoff program found that each dollar invested in its demand-driving activities for the most recent five-year period (2019–2023) positively impacted domestic beef demand and U.S. beef exports, creating a total financial benefit of \$13.41 for the producers and importers who pay into the program. The study also found that, had there not been any investments in national Beef Checkoff demand-driving activities in that time period:

- Total domestic beef demand would have been 2.4 billion pounds (8.5%) lower per year than actual results.
- The steer price would have been 7.8% lower per year than actual results.
- U.S. export beef demand would have been 372 million pounds (11.5%) lower than actual results in the seven major importing countries included in the study.

This study only pertains to the funds collected for the national Beef Checkoff program. It does not assess the impacts of Beef Checkoff program dollars invested by Qualified State Beef Councils for state-level efforts. All commodity boards must conduct an independent evaluation of the effectiveness of their programs every five years.

Wishing you all a successful and productive fall season. As always, if you have questions about the Checkoff or have an upcoming producer meeting that you'd like a Checkoff update presentation at, please contact our office.



Wisconsin Cattlemen's Association

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