

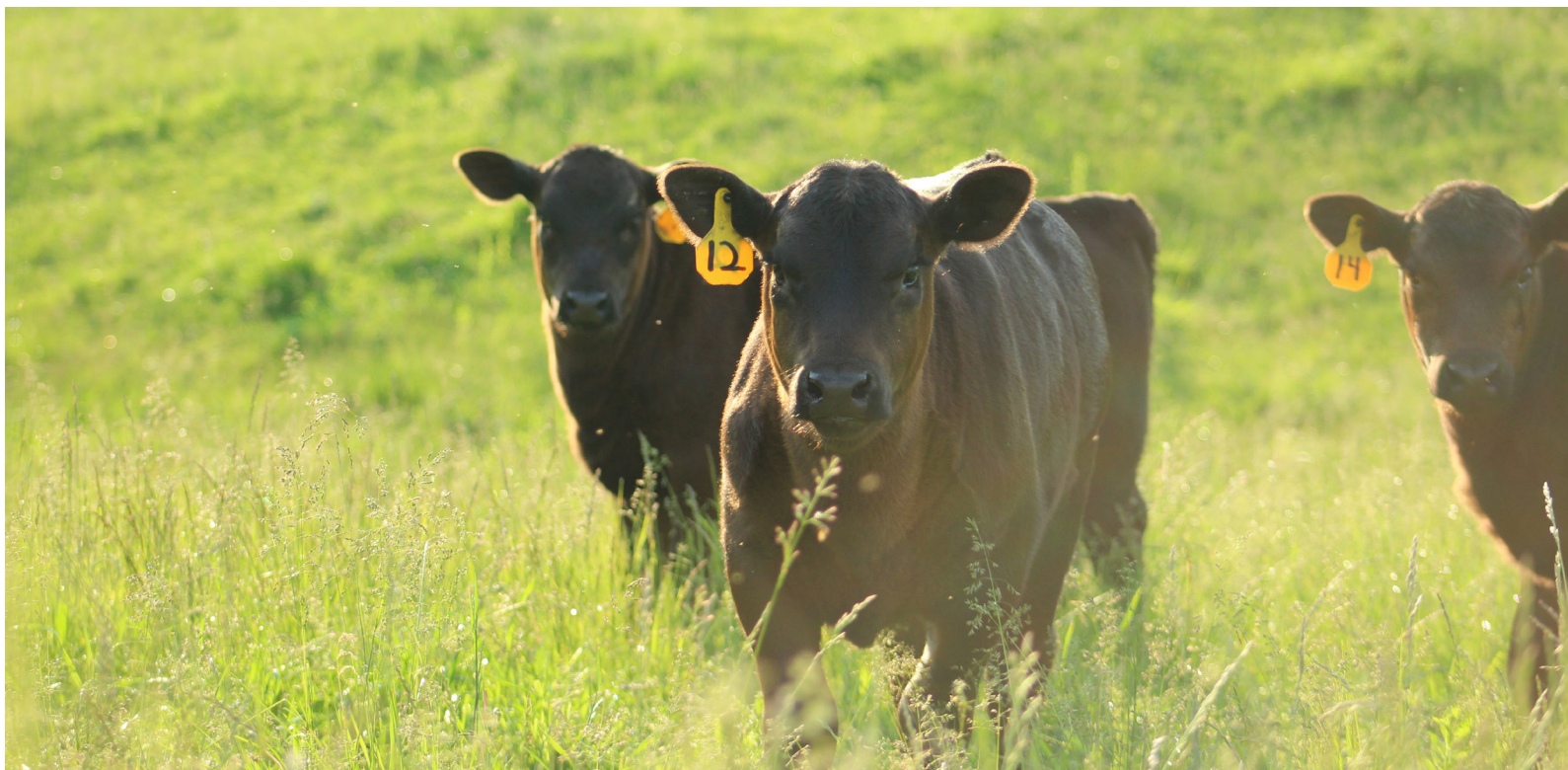
cattleTRAILS

.....September 2025

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



WISCONSIN
CATTLEMEN'S
ASSOCIATION



President's Path

Tressa Lacy, WCA President



The U.S. beef industry continues to experience significant shifts driven by tightening cattle supplies, evolving trade dynamics, and policy developments. Cattle prices are at historic highs while our herd numbers across the nation sit at a historic low, with expectations that elevated prices will persist into 2026. Some producers reason

that if one can financially afford to build for the future right now, it's time to keep females in the herd versus sending them to the packing plant.

Trade tensions have continued to complicate the landscape. In August, the U.S. imposed steep tariffs—up to 50%—on Brazilian beef imports, citing unfair trade practices. This move is reshaping global beef trade flows, with countries like Mexico and Argentina potentially acting as intermediaries to re-export Brazilian beef to the U.S. Meanwhile, Brazil is redirecting exports to alternative markets, including China and Southeast Asia.

Domestically, the market has responded with volatility.

"We believe in the WCA mission."

.....
WCA is always seeking likeminded producers to join, whether that be in membership or leadership.

A confirmed human case of New World screwworm in late August triggered temporary disruptions in cattle futures. Despite this, consumer demand remains strong, and Americans appear largely unfazed by rising beef prices. The Beef Checkoff dollar and those who are accountable for it remain hard at work to secure consumer demand!

On the policy front, NCBA has been active in urging federal officials to hold Brazil accountable and ensure fair trade practices. Additionally, producers are increasingly turning to federally supported insurance tools like Livestock Risk Protection to manage price risks amid market uncertainty.

As the industry heads into fall, stakeholders are closely watching herd rebuilding trends, trade negotiations, and consumer behavior—all of which will shape the trajectory of U.S. beef through 2026 and beyond.

At the state level, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has proposed significant fee increases under Chapters ATCP 10 and 12, which regulate animal disease control and livestock movement. The proposal shifts funding responsibility from state support to industry fees, raising major concerns among *(continued on next page)*



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Upcoming Events:

World Beef Expo
Sept. 18-21
West Allis, WI

Wisconsin Schools of Grazing
Sept. 22-23
UW Lancaster Ag Research
Station
Register at grassworks.org

World Dairy Expo
Sept. 30 - Oct. 3
Madison, WI

**Wisconsin Cattlemen's
Association Winter
Conference**
Feb. 28
Mauston, WI

CHECK OUR WEBSITE FOR
THE LATEST EVENTS
AND INFORMATION

.....
wisconsincattlemen.com

President's Path Cont.

farmers and livestock businesses. Public hearings are scheduled for September with written comments accepted through October 15, 2025. WCA members are encouraged to participate and share feedback on the economic impact! I urge you to take the time to read Jordan Lamb's update as she goes into more detail on this issue, as well as many other topics at the state level.

Brady, Jared and myself are flying out to DC next week for the NCBA Region III Legislative Fly-In. We look forward to voicing WCA concerns to our WI elected officials on your behalf! If there are any concerns you would like us to highlight during our time there, please contact me at my email below.

As a volunteer, membership driven organization, we all devote our time because we believe in the WCA Mission - To promote the Wisconsin beef business through advocacy, leadership, and education. We are always seeking likeminded producers to join us, whether that be in membership or leadership. There are plenty of opportunities to get involved, please just raise your hand!

-Tressa Lacy

2025 WCA President

Lacy Acres | Rio, Wisconsin
Phone: (417)-712-1755
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NCBA Notches Legal Victory Protecting Cattle Producers from Overreaching Emissions Regulations

The National Cattlemen's Beef Association (NCBA) notched a legal victory in the U.S. District Court for the District of Columbia affirming protections for cattle farmers and ranchers from onerous and unnecessary air emissions reporting requirements. NCBA, along with a coalition of other livestock and farm groups, has engaged in this litigation for years to ensure that family farmers and ranchers were not forced to file complex, overreaching reports with the federal government about emissions under the Emergency Planning and Community Right-to-Know Act (EPCRA) and Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA).

"CERCLA and EPCRA were intended to address the worst industrial and toxic chemicals, not govern family farms and ranches. This decision affirms that family cattle producers should not have to file reports for a natural, biological process under a law meant for significant chemical contaminants," said NCBA Executive Director of Natural Resources Kaitlynn Glover. "NCBA stepped up to protect family farms and ranches through this litigation and we are pleased that the federal district court has brought clarity to this decades-long discussion."

CERCLA and EPCRA are laws intended to address massive, severe chemical spills and environmental contaminants. Unfortunately, these laws have been weaponized by animal rights activists seeking to target family farms and ranches. The ruling in this case upholds a reporting exemption issued by the Environmental Protection Agency in 2019 that exempted cattle producers from reporting emissions under EPCRA, an exemption that was affirmed through the 2018 Farm Bill.

State Legislative Update

Jordan Lamb

WCA Legislative Counsel

The Welch Group

Wisconsin's Biennial Budget Bill is Enacted

Very early in the morning on July 3, 2025, the Wisconsin State Legislature passed and Governor Evers signed a \$111.1 billion 2025-27 state biennial budget bill, which is now known as 2025 Wisconsin Act 15. The bill was passed in both houses with bipartisan votes and included the following provisions for Wisconsin farmers and agribusinesses:



- **ARIP:** The Agricultural Roads Improvement Program (ARIP) was funded again with an additional \$150 million investment to continue repairing and improving Wisconsin's rural roads to help farmers and producers and the state's agricultural and forestry industries move products to market safely and efficiently. (NOTE: \$30 million of the \$150 million secured for ARIP will be specifically targeted to bridge and culvert repair to help improve and repair deteriorating bridges across the state.)
- **Wisconsin Food Insecurity Grants:** \$10 million (\$5 million annually) was provided for DATCP's Food Security Initiative grant program. This grant program connects local nonprofit food assistance programs with local Wisconsin farmers and food producers and funds the purchases of Wisconsin products that will be distributed to food banks and pantries across the state.
- **Farmer Mental Health:** The budget provides \$200,000 to support farmers and their families' mental health through access to services at DATCP.
- **Dairy Processor Grants:** \$800,000 to increase (\$1.2 million over the biennium) in available funding for the successful Dairy Processor Grant Program
- **Meat Processor Grants:** \$1 million in additional funding (\$1.6 million over the biennium) to bolster and support the Meat Processor Grant Program
- **Meat Inspection Program:** Over \$2.4 million over the biennium for the Meat Inspection Program to ensure meat products are produced safely and match nutrition labels
- **Producer-led Watershed Grants:** The budget provides a \$500,000 increase in funding for the Producer-Led Watershed Protection Grant Program, making the program \$1,000,000 annually. These grants enable producers and producer-led groups to implement nonpoint source pollution abatement strategies to improve Wisconsin's soil and water quality.
- **Nitrogen Optimization Grants:** The budget provides \$2 million (\$1 million annually) through DATCP to continue the commercial Nitrogen Optimization Pilot Program. This program aims to protect vital soil and water resources by providing farmers with grants for projects intended to optimize nitrogen applications on farms across the State.
- **Cover Crop Insurance Premium Rebate Program:** The budget allocated an additional \$1.6 million (\$800,000 annually) to support the cover crop insurance program, which assists farmers with rebates of \$5 per acre of a cover crop planted for crop insurance premiums paid on those acres.

- **CDL Driver Training Grant Program:** As Wisconsin continues to struggle with workforce shortages, the state approved another \$500,000 to cover a portion of tuition costs to train new commercial drivers in Wisconsin.
- **Division of Animal Health Staff:** The budget provides three staff positions to DATCP's Division of Animal Health to support potential animal disease outbreak coordination and response.

DATCP Opens Rulemaking to Propose Increases in Animal Market Fees and Veterinary Inspection Fees

At the August 11, 2025 DATCP Board Meeting, the DATCP Board opened the process to consider revisions to Wisconsin Administrative Code Chapters ATCP 10 and 12 that could increase the fees for veterinary inspection forms, intermediate handling facilities, disease certifications, equine quarantine stations, feed lots, medical separation, the national poultry improvement plan, farm-raised deer, and fish farms (ATCP 10) and increase the fees for animal markets, animal dealers, and animal truckers (ATCP 12). According to the Department, these fees have not been increased since 2008 or 2009 and the department no longer has adequate revenue to cover program costs. However, several livestock groups, deer farmers and animal marketers have expressed significant concerns about the size of the proposed fee increases, some of which are proposed to increase over 1700% (i.e., the proposed increase for a Class A Animal Market registration is proposed to increase from \$420 to \$7,430). Accordingly, the WCA is working collaboratively with other members of the Wisconsin Ag Coalition to express our concerns and opposition to these proposed fee increases. The next step in the administrative rules process is for the Department to collect feedback from stakeholders on potential fee increases. Accordingly, the Department has authorized public hearings for September 11, September 16, and September 17, 2025. The hearings will be hybrid meetings, combining in-person access and remote access. Written comments from the public will be accepted through October 15, 2025. WCA will be participating in in this comment and feedback process, as we are particularly concerned with the suggested fee increase for animal marketers.

WCA's Bob Mitchell Appointed to the DNR's Wolf Advisory Committee

The Wisconsin Cattlemen's Association (WCA) is proud to announce the appointment of WCA member Bob Mitchell to the Wisconsin Department of Natural Resources (DNR) Wolf Advisory Committee. This appointment reflects the state's recognition of the critical role that livestock producers play in shaping practical, science-based wolf management policies. Bob Mitchell, a beef producer from Crawford County, will represent agricultural and ranching interests on the advisory committee. Mitchell operates Spring Creek Cattle Company with his family near Boscobel, where they manage a purebred seedstock operation and manage pastures in multiple southwestern Wisconsin counties. A fourth-generation cattleman, Mitchell brings decades of experience in production agriculture and a deep understanding of the real-world impact of wolf-livestock conflicts on farmers and rural communities. Link to DNR Wolf Advisory Committee Roster: https://widnr.widen.net/s/ztkghmm82/wac_2025roster Link to Wolves in Wisconsin webpage: <https://dnr.wisconsin.gov/topic/WildlifeHabitat/wolf>

Steak Trailer Update

Brady Zuck & Jared Geiser, WCA Steak Trailer Co-Chairs

The WCA Steak Trailer was excited to see the bustling crowds of people return to the state fairgrounds for the 2025 WI State Fair. Unfortunately, this year's fair was hampered by rain, with record flooding leading to the cancellation of the final day of the fair. Attendance at the 2025 State Fair was recorded at 892,968 visitors, down significantly from the all-time record set last year of 1,136,805 people crossing through the entrance gates. As a result, our sales were lower than expected but still performed well considering the reduced attendance numbers and poor weather. We remain thankful that none of our equipment was damaged in the floods.

Dave and Carrie successfully staffed a team of people who served 9,571 ribeye sandwiches, 7,969 burgers, 1,964 roast beef sandwiches and 994 hotdogs! Our new Cooking Trailer was a great asset, helping us to increase efficiency and serve a quality product. A special thank you goes out to all the volunteers who shared their

time, including:

- Rock County Beef
- Marshall FFA

Here are the events we have remaining in 2025:

- World Dairy Expo – September 30 – October 3

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 2025 season.

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

-Brady Zuck & Jared Geiser



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Ticks and Flies, Oh My!

By Sandy Stutgen, DVM, Livestock Educator Taylor County and Adam Hartfiel, Regional Livestock Educator Adams, Waushara and Green Lake Counties, UW-Madison Division of Extension

Lately, we've been hearing about Asian Longhorned Ticks and New World Screwworm flies - pests linked to diseases in both humans and cattle. Will our routine biosecurity practices be enough to help stop their invasion?

Native to Eastern Asia, Asian Longhorned Ticks (ALHT, *Haemaphysalis longicornis*) were first found in New Jersey in 2017 and have since spread to 20 states including neighboring MI, IN, IL and most recently, IA. Like other ticks, ALHT feeds on blood from mammals. Tick infestations can cause severe anemia in susceptible animals. Ticks can also transmit (vector) bacteria, protozoa and viruses that cause disease in cattle and humans. In many states, diseases associated with ALHT are considered reportable but not actionable, meaning that there is no regulatory management for the tick itself.

Iowa producers found easily visible tick masses on their cattle. Ticks may be found on livestock ears, under the tail, between the hind legs and the udder skin folds. Monitor pastured cattle for symptoms caused by blood loss from tick feeding, including lethargy, anemia, and difficulty breathing. Animals at risk include young and stressed animals of any age or those without prior exposure to this tick. Bulls servicing cows on pasture, fall calving cows, or any animal experiencing nutritional deficiencies may be more vulnerable to tick infestations.

On June 13, Iowa confirmed cases of theileriosis that were transmitted by ALHT in southeastern IA. The *Theileria* protozoan parasite contributed to abdominal edema, jaundice, abortions and cattle death.

There is no US approved treatment or vaccination for bovine theileriosis and infected cattle become lifelong carriers. Prevention hinges upon controlling ticks. The most effective methods include back rubbers or regular pour-on applications of pyrethroid-based insecticides; insecticidal ear tags alone are not sufficient. Always read product labels to confirm tick control is included.

ALHT can move short distances on its own, but it's infested animals and birds that move the tick between states. Required veterinary interstate inspections aid in ALHT detection. Practice daily biosecurity when introducing new animals to your farm or reintroducing animals from tick-affected areas. Use clean trailers (without previously used bedding that could harbor insects) and ensure they travel only in designated on-farm lanes to minimize cross-contamination. Isolate new or returning cattle and monitor them closely for signs of ticks or illness. Talk with your veterinarian about prophylactic insecticidal treatment to kill ticks.

Ticks thrive in environments where there is moisture and cover provided by grass and brush. They also need blood meals from hosts that seek refuge in the brush, including rodents, rabbits, and deer. Reduce tick habitats by clipping tall grass, cutting or removing brush, and maintaining clean field edges and fence lines.

Remember to protect yourself against ticks while working with cattle. You know the drill: tuck long pants into socks,

wear long sleeve shirts, apply tick repellent, don't bring the worn clothing into your house, launder clothing as soon as possible after wearing it, and check your body for ticks after potentially being exposed.

Texas cattle producers last dealt with New World Screw Worm (NWSW) flies in the late 1970's. These flies are endemic in Cuba, Haiti, the Dominican Republic, and countries in South America, and they have spread to Mexico. NWSW does not vector other diseases. They cause destruction and death all by themselves. Adult flies are attracted to blood from cuts or scratches and will lay eggs along broken skin edges. As eggs hatch, maggots feed on living tissue. Visit the Texas Screwworm Resource website to learn more.

Producers and veterinarians have the duty to report NWSW to state veterinarians when they are suspicious of it; this triggers a federal response. In July 2025, NWSW was found just 370 miles south of the US-Mexico border, prompting the US to restrict livestock entry from Mexico. They can move short distances on their own, but it's infected animals that take maggots the farthest.

Your biosecurity efforts will help prevent NWSW introduction to Wisconsin, especially by following rules for the interstate travel of livestock from states that border Mexico. Remember to routinely inspect yourself if you vacation in places like the Dominican Republic, as NWSW also infects humans.

Ticks and flies ride in on infested animals and birds. Stay vigilant — biosecurity is your first line of defense.

Citations

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Wisconsin Cattlemen's Association Honors Industry Leaders During 2025 Summer Tour

The Wisconsin Cattlemen's Association (WCA) recognized outstanding leaders and contributors to the state's beef industry during its 2025 Summer Tour in southeastern Wisconsin.

The 2025 Cattleman of the Year is Dr. Amy Radunz, a stocker cattle producer from Pierce County and Beef Cattle Technical Specialist for Purina. With decades of experience and a deep-rooted passion for the beef industry, Radunz has made a lasting impact both in and beyond Wisconsin. She has guided and mentored countless young cattle producers—fostering their growth and leadership within the industry. Her influence spans from state-level leadership to national representation. Radunz currently serves as President of the Wisconsin Beef Council and as Vice President for NCBA's Region III Federation of State Beef Councils. Although no longer serving on the Wisconsin Cattlemen's Association Board or Committees, she continues to support the organization and now represents WCA on the Wisconsin Department of Agriculture's Export Advisory Council.

Richard Hauser earned the 2025 Friend of the Cattlemen award. Known for his steady presence and hands-on support, Hauser has become a trusted advocate for Wisconsin beef producers. Through his company, Neptune Enterprises, he provides valuable sponsorships and expert guidance on cattle handling and facility design. His approachable style and deep knowledge have helped producers improve safety and reduce animal stress across the state—all while quietly mentoring the next generation of cattlemen.

2K Cattle Enterprises, owned and run by Kevin, Keri, & Kelsi Retallick received the Beef Quality Assurance Award. The Retallicks are not just breeders—they're champions of quality, leadership, and Wisconsin cattle heritage. Tucked into the rolling hills of Grant County, this fourth-generation family operation has set the standard for Beef Quality Assurance—long before their practices earned them official recognition. Year after year, they've raised nationally celebrated Angus cattle, hosted educational clinics, and welcomed producers to learn from their farm firsthand. Their annual, performance-tested bull and female sale draws buyers seeking superior genetics and animal welfare standards. Their commitment to science-based husbandry, public engagement, and unwavering quality represents exactly what BQA stands for—raising trust in Wisconsin beef from pasture to plate.

The WCA also recognized its 2025 scholarship recipients, who represent the future of Wisconsin's beef industry:

Kylie Garner, Almond
Alison George, Mondovi
Emily Kalina, Rice Lake
Brooke Mitchell, Boscobel
Olivia Zuehls, Montello

These awards reflect WCA's mission to support excellence in cattle production, leadership, and youth development across Wisconsin's beef industry.



Cattleman of the Year: Amy Radunz



Friend of the Cattlemen: Richard Hauser



Beef Quality Assurance Award: 2K Cattle Enterprises

Top Five Learnings About the Beef Checkoff

Amy Radunz
Wisconsin Beef Council
Board President



I have been honored to serve as the Wisconsin Beef Council Board president for the past two years and on the board six years, representing Wisconsin's Cattlemen's Association and producers across the state. As I reflect on this time, I'd like to share my top five takeaways from the experience.

1. DEDICATION DRIVES RESULTS

The passion and commitment of staff, board members, and producers—both in Wisconsin and at the national level—are extraordinary. Their hard work to increase beef demand and share the story of beef makes a real difference. The Beef Checkoff proves its value with one of the highest returns on investment of any national checkoff program, returning \$13.41 for every dollar invested. (See the study at www.beefboard.org/return-on-investment)

2. QUALITY IS KEY

The quality of the beef we raise and produce in the United States is outstanding, and it is the reason why our customers keep coming back to purchase despite higher beef prices. As long as we keep striving to improve, this will continue. Furthermore, our story resonates with our customers, so find new ways to share yours – it matters.

3. EXPORTS ADD VALUE

The contribution of exports to the total value of the beef you produce is vitally important. The United States Meat Export Federation (USMEF), a Beef Checkoff contractor, has played a key role in opening and expanding markets worldwide. Thanks to increased investment by the Wisconsin legislature in agricultural

exports, WBC has been able to receive grant funding to partner with USMEF on trade missions to showcase our beef products globally.

4. EVERY BEEF CHECKOFF DOLLAR COUNTS

We all need to do our part to make sure our checkoff dollar is paid. Each time a bovine changes ownership (beef or dairy), one dollar should be remitted. Our staff over the past couple of years has worked hard to build awareness and reach out to producers who are not marketing through traditional channels. We have been successful in increasing the percentage of remittance compared to cattle inventory. We have a shrinking checkoff budget with lower cattle inventory. Plus, the cost of business has increased due to inflation. The WBC board and staff are working hard to make sure each dollar is judiciously spent and funding tactics that have a good return on investment to increase beef demand.

5. NEVER STOP IMPROVING

As stated previously, we produce a high-quality product, but we must continuously seek areas for improvement. We need to continue to educate ourselves on Beef Quality Assurance principles and address quality challenges. The National Beef Quality Audit has been a great tool to monitor the improvements we have made while also identifying new and old challenges to address. BQA has been a producer-led effort, and your participation has led to this success.

Thank you for all you do to produce high-quality, safe, and nutritious beef. If you have any questions about how the WBC is driving demand for your product, please contact them at wbc@beeftips.com, or 608-833-7177.

Best regards,

Amy Radunz

2023-2025 Wisconsin Beef Council Board President.

Save the date!

Wisconsin Cattlemen's Association Winter Conference & Annual Meeting



Saturday, February 28



The Lodge at Mauston

More details to come!



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