



CATTLE TRAILS

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

June 2016



President's Path

Jena Swanson, WCA
President
Jenaswanson@yahoo.com

I'm proud to share that we have several new and exciting things happening with the Wisconsin Cattlemen's Association.

Over the past few months, a task force has been committed to developing and launching a new website for the Wisconsin Cattlemen. As we evaluated our current website, we felt there were several areas we could improve to enhance usability. The new website will be launched later this summer and feature easier navigation, mobile optimization and a news feed from WCA and NCBA. We are very excited for the positive impact this will have on our current members and prospective members.

As part of the website development, we felt it was an ideal time to evaluate and modernize the Wisconsin Cattlemen's logo. This was a very important task, and one the task force didn't take lightly. We wanted to honor the recognizable features of the old logo, such as the state outline and distinctive cattle heads. Staying true to our roots, we landed on a logo that provides equal focus to both Wisconsin and cattlemen. In addition to the modern appeal, the new logo will provide greater flexibility for use in banners, letterhead, social media, website, promotional items and more.



WISCONSIN
CATTLEMEN'S
ASSOCIATION

New Wisconsin Cattlemen's Association logo

We are also providing a fresh look at our membership efforts, and have seated a new membership committee chair. The membership committee has decided upon three important efforts to focus on in 2016.

- Greater affiliate outreach, and providing higher value to affiliates to enable individuals to join WCA in addition to their affiliate organization.
- Develop a membership brochure that summarizes the benefits of joining WCA, and leverage in all recruiting efforts.
- Develop a fresh, new membership booth and hold a greater presence at World Beef Expo, World Dairy Expo and Farm Tech Days

Another new announcement for the state's beef industry was the May beef month proclamation. Wisconsin Cattlemen's, along with several other industry members such as the Wisconsin Beef Council, were invited by Governor Scott Walker to celebrate the May beef month proclamation. This event was held at Country Lane Farm in Ringle, Wisconsin.

The move to May allows for greater focus to consumers to kick off the grilling season in May with premium beef cuts.

CONTINUED on Page 3



WI Cattlemen's Association

Executive Committee

- Jena Swanson— President
- Eric Johnson— President Elect
- Austin Arndt— Past President
- JoDee George Nifong— Secretary
- David Delong— Treasurer

In This Issue

- President's Path
- Getting a Read on Great Beef Flavor
- Investing in WCA— Advocacy for Farmers
- WCA in Washington D.C.
- Wanted: New Members
- Steak Trailer
- Longtime Cattlemen Passed Away
- WCA Scholarship Awards

Getting a Read on Great Beef Flavor

John Freitag, Wisconsin Beef Council
Executive Director
jwf@beeftips.com

Beef taste is primarily made up of three components – flavor, tenderness and juiciness. Since taste is the most important factor the consumer uses in choosing a dinner entrée improvements in any one of these three variables is critical to optimizing the value of beef, and in keeping beef competitive with other proteins.

Summary

Beef taste is primarily made up of three components – flavor, tenderness and juiciness. Since taste is the most important factor the consumer uses in choosing a dinner entrée (Source: Consumer Beef Index) improvements in any one of these three variables is critical to optimizing the value of beef, and in keeping beef competitive with other proteins.

The industry has made great strides in delivering more consistent levels of tenderness and continues to keep an eye on this important beef attribute. Now, it's pertinent to focus the same attention on beef flavor, which is much less understood. Over the last two years, the checkoff's product quality and market research teams have been looking at the attributes of taste, and what separates a great steak dinner from a merely average one. What follows is a summary of that journey and our current understanding of where the checkoff can focus attention to drive demand based on delivering great taste.

Background

Can you describe the taste of a great steak? Consumers use words like mouth-watering, delicious or more savory. But how does the checkoff turn that into action and work to turn every steak experience into a great steak experience? And, how we do overcome a bad beef taste experience?

Discerning beef's flavor makeup – or its flavor chemistry – is a complex

science. Step one is exploring beef's natural flavor chemistry and developing a library of descriptive terms (called a lexicon) that can be used to describe beef's specific flavor notes. Step two is to document current flavor delivery and determine just how many steak experiences rate as an A or B, or fall short as a C, D or F. And, more importantly, we must determine if the consumer can tell us what happened during the beef selection or preparation process that might have caused a high or low grade.

Discussion

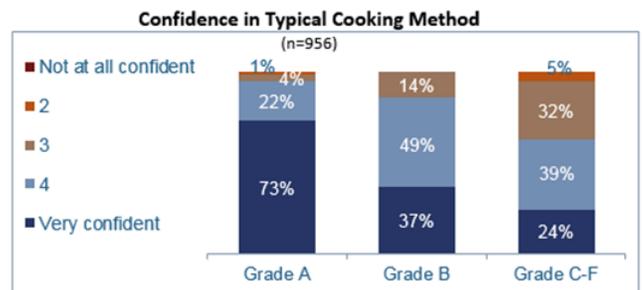
Flavor is equally as important as tenderness to consumers when measuring beef eating satisfaction. However, beef flavor is not a single attribute as it has often been viewed and measured. To better understand beef's complex flavor equation, the product quality program has initiated checkoff research projects to examine beef's chemical makeup for flavor-inducing compounds. Simultaneously, trained sensory panels have been engaged to develop a consistent beef lexicon to document positive and negative flavor notes that differ in beef based on cut, fat level, cooking method, degree of doneness and individual consumer preferences. For example, the flavor of marbling in beef has been described as a buttery beef fat flavor, and that flavor contributes significantly to beef's sensory or eating experience.

Following development of the beef lexicon, research continues to understand which compounds in beef are responsible for the specific flavor notes identified in this lexicon. This information can ultimately be

used to enhance or reduce specific flavor compounds to optimize beef flavor. Additionally, work is ongoing to understand which of the flavor notes identified by trained sensory panelists in the beef lexicon are positive and negative to non-trained

beef consumers. Consumer perceptions of flavor are variable – some prefer certain flavor notes more than others – which results in consumer population segments based on flavor preferences. For example, some consumers prefer the grilled or charred flavors of more well-done beef while others prefer the irony/serumy or metallic flavors of less well-done beef. And, beef flavor notes aren't present individually; they are present in combinations that are specific to individual eating experiences based on the chemistry of the cut, how it was cooked, etc. The industry needs beef products that work for all consumers and that presents a moving target that this type of science can help us narrow in on.

Market research conducted an online survey of 1000 consumers in October 2014. Only those who noted having eaten a steak in their homes in



the prior three days were qualified to participate. Each noted the process they followed in selecting the steak, preparing and then cooking. The consumer answered a battery of questions about their confidence in

Actual Doneness vs. Preferred Doneness
(n=100)

	Grade A	Grade B	Grade C-F
Much too rare	0%	—	1%
Somewhat too rare	2%	7%	10%
Perfect	89%	68%	49%
Somewhat too well done	7%	24%	38%
Much too well done	2%	1%	3%

the cooking method they used, their preferred doneness for a steak (and actual doneness for the steak prepared), and cut purchased. A subset

of consumers with the best or worst experiences was immediately routed into a dialogue with a live interviewer who captured further richness about their perceptions of that steak.

“resting” the steak before cutting into and eating it.

that give a diverse group of consumers just what they are looking for.

When asked to affix responsibility for a “C” to “F” outcome, 30 percent noted the cut itself. While this is a relatively small percentage, this was still the most likely answer given for the “what” behind a sub-satisfactory experience.

Additionally, it will require communication programs that help the consumer understand the nuances of beef cookery – getting spice levels or marinating techniques right, cooking to a preferred doneness, and understanding how to let a steak “rest” after cooking. Luckily, today’s consumer takes joy in discovering the art of great cookery and is hungry for just this type of information. Bon appetite’.

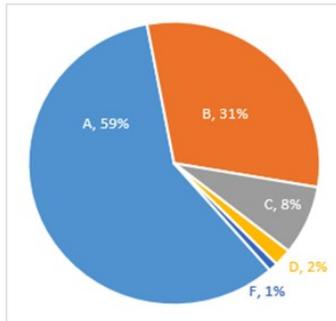
Is there room for improvement? Absolutely. In this first in-depth foray into measuring steak satisfaction, a very large majority noted a highly satisfactory “A” or “B” experience – backing up the discussions encountered in research where consumers rhapsodize about the taste of beef. But industries today are striving for zero tolerances and the beef industry has a ways to go to hit that standard.

I submit this article to show you what some of the ways are that your beef checkoff dollars are being used to make our product more desirable to the consumer. I choose to show you where our research is going because in my mind if we don’t either know what the consumer wants or how they want or like it, we are just blowing in the wind. We need bench marks to help determine whether we are growing or getting better and not standing still. This is one thing that we do to accomplish that goal! BEEF. IT’S WHAT’S FOR DINNER!!!!

Conclusion

Ongoing improvements in taste delivery are likely to require a process by which the industry finds out how to minimize the outliers – the steaks that deliver a gristly or flavorless experience. It will also require learning more about the subtle nuances of a great steak – with sensory panels and flavor chemistry leading the way in unraveling the combination of beef flavors

This information taken from; Beef Issues Quarterly, Research Findings, Spring 2015



Grade Given
(n=1000)

First, confidence in a cooking method really matters. In prior research, respondents noted how they had to “learn their grill” and just how to achieve a great steak outcome. Those who scored their steak an “A” were very likely to have a high level of confidence in their cooking method.

Hitting preferred doneness is critical, and the largest negative impact is related to overcooking a steak. Successful steak cookers also were more likely to understand the benefits of



President’s Path continued from Page 1



Wisconsin Cattlemen’s Association members celebrate May beef month proclamation with Gov. Walker.

The beef month proclamation is a great reminder of the WCA Steak Trailer. The Steak Trailer is the main source of revenue for WCA and majority of revenue goes to protecting the interests of the beef industry at the State Capitol in Madison. We continue to look for volunteer groups and organizations to serve tasty and wholesome beef at several upcoming events this summer.

Lastly, summer also marks the time of the Beef Tent at Farm Technology Days. Make sure to visit the Beef Tent at the upcoming event, held July 19-21, 2016 in Lake Geneva, Wisconsin. The Beef Tent is our opportunity to showcase beef through many outlets: beef breeds, market opportunities, industry information, consumer information and new technologies.

If you want to get involved this summer in the Beef Tent, Steak Trailer or membership booth, don’t hesitate to reach out to the WCA office at info@wisconsincattlemen.com or 608-228-1457.



Investing in WCA—Long-Term and Short-Term Advocacy for Farmers

Jordan Lamb, DeWitt Ross & Stevens
jkl@dewittross.com

This spring, every Wisconsin farmer is focused on having a successful 2016 growing season. But, every good farmer is also making plans for investments in the farm that won't necessarily produce income this year, but which will be very meaningful in next year or even for the next generation.

The WCA government relations program does exactly the same thing. We work hard on projects that will be meaningful to our members TODAY. And, work equally hard on projects that may bear fruit TOMORROW - years or even decades from now.

The WCA, by working together with our friends across agriculture and with agriculture-friendly legislators and government leaders, can achieve things that a single farmer could never hope to achieve alone. That is part of the mission of the WCA – “promote the Wisconsin beef business through advocacy, leadership, and education.”

Below are some specific examples of the WCA advocacy program - long-term, mid-term and short term. Our course, we always have more work to do. The legislature is currently out of session, but next January, when the next legislative session starts, we will again advocate for issues that affect WCA members.

Long Term – Farm Property Tax Relief: Today, every Wisconsin farmer understands and benefits of “use value assessment.” But, this property tax relief was achieved only after decades of “long term investment” in our advocacy program. In 1974, the WCA joined with other agriculture groups in helping to pass an amendment to the Wisconsin Constitution that changed the Wisconsin Constitution’s “uniformity” clause to allow agricultural land to be taxed differently than other real estate in Wisconsin. But, that was not, in and of itself, enough to secure farm property tax relief. The WCA and other agriculture groups worked with the Wisconsin legislature over the next 20 years to pass statutes to enact use value assessment in 1995. Now, after more 20 years with this law in place, use value has saved Wisconsin farmers more than \$2 billion dollars in property taxes in over the 20 year period and about \$150 million last year alone. Every single Wisconsin farmer benefits today and will benefit tomorrow from that decades long campaign to get – and to *preserve*, fair property taxes for farmers.

Mid-term – State Income Tax Relief for Wisconsin Farmers: An example of a more recent “bottom line for

farmers” is the income tax credit that was recently granted to all farmers in the last several years. Beginning on January 1, 2013 the Wisconsin state income tax on income derived from farming began to be phased down from the 7.9% paid by nearly all Wisconsin citizens to 0.4% when it is finally phased in for tax year 2016. As a part of the phase in, the state farm income tax credit last year was 5.025% for income earned on your farm during 2015 (*i.e.*, the farm income tax rate was 2.875%). This is very meaningful for you now, tomorrow, and for years to come, if the WCA, along with the rest of agriculture, can retain this tax cut by working hard in the legislature this year, next year and for the future.

Short term – Our Most Recent Advocacy Achievements: In the most recent legislative session, the WCA worked with our partners in agriculture on the following issues:

Implements of Husbandry (IOH) 2.0 – ENACTED 2015 Wisconsin Act 15. In April 2015, the Governor signed 2015 Act 15, which clarified IOH issues related to towed and attached IOH; specified that IOH with rubber tracks *can* legally operate on a highway; and provided other technical changes that improve the application of the law to “agricultural commercial motor vehicles” (Ag CMVs).

Implements of Husbandry (IOH) 3.0 – ENACTED 2015 Wisconsin Act 232. During the fall 2015 session, Representative Ripp and Senator Petrowski further updated IOH laws with roughly 15 distinct yet very technical modifications. For instance this legislation provided: the definition of farm tractor was updated to reflect recent changes in statutory language from Act 377 and Act 15; use of “farm implement” in Chapter 347 of statutes was changed to “implements of husbandry”; SMV sign usage was updated to correct inconsistencies and clarify its true purpose (too indicate speed); and further clarifications as to how wide implements being trailered need to be properly lighted and marked.

Extension of Fall Harvest Weight Exemption – ENACTED 2015 Wisconsin Act 235. Assembly Bill 733 and Senate Bill 509, authored by Representative Spiros (R-Marshfield) and Senator Petrowski (R-Marathon), provides that the 15% seasonal weight limit increase for certain vehicles transporting agricultural crops from harvest to initial storage or harvest to initial processing, begins on August 1st rather than on September 1st of each calendar year. This weight limit increase ends on December 31 of each calendar year.

Elimination of Adverse Possession Claims Against Public Property – ENACTED 2015 Wisconsin Act 219. Senate Bill 314 / Assembly Bill 459, authored by Senator Howard Marklein (R-Spring Green) and Representative Robert Brooks (R-Saukville) “grandfathers” all adverse claims against public property (*i.e.*, property

owned by a town, county, municipality or the State of Wisconsin) that have “matured,” in most cases extended 20 years. The bill, however, eliminates any future adverse possession claims against public property.

Adverse Possession Claims Against Private Property – ENACTED 2015 Wisconsin Act 200. Senate Bill 344 and Assembly Bill 465, authored by Senator Chris Kapenga (R-Delafield) and Representative David Craig (R-Big Bend) retains the law of adverse possession but clarifies how the title record holder (rightful landowner) can interrupt someone’s ability to adversely possess the rightful landowner’s property. The rightful landowner can now submit an “affidavit of interruption” along with a survey of the parcel to the register of deeds and notify the abutting neighbor via certified mail of the rightful landowner’s actions. Farmers own 14.5 million acres of land throughout the state. This bill helps retain an important and useful law, but better clarifies how someone can stop an adverse possession claim against them. Senate Bill 344 was signed into law as WI Act 200 on March 1.

Authority of UW Board of Regents to Sell or Lease Agricultural Land – ENACTED 2015 Wisconsin

Act 230. Assembly Bill 717 and Senate Bill 571, authored by Senator Jerry Petrowski (R-Marathon) and Representative Keith Ripp (R-Lodi), expands the authority of the Board of Regents of the University of Wisconsin System regarding transfers of agricultural land. Prior Wisconsin law allowed the Board of Regents to sell or lease specified tracts of agricultural land and improvements thereon *subject to the approval of the Building Commission*. This legislation allows the Board of Regents to sell or lease agricultural land *without* the approval of the Building Commission, allowing the University to be more nimble and responsive in terms of agricultural land transfers.

Producer-Led Water Quality Initiative (ENACTED in Budget Bill). As a part of the 2015-17 biennial budget bill, the State Legislature created a new grant program at DATCP called the “Producer Led Watershed Protection Grant Program.” WCA worked with other Ag groups to secure the creation and funding of this program. The goal is to make water quality initiatives original from the farmers rather than the regulators. This program provides an additional \$500,000 in funding over the biennium for water quality abatement activities. The new grant program is specifically for farmers within a watershed to design and lead their own water quality activities.



Steak Trailer

Dave and Rena Koning, WCA Steak Trailer Chair, dkoning@wekz.net

Wisconsin Cattlemen’s Association Steak Trailer events are quickly approaching. The Steak Trailer will be at Farm Technology Days July 19th-21st and Wisconsin State Fair August 4th-14th. We are in desperate need of your help for the Wisconsin State Fair. Please contact us if you or a group you are involved in are interested in assisting us with any of the dates listed. You can respond to Dave Koning at 608-325-9808.



Thursday, Aug 4, 4-9 pm

Friday, Aug 5, 10 am - 9 pm

Sunday, Aug 7, 4-9 pm

Monday, Aug 8, 4-9 pm

Tuesday, Aug 9, 10-4 pm

Friday, Aug 12, - 4-9 pm



Wanted: New Members to Join Wisconsin Cattlemen's Association

David Lee Schneider, WCA Membership Committee Chair

It is a GREAT time to be a member of the Wisconsin Cattlemen's Association. WCA is an independent, non-governmental, voluntary member organization comprised of farm & ranch families and businesses working together to provide leadership, representation and support for the beef industry by stimulating growth, profitable production, recommending legislation, supporting educational research and youth programs, and by promoting beef consumption, product development, building market strength, and increasing market share in cooperation with other organizations.

WCA currently has approximately 200 members and additionally, many affiliate association members. WCA members consists of agricultural enthusiasts, agricultural industry farmers, agricultural food industry folks & organizations, dairy farmers, beef farmers & ranchers, industry organizations, industry professionals & experts, academia professionals, students, retired farmers, and governmental folks, as well as many individuals who simply have a passion for the cattle industry in all segments. WCA highly values every one of its current and past members, and wants to **THANK**

YOU all for your participation in WCA, and in being a member of WCA.

Yet, WCA is in need of many new members to join you in the association, as there is strength in numbers, and our united voice increases with the growth in our membership enrollment. Talk to your fellow farmers/ranchers in your area about the reasons why you are a member of WCA and the many benefits of being a WCA member. Ask them to join you and the WCA.

WCA needs you to be a volunteer in a booth show as a representative of WCA to recruit new members, and simply visit with others and talk about the benefits of being a member of WCA, as well as your passion for the cattle industry and agriculture. There is an upcoming event on the horizon that is in need of your participation; Farm Technology Days in Lake Geneva, Wisconsin from Tuesday, July 19, Wednesday July 20, and Thursday July 21, 2016 from 9 a.m. to 4 p.m.. WCA will also have a booth show at World Beef Expo on Friday, September 23, and Saturday, September 24, and Sunday, September 25, 2016 and at World Dairy Expo from Tuesday, October 4, thru Saturday, October 8, 2016.

This is a GREAT time to be a member of the Wisconsin Cattlemen's Association.

If you would like to volunteer please contact davidleeschneider@yahoo.com or (920)321-6701.



Lifetime Cattlemen and Cattlemen's Supporter Passes Away

Arin Crooks, Wisconsin Cattleman

There are many people who dedicate their time to working in and promoting the beef industry, but there are a few exceptional individuals that spend their lifetime doing it. Southwest Wisconsin lost one of their exceptional people recently. Mary Brandemuehl of Lancaster passed away on May 19 at the age of 94. Mary was well known across Grant County and beyond for being an active part of the beef industry and all of agriculture.

Mary raised beef cattle throughout her lifetime with her husband Jim and continued on independently after his passing. Even up to this year at the age of 94, Mary still lived alone on the farm and grazed feeder cattle on her pastures. Well into her upper years, Mary attended cattle auctions to purchase and sell her cattle. Jim and Mary instilled the love of beef cattle in their family with many of their children, grandchildren, and even great-grandchildren are still involved today.

In addition to raising beef cattle, Mary (and her husband Jim) spent their lifetime supporting the beef industry. They were lifetime members of the Grant County Cattlemen's and Cowbells and previously active leaders in the Wisconsin Cattlemens and Wisconsin Cowbells (the predecessor to the Wisconsin Cattlewomen's). Prior to the formation of the Wisconsin Beef Council, Mary volunteered with others to demonstrate cooking beef on Madison television stations. Instead of years Mary spent decades in support of the beef industry helping with promotions for the public, educational events for producers, and teaching youth on how to be the "next" generation of the beef industry. Mary was recognized for 50 plus years of service as a local 4-H leader and volunteer where she supported the beef livestock projects and the use of beef in foods projects.

Mary was well known for her fiery spirit and energy. Well into her 80's she would take her spot in helping to serve beef at local Cattlemen's events. She would welcome all that would come through the serving line and make sure all the rest of the volunteers were keeping up and doing a good job representing our industry. Even after she was unable to drive herself she would convince her children or other friends to bring her to the events to take part.

Mary's passing will leave an empty space in Southwest Wisconsin, but her spirit will live on forever. Mary is not an isolated case in our industry, but her kind is a testament to the dedication that many beef industry members have for our industry!



Cattlemen in Washington D.C.

Dr. Amy Radunz, Wisconsin Cattleman
aerunduz@gmail.com

I traveled to Washington D.C. with NCBA's Young Cattlemen's Conference in early June to learn about current legislative issues and visit with Wisconsin Congressmen about these key issues. The key issues we focused on were Endangered Species Act, Environmental Regulations, and Trans-Pacific Partnership (TPP) trade agreement.

Wisconsin cattlemen, especially in the North, are aware that the Endangered Species Act (ESA) needs to be reformed. One of the species NCBA is working to delist is the Gray Wolf. Two decades have passed since ESA was last authorized and besides the Gray Wolf there are several other species impacting ranchers throughout the U.S. While the Great Lakes Gray Wolf population is recognized problem by the Wisconsin Con-



gressmen that I met with on Capital Hill, the groups, which advocate keeping the Gray Wolf on the ESA list are very vocal.

A cattle producer from Indiana met with one of their Congressmen, who brought up the Gray Wolf because schoolchildren from Indianapolis had written to them to keep the Gray Wolf delisted. So what can we do to address this issue? I learned on this trip that it is important for farmers and ranchers to tell their stories such as the damage that the Gray Wolf has done and how important this issue to our industry. I encourage you to contact your Senators and Representatives about this issue, especially if you have a story to tell about how wolves have impacted your beef operation.

The next issue is the Congressional approval of TPP, which would have a significant impact on the U.S. beef export market. In 2015, the export of beef and offal contributed to a value of \$325 per head. And our largest export market is Japan as well as other Asian countries included in this agreement. The TPP agreement will benefit U.S. Beef exports to all TPP countries by eliminating tariffs and phasing down the Japanese tariff on US Beef from 38.5% to 9% over the next 16

years, which would improve market access to Japan and level the playing field with our largest competitor, Australia. This agreement will secure strong science-based standards that address the on-tariff trade barriers that restrict our access to many TPP markets. The agreement also gives U.S. leverage to address outstanding market access issues with other countries like Taiwan, Indonesia,

and the Philippines, who all have expressed interest in joining TPP in the



future. And one of the most important reasons to pass TPP may be that if not passed this will open the door for China to dictate the trade agreements in the region instead of U.S.

Finally, NCBA is focused on reducing environmental regulations on farms. A few priorities are the defunding of Waters of the USA (WOTUS), exemptions for burning of pastures, and exemptions for farmers for additional requirements for on-farm oil storage. The take home message for me from this trip was that your voice, as farmer and constituent, is important in Washington. Your membership in WCA and NCBA helps supports these efforts and we are fortunate to have dedicated, smart people working for WCA and NCBA to advocate on your behalf, but it is still important that each of us is engaged in this process. I want to thank Wisconsin Cattlemen's Association for sponsoring me to attend this conference and if you have any additional questions or want to know more about my trip please feel free to contact me at aeradunz@gmail.com



Cattle Trails is Going Digital!

You now have the option to receive your Wisconsin Cattlemen's Association Cattle Trails quarterly newsletter straight to your email inbox. Please email, call, or mail your preference for receiving your quarterly Cattle Trails to Alexis Nickelotti at 608-228-1457 or alexis@wisconsincattlemen.com.

Wisconsin Cattlemen's Association Scholarship Awards

Kathy Miller, WCA Scholarship Chair

The Wisconsin Cattlemen are pleased to announce 10 high school seniors who will each receive a scholarship award of \$500.

Brooke Calaway, Chilton

Roseanne Crave, Waterloo

Annah Dobson, Johnson Creek

Abigail Henken, Burnett

Meagan Kreuzer, Kansasville

Hannah Olsen, Berlin

Amber Patterson, Bloomington

Olivia Ross, Custer

Nicole Welke, Osseo

Breanna Yenter, Amherst Junction

All these young people are from beef backgrounds and are pursuing degrees in a variety of agricultural fields such as animal science, genetics, communications, and education.

Four of the young ladies are children or grandchildren of WCA members. All of the students are eager to complete their education and return home where they can contribute to their communities and be active in their family farms. The future of the beef industry in Wisconsin looks very bright.

The Wisconsin Cattlemen's Association is happy to provide some financial assistance to these students as they pursue their agricultural careers.

Congratulations to all!!!



WI Cattlemen's Association

Upcoming Events

Steak Trailer:

Farm Technology Days

July 19th-21st

Wisconsin State Fair

August 4th-14th

Beef Tent Farm at Tech Days:

July 19th-21st

Contact Us

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Visit us on the web at
www.wisconsincattlemen.com



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