



WISCONSIN  
CATTLEMEN'S  
ASSOCIATION

# 2020 *Winter Conference*

Welcomes the UW-Extension Beef and  
Dairy Well-Being Conference

**P R O G R A M**



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



Extension  
UNIVERSITY OF WISCONSIN-MADISON

# Friday, February 21st

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**9:00 a.m. Registration & Trade Show opens | Riverview North**

**9:30 a.m. Welcome | Riverview South**

**9:40 - 10:30 a.m. BQA and FARM Updates | Riverview South**

Updates on the National Beef Quality Assurance and Dairy FARM programs

**10:40 - 12:15 p.m. Beef & Dairy Breakout Sessions**

**10:40 - 11:25 p.m. - Session 1**

**Dairy Session | Sierra Vista**

*Taking the pain out of disbudding*

Dr. Charlotte Winder, University of Guelph, Canada

**Beef Session | Laguna Vista**

*Exploring the behavior and management components of beef cattle welfare*

Dr. Courtney Daigle, Texas A&M University, Dept. of Animal Science

**11:30 - 12:15 p.m. - Session 2**

**Dairy Session | Sierra Vista**

*Corkscrew claw syndrome - A new twist on an old hoof lesion*

Dr. Nigel Cook, UW-Madison School of Veterinary Medicine

**Beef Session | Laguna Vista**

*Reaching Consumers with BQA*

Chase DeCoite, NCBA Director of Beef Quality Assurance Programs

**12:15 - 1:00 p.m. Lunch | Riverview North**

**1:00 - 3:00 p.m. General Session | Riverview North**

**1:00 - 1:30 p.m. - Keynote Session**

*Animal Protein in the Global Marketplace*

Dr. Henry Zerby, VP of Protein Procurement and Innovation, Wendy's

**1:30 - 2:30 p.m.**

*Public concerns about animal welfare: What we know, why it matters, and implications for communication*

Dr. Beth Ventura, University of Minnesota Department of Animal Science

Dr. Jesse Robbins, Iowa State University College of Veterinary Medicine

**2:30 - 3:00 p.m. - Panel Discussion**

Dr. Henry Zerby, Dr. Beth Ventura, Dr. Jesse Robbins

**3:00 - 3:30 p.m. Trade Show Break | Riverview South**

**3:30 - 5:00 p.m. Cattle Industry Policy Updates | Riverview North**

Federal Updates: Ethan Lane, NCBA Vice President of Government Affairs

State Updates: Jordan Lamb and WCA Legislative Committee

**5:00 - 5:30 p.m. Checkoff Chat with Wisconsin Beef Council | Riverview**

Host: Pam Jahnke, Midwest Farm Report/Fabulous Farm Babe

## Friday, February 21st (continued)

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- 5:30 - 6:30 p.m. Beef & Brews Trade Show Reception | Riverview**  
Featuring local beef products supplied by the Wisconsin Association of Meat Processors and sponsored by the Wisconsin Beef Council
- 6:30 p.m. Awards Recognition Program | Riverview**  
Hosted by Pam Jahnke, Midwest Farm Report/Fabulous Farm Babe and the 72nd Alice in Dairyland, Abigail Martin  
2020 WCA Award winners announced and recognized
- 7:00 p.m. Silent Auction closes | Riverview**  
Silent auction raises funds to support a young cattle producer to attend the annual NCBA Convention
- 7:00 p.m. Wisconsin Hereford Association Board Meeting | Sierra Vista**  
**7:00 p.m. Entertainment**  
Down from the Hills, Bluegrass Band
- 7:30 p.m. Wisconsin Junior Hereford Association Meeting | Laguna Vista**

## Saturday, February 22nd

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- 8:00 - 9:00 a.m. Breakfast | Trade Show**  
**Wisconsin Cattlemen's Association Schedule**
- 9:00 a.m. - WCA Committee Meetings | Riverview South
    - Farm Tech Days
    - Scholarship
    - Steak Trailer
    - Membership
    - Winter Conference and Sponsorship
  - 10:00 a.m. - WCA Annual Meeting | Riverview South
  - 11:00 a.m. - WCA Board of Directors Meeting | Meeting Room D

### Wisconsin Hereford Association Schedule

- 8:00 a.m. - Wisconsin Jr. Hereford Scholarship Interviews | Executive Board Room
- 10:00 a.m. - Wisconsin Junior Hereford Association Meeting | Sierra Vista
- 10:00 a.m. - Wisconsin Hereford Association Social | Trade Show
- 1:00 p.m. - Wisconsin Hereford Association Annual Meeting | Riverview South

### Wisconsin Shorthorn Association Schedule

- 8:00 a.m. - Wisconsin Shorthorn Lassie Queen Interviews | Meeting Room AC
- 9:00 a.m. - Wisconsin Shorthorn Lassie Meeting | Meeting Room AC
- 10:00 a.m. - Wisconsin Shorthorn Executive Board Meeting | Meeting Room D
- 11:00 a.m. - Wisconsin Junior Shorthorn Association Meeting | Meeting Room AC
- Noon - Wisconsin Junior Shorthorn Pizza Lunch for Youth | Meeting Room AC
- 1:30 p.m. - Wisconsin Shorthorn Association Annual Meeting | Meeting Room AC

# 2020 WINTER CONFERENCE SPONSORS



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## DON'T FORGET!

### TRADESHOW PASSPORT PROGRAM

Complete and enter to win prizes!

Awards will be given on Friday AND Saturday.

### SILENT AUCTION

Proceeds go to support a young cattle producer  
to attend NCBA Convention.



## WISCONSIN CATTLEMEN'S ASSOCIATION

632 Grand Canyon Drive Madison, WI 53719  
608.228.1457 | info@wisconsincattlemen.com  
www.wisconsincattlemen.com