



WISCONSIN  
CATTLEMEN'S  
ASSOCIATION

# CATTLE TRAILS

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

June 2019



## President's Path

*Eric Johnson,  
President*

Greetings All

For most of the state, spring has been wetter and cooler than usual, making it a challenge to finish spring work and move on to summer. Discussions about climate change have been going on for years and whatever side of the debate you may be on, there is no debate that weather has been challenging the last few years.

It is said that the only constant in the world is change. It doesn't matter if it is weather, markets, economics, or daily chores, change seems to be everywhere. As beef producers, we have little control over a lot of the change going on in the world, and can only be reactive to these changes.

However how we manage our operations, and where and why we make changes in the way we manage is up to us. Advancements in technology over the last couple years has provided a lot of opportunities to improve (change) the way we are able to manage everything from calving to irrigation. I can't tell you how many of you have shown me live feeds of your calving pens on your phones. And I was shown how a member was able to start a pivot irrigation system 100 miles away with his

phone. Advancements in the ability to gain genomic information has certainly changed the way decisions regarding breeding and potential mating choices are made.

Through all of the changes through out the years, there is one constant that has remained in all of agriculture. That is the important role that farmers and ranchers fill. That human involvement that has yet to be replicated in any app that I have seen. I have yet to see a smartphone or tablet that can go out to that calving barn at 2 in the morning and help that heifer deliver that first live calf, and then stay there until that calf is up and nursing. Or be able to pick out that feeder that is just a bit off, and can tell that it needs a little care to get it back on track. It is that human involvement that continues to be as valuable in the beef industry as any type of technological change that may be developed.

As producers and advocates for beef, we must continue to tell these stories of our involvement in caring for our cattle. And that there have been a lot of advancements that have helped us produce a quality product in an efficient manner. It is still a hands on daily commitment by producers all over the country regardless of weather changes, or market or economic forecasts that are the real story about beef.

As you are out and about this summer at backyard cookouts or county

fairs, I hope this is the story you continue to share: just how special and important beef producers are to both the local and national community.

As always remember what you are doing and who you are doing it for. Be safe.

Eric Johnson

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# Membership Shoutout

*Nate Moll  
Membership Committee Chairman  
nmoll@equitycoop.com*

Anybody sick of the rain yet? Hopefully this newsletter finds you in a dry spot and enjoying the fresh crop of calves growing and enjoying the green grass. Not to much to report on the membership side. We are working on some big things we hope unveil later this year, with our trade show booth, brochure and member benefits. I want to remind everyone we have switched, starting this year, membership renewals from our anniversary membership date, to a calendar date of April 1st. So if you paid your dues in 2019 you are good until April of 2020. If you have not paid dues in 2019 please do so to continue to get all the benefits of being a WCA member. If you have any questions or comments on this or any other membership related news, please reach out to Nate Moll at [nmoll@equitycoop.com](mailto:nmoll@equitycoop.com) or (608)434-8316.



# Steak Trailer Manager Spotlight

Craig and Vickie Dunnum of Westby, Wisconsin are the proud new managers of the WCA Steak Trailer! From growing up on farms in rural Wisconsin, to meeting through FFA 37 years ago, to becoming active members of the Wisconsin

Cattlemen's Association, agriculture has continued to be an important part of their relationship.

Vickie grew up in Trempealeau County on a diversified black Angus and cash crop farm and is a graduate of UW-River Falls with degrees in Biology and Chemistry. Craig grew up on a conventional dairy farm and attended Western Technical College, receiving a degree in Marketing, and Lakeland College, receiving a degree in Business Administration. Both Craig and Vickie began their professional careers in Madison, Wisconsin, but have always found the most enjoyment working on their century family farm more than anything else.

When the couple relocated to Craig's home farm in Westby, Wisconsin 22 years ago, their passion for supporting the future of agriculture manifested. Their 4th generation farm, which converted from dairy to organic crop and grass-fed beef production, provided the family with plenty of opportunities to farm. Craig and Vickie became motivated 4-H leaders for 15 years and provided a space and mentorship to those who did not live on a farm but wanted to show animals at the fair. Their two daughters, Alexis and Brittany, showed cattle and swine at the county fair for several years in their youth and are both recent graduates of UW-Madison, where they were active in collegiate FFA.

Currently, Craig and Vickie hold offices within their FFA Alumni chapter, whose Christmas tree fundraiser profits are given as scholarships to deserving high school graduates. Craig serves as a director of the Vernon County Cattlemen and as well as President of the Vernon County Farmers Union.

Craig and Vickie are excited by the opportunity to manage the steak trailer and look forward to working with youth and alumni groups to promote agriculture and fundraise while enjoying some tasty beef products along the way! They aim to make WCA Steak Trailer events skill-building, educational and fun for all who attend!

Craig and Vickie welcome and are seeking out motivated individuals to become part of the team and work at WCA Steak Trailer Events, listed below.

**Wisconsin State Fair in Milwaukee  
August 1<sup>st</sup>-11<sup>th</sup>**

**World Beef Expo in Milwaukee  
September 26<sup>th</sup>-29<sup>th</sup>**

**World Dairy Expo in Madison  
October 1<sup>st</sup>-5<sup>th</sup>**

The Dunnums look forward to proudly representing the Wisconsin Cattlemen's Association by managing the Steak Trailer. Please contact them regarding how to become involved in any of the listed events; they look forward to hearing from you!

The Dunnum's contact information:  
**Craig Dunnum:** 608-632-5065  
**Vickie Dunnum:** 608-963-2428  
**Email:** [wcasteaktrailer@gmail.com](mailto:wcasteaktrailer@gmail.com)



# Steak Trailer Update

*Brady Zuck, [bjzuck@elanco.com](mailto:bjzuck@elanco.com)*

The WCA Steak Trailer has completed two successful events under the leadership of our new managers, Craig and Vickie Dunnum.

The Oshkosh Power Show featured near record sales with good weather driving a large crowd to the Food Tent. The line at the WCA Steak Trailer dwarfed those of the other vendors, a true testament to the quality products that we serve. Midwest Horse Fair was down slightly this year, because of low attendance due to poor weather. We are now looking forward to the biggest event of the year, the Wisconsin State Fair.

The Steak Trailer is crucial to funding the activities of WCA. Each year, we secure Group Labor to help at each event, with duties such as running the cash registers, preparing sandwiches, and serving food. If you would like to volunteer individually, or know a local 4-H/FFA/youth group looking for a fundraising opportunity, please consider the Steak Trailer!

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



## Farm to Fork Tours Provide On-Farm Connections

*Tammy Vaassen, Wisconsin Beef Council, tvaassen@beeftips.com*

The Wisconsin Beef Council, through your checkoff investment, continues to offer Farm to Fork tours for influencer groups across the state. You may ask what an influencer group is – this could include students enrolled in culinary programs at technical colleges, chefs, dietitians, public health staff, or others – but primarily groups of individuals who have questions about how beef is

raised, and who will have the opportunity to carry that message to others in their personal or professional circles. This gives them the chance to get onto farms, talk with farmers, and hear more about topics that they need more information on.

We recently hosted a Farm to Fork Tour for 35 culinary students and instructors from the Waukesha Area Technical College. The group traveled to Merrywater Farms (Keith York's family dairy), Adams Farms (Dave Adams beef farm), and Lake Geneva Country Meats. Topics that Keith and Dave covered spanned a wide swath. Some of the highlights were:

**Sustainability** – Keith talked about manure application on his farm, and how the dairy produced enough manure so that neither their farm nor some of their neighbors need to purchase commercial fertilizer.

**Antibiotic use** – both Keith and Dave talked about how they only use antibiotics to treat cattle when necessary, and that they use antibiotics judiciously and in conjunction with herd health programs – like vaccinations – to keep animals healthy.

**Grass-fed vs. grain-fed** – Dave talked about the differences behind these two production practices, and that the end beef product is essentially nutritionally the same. He also addressed the fact that grain-fed cattle are on grass most of their lives, and even when transitioning to the feed yard they still receive a high percentage of their diet as forage.

Nick Vorpapel at Lake Geneva Country Meats also opened their doors and showed the students behind the scenes at their meat processing plant, from the carcass cooler to cut floor to smoker and

sausage making rooms and their beautiful retail meat case.

Lastly, the bus time gives us the chance to talk more about other topics of interest, including the history of the beef industry in Wisconsin, the beef lifecycle, and the many benefits of beef in the diet.

The Wisconsin Beef Council would be happy to offer tours to other influencer groups in your area. If you have connections to organizations, technical colleges or others that may have interest in seeing behind the scenes about beef production, please reach out and let me know. We also have handouts and other resources that we can provide to help you share the message locally.

I hope you enjoyed some delicious beef on the grill over Memorial Day! Angie has been sharing grilling recipes throughout May on TV, and also on our social media channels. We know this has been a tough winter and spring on the farm and wish you the best for getting seeds in the ground, keeping calves healthy, and for a good growing season.



## A Call to Action to Support Gray Wolf Delisting

The U.S. Fish and Wildlife Service (FWS) has announced that they will extend the public comment period on their Proposed Rule to delist gray wolves in the contiguous United States. **The comment period, originally set to end May 14th, will now close on July 15<sup>th</sup>.** As of May 14th, approximately 150 comments

have been submitted through the NCBA portal. By contrast, over 70,000 comments have been submitted by environmental activists. NCBA and PLC will continue our media campaign to encourage members to submit their own comments through [policy.ncba.org](http://policy.ncba.org).

As part of the comment period extension, FWS also announced that they plan to hold public meetings to receive comments in-person. We expect there will be two meetings: one in the West and one in the Great Lakes region, mostly likely in northern MN. We will pass along information regarding those meetings as it becomes available, but once locations and dates have been set, it will be critical to turn out as many ranchers as possible to show support for delisting.

Lastly, we have seen some activity on Capitol Hill related to the delisting effort. Reps. Dan Newhouse (R-WA-5) and Collin Peterson (D-MN-7) are leading a bipartisan letter to Sec. Bernhardt in support of the delisting. Please continue to keep the pressure up on the urgency to file comments through [policy.ncba.org](http://policy.ncba.org). Additionally, tell your congressional delegations that you support the proposed delisting rule.



## Apply a Bit of Science to Manage Worms

Sandy Stuttgen, Agriculture Educator  
Extension Taylor County,  
[Sandra.stuttgen@wisc.edu](mailto:Sandra.stuttgen@wisc.edu)

Finally, the snowbanks are gone and you may begin implementing this year's grazing plan. Gastrointestinal parasites (worms, like helminths, found in the gut) of cattle also anticipate your grazing plan. In no particular order, here are a few points to help promote worm vigor in your cattle and on your farm:

- Without performing fecal egg counts (FEC), turn out cattle who grazed last season and were neither tested nor treated at the conclusion of the last year's grazing season. Their internal over-wintered worm population is now resuming their sexual activity and will begin depositing eggs onto the pasture.
- Let cattle graze wet grass that is less than four inches tall during these early spring 50-60 degree days. Newly deposited eggs, aided by cool weather and moisture, hatch and transform into infective larvae as do the worm eggs deposited on the grass during last year's season. Eggs survive freezing.
- Let yearlings follow older cattle in the pasture rotation, or turn yearlings onto pastures last grazed by the mature herd. These young, healthy animals are excellent hosts for newly deposited eggs or eggs deposited last fall.
- Spread manure packs, which probably contain eggs, onto pasture that is next to be grazed.
- When it's convenient for you, administer a deworming product to all the grazing cattle. Don't bother having fecal diagnostic testing performed, either to target the worms your cattle

actually have or to determine if the product actually worked.

But wait a minute! *Is it your goal to promote a vigorous worm population?* Of course not! Work with your veterinarian and other advisors to manage worms using the **"4/30/FEC/strategically treat /FECRT"** plan:

- Never graze shorter than **four inches**. Conduct surveillance with **monthly FEC** (before turn out and then every 30 days) to determine when stock need to be dewormed. **Strategically treat** using products for the worms your cattle have, while correctly administering the product at the correct dose. Use post-dosing fecal egg count reduction tests (**FECRT**) to monitor the product's efficacy.

Your veterinarian will have specific sampling directions. Generally, collecting FEC and FECRT samples involves walking with the cattle, which usually causes them to defecate, making it possible for you to identify freshly dropped samples.

Take zip lock sandwich bags, plastic (picnic) teaspoons, a sharpie marker, and a cooler with a cold-pack with you. Collect one teaspoon of fresh feces from 20% of the herd, or 20 animals, whichever is greater. Place the feces-filled spoon directly into the bag, zip it shut, and label the bag with the animal's identification and the date the sample was collected. Refrigerate (do not freeze) the samples and submit them to the veterinarian as soon as possible. These same samples may be used to identify the worm species involved.

Compare the individual FEC to the animal's body condition score and rate of gain to determine when to initiate worm treatment. Use

advanced laboratory testing, such as polymerase chain reaction (PCR) testing to accurately identify the worm species involved. FECRT tests are more informative when the same animal's pre- and post-treatment FEC are compared.

It does not benefit your operation to have intestinal worms steal growth and production from your cattle. Your cattle will continue to grow and prosper by applying a bit of science to managing the pasture, the cattle, and their worms' life cycle.



## Scholarship Update

Rob Vyvyan,  
vyvyanrob@hotmail.com

Congratulations to our ten successful 2019 scholarship applicants! The scholarship committee completed the review of the thirty-two scholarship applications for 2019 and has selected the top ten. The applications were great and the selection was difficult to narrow down. Thank you to those that submitted an application and good luck in your future endeavors. The Wisconsin Cattlemen's Association looks forward to assisting the top ten listed below with a \$500 scholarship to continue their education.

Ryan Havlik from Kickapoo High School Viola, WI will be attending Southwest Technical College for Agriculture Power & Equipment Technician.

Karissa Juckem from Chilton High School Chilton, WI will be attending UW-River Falls for Animal Science and Agriculture Business.

Johanna Haines from Arcadia High School Arcadia, WI will be attending UW-River Falls for Pre-Veterinary Medicine.

Katelyn Loehrke from Weyauwega Fremont High School Waupaca, WI will be attending UW River Falls for Agriculture Education.

Brooke Welke from Osseo-Fairchild High School Osseo, WI will be attending UW-River Falls for Animal Science.

Ryan Gehin from Baraboo High School Baraboo, WI will be attending UW-Madison for Dairy Science.

Anna Kitzerow from Plymouth Comprehensive High School Cascade, WI will be attending Oklahoma State University for Animal Science and Agriculture Business

Kyle Vondra from Mineral Point High School Mineral Point, WI will be attending Southwest Technical College for Agricultural Mechanics

Katelynn Riviere from Delavan Darien High School Delavan, WI will be attending University of Minnesota-Twins Cities for Biology

Paige Proctor from Stevens Point Area Senior High Junction City, WI will be attending a four year for undergrad in Biology or Genetics.



## Legislative Update

Jordan Lamb, DeWitt LLP  
jkl@dewittllp.com

**Biennial Budget Bill:** The Joint Finance Committee (JFC) has concluded their four statewide public hearings on the 2019 biennial budget

bill. Contrary to prior legislative sessions, the Committee is essentially working from current law, rather than the Governor's budget proposal, when they vote on specific provisions to create a budget bill to be sent to the full legislature for consideration. The Governor's recommendations are before the Committee, but it takes a majority vote to include any of the Governor's provisions into the Committee's version of the budget. Similarly, any motion advanced by a member of the Committee will require a majority vote to be adopted. The JFC began voting on budget provisions as a Committee on May 9, 2019.

**Additional Funding for Applied Agricultural Research:** The WCA and many other agriculture groups are working to secure additional funding for applied agricultural research and positions for the Integrated State Specialists at UW-Madison (*i.e.*, CALS faculty with joint Cooperative Extension appointments).

Agriculture groups are seeking a budget amendment to provide \$1 million *additional funding* in each year of the biennium for the Integrated State Specialists to be used for applied agricultural research. This amount of funding corresponds directly to the amount that could cover all of the vacant State Specialist positions (*i.e.*, this funding is not just wanted – it is needed.)

In addition, we are seeking an amendment to the statutory teaching directive in order to allow the Specialists to "count" teaching graduate students and farmers toward their performance evaluations. Under current law, only classroom teaching time qualifies. We know that teaching Wisconsin farmers is essential to our agricultural economy.

Wisconsin farmers believe that an investment in research will provide economic stability to Wisconsin's ag economy in the future and are asking the Wisconsin legislature to support the industry in these research funding dollars.

**Wisconsin Livestock Identification Consortium (WLIC) (DATCP):** WCA

supports full funding of WLIC at \$700,000 over the biennium in this budget bill. The WLIC is a critical link between farmers and government should an animal disease outbreak occur.

**Producer-led Watershed Grant Program (DATCP):** WCA supports funding DATCP's producer-led watershed grant program at \$750,000 in each year of the biennium (\$1.5 million total). This grant program has been very successful at initiating water quality projects across the state because it is *farmer-led*. WCA supports programs that fund locally developed water quality initiatives that are led by farmers.

**School of Veterinary Medicine (Capital Budget):** WCA supports UW-Madison's request for bonding authority to remodel the School of Veterinary Medicine. The renovation project at the School of Veterinary Medicine will provide essential facility and research upgrades that not only will benefit Wisconsin's livestock industry, but also will support important human health research facilities on the UW-Madison campus.

**Maintain Funding for UW Discovery Farms (UW Budget):** Since 2001, UW Discovery Farms has worked with Wisconsin farmers to identify the water quality impacts of different farming systems around the state. The program, which is part of UW-Extension, is under the direction of a farmer-led steering committee and takes a real-world approach to finding the most economical solutions to agriculture's environmental challenges. WCA supports the continued funding of Discovery Farms in the 2019-21 biennial budget bill at \$500,000 over the biennium. See <http://www.uwdiscoveryfarms.org/>.

**Administrative Rule Update - ATCP 51 – Livestock Facility Siting:**

While debate on the budget bill is dominating discussions inside the Capitol, WCA is also monitoring agency rule developments. DATCP's Livestock Facility Siting Technical Advisory Committee has finished reviewing ATCP 51 and is expected to make recommendations for

technical amendments to the rule. (Link to Technical Committee website: [https://datcp.wi.gov/Pages/Programs\\_Services/LSTechExpertCom.aspx](https://datcp.wi.gov/Pages/Programs_Services/LSTechExpertCom.aspx)). WCA is monitoring the development and discussion of any proposed changes to ATCP 51 very closely, as we expect some proposal for a revision to the rule to be presented to the DATCP board this spring or summer.



## Don't miss WCA Summer Tour!

The 2019 WCA summer tour registration is now online at <https://www.wisconsincattlemen.com/events/summer-tour>. In the previous issue of Cattle Trails, a description of each stop was provided. These operations are some of the best of Wisconsin's beef cattle operations and all three have been recognized for their accomplishments and awarded WCA Cattleman of the Year. The three farms include Spring Creeks Cattle Co., Rush Creek Cattle, and Woodhill Farms.

Attendees can hop on a bus at either Boscobel or Viroqua for the day's tour. With limited parking access at some of the sites, we encourage you to use the bus for the tour. In addition, the bus can be a great opportunity to relax and meet other producers. Members only pay \$50 for the day. Non-WCA members will be pay \$100 but this includes as WCA membership.

In addition to the farms stops, Jennifer Houston, NCBA president will also be our guest. She will be speaking at lunch and provide NCBA and federal legislative updates.

WCA President will also provide a WI legislative update and other efforts.

Sponsorship opportunities are also available for the event to help offset transportation, food, and tour expenses. If you are interested in a sponsorship please go to the website to see our options.

Mark your calendar for Saturday June 22 and plan to join WCA for the tour! Any questions, please contact Brady Zuck, 715-415-9131, [bjzuck@elanco.com](mailto:bjzuck@elanco.com) or Amy Radunz, 608-630-7683, [aeradunz@gmail.com](mailto:aeradunz@gmail.com)



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### WI Cattlemen's Association

#### Executive Committee

- Eric Johnson– President
- Matt Ludlow– President Elect
- Jena Swanson– Past President
- Brady Zuck– Secretary
- Austin Arndt– Treasurer

Interested in receiving a **digital version** of Cattle Trails going forward?  
Let us know at:  
[info@wisconsincattlemen.com](mailto:info@wisconsincattlemen.com)



## WCA Summer Tour Registration Form

June 22, 2019

North Meeting Location: Tractor Supply Company (1202 N. Main St. Viroqua, WI 54665) – bus to depart at 9:00 AM

South Meeting Location: Boscobel Middle/High School (300 Brindley St. Boscobel, WI 53805) – bus to depart at 9:40 AM

<b>Name(s)</b>	
<b>Address</b>	
<b>City, State, Zip Code</b>	
<b>Phone</b>	
<b>Email</b>	

	<u># of People Attending</u>	<u># of People Riding the Bus</u>	<u>Bus Meeting Location (Circle)</u>	<u>Rate</u>	<u>Total Amount</u>
WCA member rate			North South	\$50/person	
Non-member rate			North South	\$100/person	
*WCA annual membership rate = \$50				Total Amount Enclosed	

*Please make checks payable to Wisconsin Cattlemen's Association. No refunds will be offered if unable to attend.*

**Questions?**

Brady Zuck  
715-415-9131  
bjzuck@elanco.com

Amy Radunz  
608-630-7683  
aeradunz@gmail.com

**Send completed form & payment to:**

Wisconsin Cattlemen's Association  
Attn: WCA Summer Tour  
632 Grand Canyon Drive  
Madison, WI 5371

Registration is also available online at <https://www.wisconsin cattlemen.com/events/summer-tour>



**Wisconsin Cattlemen's Association**  
**632 Grand Canyon Dr.**  
**Madison, WI 53719**

**WCA**  
**Upcoming Events**

*WCA Summer Tour*  
*June 22nd*

*Farm Tech Days*  
*July 23rd-25th*

*Wisconsin State Fair*  
*August 1st-11th*

*World Beef Expo*  
*September 27th-29th*

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