



WISCONSIN
CATTLEMEN'S
ASSOCIATION

CATTLE TRAILS

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

March 2019



President's Path

*Eric Johnson,
President*

I would like to take this opportunity to thank Dr. Amy Radunz and the winter conference committee for organizing another excellent conference. Thanks also to the Wisconsin Beef Council staff, and the UW River Falls beef management team for their assistance in doing whatever needed doing to make the winter conference a success.

For us in the southern part of the state, we are cautiously optimistic that spring has arrived. And winter is in the rearview mirror. How ever I'm sure that our members in the northern parts of the state are still facing winter head on. This will certainly be a winter and early spring that will be remembered for years to come. With tremendous amounts of snow in parts of the state causing hundreds of farm buildings to collapse, then quick thaws and melting causing flooding everywhere in the state. As we deal with these issues on our own farms, our thoughts and prayers must go out to our fellow beef producers in the hardest hit areas of incredible blizzards, and historic flooding. With reports of over a million calves lost in Nebraska alone, the losses these producers

have seen is unimaginable.

As we continue to move forward in the year and winter chores are replaced with the challenges that a new season brings. I encourage you to take the time before the spring rush to reach out to those elected to represent you in Madison. With a new governor, and cabinet getting settled in in the capital in Madison comes the chore of getting a new state budget put together that is acceptable to all involved. Along with dealing with all of the other issues the state is facing; including water quality, transportation, and concerns over the financial stresses that all of agriculture is facing. Now is the time to offer our opinions on these issues. As our mission statement says the cattleman's association is an advocate for the beef industry in the state. And we are very actively involved in conveying the associations position, and concerns on all the issues. However every elected official that I've talked to has told me that it's the comments, and conversations with the voters that they represent that are the most meaningful to them. And even though they are elected to represent everyone in their districts, only a few actually have any direct involvement in agriculture. So it is our duty as an association and as individuals to provide that connection to agriculture in gen-

eral. And specifically the beef industry in the state.

With spring comes the rebirth and awakening of a new crop year. If that is a crop of healthy calves or the green landscape of pastures, and planted fields. I wish you all the best in this spring season.

Lastly. Take the time to remember what you are doing, and who you are doing it for. Be safe

Thank you

Eric Johnson

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Membership Shoutout!

*Nate Moll Membership Committee Chairman
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Happy 2019! Hopefully this newsletter finds you unthawed and enjoying the fresh crop of calves on the ground. Not to much to report on the membership side. We are working on some big things we hope unveil later this year. I do however want to remind everyone we have switched, starting this year, from our anniversary membership date, to a calendar date of April 1st. So if you payed 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 me at nmoll@equitycoop.com or (608)434-8316.



Steak Trailer

*Brady Zuck
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The WCA Steak Trailer is gearing up for another great year of serving our famous beef products across the state of Wisconsin. We have several new changes in 2019, including a new manager team. We would like to introduce Craig and Vickie Dunnum as the new WCA Steak Trailer Managers. Craig and Vickie operate a cow/calf operation near Westby, WI and are members of the Vernon

County Cattlemen. As new managers, they have been very busy learning on the job, and are looking forward to their first event. At upcoming events, please be sure to stop by the Steak Trailer, grab a sandwich, and meet them. We also would like to recognize Dave and Rena Koning for all their contributions as we transition – they have been very helpful.

In 2019, we will be attending the following events:

April 12-14, 2019 - Midwest Horse Fair, Alliant Energy Center, Madison

August 1-11, 2019 - Wisconsin State Fair, State Fair Park, West Allis

September 26-29, 2019 - World Beef Expo, State Fair Park, West Allis

October 1-5, 2019 - World Dairy Expo, Alliant Energy Center, Madison

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! Please contact Vicki Dunnum (608-963-2428, vdunnum19@gmail.com) to secure your group's time at an upcoming event.

We want to thank you all for the support in 2018, and look forward to another successful year in 2019!



Legislative Update

*Jordan Lamb, DeWitt LLP,
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On Feb. 28, 2019 Governor Tony Evers delivered his proposed 2019-21 biennial budget to a joint session of the Wisconsin legislature. The bill has been introduced as identical companion bills, 2019 Assembly Bill 56 and 2019 Senate Bill 59. The legislature will now begin the process of holding public hearings on the budget and amending the Governor's proposal before sending it back to him for final review. The end of the fiscal year for the State of Wisconsin is June 30, so the goal is for the Legislature to provide an amended version of the budget bill back to the Governor before June 30, 2019.

As of this writing, the Joint Committee on Finance has announced the following tentative schedule for public hearings on the budget bill:

- Friday, April 5 – Janesville Area
- Thursday, April 11 – Milwaukee Area
- Monday, April 15 – River Falls/Hudson Area

Wednesday, April 24 – Green Bay Area

There are several provisions in the Governor's budget that are important to Wisconsin livestock farmers including funding for the Wisconsin Livestock Identification Consortium (WLIC), funding for grants for Producer-led Watershed projects through DATCP and funding to improve the staffing of the CAFO program. (See detailed list below.)

However, Wisconsin farmers are working on seeking additional funding for applied agricultural research in this budget bill that is directed to the State Integrated Specialists who are researchers with joint appointments between the UW-Madison College of Agriculture and Life Sciences and UW Cooperative Extension. Funding for applied agricultural research and researchers is critical to the ongoing health of Wisconsin's \$88 billion agriculture economy. This funding was not provided in the Governor's budget but WCA will be working to get this funding added into the version of the budget that is approved by the Wisconsin Legislature.

Below is a brief summary of some of the provisions in Governor Evers' budget proposal that are of interest to Wisconsin farmers:

DNR – Creates a Bureau of Natural Resources Science. Creates in DNR a bureau of natural resources science and requires DNR to convert the existing office of applied science into the bureau of natural resources science. Under the bill, the bureau director reports to and serves as the science advisor to the secretary of natural resources.

DNR – Science Research Positions. Provides 5.0 FTE SEG science positions to conduct research related to water quality and contamination issues.

DNR – Well Remediation Program. Provides additional funding to fund the well compensation grant program. Increases the income limit for program eligibility from \$64,000 per family to \$100,000 per family and establishes a hardship program. Aligns contamination eligibility standards under the grant program with federal clean water regulations and create a prioritization list so the

most contaminated wells are remediated first.

DNR – Targeted Runoff Management. The Governor recommends providing \$6.5 million in environmental fund-supported general obligation bonding authority for nonpoint source pollution abatement - targeted runoff management infrastructure projects. The Governor also recommends providing \$400,000 SEG in each year for nonpoint source pollution abatement - targeted runoff management grants.

DNR – Nonpoint Contractual Funding. The Governor recommends providing \$730,000 in each year of the biennium for contractual services related to nonpoint source pollution abatement.

DNR – Restoring Wisconsin's Waters. The Governor recommends increasing position authority to provide 4.0 FTE project positions to facilitate implementation of water quality restoration and improvement plans. The Governor also recommends providing additional conservation fund-supported general obligation bonding authority of \$4 million to provide grants that facilitate implementation of water quality restoration and improvement plans. The Governor further recommends increasing expenditure authority by \$76,600 SEG and position authority by 1.0 FTE SEG position in each fiscal year to implement the water quality grant program. Finally, the Governor recommends increasing expenditure authority by \$1,457,900 SEG annually to fund river and lake protection grants.

DNR – CAFO Staffing. The Governor recommends providing expenditure (\$425,000 in each year of the biennium) and position

authority (5.0 FTE) to oversee the permitting, inspection and enforcement of concentrated animal feeding operations (CAFO) in Wisconsin. The Governor also recommends increasing the annual fee assessed to operators of CAFOs from \$345 to \$660. The Governor also establishes an application fee of \$3,270 and a renewal fee (every 5 years) of \$3,270 for the operation of a CAFO.

DATCP – County Conservation Staffing. The Governor recommends providing an additional \$1.4 million grant funding in each year of the biennium to counties for county conservation staff to support land and water conservation activities.

DATCP – Nonpoint Source Pollution Cost Share and Producer-Led Grant Program. The Governor recommends increasing expenditure authority by \$1,500,000 SEG in each year for nutrient management cost-sharing. The Governor also recommends increasing the amount the department may allocate for producer-led watershed grants to \$750,000 in each year of the biennium.

DATCP – Soil and Water Resource Management Bonding Authority. The Governor recommends providing \$10 million in SEG-supported general obligation bonds for grants to counties for implementation of land and water resource management plans, including cost-share grants to landowners.

DATCP – Grants to local organizations that coordinate grazing. Under current law, DATCP promotes the growth of the dairy industry by making grants and loans to dairy producers, making grants to dairy processing plants, and through research, planning, and assistance.

This bill requires DATCP to promote the dairy industry by providing grants to local organizations that coordinate grazing.

DATCP – Preference for grants to small dairy processing plants. This bill requires DATCP, in awarding grants to dairy processing plants, to give preference to small dairy processing plants.

Revenue – Limits to the MAC

Credit. This bill limits the *manufacturing* portion of the MAC credit to only apply to the first \$300,000 in qualified production activities income for each firm qualifying for the credit. Farm-derived income is not subject to the limit, but this limit may apply to food processors who fall under the manufacturing definition.

University of Wisconsin-Extension – County-Based Staff. The Governor recommends providing funding and position authority to increase *county-based* University of Wisconsin - Extension agricultural positions by 20.0 FTE. (*Note: These are not state integrated specialist positions.*)

Transportation Initiatives (selected list):

- Raises the gas tax by 8 cents and indexes the gas tax to the Consumer Price Index (CPI)
- Eliminates the minimum markup on motor fuel
- Increases the title fee on original or transfer vehicle titles by \$10
- Collects the Hybrid Vehicle fee.
- Finishes the entirety of the Zoo Interchange project

- Enumerates the expansion of I-43 from two lanes to three lanes in each direction in Milwaukee and Ozaukee counties.

- \$1.9 million over the biennium for the Local Road Improvement Program.

- \$30 million in bonding for freight railroad preservation

\$52 million in total support for the Harbor Assistance Program.



Protect your investment with proper semen tank maintenance

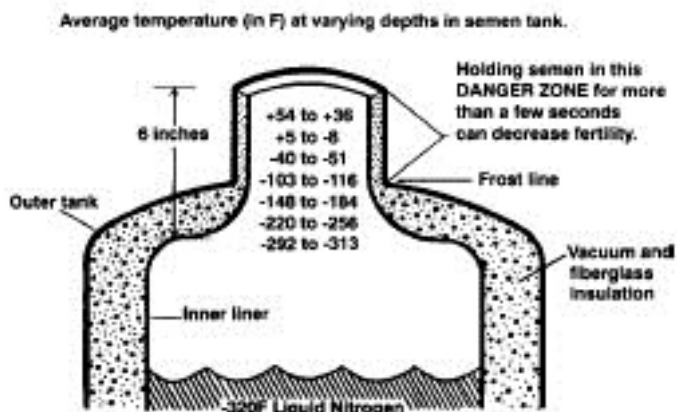
Aerica Bjurstrom, UW-Madison Division of Extension Kewaunee County, aerica.bjurstrom@wisc.edu

As calving season winds down and cow-calf pairs head off to pasture, it's time to turn our attention to breeding season. You probably spent some time studying AI sires, their EPDs,

price, and confirmation, but none of that matters if your semen tank isn't doing its job.

Semen tank maintenance is a small piece of farm management that may be overlooked, but once something goes wrong, you'll be paying the price. Semen is a significant investment on your farm and proper maintenance and care of your tank will protect that investment. A properly maintained tank will safely store semen for years, sometimes decades.

The standard temperature inside a liquid nitrogen tank is -320 °F. The body of the tank is where all unused semen should remain as much as possible. The neck of the tank rapidly warms closer to the opening at the top. A tank with a six inch neck ranges from -320 °F in the body of the tank to around -103 °F at the frost line (base of the tank neck) to above zero at the opening. When removing a straw, it is important to keep the canister and straw you are working with as low in the tank as possible. Work quickly and carefully. Never completely remove a straw or canister from a tank, this will likely result in sperm damage. Sperm damage can occur at -112 °F, which is why it is critical to keep straws and canisters below the frost line. In



Semen tank cross-section image courtesy of Oklahoma State University.

addition, rapid warming and cooling of straws by taking them out of the tank and returning them causes recrystallization. Large ice crystals damage sperm cells membranes and organelles. Damaged sperm cells will result in lowered motility.

Maintaining your tank's integrity is a critical piece of management that should not be ignored. First and foremost, monitoring liquid nitrogen levels is key. Recommendations for *minimum* liquid nitrogen levels in a tank are 3-6 inches. Never let your tank fall below that level, and if your tank level is low, check it frequently until you can get a refill.

Low liquid nitrogen levels could indicate your tank is leaking.

Store your tank in a place where it doesn't have to be moved or jostled around. The less you move a tank, the better it will maintain integrity. Store your tank on a pallet or off the floor if possible so corrosive materials do not come in contact with it. Be sure the room is well-ventilated and depending on your farm situation, the room (or the tank) may need to be locked. Monitor your cork/cap of the tank. This one relatively inexpensive part can save you a lot of money if damage or loss of integrity is detected early.

Inspect the cork when you use the tank, a shiny cork should be replaced as soon as possible. Frost buildup around the neck of the tank indicates a loss of vacuum. Even new tanks can have defects that cause leaks. A compromised tank will lose liquid nitrogen very quickly, so it's a good idea to check your tank on a schedule, especially in the off season when it isn't used often. Leaking liquid nitrogen doesn't last long around the tank, so keeping your tank clean and in a well-lit area can help you see frosting when checking

for damage. A well-sealed and properly functioning tank will not develop frost on the outside.

Maintaining your semen tank protects your farm investment. Make semen tank maintenance part of your management protocols on the farm and you'll be sure to save yourself unexpected surprises at breeding season.



Beef Checkoff Sponsored Nutrition Research

*Tammy Vaassen, Wisconsin Beef Council
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Beef exports for 2018 shattered the previous value record and achieved a new high for volume, according to year-end statistics released by USDA and compiled by the U.S. Meat Export Federation. U.S. beef exports reached 1.35 million metric tons (mt), up 7 percent from 2017. Export value soared to \$8.33 billion, breaking the 2017 record by \$1.06 billion – an increase of 15 percent.

Beef export value was also record-shattering on a per-head basis, averaging \$323.14 per head of fed slaughter in 2018. Beef exports accounted for 13.5 percent of total beef production in 2018 and 11.1 percent for muscle cuts.

Starting in 2012, the Wisconsin Beef Council (WBC) began efforts to grow export markets for beef by investing state checkoff dollars in foreign marketing efforts. To do this, we partner with the U.S. Meat Export

Federation to conduct promotion and education programs. USMEF has solid knowledge of specific export markets, trends and trade agreements which will help to grow beef export opportunities. They have staff in 16 foreign countries, who are able to follow the consumption trends and develop relationships with buyers, foodservice and retail staff, to promote the quality and value of U.S. beef.

Over the last few years, the WBC Board has elected to focus on the Central American market. USMEF has shared impactful ideas to strengthen U.S. beef demand through Hotel Restaurant Institution training programs coordinated and carried out with targeted importers and distributors in the region. Through these comprehensive efforts, USMEF has fortified U.S. beef's quality brand image and helped expand the number of cuts and concepts being promoted. This is a major driving force behind more chefs and foodservice professionals including U.S. beef on restaurant menus.

In addition, representatives from Wisconsin Beef Council, Wisconsin Farm Bureau, and Wisconsin Soybean organizations traveled to the region to meet with importers last spring. The goal of the trip was to view results of the checkoff investments in this region, and to find new ways to enhance those efforts. The group found that relationships are very important to these buyers, and U.S. beef enjoys an advantage there due to the Central American Free Trade Agreement. To continue this relationship building, Wisconsin will be hosting buyers from the region in a trip to our state, where they can meet our farmers and see the quality products available to them this summer.

We look forward to continuing to promote beef on your behalf; spring is here and now is the perfect time to fire up the grill! If you have questions on the Beef Checkoff or the demand building programs of the Wisconsin Beef Council, please reach out to our office.



Board Member Spotlight



Joe Scott serves on the board representing the WCA affiliate organization World Beef Expo. World Beef Expo is held in Wisconsin every year at the Wisconsin State Fairgrounds in Late September. It is a nonprofit event run by a volunteer board to give the beef industry a great event in our state. It includes both an Open and Junior Show that has attracted as many 1,100 entries from 18 states.

World Beef Expo is not just a show, but a total beef event. A trade show displays products and equipment that are marketed to both the commercial and show cattlemen. Many out of state vendors are brought in that Wisconsinites may otherwise not see. Youth contests, auctions, and cattle educational talks are all part of World Beef Expo.

Joe has been involved with Beef Expo since 2012 when he became an Open Show Superintendent. As of 2018 he joined the board, now that

he is back in Wisconsin full time, as he did WCA.

Joe comes from a long line of dairy farmers, as many Wisconsinites do. But it was his grandparents, in northern Richland county, switching from dairy to commercial Red Angus that really started Joe's interest in the cattle industry. He always looked forward to the time he could spend there around cattle, and even took a break during college to farm with them full time.

While originally from Wisconsin, Joe partially grew up in the heart of cow/calf country in SW Missouri. This allowed him to learn a lot from area operations, working for cattle veterinarians, and raising a few calves himself. Joe graduated from high school in Missouri and went to his in-state land grant, the University of Missouri, to further his cattle education. He graduated from "MIZZOU" in 2010 with a B.S. in Animal Science completing capstones in both Dairy and Beef Production.

Joe's career in Animal Health has led him across Illinois, Wisconsin, and Missouri. He currently works for Endovac Animal Health as Director of Sales. In this role he works with cattlemen coast to coast in all three phases of the beef industry, specializing in vaccines. While he has had to move several times early in his career, Joe now offices out of his home in Lancaster, WI. This has allowed him to establish a small herd of registered Red Angus cattle at his uncle's farm near Bloomington, WI. He is looking forward to expanding his herd and continued involvement with WCA.



Scholarship Update

Rob Vyvyan
vyvyanrob@hotmail.com

Kathy Miller has stepped down from the scholarship committee. The scholarship committee would like to thank Kathy for all she did while serving as the chair for many years. Moving forward Rob Vyvyan has agreed to take on this role.

The 2019 WCA scholarship applications have been received. The committee looks forward to evaluating the thirty six applications. The top 10 will be selected near the end of April.



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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

2019 WCA SUMMER TOUR JUNE 22, 2019



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

Rush Creek Ranch

Viroqua, WI

Rush Creek Ranch, operated by Reid and Matt Ludlow, is a stocker operation located in the hills of southwest Wisconsin. The operation buys extremely light weight calves throughout the Southeastern United States during the winter and contracts with other producers to precondition and graze them until spring. Reid has grown Rush Creek Ranch into an extremely intensive rotational grazing operation. Initially running cattle on 40-acre pastures, Rush Creek Ranch has evolved into a much more intensely rotated operation. Today, Rush Creek Ranch runs 8 separate sets of cattle ranging from 600-900 head, and the pastures are all divided into 5-acre pastures. Becoming more intense through rotational grazing has enabled Rush Creek Ranch to increase stocking density 5% per year without adding any additional acres to their operation. The Ludlow's have made significant investments in electric fencing to divide the pastures, water lines, and tanks to best utilize the rough hills of Southwestern Wisconsin. This operation has perfected their management system to become an expert in pasture management, parasite control, price risk management, and marketing decisions.

Woodhill Farms

Viroqua, WI

Woodhill Farms, located in Viroqua, WI, is an Angus seed stock operation known for performance. The operation is owned by Borgen and McCulloh and a majority of the income from the farm is from the sale of Angus bulls and breeding females. Brian McCulloh manages the operation on a day to day basis and has been a leader in Angus breed to focus on utilizing breeding objectives, EPD's and genomics in their selection. Besides being focused on genetics and performance of their cattle, Woodhill is focused on forage management to improve utilization and maximize the use of the land through utilization of intensive grazing, cover crops, and focused nutrition. The farm has dedicated over 3 decades to producing sound functional, problem-free cattle where the cattle have had to work and prove themselves in the Wisconsin environment.

Spring Creeks Cattle Company


Wauzeka, WI

Bob Mitchell and his family operate Spring Creeks Cattle Company in Southwest Wisconsin near Wauzeka in Crawford County. Bob started the operation by purchasing his first farm near Linden, WI in 1976 after growing up in town. In 1991 he purchased the first purebred cattle and transitioned the operation to Crawford County in the early 2000's. The family's 600 head seedstock and commercial cow calf operation includes Bob and his wife, Rhonda, and the families of their three sons Matt, Bart, and Scott. They raise Limousin, Lim-Flex, Angus, and crossbred cattle with selling replacement bulls and females in addition to marketing feeder cattle. The Mitchell family all take individual roles in the operation caring for the cattle and producing feed to support the cattle operation. The operation also hold a joint production sale with Marda Angus Farms each fall since 2014 and will hold their 2nd Bull Sale this year.

For more information, visit www.wisconsincattlemen.com

Wisconsin Cattlemen's Association

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WCA
Upcoming Events

- WCA Summer Tour
June 22nd
- Shorthorn Junior Nationals
June 17th—22nd
- Angus Junior Nationals
July 14th-20th
- Farm Tech Days
July 23rd-25th
- World Beef Expo
September 27th-29th

Thank you Sponsors!

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- Hubbard Feeds
- Nasco
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