

# CATTLE TRAILS

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

September 2017



## President's Path

Jena Swanson, WCA  
President  
[jenaswanson@yahoo.com](mailto:jenaswanson@yahoo.com)

The Wisconsin Cattlemen's Association has been very busy this summer and early fall. For our organization, summer means a busy season filled with county fairs, events, and grilling ribeye sandwiches at the Steak Trailer.

The Farm Technology Days committee worked diligently this summer to host another successful Beef Tent event. We greatly appreciate the long hours and dedication they put into this event, and their commitment to the state's beef industry. New this year, the Beef Tent featured famed ag entertainer, Greg Peterson, of the Peterson Farm Bros. In case you missed it, the event was held July 11-13, at Ebert Enterprises, Algoma, WI. If you would like to participate or volunteer for next year's Beef Tent, please reach out to the committee chairmen, Cody Quam.

We also recently wrapped up the Wisconsin State Fair. Several members and their families participate and attend this event each year. This also marks one of our most important Steak Trailer events, and we continue to have a strong presence year over year at this event.

It's hard to believe, but World Beef Expo is just around the corner! The event will take place September 22-24 at Wisconsin

State Fair Park, and marks the 25<sup>th</sup> anniversary of the event. The Wisconsin Cattlemen's Association is a sponsor of this event and will also be serving delicious ribeye sandwiches at the Steak Trailer. Make sure to attend this event and network with other members and industry professionals. Don't forget to stop by our tradeshow booth, where we'll be promoting our organization and sharing the value of becoming a Wisconsin Cattlemen's Association member.

Another event right around the corner is World Dairy Expo, which will be held October 3-7 at the Alliant Energy Center. Make sure to attend this event as well and visit the Steak Trailer and our tradeshow booth, where we'll share our message and the benefits of the Wisconsin Cattlemen's Association.

We are seeking members to work the tradeshow booth at both events. If you are available, reach out to membership committee chairmen, David Lee Schneider.

Within this issue of Cattle Trails, look for further information on the 2018 winter conference. We will be holding the event at the Chula Vista resort in Wisconsin Dells.

Wondering why you should attend? Here's three reasons to mark your calendar for February 9-10, 2018.

- Cattlemen's College sessions will include information on ag law, grazing, herd health and economic decision tools

- Updates on key legislative issues
- Network with fellow beef producers and industry representatives

If you have questions or want to get more involved with our committees or activities, don't hesitate to reach out to the WCA office at [info@wisconsincattlemen.com](mailto:info@wisconsincattlemen.com) or 608-228-1457.



## WI Cattlemen's Association

### Executive Committee

Jena Swanson— President

Eric Johnson— President Elect

Austin Arndt— Past President

Mackenzie Cash— Secretary

David Delong— Treasurer

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# Cows & Bulls: A Critical Asset to the Beef Industry

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

In the U.S. beef industry, sales of cull breeding animals now contribute up to 20 percent of operational gross revenue for both beef and dairy operations. In a state like Wisconsin with a large breeding and dairy industry, the percentage is probably higher.

The reasons for marketing dairy and beef animals for beef are varied. It's important for the industry to understand ways we can improve quality and minimize economic losses in this important portion of the market.

That's why the 2016 National Beef Quality Audit for Cows and Bulls, conducted through the Beef Checkoff Program, is so important. It provides a valuable set of data and tools to guide us as we improve beef cow and bull production capabilities, as well as assure the lives of cows and bulls are up to the highest standards for beef stewardship.

This kind of research hadn't been done since 2007. A checkoff-funded market cow and bull audit was first conducted to complement the National Beef Quality Audit program in 1994. Among the findings of the 1994 report were that harvest cows and bulls were often not being marketed in a timely manner; beef and dairy cows frequently had inadequate muscling at harvest; too many market cows were disabled prior to harvest; too many market cattle and carcasses were condemned; and too many carcasses had excessive bruises.

Through the implementation of suggestions from audits that followed, many of these issues have been addressed through the years. In fact, the 2007 Audit

found that the industry had made significant improvements in herd management techniques; animal welfare and handling; hide damage; injection site locations; and bruises.

It also, however, identified four areas for industry improvement: recognize and optimize the value of market cows and bulls; be proactive to ensure the safety and integrity of the product; use appropriate management and handling practices to prevent quality defects; and closely monitor herd health and market cattle appropriately and in a timely fashion.

The 2016 research shows we're making further progress in areas that have been identified as key priorities in past audits.

For instance, the 2016 NBQA for cows and bulls showed noticeable improvements as the animals entered the harvest facilities. This included better soundness of animals, a reduction in injection site lesions, and an increased percentage of cattle that had no visible defects.

The research also suggested future research should be focused on:

1. Appropriate management of cull cows and bulls to increase muscle condition before harvest;
2. Culling animals before physical defects are too severe and cause animal welfare concerns or carcass condemnation; and ways to eliminate carcass bruising on the farm, in transport and at the packing facility.

Additional emphasis in extensive education and beef quality assurance programs can further propel the momentum of the cow and bull industry. For a copy of the executive summary of the 2016 NBQA Cow and Bull report, or for information about the 2016 NBQA for Steers and Heifers or for more information on the Beef Quality Assurance program, go to [www.bqa.org](http://www.bqa.org).

Stop at the Wisconsin Beef Council booth

or the FARM/BQA booth at World Dairy Expo and get more information about the BQA Audit.

BEEF. IT'S What's for Dinner!!!!



## Opportunity in Value-Added Dairy-Beef Calves

*Aerica Bjurstrom  
Agriculture Agent  
bjurstrom.aerica@kewauneeco.org*

Genomics has changed the face of the livestock industry. Culling decisions can now be made on a computer without even seeing the animal. Genomics has also created opportunity decisions. The biggest by-product of the dairy industry is the Holstein bull calf. Raising Holstein steers can be a profitable venture when beef prices are favorable, but just like any commodity, volatility is a challenge to manage. Both dairy and beef producers have seen, and seized an opportunity to create a value-added calf by using genomics.

UW-Extension agents serving on the 2017 Farm Technology Days education committee had a unique opportunity to learn more about how dairy-beef cattle perform on farm and in the cooler. Ebert Enterprises, host of the 2017 Kewaunee County Farm Technology Days show maintains current milking herd size at approximately 3,500 cows. In order to maintain herd size, a beef crossbreeding program using a Sim-Angus sire is implemented on the bottom one-third of the herd. Cows are bred to beef each service until she is culled from the herd. All dairy-beef heifer and bull calves born on the farm are raised out for beef.

Newborn calves are treated and processed the same as dairy calves on the farm. Newborns are fed one gallon of high quality colostrum and vaccinated with three-way vaccination.

Calves are individually housed in pens for 5-7 days and fed three quarts of pasteurized milk twice daily. Calves are then moved to a mob feeder in groups of 25 and fed approximately three gallons of milk per day. Dairy calves and dairy beef calves are housed separately. Calves are also outfitted with jackets in cold months for approximately 30 days.

After weaning at 60 days, calves are fed a grain and forage diet and housed in groups of 10-12. At approximately 5-6 months of age, animals are fed a diet consisting of dairy herd refusals and additional minerals until they are sold at approximately 1,400 pounds. Ration feed cost to gain is valued at \$0.48/lb. Yardage cost to gain is \$0.84. Other costs per head totaled \$161. Breakeven price sold was \$106/cwt.

Seventeen head of cattle from Ebert Enterprises were processed at a local slaughter plant. The lot consisted of ten steers and seven heifers. All the beef from the animals was ground and served as burgers at Farm Technology Days. Carcasses were evaluated two days post-slaughter for yield grade and quality grade. Individual live weights of the animals were not available for the lot, so estimated weights were determined based off a 60% dress percentage.

For choice or better steers and heifers, value was assigned at \$110/hundredweight (cwt), and high yielding choice or better steers and heifers at \$121/cwt based on calculated yield grade. Animals with yield grade of 1 or 2 were assigned the high yielding average value (\$121/cwt), while animals with yield grade 3 or below were assigned the average yielding value (\$110/cwt) based on the assumption buyers were paying more for the higher yielding animals on a live weight basis. The Feedlot Enterprise Worksheet used to calculate breakeven prices and cost to gain prices is available on the Wisconsin Beef Information Center website at <https://goo.gl/53rBeb>

Using a beef breeding program in the herd gives dairy farmers an opportunity to add value to an industry by-product. Feedlot owners can also benefit by purchasing a lower priced calf and feeding it out with decent profitability potential. Just like any livestock venture, individual performance and profit is based on management, input costs, and sale price.

Please visit the Wisconsin Beef Information Center website at <http://fyi.uwex.edu/wbic/> to see live and carcass images of each animal in the group. Be sure to bookmark the Wisconsin Beef Information Center website and like us on Facebook at Wisconsin Beef Information Center.



## Membership Shoutout!

*David Lee Schneider, Membership Committee Chairman*  
[davidleeschneider@yahoo.com](mailto:davidleeschneider@yahoo.com)

World Beef Expo 2017 is soon approaching on September 22nd, 23rd, and 24th. The title of this event has 3 words; World, Beef, and Expo. World; being the entire geographical area of planet Earth, and mostly comprised of land, sea, and air. Beef meaning a particular type of cattle that are specifically designed for producing many products and by-products used by people for food, medicine, clothing, make-up, pharmaceuticals, and different supplies. Expo meaning a special public event directed towards a specific topic or industry.

World Beef Expo is a very special event, specifically for showcasing our beef cattle industry to the entire World. We are very fortunate to have such an event held in Wisconsin. Many different breeds of cattle with superior genetics are proudly displayed by farmers and ranchers. There are many food vendors that offer

nutritious, delicious, safe, wholesome meals to all comers at an affordable price. The Wisconsin Cattlemen's Association will be at WBE with the famous "Steak Trailer", offering beef as a delicious menu item.

The amount of meat harvested from a bovine ungulate varies. On average, a 1200 pound steer supplies a 750 pound carcass, comprised of ½ inch of fat, and yields 490 pounds of boneless beef. This can produce 2 tri-tip roasts each weighing about 1 ½ pounds. In a half of a beef, there are approximately 12 roasts, 14 T-bone steaks, 5 sirloin steaks, 5 sirloin tip steaks, 14 rib-eye steaks, 4 filet mignon steaks, and 6 round steaks. There are also short ribs, flank steak, stew meats, brisket, and approximately 75 pounds of ground beef. Also, tripe, honeycomb, omasum, heart, kidneys, liver, cheek steaks, and many other variety meats. These figures can be doubled to give an approximate yield from 1 entire cow. Beef meat provides essential nutrients of which a few are; iron, choline, protein, selenium, zinc, phosphorus, niacin, riboflavin, along with vitamins B6 and B12. Research shows that including lean beef in a daily diet can improve cholesterol levels.

World Dairy Expo is also soon approaching on October 3rd-7th. The title of this event also has 3 words, of which 2 are the same as WBE. WDE is also a very special event, and again, we are very fortunate to have such an event held in Wisconsin. Displayed are the many different breeds of dairy cattle showing their awesome modern day genetics. Dairy cattle produce both dairy products and beef products. Milk, cheese, and of course ice cream are just a few of the many dairy products that are produced by these awesome dairy cattle.

Come to each event to support your cattle industry and have a great meal comprised of beef topped with cheese, and wash it down with a glass of fresh cold

(Continued) milk with ice cream for dessert. There are many vendors displaying modern products and services at both of these upcoming Expos'. Stop by the WCA trade booth and visit awhile too. If you would like to volunteer sometime in the WCA booth, talking with others about the Wisconsin Cattlemen's Association and our cattle industry, contact David Lee Schneider at [davidleeschneider@yahoo.com](mailto:davidleeschneider@yahoo.com) or 920-321-6701. The WCA is always interested in new members, so bring some friends. Come out to both events and support your cattle industry!



## 2018 Winter Conference

*Amy Radunz, Agriculture Educator  
amy.radunz@uwrf.edu*

The 2018 WCA Winter Conference will be held on Feb. 9 and 10 at Chula Vista Resort in Wisconsin Dells. The program will focus on education, networking, entertainment, and legislative updates. The conference will start with Cattlemen's College with 4 breakout sessions that include topics on Ag Law for beef landowners, Beef Herd Health 101, Grazing Basics, and UW Extension Economic Decision Tools.

One major change to the schedule is the WCA Annual Meeting will be held over lunch on Friday instead of Saturday. Following the Annual Meeting, you will receive legislative updates from WCA Legislative Committee and NCBA president. The keynote speakers in the afternoon will focus on what are consumers concerns and how can we address and communicate with consumers. Ryan Goodman, NCBA director of Grassroots Advocacy will lead one of the sessions.

The day will end with opportunities to network with fellow cattlemen and indus-

try at the beer and brews reception. During this time we will have a Bull Session where seedstock producers can provide information on upcoming seedstock sales and producers can learn more about EPD's. The trade show will remain open and provide a chance to visit more with our exhibitors. We will finish the night honoring our WCA Cattlemen of the Year and Friend of the Cattlemen and raising funds through the Silent Auction to send a young producer NCBA while also being entertained by Soggy Bottom Prairie Boys.

On Saturday, WCA committee and board meetings will be held in the morning. Wisconsin Angus and Shorthorn Associations will also hold their annual meetings that day.

Here are a few things to keep in mind regarding the Conference.

Registration and hotel information will be posted on our website. Note the room block will be until Jan. 9<sup>th</sup> with room rate of \$109, however after this date those rates will increase to \$169-179 per night. So don't forget to book your hotel room before the end of the year!

Annual Meeting will be held on Friday instead of Saturday.

If you would like to exhibit at the conference, please contact Amy Radunz

Also if you are interested in participating in the Bull Session on Friday afternoon to reserve space and advertise for this session you will find more details on the website.

Items would be appreciated for the Silent Auction and contact Eric Johnson if you would like to donate.

Please join us for this great event and program! Updated information can be found at:

[www.wisconsinincattlemen.com](http://www.wisconsinincattlemen.com)



## 2017 Farm Technology Days

*Cody Quam, Farm Tech Days  
Committee Chair  
mardaangusfarm@gmail.com*

The 2017 Farm Technology days Beef tent was a great success. It showcased the great diversity in the Wisconsin Beef industry by having 11 different breeds of cattle on display along with industry partners in the tent with us. We had beef cutting demos highlighting consumer friendly and cost effective cuts of beef as well as samples for people to see and try. We had some rain during the week but that did not stop the crowds from being great and interactive with the exhibitors.

We were excited to have had the opportunity to have Greg Peterson of the Peterson Brothers come in for Wednesday afternoon. We had a great crowd in to meet him and listen to his message. If you do not know, the Peterson Brothers are a YouTube hit who create parodies related to agriculture and a day on the farm. Greg and his brothers now travel the world promoting agriculture and beef production to consumers.

We could not do this without the help of many people throughout the year to plan and make this a great event to showcase the Wisconsin Beef industry. I would like to say thank you to these individuals for all their hard work and dedication to the beef industry and the Wisconsin Cattlemen's Beef Tent.

We are already planning a great event for the 2018 Wisconsin Farm Technology Days hosted in Wood County. See you all next year!





# Not a Mirage: Regulatory Relief on WOTUS

*Craig Uden, NCBA President*  
*Submitted by NCBA*

Not a Mirage: Regulatory Relief on WOTUS is in Sight After years of fighting, the end of the battle over the 2015 Waters of the United States (WOTUS) rule is finally in sight. On Sept. 27, the Environmental Protection Agency (EPA) and the Army Corps of Engineers (Corps) will close the public comment period on their proposal to repeal the 2015 rule. After this procedural step, the EPA and the Corps should be able to move forward with their plan to erase the 2015 WOTUS rule. The agencies will then embark on a second rulemaking process to replace the definition of "waters of the United States," and provide regulatory relief to farmers and ranchers across the country.

The road to regulatory relief from the 2015 WOTUS rule has been long and winding. When the Obama Administration first announced the rule in 2014, NCBA and other farm groups across the country sharply criticized the vast expansion of federal authority. They were joined by a chorus of other stakeholders concerned about the overly-broad definition of "waters of the United States." Even state and county government officials voiced their displeasure, concerned that the new rule would bring local water infrastructure – a county storm drain, for example – under federal jurisdiction.

The uncertainty was even more acute for cattlemen and women across the country. Instead of providing clear limits on federal jurisdiction on private land, the 2015 WOTUS rule provided a pathway for regulators to assume that any feature is federally jurisdictional, by virtue of a series of set-back distances that would

allow the government to regulate ponds or wetlands as far as 4,000 feet away from another jurisdictional water. The 4,000 foot set-back combined with an overly broad definition of tributary meant that just about any feature that can hold water would be a WOTUS. Another aspect of the rule gave government officials the power to broadly aggregate and regulate water features such as prairie pot-holes, coastal prairie wetlands, and vernal pools.

If it sounds confusing, that's because it is. The entire rule is riddled with ambiguous wording and broad classifications. Under the agencies' definition, the term "tributary" even includes intermittent streams, ephemeral streams, and ditches. In fact, the only thing definitively excluded from jurisdiction are swimming pools and koi ponds.

If the 2015 rule persists, it will be a boon to environmental lawyers and consultants, while throwing a wrench into day-to-day operations of cattle producers. Moving dirt near a mud hole or stock pond could become a federally-permitted activity for ranchers, and virtually all feedyard operators would be forced to get an EPA discharge permit. However, securing a permit in a timely manner might be a challenge – federal agencies are already struggling to handle a backlog of tens of thousands of water permit requests.

An Executive Order issued in February of this year set the federal government on a path towards a fix. Titled, "Restoring the Rule of Law, Federalism, and Economic Growth by Reviewing the 'Waters of the United States' Rule," the order directed the EPA and the Corps to review the 2015 WOTUS rule and engage in a fresh rulemaking process. A few months later, the EPA and Corps announced their proposal to rescind the 2015 rule.

Today, as the public comment period on the proposal to rescind the 2015 rule winds down, NCBA has been using every

opportunity to encourage members to share their views with the EPA and the Corps. If you have not already done so, please take a few minutes to visit [www.beefusa.org](http://www.beefusa.org) and follow the link on the front page to submit comments. Together we can ensure that the voices of cattle producers are heard.



## Steak Trailer

*Dave Koning, Steak Trailer Manager*  
*dkoning@wekz.net*

State Fair ended with our largest sales in eleven years! More sales in hamburgers a few less of ribeyes. Working on WBE and WDE to finish out the year.

Changes for WBE : We have been informed that the location of steak trailer will be shifted to the far side of the WPP. Open for business from 11:00 am - 2 pm on Thursday September 21, to accommodate those setting up. Will be providing Exhibitor Dinner from 5 - 7 pm in WPP. Need a couple hands to work Thursday hours and Friday Sept 22 & Saturday Sept 23 from 11 am - 5 pm. We will be keeping track of all the "free" food that is requested for the ring people and will be sending a bill to WBE.

WDE: Have a good group of workers lined up. Filling spots for cashiers.

Hoping for a good final two events in 2017!

# Legislative Summary

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

**High Capacity Well Legislation Enacted – 2017 WI Act 10.** On June 2, 2017, Governor Walker signed legislation creating a framework for the treatment of EXISTING high capacity wells that will *no additional DNR review or approval* to repair, replace, reconstruct or transfer ownership of an existing high capacity well. In addition, the legislation requires the DNR to study the hydrology of three lakes in the central sands area of Wisconsin. This legislation was enacted as [2017 Wisconsin Act 10](#).

**NR 151 – DNR Releases Proposed Targeted Nonpoint Source Pollution Performance Standards for Spreading Manure over Certain Karst Areas.** DNR has released a draft of proposed changes to NR 151, Wisconsin's nonpoint source pollution rule. The draft establishes an area for implementation of a new targeted performance standard for the mechanical application of manure over "Silurian bedrock," which is found in the north-east and eastern part of the state. The rule establishes performance standards and prohibitions that will apply in areas with 20 feet or less of soils over Silurian bedrock but defers development of the methodology that will be used to verify soil depth to the DATCP corresponding rule – ATCP 50, which will have to be developed if this revision to NR 151 is adopted. **The public hearing on these proposed changes will be held in Green Bay and Madison (via video conference) on September 11, 2017.**

Written comments will be accepted until September 29, 2017. Link to the NR 151 draft rule: <http://dnr.wi.gov/news/input/documents/rules/WT1516DraftRule.pdf>.

**ATCP 51 –Revisions to Wisconsin's Livestock Siting Rule Proposed.** At their July 20, 2017 meeting, the DATCP Board reviewed proposed revisions to ATCP 51 in the form of a draft rule change. However, the Board has not yet taken action on the draft rule. The Board directed DATCP to conduct several stakeholder meetings to get feedback on the proposed changes and report back to the Board at their September meeting. Accordingly, no hearings have been set for this rule draft. The revised Livestock Facility Siting Rule (ATCP 51) revises several aspects of the siting rule including incorporating revised ATCP 50 (the new "590"), creating new setbacks from property lines and roads, and creating a new system for evaluating odor from livestock structures, which is based on setback distances, as opposed to the current "odor scoring" method. **Link to draft – ATCP 51:** <https://datcp.wi.gov/Documents/07202017.10.ATCP51HearingDraft.pdf>

**Transportation Budget / IOH Sunset Repeal Sought.** Negotiations on the State of Wisconsin transportation budget stalled in July, but late in August, budget action got back underway. Wisconsin farm groups are supporting the repeal of the IOH sunset in the budget bill. The "sunset" (elimination) of the current no fee IOH program will go occur on Jan. 1, 2020 if it is not repealed. This issue is expected to be considered when the transportation budget is debated.

**Change to Wolf Damage Payments Approved in JFC Budget.** Earlier this summer, the Joint Committee on Finance voted to include a provision in their budget package that would prohibit the DNR from prorating claims for damage associated with gray wolves. The Committee motion requires the DNR to utilize any applicable federal funds for these damage payments. If federal funds are insufficient, then the DNR is required to utilize endangered resources funds from the general fund or from the endangered resources account of the conservation fund. If these funds are also insufficient, then the DNR can seek additional funds through a specific legislative process. In addition, the motion requires the DNR to pay each wolf damage claim as soon as the DNR determines that the claim is eligible for reimbursement. These provisions would stay in effect as long as the gray wolf is on the federal or state endangered species list.



## FOR YOUR INFORMATION:

As of October 1st, 2017, NCBA annual membership dues will have increased from \$125.00 to \$150.00. Please plan accordingly when updating your NCBA membership after this date.

## WI Cattlemen's Association

### Upcoming Events

**World Beef Expo**

September 22nd– 24th

**World Dairy Expo**

October 3rd– 7th

**National Cattle Industry Convention**

January 31st– February 2nd

**2018 WCA Winter Conference**

February 9th-10th



Pictured above: David Delong (Treasurer, WCA) Daniel Walsh and Marcia Delong

Congratulations to Daniel Walsh of Mauston for being the Wisconsin FFA Beef Production-Entrepreneurship Proficiency Winner at the 2017 Wisconsin FFA Convention! This award was sponsored by the Wisconsin Cattlemen's Association.

## Contact Us

### Wisconsin Cattlemen's Association

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connected with WCA!

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## Meet Cattleman Matt Ludlow

Matt Ludlow is part of a family business, Rush Creek Ranch. Matt and his father, Reid, run an intensive rotational grazing operation near Viroqua. Rush Creek Ranch was established in 1976 and has grown in both acres and number of stockers being run since its inception. Currently, the operation runs stockers on grass from the first of May until late November or early December. All of the calves are purchased and straightened out in the southeastern United States prior to being sent to Wisconsin. Matt is a member of multiple committees and the Board of Directors for the Wisconsin Cattlemen's Association. Additionally, Matt is an active member of the NCBA; he just completed the Young Cattlemen's Conference this past June which was an incredible, once in a lifetime experience. Matt attended the University of Denver where he graduated with a degree in Finance and Economics. Today, Matt and his wife, Holli, have three boys: Owen, Griffin, and Graham.





Wisconsin Cattlemen's Association  
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