



WISCONSIN CATTLEMEN'S ASSOCIATION

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May 9, 2022

Dear Future WCA Sponsor:

The Wisconsin Cattlemen's Association (WCA) is the voice of the Wisconsin cattle producer. Through our legislative efforts in Madison, we continue to represent and protect the beef industry's best interests. As the result of your generous support for WCA, you have helped our efforts to invest in the future of Wisconsin's beef industry.

The past year was very active legislatively, with WCA engaging on key issues, including:

- Securing funding for a State Beef Extension specialist
- Increased funding for expanding local meat processing capacity
- Preserving the farm tank fuel exemption
- Passing water quality legislation focused on farmer led initiatives

We appreciate your consideration of sponsorship this year of the organization and our activities. As in the past, sponsors will have their name and logo promoted at all WCA activities for the entire year, including Summer Tour, Steak Trailer events, Cattle Trails newsletter, WCA Facebook page feature, and the WCA website.

As a valued sponsor, we hope this will gain you more recognition for your efforts and we look forward to partnering with you for 2022. Enclosed, please find a copy of the 2022 Sponsorship Form. We are also able to process your sponsorship online, please visit: <https://www.wisconsincattlemen.com/about-wca/sponsors/become-a-sponsor>

Sincerely,

Brady Zuck
WCA President
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Matt Ludlow
WCA Past President
608-632-1607
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WCA Events and Programs

*We encourage you to go to our website to find more current information about WCA.
www.wisconsin cattlemen.com*

Legislation

Through our legislative efforts in Madison, we continue to represent and protect the beef producer's best interests. WCA's lobbying efforts ensure cattle producers have their voices heard at the Capitol. Our political involvement shows our commitment to the future and sustainability of a viable Wisconsin beef industry. WCA is the organization that will speak for and protect the best interests of our beef industry.

WCA Summer Tour

Planning is underway for the 2022 WCA Summer Tour, which will take place on June 18th in the Menomonie, WI area. Current planned stops include two commercial cow-calf operations and a modern feed manufacturing facility. We look forward to having WCA members together to tour industry leading operations, meet fellow producers, and hear from leaders in the beef industry.

Steak Trailer

The WCA Steak Trailer is seen by millions of people at the WPS Farm Show, Midwest Horse Fair, Wisconsin State Fair, World Beef Expo, and World Dairy Expo. There is no better way to promote beef than with a ribeye, which is an excellent source of high-quality protein in a low calorie, nutrient-rich package. The highlight of the steak trailer menu is the ribeye steak sandwich, where thousands are served and enjoyed every year. The steak trailer will feature a prominent sign to greet the visitors throughout their 2022 events.

Supporting Youth and the Beef Industry

Annually, WCA sponsors many different awards and events for the Wisconsin Beef Industry and especially its youth, including:

- Five scholarships given out each spring to high school seniors
- Travel grants to students attending cattle related programs
- Scholarship for young cattlemen to attend NCBA Annual Convention

