



# WISCONSIN CATTLEMEN'S ASSOCIATION

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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 generous support for WCA, our sponsors help invest in the future of Wisconsin's beef industry.

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

- Advocating for agricultural interests within the 2023 WI DNR Wolf Management Plan
- Supporting increased funding for expanding local meat processing capacity and investing in workforce development
- Passing water quality legislation focused on farmer led initiatives
- Securing increased finances for Wisconsin Livestock Identification Consortium (WLIC)

We appreciate your consideration of sponsorship in 2024. As in the past, sponsors will have their name and logo promoted at all WCA activities for the entire year, including the Winter Conference, Summer Tour, and all Steak Trailer events, within the digital and print versions of the Cattle Trails newsletter, and on the WCA website. For a complete list of sponsor benefits, please reference the Sponsorship Form.

As a valued sponsor, we hope this will gain you more recognition for your efforts and we look forward to partnering with you for 2024. Below you will find a breakdown of the sponsorship levels. If you choose to mail in your 2024 Sponsorship Form, a copy is attached. We are also able to process your sponsorship online, please [click here](#).

Sincerely,

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

# WCA Events and Programs

## 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.

## Winter Conference

We are excited to announce the return of the WCA Winter Conference. On February 17th, 2024, cattle producers from across the state will gather for education speakers, legislative updates, and networking. We will hold our annual meeting in conjunction with the event.

## Summer Tour

Planning is underway for the 2024 WCA Summer Tour, which will take place on June 29<sup>th</sup>. The tour stops will provide attendees with exposure to diverse operations in different sectors of the beef industry. We look forward to having WCA members together to tour industry-leading operations, meet fellow producers, and hear from leaders in the beef industry. Four annual awards will be given.

## Steak Trailer

The WCA Steak Trailer serves thousands of customers at the WPS Farm Show, Midwest Horse Fair, Wisconsin State Fair, World Beef Expo, and World Dairy Expo. The highlight of the steak trailer menu continues to be the ribeye steak sandwich, with thousands served and enjoyed every year. The steak trailer will feature a prominent sign to greet the visitors throughout their 2024 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 educational opportunities
- Scholarship for young cattlemen to attend NCBA Annual Convention
- Wisconsin Beef Leadership Institute

***We encourage you to go to our website to find more current information about WCA. [www.wisconsincattlemen.com](http://www.wisconsincattlemen.com)***



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