

# cattleTRAILS

June 2024

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



WISCONSIN  
CATTLEMEN'S  
ASSOCIATION



## President's Path

Tressa Lacy, WCA President

I hope this Cattle Trails finds you admiring a prosperous calf crop. Unfortunately, it probably also finds you struggling to get your first crop of hay complete with the shocking amounts of rain we've had this spring. Maybe someone else can predict what the weather and markets are going to look like in six months, but it won't be me.

Instead, I'll stick to what I know which is what Cattlemen's has been doing and what we plan to do in the coming season. As mentioned at Winter Conference, the WCA Board of Directors has been working to update our policy book. While WCA Treasurer Gary Schmitt and I attended National Convention in Orlando at the beginning of this year, the traceability resolution versions that were proposed and passed were much more detailed than what WCA policy stated we supported. This experience alone made it my mission as incoming President to update our policies as soon as humanely possible. To enable WCA to be effective in generating policy at both the state and national levels, we need to have updated policies that reflect current issues. The Executive Board has worked diligently these last few months with our paid lobbyist, Jordan Lamb, to generate these policies. The final draft, after approval from the entire voting board, will be presented to WCA membership for voting at Summer Tour.

WCA is also fortunate to have a member that is trying to spread awareness about the organization and what cattle producers can do to strengthen our industry in Wisconsin. Be on the lookout for articles written by James Hundt!

Joe Nelson with Lanesboro Livestock Commission reached out to WCA to partner on a producer listening event on June

## Updating WCA Policy

"To enable WCA to be effective in generating policy at both the state and national levels, we need to have updated policies that reflect current issues."

5 in Coon Valley alongside the Livestock Marketing Association (LMA) and other affiliate organizations. LMA has held similar events in other states and has seen a lot of positives come out of these events. WCA is supportive of LMA's efforts at increasing the number of young producers that enter the livestock production industry.

The last update I want to share is regarding the progress made on delisting the gray wolf at the federal level. Like many stakeholders, Congress is losing patience with USFWS delays. In April, the House passed H.R.764 (Rep Boebert, CO) which would require USFWS to delist the wolves. The bill is now in the Senate, along with Senate initiated bills S.185 (Sen. Johnson, WI) which would do the same, and S.1788 (Sen. Baldwin, WI) which would require USFWS to update the post-delisting monitoring plan for the wolves in the Great Lakes. Please contact our WI Senators to voice your support of delisting the gray wolf as members of WCA.



Ron Johnson (202) 224-5323  
Tammy Baldwin (202) 224-5653

*-Tressa Lacy*

2024 WCA President

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# Membership Update

Tressa Lacy, WCA Membership Chair

The Wisconsin Cattlemen's Association continues to work diligently to represent all beef producers across the state – WCA member or not. We are stronger and able to do more with more producers who are involved with WCA.

A very real and current threat to the agriculture industry is animal activist groups like Farm Action and Organization of Competitive Markets. These groups, among others, are bringing in over \$800 million annually, often through misleading advertisements that claim donations will benefit pets when in reality, those contributions are funding attacks on livestock producers.

As we are all in the thick of "go time," there really is no better time to highlight to your cattlemen friends, neighbors, and relatives how WCA protects the livelihood of producers. Everyone reading this article is a better advocate locally than those of us on the Board could ever be when it comes to recruiting new members.

I am asking you to inform your fellow producers that WCA is the organization on the state level that advocates on behalf of beef producers and why having a voice in Madison is critical to the success and longevity of our industry.

I encourage you to share the efforts noted in this issue provided by Jordan Lamb from The Welch Group. Heck, read your Cattle Trails spring edition, then drop it in the pickup truck of someone who would care to be informed.

Thank you for your membership. As a membership-driven organization, you are the only way we can do our work for Wisconsin Cattlemen.

*-Tressa Lacy*

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## upcoming events:

**WCA Summer Tour**  
June 29  
Eastern WI

**Cattle Industry Summer Business Meeting**  
July 8-10  
San Diego, CA

**Stockmanship and Stewardship**  
August 28-29  
Lancaster, WI

**2024 Wisconsin Hereford Tour**  
August 24  
Southwest District

**CHECK OUR WEBSITE FOR THE LATEST EVENTS AND INFORMATION**

●●●●●●●●●●  
wisconsincattlemen.com

Would you like to receive Cattle Trails digitally? Email [kaitlyn@wisconsincattlemen.com](mailto:kaitlyn@wisconsincattlemen.com) to change your subscription preferences.

# Scholarship Update

Jeff Swenson, WCA Scholarship Chair

The Wisconsin Cattlemen's Association awards five scholarships of \$1,000 to high school seniors each year. Applicants must have a background in beef, veal, or dairy. This year the WCA received 30 applications from throughout the state with many deserving candidates. This year's scholarship recipients are:

- Chance Austin, Milton - planning to attend Iowa State University
- Breeze Bunker, Sparta - planning to attend Iowa State University
- Madison Kegley, Burlington – planning to attend the University of Wisconsin – River Falls
- Alex Manning, Prairie du Chein – planning to attend Southwest Wisconsin Technical College
- Emma Mason, Mineral Point – planning to attend the University of Wisconsin - Platteville

The recipients are required to complete Master of Beef Advocacy training to receive the scholarship funds. This year's scholarship committee is Jerry Huth, Gary Schmidt and committee chair Jeff Swenson.

# Cattle Trails Advertising

Half-page advertisements are available in Cattle Trails for \$50 per issue. Ad spaces for the September issue must be claimed by August 15, 2024.

Contact the WCA office for advertising details.  
Phone: (608) 228-1457 | Email: [kaitlyn@wisconsincattlemen.com](mailto:kaitlyn@wisconsincattlemen.com)

# Wisconsin Legislative Wrap-Up

Jordan Lamb

WCA Legislative Counsel

The Welch Group

**Divided Government.** The 2023-24 state legislative session began on Jan. 3, 2023, when Democratic Governor Tony Evers was inaugurated for his second term. At the same time, legislative Republicans gained the largest majority in the State Senate since 1969 and came close to a veto proof supermajority in the Assembly, falling just two seats short this session. This set up the dynamic of “divided government” again this session – meaning the Governor and the legislative majorities were from political parties.



**2023-25 Biennial State Budget Adopted.** The biennial state budget process occurs at the beginning of every legislative session and continues for six months. Gov. Evers delivered his budget address at the beginning of Feb. 2023, starting the state budget negotiations between Republicans and Democrats. By July 5, the 2023-25 budget bill, now 2023 Wisconsin Act 19, was signed into law by Gov. Evers after passing through the Joint Finance Committee and both chambers of the legislature. Gov. Evers utilized his veto power, making 51 partial vetoes, including striking out \$3 billion in tax cuts for the middle class, which came as a big surprise to the state’s Republicans. In total, the 2023-25 biennial budget allocated \$97.4 billion to be spent during 2023-2025.

**Supreme Court Balance Shifts.** Also, during this session, there was a shift of power on the Wisconsin State Supreme Court. On Aug. 1, Judge Janet Protasiewicz officially became Justice Protasiewicz, flipping the Wisconsin Supreme Court from a conservative majority to a more liberal majority for the first time in 15 years. Two redistricting lawsuits were filed during the fall of 2023, confirming the legislative Republicans’ fears about the new Justice and the new majority – they were planning to address Wisconsin’s legislative district maps.

**Wisconsin Gets News Legislative Maps for 2024.** On Dec. 22, the Wisconsin Supreme Court ruled the current Wisconsin legislative maps were unconstitutional. Legislative Republicans attempted reconsideration of the decision, but the court denied it. The Legislature then passed legislation adopting maps that were originally proposed by Gov. Evers. These new maps were signed into law on Feb. 19. Under these new maps, Democrats are expected to gain seats in both houses in the 2024 elections.

**The Legislature is Adjourned - Work Continues.** The Assembly adjourned their last legislative floor session on Feb. 22. The Senate adjourned on March 12. The Governor acted on bills through mid-April. The Wisconsin State Legislature currently stands adjourned until Jan. 2025 barring an emergency. Legislative committee work can continue but is unlikely. Work on administrative rules by State Agencies can and will continue.

## HIGHLIGHTS OF THE 2023-24 SESSION

The Wisconsin Cattlemen’s Association worked on multiple issues throughout this session. Below are some of the highlights.

**ENACTED - Agricultural Road Improvement Program (ARIP)** (SB 247 / AB 244 and 2023-25 Biennial Budget). \$150 million in one-time funding to the Department of Transportation to create a grant program for municipalities with posted roads and

bridges to provide funding to improve those roads and upgrade them to non-posted construction standards.

**ENACTED - Nitrogen Optimization Pilot Grant Program Extension** (2023-25 Biennial Budget). \$1 million in funding for commercial Nitrogen Optimization Pilot Program (NOPP) research project grants in 2024 and 2025 to enhance the understanding of and refine new methods that optimize commercial nitrogen applied to agricultural fields.

**ENACTED - Cover Crop Insurance Premium Rebates** (2023-25 Biennial Budget). \$800,000 for \$5 per acre rebates (160,000 acres) against farmers’ 2024 crop insurance premiums for acres that were planted with cover crops in 2023 and then planted with an insurable crop the following year.

**ENACTED - Producer-led Watershed Grant Program** (2023-25 Biennial Budget). \$250,000 in additional funding to reach a total of \$2 million over the biennium for DATCP’s Producer-led Watershed Grant program for nonpoint source pollution abatement projects.

**ENACTED – Farmland Preservation Agreement Update** (2023 Wisconsin Act 42). Wisconsin’s farmland preservation program, administered by the Department of Agriculture, Trade and Consumer Protection (DATCP), encourages the preservation of land for agricultural use through farmland preservation agreements and tax credits. This legislation decreases the minimum term for farmland preservation agreements from 15 years to 10 years; increases the amounts of the tax credits; and expands eligibility for farmland preservation tax credits.

**VETOED – “Protect Our Farms” Legislation – Preemption of Local Animal Regulations** (AB 957 / SB 892). Representative Pronschinske and Senator Quinn introduced legislation that would have prevented local governments from adopting ordinances that would regulate animal care, restrict medications or vaccinations for animals and prevent governments from restricting the raising of particular species in any area that is zoned agricultural. This legislation was intended to protect livestock farming in agricultural areas and curb local regulations similar to California’s Proposition 12. The bill passed on a voice vote in the Assembly on Feb. 22 and passed in the Senate on a voice vote on March 13. However, animal rights protesters increased their presence in the Capitol after the bill’s passage to urge a veto of this legislation. Despite wide-ranging support from across Wisconsin farm, agribusiness and commodity sectors, Gov. Evers vetoed the bill on March 29, 2024.

**FAILED TO PASS – Farm Bureau Health Plan Legislation** (AB 860 / SB 811). Access to affordable health care is a generational barrier to family farmers and rural agribusiness owners across Wisconsin. Because of the income calculation under the ACA, health insurance coverage is often disproportionately unaffordable for farmers and their families. Representatives Kurtz, Moses and Dittrich and Senator Testin jointly authored legislation that would have authorized the Wisconsin Farm Bureau Federation to offer a health benefit plan to any Wisconsin Farm Bureau member. This type of plan is currently authorized to be offered by Farm Bureaus in several other states including TN, KS, IN, IA, and TX and has been very successful as another option for farmers in those states. The legislation had a hearing in both houses this session but failed to pass. The farm and commodity groups plan to work to bring this legislation back for consideration during the 2025-26 Wisconsin legislative session.

# Help Monitor Drought Conditions



The National Drought Mitigation Center, the National Integrated Drought Information System and the U.S. Department of Agriculture's Climate Hubs are working with states, tribes and others across the country to collect Condition Monitoring Observer Reports on Drought (CMOR-Drought), including photos.

They want to know how drought is affecting you. Reports will provide updates on local conditions. Those conditions appear on a map. The U.S. Drought Monitor (USDM) author may consult the CMOR map to help identify areas that need more attention.

The USDM triggers drought responses, including the Live-stock Forage Disaster Program and Internal Revenue Service

tax provisions. State agencies, including emergency management and public safety, may also make use of maps to know where to direct assistance.

CMOR uses Esri's Survey123 field app. Install the app either by searching for Survey123 at the app store or by entering [go.unl.edu/CMOR](http://go.unl.edu/CMOR) into the address bar or scanning the QR code, which will prompt you to download the app.



It is recommended to submit a photo each month or each season, to provide an ongoing comparison of wet, dry and normal conditions.

Questions? Please email [DIRinfo@unl.edu](mailto:DIRinfo@unl.edu).

## When it comes to pinkeye, here's your ounce of prevention.

The image shows a close-up of a cow's face, focusing on its eyes and ears. Two blue, teardrop-shaped insecticide ear tags are attached to the cow's ears. The cow's eyes appear slightly red, suggesting the presence of pinkeye.

The image shows the packaging for TRI-ZAP Insecticide Cattle Ear Tag. The packaging is blue and white and contains 20 ear tags. The text on the packaging includes: "CONTAINS 20 TAGS", "MADE IN USA", "ACTIVE INGREDIENTS", "CONTROLLED SUBSTANCE", "NET WT. 0.34 oz (9.5 grams) PER TAG", and "CONTENTS: 20 EAR TAGS".

ACTIVE INGREDIENTS	BY WEIGHT
Spinetoram (PFR)	1.00%
Abamectin	4.00%
Permethrin	30.00%
OTHER INGREDIENTS	65.00%
TOTAL	100.00%

Controls: Horn Flies, Face Flies, Lice, Spinose Ear Ticks.

Ingredients: Spinetoram, Abamectin, Permethrin.

Count on TRI-ZAP™ tags to stop face flies before they infect your cattle.

The V-Tex logo is in red and black, with the tagline "EXCELLENCE IN ANIMAL HEALTH" below it.

# Combating Flies This Spring



## Adam Hartfiel

Regional Livestock Educator - Adams, Green Lake, Waushara  
UW-Madison Division of Extension

Fly season is approaching, and flies on cattle operations can cause major problems if not properly controlled. Two of the most common fly species found on cattle are horn and face flies. Horn flies are found on the backs, shoulders, sides, and bellies of cattle and cause many problems, including significant blood loss over time. This can lead to decreased milk production, weight gain, and changes in grazing habits and overall behavior. Research has indicated that high horn fly numbers can reduce weaning weights by 4-15% and stocker gains by as much as 18%. Horn flies can also contribute to mastitis in lactating cows and heifers. Face flies are the other most common fly pestering cattle over summer. Face flies do not bite, but concentrate around the eyes, nose, and mouth of cattle and contribute to the onset and spread of pinkeye. Pinkeye causes reduced weight gains, eye pain, and/or reduced vision. Face flies are a summer fly and are especially active during the hotter days of July and August.

Flies go through many life cycles throughout the summer months. So, maintaining effective control throughout fly season is critical to diminishing their effect on cattle production. A life cycle can be completed every 10-20 days depending on moisture, temperature, and other weather conditions. Thankfully, there are multiple ways to combat flies that are relatively low labor. A combination of methods may be the best option to optimize fly control, time, and money.

Insecticidal ear tags are one option producers have to control summer flies. They are labeled primarily for horn flies and may also have face flies and other insects controlled listed on the label. The tags deliver a controlled release of insecticide. Once past the effective time listed on the label, the tags will continue to release a low rate of insecticide. Exposure to a low rate is one of the ways resistance is developed. Putting tags in too early and/or not taking them out at the end of the

season increases probability of exposing pests to low rates. To optimize control and minimize risk of resistance build up, time the application of tags to best match up with the active ingredient being present when it is needed most (usually late June in Wisconsin). Rotate active ingredients or the mode of action (MoA) in order to maintain effectiveness. It can be more effective to rotate the active ingredient more than once during the same fly season to combat resistance. Read the label for the active ingredient, duration of control, resistance management, and usage.

Remember that tags can be torn out of ears, covered with mud or manure, or can experience other unforeseen events that lead to their ineffectiveness.

Effective fly control depends on timing. This means administering all treatments at the correct time of year. Reading product labels can help identify correct timing. It also helps to know when flies can be most prevalent on your operation and how you can administer fly tags while causing the least amount of stress on your herd. Develop a plan to optimize money spent on fly control to ensure that your cattle are as fly free as they can be this summer.

*Reviewed by: UW-Extension Colleagues Bill Halfman and Sandy Stuttgart*

### Works Cited:

Boxler, D. (2021). Controlling Horn Flies on Pastured Cattle. University of Nebraska-Lincoln. <https://beef.unl.edu/beefwatch/2021/controlling-horn-flies-pastured-cattle>  
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Stuttgart, Sandra. (2020). Managing and Preventing Pinkeye. UW Division of Extension. <https://livestock.extension.wisc.edu/articles/managing-and-preventing-pinkeye/>

# Steak Trailer Update

Brady Zuck, WCA Steak Trailer Co-Chair

As we head into the summer months, the Steak Trailer is busy preparing for our largest event, the Wisconsin State Fair. Our first two events of the year, WPS Farm Show and Midwest Horse Fair, had solid sales. Due to the cost of products, we have raised our prices again to maintain our margin – fortunately, we have not received any negative feedback as consumers are expecting to pay higher prices at events. We recently had the front serving counters refinished to ensure we have a clean, professional appearance at each event.

The Steak Trailer is crucial to funding the activities of WCA – without it, we would not be able to continue to operate in our current capacity. Please consider volunteering at the Steak Trailer – even a few hours here and there is a great help! With the ongoing challenges with labor that we are all well aware of, coming together as a membership to support the Steak Trailer is more important now than ever.

If you know of a local 4-H/FFA/youth group looking for a

fundraising opportunity, consider the Steak Trailer! Please contact Carrie Goss (608-606-2356, wcasteaktrailer@gmail.com) to secure your group's time at an upcoming event for the 2024 season.

We want to thank you all for your continued support and look forward to another great year at the Wisconsin State Fair!

*-Brady Zuck*

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## 2024 Event Schedule

Wisconsin State Fair  
West Allis  
August 1-11

World Dairy Expo  
Madison  
Oct. 1-4

We are currently evaluating how to proceed with World Beef Expo, which will be held separately from the Harvest Fair due to security concerns at State Fair Park.

# Stockmanship & Stewardship Registration Open

2024

STOCKMANSHIP  
STEWARDSHIP



August 28 - 29th

Lancaster, WI

One of four national Stockmanship & Stewardships events will be held in Lancaster, Wis. August 28-29, 2024. Stockmanship & Stewardship is a unique educational experience for cattle producers featuring low-stress cattle handling demonstrations, Beef Quality Assurance (BQA) educational sessions, facility design sessions and industry updates.

Producers can engage with esteemed cattle producers who have been recognized for their land stewardship efforts at the regional and national levels as they participate in an interactive panel, offering insights into their approaches to raising beef cattle while enriching their land. Culver's restaurant, a strong advocate of farmers, will share their perspective on how sustainability and customer preferences influence their business decisions. A tour of the nearby University of Wisconsin Lancaster Ag Research Station will showcase the work done there with a focus on soil conservation and grazing projects.

The always popular low-stress cattle handling demonstra-

tions, led by Curt Pate and Dr. Ron Gill, will teach how using the animals' natural instincts helps improve cattle flow and makes handling easier and safer for both humans and animals. They will demonstrate using both beef cattle and beef x dairy cross cattle, providing tactics on how to move them differently based on their different instincts and behaviors. A chute side discussion will also be included.

Extension specialists and educators from Iowa State, Illinois and Wisconsin will lead breakout sessions addressing fitness for transport, pasture management, hairy heel warts, and several other topics. The conference will conclude with a dynamic panel discussion featuring AI company representatives who share how they are selecting for sustainability. Participants who attend the full training will also receive their BQA certification (a BQA test will be offered to those interested at the completion of the program on Aug. 29.)

Registration is available at [www.stockmanshipandstewardship.org](http://www.stockmanshipandstewardship.org).

# Beef Council Leaders Attend Trade Seminar to Study U.S. Beef's Market Potential in Korea, Japan



**Tammy Vaassen**  
Executive Director  
Wisconsin Beef Council

Fifteen beef industry leaders from 10 states, including Wisconsin, were in Seoul, South Korea, and Tokyo, Japan this May where they studied market conditions and U.S. beef's potential while witnessing and participating in U.S. beef promotions. Joe Meyer (Unity, Wis.) and Brady Klatt (Clinton, Wis.) represented Wisconsin Beef

Council on the trip. In both markets, the weeklong tour included U.S. Embassy briefings from Agricultural Trade Office staff and market updates from the U.S. Meat Export Federation (USMEF) staff. The trip was organized by USMEF.

The team also met with USMEF exporter members, visited a research and development center, and saw an online wholesaler in Seoul as well as the head office of a sauce and seasoning business in Tokyo. The team witnessed and participated in marketing activities including a beef trade seminar for the foodservice sector, a consumer seminar in Tokyo, and several retail promotions for U.S. beef in both markets. Team members also participated in a livestreaming event for U.S. beef with an e-commerce company in Seoul.

“It was interesting to see how the beef we raise is exported and marketed by USMEF in South Korea and Japan,” said Meyer. “I also learned that USMEF is able to leverage Beef Checkoff investments with USDA funds (from sources like market access and foreign market development programs) and in-market partnerships. For example, we participated in a cooking class for chefs that was partially funded by a propane company.”

According to Klatt, “sustainability is not defined or regarded in South Korea and Japan like it is here. They still have concerns about bovine spongiform encephalopathy (BSE) and traceability is important. When looking at the retail meat cases there, there is limited ground beef as compared to other beef cuts featured.”

“It was important for the group to see the Korean and Japanese markets for themselves,” John Hinners, USMEF senior vice president of industry relations said. “There is tremendous

competition in these high-value markets and team members asked to see firsthand how the industry works to differentiate high-quality U.S. beef with consumers. Both markets still hold strong potential for U.S. beef, and the team was able to see how checkoff dollars are working to develop new and emerging opportunities.”



*Meyer and Klatt presented during the beef trade seminar held in Tokyo, sharing details about their farms and how beef is raised in Wisconsin.*

Korea and Japan were the top volume markets for U.S. beef exports in 2023. Japan has continued to experience challenges with exports due to the strong U.S. dollar. However, optimism is strong as it relates to the foodservice sector driven by a rebound in tourism in both countries. In South Korea, 2022 was the first year that meat consumption exceeded rice; in fact, per capita consumption of beef has increased from 20.9 pounds in 2000 to 32.6 pounds in 2023.

Funding for a portion of the travel for Meyer and Klatt, along with expenses for the beef trade seminar in Tokyo was made possible, in part, by a grant Wisconsin Beef Council received from the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). The visit to Japan was designed to further enhance relationships with the foodservice trade in the country, as a follow-up from the Japanese trade team that Wisconsin Beef Council hosted in-state in 2023.

**Register Now!**

**SUMMER TOUR**



**DATE**

June 29, 2024



**LOCATION**

Eastern Wisconsin



**COST**

\$50 per person

\$45 for groups for 4 or more

**STOPS INCLUDE:**

- Riveredge Farms (Chilton)
- Nysse Land & Cattle (Denmark)
- Ebert Enterprises (Algoma)
- Homestead Kitchen and Tap (Algoma)



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Register now at [wisconsincattlemen.com/events/summer-tour](https://wisconsincattlemen.com/events/summer-tour)



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