

***Wisconsin Grass-fed Beef Cooperative—Annual Business Meeting
Held at the Wintergreen Resort, WI Dells on Saturday, February 28, 2015***

Introduction – Greg Nowicki, President called the meeting to order at 10:03 AM.

President Nowicki asked for any agenda changes. None were voiced. Motion to accept the agenda as presented by Rod Ofte, 2nd by Bob Pesz. **Motion passed.**

Nowicki then introduced the members of the Board of Directors and key team members of the Co-op. There were over 40 Co-op members and spouses/family, and key team members.

Approve 2014 Annual Meeting minutes – Szomi read the minutes. Motion to approve the minutes as read was made by Bob Pesz, 2nd by Mandy McGee. **Motion passed.**

Treasurer's Report – Tracey Hennessey, the Co-op's accountant, was on hand to provide the report. 2014 sales were just over \$1.2 million. Accounts receivable has dropped to 2-1/2 week turnaround and Accounts payable is averaging less than 2 weeks. The Co-op and its board is pleased to announce that this year we are able to give patronage checks to the members that have marketed product through the Co-op. CONGRATULATIONS!!

Tracey reviewed the check stub information since a lot of new Co-op members were present. If you have questions about the stub, please call Tracey, if you have a question about the weights call Pete/Rod—NOT the processor. Motion to accept the Treasurer's report as presented made by Laura Paine, 2nd by Mel Abel. **Motion passed.**

2014 Milestones & Sales Summary – Rod Ofte

2014 was a good year because of strong sales, but also record high producer payments and payment timing. The Co-op instituted a "Friends of the WGBC" programs where interested consumers can join for \$99/year, receive a 5% discount on product. Currently have 10 people. The Co-op did a trial at TTJ packaging, could be a good back-up processor. Congrats on 1st time ever patronage dividend! Rod updated the audience on the improved Co-op branding and Point of Sale products.

Challenges continue to be consistent supply of good cattle; higher than planned cost of goods sold (COGS); increasing competition.

2015 Business Approach - Stabilize & strengthen the Co-op's financial position & Solid double digit growth

Rod talked about the Co-op being the "Market of 1st choice" for our members. Reminded attendees that there is a \$100 gift card available for each new lead/member referral that joins & ships cattle, but also for members who volunteer at a demo. The Co-op will be transitioning to a tiered pricing where fats are one price, and unfinished cattle are lower. The proposal for 2015 is to have 25% growth with a gross profit of \$136,950 minus overhead of \$113,995 equals \$22,963 in net income.

Cattle Procurement – Pete Prochnow

Pete reviewed the required paperwork needed when you ship your cattle. Since there is only a one-page shipping form, please make a copy for yourself. The affidavit/bill of lading is the quality documentation. By filling this form out assures protocol compliance, protects the owner and is the ID for payment. Current forms, along with the shipping calendar, are available on the website. Discussion on the possibility of Co-op tags (either stick-on or ear)

Member Awards & Patronage - Now came the fun part of the meeting. WGBC Member of the year—Mandy McGee & Kerry Barnett; WGBC Producer of the Year— Al & Judy Lang. Patronage checks were distributed to Co-op members that were there.

Board Member Nominations and Election Results – two seats, 3 year terms were open for election. Nominees were Kevin Moore, Bob Pesz and Gene Schriefer. Motion to close the nominations made by Rod Ofte, 2nd by Greg Nowicki. **Motion passed.** After the ballots were counted **Congratulations** to Kevin and Gene.

Market of Choice - Rod gave a presentation on why the WGBC should be your market of choice. Much of it is yield difference between us and our competitors such as direct marketing or Thousand Hills. WGBC is averaging \$200 more per animal, based on 1,150 live weight and \$3/lb. Since we pay for heart, tongue, liver - their weight is included in the hanging (pay) weight.

Adjournment - Motion to adjourn was made by Russ Endres and 2nd by Judy Lang. **Motion passed.** Meeting adjourned at 12:00 PM.

Educational Session - Dr. Allen Williams gave a presentation on grass-fed beef characteristics, production challenges, genetics, carcass data, etc. It was an excellent interactive presentation that facilitated lots of discussion during and after the meeting. Thank you Allen for taking the time to attend our meeting!