

Beef bites:

- The Wisconsin Grass-fed Beef Coop now has **83 members**.
- All beef hot dogs are back for summer!
- July is Beef month—see recipes on page 4.
- Looking for someone to fill Pete Prochnow's vacant board seat. Contact Greg Nowicki if interested.
- **Custom Finisher Interest Survey - please fill out & return by July 27th!**

New Co-op Number:

1-800-745-9093

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WGBC Member Update - 2nd quarter

It is a good time to be a member of the Wisconsin Grass-fed Beef Cooperative. Improved distribution, strong sales and consistent profitability have allowed us to raise our base pay price to producer members three times in the first half of 2012. Effective July 1st 2012, our base price is \$2.35/lb hanging weight. Year to date, sales value growth is up 60% vs. 2011, and up 49% for the second quarter vs. the same time last year. Despite our premium producer pay price vs. the conventional market, we are still short of the cattle that we need to fully supply demand. If you know of any grass-fed beef producers who could qualify for the coop, please have them contact Pete Prochnow for more information.

We currently have a base of 63 active retail, restaurant, and wholesale customers across Wisconsin, and Illinois. New customers include Green Market and Pier 290 restaurant in Whitefish Bay. Our veal program continues with much stronger demand than we can supply. If you have young stock (400-600 lbs live weight) still on milk that you are interested in shipping along with your finished cattle, or cull cows, please contact our Production Manager, Pete Prochnow at 920-210-9177, and we may be able to take them.

With the coming of summer, we discontinued the beef breakfast strips and brought back the all American favorite, hot dogs, with organic spices and no nitrates or MSGs. The product is made at Usingers in Milwaukee, one of Wisconsin's most respected and oldest family-owned sausage companies.

Other highlights over the past few months include multiple product promotions and hot dog sampling events at all three Metcalfes store locations. We also help sampling events at all Outpost Foods stores in Milwaukee, where we were featured as a main product in their monthly flyer. We attended the Institutional Food Marketing Coalition forum in Madison and were featured at the REAP "Burgers and Brew" event at Capital Brewery (see special article for details) Consumers want to know where their food comes from and our retail partners value our presence in their stores to tell the story behind our product. Such events are critical to maintain sales growth and increase awareness of our brand, however we are very short of volunteers. Depending on the activity and store location, the WGBC offers up to a \$100 in store gift certificate to reward you for your time and effort in supporting the coop. If you are willing to consider supporting such an event, and helping your coop grow, please call me and I will add you to the list of potential candidates. Actual events will depend on your schedule and can be booked individually.

Many of our current customers were referred to us by friends or members of the coop and we need your help to continue to grow. If you know of anyone who would like to enjoy Wisconsin Meadows Brand 100% Grass-fed Beef, please have them contact me at sales@wisconsingrassfed.coop or call 608-451-2861.

Wisconsin Meadows is Featured at the 2012 Burgers and Brew Festival

On June 2nd 2012, Wisconsin Meadows was featured in REAP Food Group's annual Burgers and Brew Event at the Capital Brewery in Madison. REAP (Research, Education, Action and Policy on Food) is a non-profit organization that connects producers, consumers, policy makers, educators, businesses and organizations to nourish the links between land and table. REAP is committed to projects that shorten the distance from farm to table, support small family farmers, encourage sustainable agricultural practices, preserve the diversity and safety of our food supply and address the food security of everyone in our community.

At Capital Brewery, our team of WGBC Farmer members, Willy St Co-op and Pearl St Brewery delivered a "Meat and Potatoes" burger, consisting of 100% Wisconsin Meadows Grass-fed beef, Wisconsin cheese, garlic ketchup on a potato bun. Sampling lasted nearly 4 hours as we grilled, talked and handed out our wares. The event was a great opportunity to mix with end consumers who were anxious to learn more about our coop and product. One of the groups that I engaged in discussion was Wisconsin Foodie.com who did a video interview for later release on their website.

Rod Ofte – General Manager WGBC



Producers -

If you have questions on current prices, payment timing, cattle qualifications, new customer leads, etc... Please contact Rod Ofte, General Manager or a member of his team at 1-800-745-9093.

They'll get you the answer you need.

We Need Your Help...

We still have an open seat on the Board of Directors that needs filling. This seat was vacated when Pete Prochnow took on the role of Production Manager. If you would like to give guidance and direction to an exciting and growing business, here's your opportunity. The only requirements are that you have an internet connection and e-mail account since we do a lot of our communication via e-mail. We also have a monthly conference call board meeting requiring your participation. If you would like to support your coop by serving on the board or if you have any questions, please contact Greg Nowicki at 715-573-5610 or e-mail at eatgrasfed@gmail.com.

Producer Profile - Sand Hill Galloways *by Kevin Moore*

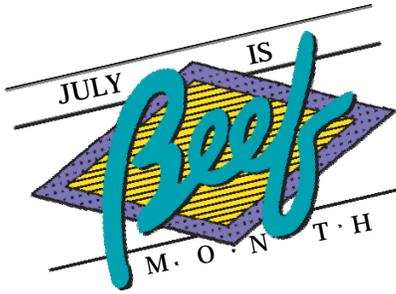
Sand Hill Galloways Farm in the hollows south of Avoca is the home of Jim and Marcia Blocker. They moved to southwestern Wisconsin in 2004 from Chicago's lake-front where Jim ran his own construction company specializing in high-rise homes and condos. The Blockers are currently raising 27 Galloway and Galloway / Shorthorn cross cattle, 3 dogs, 8 geese, 3 ducks and a flock of chickens.

Jim and Marcia are both artists. They met on a field trip to see the works of Concrete Park sculptor Fred Smith. A tour of their hexagon log home showcased Marcia's artistic talents. In her attached studio built from a Sears kit home she specializes in oils on canvas, pastels, watercolors and a unique technique called reverse painting on Plexiglas. Jim crafts signature frames to highlight her work from woods such as lace wood, purple heart and wenge wood.



The couple used income from harvesting mature hardwoods on the farm to install several miles of solar energized fencing and plant 54 acres of hay ground to orchard grass and red clover. Jim built a geothermal watering system that uses ground heat and water pressure to keep the cattle's water from freezing through Wisconsin's winters.

A John Deere Gator tour of the property demonstrated the challenges the couple faced turning 240 acres of forest, meadows and hills into a working cattle ranch. Challenges ranged from building fence on a limestone ridge top to keeping the cattle watered with no running water on the property to managing cattle with a boundary fence shared with larger producers. Jim said he has lost one calf to coyotes and abundant deer continue to cause damage to fences.



Cattle and beef production represent the largest single segment of America agriculture, with the U.S. Department of Agriculture noting that more farms are classified as beef-cattle operations (35%) than any other type. Though the observance differs from state to state, in Wisconsin, July is the month traditionally set aside to celebrate this important industry. We gladly do our bit to highlight Beef Month with an assortment of recipes.



ASIAN EXPRESS VEAL LETTUCE WRAPS

Total preparation and cooking time: 25 to 35 minutes (Makes 6 servings)

Ingredients:

<i>1-1/2 pounds ground veal</i>	<i>3/4 cup peanut sauce</i>
<i>2 cups chopped seeded cucumber</i>	<i>1/2 cup shredded carrot</i>
<i>1/4 cup torn fresh mint</i>	<i>12 large Boston lettuce leaves (about 2 heads)</i>
<i>Fresh mint (optional)</i>	

Instructions:

Heat large nonstick skillet over medium heat until hot. Add ground veal; cook 10 to 13 minutes, breaking into 3/4-inch crumbles and stirring occasionally. Pour off drippings, if necessary. Stir in peanut sauce; cook and stir until heated through.

Combine cucumber, carrot and torn mint with veal mixture. Season with salt and pepper, as desired. Serve veal mixture in lettuce leaves. Garnish with mint, if desired.

Cook's Tip: Cooking times are for fresh or thoroughly thawed ground veal. Ground veal should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of ground veal doneness.

Cook's Tip: Iceberg or romaine lettuce leaves may be substituted for Boston lettuce leaves.

This recipe is an excellent source of protein, niacin, vitamin B6 and zinc; and a good source of vitamin B12, iron and selenium.

Grilled Beef Tri-Tip with Tropical Fruit Salsa

Makes 6 to 8 servings

Ingredients:

1 beef tri-tip roast (1-1/2 to 2 pounds)

Lime-Honey Glaze:

2 tablespoons honey

2 teaspoons ground cumin

1 teaspoon salt

2 tablespoons fresh lime juice

1 teaspoon dry mustard

Tropical Fruit Salsa:

1-1/2 cups diced papaya or mango

2 jalapeño peppers, seeded, finely chopped

2 tablespoons fresh lime juice

1 tablespoon honey

1/2 cup diced plum tomatoes

2 tablespoons sliced green onion

1 tablespoon chopped fresh cilantro or parsley



Instructions

1. Combine glaze ingredients in small bowl.

2. Place roast on grid over medium, ash-covered coals or over medium heat on preheated gas grill. Grill; covered 25 to 35 minutes for medium rare to medium doneness, turning occasionally. Brush with glaze twice during last 10 minutes.

3. Meanwhile, combine salsa ingredients in medium bowl. Refrigerate until ready to serve.

4. Remove roast when instant-read thermometer registers 135°F for medium rare; 150°F for medium. Tent loosely with aluminum foil; let stand 10 minutes. (Temperature will continue to rise about 10°F to 145°F for medium rare; 160°F for medium.) Carve across the grain into thin slices. Serve with salsa.

This recipe is an excellent source of protein, niacin, vitamin B₆, selenium and zinc; and a good source of vitamin B₁₂, iron and choline.

Coop seeks members interested in custom forage finishing

The Wisconsin Grass-Fed Beef Cooperative has recently been awarded a \$28,000 private funds grant from the Wallace Center at Winrock International as part of a “pilot” pasture project focusing on expanding grass based animal agriculture in the Midwest. The purpose of the Pasture Project is reduce the impact of agriculture on water quality in the Mississippi River watershed by addressing barriers to expansion of grass based systems of meat production in the Midwest. We were chosen because of our unique business model that the Wallace Center believes can be replicated in other regions of the country further expanding grass based agriculture.

The grant project will involve working closely with Allen Williams, a nationally recognized expert on grass-fed beef production, to strengthen the Co-op’s business model and production system. The funds will be used to offset the costs of administering and carrying out the various project activities including costs for a membership survey, workshops and travel expenses for members, and market feasibility studies, to name a few.

The focus of the project addresses the co-op’s, and the grass-fed beef industry’s key operational challenge – increasing year-round volume and consistency of the grass-fed beef supply. One avenue for achieving this is through specialization, that is, we hope to identify and help set up custom forage finishers within the co-op who would be willing to focus on larger volume, high gain finishing of meat animals. Although members would be welcome to continue finishing their own cattle, our goal is that these custom finishing farms could take over the bulk of finishing for the co-op.



To get started, we need additional information from you, our membership, to help us assess our current and future ability to supply the market and to develop a 5-10 year growth strategy. Attached to this newsletter is a questionnaire that we ask you to fill out and return by July 27 – we have include a self addressed stamped envelope. Please take the time to return this as it is vital for our planning. If you are interested in considering being a custom forage finisher, please contact Greg at (715) 257-7146. Thank you for your anticipated response.



Wisconsin Grass-Fed Beef Cooperative

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Return Service Requested

*Where the grass is greener
and the beef is leaner!*

General info: info@wisconsingrassfed.coop or
call **1-800-745-9093**

Member assistance:

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Your name here?

We are soliciting a new board member. If you're interested in supporting your cooperative in this way, please consider volunteering for a seat on the board. Contact any board member for more information.

New Co-op Number:
1-800-745-9093