

wisconsin grass-fed beef cooperative

WISCONSIN
MEADOWS™

Meadow View

100% Grass-fed Beef

Volume 11, Issue 4 • October, 2020

2021 ANNUAL MEETING INFORMATION

The date for the WGBC annual meeting is Saturday, January 23rd, 2021.

In the interest of the safety of our members, we will NOT be meeting in person this year. All standard information will be presented via a Zoom meeting format. If a member does not have internet access, they will be able to call in.

We will also accept questions via e-mail during the meeting if anyone prefers that format.

Watch for more info as we work through the details!

There are two seats up for election on the board of directors in 2021. Members interested in running for a three-year term, or learning more about the duties involved, please contact our co-op secretary

Greg Nowicki (715-257-7146 or e-mail: eatgrasfed@gmail.com)

Meadow View Autumn Edition

It's chili season, got beef? Check out page 3 for a great chili recipe and our latest boxed beef web special on page 4!

Do you have a favorite recipe to share? We welcome contributions of articles, recipes or photos, cattle or equipment want ads, or farm news from your area.

To contact someone at the co-op, our e-mail address is: more.info@wisconsingrassfed.coop or mail to: **Box 269 Viroqua, WI 54665.**

We will direct it to the appropriate staff or board member.



Members of the WGBC board and management team met in Vernon County Sept. 19th for the annual planning meeting, followed by a tour of a new local processing partner, Nordik Meats. Shown here L to R are: Dan Wiederholt, Angie Lindloff, Rod Ofte, Jon Lee, Brett Danke, Darren Yanke, Russ Endres, Gene Schriefer, Greg Nowicki, Pete Prochnow and Tim Mathison

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Fall 2020 Production Report

As unusual as this year has been, it still continues to provide more troublesome headlines than we could have ever imagined on New Year's Day 2020! So much so, we probably all crave a little good news. Fortunately, WGBC is able to provide a mostly favorable report around this year's business activities so far.

Your cooperative is having another solid year financially. WGBC's livestock pay prices have been largely steady (within a nickel of variance) throughout the year, and a generally favorable outlook going forward. Profit amounts projected for 2020 are a result of several developments. Our wholesale and retail partners were grateful when our ability to supply products remained steady without reactive pricing adjustments – so in turn continued to support our efforts with steady orders. As a result, many related discounts which normally might be applied to compete for shelf space were not employed. Another development was a significant increase in custom and home delivered product offerings and sales in response to consumer behavior around the impact of Covid-19.

Has it been a straight-line type of year? Absolutely not, all of our business partners – including member farms providing livestock for marketing – were and still are making adjustments to maintain their business enterprise. We feel fortunate to have been able to maintain and support our partner relationships through these many unanticipated adjustments.

Planning

Your board of directors met in person in September to work toward budgeting and operational plans for 2021. As expected, there are always new developments, necessary adjustments and anticipated challenges identified to maintain and/or improve management and operational activities.

Briefly, the home delivery market activity WGBC has gradually developed and learned from recently, appears to be a new opportunity. The home delivered product offerings may enable our cooperative add another product channel to grow sales and distribution while supporting favorable product price margins and balance inventory – if done correctly! As usual, the details and careful development will be critical. Stay tuned.

On the co-op's other end of marketing operations – sequencing ready livestock to supply steady and consistent products for sale – remains a challenge. Sourcing of livestock from member farms is inconsistent. Year to year there is significant variance which farms will want to and/or be able to ship animals when WGBC needs them to

support marketing efforts. A more structured framework to mitigate these inconsistencies is under consideration. It is a complex challenge and your cooperative will continue to work toward a better approach without making it even more complex and challenging.

In the review of marketing and operational activities while planning ahead – the question of who's going to do what, often comes up! WGBC roles during the earlier years of our enterprise were scrambled and adjusted as business activities developed a reasonable pattern to plan around. Over the past several years the current structure and outline of responsibilities have remained fairly constant. The activities within these roles have not! Like most businesses, the involved individuals adjust to demands and responsibilities needed if the enterprise is to remain successful. The scale and breadth of our WGBC activities have and will continue to change. As a result, there is ongoing consideration of realigning individuals and responsibilities.

Again, stay tuned as your cooperative continues striving to provide a steady and reliable marketing option for member farms producing quality livestock to support the Wisconsin Meadows brand. Thank you for your support and interest. Please, be safe and stay healthy. Best regards,

Pete Prochnow – Production Manager

WGBC Pricing Effective October 1, 2020

(all per pound, carcass weight)

BEEF

Carcass Grade	Marbling Score (points)	Tier Number	Price / Lb. (hanging wt.)
Choice	0 – 90	T 1	\$2.35
Select	50 – 90	T 2	\$2.25
Select	30 – 40	T 3	\$2.15
Select	0 – 20	T 4	\$2.05
Select	0 pts/Standard	T 5	\$1.75
Cull*			\$1.20

*Call if you have cull cows to send, we will advise if/when needed.

PORK

Hot Carcass Weight	Tier	Price / Lb.
210 – 250	T 1	\$1.50
under 210	T 2	\$1.40
250 – 270	T 3	\$1.40
over 270	T 4	\$1.20

NOTE: Since this newsletter only comes out quarterly and prices are reviewed by the board monthly, when in doubt, call for the latest pricing.



Wisconsin Meadows Grass-Fed Beef Chili

1.5 lbs. Wisconsin Meadows Grass-fed Ground Beef
1 green & 1 red bell pepper
1 cup celery (chopped)
1 onion (chopped)
5 cloves of garlic (minced)
1 can of red beans
1 can (28 oz.) tomatoes with juice
2 cans (6 oz.) tomato sauce
2 tbsp. chili powder
2 beef bouillon cubes in 1 cup water
1 tsp. each oregano, basil & cumin
1/4 cup ketchup
1 tbsp. vinegar
2 tsp. salt
1 tsp. brown sugar
2 tsp. Worcestershire sauce
Pepper & Tabasco to taste

Brown ground beef, peppers, celery, onions, and garlic.
Add remaining ingredients. Simmer for 30–60 minutes.

Optional: after browning the first 5 ingredients, combine all ingredients into a slow cooker on low for 6–8 hours (or high for 4 hours). Enjoy!



WGBC Job Opportunity – Animal Procurement Coordinator

Cattle/Hog Procurement Role: As our cooperative grows, we have an increasing need for cattle and hogs to ship for processing. Pete Prochnow has filled this role for nearly a decade. Pete will continue working in the role as we begin a search for someone to take on those duties. The successful candidate will shadow Pete during initial training.

This position offers the holder a unique opportunity to work with our 200+ members to plan, and ship over 1000 head of hogs and beef annually. The job is a contract role and can mostly be done remotely and can be part-time as long as a minimum of the deliverables can be met.

Other duties include :

- Keep an active inventory of the WGBC producer base
- Organize and manage an ongoing pipeline of animals to be processed at multiple processors
- Complete producer purchase orders once hanging weights are final
- Key carcass data tracking and maintain animal shipment affidavit records
- Work with producers who need input on the stage of finish of their animals
- Be familiar with our beef and pork protocol and advise producers on allowable practices
- Organize producer education and field events
- Attend management team meetings, board of director meetings and conference calls (usually 2–4 in-person meetings/events such as the annual meeting, most monthly meetings are by phone)
- Attend product demonstrations and member recruitment events

If you or anyone you know is interested in the role, please ask them to call the **WGBC General Manager Rod Ofte** at **608-451-2861** or email **rofte@wisconsingrassfed.coop**

Wisconsin Meadows Retail Advertising

Below is our latest online special to be sent to our past customers and posted on Facebook – also available to members for a limited time!

At right is our 2020 ad in *Our Wisconsin* magazine.

Holiday gift idea for your friends and family!

Fall Special: Stock up for Winter!

**Buy 3 Beef Boxes,
Get 1 Pork Box FREE**

**Buy 3 - 30# Variety Beef Boxes ONLINE,
Get 1 - 30# Variety Pork box for FREE!**



Offer valid now through October 31, 2020 at www.wisconsinmeadows.com only.

Members, please note: may not be available to you outside our normal delivery area unless you can pick up at the processor.

Fall color beginning to touch the hills at Willow Creek Ranch in Vernon County

Send us the view from your farm!!

Your source for healthy, local grass-fed beef and pastured pork, raised by our cooperative of member farms throughout Wisconsin



Visit our website to find your nearest retailer, or order online for larger quantities delivered to your door!
(in Wisconsin only, check for delivery area)

www.wisconsinmeadows.com
800-745-9093

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