

wisconsin grass-fed beef cooperative

WISCONSIN  
MEADOWS™

100% Grass-fed Beef

# Meadow View

Volume 12, Issue 3 • July, 2021

## *The July edition of our quarterly newsletter is here.*

Hope you've a little rain and are enjoying a productive summer and calving season!

See info on our newest web sales offerings and take advantage of the member discount.

Pasture walks are back! After a bleak 2020, we are able to gather outdoors again and learn from each other. Page 3 has info about some great learning and networking opportunities.

All WGBC members should receive this newsletter quarterly, as well as monthly messages e-mailed from the management team. Let us know if you are not receiving these communications!

We always welcome your feedback or questions, as well as contributions of articles, recipes or photos, upcoming grazing events or news from your part of the state.

To contact someone at the co-op, our e-mail address is:  
[more.info@wisconsingrassfed.coop](mailto:more.info@wisconsingrassfed.coop)  
or mail to: Box 269 Viroqua, WI 54665  
by phone: 800-745-9093.

We'll be sure to direct it to the appropriate staff or board member.

### *Product Discount for our Members*

We are pleased to announce a discount for our current members on the Website.

When checking out, enter the code  
**WGBC10**  
for a 10% discount

## **Business and Procurement Summer Update**

It is a great time to belong to the Wisconsin Grass-fed Beef Co-op.

We are currently 8% over budget in sales for all products. To continue to meet our demand we need more cattle. For the time being we are accepting both cull cows and bulls at Lorentz only. These will help us with increased demand for our value-added products. If you have any finished cattle, please call me. It's never too early to schedule shipments as fall slots will fill up fast!

We are paying higher prices for finished cattle than ever before in our history; on page 2 is a breakdown of our current pay structure.

## **Member Referral Bonus Program**

In order to offer our customers consistent high quality grass-fed beef, we need to continue to add quality members to our program. We are pleased to introduce our Referral Bonus Program. This is an exciting program that gives incentives to both new and existing members:

- A \$200 gift card to Kwik Trip for any new member that ships 10 head of cattle within 6 months of joining
- A \$200 gift card to Kwik Trip for any current member that refers someone that ships 10 head of cattle within 6 months of joining.
- Offer is valid only for new beef producers and beef shipments who join in June 2021 going forward; and ship no later than June 2022.
- Qualified referrals require an existing referring member on application at time of submission.

If you have any questions or concerns – please don't hesitate to call.

## **New Cattle Delivery Schedule at Lorentz**

Going forward, our delivery time at Lorentz Meats will be between 8am – 12pm the Monday of our harvest week. Harvests will still occur bi-weekly, the difference will be a Monday morning harvest and the delivery time.

Again – for any additional questions or comments – visit our website at [www.wisconsingrassfed.coop](http://www.wisconsingrassfed.coop), or contact me and I'd be glad to help!

Regards,

**Anders Unseth – Animal Procurement and  
Business-to-Consumer Channel Manager  
608-632-3985**



## WGBC Livestock Price / Payment / Shipment Reference Sheet

### Beef Cattle Prices by Tier

#### Effective April 1, 2021 – carcass hanging weights

\$2.40/lb. for Tier 1	Select	40-90 marbling score
\$2.30/lb. for Tier 2	Select	10-30 marbling score
\$2.10/lb. for Tier 3	Standard	over 70 marbling score
\$1.20/lb. for Tier 4	Standard	under 70 marbling score

includes all cattle over 30 months old, culls and bulls (when approved to ship)

\$3.00/lb. Veal calves (limited prearranged offers)

*Choice Grade Bonus (an extra 10¢/lb.)*

*Volume Patron Bonus (tier 3 and better) add 5¢/lb for over 10 fats or 10¢/lb for over 30 shipped in a calendar year)*

### Hog – Tiers / Prices

#### Effective January 1, 2021 – carcass hanging weights

\$1.50/lb. Tier 1	(210–250 lbs)
\$1.40/lb. Tier 2	(<210 lbs)
\$1.40/lb. Tier 3	(250–270 lbs)
\$1.20/lb. Tier 4	(> 270 lbs)
\$.50/lb Tier 5	(>300 lbs )

### WGBC Cattle Transport Support Program

WGBC will support the cost for cattle to be shipped with reimbursement included in your payment for cattle. The amount of support will be determined by the mileage from your farm to the processor. The distance will be determined using a Rand McNally mileage calculator website using your farm address on file and the processor’s location. Number of head will be counted when hanging weights are received from the processor and the support rate will be assigned as follows:

Distance	Reimbursement Rate
0–49 miles	= \$0/head
50–99 miles	= \$10/head
100–149 miles	= \$20/head
150+ miles	= \$30/head
200+ miles	= \$40/head
250+ miles	= \$50/head

**PLEASE NOTE:** Members are responsible for payment to livestock haulers hired to transport cattle – as requested by that livestock hauler. The transaction for transporting livestock is between the member and the livestock hauler.

*Reimbursement from WGBC will be paid later – included in the payment for your animals – and assigned per animal.*



**Don't forget your animal I.D.**  
**Ear or back tags – as well as**  
**completing our shipping form – are a must!**

## WGBC Members to Host Upcoming Pasture Walks

Sauk County members, including two of our board members will be hosting pasture walks this summer and fall. We have more members in Sauk than any other county! Plan to attend and network with your fellow co-op members. Several interesting topics including judging finish of cattle, livestock watering systems, training cattle to eat “weeds”, and cattle handling facilities and winter bale grazing pasture reclamation.

**July 14th – How to tell when a beef animal is finished properly in your grass finishing system.**  
Cattle will be up-close in a corral to get a good visual examples.

An overview of the WGBC by management team members will be held at the end of the pasture walk along with WGBC supplying hamburgers for all to enjoy.

Echo-Y Farms  
S7909 Skyview Road  
Loganville, WI 53943 | (608) 381-0656

**August 11th – Watering systems**  
Featuring Nick Kinsman, a local plumber.

Gabe Bauer  
E435 County Road EE  
Wonewoc, WI 53968

**September 15th – Training cows to eat thistle and other weeds** and multi-species grazing.

Bula’s Pleasant Valley Farm  
S4473 Scenic Rd.  
Baraboo, WI 53913

**October 6th – Cattle handling facilities**  
Cattle handling facilities and reclaiming winter bale grazing areas with various pasture mixes.

Dale Gasser farm  
E7602 Spring Drive  
Sauk City, WI 53583

*All begin at 6:00 pm*



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## New Wisconsin Meadows Branded Products

Please visit our consumer-facing website ([wisconsinmeadows.com](http://wisconsinmeadows.com)) to see what all the fuss is about. Two new boxes and a third box offering is on its way.

**Sausage Splendor** – This item rolled out in May, a perfect time for snack season. It includes Landjaeger, Hot Dogs, Summer Sausage and Smoked Beef Strips.



**Grill Master Pack** – This new item launched on June 2<sup>nd</sup>, perfect for Father's Day and grilling season. In each pack you'll find 8 New York Strips, 4 Rib Eyes, 8 Filet Mignons, 8 Top Rounds, 8 Top Sirloins, and 6 Cubed Sirloin packages



July 1<sup>st</sup> we will be rolling out our **Snack Sampler** – more to come on this exciting new product!

We are now shipping throughout Wisconsin and even to Chicago and the Twin Cities in eco-friendly packaging, check it out!

*Don't forget to use your WGBC member discount – see page 1 for the code!*

## Cattle Ads

*If you have animals or equipment you'd like to market within the co-op, send your information and photos if available, to [more.info@wisconsingrassfed.coop](mailto:more.info@wisconsingrassfed.coop) and we'll try to get it in the next issue, or contact Angie at [angie@wisconsingrassfed.coop](mailto:angie@wisconsingrassfed.coop) for how to post it on the producer Facebook page*

Purebred 2-yr.-old British White Park bull for rent July through October. Great disposition, parents both registered. Located in Vernon Co. Discount for WGBC members. Call Mandy at 608-489-2162 or e-mail: [DriftlessDells@aol.com](mailto:DriftlessDells@aol.com)

