

wisconsin grass-fed beef cooperative

WISCONSIN
MEADOWS™

100% Grass-fed Beef

Meadow View

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Here is the fall edition of our quarterly newsletter.

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!

Hope you have taken advantage of the great weather (so far) this fall to get outside and network at some pasture walks. WGBC donated burgers and hot dogs for a few held at our members' farms.

Watch for a new holiday gift box offering starting soon in our web store – makes a great gift for your family, clients, teachers or other front-line workers you want to thank and send some holiday cheer!

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
or mail to: Box 269 Viroqua, WI 54665
by phone: 800-745-9093.

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

10% Product Discount for our Members

Don't forget there is a discount for our current members on the Wisconsin Meadows website.

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



WGBC Annual Planning Session Held in Wausau

Our annual planning day with the board and management staff was held in Wausau a few weeks ago. Vice president Brett Danke arranged for a wonderful meeting facility and a tour of the farm he manages afterwards.

We had a full agenda as things are developing quickly for the co-op. Anders Unseth provided a great deal of information to the board on a number of fronts. We discussed producers and cattle shipments, pricing for beef and pork, as well as new memberships. The goal is to be able to meet current and future demands for cattle.

Also, a review of our marketing efforts directly to consumers was reviewed in detail. One of our goals is to significantly increase sales. Because the direct-to-consumer boxes are shipped frozen and we have some flexibility on what is shipped to the buyers, this business offers flexibility and the opportunity to sell at higher margins.

Rod Ofte presented 2021 estimated results and the board reviewed 2022 budget. WGBC was awarded a \$250K grant from Rural Development to assist in developing our co-op. Rod has been working on the grant process for a long time and it's great to have this come to fruition! Rod will have more to share with the members on this super development.

The board is moving forward with our annual meeting for next year and it will be an in-person event! The meeting is planned for February 12th at the Wintergreen. We have listened to feedback and are making a few changes this year which we think will be well received. We look forward to once again spending time with our fellow members!

Russ Endres
WGBC Board President

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WGBC Livestock Price / Payment / Shipment Reference Sheet

Beef Cattle Prices by Tier

Effective August 1, 2021 – carcass hanging weights

\$2.35/lb. for Tier 1	Select	40–90 marbling score
\$2.25/lb. for Tier 2	Select	10–30 marbling score
\$2.05/lb. for Tier 3	Standard	70–90 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 October 1, 2021 – carcass hanging weights

\$1.40/lb.	Hogs weighing under 210lbs.
\$1.50/lb.	Hogs weighing 211 – 250lbs.
\$1.40/lb.	Hogs weighing 251 – 270lbs.
\$1.10/lb.	Hogs weighing 271 – 300lbs.
\$0.75/lb.	Hogs weighing 301 – 350lbs.
\$0.50/lb.	Hogs weighing over 351lbs.

Prices are reviewed by the board monthly, contact Anders Unseth, WGBC's Animal Procurement Manager at 608-632-3985 if any questions.

Pork Producers, please note new pricing tiers effective this month!!

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.

UW-Madison Statewide Beef Survey

UW-M Division of Extension is conducting a state-wide survey of beef producers to shape the future of Extension events (time of day workshops are hosted, what challenges to address, etc.). We are delivering it in an electronic format (link below) versus paper versions used in the past. All responses are anonymous.

If you are a beef producer please take the survey, and feel free to share with any friends or Wisconsin beef producers – any input is appreciated! The survey will stay open until Nov. 1.

If you have any questions or concerns, please contact the Livestock Program Director, Megan Nelson, at: megan.nelson@wisc.edu or (608) 282-5572.

Survey Link – <https://go.wisc.edu/uj4rfg>

Book Your Finished Cattle Slot Now!

We are currently scheduling for cattle shipments on **Nov. 29th on out**. Contact Anders to get yours lined up!

Save the Date! WGBC Annual Meeting February 12, 2022

Wintergreen Conference Center – Wisc. Dells

30th GrassWorks Grazing Conference January 20-22, 2022

Chula Vista Resort – Wisconsin Dells

If you would like to help staff our booth and inform other producers about our co-op, please contact Rod at 800-745-9093.

Pasture Walk Season Winds Down

Members Dale Gasser and Judy Fossen had a good turnout of more than 50 people for their pasture walk on October 6th. It was the last one in the Sauk County pasture walk series. That included representatives from NRCS, USDA Forage Research Lab, DNR, Compeer Financial, farmer-led groups and a few WGBC board and M-team members who helped promote the Co-op.

Narrows Valley Supply discussed the different warm-season annual mixes that were no-tilled into comparison plots on paddocks that were bale-grazed last winter. Sorghum-sudangrass/clover mixes had been grazed twice already this year and were 5-feet tall and ready for a 3rd rotation! We then toured the cattle handling pens and chutes that Dale built a few years ago so he can sort and load by himself if necessary. Beginners... you can't have enough gates; buy in bulk!

Judy printed WGBC info handouts and quite a few were taken, which shows producers are interested in learning more. Several had not heard of us before. She also printed out the Wisconsin Meadows photo flyer and placed that at the hot dog warmer in the food line, to get our brand/logo in front of people.

An NRCS employee later mentioned that Sauk County has the highest number, of all Wisconsin counties, of NRCS applications for grazing practices. It sounds like there is a lot of potential for WGBC membership and grass-fed beef production growth there. (Sauk County already has the most WGBC members so far, BTW!)

Everyone had a good time, and stuck around quite a while for the WGBC hot dogs and socializing. Many people went back for seconds, a good sign!



In Memoriam

Jon Robert Lee, 54, of Coon Valley, Wisconsin passed away July 24th, 2021, peacefully in his home, of pancreatic cancer.

Jon was born in La Crosse on January 8th, 1967, and grew up on the lovely Lee farm in Coon Valley (you may have seen the photo on our website!) He graduated from Westby Area High School in 1985, and met his wife Breta when they attended UW-La Crosse. Soon after they were married, they signed a contract to teach overseas which brought them to Qatar and the Philippines. They also travelled in Thailand, Vietnam, Egypt, Europe, and Australia, to name a few. After their children were born, they returned to the farm that had been in Jon's family for over a century.

Jon was an avid outdoorsman and cherished his time in nature. His love for photography started in high school and eventually became a lifelong business. Jon donated many hours and photos to our co-op to help with our early marketing efforts.

The Lee Family Farm joined our cooperative in 2010. Besides serving on the WGBC board of directors for 5 years, Jon spent countless hours doing tradeshows and grocery store demos – handing out samples of our products and putting a farmer face and his knowledge of grazing out there for our customers to connect with.

Our co-op owes the Lee family a huge debt of gratitude, please keep them in your thoughts.

Jon serving up Wisconsin Meadows meat with a smile at the Viroqua Food Co-op a few summers back.



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Grazing Field Day in Lena, WI – Tues., October 19, 10:30 a.m. – 2:00 p.m.

10:30–12:00 Tour Wellens farm; 9115 County K Lena, WI 54139
12:30–1:00 Lunch & Program at Blue Spruce; 8096 Co Rd A, Lena, WI 54139
1:00–2:00 **Why Graze Beef and Dairy?** by Adam Abel, NRCS WI State Grazing Specialist
Intensive grazing management. Direct marketing 100% grass fed beef.
Free event, lunch provided. Please RSVP to Aaron Pape: 262-674-4021

Cattle for Sale

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 and we'll try to get it in the next issue, or contact Angie at angie@wisconsingrassfed.coop for how to post it on the producer Facebook page

Bred Heifers – Red Angus-Shorthorn Cross

10 fresh bred heifers, born 2020, bred to a Red Angus bull. Available Nov./Dec. after preg check. Contact member John Weigel, Montfort, WI 608-943-6934

Steer Calves for Sale

Ben & Megan Hockerman have four steer calves available to finish. Located in Westfield, WI
Red Angus 3/9/21 weaned weight 484/ current 614
Red Angus 4/28/21 weaned weight 350
British White Park 1/15/21 weaned weight 334/current 455
British White Park 1/20/21 weaned weight 604/current 708
Call 608.296.1982 or email: thehockermans@outlook.com



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