

wisconsin grass-fed beef cooperative

WISCONSIN
MEADOWS™

100% Grass-fed Beef

Meadow View

Volume 13, Issue 2 • April, 2022

Is the grass growing in your part of the state yet?

Take a minute between fixing fences and water lines to read the spring issue and meet our new employee. Josh Miner takes over as Business to Consumer Sales and Animal Procurement Manager *see page 2*.

Do you have a photo of a new calf or piglet? Maybe a video of the girls headed out into new pasture you could share? We love to get new material for the web and social media, and it really makes a connection with our consumers to see real animals on our beautiful farms in our ads.

Contributions of articles, recipes, grazing news or upcoming pasture walks in your part of the state are also welcome.

Remember, cattle and equipment ads are free to all members – make use of this producer network we have built!

The first issue of the year is mailed to all co-op members so everyone gets the info on the annual meeting. There is also a shorter electronic version e-mailed quarterly, as well as monthly messages from the management team. Let us know if you are not receiving those communications, so we can update your info and keep you informed!

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

Message From Our New Board President

It was great to hold the annual meeting in person again in February at the Wintergreen resort in Wisconsin Dells! The smiling faces, the side conversations, the meetings of both new and old friends all made for a more enjoyable experience of being “back to normal”.

There were many good things to share this year including the implementation of the Value Added Producer Grant and the hiring of our full time procurement and B2C program Josh Miner. In addition, there were informative presentations by Serge Koenig on best practices for soil conservation, Nick Hylla on the solar photovoltaic system, and Gene Schriefer on the Farm Service Agency.

A note of appreciation goes to Russ Endres for his six years serving as president of the WGBC. His leadership was welcomed and is a testament to the growth of the cooperative! He will continue to serve on the board of directors, and we will continue to utilize his skills and advice as we continue to grow.

Thank you also to Charlotte Doherty for her service to the board. She has decided to step away and Christine Wright of Hillsboro was elected as the newest board member.

Brett Danke – WGBC Board President



2022 Board of Directors

left to right – Seated:

Judy Fossen, Sauk City
(Vice President)

Christine Wright, Hillsboro

Standing:

Russ Endres, Middleton
Darren Yanke, Loganville
(Secretary)

Brett Danke, Wausau
(President)

Dan Wiederholdt, Cuba City

Greg Nowicki, Athens
(Treasurer)

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Meet Our New Employee, Josh Miner

I grew up in Anchorage, Alaska as a city boy, and then got my first taste of the upper Midwest when I moved away to college in Northfield, MN (motto: “cows, colleges, and contentment”). I got interested in local foods, agricultural sustainability, and ag policy as a twenty-something living in Oakland, CA working first with a local farmers’ market, and then for UC Cooperative Extension on local food policy. My wife, and I relocated to La Crosse, WI when she took a faculty job at UW-La Crosse, giving me the amazing opportunity to stay home and raise our two sons (now 16 and 12). It has been wonderful living here in the Driftless Region, getting to know local farmers and helping them market their products, as a farm-to-school coordinator in La Crosse County, and now with the Co-op. I’m looking forward to meeting the members and being able to see their farms this spring, summer and fall. My hobbies include biking, cross-country skiing, hiking, canoeing and camping. If it involves doing something outdoors (especially in the winter), chances are that I’ll enjoy it. (Except for fishing and deer hunting – I just can’t sit still long enough to have much success. Luckily for me, my wife does a better job at both than I ever could. Plus, it’s the butchering part I like most anyway). I also love to cook, and couldn’t be happier being surrounded at work by enormous quantities of the best beef and pork you can find.



Josh enjoys time in the wintery woods with his wife and sons.

Business to Consumer Update

2022 has started off well! As of the end of March, we’ve hit exactly 100 orders from 84 unique customers, with net sales of just over \$33,000 and an average of 1.4 items per order. That represents 133% growth in orders and 155% growth in net sales versus this point in 2021. Keep your fingers crossed that these sales trends continue through the rest of 2022!

Our social media and billboard promotional efforts appear to be paying off, with spikes in orders directly following paid ads placed on Facebook and billboard installations (*see page 4.*)

We are thinking of replacing one of our under-performing boxes with a “chef’s value” or “chef’s variety” box, to try to move some of the less popular cuts that we are sometimes long on (e.g., soup bones, tongue, stew meat, and even some prime cuts we’d like to move out of the freezer.)

Our new shipping boxes have arrived and they look (and work) great! We’ve already had positive feedback on them from a customer all the way up in Iron River, and look forward to extending our shipping area through the warmer months.

Josh Miner
Business to Consumer Sales
and Animal Procurement

800.745.9093 | 608.218.4447 (cell)
josh@wisconsingrassfed.coop



Meadow View

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Livestock Procurement

Although we look to be able to fulfill all our demand with member shipments through the end of April, once May rolls around we certainly have open slots to fill, and with anticipated growth, we will need finished fats beginning in May and continuing throughout the summer and fall. For those of you who are hoping to ship hogs beginning in May, contact me ASAP to get slots reserved! With slots for only 12 to 15 hogs per month, and a few new producers who are looking to ship as many as they can, we want to make sure all our members have an opportunity to ship their hogs.

Remember animal ID tags and form when shipping!



WGBC Livestock Price / Payment / Shipment Reference Sheet

Beef Cattle Prices by Tier

Effective April 1, 2022 – 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 | 70–90 marbling score |
| \$1.40/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 Commitment Bonus (tier 3 and better) add 5¢/lb for more than 10 fats or 10¢/lb for more than 30 shipped in a calendar year)

Hog – Tiers / Prices

Effective April 1, 2022 – 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 Josh Miner, WGBC's Animal Procurement Manager at 800.745.9093 or 608.218.4447 (cell) if any questions.

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.

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Wisconsin Meadows Billboards Popping up!

WGBC has four billboard placements throughout southern Wisconsin now through May 15, 2022! This past January, our cooperative launched its first billboard campaign with the financial help of a grant the co-op was recently awarded. This campaign will be placed in four different locations, each running four weeks at a time. Locations include the surrounding Madison area including Dane, Rock and Sauk counties. Each billboard features our Wisconsin Meadows 100% grass-fed beef and pastured pork logos along with a mouth-watering steak for eye appeal. This campaign was produced to help build brand awareness and drive online sales.



Upcoming Events

Sauk County Grazing Class with Greg Judy

Sat., May 21st – Baraboo. \$20 includes lunch.

For more info contact Justine Bula 608-355-4842

(see flyer included in this e-mail.)

Upcoming Pasture Walks in SW Wisconsin

Contact KGI at: info@kickapoograzinginitiative.com

Tues., April 19, 2022 10:30am – Ferryville, WI

How and when to start grazing in the spring? A dairy grazer with several years experience with pasture improvement.

Tues., May 3, 2022 10:30am – Eastman, WI

Pasture improvement/pasture and water design

Sat., June 11, 2022 10:30am – Muscoda, WI

Natural fly treatment; water systems for landlocked paddocks; adding annuals to areas that are short or during summer heat (WGBC member Ryan Studnicka)

Tues., June 21, 2022 10:30am – Viroqua, WI

Pasture establishment with NRCS including fencing and water lines using Keyline design. Also discussing direct marketing to consumers (pork, chicken & beef).

Buy & Sell Cattle

To have an ad included in the summer issue, please send information and/or photos by June 15th

Looking to Buy Feeders

I am looking for White British Parks or Murray Grays if possible. Terry Parisi, Stoughton parisifamilyfarm@gmail.com or call 608-873-3011

Looking to Buy up to 20 Feeders

Also small-to-medium-frame cows (preferably not black.) Dale Gasser, Sauk City: 608-370-2001

Bred Cows for Sale

4 Black Galloway, 10 Angus-cross due after May 1st. Bred to Red Angus. Willing to feed until May 1st. Daniel Wagner: 920-2634895 or cell: 920-948-0487

Stockers for Sale

Looking to sell 10–12 stocker calves for the upcoming growing season. Calves are Black Angus crossed with British White Park, born in May/June of 2021 and estimated to be 550–650lbs. Weaned on March 1st 2022 after 10 months with their moms and are electric fence trained on a grazing farm. Calves were creep-fed flax meal over the winter and all meet the WGBC production protocol. Would be a mix of heifers and steers and can negotiate based on market pricing. For more information call or text Cody Brueggen: 262-527-0224 or littleredfarmswi@gmail.com (see photo at left)

SAUK COUNTY GRAZING SCHOOL with GREG JUDY

Saturday, May 21, 2022

9:00am - 4:00pm

RSVP by Friday, May 13th

Increase your farm profitability by elevating your skills with managed grazing.

Learn from Greg Judy, author, grazing expert, and owner/operator of

Green Pastures Farm in Clark, Missouri. Greg and Jan Judy run a grazing operation where they graze cattle, haired sheep, guardian dogs, operate a sawmill, and grow shitake mushrooms across 1,620 acres of owned and leased lands.

Hear how Greg & Jan went from near bankruptcy in 1999 to paying off a 200 acre farm and house in 3 years with custom grazing on leased land and are now completely debt free, owning 4 farms and leasing 12 others.

Learn about the principles of Holistic High Density Grazing (HHDG), multi-species grazing, grass finishing animals, eliminating costly inputs *and* how to implement the principles and practices on your farm.



WHERE: UW-Platteville Baraboo Sauk County Campus, Giese Lecture Hall Room A001
(1006 Connie Rd, Baraboo, WI)

COST: \$20.00/Farmer \$40.00/Agency Staff

AGENDA

| | |
|--------------|-------------------------------------|
| 9:00 - 9:30 | Registration & Morning Refreshments |
| 9:30 - 12:00 | Greg Judy Presentation |
| 12:00 - 1:00 | Catered Lunch on Campus |
| 1:00 - 1:30 | Travel to Echo-Y Farms |
| 1:30 - 4:00 | Pasture Walk at Echo-Y Farms |



Hosted by: Echo-Y Farms, Sauk Soil & Water Improvement Group (SSWIG), and the Sauk County Land Resources & Environment Department.

Space is limited. Please RSVP by Friday, May 13th, 2022

COST: \$20.00/farmer \$40/Agency or Staff - includes catered lunch & program materials

NAME(S): _____
ADDRESS: _____ CITY: _____
STATE: _____ ZIP: _____ PHONE: _____
EMAIL ADDRESS: _____

Mail registration form & payment to: Sauk County LRE, 505 Broadway, Baraboo, WI 53913 (Cash or Check accepted. Please make checks payable to *Sauk Soil & Water Improvement Group*). No refunds. For additional information or questions contact Justine Bula at (608) 355-4842 or justine.bula@saukcountywi.gov



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