

WISCONSIN GRASS-FED BEEF COOPERATIVE 2025 ANNUAL MEETING MINUTES Held at Chula Vista Cold Water Canyon Clubhouse on January 23rd, 2025

Introduction: Josh Miner introduced himself to the members and introduced the sponsors for this year's meeting at 2:05 PM. President Brett Danke called meeting to order at 2:08 PM. Started with member introductions. 17 farms were represented by attendance at the meeting. A member of each farm gave a brief introduction of themselves.

Approve 2024 Annual Meeting Minutes: Dan Wiederholt, Secretary provided the minutes from the 2024 Annual Meeting in the newsletter sent to all members earlier. Motion by Bob Pesz to approve the minutes, second by Russ Endres. Motion passed.

2024 Summary: Rod Ofte, General Manager, presented a summary and highlights of 2024. Shared structure of organization and introduced the employees and contractors that make up the team. Challenges of 2024 included: Sky rocketing cattle prices, 10 price increases to customers, loss of some customers with price increases, food service business still struggling, much reduced food bank business versus 2023, and increased processing costs. Shrank business (as intended) in 2024 versus 2023 by about 7% in total sales (\$) and a 12% decrease in volume of product sold. Gross profit about the same as last year even 7% decrease in sales. Exceeded \$3 million in sales versus a planned \$2.8 million in sales for 2024. Net profit of \$47,800. However, had \$50,000 in grant money in 2024 that helped contribute to income.

2025 Business Approach: Get back to growth. Food bank orders, increased pork sales, and continued price increases are expected to help with 2025. Cattle supply is still tight and expected to still be a struggle.

New Product Update: Beef Bone Broth. Requested by customers and made at Nordik with bones from custom animals. Selling very well; currently cannot keep in stock.

Board of Directors Introduction and Board Member Nominations: Brett gave introduction to Board of Directors and the responsibilities of being a director. Each member of the board introduced themselves. Two seats were open for election this year. Greg Nowicki has decided not to run again. Christine Wright ran for re-election. Pete nominated Jason Gough, who accepted the nomination and gave an additional introduction. Brett had received a call from Joe Mantoan who could not make meeting but wanted to run for the board. Election was conducted.

Social Media and Marketing Updates: Angie Lindloff gave an update on the websites and social media. With grant money available for marketing in 2024, Taste Profit (now Good Roots) was hired to work with Angie to improve the website, messaging, and branding. Trends on website traffic and sales were shared as well as status of subscriptions. Custom sales (whole/half beef and whole pigs) have been especially strong last couple months. Angie explained Google ads spending, how it works, and how effective it has been. Ad campaigns for 2024 were summarized.

Direct-to-Consumer and Procurement: Josh Miner reported on 42% in box/bundle sales from 2023 to 2024. Whole beef sales increased 97% and half beef sales almost doubled versus 2023. Expect continued growth in customs for 2025. Josh answered numerous questions about custom orders (such as delivery or pick up process, ordering process, types of customers, etc). Josh gave updates on sales campaigns from 2024 and upcoming sales. 766 finished cattle were delivered to Lorentz in 2024, and

around 50 to Nordik. 37 producers shipped cattle in 2024. 81% of cattle processed at Lorentz graded Choice. Almost \$1.6 million paid to producers for cattle in 2024. Hog business remained flat in 2024, which was a feat without the food bank pork purchases of 2023. There are food bank pork purchases in 2025. Growth in the pork business is expected for 2025.

Board Member Election Results: Brett shared election results. Christine Wright and Jason Gough were elected to a 3 year term.

Awards Presentation: Brett presented the "Jon Lee Award"-WGBC Service Award to Greg Nowicki

Adjournment: Josh explained the process of filling out and turning in the survey of the meeting in exchange for a future shipment of box of Wisconsin Meadows products. Greg Nowicki made motion to adjourn the meeting, with a second by Tom Cofton. Motion passed. Meeting was adjourned at 4:19 PM. A social hour was held in bar area of the clubhouse with complimentary food and drinks.

Sponsors of the meeting this year: Lorentz Meats, Byron Seeds, Nordik Meats, Compeer Financial, and WI Farmers Union.