

WISCONSIN GRASS-FED BEEF COOPERATIVE 2026 ANNUAL MEETING MINUTES held at The Wisconsin
Hotel in the Loft Room on February 21, 2026

General Manager Rod Ofte started the meeting at 1:33 PM, thanking everyone for coming, thanked the board members, and shared the schedule and logistics for the day. President Brett Danke called meeting to order at 1:39 PM. Started with member introductions. 23 farms were represented by attendance at the meeting. A member of each farm gave a brief introduction of themselves.

Approve 2025 Annual Meeting Minutes: Dan Wiederholt, Secretary, provided the minutes from the 2025 Annual Meeting in the newsletter sent to all members earlier. Motion by Tom Crofton to approve the minutes, second by Greg Nowicki. Motion passed.

2025 Summary: Rod Ofte, General Manager, presented a summary and highlights of 2025. Tight cattle supplies and higher prices contributed to the planned for and managed reduction in business. 20 to 25 cattle are shipped per cycle now versus 40 to 45 cattle 2 years ago. Second largest distributor went bankrupt in 2025 contributing to "bad" debt of \$81,000 for the year. Hunger Task Force has been providing significant orders which are very profitable and help with utilization of available product. Josh switched from full-time employee to contractor working a reduced schedule, saving the cooperative significant costs. Custom business nearly doubled in 2025.

2026 Business Outlook: Remain profitable and get back to growth. Expecting strong custom/B2C sales. Cattle supply has stabilized recently with the reduced demand.

New Product Update: 80/20 Patties (previously only had 90/10 patties). Salami made with our pork by Driftless Provisions. New Landjaeger also made by Driftless Provisions (previous Landjaeger was from Lorentz) that is made with beef and pork and is self-stable by balancing pH.

Guest Speaker: Darren Yanke shared his experience with different methods he has tried to extend the grazing season with on his farm. Among topics discussed were methods of supplying water to the cattle, stockpiling, hay feeding methods, and cover crops. Questions at end of presentation led to discussion about virtual fencing.

2025 B2C Results and Trends: Josh Miner gave update. Sales growth of online boxed products in 2024 was expected to continue in 2025, but it did not. Sales decreased in 2025, likely from increased prices. Many subscriptions were canceled as prices increased. However, the decrease in sales of boxes was offset by 100% increase (2025 versus 2024) in custom whole and half beef sales.

Board of Directors Introductions 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. Three seats were open for election this year. Kerry has decided not to run again. Russ and Dan ran for re-election.

A break was taken at 3:14 PM. Meeting resumed at 3:45 PM.

Board Member Nominations and Vote: Brett opened the floor to nominations for the 3 open board positions. Stacy Pettit was nominated and accepted the nomination. After Brett made 2 more calls for nominations, the 3 open board positions were filled by Russ Endres, Dan Wiederholt, and Stacy Pettit through by acclamation.

Social Media and Marketing Updates: Angie Lindloff gave an update on the websites and social media. Website traffic was slightly down in 2025 compared to 2024, attributed mostly to cost of products and reduction of or withholding spending on Google Ads. Email campaigns have been effective, especially those warning of an upcoming price increase. Plan for next year is to push custom whole and half beef and whole pig.

Producer Panel: Jim Munsch, Greg Nowicki, and Darren Yanke shared their methods and strategy for choosing heifers for retention or finishing.

Adjournment: Rod answered a few questions on number of cattle processed, timing of sending cattle, and how pay prices are established and the bonus structure, and membership numbers. Josh reported that about 681 cattle were processed in 2025 versus 808 cattle in 2024. Greg Nowicki made motion to adjourn the meeting, with a second by Bob Pesz. Motion passed. Meeting was adjourned at 4:57 PM. Supper was served in the 1849 room at 5:30 PM.

Sponsors of the meeting this year: Narrows Valley Supply, Nordik Meats, Compeer Financial, WI Farmers Union, and Lorentz Meats.