

# cattleTRAILS



..... March 2022

To promote the Wisconsin beef business through advocacy, leadership, and education.



## President's Path

Brady Zuck, WCA President

As the incoming President of the Wisconsin Cattlemen's Association, I would like to first thank Matt Ludlow for his service. Matt has guided WCA through two years of COVID challenges, which led to numerous issues that faced our state's beef industry. With Matt's leadership, WCA was extremely engaged in policy discussions to ensure beef producers weren't forgotten. With the lack of Steak Trailer revenue, tough choices had to be made, and as the result of those carefully made decisions, WCA is in a strong financial position today.

My name is Brady Zuck, and I currently reside in Ladysmith, Wis. My family, along with my fiancé, Megan, operate a commercial cow-calf operation. We calve May-June, and then rotationally graze pairs throughout the summer. We utilize estrus synchronization to tighten up our calving window, helping us market pot loads of feeder cattle the following spring. I also work with Diamond V Mills as a Regional Sales Manager, working with feed mills and producers throughout the upper Midwest.

As I have increased involvement in the Legislative aspect of our organization, its significance has become more important than ever. At the state level, know WCA has your back on legislative issues that could impact your operation. Through the work of Jordan Lamb (WCA Legislative Counsel), we are part of every conversation at the Capitol that could impact beef producers.

## WCA is Your Legislative Voice

"With pressure that the agriculture industry faces today, the fight has moved to your local area."

But what about locally? Take a look around your local community – who are your local elected officials? Is agriculture well represented on your township board? What about the county board? With the pressure that the agriculture industry faces today from animal rights activists, environmentalists, and those who would prefer we don't make a living raising cattle, the fight has moved to your local area. Consider becoming more active by engaging with your local officials or even running for office yourself.

Thank you for your membership in WCA, and for all that you do to support our organization. As we head into 2022, we look forward to growing our membership, and as a result, our presence at the Capitol in Madison. If there is ever anything WCA can be doing for you, or if you have feedback to share on local issues, please reach out at any time.



*-Brady Zuck*

2022 WCA President

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## upcoming events:

### ● Eastern Wisconsin Beef Producers & Promoters Meeting

March 9 at 7:00 p.m., Chissy's Pub and Grill, Waldo, WI

Dr. Amy Radunz will present "The role of nutrition in developing programming of your calf crop."

### ● Wisconsin Angus Association Meeting

March 26 at 3:00 p.m., Taphouse Twenty, Tomah, WI

Board member elections, bylaw changes, and regular annual meeting items will take place. An Angus Social Hour will follow the annual meeting.

### ● Vernon County Cattlemen's Meeting

March 30 at 6:30 p.m., Viroqua Eagles Club

### ● Rock County Beef Producers Annual Meeting

April 15 at 6:00 p.m., Rock County Fairgrounds, Janesville, WI

The social starts at 6:00 p.m. at the stock pavilion and dinner at 6:30 p.m. The meeting will follow with guest speaker Dan Vyvyan on SVS Repro.

**CHECK OUR WEBSITE FOR THE LATEST EVENTS AND INFORMATION**



[wisconsincattlemen.com](http://wisconsincattlemen.com)

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# Membership Update

Tressa Alderson, WCA Membership Chair

Memberships paid in 2021 for all pre-existing members expired on February 28, 2022. Below is a breakdown of renewals and expirations of WCA memberships. If you have not renewed your membership in 2022, you can do so by visiting the WCA website ([wisconsincattlemen.com](http://wisconsincattlemen.com)). Please contact the WCA office at [info@wisconsincattlemen.com](mailto:info@wisconsincattlemen.com) or by phone at 608-228-1457 if you need to check the status of your membership. The membership timeline is as follows:

### January 1 – February 28: Primary Membership Period

- Both new and renewing members who pay their dues during this time will be considered active through February 28 of the following year
- Example: ABC Farms pays their membership dues on January 5, 2022. Their membership is active through February 28, 2023.

### March 1 – August 31: Grace Membership Period

- Both new and renewing members who pay their dues during this time will be considered active through February 28 of the following year
- Example: ABC Farms has an expired WCA membership because they forgot to pay their dues on or before March 1. ABC Farms pays their dues on March 5, 2022 and is then considered active through February 28, 2023.

### September 1 – December 31: Catchup Period

- ONLY APPLIES TO EXPIRED MEMBERSHIPS
- Previous WCA members who have not renewed their dues during the primary or grace membership periods are considered expired. Expired members who choose to renew during this time will only be considered active through February 28 of the following year
- Example: ABC Farms neglected to renew their membership during the primary or grace membership periods. ABC Farms wants to be considered an active WCA member again, so they pay their dues on June 5, 2022. Their membership is then considered active until February 28, 2023.

### September 1 - December 31: Late New Member Period

- ONLY APPLIES TO NEW MEMBERS
- In an effort to encourage new members to join WCA year-round, those who choose to become a WCA member during this time will be considered active through the remainder of the current membership year AND the entire following year.
- Example: 123 Ranch learns about WCA after attending the 2020 Summer Tour and decides to join. 123 Ranch pays their membership on June 5, 2022 and is then considered active until February 28, 2024.

- Tressa Alderson

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[tressaalderson27@gmail.com](mailto:tressaalderson27@gmail.com)

# Livestock Market Update

Jeff Swenson

DATCP Livestock and Meat Specialist.

The Market Update draws information from several sources, including trade publications, radio broadcasts, agricultural news services, individuals involved in the industry as well as USDA NASS and AMS reports. - This report was released 2/25/22

Cash cattle trade was slow to develop again the week of Feb. 20 with sellers holding out for higher prices. Demand remains strong as packers continue to increase weekly harvest. The week's total of 663,000 head was the largest of the year so far, 4,000 head above the previous week and 114,000 head more than the same week last year.

The average trade estimate for Cattle on Feed is 100.9 percent compared to February 1, 2021. While the average trade guess for cattle placed on feed is 99.2 percent, estimates range from three percent below to four percent above January 2021. Cattle marketed is expected to be three percent below the same period a year ago. The Choice beef cutout value continues to show weakness, posting at \$276.13. That is \$3.00 lower than last week but still well above a year ago when it was \$232.04.

Continued on following page.

# Livestock Market Update Cont.

The USDA released its monthly Cold Storage report on February 22, 2022. Frozen red meat supplies were up six percent on Jan. 31, 2022 compared to the previous month but still three percent lower than the same date last year. Total pounds of beef in freezers was up four percent from the previous month and up one percent from last year.

Choice beef breed steers and heifers at Wisconsin and surrounding state auction markets were \$2.00 higher. High-yielding, high-grading cattle brought \$124.00 to \$144.00/cwt with tops reported from \$145.00 to \$150.00/cwt. Choice and Prime Holstein steers were steady to \$1.00 higher at \$93.00 to \$125.00/cwt. with reports of steers selling to \$127.00 and some packages higher again this week. Silage fed, under finished or heavy dairy breed steers brought \$70.00 to \$94.00/cwt. Dairy x beef steers were mostly \$99.00 to \$139.00/cwt. Cows were \$2.00 higher at \$50.00 to \$72.00/cwt. Blemish free and beef breed cows in fleshier condition sold into the low \$80.00s/cwt. Doubtful health and thin cows were bringing \$50.00/cwt and down. Dairy breed bull calves were steady bringing \$50.00 to \$100.00/cwt with heavier, well cared for calves up to \$160.00/cwt. Beef and beef cross calves were steady, bringing up to \$320.00/cwt.

## Steak Trailer Update

Brady Zuck, WCA Steak Trailer Co-Chair



As we look forward to warmer weather and snowbanks melting away, the WCA Steak Trailer is gearing up for another great year of serving our famous beef products across the state of Wisconsin. We are currently evaluating applications for the new Steak Trailer Manager and hope to have a new Manager selected before the WPS Farm Show in March. We are grateful that Craig and Vickie Dunnum have agreed to help transition the WCA Steak Trailer to a new Manager, ensuring we will have a successful year ahead.

The Steak Trailer is crucial to funding the activities of WCA – without it, we would not be able to continue to operate in our current capacity. Please consider volunteering at the Steak Trailer – even a few hours here and there is a great help! With the ongoing labor challenges that we are all well aware of, coming together as a membership to support the Steak Trailer is more important now than ever.

Each year, we secure Group Labor to help at each event with duties such as preparing sandwiches and serving food. If you would like to volunteer individually, or if you know a local 4-H/FFA/youth group looking for a fundraising opportunity, please consider the Steak Trailer! Contact Vicki Dunnum (608-963-2428, [wcasteaktrailer@gmail.com](mailto:wcasteaktrailer@gmail.com)) to secure your group's time at an upcoming event.

We want to thank you all for the support in 2021 and look forward to another successful year in 2022!

*-Brady Zuck*

715-415-9131

[brady\\_zuck@diamonddv.com](mailto:brady_zuck@diamonddv.com)

### 2022 Event Schedule

WPS Farm Show- Oshkosh - March 29 - 31

Midwest Horse Fair- Madison - April 22-24

Wisconsin State Fair- Milwaukee - August 4 - 14

World Beef Expo – September 22 - 24

World Dairy Expo – October 2 – 7

# Board Member Spotlight: Tressa Alderson

Tressa Alderson joined the Wisconsin Cattlemen's Association Board of Directors this past year at Summer Tour. Prior to being on the WCA Board, Tressa served as Publications Chair and co-chaired Winter Conference with Amy Radunz the last three years. Since joining the WCA Board, Tressa has also taken up Membership Chair responsibilities.

Tressa is a Missouri native, raised on a backgrounding operation in the central part of the state. The Alderson's ran 500 head of cattle on 250 owned acres plus some leased land. The operation has since transitioned to a cow-calf with Akaushi influence via bulls and donors for embryos. Her family utilizes the Akaushi genetics to increase marbling in their carcasses as they direct market a large portion of their calf crop. Although Tressa is a Wisconsin resident, she has stayed heavily involved, specifically in the reproduction aspect of the family business.

Tressa is a graduate from the University of Missouri-Mizzou with a BS in Animal Science. She started her career at TransOva Genetics where she was an embryologist for five years. Tressa moved to Wisconsin in the fall of 2016 to cover a temporary need for TransOva and fell in love with the diversity of agriculture in the state. She has since left TransOva and now serves as the Donor Program Herdsman and Coordinator for ABS Genetics at their beef nucleus in Pardeeville, WI.

Tressa and her fiancé, Nolan Lacy, started Lacy Acres near Wyocena, Wis. They purchased 35 acres in 2018 and have spent the last three years developing infrastructure; putting up buildings, running waterlines and building fences. They predominately make hay off their land, but this past spring started their herd with 2 registered Red Angus pairs and are excited to see it grow.

Tressa decided to join WCA in 2018 to develop relationships with her fellow Cattlemen while also becoming aware of the issues and current policies in agriculture. Through events like Summer Tour and Winter Conference in past years, WCA is a great way to build a network of beef producers in our state. WCA's involvement at our capitol gives Tressa comfort that there is someone voicing her needs and concerns as a producer in this state. The stability of the agriculture industry is one of extreme importance to Tressa, one that she entrusts WCA with.



## Twenty Fourth Annual Performance Tested Angus Bull and Female Sale

**Sunday, March 20th, 2022 1:00 p.m.**

*Bloomington Livestock Exchange | Bloomington, WI*

### 55 Angus GS Tested Bulls, 25 Bred Females and 3 Elite Feature Females

from the Primrose Lady, Pride and Sandy families. Bulls sired by Deer Valley Growth Fund, Sitz Resilient, Baldrige Alternative, Connealy Emerald, S A V Quarterback, MOGCK Entice, and more.

To request a Sale Book email: [2kcattlekrm@gmail.com](mailto:2kcattlekrm@gmail.com) or visit our website: [2kangus.com](http://2kangus.com). Sale broadcasted on [DVAuction.com](http://DVAuction.com). Auctioneer: Cody Lowderman. Sale Consultants: Glenn Davis, Genetic Pathways: 219-776-7584 and Greg Miller: 608-778-8785. Call to view cattle ahead of sale.

8281 East Glen Road  
Glen Haven, WI 53810  
Kevin: 608.732.6838  
Kelsi: 608.778.7748

**2K Cattle Enterprises**  
*Kevin and Keri Retallick Family*



CED+10 BW-.4 WW+74 YW+146 SB+183 SC+289

**Lot 1 2K Replacement 571 - 20120306**  
Baldrige Alternative E125 X Sitz Investment 660Z



CED+10 WW+85 YW+157 \$W+88 SB+179 SC+295

**Lot 8 2K Growth Fund 461 - 20120450**  
Deer Valley Growth Fund X Connealy Comrade 1385

*Decades of Experience.  
Decades of Performance Testing.  
Decades of Progress.*

# It's Time to Go Shopping!



**By Sandy Stuttgen, DVM**  
Agriculture Educator  
UW-Madison Division of Extension

The groundhogs seeing their shadows reminds me that spring pasture turnout is just around the corner and planning to purchase cattle health products needed to cover pastured conditions is in order. Taking a look at the calendar helps to identify some key dates when products will be needed; for example, deworming for internal parasites 30 days prior and 30 days after turnout, and placing fly ear tags 4-8 weeks after turnout (depending on when summer flies are most active in the area). Hmm, which vaccines and boosters are needed before turnout? Perhaps the first thing needed is to schedule a herd health consultation with the veterinarian. During this visit the entire year's preventative health maintenance plan can be scheduled and the vet can help identify products and testing procedures.

Grab a pencil and inventory the herd to determine numbers and weights of specific age groups so that the appropriate quantities of each health product may be purchased. Yearlings will need both primary and booster vaccine doses; two-year and older cattle will most likely only need the booster (as long as their last dose occurred within the prior year). Those due to calve this spring may have additional needs, including scour vaccines for the adults (with boosters for those receiving this vaccine for the first time), and scour and respiratory vaccines, colostrum replacer or supplements and navel disinfectant for the newborns. Fall preconditioning products and their administration may also be planned for in the spring, even before the calves are born.

Inventory medicine cupboards and refrigerators and discard expired products while noting how many doses of effective product need to be used up, especially regarding any leftover dewormer. Should you continue to use the same product? Maybe it's time to switch, and

maybe it's time to use combination therapy (two - three products from different drug classes) especially for deworming the yearlings. Have a deworming conversation with your veterinarian who can also devise the procedure and supplies needed for fecal egg testing to verify that the deworming protocol is effective. Knowing cattle weights has value for preventing under- and overdosing to help ensure treatments are effective and reduce the risk of developing further pest resistance.

In regard to fly control, adult cattle and yearlings will each need two insecticidal ear tags while most products indicate nursing calves only need one. Consider switching the fly-tag's drug class if the same product has been successively used as flies that overwintered in the barn may be resistant to the insecticide. Count up the pasture places where fly oilers or dust bags may be placed and plan to purchase enough for season-long use. Was pinkeye a problem last year? If so, then work with your veterinarian to determine a pinkeye vaccine and administration date. Timing of pinkeye vaccination is critical, so immunity is at its peak when the risks are at their highest (hot summer sun, active face flies).

I don't know about you, but without a shopping list, I make rash decisions and purchase items at the supermarket that I don't need or already have at home. I am much more efficient and effective with my time and money when using a pre-planned list. Shopping for cattle health supplies is very similar. Pre-planning will help return the most on your animal health investment.

References used for this article may be found at <https://livestock.extension.wisc.edu/> including Fly Control for Beef Cattle, by Ashley Olson and those by Sandy Stuttgen: Prevent Pink Eye by Controlling Face Flies, Pinkeye Vaccination Programs, Managing and Preventing Pinkeye, and Preplan Preconditioning Tasks.

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## Cattle Trails Advertising Opportunities

### CONTACT THE WCA OFFICE FOR DETAILS

Half-page advertisements are available for placement in an upcoming issue of the Cattle Trails newsletter for \$50 per issue. Ad spaces for the June issue must be claimed by May 15, 2022.

Contact the WCA office for full informational sheet of advertising details.

Phone: (608) 228-1457 | Email: [kaitlyn@wisconsincattlemen.com](mailto:kaitlyn@wisconsincattlemen.com)

# Wisconsin Legislative Update

Jordan Lamb

WCA Legislative Counsel

DeWitt, LLP

The Wisconsin legislative session is entering its final weeks. It is expected that the legislature will adjourn in early March 2022 and focus on the 2022 elections. They have been in session since January 4, 2021.

The following are the issues that our state advocacy team is working on as the session ends, as well as issues that will continue over the summer of 2022.



## **Ag Groups Push for Passage of Two Ag Water Quality Bills (2021 Assembly Bill 727 / Senate Bill 677 and 2021 Assembly Bill 728 / Senate Bill 678)**

Senator Rob Cowles and Representative Joel Kitchens have authored two bills that address several agricultural water quality issues.

AB 727 / SB 677 creates a pilot grant program to promote nitrogen optimization; funds a hydrogeologist position; and creates a cover crop insurance premium rebate program. Specifically, the bill provides \$2 million for a commercial nitrogen optimization grant program requiring DATCP to award grants of up to \$50,000 to farmers who implement projects to optimize commercial nitrogen use. It also provides funding for a 3-year project position for one full-time hydrogeologist for the Wisconsin Geological and Natural History Survey focusing on depth-to-bedrock information at the county and local level. Finally, the legislation creates a cover crop insurance premium rebate program under which farmers may receive \$5 per acre to help offset the costs to plant cover crops. This rebate program is funded at \$400,000 per year.

AB 728 / SB 678 makes important updates to two rural water quality programs. This legislation expands eligibility for applicants under DNR's well compensation grant program to increase access to grants to improve rural drinking water contamination including nitrate contamination. The bill removes the current law requirement that livestock use the well and lowers the nitrate contamination threshold for grant eligibility. (Note: This grant program was funded with \$2.4 million in the 2021-23 budget bill.) The legislation also expands eligibility for DATCP producer-led watershed grants to allow grants to be made to producer-led groups consisting of farmers located in adjacent watersheds. Currently, the groups are restricted to farmer groups from the same watershed.

Both of these bills are widely supported by numerous agricultural and commodity groups because they support farmer-led conservation initiatives rather than imposing new farm regulations. Farmer-led initiatives, like DATCP's producer-led watershed grant program, has proven to be an effective way to encourage on-farm conservation changes.

## **Gray Wolf Protections Restored – WI Hunt Suspended**

On Feb. 10, 2022, a U.S. District Court restored Endangered Species Act Protections for gray wolves in all lower 48 states, except for the northern Rocky Mountains Region (i.e., Idaho, Montana and Wyoming). The judge ruled that the U.S. Fish and Wildlife Service failed to prove that wolf populations can be sustained without being relisted in the Endangered Species Act.

- The effect of this ruling is that the wolf hunt in Wisconsin is indefinitely suspended.
- Permits issued to landowners allowing lethal removal of wolves as a result of wolf conflicts are invalid. (The DNR will contact permit holders directly.)
- The DNR is also not authorized to use lethal control as part of its conflict management program. Non-lethal tools remain available to address wolf conflict situations.
- Training dogs to track and trail wolves is prohibited. Dog hunters

may no longer pursue wolves for training purposes.

The DNR stated that it remains committed to assisting landowners that experience wolf conflicts. If you suspect wolves in the depredation of livestock, pets, or hunting dogs, or if wolves are exhibiting threatening or dangerous behavior, contact USDA-Wildlife Services staff immediately. In northern Wisconsin call 1-800-228-1368 or 715-369-5221. In southern Wisconsin call 1-800-433-0663 or 920-324-4514. For more on wolves in Wisconsin, visit the DNR website for additional information on wolf management and wolf conflict abatement.

## **Legislation to Allow Transfer of Farm Implements Outside of Probate is Introduced**

2021 Senate Bill 893 / Assembly Bill 948 (Senator Joan Ballweg / Representative John Macco) would create a mechanism to transfer ownership of farm implements upon death outside of the probate process. Probate is a process in which the courts assist in the transfer of assets after a person's death. This frequently creates an extended period of time where these assets are inaccessible by the beneficiary until final determinations are made. For Wisconsin farmers, when a death occurs under current law, the beneficiary can receive the farmland shortly after through transfer on death (TOD), but the farming equipment used to continue production must go through the probate process thereby placing a halt on any work being done. SB 893 allows "farming implements" to be transferred through the TOD process.

## **ATCP 50 Rule Revision is Underway – Soil & Water Resource Management**

The Department of Agriculture, Trade and Consumer Protection (DATCP) has initiated a process to update aspects of Wis. Admin. Code ATCP 50, Soil and Water Resource Management. According to the agency, a significant component of DATCP's rule revision process includes extensive outreach to diverse stakeholder groups to collect and incorporate the perspectives of agricultural, environmental, and local, state and federal agencies working in conservation programming across Wisconsin into our rule revisions. DATCP has scheduled a virtual stakeholder meeting for February 24, 2022, to provide information on Implementing the Silurian Bedrock Performance Standard. Information about the rulemaking and links to the stakeholder meetings are available on the rulemaking website: [https://datcp.wi.gov/Pages/Programs\\_Services/ATCP50RuleChanges.aspx](https://datcp.wi.gov/Pages/Programs_Services/ATCP50RuleChanges.aspx). This rulemaking process will continue throughout 2022.

## **Speaker Vos Creates Special Committee on Trade and Supply Chains**

This Committee will "focus on the relationship between the labor shortage and supply chain interruptions and the impacts and barriers this creates for businesses and consumers. The committee will examine the disruptions in production and distribution of products over the past two years, the lack of workers in the labor market, and Wisconsin's role in recovering." Rep. Rob Brooks will chair the committee. Other committee members appointed include Rep. Alex Dallman, Rep. Nancy VanderMeer, Rep. Dave Armstrong, Rep. John Spiros, Rep. Warren Petryk, Rep. Michael Schraa, Rep. Gordon Hintz, Rep. Samba Baldeh, and Rep. Kristina Shelton.

The Committee held an initial informational hearing on February 10, 2022, in order to solicit feedback from the public on harmful governmental policies, barriers to employment and supply chain issues. The Committee would also like the public to identify potential solutions to these problems. It is expected they will continue their work even after the legislature adjourns.

## **Investment in Statewide Meat Talent Development Announced**

On January 11, 2022, Governor Tony Evers, together with DATCP announced up to \$5 million in meat talent development assistance. This funding will be used to attract and provide financial support to students in Wisconsin meat processing training programs, as well as support program development and connect the meat processing industry with potential employees.

# Beef Checkoff Research on Alternative Proteins



Tammy Vaassen

Executive Director, Wisconsin Beef Council

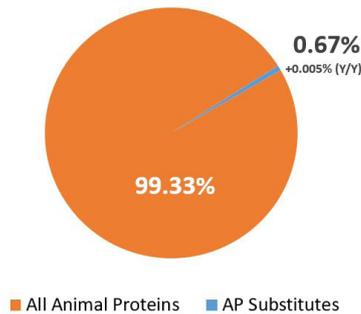
While it would be easier to not have to deal with plant-based and other forms of alternative proteins that are a part of protein landscape today, they are here to stay. A quick Google search on them shows roots going back to the 1970's; in some cases it was several centuries even before that. The pandemic, new product introductions, and now cell-cultured items have kept alternatives in the media spotlight the past few years, but what traction do they really have – and what is the Beef Checkoff doing in this arena?

**Market Share:** The market share for protein substitutes continues to remain at a small percentage of all proteins<sup>1</sup>. This doesn't mean that we will sit back and assume that it won't grow; the Beef Checkoff will continue to understand consumer interest in substitutes and keep strong and positive messages about beef front and center to ensure we remain top of mind.

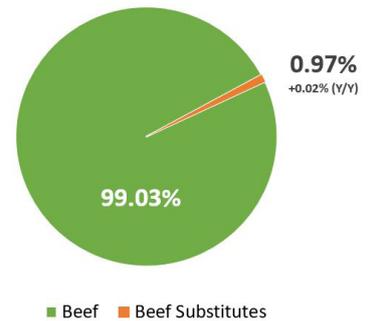
**CBB Research:** Leaders of the Cattlemen's Beef Board wanted to get a better understanding of consumer preferences and attitudes toward beef and other proteins. They commissioned a research project, paid for with your investment into the Beef Checkoff, that did a deep dive into the consumer marketplace. The full research report can be found on CBB's website at [www.beefboard.org](http://www.beefboard.org); search for 'alternative proteins.' The main findings from this research were:

1. Real beef is currently chosen in the marketplace about three times more often than plant-based protein alternatives.
2. Beef has a good image. As a result, consumers' perceptions of beef's taste, appearance, price and naturalness greatly exceed that of plant-based proteins.
3. Regular meat consumers (68% of the study's full sample) are much less likely to select a plant-based item when a beef item is available.
4. Changes in the price of beef have a much larger impact on consumer decisions to buy beef than the impact of changes in the prices of plant-based offerings. This means plant-based burgers are relatively weak substitutes for beef.

Animal Proteins vs. Substitutes



Beef vs. Beef Substitutes



**Protein Quality Research:** Further research was conducted at Colorado State University and the University of Illinois Urbana-Champaign through funding from the National Cattlemen's Beef Association, a contractor to the Beef Checkoff. The results established that the protein quality of beef burgers is greater than that of soy-based or pea-based burgers. While the nutrition labels of these plant-based alternatives list similar quantities of protein, this new research shows that when it comes to protein quality, beef burgers come out on top. In contrast, plant-based alternatives are not always considered "excellent" sources of protein. Only high-quality protein provides all the essential amino acids in quantities that meet the requirement for proper growth, development and maintenance of body tissues such as muscle.

The understanding of consumer trends, opinions, and purchasing data will continue to be a strong part of the Beef Checkoff programming. This information helps to shape the messaging, strategies and tactics used on a state and national level to encourage consumers to choose beef. Nicely done beef – you only need one ingredient to taste like a hamburger!

1. Source: Retail - NielsenIQ, Answers on Demand, 2021 Half-Year Meat Volume Sales Ending June; Foodservice - NPD, Category Sizing, Half-Year 2021 (Jan-June). Beef Substitute Forms: Brisket, Chubs, Ground, Meatball, Meatloaf, Patties, and Steaks

## NCBA Pleased to See Next Steps in Processing Capacity Funding

In February, the U.S. Department of Agriculture (USDA) announced the availability of up to \$215 million in grants and resources as part of a continued effort to strengthen the meat and poultry processing sector and create a more resilient food supply chain. NCBA appreciates the Administration's efforts to expand and diversify processing capacity and looks forward to working with USDA to ensure proper implementation of the funds.

Regulatory Policy Tanner Beymer. "The expansion of regional processing facilities will bolster resiliency within the beef supply chain and help return marketing leverage to cattle producers." As part of previously announced federal investments totaling \$1 billion, these funds will be allocated to three main areas: the newly created Meat and Poultry Processing Expansion Program (MPPEP), workforce development, and technical assistance.

"Investing in packing capacity is critically important for the cattle industry," said NCBA Director of Government Affairs and Market



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