

cattleTRAILS

June 2022

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

Photo submitted by Kesler Family Farm near Hilbert, WI



WISCONSIN
CATTLEMEN'S
ASSOCIATION



President's Path

Brady Zuck, WCA President

As we head into the summer months after a cold, damp spring, we look forward to all the events that summer brings - county and state fairs, the WCA Summer Tour, cows out on grass, and hay making. The beef industry is in a great position with strong consumer demand and higher cattle prices in our future due to a smaller cow herd. Although we all continue to battle supply chain issues and increased input prices, we have much to be thankful for.

Involvement. As I reflect on the current status of WCA, we have a great need for more involvement. We are a 100% volunteer-based organization, with paid support from the Wisconsin Beef Council staff. As a result, we lean heavily on our member leaders to get the job done. The old saying "many hands make light work" holds true, but we need more of those hands to support the activities of WCA. To our current member leaders - thank you for all that you do! It is greatly appreciated.

We have many opportunities for members to become more involved. We are looking for candidates to back fill the At-Large Director role on our board, recently vacated by Clay Daily who moved to Michigan for his career. On the committee level, we are seeking help on Scholarship, Sponsorship, Membership, and Summer Tour. Please consider taking a more active role in WCA - your time and talent would be greatly appreciated!

On the legislative front, activity has been a bit quieter than usual

A Great Need for Involvement

"We are growing our membership, and as a result, our presence at the Capitol in Madison is growing."

after a very busy legislative session. The Legislature is currently out of session, as they hit the campaign trail to prepare for fall elections. However, that doesn't mean the work stops - 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 involved in every conversation at the Capitol that could impact beef producers.

Thank you for your membership in WCA and for all that you do to support our organization. In 2022, I am proud to report that we are growing our membership, and as a result, our presence at the Capitol in Madison is growing. If there is ever anything WCA can do for you, or if you have feedback to share on local issues, please reach out at any time. My phone number is 715-415-9131, email brady_zuck@diamondv.com. I look forward to seeing many of you at the 2022 WCA Summer Tour!



-Brady Zuck

2022 WCA President

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Follow the Wisconsin Cattlemen's Association on Facebook for the latest news!

@WisconsinCattlemensAssociation

Membership Update

Tressa Alderson, WCA Membership Chair

As we look towards the second half of the year, we have Summer Tour quickly upon us. This is the ideal opportunity to engage with producers, so don't miss it! Consider bringing someone along that is not a current member for them to see firsthand what our organization is about. If you have any suggestions on how to expand our membership, please do not hesitate to reach out. I look forward to growing our organization with you.

*upcoming events:

- **WCA Board Meeting**

June 17 at 5:00 p.m., Stout Ale House, Menomonie, WI

Prior to Summer Tour, the full WCA Board of Directors will meet in-person.

- **2022 WCA Summer Tour & Annual Meeting**

**June 18, K-Lund Angus Farm
(Woodville), SKOR Cattle
Co (Clear Lake), ALVICIA
- Menomonie Feed Mill
(Menomonie)**

Registration is available online at wisconsincattlemen.com/events/summer-tour. The Annual Meeting will begin at 6:00 p.m. at the ALCIVIA-Menomonie Feed Mill.

- **Wisconsin State Fair**

August 4-14, West Allis, WI

This is the largest event for the Wisconsin Cattlemen's Association Steak Trailer. Get involved by reserving your shift in the steak trailer today! Call 608-963-2428 or email wcasteaktrailer@gmail.com.

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

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Wisconsin Shorthorn Association
Wisconsin Simmental Association
Wisconsin Livestock Identification
Consortium
World Beef Expo

Interested in becoming a WCA Affiliate Member?
Visit wisconsincattlemen.com/membership

Scholarship Winners

This February, the Wisconsin Cattlemen's Association received several outstanding scholarship applications. The scholarships were available to high school seniors enrolled or planing to enroll in any university, technical college or community college in the United States. Congratulations to the following students who were selected as the 2022 WCA scholarship recipients:

Avery Crooks, Lancaster High School - Avery plans to attend Iowa State University to study animal science.

Claire Duch, New London High School - Claire will explore agriculture education and elementary education at the University of Wisconsin-River Falls.

Emma Leis, Cashton High School - Emma intends to study agriculture at Western Technical College.

Kelly Gaffney, Barneveld High School - Kelly will pursue a bachelor's degree in animal science at Kansas State University.

Hailey Jentz, Belmont High School - Hailey will be hitting the books at Iowa State University studying agricultural business.

Steak Trailer Update

Brady Zuck, WCA Steak Trailer Co-Chair



As we head into the summer months, the Steak Trailer is busy preparing for our largest event, the Wisconsin State Fair. We are grateful that Craig and Vickie Dunnum agreed to manage the Steak Trailer at both the 2022 WPS Farm Show and Midwest Horse Fair. Although product cost continues to be a challenge, we have adjusted pricing to maintain consistent margins. Although WPS Farm Show was hampered by poor weather, we had a great showing at Midwest Horse Fair. After much time spent searching in a tight labor market, we are close to selecting our next Steak Trailer Managers. We are extremely thankful that Craig and Vickie have agreed to help transition the WCA Steak Trailer to a new Manager, ensuring we will have a successful year ahead.

With a new Manager heading into our biggest event of the year at State Fair, it is critical that we, as a WCA membership, step up and help support. Please consider volunteering your time to work a shift. At the end of the day, the revenue from Steak Trailer is the lifeblood for our organization. Thank you to all that have helped in the past, and we look forward to seeing you again at the 2022 Wisconsin State Fair.

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

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

-Brady Zuck

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2022 Event Schedule

Wisconsin State Fair

Wisconsin State Fair Park, West Allis
August 4 - 14

World Beef Expo

Wisconsin State Fair Park, West Allis
September 22 - 24

World Dairy Expo

Alliant Energy Center, Madison
October 2 - 7

Gov. Evers Announces an Additional \$10 Million Investment in Meat Processing Infrastructure

Gov. Tony Evers announced the creation of the Meat and Poultry Supply Chain Resiliency Grant Program, investing up to \$10 million in the program to continue to grow Wisconsin's meat processing industry and improve the long-term viability of the state's livestock industry. Funded through the American Rescue Plan Act (ARPA), Wisconsin meat processors will have the ability to apply for grants of up to \$150,000.

The Meat and Poultry Supply Chain Resiliency Grant Program will be distributed by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). Processors are required to provide a match of 100 percent of the grant amount, and grants will be awarded through a competitive selection process. The application period for the Meat and Poultry Supply Chain Resiliency Grant Program is now open.

Summer Tour



Planning is well underway for the 2022 WCA Summer Tour, which will be held on Saturday, June 18th, 2022. The tour will be in the Menomonie, WI area, including stops at K-Lund Angus Farm (Woodville, WI), SKOR Cattle Company (Clear Lake, WI) and ALCIVIA Menomonie Feed Mill (Menomonie, WI). We are excited to be partnering with the Northern Wisconsin Beef Producers Association (NWBPA) for this year's tour. They will be hosting their annual Summer Picnic over the lunch hour, which will feature educational speakers and raffles. We look forward to hearing from several industry leaders, including Don Schiefelbein, current NCBA President. The WCA Annual Meeting will also be held during the evening program.

We are NOT planning to have a bus for transportation – rather, attendees will drive themselves between the stops. As in past years, meals, drinks, and snacks will be provided along the way. We look forward to having WCA members back together, learning new information and making connections with other cattlemen from across the state. Be sure to mark your calendars, and we will see you there! If you have any questions about the 2022 WCA Summer Tour, please reach out to Brady Zuck at brady_zuck@diamondev.com, or 715-415-9131. Additionally, the WCA website will continue to be updated with additional information. For more information and to register, please visit: <https://www.wisconsincattlemen.com/events/summer-tour>

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 6/03/22

Grilling season has begun, and with summer officially underway, it is notable that beef sales and features are largely absent at the retail level. Wholesale beef prices are lower than this time last year and have come off the record highs seen at the beginning of the year, but lower prices have not reached the consumer. In speaking on Professional Dairy Producers of Wisconsin Dairy Signal broadcast, Steve Van Lannen, President and COO of American Foods Group, said that “retailers have really good margins right now and they seem to be satisfied with maintaining margin more than increasing volume.” The Choice beef cutout did increase by \$3.00 last week to end Friday at \$265.42 but is still approximately \$66.00 lower than this time last year. Cash cattle are lower this week nationally with the USDA reporting the weighted average price of a beef breed steer of \$134.98/cwt Wednesday compared to \$138.93/cwt last Friday. Harvest volumes were lower when compared to the previous week, which was expected as some packers ran limited or no shifts on Saturday leading up to the Memorial Day holiday. The weekly estimate was 644,000 head and that was 36,000 head lower than the previous week, but 14,000 head higher than the same week last year. Carcass weights have been decreasing and there has been a drop in the number of fed cattle grading Choice or higher. This may indicate that fed cattle supplies, although high, are staying current. It could also be attributed to more cattle that went into feedlots as calves, rather than yearlings, are coming to market.

Choice beef breed steers and heifers at Wisconsin and surrounding state auction markets were steady to \$1.00 lower. High-yielding, high-grading cattle brought \$126.00 to \$139.00/cwt. High Choice and Prime type cattle with an overnight stand at the auction market sold from \$140.00 to \$146.00/cwt. Choice Holstein steers were steady at \$99.00 to \$128.00/cwt, with high grading Holstein steers bringing \$128.00 to \$134.00/cwt. Silage fed, under finished, or heavy dairy breed steers brought \$72.00 to \$99.00/cwt. Dairy x beef steers were lower, bringing \$99.00 to \$138.00/cwt. Cows were lower at \$52.00 to \$75.00/cwt. Beef breed cows in fleshier condition continued to sell into the \$80.00s/cwt. Doubtful health and thin cows were bringing \$52.00/cwt and down. Dairy breed bull calves were higher, bringing \$50.00 to \$120.00/cwt, with heavier, well cared for calves up to \$180.00/cwt. Beef and beef cross calves were bringing up to \$350.00/head.

Be Ready to Reduce Heat Stress in Cattle this Summer

By Bill Halfman
Monroe County Agriculture Agent
UW-Madison Division of Extension

There is no question that heat stress can negatively impact animal performance. For feedlot cattle heat stress reduces daily gains, negatively impacts feed efficiency and can lower dressing percent. Cow-calf producers could expect greater embryonic loss in the first few weeks after conception due to heat stress. High temperatures could also impact semen quality in bulls 2 to 4 weeks after the heat stress event, resulting in lower conception rates. Prolonged exposure to heat stress is much more detrimental than short-term heat stress and its effects linger long after temperatures drop back below the heat stress threshold. Chart 1 shows the level of heat stress on beef cattle at different temperature and humidity levels.

To evaluate cattle heat stress, count their breathing rate. Since cattle do not sweat, they try to dissipate heat by increasing breathing rate. The following table shows the level of heat stress based on breathing rate.

Follow these management practices to help reduce cattle heat stress.

1. Avoid handling, transporting, moving, or processing cattle. If these activities must occur during this time, they should be done early in the morning hours while using low stress handling techniques, but it is best to delay them until better weather when possible.
2. Provide plenty of water. Make sure the water supply to cattle is able to meet the increased demands during hot weather. Also make sure the waterers are clean to not discourage intake. It may be necessary to provide additional tanks especially if cattle only have access to one tank in the pastures.
3. Provide shade. Shade is critical, especially for dark-haired cattle and/or fleshy cattle, therefore provide a pasture with access to trees or open buildings. Portable shade options are also a possibility. In open feedlots or pastures without shade, please see Tip 4 to reduce heat stress. It is also a good idea to provide shade in such a manner to prevent bunching up which reduces good air flow and often causes a mud hole under the shade.
4. Sprinkle cattle and pen with water. As evening approaches cattle try to dissipate heat, so spraying water on mounds or pens where cattle can lie down will help. Also avoid spraying cattle with a mist, because in high humidity this may only contribute to instead of alleviating the problem of heat stress. Be careful and first introduce the water to cattle in early morning hours and or ahead of time so they are accustomed to being wetted down to avoid adding additional stress to the cattle when spraying them with water.
5. Provide adequate ventilation. If cattle are being fed and housed in an enclosed barn or building, use fans to move air out and through the building; open sides of the barn to improve airflow; or provide access to an outside pen or pasture with shade. Using sprinklers in this situation will potentially intensify the problem and create more humidity without proper air movement to remove it from the building. Keep in mind that some sheds may have dead air spaces in them, for example in the back, below the knee wall where cattle may lay down. Fans and positive pressure tubes can help correct these problems.

For more details, including heat stress prediction maps, are available online from the US Meat Animal Research Center website, <https://www.ars.usda.gov/plains-area/clay-center-ne/marc/docs/heat-stress/main/>.

References:

Brown-Brandl, T. M., Eigenberg, R. A., Nienaber, J. A., and Hahn, G. L. 2005. Dynamic response indicators of heat stress in shaded and non-shaded feedlot cattle, Part 1: Analyses of indicators. Biosystems Engineering 90(4): 451-462.

Lily N Edwards-Callaway, M Caitlin Cramer, Caitlin N Cadaret, Elizabeth J Bigler, Terry E Engle, John J Wagner, Daniel L Clark, Impacts of shade on cattle well-being in the beef supply chain, Journal of Animal Science, Volume 99, Issue 2, February 2021, skaa375, <https://doi.org/10.1093/jas/skaa375>

Mader, T. L., Davis, M. S., and Brown-Brandl, T. M. 2006. Environmental factors influencing heat stress in feedlot cattle. J. Anim. Sci. 84: 712-719.

Reviewed by: Amanda Cauffman and Carolyn Ihde, UW Madison Division of Extension Livestock Educators in Grant and Crawford/ Richland Counties.

Chart 1: Beef Cattle Temperature Humidity Chart for Heat Stress

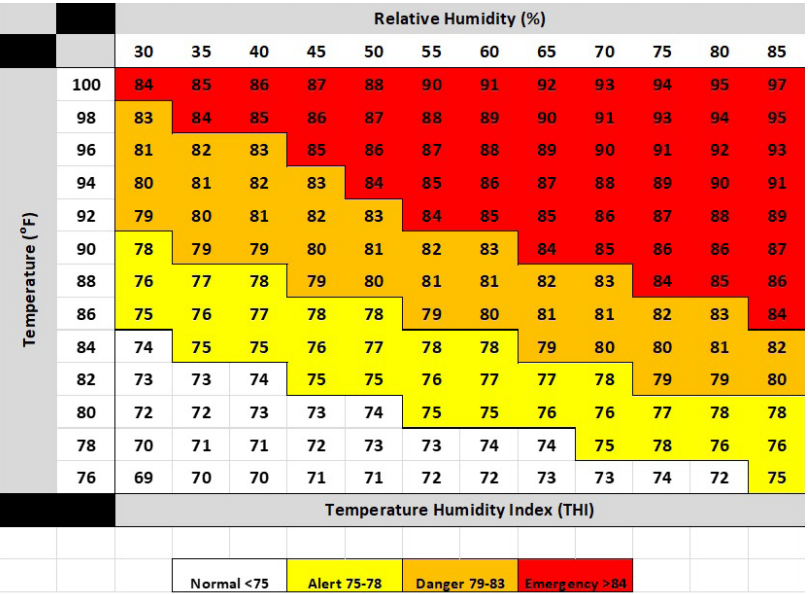


Table 1: Stress Categories defined by predicted breathing rate. Brown-Brandl et al., 2005

Predicted Breathing rate (breaths per minute)	Heat Stress Category
Less than 90	Normal
90-110	Alert
110-130	Danger
Greater than 130	Emergency

Wisconsin Legislative Update

Jordan Lamb

WCA Legislative Counsel

DeWitt, LLP

The Wisconsin State Senate and the State Assembly have adjourned their 2021-22 legislative sessions. However, our advocacy work on administrative rules continues through the calendar year. Barring unforeseen circumstances, they will not reconvene until January 2023.



Ag Water Quality Bill Signed Into Law (2021 Assembly Bill 727 / Senate Bill 677)

Senator Rob Cowles and Representative Joel Kitchens authored legislation that promotes farmer-led water conservation. This legislation creates a pilot grant program to promote commercial nitrogen optimization by allocating \$2 million for a commercial nitrogen optimization grant program. The program will provide grants of up to \$50,000 to farmers who implement projects to optimize commercial nitrogen use. In addition, the bill provides funding for a 3-year project position for one full-time hydrogeologist for the Wisconsin Geological and Natural History Survey focusing on soil depth-to-bedrock information, which farmers must utilize to comply with existing environmental regulations. Finally, this bill also creates a cover crop insurance premium rebate of \$5 per acre to help offset the costs to plant cover crops, which is funded at \$400,000 per year. Based on similar programs in other states, incentives to encourage planting cover crops work to reduce agricultural runoff. AB 727 was approved by the State Assembly on February 23 with a unanimous 96-0 vote and concurred in by the Senate on March 8 by a voice vote. It was signed by Governor Evers on April 8, 2022, and is now 2021 Wisconsin Act 223.

DATCP Board Approves Scope Statements for Emergency Rules to Implement the Nitrogen Optimization Pilot Grant Program and Cover Crop Insurance Premium Rebates – Proposed Revision to Wis. Admin. Code s. ATPC 52

Recently enacted 2021 Wisconsin Act 223 directed DATCP to create (1) a commercial nitrogen optimization grant program and (2) a crop insurance premium rebate paid on acres planted with cover crops. The Department proposes to amend ATPC 52 to create both of these programs through emergency rules.

Under the **commercial nitrogen optimization pilot program**, an agricultural producer may apply for a grant to implement a project, for at least two growing seasons, that optimizes the application of commercial nitrogen. An agricultural producer receiving a grant must collaborate with a University of Wisconsin System (UWS) institution, which would monitor the grant project on-site. The UWS institution may also receive a grant to implement that monitoring. The total grant to an agricultural producer and a collaborating UWS institution may not exceed \$50,000. The Department will consider rule provisions needed to implement the above statutory requirements.

The Department also proposes to amend ATPC 52 to also establish how to provide **crop insurance rebates for cover crops**. The Act authorizes DATCP to provide a crop insurance premium rebate of \$5 for each acre that is planted with a cover crop. DATCP will consider how: to establish the application and award process, to determine eligible cover crops, and to establish procedures to verify that a cover crop is planted on an acre for which a rebate is provided. DATCP will also consider how to determine the maximum amount of acres for which an applicant may receive funding in a year, except

that DATCP may impose such a maximum only in years in which the total amount of funding requested by eligible applicants exceeds the total funding available. DATCP may not provide a rebate for the planting of a cover crop on an acre for which funding for planting a cover crop is provided from a federal or state grant or incentive program. The Department may begin the emergency rulemaking process for these two programs once these Scope Statements are approved by the Joint Committee for Review of Administrative Rules.

DATCP and WEDC Announce New Wisconsin Agricultural Export Advisory Council

As directed by 2021 Wisconsin Act 92, which invests \$5 million into increasing agricultural exports from Wisconsin, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Randy Romanski and Wisconsin Economic Development Corporation Secretary and CEO Missy Hughes announced in April the creation of the new Wisconsin Agricultural Export Advisory Council (WAXC). This council will help guide the initiatives created through the Wisconsin Initiative for Agricultural Exports (WIAE), a collaborative project between DATCP and WEDC to promote the export of Wisconsin's agricultural and agribusiness products.

The council includes international trade experts from WEDC and DATCP, state legislators, and agriculture organizations and agribusinesses representing crop, dairy, and meat products. The council will meet at least twice per year, and the first council meeting was held on May 4, 2022, in Madison. Wisconsin agricultural exports reached an all-time high of \$3.96 billion in 2021. Through the WIAE, DATCP is working collaboratively with WEDC to build on that momentum by promoting Wisconsin agricultural products in the international marketplace.

Historic Levels of Wisconsin State Legislative Retirements

Wisconsin is nearing historical levels of incumbent legislators choosing not to run for re-election. As of April 20, 2022, more than 20% of the state Assembly and 18% of the State Senate are not seeking re-election. To-date, 31 members have announced they are not returning to Madison. In the last 80 years, we have only seen higher retirement numbers twice – 32 members did not return in 1942 and 31 members did not return in 1954.

WISCONSIN FEDERAL: U.S. Rep. Tom Tiffany (R) introduces another bill to remove gray wolves from the endangered species list.

The Minocqua Republican introduced the bill with U.S. Rep. Lauren Boebert, R-Colorado. If passed, this legislation would permanently remove the gray wolf from the endangered species list in the lower 48 states. See Tiffany's Press Release: U.S. Rep. Tiffany: Reps. Tiffany, Boebert introduce the Trust the Science Act to remove the gray wolf from the endangered species list | WisPolitics.com

Cattle Trails Advertising

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

Contact the WCA office for advertising details.

Phone: (608) 228-1457 | Email: kaitlyn@wisconsinincattlemen.com

A Busy Spring Promoting Beef!



Tammy Vaassen

Executive Director, Wisconsin Beef Council

The dedicated staff team that I have the pleasure to lead has had an incredibly busy spring – providing consumer education, sharing beef recipes, helping to promote new beef cuts, and leading a comprehensive May Beef Month campaign! I'm excited to share some of the highlights with you all – and welcome your feedback on what we're doing to help grow demand for beef!

WAMP conference: Wisconsin Beef Council (WBC) helped to sponsor a beef processing workshop for Wisc. Assn. of Meat Processors and a Best Butchery Contest in March.

During the workshop, merchandising tips

and carcass fabrication demonstrations were presented by retail and product quality staff from the National Cattlemen's Beef Association, a contractor to the Beef Checkoff. The new Butchery contest was a fun and friendly competition to showcase processors' butchery skills with beef. Nine participants were provided with a beef chuck roll, an assortment of equipment and supplies (e.g. trays, flags, garnishes, etc.), and given 30 minutes to showcase their skills to transform a chuck roll into value, versatility, and consumer appeal. We also had a booth at the WAMP convention, where we offered retail cuts charts and posters, recipes, and other promotional items.



Consumer education: Angie continues to record 14 monthly TV segments featuring timely beef recipes. The team has also been doing a monthly virtual cooking class, where participants receive a recipe, shopping and equipment list and have the chance to prepare a beef dinner from scratch via Zoom in a one-hour live session.

Advertising: A comprehensive ad schedule is in place for the year, with content shared on YouTube, Google search, and Strategus (connected) TV. Over a four-month period, the ad campaign garnered 332,071 engagements (video views + website clicks) with 636,393 impressions. Social media ads are also placed and in one quarter we reached 170,238 people on Facebook and Instagram, resulting in 322,606 impressions and 29,134 engagements. These numbers do not include the organic reach of our social media pages, which continue to grow in followers and engagements.

Beef Advocacy: The Wisconsin Beef Ambassador Team added two new members to join advocacy efforts. Brianna Ripp of Dane and Allison Hahn of Sun Prairie joined previous members of the team for training. Ambassadors agree to actively promote Wisconsin's beef industry across a variety of communication platforms, supplement Beef in the Classroom lessons, and assist the WBC in responding to media requests.



Farm to Fork Tours: WBC continues to educate influencers who wish to learn about the beef industry firsthand through Farm to Fork Tours. This spring tours were hosted for dietitians attending the Wisconsin Association of Nutrition and Dietetics conference, as well as culinary students from the Milwaukee Area Technical College. Stops included beef and dairy farms, as well as a visit to meat processor plants to see the halves in the cooler as well as retail cuts. Pre- and post-tour surveys continue to show that tour participation helps to increase understanding and acceptance of on-farm production practices.

May Beef Month: We have had strong media response around our Beef Month activities, with interest to promote the importance of beef production to our state, educate consumers about how to prepare beef, and to highlight the quality products served and sold here. The month kicked off with a visit by DATCP Secretary Randy Romanski to Marda Angus Farms, hosted by the Quam Family. A panel discussion showcased beef's

sustainability story, the importance of the industry from farm to consumer, and ended with beef samples. The Burgers and Buns Fun Run returned in both virtual and in-person formats, where nearly 150 people participated. This event has successfully promoted beef through media coverage, with participants attending and sharing social media posts, and through the partnerships with Wisconsin Farm Bureau and hosting the in-person event at the Farm Wisconsin Discovery Center. Race participants all received a Beefy Swag box for their registration fee, with the proceeds resulting in a \$4,500 donation to Feeding Wisconsin.

Madison Burger Week: This annual, Madison-area celebration made its mouthwatering return the end of May. The Cap Times adopted Madison Burger Week and teamed up with WBC, Madison Media Partners, Potosi Brewery, and The River Food Pantry for the contest. Nearly 30 participating restaurants showcased a burger from their menu or created a new one, and throughout the week burger enthusiasts tasted and voted for their favorites! The winner will be announced in the June 8 print edition of the Cap Times and online.

The Wisconsin Beef Council is a producer-led non-profit organization funded by the \$1.00 per head Beef Checkoff. Half of the dollar remains in Wisconsin for local beef promotion, while the other half is invested through the Cattlemen's Beef Board with national contractors. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin's \$2.1 billion beef industry. The WBC operates under the guidance of its Board of Directors.



Wisconsin Cattlemen's Association

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