

## NEWS RELEASE

Tammy Vaassen  
Wisconsin Beef Council  
Executive Director  
608-833-9940  
[tvaassen@beeftips.com](mailto:tvaassen@beeftips.com)

Bill Halfman  
UW-Madison Division of Extension  
Beef Outreach Specialist  
608-327-9855  
[william.halfman@wisc.edu](mailto:william.halfman@wisc.edu)

Jeff Swenson  
WI Dept. of Agriculture, Trade  
and Consumer Protections  
Livestock and Meat Specialist  
608-333-7016  
[jeffrey.swenson@wisconsin.gov](mailto:jeffrey.swenson@wisconsin.gov)

### FOR IMMEDIATE RELEASE

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#### Producing Quality Beef Workshops Scheduled

VERONA, Wisc. (Jan. 2, 2024) -- What physical traits enhance or detract fed cattle values? Why do some fed cattle sell for more or less than others? What opportunities did the latest beef quality audit find? These topics and more will be the focus of "Producing Quality Beef" workshops slated at four locations around the state in February and March.

The workshops will begin at 10 a.m. with a live cattle evaluation and discussion by a panel of cattle buyers representing packing plants that harvest fed cattle from Wisconsin and the upper Midwest. The discussion will include what type of cattle have the greatest demand based on consumer preferences and traits that add or lower fed cattle value. Adding to the cattle evaluation will be a discussion on how mud, manure and gut fill impact dressing percent, and impacts that mobility/fitness for transport have on cattle value.

A discussion of the latest National Beef Quality Audit will highlight improvements that have been made and where there are opportunities to better meet consumer demand. In addition, participants will be able to see a variety of quality defects that packing plants encounter and learn how that impacts the industry and cattle prices.

Following lunch, sessions begin with quality and yield grade discussions and a hands-on opportunity for participants to measure the ribeye, back fat and try their hand at assigning quality grades to some real beef ribs. There will also be discussions on feeding and management to produce finished cattle that the packers are seeking, and on pre-harvest factors that impact meat quality.

Dates and locations for the workshops are as follows:

- Feb 9<sup>th</sup> Bonduel Equity Livestock Sale Barn, 455 N. Cecil St. Bonduel WI, 54107
- Feb 20<sup>th</sup> Monroe Equity Livestock Sale Barn, N1365 State Rd 69 Monroe WI, 53566
- Feb 29<sup>th</sup> starting at Sparta Equity Livestock Sale Barn, 6089 State Hwy. 16, Sparta WI, 54656 and then traveling to Club 16, 1615 W Wisconsin St., Sparta
- Mar 14<sup>th</sup> starting at Stratford Equity Livestock Sale Barn, 214910 State Highway 97, Stratford WI, 54484 and then traveling to Country Aire, 118600 Co Rd P, Stratford

The workshops will begin at 10 am and wrap up by 3 pm. Lunch is provided, and there is no cost to attend. Pre-registration is requested 7 days in advance to ensure that plenty of food and handouts will be available for everyone. To register, go to <https://bit.ly/3GSZtuJ> or call the Wisconsin Beef Council at (800) 728-BEEF (2333) or 608-833-7177.

These workshops are a cooperative effort with the Wisconsin Department of Agriculture Trade and Consumer Protection, University of Wisconsin-Madison Division of Extension, and Wisconsin Beef Council. Support is also being provided by Equity Cooperative Livestock Sales Association, American Foods Group and JBS.

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