



2024

STOCKMANSHIP STEWARDSHIP



NEWS RELEASE

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Wisconsin Hosting Stockmanship & Stewardship Event

Verona, Wisc. – Registration is now open for a Stockmanship & Stewardship event, August 28-29, at the Grant County Fairgrounds in Lancaster, Wisconsin. Funded in part by the Beef Checkoff, Stockmanship & Stewardship is a unique educational experience for cattle producers featuring low-stress cattle handling demonstrations, Beef Quality Assurance (BQA) training, facility design sessions and industry updates.

“Educational programs like Stockmanship & Stewardship elevate producers’ commitment to continuous improvement through BQA principles,” said Amy Radunz, Wisconsin Beef Council President. “By participating in Stockmanship & Stewardship, cattlemen and women are demonstrating to consumers that they are striving to produce the highest quality, safest beef possible.”

During the event, producers can become BQA certified, network with fellow cattlemen and women, participate in hands-on demonstrations led by animal handling experts, and learn innovative management techniques. Industry experts will cover topics such as nutrition, pasture management, trailer maintenance, manure management, and selecting for sustainability through genetics. There will also be a tour of the University of Wisconsin Lancaster Ag Research Station. Stockmanship & Stewardship is sponsored by the National Cattlemen’s Beef Association (NCBA), Neogen, and the Beef Checkoff-funded National Beef Quality Assurance program. Local sponsors for the Lancaster location include, Wisconsin Cattlemen’s Association, Wisconsin Beef Council, UW Madison Division of Extension, Iowa State Extension, Iowa Cattlemen’s Association, Iowa Beef Industry Council, Illinois Extension,

Illinois Beef Association, Murray's Dairy Farm and Refrigeration, Corteva Agriscience, and Axiota Animal Health.

"Neogen is dedicated to the advancement of human and animal well-being through science and technology," said Elizabeth Wonsowski, livestock director of marketing at Neogen. "As a leader within the beef industry and proud partner of cattle ranchers and beef production, we recognize the important role that education and resources play in helping the cattle industry continue to grow in a healthy and sustainable way. We are proud to support NCBA and the Beef Checkoff through the Stockmanship & Stewardship program. Together, we can fuel a brighter future of global food security."

For more information, complete agenda, fees and to register, visit www.StockmanshipAndStewardship.org. Cattle producers attending Stockmanship & Stewardship are eligible for reimbursement through the Rancher Resilience Grant. To apply for a grant to cover registration costs and two nights hotel, visit www.ncba.org/producers/rancher-resilience-grant.

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About the Beef Checkoff

The Beef Checkoff was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50 cents of the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national Checkoff program, subject to USDA approval.