



September 2023

News & Views

"There is nothing more frightening than ignorance in action" - Goethe

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From the President's Desk

Jake Sailer, Sailer's Food Market and Meat Processing

Hello everyone/membership,

I hope this summer has treated everyone well! I hope you all had time to spend with family and friends this summer. With this being the hottest summer on record, I'm hopeful that everyone's retail sales were as Sizzlin Hot as the temperatures were. The fall weather is upon us, farmers are in the fields taking off the last of the hay and now chopping corn, kids are back in school, and we get to our normal grind. Be thankful for the good employees we have, and pray that more good employees will be coming and looking for employment in our awesome businesses.

As I write this letter, in less than a week, DATCP will be coming to Sailer's Food Market with a TV crew, to take shots of our facility, our employees working, and interview with Justin, "my right hand man," and myself. From Sailer's, they will then continue onto UW River Falls and do some shots from UW River Falls campus. This is actually all to promote the meat industry, and get the young and up-and-coming kids interested in our profession. I couldn't be more proud that they asked Sailer's to be involved. I can't wait to see how this turns out. Somehow we need to get the younger generation interested in meat processing, slaughtering, sausage making, customer service, and retail.

Something new to keep your eye open for. WAMP now has an apparel store that is open now. You may order various apparel items including hats, T-shirts, sweatshirts, vests, and sweaters. These will be shipped directly to you. Go to the website (<https://wamp-apparel-2023.itemorder.com/shop/sale/>) and check it out. I think it will be awesome to come to convention in the spring and see everyone wearing some WAMP apparel. This will only be open until October 15, 2023. Thanks Dianne.

I would like to personally congratulate the Wisconsin State Fair winners. I know how much hard work it takes to win at the state fair! Hats off to Wilson Farm Meats for winning the best of show with their Super Bacon. It was nice to see some of our suppliers at the Wisconsin State Fair in support of our small processors in the state of Wisconsin. Thank you for being there! This year the auction proceeds were over \$105,000 to the Wisconsin 4-H Foundation. As far as I know all that money goes to the 72 counties in the state of Wisconsin. Wisconsin State Fair does not get a cut out of that. Thank you to each and every buyer that was at the state fair auction.

I would like to give you an update on how hard the board of directors is working with our lobbyist, Michelle Kussow. She is always there at every board meeting to weigh in on legislative items to discuss to see if we were interested in being for something or against something. These issues may or may not affect your business directly on the regulatory side, but they may affect it on the business side. We as an organization have our members' backs. In less than a week, I'm proud to tell you that we have a seat at DATCAP to discuss this dual jurisdiction. We as an organization do not need the state and county governing us by the same entity. We are working diligently to find common ground with them. I would like to personally thank those people involved within WAMP that spend hours of their time trying to remedy this problem.

Next, I would like to let you know that the board of directors is working diligently on putting on an awesome convention on April 11th through the 14th, 2024. This will be part two of what we started last year. I am extremely excited about where this convention is going! You will want to put April 11-14, 2024 on your calendar because you'll want to be there for every

UPCOMING EVENTS

**WI MEAT
INDUSTRY
COALITION
CONFERENCE**
Chula Vista, WI Dells
November 1-3, 2023

**2024 WAMP
CONVENTION**
Marriott Hotel
Middleton, WI
April 11-14, 2024

**2024 AAMP
CONVENTION**
Hilton, CHI Health Center
Omaha, NE
July 31-August 3, 2024

Continued on next page.

From the President's Desk Continued

Jake Sailer, Sailer's Food Market and Meat Processing

minute of every day of this convention! We will have more information in the upcoming newsletter.

If you can't wait until April 11-14, 2024, to come to the WAMP Convention, you need to come to the Coalition Conference November 1-3, 2023. Dr. Jeff Sindelar and many others have spent many hours putting this program together. This is all about bringing small processors, large processors, students and faculty, and technical colleges all together to grow for the common good. This year it will be held at the Wisconsin Dells at the Chula Vista Resort and Hotel. WAMP will be providing some trolley transportation on Wednesday evening to the Double Cut Steakhouse and Redd's Piano Bar for dining and entertainment. This is something you don't want to miss. Together we will make this industry stronger and better every time we get together!

I also want you, our membership, to know about the humane handling institute. This started in 2022 at UWRF, focused on providing training humane handling and stunning, and humane handling program development. Wisconsin establishments qualify for free tuition for the workshops. Sailer's Food Market is sending two of my employees to the workshop tomorrow and Friday. Check out the UWRF website at <https://www.uwrf.edu/CAFES/HHI/>

I want to thank you in advance for your time to read this letter. Take a little time to reflect on your business and for your family and friends. Time goes by very, very fast as I know too well. Take time for family and friends, and take time to be involved in an industry that is an amazing industry. Take time to be involved in the Coalition Conference, November 1-3, 2023. Take time to be involved in the WAMP convention and pre-convention workshop April 11 through the 14th, 2024. The knowledge you will gain, the tips you will learn, and the friendships you will make will last a lifetime. God bless all.

Your WAMP President

Jake Sailer
Jake Sailer

MK Lobby Update

State Budget Signed into Law; What's Next on WAMP's Legislative Agenda?

The 2023-2025 Wisconsin State Budget was signed into law in July and there were numerous legislative successes for the meat processing industry in Wisconsin. In addition to a sizeable increase in Meat Processing Grants, there were many pro-business initiatives spelled out below that will benefit all WAMP members, including operators of all sizes and the businesses that supply Wisconsin's meat processing industry.

Meat Processor Grant Program: Governor Evers proposed an additional \$1 million annually for the Meat Processor Grant Program, and Republicans upped that amount significantly in the first year providing \$1.8 million in 2024 and maintaining funding at \$200K in 2025. Governor Evers maintained these dollar amounts in the final budget signed and said that grants help processors increase capacity and that these facilities are "crucial in producing various award-winning Wisconsin meat products like sausage and jerky."

Meat Inspectors: The final budget allocates more than one million dollars in fiscal year 2024-25 to meet federal expenditure requirements for the meat inspection program by making four interim inspector positions permanent.

Retailer's Allowance: Beginning October 1st, retailers will be able to retain an additional .25% of sales taxes collected before submitting sales taxes to the state. The 2023-2025 Budget increased the retailer's sales tax allowance from 0.5% to 0.75%, and increased the maximum discount a retailer may claim per reporting

period from \$1,000 to \$8,000.

Income Tax Cuts: Republicans had included a \$3.5 billion income tax cut affecting all income tax brackets. Gov. Evers vetoed the top two brackets, leaving a \$175 million income tax cut dropping rates from 3.54% to 3.5% in the lowest bracket, and from 4.65 to 4.4 percent in the next lowest bracket.

Research & Development Tax Credit Expansion: The final budget expands the partially refundable tax credit to increase the refundable portion from 15% of the credit amount to 25% of the credit amount for taxable years beginning after December 31, 2023.

Personal Property Tax: The State Budget included language to finally, and fully, repeal Wisconsin's personal property tax effective January 1, 2024. This is a huge win for businesses of all sizes, but particularly the meat processing industry which relies on expensive equipment to operate, which was previously subject to the personal property tax.

Now that the state budget has been signed, the Wisconsin Legislature will switch their focus to the more than 700 bills that have been introduced to date this legislative session. In addition to monitoring these bills and other newly introduced proposals, WAMP's lobbying team is working on two industry-specific issues: 1) codifying the Meat Talent Development Program into state law; and 2) addressing the issue of "dual inspections" created by the recent change requiring meat processors to also have a retail food establishment license. Stay tuned for more information on these and other issues that may affect the industry as the Fall Legislative Session gets underway.

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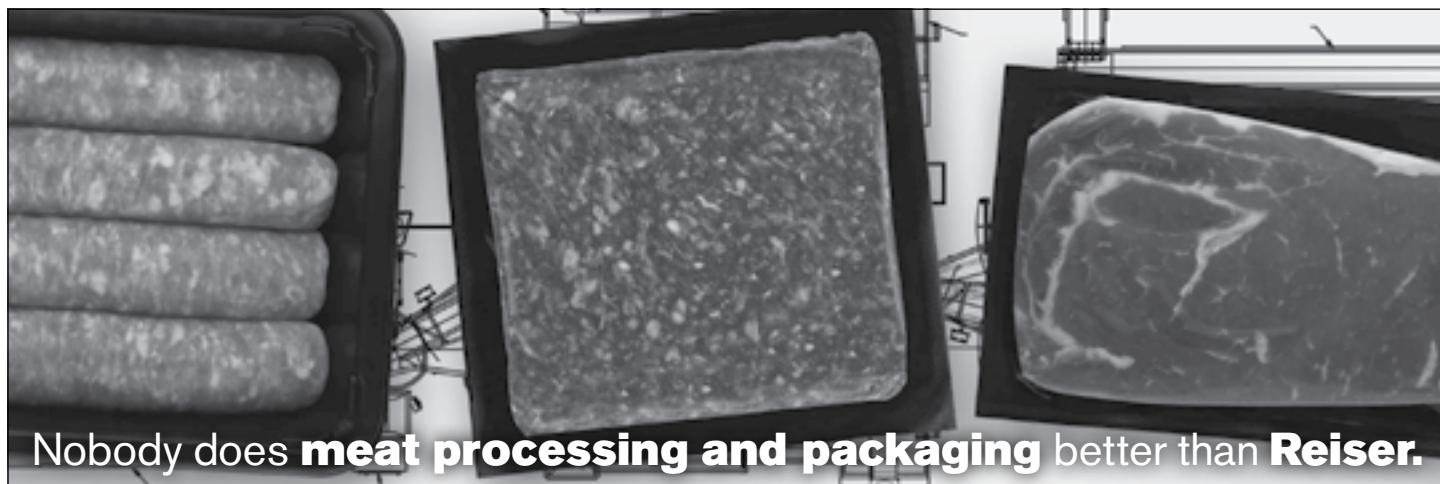
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Wisconsin Animal and Meat Industry Coalition Conference

"A unified voice for the Wisconsin animal & meat industries"

Livestock producers, meat processors (small, medium, and large) and others affiliated with supporting these groups are invited to attend the 2nd annual Wisconsin Animal & Meat Industry Coalition Conference. The event will be held on November 1-3 at the Chula Vista Resort in Wisconsin Dells. If you are in animal agriculture and want to be on the forefront of what's happening in your industry, learn about how other sectors of the industry impact yours, and identify opportunities for growing your businesses, this is conference is a must attend for you.

The event will include board meetings open for you to attend, plenty of social networking to meet and interact with peers within and among both the animal and meat industries, educational sessions to keep you current and on the leading edge of important topics and issues impacting your business, and an industry-wide celebration event recognizing and honoring accolades and accomplishments of those within our industry.

After an afternoon of board meetings, the conference officially kicks off with a social networking event and dinner followed by a day and a half of sessions focused on important and current topics impacting the Wisconsin animal agriculture industry. Learn about lobbying initiatives and efforts affecting your businesses and attend panel sessions on key issues & hot topics, developing your businesses, adapting to your customers, and funding support and outcomes regarding talent recruitment efforts occurring throughout the state.

After dinner and the evening's keynote speaker featuring Dennis Vigneri, president of Birchwood Foods, be involved in celebrating our industry where special recognition of animal and meat industry leaders will be made, University students from campuses at Madison, Platteville and River Falls will be presented with Wisconsin Livestock & Meat Council scholarships, and in a special ceremony, worthy industry leaders will be inducted into the Wisconsin Meat Industry Hall of Fame.

The purpose of this conference is to pursue the quest for common interests among the various sectors of meat animal industries, explore opportunities for developing a more unified industry voice, and identify collaborative longitudinal opportunities with individual and collective high impact potential benefit.

More information on the conference, including the agenda and registration details, can be found at

<https://meatsciences.cals.wisc.edu/event/wisconsin-meat-industry-coalition-conference/>.

Complete hotel reservations by calling the Chula Vista at 844-809-6835 by 10/15/23 for the group rate of \$99/night with code J32944.



Chula Vista Resort, Wisconsin Dells, WI

Wednesday, November 1, 2023

1:00-5:00 p.m. Wisconsin Association Board Meetings

- Wisconsin Association of Meat Processors
- Wisconsin Livestock & Meat Council
- Wisconsin Meat Caucus

6:00-9:00 p.m. Social Networking Event

Thursday, November 2, 2023

7:30 a.m. Registration Opens

8:00-9:00 a.m. Industry issues & having your voice heard

- Jordan Lamb, The Welch Group
- Michelle Kussow, MK Lobby

9:00-9:30 a.m. Networking Break

9:30-12:30 p.m. Production Agriculture Key Issues & Hot Topics

- Mark Dopp, North American Meat Institute
- Ethan Lane, National Cattlemen's Beef Association
- TBD, National Pork Producers Council
- Chris Young, American Association of Meat Processors

12:30 p.m. Lunch

1:00-3:00 p.m. Meat Talent Funding Support Progress Updates: Outcomes and Moving Forward

- Jeff Swenson/Kara Kasten Olson, WI Department of Agriculture, Trade, and Consumer Protection
- Jeff Sindelar, University of Wisconsin-Madison
- Krista Eisman, University of Wisconsin-Platteville
- Kurt Vogel, University of Wisconsin-River Falls
- Betsy Leanard, Wisconsin Technical College System

3:00-4:00 p.m. Ideas & Networking Fair / Global Cafe

4:00-5:00 p.m. Funding Support: Grants, Tools, & Tricks

- Alex Freeman, Agricultural Grant Solutions

5:00-5:30 p.m. Social (Sponsored by WAMP)

5:30-8:00 p.m. Banquet: Dinner & Featured Keynote Speaker: Dennis Vigneri, Birchwood Foods, Wisconsin Livestock & Meat Council Scholarship Presentation. Wisconsin Meat Industry Hall of Fame Induction

Friday, November 3, 2023

8:30-10:00 a.m. Developing Businesses in Wisconsin

- Mike Dickman, Wisconsin Business Development Finance
- Gene Schreifer, Wisconsin Farm Service
- Beth Haskovec, Wisconsin Economic Development Corporation
- Jeff Westra & Kevin Ruetten, WI Workforce Development Board
- Julie Lassa, USDA Rural Development

10:00-10:30 a.m. Networking Break

10:30-12:00 p.m. Adapting to Your "Customer"

- Producer- Deanna Schmidt, Schmidt Century Farm
- Large Processor- Lori Davis, Jack Link's Protein Snacks
- Large Processor - Sara Huber, Brakebush Brothers
- Small Processor - Ryan Wagner, Driftless Provisions



Division of Food and Recreational Safety

With August coming to a close, many Wisconsinites look toward Labor Day as the last major weekend of summer. It's a time to get together with family and friends, fire up the grill, and enjoy one last cookout or campfire before autumn sets in. While it's not easy to bid farewell to the summer grilling season and all that comes with it, fall also gives us a lot to look forward to, including Green Bay Packers football and a host of social gatherings centered around the sport.

It's always exciting to root for Wisconsin's favorite professional football team as they devour their opponents week after week. Just as commendable are Wisconsin's other packers – the more than 500 meat processing facilities that are located across the state. These businesses work tirelessly year-round to keep Wisconsin's meat industry thriving and provide protein-rich snacks and meals to consumers.

In the same way the Packers utilize the talents of their roster, the State of Wisconsin, too, continually invests in its strengths, which is evidenced by the \$10 million in funding Gov. Evers allocated to create the Meat and Poultry Supply Chain Resiliency Grant Program in 2022. This program, funded through the American Rescue Plan Act (ARPA), allowed Wisconsin meat processors to apply for grants of up to \$150,000, with a goal of increasing processing capacity and building critical infrastructure in the meat industry.

In his 2023-25 budget, Gov. Evers and the legislature agreed to \$2 million in funding over the biennium for the Meat Processor Infrastructure Grant Program. This grant program will provide \$1.8 million in grant opportunities for meat processors in the 2023-24 biennium, and \$200,000 over the 2024-2025 biennium.

Thanks to these programs, and the improvements in

resiliency and infrastructure that result from them, we are starting to see increased throughput and expanded capacity at meat processing facilities across the state.

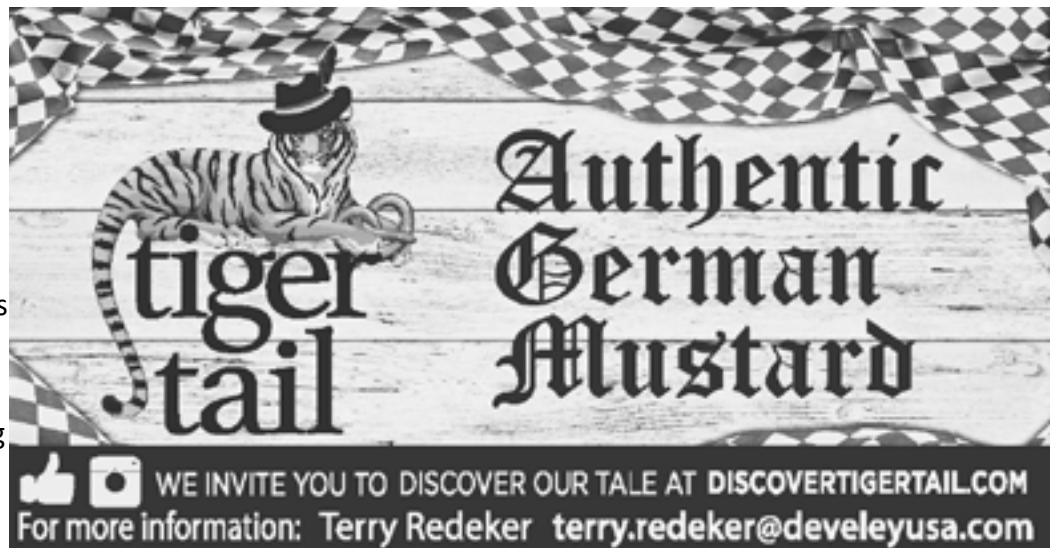
DATCP's Meat Talent Development Program is another initiative making positive changes in Wisconsin's meat industry. This year, eight campuses within the Wisconsin Technical College System launched meat training curriculums, with more courses being offered this fall. One such program is the

Humane Handling Institute, a first-of-its-kind training curriculum offered by the University of Wisconsin-River Falls focusing on humane livestock handling, stunning, and equipment maintenance. Together, these programs are helping bolster the meat industry's workforce and are fostering our state's next generation of meat processors.

According to DATCP's Division of Food and Recreational Safety (DFRS), 15 new meat processing businesses have become licensed in Wisconsin over the past year. If not for the investments of the Governor and the meat processors putting those dollars to good use, we would not be where we are with this growth. These hardworking and passionate meat processors are helping the industry keep up with strong consumer demand. They are doing this while also introducing new products on the market, ensuring consumers will have a wide selection of quality artisan meats to choose from for their next Packer party, family dinner, or campout.

This month, we also welcome Steve Ingham back to DATCP as the Interim Administrator of DFRS. Steve is no stranger to the role, having previously served as Administrator of DFRS for more than a decade before retiring a little over a year ago. Steve will remain with us as Interim Administrator as we fill the position, and we thank him for once again sharing his experience and expertise with us.

As we head into Labor Day, I encourage all Wisconsinites to support your local producers and processors by stocking up on a variety of meat products to enjoy throughout the holiday weekend beyond. After all, what's a summer celebration in Wisconsin without a juicy brat, burger, steak, rack of ribs, or hot dog to enjoy? Sit back, relax, and eat up, Wisconsin!



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Adam J. Franzen Became First recipient of the Prestigious Dennis R. Buege Meat Science Endowed Student Assistantship

Adam was presented this recognition at the Wisconsin Association of Meat Processors banquet on Saturday, April 15th. Cathy Buege presented the plaque to Adam. Adam is from Janesville, Wisconsin. He received his BS degree in Animal Science at UW-Platteville. During his BS degree he worked at Weber's processing plant in Cuba City. In the fall of 2020, Adam started a M.S. degree associated with Dr. James Claus' research program in the new Meat Science & Animal Biologics Discovery building. Adam's research focuses on the meat quality effects of vascularly rinsing carcasses. During the beginning of his program he also worked part time in quality assurance at Vallia Foods in Jefferson, WI. Adam has been very active in supporting research activities at UW and the harvest facility at UW. Adam provided a research presentation in 2022 at the Reciprocal Meat Conference in Iowa on some of his preliminary results. Adam has served as a Graduate Teaching Assistant in the Department's Principles of Meat Science course and Commercial Meat Processing course. Adam aspires to pursue a career working in a meat packing plant.



Adam Fransen receives The Dennis R. Buege Assistantship Award from Cathy Buege.



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2023-2024 WAMP Board



Front Row (L to R): Roy Elsenpeter, Dianne Handsaker, Brittney Falkavage, Kathy Vorpagel, Jake Sailer, Andy Geiss, Louis K. Muench, Andy Pearson, Jessica Brown.

Back Row (L to R): Rick Reams, Tim Brueggen, Phil Schmidt, Jeff Swenson, Chris Hermann, Scott Vorpagel, John Franseen, Ben Gehring, Bradon Clare, Dr. Jeff Sindelar

Thank You to Retiring Board Members

Special recognition to Chris Hermann, Lee Falkavage, and Russ Krantz for their dedication while serving as WAMP board members. Not only did they fulfill their regular terms, they also served additional years during the pandemic. Your commitment to WAMP is greatly appreciated!



Chris Hermann (right) of the Eden Meat Market, Eden, receiving his appreciation plaque from Jake Sailer, WAMP President.



Lee Falkavage (right) of the People's Meat Market, Stevens Point, receiving his appreciation plaque from Jake Sailer, WAMP President.



Russ Krantz (right) of UW Provisions, Middleton, receiving his appreciation plaque from Jake Sailer, WAMP President.

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Wenzel's Farm Sets GUINNESS WORLD RECORDS™ Title

Wenzel's Farm Sets Record for Longest Meat Snack Stick

Marshfield, Wisconsin – Wenzel's Farm, the award winning, premium provider of high quality, hand crafted, small batch meat snacks is excited to announce that on August 19th they earned the GUINNESS WORLD RECORDS title for the longest meat snack stick, with a single and continuous Wenzel's Farm Snack Stick that measured 314 feet long. Wenzel's Farm partnered with Devro, a leading manufacturer of collagen casings and films to create a casing that was long enough and strong enough to withstand this record setting attempt.

Wenzel's Farm hosted a 75th Anniversary celebration on this day. The Guinness World Records adjudicator was on hand to confirm that the record had been set, and a crowd of family, friends, members of the Marshfield community, and valued vendor partners were there to partake in the celebration and enjoy a piece of the 314-foot-long Snack Stick following its record confirmation.

"Wenzel's farm has been providing quality meat products for 75 years, and setting the GUINNESS WORLD RECORD for the longest meat snack stick, was the perfect way to celebrate this amazing milestone." stated Wenzel's President

Mark Vieth. "It has been an honor to be part of this community for the last 75 years, and we look forward to the next 75. As a company we want to thank everyone who joined us in this celebration, helping us be a part of making history, and eating a piece of history!"

After the record was set, the entire 314 foot long, naturally smoked, snack stick was then shared with those in attendance, so the entire community could play a role in this record setting event.

Wenzel's Farm offers 14 tasty snack stick varieties, and 5 varieties of jerky, all of which are crafted in small batches using premium cuts of meat, perfectly seasoned and naturally hard wood smoked. A tradition that has been in place since the Wenzel's Family first started producing quality meat products in 1949.

To see the complete line of Wenzel's Farm products, visit www.wenzelsfarm.com.

About Wenzel's Farm:

Tucked away in the heart of dairy land, and still operating on the family farmstead in which the brand originated, Wenzel's Farm is an award winning, premium provider of high quality, hand crafted, small batch meat snacks, and products. Using family recipes that have been handed down for generations, Wenzel's Farm has been producing quality Wisconsin meat products since 1949.



Westby Locker and Meats - For Sale

After 52 years, it is time to retire. Westby Locker and Meats is a family owned, state inspected meat processing plant in west central Wisconsin. We are the home of multiple award winning products. We have won state, national, and international awards on various sausages and meats. Our business includes a large retail and wholesale component, custom butchering and processing, and venison processing and sausage making. If you have questions or are interested in getting more information, please contact Mark Anderson Reality at: 608-638-3516 or 608-393-1114 or at <http://www.markandersonrealityllc.com>



Congratulations to the WI State Fair Winners

BACON

Grand Champion from Newton Meats, Newton
Buyer: Gibbsville Implement for \$3,500
Reserve Champion from Mr. B's Smokehouse Meats, Hillsboro
Buyer: UW Provision Company for \$3,000
Honorable Mention from Salchert Meats, St. Cloud
Buyer: Saz's for \$2,750

RING BOLOGNA

Grand Champion from Roskom Meats, Kaukauna
Buyer: Egg Innovations for \$4,100 (New record!)
Reserve Champion from Karl's Country Market, Menomonee Falls
Buyer: Wisconsin Souvenir Milkcaps for \$2,000
Honorable Mention from Newton Meats, Newton
Buyer: Crane Farms for \$2,000

SPECIALTY CURED MEAT PRODUCT

Grand Champion from Wilson Farm Meats, Elkhorn (Super Bacon)
Buyer: Hull Farms of Lake Geneva/Jones Family Farm for \$3,750
Reserve Champion from West Bend Sausage Plus, West Bend
(Smoked Steak Snacks)
Buyer: Sunnyside Hatchery for \$1,750
Honorable Mention from Louie's Finer Meats, Cumberland (Beef Bacon)
Buyer: UW Provision Company for \$2,500

SUMMER SAUSAGE

Grand Champion from Newton Meats, Newton
Buyer: Wisconsin Souvenir Milkcaps for \$2,750
Reserve Champion from Block and Cleaver Artisan Meats, Siren
Buyer: Daluge Travel for \$1,500
Honorable Mention from Wisconsin River Meats, Mauston
Buyer: UW Provision Company for \$2,600

JERKY

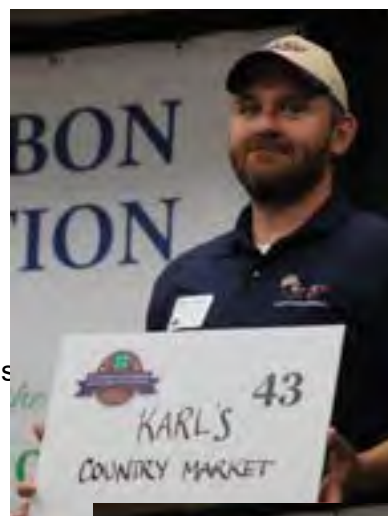
Grand Champion from Bunzel's Meat Market, Milwaukee
Buyer: UW Provision Company for \$4,800 (New record!)
Reserve Champion from Wilson Farm Meats, Elkhorn
Buyer: Bill Thompson for \$2,500
Honorable Mention from Wisconsin River Meats, Mauston
Buyer: Crave Brothers Cheese for \$2,000

DRIED or SMOKED BEEF

Grand Champion from Block and Cleaver Artisan Meats, Siren
Buyer: Steve Bysted for \$3,500 (New record!)
Reserve Champion from Louie's Finer Meats, Cumberland
Buyers: Major Goolsby's & Ultimate Confection: \$2,250
Honorable Mention from Pingel Processing, Shawano
Buyer: UW Provision Company for \$1,900

BONE-IN HAM

Grand Champion from Wilson Farm Meats, Elkhorn
Buyer: Merwin Farms for \$6,500
Reserve Champion from Geiss Meat Service, Merrill
Buyer: Randy Schopen Memorial Foundation for \$2,800
Honorable Mention from Jones Dairy Farm, Fort Atkinson
Buyer: Hartmann Sand and Gravel for \$4,250



Congratulations to the WI State Fair Winners

BRATWURST

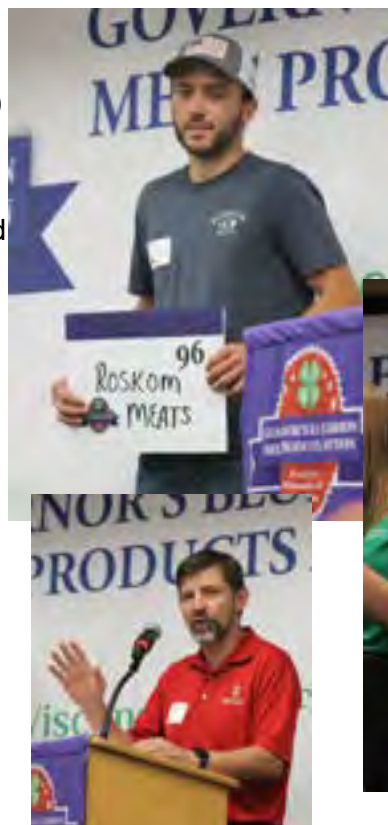
Grand Champion: Geiss Meat Service, Merrill
 Buyer: Egg Innovations: \$4,600 (New record!)
 Reserve Champion: West Bend Sausage Plus,
 West Bend
 Buyer: Wisconsin Souvenir Milkcaps: \$2,250
 Honorable Mention: Louie's Finer Meats, Cumberland
 Buyer: Daluge Travel for \$3,000

SNACK SAUSAGE

Grand Champion: Wilson Farm Meats, Elkhorn
 Buyer: Gerner Farms for \$2,250
 Reserve Champion: Karl's Country Market,
 Menomonee Falls
 Buyer: UW Provision Company for \$2,100
 Honorable Mention: Wisconsin River Meats, Mauston
 Buyer: Crave Brothers Cheese for \$2,500

BEST OF SHOW

Wilson Farm Meats, Elkhorn (Super Bacon)
 Buyer Consortium: Crave Brothers Cheese,
 Gibbsville Implement, Egg Innovations,
 UW Provision Company, and
 Wisconsin River Meats for \$11,300.



WAMP Members Excel in the 2023 American Cured Meat Championships

Louie's Finer Meats, Cumberland

- * Res. Champion Andouille Sausage
- * Res. Grand Champion Braunschweiger
- * Res. Champion Ham-Semi-boneless
- * Grand Champion Luncheon Meat
- * Res. Champion Flavored Snack Sticks
- * Grand Champion Old World Dried Fermented Sausage
- * Res. Grand Champion Specialty Flavor Small Diameter



Louis K., Louis E. and Barb Muench of Louie's Finer Meats, Cumberland

Block & Cleaver Artisan Meats, Siren

- * Res. Grand Champion Specialty Loaf
- * Res. Grand Champion Semi-Dried Sausage

Wilson Farm Meats, Elkhorn

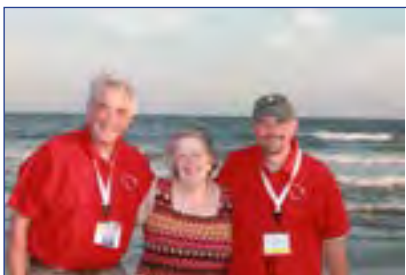
- * Res. Champion Small Diameter Cooked Sausage



Left: **Block & Cleaver Artisan Meats** wins Res. Grand Champion Specialty Loaf.

Right: **Wilson Farm Meats** wins Res. Champion Small Diameter Cooked Sausage.

Below: **Joel Reck**, Wenzel's Farm Sausage, Marshfield, serves on the AAMP Board of Directors as 3rd Vice President.





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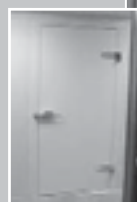
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EPA PROPOSED WASTE WATER TREATMENT FOR MEAT PROCESSORS

Have you heard about the EPA's intent to regulate wastewater in the meat and poultry processing industry and how it might put hundreds or thousands of small processors out of business?

Background

The U.S. Environmental Protection Agency (EPA) announced earlier this year that it intends to update its water pollution rules for meat and poultry processing facilities for the first time in nearly 20 years, following a lawsuit from environmental groups and animal rights activists arguing current standards are too weak.

Proposal

Meat and Poultry facilities of nearly all sizes are impacted.

Initial costs of **\$5,000 to \$3.2 million** to regulate conventional, nitrogen and phosphorous in wastewater.

Annual operating costs of **\$5,000-\$400,000**

Unknown what equipment is necessary.

Unknown what the level of support will be available for the annual maintenance and testing.

**These are estimates from the EPA but precise numbers have not been made available*

Impacts



Food Supply Chain

The cost, both up front and annually for maintenance will be too much for small to midsize processors to afford. This will cause many to close their doors permanently. When processors close, there will be a significant change in the food supply chain. Many farmers will lose their ability to have their livestock slaughtered or face hardships finding a new processor. The loss of meat and poultry processors will cause a major disruption to the food supply chain in the country.



Economic impacts

For those processors who do remain open, they will have to raise their prices to cover the costs of meeting the demands of these regulations. That will make many noncompetitive in the market, and their viability will be in question. When small and midsize processors close, it creates an opportunity for larger processors to pay farmers less for their livestock while charging more to the consumer. The economic impacts will be well beyond just those of the industry; it will be felt in the pockets of consumers nationwide. The loss of processing plants would also cause a significant loss of jobs.

These regulations could cost meat and poultry processors MILLIONS in an already volatile market!

SOURCES

EPA website
SBREFA presentation
EPA press release

CONTACT US

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aamp@aamp.com

The U.S. Environmental Protection Agency is in the process of updating the water pollution rules for meat and poultry processors for the first time in nearly 20 years, following a lawsuit from environmental groups and animal rights activists arguing current standards are too weak.

TIMELINE

Proposed regulations are scheduled to come out in December 2023, followed by a public comment period.

Final regulations are expected to be implemented in December of 2025.



EXAMPLE

One EPA example shows that a meat processing plant processing more than 1 million pounds per year (the equivalent to processing 16 – 1200 lb. beef per week), may have initial capital costs of \$800k and annual operating costs of over \$40k to meet the proposed regulations.

VALUE OF LOCAL PROCESSORS

Small to mid-sized meat and poultry processors have a vital role in the industry and the economy. This was proven during the pandemic and ensuring food was available to families. We must save these facilities!

WHO IS IMPACTED

The EPA shows disconnect as to how this will impact facilities and the industry. The proposed changes are NOT sustainable for most processors.



Poultry Processors

This will impact poultry processors of all sizes.



Consumers

Shortages in the store and rising prices for proteins



Meat Processors

Meat processors across the country will be impacted.



Farmers

Limited options for processing of their poultry & livestock. Being compensated less.

Example Regulatory Structure: Indirect Meat Further Processor

| Production (million lbs/yr)* | <1 | 1 – 20 | >20 |
|---------------------------------|--------------------------------|-------------------------------|--|
| Regulated Pollutants | No numeric discharge standards | Oil & Grease, TSS, BOD | Nitrogen, Phosphorus, TSS, BOD, Oil & Grease, Ammonia |
| Technology Basis | Pollution Prevention | Dissolved Air Flotation (DAF) | DAF, Chemical P Removal, Nitrification/Denitrification |
| High-Chloride Waste Streams | No requirements | Pollution Prevention | Segregation and management via zero discharge |
| Example Facility Size (Mill/yr) | 0.5 | 10 | 30 |
| Wastewater flow (gal/day) | 1,500 | 8,500 | 80,000 |
| Capital Cost (one time) | \$5,000 | \$800,000 | \$3.2 M |
| Annual O&M | \$5,000 | \$41,000 | \$400,000 |
| Annual Monitoring Cost** | No requirements | \$4,000 | \$6,000 |

*Examples for illustration – production thresholds in proposed rule will be based on statutory factor analysis

**Assumes monthly samples for all regulated pollutants

It's time to

TAKE ACTION



1. Contact your state's congressmen and senators and tell them you want to see this stopped or amended.
2. Make sure meat processors and livestock producers are aware of this potential regulation and how it might devastate their businesses.
3. Watch for the EPA's proposed regulations and make your voice heard during the comment period.



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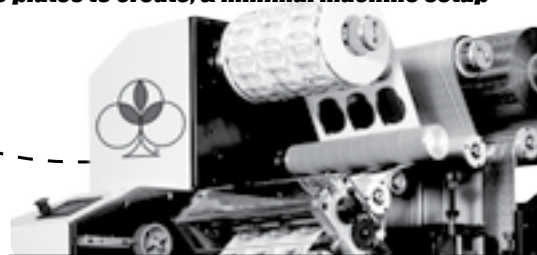
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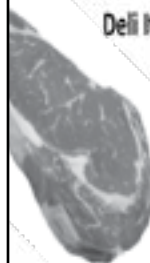
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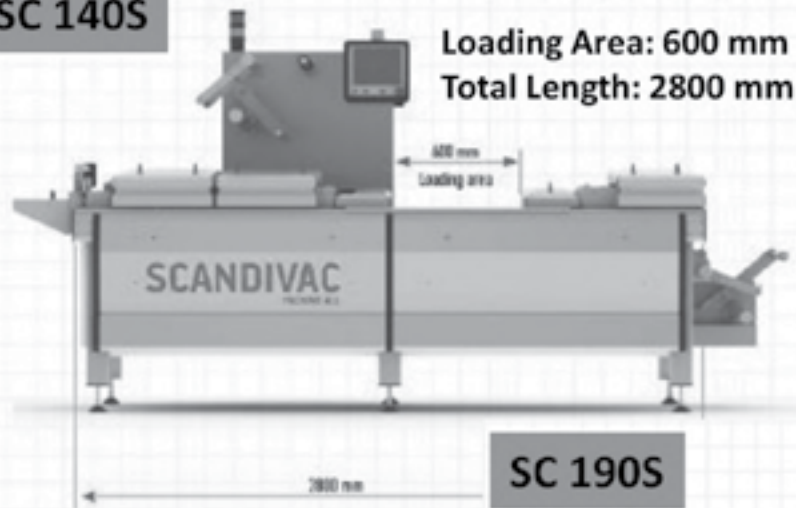


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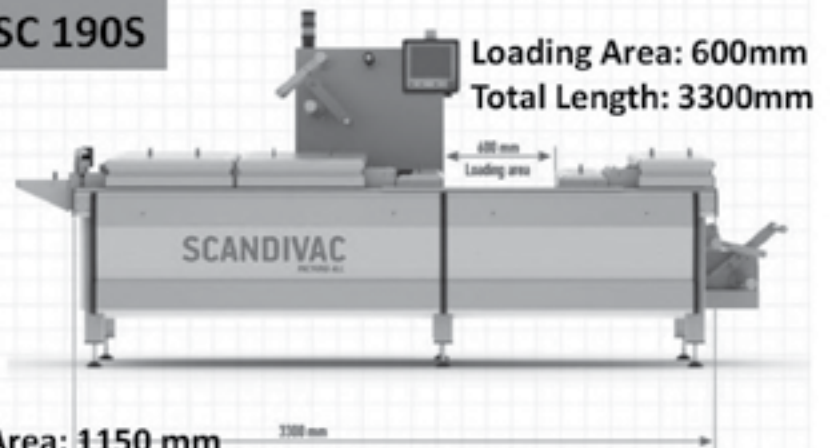
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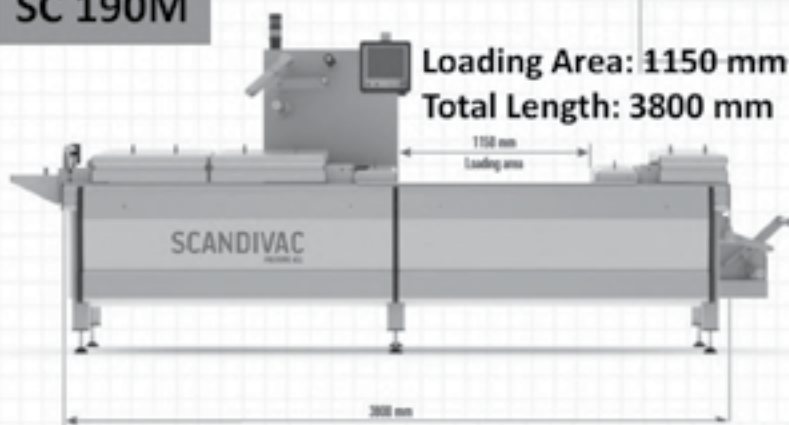
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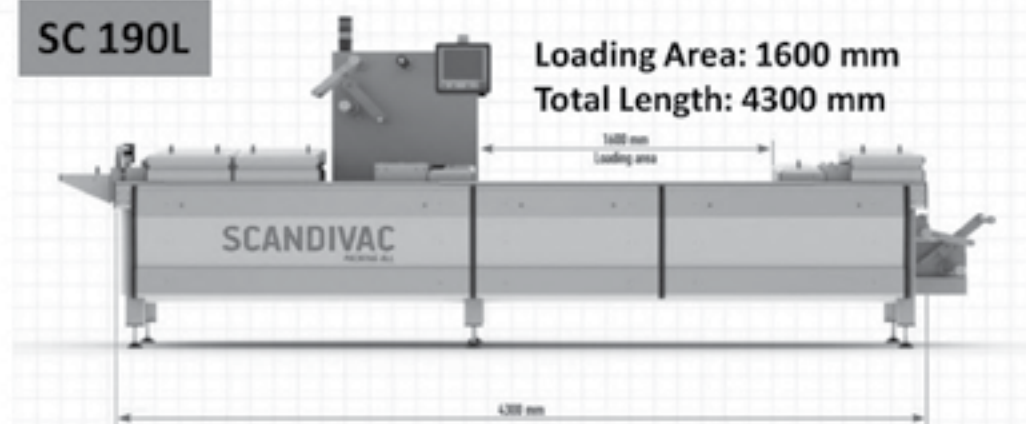
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WAMP Board Meeting Minutes

Wisconsin Association of Meat Processors

Board Meeting Minutes; May 5, 2023

WI DATCP Building, Madison, WI

Board Members in Attendance: Scott Vorpapel, Ryan Pernat, Tim Brueggen, Ben Gehring, Brittney Falkavage, Kathy Vorpapel, Andy Geiss, Rick Reams, Jessica Brown, Andy Pearson, Louis Muench, John Franseen, Jake Sailer, Roy Elsenpeter, Dr. Jeff Sindelar, Phil Schmidt, Mike Bills, Jeff Swenson, and Dianne Handsaker. Absent: Drew Brinker and Brandon Clare.

The meeting was called to order by President, Jake Sailer, at 8:15 am. Jake extended a thank you to Jeff Swenson for hosting our meeting at WI DATCP today. He also gave appreciation to all the board members who graciously volunteered at the convention. The spreadsheet of volunteers worked well.

Secretary's Report: The minutes of WAMP Board meeting on April 16, 2023, were emailed in advance and presented in writing at the meeting. Louis Muench moved to approve the minutes. Ben Gehring seconded. Motion passed. (Louis noted later in the meeting that Mike Bills was listed as present and absent. Dianne will remove Mike Bills from being in attendance.) Dianne reported that 130 Operators and 87 Suppliers have paid memberships. Dianne and Kathy are currently working through their records for paid memberships for 2023 to make sure they are the same. Dianne still needs to do renewals. The board requested a list of plants that have not paid memberships. Jake Sailer met with American Foods Group and they will be joining WAMP. The large plants definitely need a personal contact.

Treasurer's Report. Kathy Vorpapel presented the WAMP financials in writing and discussed the income and expenses for this year. Since the convention Kathy moved funds from the general checking to a Savings Account at Town Bank earning 4%. She also invested \$55,000 from the scholarship fund into a CD earning 4.5% until April 3, 2024. Kathy kept enough funds in the Scholarship Savings to pay out the 2023 scholarships. Still have some income to come in from the convention. Discussed the increased revenue from dues and trade show. Kathy noted the reports will be adjusted later, but had to reissue the checks that were sent the past two years for the WI Livestock and Meat Council Scholarships. Phil Schmidt moved to approve the Treasurer's report. Roy Elsenpeter seconded. Motion passed.

WAMP Lobbyist Report: Michelle Kussow reported that the capitol is in full swing and voting has begun on the budget. The Republicans are being very conservative and have moved our budget request for grants back to \$200,000/year as opposed to the \$1 million that was proposed by Governor Evers. The Meat Talent Development Program has also been removed as it was not included in the budget before, but came from ARPA funds. Those opposed to the budget understand there are additional funds available, but don't want to include more in the budget as there may be years ahead without a surplus. Michelle also discussed the possibility of apprenticeship programs through Workforce Development. The board asked to pursue more information on Apprenticeship programs and see what may be offered to our members. Michelle Kussow said the plant tours have been going very well and has appreciated the support of the board and members. Michelle noted that the topic of dual inspection has also been discussed at the tours and legislators are in support of helping small businesses with additional or over regulation. Discussed the Resilient Food Supply grant program offered to the State Agriculture Departments to then be offered to plants, processors, etc. Jake Sailer serves on an advisory committee for the UW MSABD and they are going to discuss a possible Meat Innovation Hub. They may need to work through legislation for funding (similar to the Dairy Innovation Hub. The committee has asked for Michelle Kussow to attend a meeting on May 22 and/or May 23. Jeff Sindelar discussed how research is currently funded at this time. The board did ask Michelle to attend the meeting if possible.

Product Show Committee: Ben Gehring first addressed the issue at the 2023 show where a disqualified product was scored, placed and affected the outcome of the Product of Excellence Award. The committee will address preventing a similar error for future contests. The committee then address preliminary plans to create a web application where entries would be made and paid for online and the score inputting, etc., may be

online also. Logan discussed an alternative committee organization to increase the amount of years involved with the Product Show to increase their experience with the show before joining as a chair. Also discussed the need to make sure plant members don't talk with judges about their entries, etc. Dr. Sindelar presented a sheet on the number of entries for each class for the past several years. The committee wants to create a jpeg that may be given to the those that win and/or enter product as something that may be added their retail labels. A committee was created to work on a new entry and scoring system: Jeff Sindelar, Andy Person, Ben Gehring, Logan Schmidt and Jessica Brown or another student.

Financial Advisory Committee: No report. Phil Schmidt asked for a group email to be set up.

Secretary Randy Romanski joined our meeting and expressed his appreciation for the work of WAMP and the continued support of WI DATCP. Secretary Romanski discussed the state of the department and noted they were able to add four inspection positions with increased funding in the budget.

UW Madison Extension Topics: Dr. Sindelar discussed 2022-23 programming at UW MSABD. The also discussed how the funding of the Meat Talent Development program has been dispersed. The discussed a program/curriculum for Middle School students. The UW MSABD currently has 6 faculty with an additional hired and starting in August. The department also has a verbal offer out for an Outreach Specialist to start in August.

Retail Food Advisory Committee: Anthony Reams presented a report in writing along with other information from their committee meeting on April 21. The report was emailed to the WAMP Board. Anthony intends to be active on the committee. The WAMP Board expressed their appreciation.

WI DATCP: Jeff Swenson noted they are working with the WI Pork Association to create a Pork Quality Workshop for pork producers at the UW MSABD on June 21, 2023. Jeff encouraged processors to promote this program to their pork producer customers. Jeff discussed the upcoming Meat Inspection "Office Hours" on Friday, May 12 at Noon. He asked for follow-up for the Export Session at the WAMP Convention. Northwoods Tech is looking for a meat processor to help teach meat curriculum classes. Jeff Swenson arranged for a student to do job shadowing at Gehring's. If the right fit for a student and plant exist, Jeff will reach out to other plants for job shadowing. The deadline for the High School Meat Curriculum kits has been extended to May 12, 2023. About 60 of the 100 available kits have been reserved so far.

UW MSABD Student Board: Jessica Brown noted that they had great feedback from the the Linker Contest and the Corn Hole Tournament. It was a good experience for students to help with these events. Kathy Vorpapel expressed our appreciation for their work at the convention and suggested giving the Student Club a donation. Jessica expressed that any donations would be used for travel and registration fees for students to attend conferences. RMC is the most expensive since it's a 4 night hotel stay and \$350 for registration. Other conferences are much less expensive. Phil Schmidt moved to donated \$2500 to the UW Meat Science club with \$2000 going to travel and legitamit conference expenses and \$500 designated to activities to grow their membership. John Franseen seconded. Motion passed.

Old Business:

1. 2023 Convention Review

a. Hotel Follow-up: Dianne has met with the hotel and reported on changes for the next year. The Friday night event to be in Salons A-G with the stage in F-G (same as educational sessions this year) and the kid's activities in Salon A. The Saturday banquet will have three carving stations in 2024.

b. Export Session Feedback: Those that gave the Export Session are looking for feedback. Share with Dianne or Jeff Swenson.

c. Corn Hole Boards: There are 5 boards remaining from this year. Rick Reams will purchase a new WAMP board for 2024. For the future, the online company needs vector files for graphics.

d. Discussed needing a new provider for the brats and hot dogs as Wenzel's aren't going to continue to provide them.

2. WI State Fair Meats Competition: Publicity for entries has begun. The judging will take place on June 9 with the auction on August 8. A



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WAMP Board Meeting Minutes Cont.

discussion on promoting products from the WAMP Product Show at a display at the State Fair Ag Products Pavilion. Dr. Sindelar will reach out to State Fair to ask them about any opportunities that may be available.

3. WI Meat Industry Coalition Conference: The conference is scheduled for November 1-3, 2023, at the Chula Vista Resort, WI Dells. Sessions and speakers are being confirmed. The WAMP board meeting is planned for the afternoon of Wednesday, November 1.

4. Discover Wisconsin: The board discussed partnering with Discover Wisconsin as long as it will promote our entire membership (ex. not highlight just one plant). Ideas: The Meat Market Trail, Beer & Brat Trail.

5. No other old business.

New Business

1. 2024 WAMP Convention (April 11-14, 2024):

a. Jake Sailer asked to move the officer elections to the Friday morning board meeting at the 2024 Convention, so that the new officers may be announced at the Annual Meeting on Saturday and at the banquet. Jake also requested that the board of directors be announced and have them come forward at the banquet. Everyone enjoyed the National Anthem and would like that to continue.

b. Discussed continuing the theme with focus on Thermal Processing, packaging, and business management practices. Already have interest in speakers/demos for the Pre-convention workshop. Ideas were given for the Pre-Convention workshop and speakers at the Convention Center. Ideas: Bob Hanson for a speaker on Thermal Processing, Appendix A/ Alternatives to Appendix A, Packaging: Understanding the Different Types of Films and Applications, Packaging: Weigh Systems, Automatic Labelers, Use of Essential Ingredients (ex. including broth instead of water), Apprenticeship Program (if available), Speaker from AAMP, Grants: Do's and Don'ts/FAQ on Grants, Finish Product Pricing: How do I Know to Charge More? Different ways to look at costs, selling prices, etc., Technical College Meat Science Programs in WI.

c. Linker Contest: If continue it was suggested to use a product with cure that may be cooked and donated, etc. Discussed braiding vs. timing contest. Also discussed having a wrapping contest.

d. Pre-Convention Workshop Committee: Phil Schmidt, Jake Sailer, Dr. Jeff Sindelar.

e. Trade Show: Dianne presented the contract received from Valley for the provider. WI Expo has also quoted our event. Phil Schmidt moved to sign a three year contract with Valley. Rick Reams seconded. Motion passed. Ideas for Vendors: Dianne asked for the board to send her ideas for new vendors at any time. She will contact them with our show dates for 2024 and get on their calendars. (Ideas at the meeting: Lipari, Weber, Grills, Wine/Liquor Rep, credit card processor, Stone Ridge (cheese), Boettcher Knives, WisCon (OSHA Reviews), Dickson.

f. Committees

1. Nominating: Jake Sailer, Scott Vorpapel, Andy Pearson, John Franseen

2. Judges' Boxes: Jake Sailer

3. Hospitality: Andy Geiss and Tim Brueggen

2. Sponsorship/Donations:

a. 4-H: (Approx. \$3000 plus \$300 trophy) Louis Muench moved to approve the 4-H sponsorship of approximately \$3300. Brittney Falkavage seconded. Motion passed.

b. FFA: In the past have sponsored the State Meats Team CDE Plaque and Travel (co-sponsor with others). Phil Schmidt moved to sponsor up to \$500 for FFA. John Franseen seconded. Motion passed. Brittney Falkavage will attend and present the plaque on behalf of WAMP.

c. UW Madison Animal and Dairy Sciences Golf Outing: Various sponsorship levels were discussed. The golf outing is on May 23, 2023. Phil Schmidt moved for WAMP to be a Hole Sponsor at \$500. Andy Geiss seconded. Motion passed.

3. WPA Processor/ Producer Promo: WPA has discontinued the Celebrat Promotion. They have created a new program promoting buying pork from local processors. Our processor members would be listed on their site.

4. Apparel: Dianne would like to have a WAMP apparel store and have members purchase apparel directly instead of having WAMP purchase and

sell. Mada Custom Apparel in Stevens Point was suggested to be used for this service.

5. WI Livestock and Meat Industry Hall of Fame: WAMP has two individuals that have requested to be on the WI Livestock and Meat Council (Chris Herrmann and John Franseen). Suggestions for Hall of Fame recipients may be given to Chris, John, Jeff Swenson or Dr. Sindelar.

6. No other new business.

The following WAMP Board meetings were set: July 21, 2023 at 8 am via zoom, September 8, 2023, at 8 am via zoom and in-person on Wednesday, November 1 at Noon for lunch and meeting to start at 12:30 pm.

With no additional business, Jake Sailer adjourned the meeting.

Respectfully submitted,

Dianne Handsaker

Executive Secretary

Wisconsin Association of Meat Processors

Board Meeting Minutes; July 21, 2023 (via Zoom)

Board Members in Attendance: Scott Vorpapel, Ryan Pernat, Ben Gehring, Brittney Falkavage, Kathy Vorpapel, Andy Geiss, Rick Reams, Jessica Brown, Andy Pearson, Louis Muench, John Franseen, Jake Sailer, Roy Eisenpeter, Dr. Jeff Sindelar, Phil Schmidt, Mike Bills, Jeff Swenson, Drew Brinker, Brandon Clare and Dianne Handsaker. Absent: Tim Brueggen.

The meeting was called to order by President, Jake Sailer, at 8:03 am. Jake announced that Randy Grossbier had suddenly passed away on July 20. He was the owner of CAL Packers.

Secretary's Report: Dianne asked for a membership committee to be formed to assist with contacting large plants, plants that haven't joined, etc. Jake Sailer, Phil Schmidt, Scott Vorpapel, Mike Bills, Ryan Pernat and Andy Pearson volunteered to serve. The deadline for the next newsletter is August 20. The website is up-to-date and all members are online. Dianne discussed additional options available on the website for the membership listings. She will discuss those with the membership committee.

Treasurer's Report. Kathy Vorpapel emailed a current balance sheet to the board and discussed the various accounts. Kathy asked the board to consider not taking American Express cards as their fees are much higher. Discussed how many suppliers use an American Express card for payments. That discussion led to the costs of credit card fees and the possibility of adding a 3% convenience fee to all credit card transactions. Dianne will ask the web provider if there is an option to charge a convenience fee on credit card transactions.

WAMP Lobbyist Report: Michelle Kussow reported on the WI Budget. Grants for meat processors were included at \$1.8 million in the first year of the budget and at \$200,000 in the second year. The board inquired about the parameters of the grants for the processors (amounts, matching, etc.). Michelle will ask for additional information. The meat talent development was not included in the budget. (Programs that were previously funded by ARPA funds were not included in the budget.) The Retailer's Allowance was increased from .5 to .75%. The cap was changed from \$1000 to \$8000/retailer. The Personal Property Tax will be repealed as of 1/1/2024. Michelle's work has transitioned from the budget to the Fall Legislative Agenda. Michelle presented issues that may affect our industry: Workmen's Compensation, Alcohol bill, Immigration (state issued documents), wastewater permits, dual inspection under DATCP. The board discussed the dual inspection under DATCP at length as Michelle has a legislator that has expressed interest to introduce legislation that will exempt meat processors from retail inspections. The board also discussed recalls and if they were connected to the dual inspection issues. The board did note that continuing education was important. Several of the plant owners with USDA inspection noted that their inspectors are to conduct education in the plant for 20% of their work time. It was suggested that the board's comments be conveyed to Secretary Romanski. We also noted the board may need to appoint a committee to discuss the grant parameters with DATCP. Jeff Swenson thought the grants would be announced in January 2024. Michelle asked if the board wanted to pursue the Meat Talent Development through a stand-alone bill. Scott Vorpapel expressed the interest to continue the to support the Tech School programs and education to employees. Jeff Sindelar noted the importance of continuing the support to the plants through equipment and people.

Product Show Committee: Andy Pearson has met with We R Food Safety. They have a programmer that is interested in creating a new program for WAMP. The program would be web-based and will include the ability to multiple users, etc. The committee will plan to meet directly with the programmer soon. Discussed the possibilities of other states and AAMP using the same web-based program.

Financial Advisory Committee: The committee has not met. Kathy Vorpapel will reach out to Tim Haen to set up a meeting.

UW Madison Extension: Dr. Sindelar noted the current Master Meat Crafter program will finish in December. Registrations are now being accepted for the 2024-25 program. The HACCP class in August still has open spots. Harvest School will be held this Fall. UW MSABD is currently planning a level 2 Harvesting Program.

Sara Gragg will be joining the staff as an Associate Professor of Food Safety and Microbiology in August. Heather Hunt will also be joining the staff as an Outreach Specialist this fall. The American Meat Science Association receives and reallocates grant funds. The UW MSABD staff will be working to request funding from AMSA to create support materials for small processors.

Retail Food Safety Advisory Committee: The committee will be meeting on Friday, July 28 and Anthony Reams will represent WAMP. Michelle Kussow, Jake Sailer, Dianne Handsaker and Anthony will meet before the meeting to discuss dual inspection by DATCP.

WI DATCP: Jeff Swenson reported that the grants from 2022 that were from the ARPA funds are starting to close. 13 processors have already closed their grants and 5-6 additional plants are closing their grants soon. Some tech schools graduated students in May. Eight tech schools will have meat talent programs during the 2023-24 school year. Jeff has worked with small processors for assistance with job shadowing, etc. Ben Gehring hosted a student interested in animal harvesting. UW Platteville is working on adding a meat science program to their curriculum. Jeff Swenson also reported that 60 high school students have received Meat Science Lab kits. About 30-35 kits are still available.

UW MSABD Student Board: Jessica Brown reported that the grad students have been attending conferences such as RMC. Jessica extended their appreciation to WAMP for the help with funding. They are currently working on a grandparents day at the UW MSABD that will focus on the meat industry.

Old Business:

1. 2023 Convention: All bills have been submitted and paid. The premium booths were billed and payments are coming in.

2. WI State Fair Meats Competition: The judging was held on June 9, 2023. The winners have been posted. The 4-H Meat Product Auction will be held at State Fair on Tuesday, August 8. Dianne will email the suppliers to ask them if they would like tickets to attend the event.

3. WI Meat Industry Coalition Conference: The committee is meeting on July 31 to finalized the schedule. Most of the programming is confirmed. The marketing campaign will begin soon.

4. Discover Wisconsin: Drew Brinker and Dianne met with Discover Wisconsin in early June. More options were presented for WAMP. A committee was formed to review the proposal and make a recommendation to the board. The committee is Jake Sailer, Andy Pearson, Jessica Brown, Jeff Swenson, Drew Brinker and Dianne Handsaker. Rebel from Awesome Shrimp emailed Dianne about promoting WAMP. Dianne, John Franseen and Rebel are planning to meet soon.

5. 2024 WAMP Convention (April 11-14, 2024):

a. Pre-convention Workshop: Committee is Dr. Sindelar, Phil Schmidt and Jake Sailer.

b. Educational Sessions: Silvio from Pack3000, Thomas Springmann from Kerres and John Kelly from Kelly Business Advisors have all offered to give presentations. An AAMP representative will be asked.

c. Trade Show: The Valley contract has been signed. Dianne negotiated with them to include a one time 3% increase instead of two 3% increases.

d. Nominating: Jake Sailer, Scott Vorpapel, Andy Pearson, John Franseen, Dr. Sindelar. The committee will meet to begin the process of selecting a Person(s) of the Year. A tentative meeting was set for July 26 at 6 pm.

e. Social Activities: Dianne asked for the band to be confirmed. The band from last year is available. The board supported hiring the same band for the 2024 convention.

f. Dickson (frock company) needs to be contacted to participate in the WAMP Convention/Trade Show.

6. Other Old Business. Brittney Falkavage noted she attended the State FFA Convention and presented the Meats Team CDE plaque. Thank you to Brittney for representing WAMP.

New Business

1. Cyber Attacks: Jake Sailer discussed a recent cyber attack that he has experienced at Sailer's. He discussed issues with his insurance coverage for Cyber Attacks. His bank is currently working to recover the monies. Jake would like to share his experience with other processors, so they may work to prevent them and to check their insurance policies.

2. WAMP Apparel: Dianne has begun the process of the WAMP apparel store. The store would be open for the month of September and orders to be shipped by the end of October. A variety of apparel will be available. Any sales over \$1500 will result in a sharing of 10% with WAMP.

3. Other New Business:

a. Discussed the approval for lab grown chicken breast to be called meat.

b. Andy Geiss asked if other plants were pursuing the retention tax credit that is being offered for businesses that kept their employees working during Covid. Andy will report his findings at our next WAMP meeting.

c. Federal grant program is available for employees through a group in the Milwaukee area.

d. Tommy G's has asked the WAMP board do consider allowing out of state plant members that don't have their own state competition to compete in the WAMP Product Show. This would require a rule change. The committee will need to meet to discuss this.

4. No other new business.

Jake Sailer discussed shortening our Zoom meetings. It was suggested to have written committee reports, etc.

Upcoming WAMP Board meetings: September 8, 2023, at 8 am via zoom and in-person on Wednesday, November 1 at Noon for lunch and meeting to start at 12:30 pm.

With no additional business, Jake Sailer adjourned the meeting.

Respectfully submitted,

Dianne Handsaker

Executive Secretary

Wisconsin Association of Meat Processors

Board Meeting Minutes; September 8, 2023 (via Zoom)

Board Members in Attendance: Scott Vorpapel, Ryan Pernat, Ben Gehring, Brittney Falkavage, Andy Geiss, Rick Reams, Andy Pearson, Louis Muench, John Franseen, Jake Sailer, Roy Elsenpeter, Dr. Jeff Sindelar, Phil Schmidt, Mike Bills, Jeff Swenson, Drew Brinker, Brandon Clare, Tim Brueggen, and Dianne Handsaker. Others in attendance: Michelle Kussow, Heather Hunt, Colleen Crummy. Absent: Kathy Vorpapel and Jessica Brown.

The meeting was called to order by President, Jake Sailer, at 8:03 am.

Secretary's Report: Dianne Handsaker reported that three new members have joined: Fraton's Deli (Monona, WI), Shipping Unlimited and Harrigan Solutions.

Treasurer's Report. No report.

WAMP Lobbyist Report: Michelle Kussow reported the legislature is gearing up for a busy season at the Capitol. Committees are meeting and evaluating current bills. Michelle addressed issues that could affect WAMP members: 1) A bill to require businesses to provide time for employees for breast feeding, expanding FMLA, and pre-exemptions related to FMLA, but she doesn't see any of these issues going anywhere. 2) Changing the school starting date in WI to the Monday before Labor Day instead of September 1. She noted some districts already apply for exemptions to start early. Michelle will register WAMP opposed. 3) Work Permits for 14 and 15 year olds with additional requirements (parent and school signatures, etc.) 4) Home Bakers lawsuit. Lawmakers have discussed allowing individuals to process and sell up to \$5000 worth of meat without any inspection. No bill is being proposed, but discussions are being held. 5) Labeling: Require labeling of milk and meat products to be derived from animals. This would need to be passed in at least 3 other contiguous states with the same requirement and that isn't likely. Discussed the prohibition of non-meat items in meat cases. Then discussed the need to protect the terms. Rick Reams suggested the term butcher be saved for

WAMP Board Meeting Minutes Cont.

animal products only, etc.

Dual Inspection: Senator Marklein is in support to introduce legislation for retail exemption. Michelle is working with Sen. Marklein's office at this time. She's looking for support on the assembly side and is reaching out to them.

Meat Talent Development: Discussed needing support for this. Not fully supported as the Republicans aren't supportive of programs that Gov. Evers created from ARPA funds. Michelle is watching the process of legislative support for the Farm Industry Short Course as we may be able to follow the same process for Meat Talent Development. (see notes later in the meeting.)

Exposure to the Meat Industry. Dr. Sindelar offered to have legislatures visit the UW during upcoming processing schools, so they may see classes in progress. There are also various classes at UW-RF, Tech Schools, etc. Also discussed having legislative representation at the Coalition Conference.

Legislature Tours: A tour is scheduled for Friday, September 15 at 10:30 am at Geiss Meat Service with Sen. Felkowski. Request was made for additional members to attend. Michelle will keep everyone notified if it is cancelled. Another tour was scheduled at The Meat Market at WI Dells, but the legislator requested it be rescheduled. Michelle will notify the board if that is rescheduled.

Product Show Committee: No report.

Financial Advisory Committee: Kathy Vorpagel reached out to Tim Haen about the needs of the committee and what the board has envisioned.

Membership Committee: The committee met in late August and presented 3 recommendations: 1) Change the renewal time for dues starting October 1 each year and be credited to the next calendar year. 2) Change the first tier of Operator Membership to Under \$1 million in sales to \$175, and the second tier to \$1-5 million in sales to \$250 and keeping the third and fourth tier level the same at \$5-10 million to \$400 and over \$10 million to \$1000. 3) Changing Supplier Dues to \$400 or \$500. The committee discussed their support of increasing the supplier dues for various reasons and that all three supplier board members were part of the committee and expressed their support. Dianne also presented a new promotional piece for Operator members. Plan to add two member testimonials to it. After a lengthy discussion, Phil Schmidt moved to change the operator dues to Under \$1 million in sales to \$175, \$1-5 million in sales to \$250 and keeping \$5-10 million at \$400 and over \$10 million at \$1000, increase the Supplier Dues to \$400 and offer a \$200 booth savings for first year supplier members, and change the renewal time to start October 1, so all dues received in the 4th quarter of the year are applied to the next calendar year. Andy Geiss seconded. Motion passed.

Old Business:

1. **WI State Fair Meats Competition:** The auction went very well with raising over \$105,000 for the WI 4-H Foundation. Dianne noted that A.C. Legg and UW Provisions attended. UW Provisions bought several products. Did discuss a promotional display for the meat industry in WI in the Ag Products Building at State Fair. Dianne showed the board a picture of the cranberry industry's display at the Ag products building. Dianne will reach out to the committee to meet with WI State Fair again about a display at the fair.

2. **WI Meat Industry Coalition Conference:** Dr. Sindelar presented the agenda for the Coalition Conference that is scheduled on November 1-3, 2023 at the Chula Vista, WI Dells. A final schedule will be printed in the September WAMP newsletter. Dianne discussed having a social event on Wednesday night with the options of going to the Kalahari with 2 dining options and entertainment at their piano bar. A trolley would be \$700 and asked if WAMP would sponsor that. Participants would be the WAMP board and anyone who was in Wednesday evening for the conference. Also discussed additional sponsorships for the social event on Thursday evening. It was suggested to also ask WI Pork Association and the WI Cattlemen's/WI Beef Council for sponsorships also. Phil Schmidt moved for WAMP to pay for the trolley (\$700) at the coalition conference and apply the balance up to \$2500 to the social hour. Brandon Clare seconded. Motion passed.

3. **Discover Wisconsin:** The committee met and reviewed a detailed presentation from Discover Wisconsin to include video and no video

(social media, podcast, and The Meat Market Map) promotions. The committee is presenting a package with an emphasis on the Meat Market Map and promotions through their social media and podcasts to promote the Meat Market Map. The map would be housed on the Discover Wisconsin website. It was decided to reach out the financial advisory committee for their consideration and have Josh from DW attend our meeting on November 1, 2023.

4. **2024 WAMP Convention (April 11-14, 2024):**

Programming ideas were presented with a brief outline of timing at the convention. The Pre-convention Workshop Committee (Dr. Sindelar, Jake Sailer and Phil Schmidt) will meet before our meeting on November 1. For programming at the convention center, it was decided to ask Abbey Davidson from AAMP to attend as her presentations and experience align with our focus on labeling/packaging, thermal processing and business practices. A representative from FSIS will be asked to speak. Discussed Graduate Students, Master Meat Crafter Project presentations, as well as, as virtual plant tours and asking those who received grants to highlight their expansion projects. A format of 20 minute presentations on Friday morning, having the AAMP Update on Friday evening and business practices presentations on Saturday afternoon was discussed.

Butcher Contest: It was suggested to have a pork cutting contest in 2024. We'll continue this discussion at the next meeting.

5. **WAMP Apparel:** Dianne is waiting to have the store go live. All items are requested and our logo is to Mada. Promotion of the apparel store will be in the newsletter, website, email and Facebook.

6. **Other Old Business.** No other old business.

New Business

1. **WI Beef Council:** Wayne Lautsbaugh, Crescent Meats, has been serving on the WI Beef Council board representing WAMP. His first term will be finished this year and wishes to not be re-elected for a second term. John Franseen was asked if he was interested and he is. John Franseen was appointed to represent WAMP on the WI Beef Council board.

2. **Other New Business:** No other new business.

Reports

UW Madison Extension: Dr. Sindelar announced that Heather Hunt joined the staff as an Outreach Specialist in August. Colleen Crummy was also on the meeting and is back to work with limited hours with the hopes of being full time soon. The current Master Meat Crafter program will be ending in December. The new program will begin in 2024 and registration is open. A new WI Harvest and Fabrication School is being planned.

Retail Food Safety Advisory Committee: The committee did meet in July. No specific topics were addressed related to meat processors.

WI DATCP: The new state grant program will start in 2024 with the RFP requests potentially going out in February and due by end of March. Jeff Swenson will be reaching out to a few board members for direction on grant guidelines. Steve Ingham has been hired by DATCP as an interim Administrator of the Division of Food and Recreational Safety. Jeff Swenson recommended that Jake Sailer and Dianne Handsaker meet with Steve Ingham to discuss industry issues and an update of WAMP. Phil Schmidt did note that he has spoken with Secretary Romanski. DATCP did reinstate the license for Kewaskum Foods. Discussed the need for education for new plants with a possible mentorship program, a list of certifications pertaining to inspection/regulation/education to receive a grant of inspection (new business information, opportunities for education, continuing education). The board then discussed the need for continuing education for all processors. In Minnesota, plants are required to have continuing education and their association provides continuing education opportunities at their convention. We'll ask Michelle to include continuing education with a request for Meat Talent Development. Continuing education makes our industry stronger.

UW MSABD Student Board: No report.

Next WAMP Board meeting: Wednesday, November 1 at Noon for lunch and meeting to start at 12:30 pm at the Chula Vista, WI Dells.

With no additional business, Jake Sailer adjourned the meeting at 10:45 am.

Respectfully submitted,
Dianne Handsaker
Executive Secretary

Wisconsin Association of Meat Processors

2023-24 Contact Information

Jake Sailer (2024) - President

Sailer's Food Market & Meat Proc.
600 W. Winter Ave.
Elmwood, WI 54740
(715) 639-2191, ext. 289 Office
jake@sailersmeats.com

Andy Geiss (2024) - Vice President

Geiss Meat Service
W4490 Pope Road
Merrill, WI 54452
(715) 536-5283
geissinc@hughes.net

Kathy Vorpapel - Treasurer

5907 State Road 50E
Lake Geneva, WI 53147
(262) 248-3339
kathy@lakegenovacountrymeats.com

Dianne Handsaker-Executive Secretary

PO Box 25
Lena, IL 61062
608-636-0639
dianne@wi-amp.com

Phil Schmidt (2024) - Past President

The Meat Block LLC
N1739 Lily of the Valley Dr.
Greenville, WI 54942
(920) 757-6622
philschmidt@themeatblock.com

Dr. Jeff Sindelar

UW MASBD
1933 Observatory Dr.
Madison, WI 53706
(608) 262-0555
(608) 265-3110 Fax
jsindelar@wisc.edu

Jessica Brown

UW MASBD
1933 Observatory Dr
Madison, WI 53706
(727) 244-8882
Jabrown35@wisc.edu

Mike Bills (2024)

Supplier Director
VC999
123 Henry St.
Edgerton, WI 53534
(608) 449-0819 Cell
816-472-1999 Fax
mike.bills@xtraplast.com

Drew Brinker (2025)

The Meat Market
700 Lincoln Ave
Baraboo, WI 53913
608-356-5574
baraboomeatmarket@gmail.com

Tim Brueggen (2024)

Falls Meat Service
PO Box 446
Pigeon Falls, WI 54760
(715) 983-2211
fallsmeatservice@gmail.com

Brandon Clare (2025)

JM Watkins
130 Pine Ave E
Plum City, WI 54761
715-647-2554
bclare2000@gmail.com

Roy Elsenpeter (2025)

The Durand Smokehouse
W5823 State Hwy 85
Durand, WI 54736
(715) 672-8073
Roy@thedurandsmokehouse.com

Brittney Falkavage (2026)

People's Meat Market
P.O. Box 659
Stevens Point, WI 54481
(715) 592-6328
bfalkavage@gmail.com

John Franseen (2024)

Hewitt's Meats
210 Downwind Dr
Marshfield, WI 54449
(715)-387-4728
johnfranseen@hewittsmeats.com

Ben Gerhring (2026)

Gehring's Meat Market, Inc
5618 Hwy K
Hartford, WI 53027
(262) 224-0559
gehringbenjamin@yahoo.com

Louis K. Muench (2026)

Louie's Finer Meats, Inc.
P.O. Box 774
Cumberland, WI 54829
(715) 822-4728
louisk@louiesfinermeats.com

Ryan Pernat (2026)

Supplier Director
Midwest Perishable Industries
4850 Helgesen Dr
Madison, WI 53508
(608) 273-8000
(920) 728-9485 Cell
rpernat@mpi1.com

Andy Pearson (2025)

Supplier Director
Excalibur
20155 Peterson Road
Mason, WI 54856
(715) 292-0704
andy.p@excaliburseasoning.com

Rick "RJ" Reams (2024)

RJ's Meats
1101 Coulee Rd
Hudson, WI 54016
(715) 386-9291
rj@rjmeats.com

Scott Vorpapel (2025)

Lake Geneva Country Meats
5907 State Road 50E
Lake Geneva, WI 53147
(262) 248-3339
scott@lakegenovacountrymeats.com

Product Show Committee**Logan Schmidt**

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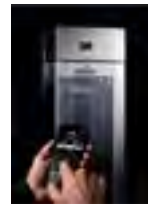
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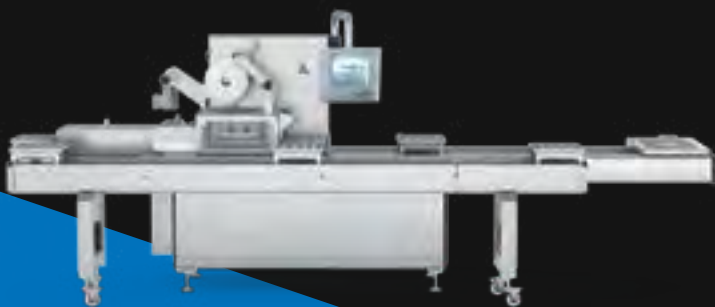
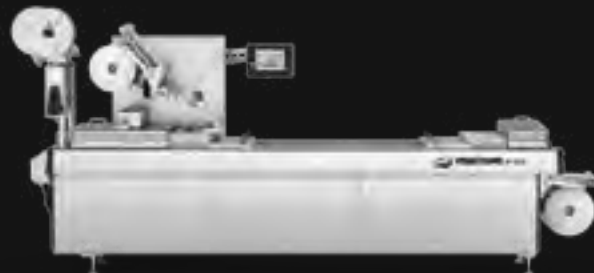
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