The Wisconsin Shepherd

October 2020

President's Message

Happy Fall everyone!

Hard to believe that it is Fall already but you can feel the change in the air. It has been such a crazy year and even though we haven't been able to visit with friends at sheep shows or in person at this year's Sheep and Wool Festival we have been able to stand strong and work through all the challenges we have been faced with.

For those of you who don't know me, my name is Nancy Burton and I have elected to be your President by your board for the next six months. I live just outside of Argyle, WI with my husband Sean. Your Vice President for the next six months is Keith Schultz from Fort Atkinson, WI. We both look forward to serving the Coop as your President and VP.

I would like to take a minute and thank everyone-vendors, customers, and those that put everything together for the virtual marketplace to take place. You all made it very successful. Thank you to Jefferson Fairpark for allowing us to still host a sheep show and fleece sale. We had sheep showing three days in a row and the fleece sale was held with success. Thank you to Alan Thorsen for his leadership with the sheep show and Jeff Nevens for his leadership with the fleece sale. Thank you also to all the volunteers all three days of the sheep show and especially to all the exhibitors that came out for the show.

Please take the time to look through this newsletter as we have the results from our Poster Contest, Photo Contents, and our Scholarship Recipients.

We are already making plans for the 2021 Annual Meeting that we are hoping will be in person. We are also hoping that 2021 will bring us more normalise with shows being able to be put on and our Sheep and Wool Festival live and in person again.

Good luck to everyone that is in the mist of fall lambing and to those that are able to enjoy any of the fall shows that will be going on.

Nancy Burton – WSBC President

Introducing Your 2020 WSBC Board of Directors

President: Nancy Burton nzernicke@gmail.com Argyle 715-584-1093

Vice Pres: Keith Schultz levelhillsfarm@sbcglobal. Fort Atkinson 920-568-0895

Steve Bingen sbingen@outlook.com Allenton 262-388-3324

Ryan Bingen ryan.bingen@gmail.com Allenton 262-339-9816

Randy Cutler rcutler@tznet.com Milladore 715-305-5670

Tim Jergenson cloverlawn357@gmail.com Almena 715-641-1048

Lynn Lee loneroosterfarm@outlook.com Campbellsport 414-828-9757

Jeff Nevens AandJNevensLivestock@frontier.com Lodi 608-576-9474

Robin Starkenburg 4acrefarm@gmail.com DeForest

David Troxel dmtroxel@hotmail.com Plainfield 715-335-6854

Doug Wilson rdougwilson@outlook.com Shawano 715-304-9134

Save the Date!
April 10, 2021
Arlington Sheep Day
and WSBC Annual
Meeting

Meet Your New Board Members
Steve Bingen
Randy Cutler
Robin Starkenburg

Your New WSBC Board Members!

Randy Cutler

Randy has farmed in Central Wisconsin since 1976 coming from teaching high school agriculture. He received Bachelors in Science in Agriculture Education from the University of Wisconsin River Falls. He raises 50 Bluefaced Leicester breeding ewes, Dexter cattle, and various fowl. Randy has been in the livestock fencing, installation and supply business since 2004. He has given talks and fencing demonstrations for Spooner Sheep days, various pasture walks, grazing schools and conferences. In 2015 and 2017 he presented at MOSES Midwest Organic Farming conference. Randy made several trips to Asia teaching sheep and cashmere goat production to remote farmers after the fall of the USSR. Randy is married, has two daughters and four grandchildren. When he isn't fencing he's farming: growing vegetables in his high tunnel and green house and trying to demonstrate permaculture practices at their home of 210 acres in Milladore. Randy has been the sheep superintendent at the Central Wisconsin State fair in Marshfield since 1985.He was one of the founding members of the Mid Wis sheep breeders association. He has received the friend's awards from the Indianhead sheep and goat breeders association. He is a wool handler for Mid States wool growers coop, and is a retired sheep shearer. Randy started selling Gallagher fence in the late 1990's as part of his job as a feed consultant for local feed company. Randy worked with the state NRCS setting fence guidelines for grazers, worked with farmers teaching them how to install the new products. He participates in pasture walks, agriculture conferences, gives workshops on fencing and is a guest lecturer at university's and technical colleges. In 2017 he received the Wisconsin "Grazing advocate award From Grass-works, a Wisconsin grazing organization.

Robin Starkenburg

My family, (husband David, and children Rebecca, Brian and Bradyn) have been raising sheep for 14 years. We started with a market lamb 4-H project from Marv Pace when Becky was 10 years old. In 2013, we transitioned to a registered Lincoln Long wool flock. We run about 20 head total and are enjoy showing locally, regionally and nationally. We have actively participated in community education hosting an Open Barn in the spring during shearing for 11 of the last 14 years. I serve on the Lodi Agriculture Fair Board and Livestock Committee. My career has allowed me to expand on my livestock experiences that started on a 300 cow dairy in Washington. I have worked in global bovine genetics marketing and in the animal scale and feeding industry for over 25 years. Promoting the sheep industry for both food and fiber and identifying new markets for sheep products while supporting youth involvement would be key objectives I would strive for as part of the WSBC board. Thank you for your consideration.

Steve Bingen

I, along with my daughter Jillian and wife Michelle, raise purebred Oxford Sheep in Allenton, Wisconsin. We show at the State and National levels. Jillian in the past 2 years exhibited the Champion ram at Louisville and Champion ewes at the Wisconsin State Fair, the All-American Junior Show, and the Sheep and Wool Festival. I also maintain a commercial feedlot and supply lambs to local outlets on a weekly basis. I have been involved with the Wisconsin Sheep Breeders Cooperative since I first started raising sheep in 1976. I am presently the Vice-President serving my first term as a director and am seeking a second. I have previously served as a director for a number of terms as well as President. I feel a strong commitment to the sheep industry and to sheep production in Wisconsin and believe that I can serve that commitment by continuing as a director if you will allow me. I am also a yearly volunteer at the Sheep and Wool Festival and the State Fair Blue Ribbon Livestock Sale, serve on our local County Fair Livestock Sale Committee, and a director on the American Oxford Sheep Association. I do get to work with the youth in our county and as a judge at a few county fairs each year. I truly enjoy working with my sheep and even more with the fine people who raise them.

FESTIVAL FAVORITE GOES VIRTUAL!

Covid shuts down Country Store

If it had been a normal year, thousands of people would have pushed through the aisles of the Country Store at the Wisconsin Sheep & Wool Festival, crowding the 125 vendors booths jammed with every imaginable product related to the world of fiber. But 2020 has been anything but normal and the repercussions of a pandemic have been far reaching, especially for small businesses.

With much of Wisconsin's premier fiber event shuttered due to the coronavirus, festival planners searched for alternatives in an effort to help a vendor community whose support has been critical to the success of the festival over its nineteen year history.

With WSBC board approval, Carol Black, Debbie Petzel and Erin Whalen, spearheaded a two-pronged effort to take the Country Store virtual starting with a series of live, hour-long video presentations by individual vendors over a four-day period on Facebook. Named the Wisconsin Sheep and Wool Online Community, it gave the participating vendors an opportunity to showcase their products, skills, do demonstrations and interact with those persons who asked to join the page.

Over the four days of what would have been the 2020 festival weekend, posts and live videos from the 50-plus vendors that participated were featured and more than 1,500 people from all over the U.S. took part in the Facebook Live Event. Recordings of the vendor videos remain available for view on the Facebook Online Community Group page.

New webpage

In addition to the Facebook online community, the Country Store Marketplace debuted on the festival website where a new page featuring expanded visibility for participating vendors opened on September 10. The new Marketplace page allows viewers to search the more than sixty businesses by product category and name and where each vendor "tile" features available products, special sales/coupons, ways to shop and includes links to websites, Facebook page, Etsy store, Ravelry and YouTube. Vendor tiles will remain in place through September of 2021.

The 2021 Wisconsin Sheep & Wool Festival will take place September 10-12 at the Jefferson County Fair Park, Jefferson, WI. For complete information and updates, go to www.wisconsinsheepandwoolfestival.com .

WISCONSIN SHEEP & WOOL FESTIVAL

Wisconsin Wool Works!

See the list of WWW vendors at… https://wisbc.com/wool-works.php

WWW has a tile on the WSWF Marketplace https://wisconsinsheepandwoolfestival.com/marketplace

"Like" Wisconsin Wool Works on Facebook

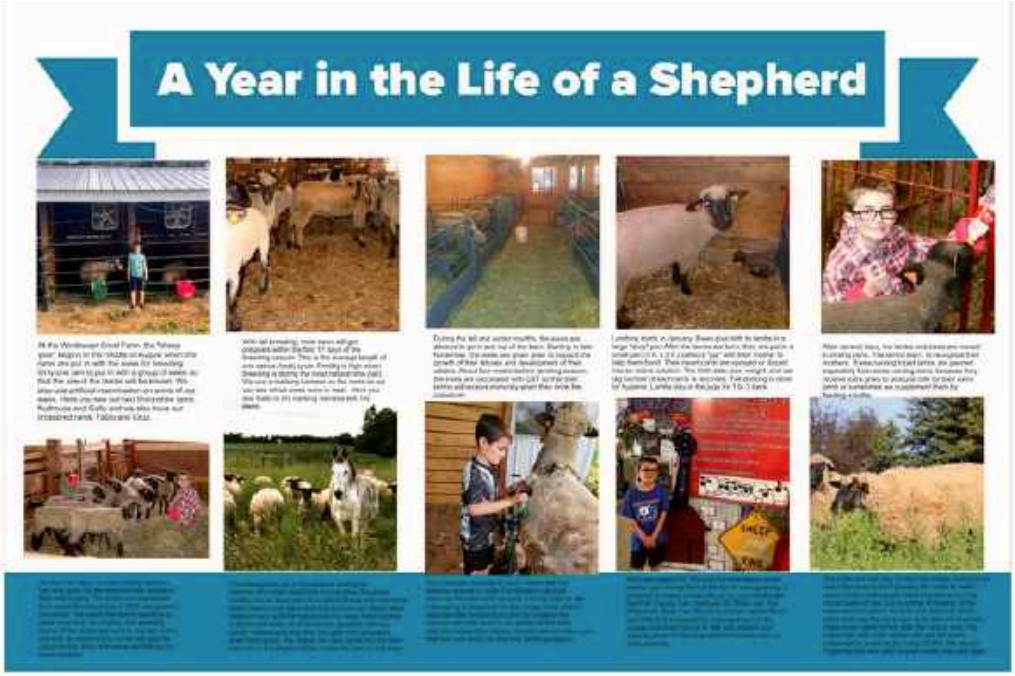
Check out Wisconsin Wool Works Website: https://www.wisconsinwoolworks.com/

WSWF Virtual Poster Contest

Congratulations to the winners of our WSWF poster contest.

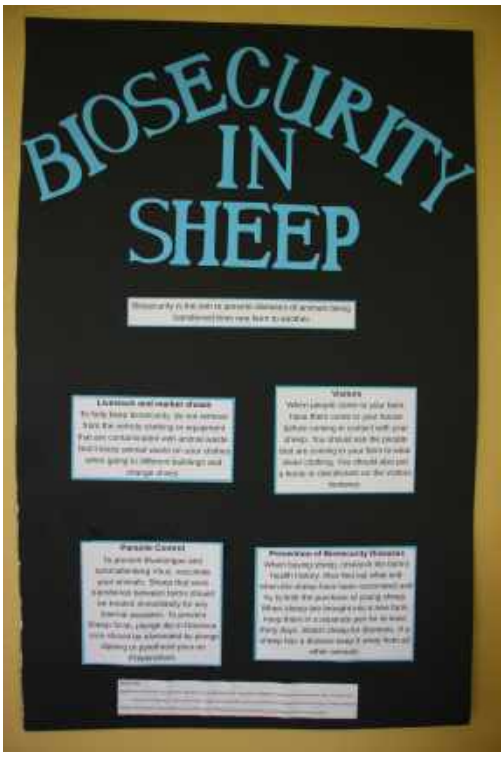
Winners will all receive a McDonalds gift card.

First place winners will receive a $15 gift certificate and second place will receive a $10 gift certificate donated by Heart Prairie Sheep and Cattle Company of Argyle, WI.

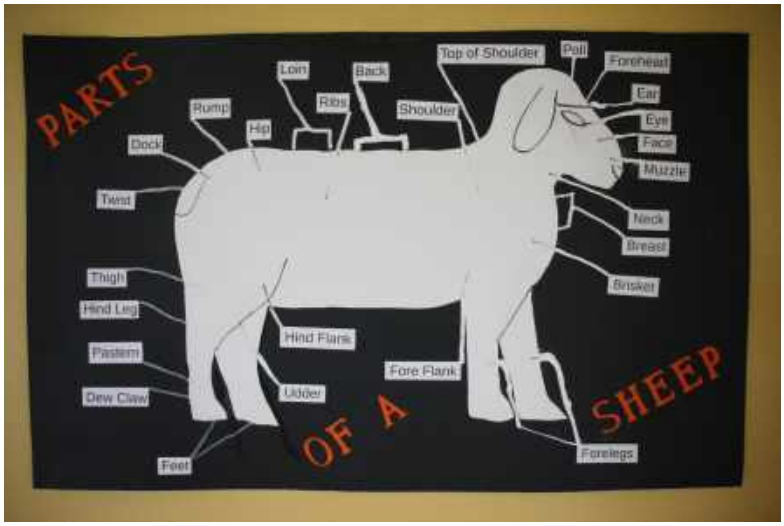


Beginners Educational Category
Second Place went to Morgan Anderson of St. Croix Falls

Posters will be displayed at our webpage.
https://wisconsinsheepandwoolfestival.com/competitions/poster-contest



Beginners Educational Category
First place went to Onan Retzlaff from Clintonville, WI



Junior Educational Category
First Place went to Evan Retzlaff from Clintonville, WI

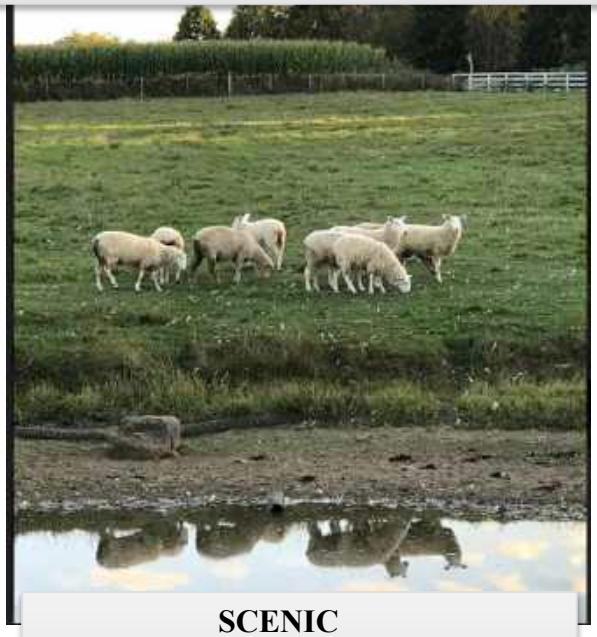
If you have any questions, please contact Nancy Burton at phone 715 584-1093 or email nzernicke@gmail.com

Through Their Lens – Winners of the Photo Contest

Many thanks to everyone who entered the 2020 Wisconsin Sheep Breeders Co-op Virtual Photo Contest this year! We had many submissions from some truly talented photographers, and as usual, it was a challenge to pick our winners.

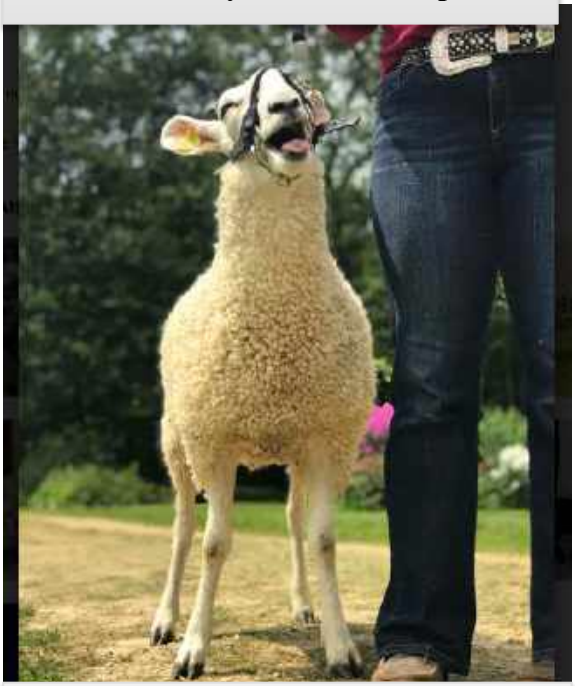
The first place photos for the four contest categories are shown below.
See more winning photos on our website.
https://wisconsinsheepandwoolfestival.com/competitions/photo-contest

PHOTOS TAKEN BY YOUTH
1st - Lounging Lincoln
Submitted by Lauren Thompson



SCENIC
1st - Leicester Reflections
Submitted by Kirstin Thompson

KIDS AND SHEEP
1st - Wise Shepherd
Submitted by Mary Hampton



JUST LAMBS
1st - Laughing Leicester
Submitted by Kirstin Thompson

WSBC Seeks Board of Director Nominations

Any great organization usually has a great board behind it, supporting the current mission and activities as well as striving to help move the organization forward. The WSBC Board of Directors help set strategy, plan the yearly events, deal with succession planning and provide guidance to and participate in committee work.

The ideal Board of Directors will have a wide variety of skills and experience among directors in order to move the organization toward its long-term goals. It's like putting together pieces of a puzzle; they are all different, but in the end, fit together perfectly.

The Nominating Committee for the 2021 election includes, Tim Jergenson, Debbie Petzel and Todd Taylor. In addition to this article calling for board nominees, the committee will contact members who are felt to possess the attributes needed to move WSBC forward in the coming years.

1. Ability to work cooperatively in a diverse group setting, while maintaining independent opinions. A history of leadership roles is desirable to implement strategies and programs.

2. Diversity in the sheep industry. We represent all breeders and strive to provide opportunities to support our entire membership.

3. Skills imperative to our work as board members include, assisting with creation and approving annual operating budgets, review and analyze financial information to ensure that the organization has the resources necessary to fulfill its mission while remaining accountable to its membership, grant proposal writing and follow-up reports, marketing skills useful for website and promotion, good oral and written communication skills, networking skills needed for helping to provide educational activities and the desire to volunteer for committee work to support the mission of the WSBC.

4. We will cast a wide net and look for newcomers who possess valuable expertise, skills and perspectives to add to the board. Diversity in age, sex and background is essential for balance.

5. Above all, board members must support a board culture that invites and encourages joint effort and the importance of partnerships.

There will be three openings on the WSBC BOD in 2021 with three eligible/current directors that could seek re-election

2021 WSBC Board of Directors nominees.
Ryan Bingen (completing 2 terms in 2021) Will not seek re-election
Dave Troxel (completing 1 term in 2021) Will not seek re-election
Doug Wilson (completing 1 term in 2021)

We thank you for your past service and we sincerely hope that you will consider being a candidate for the WSBC board in the 2021 election.

Please contact Nominating Committee Chairman Tim Jergenson at (715) 357- 6159 or email cloverlawn357@gmail.com with your interest in serving your organization.

2020 WSBC Fleece Sale

The Wisconsin Sheep Breeders Cooperative Fleece Sale was open to all exhibitors, who may enter a fleece in the Private Treaty and Silent Auction sales. The 2020 WSBC Fleece Sale was a one-time service offered by the WSBC for the woolgrowers and the fiber artists. A service event during the Wisconsin Sheep & Wool Festival, the 2020 WSBC Fleece Sale, was successfully held on Saturday, September 12th, at the Jefferson County Fair Grounds. Because the annual fleece show & sale was cancelled this year, the WSBC wanted to offer an outlet for both producer and seller where quality fleeces were offered so that prospective buyers could actually see and feel the fiber they were buying.

Fifty high-quality fleeces, ranging from white commercial classes to natural, white and crossbred hand spinning classes were consigned to the sale, and purchasers were very pleased with the offerings they found! In addition, the event met all state and county Covid regulations for a sale of this type. Safety for all those involved was of utmost importance.

The WSBC would like to thank the Romney Association for their sponsorship of the successful event! All eyes now look for the return of the annual WSWF Fleece Show & Sale in 2021.

FLEECE SALE COORDINATOR - ***Jeff Nevens***

WSWF Held a Successful Sheep Show Weekend

September 11th thru the 13th proved to be an exciting opportunity for exhibitors of all ages to exhibit their projects or showcase their breeding programs as approximately 480 head of sheep from throughout the midwest competed against each other with the different shows spread out over the three days. New this year, a combined Open/Junior show were ran together under one judge and champions from each "division" were recognized within each breed and show. Exhibitors were up to the challenge the weather presented throughout the weekend as all exhibitors were required to show/tack out of their trailers spaced throughout the expansive open space the facility provides and wear masks while exhibiting their animals in the showring. Exhibitors were grateful for the opportunity provided and are looking forward to 2021!

Any questions may be directed to wswfsheepshows@gmail.com

See show photos at the Banner Sheep Magazine website

http://www.bannersheepmagazine.com/2020_wisconsin_sheep_and_wool_festival/2020_wisconsin_sheep_and_wool_festival.php

2020 Make It With Wool Contest

The 2020 Wisconsin ***Make It With Wool*** contest was held on Saturday, September 26, and due to the pandemic it was the first time the competition did not hold in-person judging. Garments entered were to have been constructed during the contest year and made of a minimum of 60% wool or wool blend fabrics, wool yarn or specialty fibers such as mohair and alpaca. Judging was completed by a panel of judges who watched videos of each contestant modeling their outfits, looked at photos, and then judged the construction of the garments.

Junior Winners:
1st **Elizabeth Colwell,** LaValle: $100 cash award
2nd **Lauren Thompson**, Woodville: $50 cash award

Senior:
1st **Holley Schwartz,** Watertown: $100 cash award

Adult:
1st **Peg Mathews,** Appleton: $100 cash award

All contestants will receive 2-1/2 yards of Pendleton wool fabric.

The major sponsor of the annual ***Make It With Wool*** contest is the Wisconsin Sheep Breeders Cooperative. Additional supporters included Jefferson Agri-Business and Watertown Agri-Business, along with numerous businesses and organizations throughout Wisconsin.

The 2021 ***Make It With Wool*** competition will be held during the Wisconsin Sheep & Wool Festival at Jefferson County Fair Park in Jefferson on September 11, 2021.

For additional information, visit www.wisconsinsheepandwoolfestival.com and click on Make It With Wool or contact Wisconsin's State Director, Wynn Wittkopf at wynnwittkopf@gmail.com or 262-370-1433.

Rock County Sheep Producers

Dear 4-H/FFA members, fiber enthusiasts, retired Shepherds, project leaders and shepherds

The Rock County Sheep Producers are launching the new year with a special family event October 13th at the Craig Center, Rock County Fairgrounds, Janesville. It will start at 12:30 p.m. that Sunday with Rock County Barbeque Lamb provided. Bring a dish to pass, i.e., salad, potato, veggie or dessert. Beverage will also be provided. If you like bring your favorite BBQ sauce.

After dinner RCSP will have a brief business meeting, less than ½ hour. Following will be a very special educational and enjoyable program. Austin Hoefs, from Burlington, will present his recent trip throughout Austrailia and New Zealand sheep country. Austin is a Platteville graduate and had his own flock, before dispersing to take his trip abroad. He spent time on an organic vineyard where they used sheep to graze in between the grapes. He worked on a 18,000 acre station, where they had a sheep feedlot, merino flock, and dairy. He also had the opportunity to tour a large station owned by a group of American investors, the iconic high country station, Mt. Nicholas. This will be a special treat.

RCSP re-organized about 5 years ago and provides three educational programs for young and old alike, winter (ewe/flock/wool management), spring (fitting/selection/showing) and fall (health management). An early May weekend fundraiser is held in Clinton. Lamb burgers and brats along with chips, beverage and dessert are sold for $5 to raise funds for the following projects;

- Rock Co. Ag Business Scholarships for Sheep Youth ($250 each)
- Membership to Wisconsin Sheep Breeders Cooperative
- Supplement Judges Fee for Rock Co. Fair
- Educational speakers and travel fees
- Sponsor awards for the new RCF Youth Wool Show
- Lunch for Spring Fitting/Showing Clinic
-

A plan is being developed to help support the Meat Animal Sale by purchasing lamb(s) for our fundraiser. RCSP wants to know what programs, topics for discussion, and issues are important to you. Let us know.

Please join us 12:30 p.m. Sunday, October 13th at the fairgrounds for some great BBQ lamb, visit with other sheep producers, and hear about Sheep raising in Austrailia and New Zealand. We'll be concluded by 3:15 p.m. Please RSVP to 608-751-2963 or Tailwindfarm@gmail.com by Wednesday, Oct. 9th.

Rock Co. Sheep Producers Board

SEEKING WSBC AWARD NOMINATIONS

The Wisconsin Sheep Breeders Cooperative annually seeks nominations for its awards and recognition program each year. Recipients of these award are recognized at the WSBC Annual Meeting scheduled for April 10, 2021. Wisconsin Sheep Breeder Cooperative members are encouraged to submit nominations throughout the year for four categories of awards.

THE ART POPE AWARD

This award is named for the long-time purebred Hampshire breeder and member of the University of Wisconsin-Madison Department of Meat & Animal Science faculty for 43 years. The award, which got its start in 1995, recognizes exceptional service to and active involvement in the sheep industry, both in Wisconsin and nationally, over many years. Dr. A.L. Pope's outstanding contribution to sheep research and outreach within the sheep industry, both as a professor of sheep science and as a producer of purebred seedstock, exemplifies the type of person this award acknowledges. Nominations are not limited to only Wisconsin residents.

THE WISCONSIN SHEEP INDUSTRY AWARD

The Wisconsin Sheep Industry Award recognizes people and businesses with a long history of support and service to Wisconsin's sheep industry and is limited to Wisconsin residents, businesses and/or Wisconsin Sheep Breeders Cooperative members.

THE MASTER SHEPHERD AWARDS

The cooperative's oldest award recognizes Master Shepherds within four separate categories, Purebred, Commercial and/or Club Lamb, Wool, and Dairy Sheep. The first Master Shepherds were recognized at the 1979 Wisconsin Sheep Industry Conference held in Madison. Award winners must be current WSBC members.

THE FRIEND OF THE WSBC AWARD

A new award, being introduced in 2011 is given to a person, business, or organization that has provided outstanding support and/or service to the Wisconsin Sheep Breeders Cooperative or the Wisconsin Sheep & Wool Festival. Nominations are not limited to only Wisconsin residents, businesses, or organizations.

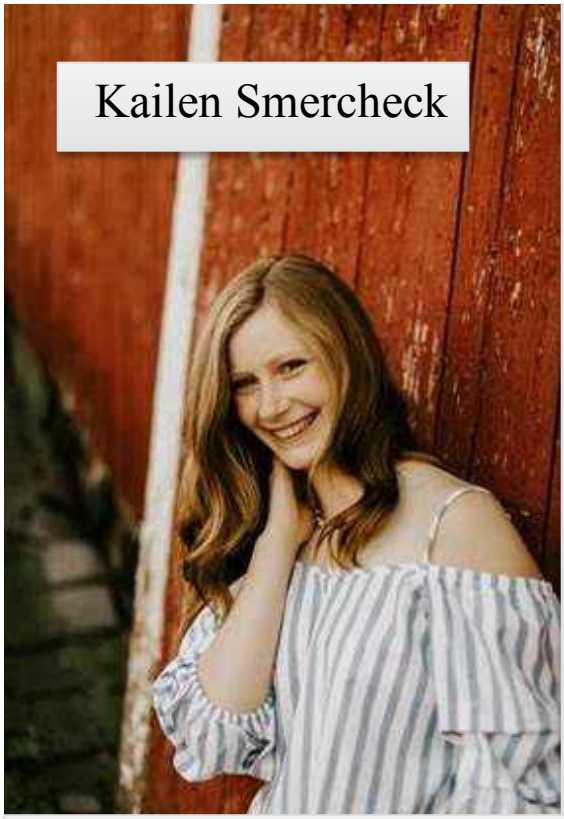
Nominations for WSBC annual awards are due December 1 and should be submitted to; Jill Alf, Executive Secretary, Wisconsin Sheep Breeders Cooperative, 5621 Cty Road F Janesville, WI 53545, Phone: 608-743-9080 Email wisconsinsheepbreeders@gmail.com .

Nominations should explain why the nominee deserves the award and the scope of involvement in the sheep industry.

Please see our webpage for a list of previous winners.
https://wisbc.com/membership/awards-nominations.php
https://wisbc.com/membership/annual-meeting.php

2020 WSBC Scholarship Winners

To be eligible for a WSBC scholarship, applicants must be a high school senior or college student under age 25 and enrolled in a UW-Madison Ag Short Course, technical or community college or an accredited 4-year college in the application year. Applications for the 2021 round of scholarships are due by June 15, 2021 to the WSBC Office, 5621 N. County Road F, Janesville, WI 53545. For complete scholarship details, please refer to the WSBC website, wisbc.com.



Kailen Smercheck

Kailen Smercheck is the 2020 recipient of a $1000 Wisconsin Sheep Breeders Co-op (WSBC) scholarship.

Kailen is the daughter of Dan amd Shelly Smerchek of Rosholt, WI .

She lives on a 150 head sheep farm where she manages the family flock of wether-type ewes, Smerchek Club Lambs, and the pure bred Southdown flock, KDK Southdowns. Kailen will be attending Iowa State University, where she will major in animal science and agriculture communications.

Future plans include playing an important part of the ever-changing agricultural industry and is open to whatever role that comes her way. She also wants to raise high quality show sheep on a small farm. Kailen wants to own a flock consisting of crossbred wether-type ewes and Southdown ewes with the goal of producing a champion one day.

Vanessa Roberts

Vanessa Roberts is the 2020 recipient a $750 WSBC scholarship.

Vanessa is the daughter of Keith and Beth Roberts of Whitelaw, WI. Vanessa's sheep project began thirteen years ago when she purchased two lambs. Her family now lambs 15-20 ewes each winter. Vanessa is a Senior year at the Univ. of MN-Twin Cities pursuing a degree in Animal Science with minors in Agriculture and Food Business Management, Food Systems, and Applied Economics. She is a member of the Livestock Judging team on campus and is involved in her sorority and the Gopher Dairy Club. Vanessa is the student manager of the sheep flock on campus. Upon graduation, she intends to obtain a career in the agriculture industry and continue to advocate for agriculture.

MARRIAGE PROPOSAL HIGHLIGHT OF EXHIBITOR'S WEEKEND AT JEFFERSON

When Josh Voight started planning his marriage proposal, he wanted to make it a special and memorable one. This marriage proposal involved months of planning, ring shopping, and of course, creating the perfect moment for that ultimate surprise.

In November 2019, Josh and his brother Nick along with their girlfriends attended the North American International Livestock Expo in Louisville. It was here that Nick proposed to his girlfriend and she said yes. Josh decided that he would propose to his girlfriend, Samantha Maas, at the Open Sheep Show at the Wisconsin State Fair in August 2020. But when the coronavirus started to spread globally, followed by stay-at-home guidelines and closures of restaurants and public spaces, his plans to propose at the State Fair came to a screeching halt.

Josh and Samantha met at the Dodge County Fair many years ago. She was a friend of his brother Nick and they wound up competing head to head in the Supreme Showmanship event at the fair. Samantha was showing beef and Josh was showing sheep. You could say they both won that day!

Josh is currently running a 75 ewe flock as well as working off the farm. Samantha is a senior at UW Platteville majoring in Animal Science.

With so few sheep shows this year, Josh held onto the ring he had purchased on advice from Samantha's sister and Nick's fiancé. When he received word the Wisconsin Sheep & Wool Festival would be holding a sheep show in September, his plans were suddenly put into action. He asked Profiles Show Supply to embroider "Will You Marry Me?" on a sheep blanket, which led to Josh getting down on one knee and asking Samantha to marry him at the festival! Proposing to Samantha at a sheep show was meaningful to both of them given the amount of time they both spend with the sheep and how some of their best times are spent together with livestock.

A fall 2022 wedding is tentatively planned.

What better place to propose marriage than at a sheep show, which is exactly what Josh Voight did, asking Samantha Maas to marry him at the recent open sheep show at Jefferson. Making sure she got the message, Josh had "Will You Marry Me?" on a sheep blanket.

It must have worked: She said yes and a 2022 wedding is planned.

Apply Now For Coronavirus Food Assistance Program 2

Payments for sheep and lambs will be equal to:

The producer's highest owned inventory of eligible sheep and lambs, excluding breeding stock, on a date selected by the producer from April 16, 2020, through August 31, 2020, multiplied by $27.00 per head

Apply at….

https://www.farmers.gov/cfap/livestock

Coronavirus and USDA Service Centers

Visit farmers.gov/coronavirus/service-center-status to see the operational status of your local service center.

Some USDA Service Centers in Wisconsin will begin allowing in-person office visits by appointment only. Program delivery staff will be in the office and work with producers in person, by phone, by email, or by using other online tools. All Service Center visitors wishing to conduct business should call ahead to confirm the office's status and make an appointment before visiting. Visitors will be pre-screened based on health concerns or recent travel and must adhere to social distancing guidelines. Visitors may also be required to wear a face covering during their appointment.

Virtual Country Store Marketplace

We would like to thank everyone who participated in our Virtual Country Store Event Sept. 10 – 13, 2020! Your support of the fiber art community is greatly appreciated.

Wisconsin Sheep and Wool Online Community

https://www.facebook.com/groups/3184186221658029

Stay connected with other fiber enthusiasts, through our Facebook group "Wisconsin Sheep and Wool Online Community"

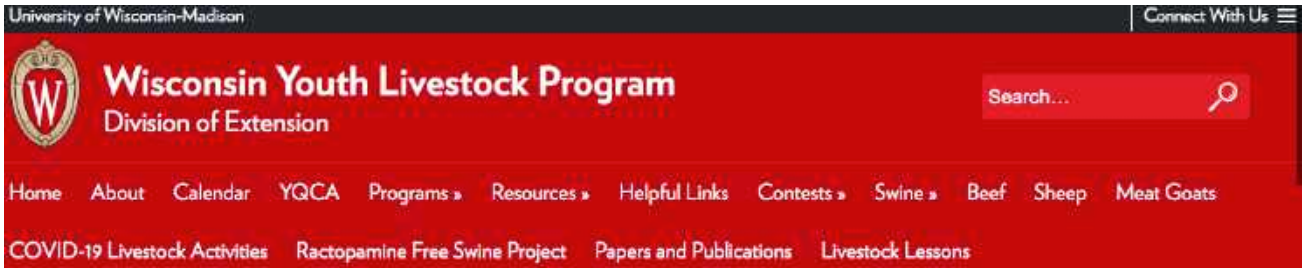
The vendor videos that were shared during the Virtual Country Store Marketplace Event (September 10 – 13, 2020) will remain on the Wisconsin Sheep and Wool Online Community Facebook group page. Look under **Media/Videos**.

To view on your cell phone, scroll down to "**Videos**".
We encourage you to continue to support your favorite vendors through our Virtual Country Store Marketplace where you can shop safely from the comfort of home without lines, crowds or face masks! The Virtual Country Marketplace will remain open through September 2021 (and perhaps beyond, depending on its popularity).

The "Search" field below will enable you to find vendors by business name or shop for products by typing in keywords such as "hand-spun" or "spinning wheels". This convenient function will allow you to easily find exactly what you're looking for.

Take advantage of the special deals that vendors are offering in the Virtual Country Store Marketplace. Through the info on each vendor's tile and social media pages/YouTube videos (accessible by clicking on the icons at the bottom of the vendor tiles), you can interact and view their products. Please note that not all vendors will have social media pages or videos.

As you know, this year has been difficult on many businesses including those in the fiber industry. We sincerely appreciate the support and patronage that each and every one of you have provided.



Wisconsin 4-H Program • College of Agricultural and Life Sciences • University of Wisconsin-Madison

2020 Wisconsin 4-H Virtual Livestock Judging and Virtual Meats Judging Contests

Please spread the word about this virtual opportunity to all Wisconsin youth interested in livestock.

The 2020 Wisconsin 4-H Virtual Livestock Judging Contest will occur on **Sunday, October 18th, 2:30-6:00pm.** All youth are welcome to participate. 4-H membership not required.

Juniors (age 8-13) and Seniors (age 14-19) are invited register as individuals to participate and display their livestock evaluation skills in this competitive educational experience. Youth will judge classes and enter placings through www.LivestockJudging.com. Seniors will present oral reasons via Zoom. Juniors and Seniors will also answer questions for a portion of the classes through Livestockjudging.com.

With the cancellation of all national 4-H livestock judging contests in 2020 These will be stand-alone, non-qualifying state educational contests.

No cost to enter! **Registration available at this link:**
https://uwmadison.co1.qualtrics.com/jfe/form/SV_6hzcm6iHKWG3J89

Registration Deadline: *October 12, 2020.*

SAVE THE DATE for the ***WI 4-H Virtual Meats Judging Contest on Saturday, November 22nd!***
Registration and details coming soon.

More information at https://fyi.extension.wisc.edu/wi4haganimalscience/livestock/

Please direct all questions to Joe Muellenberg at joe.muellenberg@wisc.edu or Bernie O'Rourke at borourke2@wisc.edu

UW-MADISON EXTENSION

#wi4hmovement

Wisconsin 4-H Virtual Livestock Judging Contest

Sunday, October 18th, 2:30-6:00pm

All Wisconsin youth age 8-19 are invited to display their livestock evaluation skills in this virtual competitive educational experience!

No cost to enter! 4-H membership not required. Youth will register and participate as individuals through LivestockJudging.com.

Seniors will present oral reasons via Zoom. Juniors & Seniors will also answer questions through Livestockjudging.com.

Register by October 12, 2020 at tinyurl.com/WI4HVirtualLivestockJudging

More information at fyi.extension.wisc.edu/wi4haganimalscience/livestock

Wisconsin Youth Livestock Program

DEPARTMENT OF ANIMAL SCIENCES
University of Wisconsin-Madison

DIVERSIFY YOUR MARKETING STRATEGY – INCREASE PROFITS AND REDUCE LIABLITY

By John Kane

Last year was my first attempt at judging animals in a not for profit arena. I'm hoping my evaluations were worthwhile, but maybe they were about as useful as a square wheel.
Lisa Paskey invited me to judge the pen of three again this year, but that was obviously canceled due to Covid. Instead I volunteered to write what I hope are helpful marketing recommendations to improve profitability and reduce liability for sheep producers in Wisconsin.
Again the following viewpoint is intended for small sheep producers in Wisconsin wanting to maximize profitability and reduce liability in their operations; not big sheep producers in Colorado or California, not seed stock producers, and not club lamb people. Better minds can offer recommendations to those folks. I firmly believe that anybody that bandies about the term "paradigm shift", should receive a swift kick in the back side. Well…lace up your boots and have at it. I am going to propose that Wisconsin lamb producers consider a paradigm shift in their marketing.

Traditionally lambs have been raised for the commercial finished market. Those carcasses get fabricated like a steer or a hog. Producers would generally want to finish them between 120 pounds in 160 pounds. Some packers even like them bigger.This gave rise to the idea that carcass evaluations such as loin eye versus back fat are omnipotent factors in your lambs' value. That gave rise to the concept of a grid or carcass merit marketing with producers being financially rewarded or punished based on how their lambs line up on a grid.

In reality, grid and carcass merit purchasing really benefits the packer not the producer. If the lambs aren't quite right, carrying too much back fat for instance, the producer gets punished. My opinion is that the upside for doing it correctly is disproportionately rewarded compared to the downside for having them finished incorrectly. I may be wrong, it happens all the time. Regardless grids are based on a particular packers subjective qualifiers not producers standard production capabilities. Either way unfortunately there are no packers buying on a grid or carcass merit basis in the state of Wisconsin or anywhere close enough to feasibly market your livestock. If I am wrong, kindly inform me of said packer and I will do less writing and more sorting and loading.

So here's the paradigm shift; unless you absolutely love the practice of raising your lambs to the traditional commercial market weight, I would ask you to consider complementing that type of production with selling your lambs at a lighter weight into what is referred to as the "ethnic or non-traditional market." It doesn't have to be an either/or, rather a complement of marketing strategies based the ever changing market environment for respective weights.

There are a multitude of ethnicities immigrating to the United States that traditionally consume lamb and goat. However, many of these individuals prefer a smaller lamb to the traditional. For instance, people immigrating from India like a dish called briyani. They utilize lambs weighing anywhere 60 to 100 pounds, run the whole carcass across a bandsaw and then the chunks of meat, bone attached, is put in a stew. The meat falls off the bone and you have a delicious dish. Now contrast this with someone cooking your traditional lamb chop. It is my opinion that consumption of the traditionally raised lamb portions is slowly reducing, meanwhile the demand for the more non-traditional style of consumption is growing by leaps and bounds.

I really do recommend a complementary system of production. Make your decisions on the current environment not the goals that you set 25 years ago. If corn is cheap and the fat lamb market looks strong, finish them out. If corn is high enough and the lamb market is low, sell some weighing 60 to 100 pounds. Sometimes do both. Here are a couple examples of why this is a not a horrible idea.

Market lambs were bringing $1.70/lb before Covid hit in February. By the beginning of April they dropped to about $.85/lb. People that had all their eggs in that one basket, no longer even had a basket. Meanwhile during that time I participated in selling multiple semi loads of lambs weighing 60 to 100 pounds for between $2.00-2.25/lb. The commercial lamb market dropped like a rock but the non-traditional market was as strong or stronger than it had been before Covid. The basis isn't always that wide, but one must stay abreast of the markets and be ready to take advantage of a profitable situation.

Also, take a look at the Texas commercial lamb feeding situation.. Texas was traditionally a hub of small framed wool sheep. They had a number of feedlots to finish wool lambs. Then in the late '90s people buying for the East Coast non-traditional markets started to buy lambs in Texas. Eventually these buyers made the price of lambs weighing 60 to 90 pounds so high, that the people intending to feed lambs for commercial purposes, could no longer buy them and make money feeding them. Now you can barely find an ovine with wool in Texas. The producers have primarily switched over to hair sheep. The vast majority of producers in Texas now market lambs weighing only 60 to 90 pounds.

Now those ethnic buyers that were once focused on Texas are now buying in every state in the country including Wisconsin. Lambs from Wisconsin now end up on the East Coast. They also end up in Detroit and Chicago and Milwaukee and Oshkosh and Rockford. Truth be known, this year I would've awarded the first place in the pen of four class to the lambs that best fit the non-traditional market. And before you introduce my backside to your boot please do the math; 130 pound lamb at $.80 versus an 85 pound lamb at $2/lb. And then consider your inputs; cost of feed, labor, supplements, vet bills, diminishing returns once the lambs pass their optimal growth apex, death loss and all the other factors that come with accommodating animals for five to six months instead of three to four months.

If you want to maximize your profitability as a small lamb producer in the state of Wisconsin in 2020, you can't be in cruise control. You have to pay attention to the seasons and the markets and be open to the possibility of selling some lambs smaller than you may have been used to doing for decades. If I am permitted to contribute in the next newsletter, and have not yet been hung for this article, I will have some more specifics sizes and target dates producers can utilize to make a decision whether or not to incorporate non-traditional marketing into your particular protocol. I write this with full respect for the hard work and tradition of our predecessors. One of the characteristics that made them successful was their ability to adapt to changing environments.

John Kane is a third-generation livestock broker buying and selling all classes of livestock, including slaughter cattle, calves, sheep, goats and hogs. He supplies 300 to 600 lambs weekly to one of the five major packers in the U.S. in addition to 400 to 500 goats and lambs to non-traditional markets. He judged the Pen of 3 Commercial Carcass Competition at the 2019 Wisconsin Sheep & Wool Festival.

Producer Education

For more information and registration, see this website.

https://extension.psu.edu/sheep-management-and-production

Breeding time tips from Penn State…
https://extension.psu.edu/breeding-season-preparations-for-sheep-flocks

WHO IS THIS FOR?

- Anyone getting started in the sheep business
- Producers who want to improve their sheep operation

WHAT WILL YOU LEARN?

You will learn how to:

- understand the basics of sheep production
- select the type of sheep to best meet your needs
- identify how to feed to meet the nutritional needs of sheep
- understand the reproductive process and implement appropriate management strategies
- identify the health needs and issues of sheep and utilize ways to correct health problems
- describe effective ways to market your sheep and products
- handle financial issues related to sheep production

Click here to view archived webinar!
Click here to view presentation slides.

Suffolk U has many archived webinars available on demand.
Dr. Dan Morrical presented

What, When & How Much For Breeding Season Nutrition

https://www.youtube.com/watch?v=_P5ZlLLTKNo&feature=youtu.be

See the full list here…
https://suffolks.org/wp/suffolk-u-webinar-series/

Sheep & Goat Webinar Series for Beginners

—Written By Sara Drake (1 month ago)

Are you considering raising sheep or goats? Have you recently gotten sheep or goats and need to learn more?

N.C. Cooperative Extension will be offering an online series for new and beginning producers.

Introduction to Sheep & Goats – October 8, 2020

- During this introductory session, you will learn the difference between sheep and goats and their purposes. We will discuss meat vs dairy vs fiber and which one may be the right fit for your operation.

Fencing & Facilities for Sheep & Goats – October 22, 2020

- If you plan to raise livestock, you need to have appropriate fencing and facilities. It will look different on every farm, but there are some basics you must consider.

Beginner Nutrition for Sheep & Goats – November 12, 2020

- Knowing what and how much to feed your animal is paramount to helping to keep them healthy. Nutrient requirements change based on the animals' stage of production. Join us for this session to gain an understanding of how to feed your animal to its potential.

The series will be offered through Zoom. All sessions will be from 6:30-7:30 p.m. EST. Registration for each event is separate. Click on the above links to register for the sessions you want to participate in.

If you have any questions, please email April Bowman, 4-H, Livestock & Forages Extension Agent – Forsyth County, Emily Cope, County Extension Director-Stokes County, Sara Drake, Livestock Extension Agent-Davidson County, or Phil Rucker, Livestock Extension Agent – Davie & Yadkin Counties.

Sheep & Goat Webinar Series for Beginners

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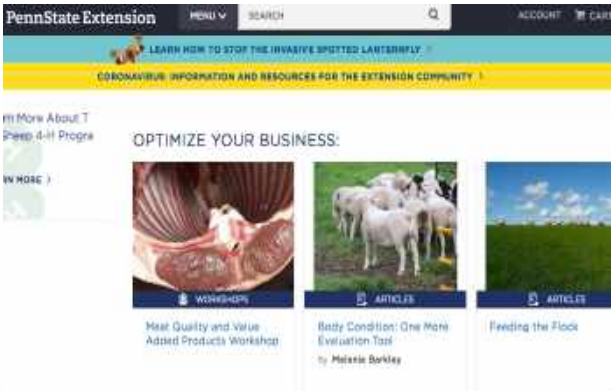
https://davidson.ces.ncsu.edu/2020/08/sheep-goat-webinar-series-for-beginners/



https://extension.psu.edu/animals-and-livestock/sheep

UNIVERSITY OF MINNESOTA | EXTENSION

Goat/Sheep: Connecting Producer to Consumer

SEPTEMBER 30, 2020
6:30PM-8:00PM CST
REGISTER AT: Z.UMN.EDU/GOAT-SHEEPMARKETING
FREE TO ATTEND

The University of Minnesota Extension will host a webinar on Wednesdaysday September 30th starting at 6:30pm CDT focusing on the different factors and steps to connect goat and sheep producers with consumers.

Discussion will center around the different types of processing and direct marketing, cuts of meat, profit calculators, outlets for direct marketing, and how to tell your story. Farmers, 4-Hers, ag business professionals who work with farmers, and those interested in goats or sheep are invited to attend.

Speakers & Topics

Dr. Travis Hoffman—Sheep Extension Specialist, U of M/NDSU Extension

Rashed Ferdous—Local Meat Specialist

Representative from the MN Dept of Ag, Dairy and Meat Inspection Division

- Direct marketing & regulations regarding meat processing—what you can and can't do
- Managing costs & customer expectations
- Growing specialty meat marketing opportunities in Minnesota
- Animal record keeping—Animal ID
- Factors affecting marketing sheep & goats
- Age, muscularity, and correct finish

RSVP

Pre-registration is required. Please register at z.umn.edu/Goat-SheepMarketing by 12:00 pm (noon) on Wednesday September 30th. The Zoom link will be emailed to you after registration closes. If you are unable to attend the live session, you will receive the recording via email. Any questions please contact: Brenda Miller at nels4220@umn.edu or Colleen Carlson at traxl042@umn.edu

Calendar of Events

2020

Oct. 8 Webinar: Introduction to Sheep and Goats
https://go.ncsu.edu.sheepandgoat2020

Oct. 22 Webinar: Fencing and Facilities for Sheep and Goats
https://go.ncsu.edu.sheepandgoat2020

Nov. 6-7 10th Annual Ozark Fiber Fling - Steelville, Mo. - www.ozarkfiberfling.com

Nov. 12 Webinar: Beginning Nutrition for Sheep and Goats
https://go.ncsu.edu.sheepandgoat2020

Nov. 13-19 North American International Livestock Expo, Kentucky Exposition Center, Louisville, KY www.livestockexpo.org 502 595-3166.

2021

April 10 Arlington Sheep Day, Public Events Facility, Arlington Agricultural Research Station, Arlington, WI. Todd Taylor, toddtaylor@wiscmail.wisc.edu 608 846-5858. Updates: www.wisbc.com

April 10 Annual Meeting Wisconsin Sheep Breeders Cooperative, Public Events Facility, Arlington Agricultural Research Station, Arlington, WI. Updates: www.wisbc.com or 608 743-9080

Sept. 10-12 Wisconsin Sheep & Wool Festival, Jefferson County Fair Park, Jefferson, WI. Updates: www.wisconsinsheepandwoolfestival.com

Do you have an event coming up? Let us know!
Debbie Petzel – dspetzel@gmail.com