



STATE SHOW NEWSLETTER

WISCONSIN BROWN SWISS ASSOCIATION

53rd Wisconsin Brown Swiss State Show

July 7-9, 2022

Shawano County Fairgrounds

990 E Green Bay St, Shawano, WI 54166

The 53rd annual Wisconsin State Show will be held on Saturday, July 9, 2022 at the Shawano County Fairgrounds in Shawano. The show will start at 8:30 am with the heifer classes followed by the cow classes at 12:30 pm. Showmanship will be on Friday, July 8 at 7 pm. Our judge for the show is Darin Hill, Cattaraugus, NY. Entry deadline is June 18, 2022. Remember that your state membership must be paid or accompany the entry form in order to participate in the state show. Canton IV is hosting the show. Scott Schugel will be the local contact at 952-836-6836. For more information contact:

Barb Muenzenberger, Sec./Treas. Phone: 608-780-8760 or email: bovalleyswiss@aol.com

Enter Fairgrounds on Fairview Avenue through Gates 1 or 2

Camper parking will be along Fairview Avenue just to the south of the Poultry & Rabbit Barn.

Exhibitors can stall animals in either Dairy Cattle Barns or the Beef Barn.

Milking Parlor location ★

Pre-ordered shavings and beet pulp will be stored in the Goat and Sheep Barn.





President's Message:

Welcome to our 53rd Wisconsin Brown Swiss State Show! Given the enthusiasm around Brown Swiss sales and shows so far this year, I expect this show will be one of our best yet. I hope you make plans to come, whether to exhibit or to spectate, as it promises to be another great event for our breed and a day of camaraderie for our members. I want to thank the Schugels, Meyers, and others in Canton IV for stepping up to host the show.

One question we frequently get about State Show is: "Are out of state cattle and exhibitors invited?" The answer is "Yes!" Early in 2020, the Board of Directors approved a State Show vision. That vision was shared in the newsletter previously, but I have included it below. The reason why is that we believe that for the past 50 years, the Wisconsin State Show has been viewed as one of, if not the best, state level Brown Swiss show in the country. It is our intention to keep it that way, which is why we welcome entries from breeders outside of Wisconsin with a paid Wisconsin Brown Swiss membership (associate or voting). You can find the membership rules on Page 6. See you in Shawano!

— Josh Hushon, WI Brown Swiss President

State Show vision

The Wisconsin Brown Swiss State Show will be a high-caliber competition for breeders to have their cattle judged against other high-quality Brown Swiss by a nationally approved judge. We welcome all breeders from all states with a paid Wisconsin Brown Swiss membership to join us for our show with eligibility for all awards and recognition.

Wisconsin Brown Swiss Membership Renewal Form

To do so please send the application back with your payment and membership. All fees are paid annually. Make sure to pay your dues in order to participate in the show.

Name _____ **Farm Name** _____

Address _____

Adult Membership: Voting___ Associate___ **\$25.00**

Number of Cows in Herd___ X \$.50 \$ _____

Junior Membership: (Juniors Must be 9 through age 21 as of 1/1/21) **\$ 5.00**

___ Age as of 1/1/1

LATE FEE-PAYMENT AFTER MAY 1ST**\$50.00*

(Does Not Apply to New Members) \$ _____

Canton___ County_____

Email_____ Total Due \$=====

Please return to:

Wisconsin Brown Swiss Ass'n, %Barb Muenzenberger, W561 Muenzenberger Rd, Coon Valley, WI 54623

National Director Update

Hello Breeders,

As always, please reach out with ideas, questions, and concerns regarding activities of the Brown Swiss Association. My term on the Board is going fast, and it's hard to change this ship's trajectory in short order...especially in our breed! With any complaint, please also offer solutions and ideas to help steer the Board's discussion to get real action taken.

Early June is exciting for breeders with the National Brown Swiss Convention being hosted in Colorado. For the first time ever, the National Convention Sale will be virtual, so feel free to tune in and experience it like those in attendance and bid high! Many breeders from Wisconsin have put faith in the organizers to put on a high class and ethical sale, and buyers will expect the same! If you're planning to attend Convention or have juniors participating in the Heifer Show, please send me a message!

Looming further down the calendar is World Brown Swiss Conference. Please consider signing up to volunteer (<https://brownswissusa.wixsite.com/wbsconference2022/volunteers>) or attend! The speakers are world-class, and the tours of high-class Midwest Brown Swiss Breeders are sure to be educational and fun.

And finally, when you're out there in the world, please remember the total dairy industry is small, and the Brown Swiss breed is smaller. Rather than opting for negativity, gossip, jealousy, and disparaging comments about other people or breeders, we need to lift each other up. John F Kennedy is attributed with the quote, "A rising tide lifts all boats." Please don't be the person pummeling cannon balls at our small breed boat or the people sailing on it (which is all of you as well).

See you in July in Shawano.

Laurie Winkelman

State Show Junior substitution reminder

Juniors who need an alternative leadsman must be of the same age or younger or a family member (any age is fine for a family member) and will need to fill out an alternative leadsman sheet 24 hours prior to the start of the show. The form is attached on page 9. It will also be available at state show.

Canton Shows-

Canton I-June 4th, 2022

Canton II-June 16th, 2022

Canton III-June 20th, 2022

53rd Wisconsin Brown Swiss State Show

Shawano | July 7th-9th, 2022

- ♦ **ENTRY FORMS ARE DUE** June 18th. Entry fee is \$20.00 per head. Late entries will be charged \$35.00 per head. We will accept late entries but anything not received by June 18th may not be listed in the show catalog and is subject to the late fee. Shavings and straw will be available to pre-order. Please send entries to: **Wisconsin Brown Swiss Assn. W561 Muenzenberger Rd., Coon Valley, WI 54623.**
- ♦ Registration papers must accompany the animal to the show. **NO** fax copies will be accepted. Official production reports must also accompany the cow to be eligible for the production awards.
- ♦ There is no required health tests for in-state cattle but cattle affected with ringworm, warts, mange, or scab will not be allowed. The Wisconsin Brown Swiss Association has the right to have a vet inspection on any questionable animal at the owner's expense. There will be a vet available for inspection and on call if needed by exhibitors. Out of state cattle need to have the same interstate form like World Dairy Expo
- ♦ The barns will be open Thursday, July 7th at 8 am. **People can come in and bed down as early as Wednesday the 6th, anytime after 2 pm, not before. No animals until Thursday.**
- ♦ All cattle must be in place by 12:00 noon on Friday. If there is a problem, please contact Barb Muenzenberger at 608/780-8760.
- ♦ Cattle will be checked in on Thursday and Friday.
- ♦ Shavings, straw, feed and beet pulp are available for purchase. Please place your order on the supply form and enclose your payment. This needs to be prepaid.
- ♦ Motel rooms and camping is available. Motel information was emailed earlier.
- ♦ On Friday evening we will start our showmanship classes at 7:00 p.m. Showmanship will be as follows: Mini-Showmanship, Junior Showmanship, Intermediate Showmanship, and Senior Showmanship.
- ♦ Our show begins Saturday Morning, July 9 at 8:30 a.m. with the heifer classes. We will try to take a lunch break and then start the cow classes at 12:30 p.m. The judge for our show is Darin Hill.

The Show Ring Code of Ethics will follow the World Dairy Expo guidelines and shall be enforced. If in judgment of the official judge any animal that has been tampered with, they have the authority to disqualify this animal from competition, or award it a placing which is sufficient penalty for having violated the Show Ring Code of Ethics.

2022 Show Classes

1. Spring Heifer Calves - Born after February 29, 2022 (and over 3 months of age by show day).
2. Winter Heifer Calves - Born after November 30, 2021 and before March 1, 2022.
3. Fall Heifer Calves - Born after August 31, 2021 and before December 1, 2021.
4. Summer Yearling Heifers - Born after May 31, 2021 and before September 1, 2021.
5. Spring Yearling Heifers - Born after February 28, 2021 and before June 1, 2021.
6. Winter Yearling Heifers - Born after November 30, 2020 and before March 1, 2021.
7. Fall Yearling Heifers - Born after August 31, 2020 and before December 1, 2020.
8. **Junior Best Three Females** - Group to consist of 3 animals under two years of age, none of which have freshened. All three animals must have been bred by exhibitor and at least one owned by exhibitor. Each exhibitor limited to one entry.
9. Fall Yearling in Milk-born after August 31,2020.
10. Summer Junior Two Year Old Cow-Born June 1, 2020 to August 31, 2020
11. Junior Two Year Old Cows - Born March 1, 2020 to May 31, 2020
12. Senior Two Year Old Cows - Born after August 31, 2019 and before March 1, 2020.
13. Junior Three Year Old Cows - Born after February 28, 2019 and before September 1, 2019.
14. Senior Three Year Old Cows - Born after August 31, 2018 and before March 1, 2019.
15. Four Year Old Cows - Born after August 31, 2017 and before September 1, 2018.
16. Five Year Old Cows - Born after August 31, 2016 and before September 1, 2017.
17. Aged Cows. Six Years Old & Over - Born before September 1, 2016.
18. Component Merit Cow Class-Lifetime Production of at least 8,500 lbs. combined Fat and Protein.

Junior Champion & Reserve Junior Champion Female - First and second place winners of the above heifer classes.

Intermediate Champion Female & Reserve Intermediate Champion Female - First and second place winners of the Yearling in Milk, Two and Three year old cow classes.

Senior Champion and Reserve Senior Champion Female - First and second place winners of the Four, Five, Aged and Component Merit cow classes.

Grand Champion Female & Reserve Grand Champion Female - Intermediate and Reserve Champion, Senior and Reserve Senior Champion plus the Junior Champion and Reserve Junior Champion.

Best Udder of the Show. (may not be a leadout class, discretion of the judge)

Best Bred and Owned. Award for the top animal exhibited by same breeder and owner.
(may not be a lead out class)

19. **Best Three Females** - Group to consist of any 3 females. At least one must have freshened, the other two any age, all bred by exhibitor and at least one owned by exhibitor. Each exhibitor is limited to one entry. (See Special Rule, A).

20. **Produce of Dam** - Group to consist of 2 animals, any age, either sex, the produce of one cow which must be named. Animals need not both be owned by one exhibitor.

21. **Daughter/Dam**-Group consists of 2 animals, the daughter and the dam. Animals need not both be owned by one exhibitor.

SHOWMANSHIP CLASSES: (All ages are as of January 1, 2022) Subject to Change depending on group numbers. Please list your age on the entry form by the showmanship class.

22. **Mini showmanship**-Ages 8 and under.

23. **Junior showmanship**-Ages 9-12

24. **Intermediate Showmanship**-Ages 13-15

25. **Senior Showmanship**-Ages 16-21

Wisconsin Junior State Show Awards

Juniors who need an alternative leadsman must be of the same age or younger or a family member (any age is fine for a family member) and will need to fill out an alternative leadsman sheet 24 hours prior to the start of the show. Forms will be available when checking in.

All paid Junior Members are eligible for these awards and Junior-owned animals are those animals owned solely by junior members before the animal's second birthday. Or cows that have been owned for at least one full calendar year.

William Faskell High Protein Award: Any junior owned animal is eligible to compete. The junior must exhibit the animal and a copy of the last completed lactation report must accompany the animal at the show. (The animal may win only once during the year.)

Lawrence Hanson Sportsmanship Award: Any paid junior member is eligible for this award. The junior will be judged by a panel of judges on their sportsmanship throughout the entire show. A junior can only win this award once.

Top Three All Around Juniors: The top 3 Juniors would now awarded with the following points system:

Fitting Contest 2 points Showmanship 3 points Class Winner 2 points Jr/Reserve/Grand/Reserve 3/2 points

Definitions & Special Rules

A. Exhibitor and breeder are defined as follows: "Where a herd is registered in the names of different members of a family residing on one farm and where the herd is one unit, all entries may be considered as a single exhibitor for Junior Best Three Females and Best Three Females classes." Partnership bred animals, outside the family, cannot be used in either Best Three Females class.

B. For an exhibitor to be eligible to show an animal, the title of ownership by the exhibitor shall show on the Certificate of Registry at the time of the exhibition.

C. As outlined in the PDCA Show Ring Code of Ethics, if a National Show judge should bring to the attention of the Brown Swiss Association staff possible unethical practices related to Brown Swiss cattle exhibited at a National Show, Brown Swiss Association staff will consult with Show Management as to the proper steps to be taken.

D. All people wishing to be state members of the Wisconsin Brown Swiss Association but reside in another state can receive an associate membership or must resign their state membership to receive a Wisconsin State membership; also that a cow's residency does not disqualify an animal to be at our state show with the proper state paid membership. (Approved by Wisconsin State Board on 3/9/2012.)

Premier Breeder - An award to be made to the breeder of not more than six animals accumulating the most points in the open individual classes including animals bred by him but exhibited by others.

Premier Exhibitor - An award to the exhibitor accumulating the most points on not more than six animals owned and exhibited by him in the open individual classes. (There is no limit on the number exhibited, but the Premier Breeder and Premier Exhibitor Awards will be automatically figured on the top six animals accumulating the most points.)

Jr. President's Message

Greetings from the Juniors!

We hope everyone had a great time at the Midwest Quality Colors Spring Show, because we sure did! It was great to see everyone again and kick off show season! With the pandemic finally behind us, we are thankful to finally be getting back into a normal year. Our state meeting was held in Tomah this past March, and we all enjoyed pizza and game night prior to the meeting! Our officer team is currently busy thinking up ideas and activities for State Show in Shawano this year, and if you have any ideas you'd like to share, feel free to reach out! We are always open to new ideas, and new members as well! If you aren't currently a junior member, we strongly encourage you to register to become one, and allow yourself to join the camaraderie and fun shared by our junior members, who all hold the same passion for the Brown Swiss cow! We cannot wait to get back in the ring at several of the Canton shows, State Show, and State Fair this summer, and we hope to see you all there!

- Brianna Meyer, President Wisconsin Junior Brown Swiss Association 2022



Queen Update

Hi everyone! My name is Quincee Johnson, and I am the 2022 Wisconsin Brown Swiss Queen. My family and I live on a farm near Evansville, WI where we raise Registered Brown Swiss to show around the Midwest! I have grown up showing Brown Swiss since the age of 10 but have been around them since I was about seven years old! I just finished up my freshman year at the University of Wisconsin- Platteville where I am studying Agriculture Business with an emphasis in Marketing and Communications! I am very excited to have the opportunity to represent the Brown Swiss breed and look forward to a fun filled summer of shows, socials, and many other events promoting the Brown Swiss breed we all know and love! If you'd like to reach out to me about a show or event, please feel free to message me at quinceejohnson12@gmail.com! I am excited to have see everyone this summer! :)



BROWN **BSA** SWISS ASSOCIATION

Request for Alternate Leadsperson Form

Alternate leadsperson forms must be turned in to Barb Muenzenberger by 5:00 p.m. the day before the show. Alternate Leadsperson must be a paid Brown Swiss Junior Member who is the same age of Junior or younger and or family member.

Name of Junior Exhibitor Requesting Alternate Leadsperson

Address

Area Code/Phone Number

Name of Alternate Leadsperson

| Class | Entry Number | Animal Name & Registration Number |
|-------|--------------|-----------------------------------|
| | | |
| | | |

Reason for Alternate Leadsperson Request: _____

I have read and will abide by The Wisconsin Brown Swiss Junior Show Rules. I understand that failure to comply with these rules will result in disqualification(s).

Signature of Junior Member Requesting Alternate Leadsperson

Date

Signature of Alternate Leadsperson

Date

Signed: _____ Date: _____

Parent or Guardian

BROWN SWISS CATTLE BREEDERS' ASSOCIATION OF THE U.S.A.

807 PLEASANT STREET ▼ BELOIT, WISCONSIN 53511-3456
PHONE (608) 353-4474 ▼ FAX (608) 353-5577

