

Extension Green County
2841 6th St.
Monroe, WI 53566
Phone: 608-328-9440



December 3, 2019

Dear Potential Conference Supporters & Sponsors,

We are looking forward to hosting the 2020 Wisconsin Dairy and Beef Well-Being Conference in conjunction with the Wisconsin Cattlemen's Association Winter Conference and we are requesting support and sponsorship from businesses and organizations such as yours to partner with us to present this annual event. More than 1,400 people have attended this event since 2010.

It is our intent to foster smaller group sessions that include interactive conversations. To help achieve these goals, a team of excellent speakers will travel to discuss current cattle well-being concerns of Wisconsin's farmers. The conference will feature BQA and FARM updates. We will also break into dairy and beef tracks. The dairy track will feature Charlotte Winder, University of Guelph, Canada, talking about pain mitigation for dehorning. Nigel Cook, University of Wisconsin School of Vet Medicine, will discuss reverse corkscrew and heifer lameness. On the beef track, Courtney Daigle, Texas A&M, will talk about animal welfare trends in beef. The BQA program will also have a discussion session. In the afternoon, Dr. Henry Zerby, VP of Protein Procurement and Innovation at Wendy's, will speak on consumer trends. Rounding out the program we have Beth Ventura, University of Minnesota, and Jesse Robbins, Iowa State, talking about public perception of animal welfare.

The 2020 conference information and agenda can be viewed at the following links:

<https://fyi.extension.wisc.edu/animalhusbandryconference/> or

<https://www.wisconsincattlemen.com/events/winter-conference>

Our target audience is progressive dairy and beef owners, managers, and employees, as well as veterinarians, consultants, service providers, educators, farm organizations, and other industry leaders.

We expect over 100 individuals to attend the 2020 location and we encourage you to consider being a sponsor for this series. Donor levels are Gold (\$1,000 and up), Silver (\$500 to \$999), and Bronze (\$100 to \$499). In return for your support you can expect the following:

- **Gold Level:** Company name, logo, and a link to your website included on the conference website; company name and logo will be included on all promotional materials and conference proceedings; conference display area table and two (2) complimentary registrations.
- **Silver Level:** Company name and logo included on promotional materials, website and conference proceedings; conference display area table and one (1) complimentary registration.
- **Bronze Level:** Company name and logo included on promotional materials, website and conference proceedings.

If you are interested in continuing to provide financial support for this conference, please contact the Conference Planning Committee Co-Chair, Jackie McCarville, at 608-328-9440 or email jackie.mccarville@wisc.edu

Please make checks payable to ***Division Of Extension***

Please mail your checks to:

UW-Madison Division of Extension

Attn: Heidi Johnson

Agriculture Institute Director

Animal Well-Being Conference

432 N. Lake St #633

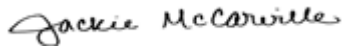
Madison, WI 53406

Please mail checks by January 3, 2020.

We would like to place your company or business logo on the 2020 website as soon as possible. For logos, we would like two versions of your company's logo: one of higher quality for print and a lower quality (smaller pixel size) for posting on the website. Logo image type preference is a jpeg file. For the lower quality logo version, please do not use CMYK versions, as these will not show up properly on our website.

Thank you for your consideration. If you have any questions, please feel free to call. We look forward to your support and participation in this important conference series.

Sincerely,



Jackie McCarville
Agriculture Educator
Extension Green County