



## FOR IMMEDIATE RELEASE

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### **29<sup>th</sup> Annual Governor's Blue Ribbon Meat Products Auction Raises Nearly \$110,000 for Wisconsin 4-H Youth**

*Madison, Wis.* (August 10, 2021) – The Governor's Blue Ribbon Meat Products Auction at the Wisconsin State Fair celebrated its 29<sup>th</sup> year by raising nearly \$110,000. Proceeds from the auction benefit the Wisconsin 4-H Foundation, which supports Wisconsin 4-H activities including 4-H conferences, teaching materials and workshops, and overall development of 4-H youth. This year the auction was held at the Wisconsin Exposition Building at the State Fair.

“Enthusiastic 4-H supporters made for an exciting evening,” said Wisconsin 4-H Foundation Executive Director Brenda Scheider. “Seeing our 4-H youth and adult volunteers working next to our generous donors really brings home what 4-H is all about.”

Mistress of Ceremonies Pam Jahnke, radio and TV agricultural reporter and host, kicked off the night before Master of Ceremonies Ben Brancel, Endeavor, and Auctioneer Bob Johnson, Milton, sold 28 Champion, Reserve Champion and Honorable Mention meat products. Among those attending the auction were Kathleen O'Leary, CEO of Wisconsin State Fair Park, Randy Romanski, Wisconsin Secretary of Agriculture, and other 4-H supporters. Hosts for the evening included 4-H youth and adults from the Wisconsin 4-H Leadership Council.

Wisconsin State Fair Chairman of the Board John Yingling presented the 2021 Best of Show Award to meat processor Louie's Finer Meats, Inc. of Cumberland. Louie's earned the honor for its entry into the Dried or Smoked Meat division. It sold to a consortium of MaryBeth Carr, Wisconsin Souvenir Milkcaps and UW Provision Company, for \$2,000.

The Grand Champion, Reserve Champion and Honorable Mention winners and their buyers for each of the categories are:

## **Bacon**

Grand Champion: Prem Meats (formerly Wytttenbach Meats), Prairie du Sac

*Buyer: Wisconsin Souvenir Milkcaps for \$3,500*

*Resale: Ultimate Confections for \$1,400*

Reserve Champion: Louie's Finer Meats, Cumberland

*Buyer: Meijer for \$2,500*

*Resale: UW Provision Company for \$1,000*

Honorable Mention: Driftless Provisions, Viroqua

*Buyer: Randy Schopen Memorial Foundation for \$1,250*

## **Bone-In Ham**

Grand Champion: The Meat Block, LLC, Greenville

*Buyer: Consortium of Boehlke Bottled Gas, Cousin's Subs, GoRiteway for \$4,050*

Reserve Champion: Lodi Sausage Company, Lodi

*Buyer: Daluge Travel for \$2,500*

Honorable Mention: Ray's Market, Colby

*Buyer: Rural Mutual Insurance for \$1,300*

*Resale: Kewaskum Foods for \$800*

## **Summer Sausage**

Grand Champion: Louie's Finer Meats, Inc., Cumberland

*Buyer: Egg Innovations for \$2,700*

Reserve Champion: Prem Meats (formerly Wytttenbach Meats), Prairie du Sac

*Buyer: Meijer for \$2,000*

*Resale: Wisconsin Farm Bureau for \$1,000*

Honorable Mention: Geiss Meat Service, Merrill

*Buyer: Wisconsin Souvenir Milkcaps for \$1,100*

## **Dried or Smoked Beef**

Grand Champion: Louie's Finer Meats, Inc., Cumberland

*Buyer: UW Provision Company for \$1,600*

Reserve Champion: Geiss Meat Service, Merrill

*Buyer: Gibbville Implement for \$1,700*

Honorable Mention: Wilson Farm Meats, Elkhorn

*Buyer: Jones Family Farm for \$2,500*

## **Snack Sausages**

Grand Champion: Louie's Finer Meats, Inc., Cumberland

*Buyer: UW Provision Company for \$1,250*

Reserve Champion: Geiss Meat Service, Merrill

*Buyer: Rural Mutual Insurance for \$1,200*

*Resale: Schaefer Grading for \$1,100*

Honorable Mention: The Meat Block, LLC, Greenville

*Buyer: Wisconsin Souvenir Milkcaps for \$1,250*

## **Bratwurst**

Grand Champion: Louie's Finer Meats, Inc., Cumberland

*Buyer: Crane Farms for \$3,500*

Reserve Champion: Crescent Meats, Cadott

*Buyer: Meijer for \$1,000*

*Resale: Wisconsin Farm Bureau for \$1,000*  
Honorable Mention: Ray's Market, Colby  
*Buyer: Rural Mutual Insurance for \$1,500*  
*Resale: Crave Brothers Dairy for \$1,000*

### **Jerky**

Grand Champion: Crescent Meats, Cadott  
*Buyer: UW Provision Company for \$1,000*  
Reserve Champion: Ray's Market, Colby  
*Buyer: Daluge Travel for \$500*  
Honorable Mention: Geiss Meat Service, Cadott  
*Buyer: Wisconsin Souvenir Milkcaps for \$500*

### **Cured Specialty Meat Product**

Grand Champion: Crescent Meats, Cadott (Beef Bacon)  
*Buyer: Meijer for \$4,500 **NEW RECORD BUY!***  
*Resale: Crave Brothers Dairy for \$750*  
Reserve Champion: Wilson Farm Meats, Elkhorn (Cottage Bacon)  
*Buyer: Merwin Farms for \$2,250*  
Honorable Mention: Louie's Finer Meats Inc., Cumberland (Canadian Bacon)  
*Buyer: Gibbsville Implement for \$1,250*

### **Kielbasa or Polish Sausage**

Grand Champion: Prem Meats (formerly Wytttenbach Meats), Prairie du Sac  
*Buyer: UW Provision Company for \$1,400*  
Reserve Champion: Louie's Finer Meats, Inc., Cumberland  
*Buyer: Daluge Travel for \$1,200*  
Honorable Mention: Geiss Meat Service, Merrill  
*Buyer: Randy Schopen Memorial Foundation for \$1,100*

A Wisconsin-shaped Summer Sausage courtesy of Kewaskum Foods, LLC of Kewaskum was purchased by Kewaskum Foods for \$3,200 and donated back and resold for \$3,000 to Egg Innovations.

Throughout the day of the sale various Wisconsin State Fair vendors donated a portion of their sales to the Meat Productions Auction and Wisconsin 4-H Foundation.

The auction is produced in partnership with the Wisconsin 4-H Foundation, Wisconsin State Fair and the Wisconsin Association of Meat Processors (WAMP). Generous supporters include UW Provision Company, Egg Innovations, Meijer Inc., Bunzel's Meats and Catering of Milwaukee, Wisconsin Beef Council and WAMP.

The Wisconsin 4-H Foundation, based in Madison, WI, provides essential funding for 4-H programs throughout Wisconsin. By partnering with individuals, corporations and foundations, the Foundation supports more than 150,000 youth who take part in various 4-H leadership, developments, and community-building activities throughout the state. Learn more about the Wisconsin 4-H Foundation by visiting [www.Wis4HFoundation.org](http://www.Wis4HFoundation.org).

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