

*MEDIA ADVISORY

Re: 2010 Wisconsin State Fair Centralized Beef Identification Sites

West Allis, Wis., November 1, 2009... Wisconsin State Fair Park officials have announced the locations and times for the 2010 market steer identification. All juniors wishing to exhibit market steers during the 2010 Wisconsin State Fair, August 5th – August 15th, are required to identify their steers at one of these centralized sites. This identification process allows officials to accurately identify steers through use of DNA testing. Wisconsin State Fair officials feel this system strengthens the security and integrity of the show, and its champions.

Beef Identification Guidelines:

- All junior exhibitors interested in exhibiting steers at the 2010 Wisconsin State Fair MUST identify them at one of the Wisconsin State Fair centralized identification sites.
- No intact males will be identified.
- On site steer identification will include:
 1. Issuing of official Wisconsin State Fair ear tag
 2. Collection of DNA sample for accurate identification
 3. Weight recording for performance class steers. ** Available at all sites from December 5th through February 6th.
- Exhibitors will be charged \$10.00 per steer to cover costs of identification.
- Identification forms are only available at the identification site and must be **completed** and **paid in full** before steer(s) will be identified.
- Identification does not replace or over-ride Wisconsin State Fair entry guidelines enforced by your local county extension office.
- Steers need to be identified in the exhibitor's name or immediate family name only (brother/sister). Steers cannot be cross identified in non-immediate family members' names. Breed steers do not need registration papers at the time of identification.

2010 Check-in Sites:

Wisconsin State Fair Park (Badger Kick-off Classic)	Milwaukee December 5, 2009 9:00 am to 12:00pm 414.266.7050
Contact Person: Brian Bolan	
Polk Co. Fairgrounds	St. Croix Falls December 5, 2009 10:00 am to 12:00 pm 715.485.8600
Contact Person: Ryan Sterry	
Langlade Co. Fairgrounds	Antigo December 12, 2009 9:00 am to 12:00 pm 715.627.7599
Contact Person: Todd Lucht	
Equity Monroe	Monroe December 12, 2009 9:00 am to 12:00 pm 608.558.0138
Contact Person: Brian Witt	
Grant Co. Fairgrounds	Lancaster December 30, 2009 12:30 pm to 3:00 pm 608.794.2256
Contact Person: Kevin Retallick	

Rock County Fairgrounds	Janesville January 2, 2010 9:00 am to 12:00 pm 608.757.5699
Contact Person: Randy Thompson	
Iowa County Mark Steffes Sale Barn	Mineral Point January 30, 2010 9:00 am to 12:00 pm 608.574.3226
Contact Person: Paul Yager	
Jackson County	Black River Falls January 30, 2010 9:00 am to 12:00 pm 608.343.8446
Contact Person: Dale Timm	
Milwaukee Stockyards	Reeseville January 30, 2010 9:00 am to 12:00pm 262.573.4019
Contact Person: Kim Johnson	
Kuehne Auction Market	Seymour February 6, 2010 9:00 am to 12:00 pm 920.680.3445
Contact Person: Dan Kimball	
Walworth Co. Fairgrounds	Elkhorn February 6, 2010 9:00 am to 12:00 pm 262.642.5283
Contact Person: Terry Kegley	
Equity Auction Market	Richland Center February 6, 2010 9:00 am to 12:00 pm 608.585.3092 or 608.647.6151
Contact Person: Neal Anderson	
Wood Co. Fairgrounds	Marshfield February 20, 2010 9:00 am to 12:00 pm 715.435.3181
Contact Person: Bruce Thorson	
Arlington Public Events Center	Arlington February 27, 2010 9:00 am to 12:00 pm 608.635.4683 or 608.445. 1279
Contact Person: Kermit Rhiner	

*** Questions or concerns about weather cancellations should be made directly to contact persons at respective identification sites; rescheduling of dates due to cancellations will be done by Wisconsin State Fair officials.

For further information exhibitors should contact Wisconsin State Fair or the contact persons listed above. 2010 Wisconsin State Fair rules and regulations will be available on www.wistatefair.com in January. All junior fair entries must be submitted through your local county extension offices.

For more information on the Wisconsin State Fair, visit us at www.wistatefair.com.