BLUE RIBBON SALE OF CHAMPIONS FOUNDATION

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Governor's Blue Ribbon Livestock Auction Celebrates Champions, Raises $405,036 for Wisconsin Youth

At a Glance

- Governor's Blue Ribbon Livestock Auction raised **$405,036** to support Wisconsin State Fair junior livestock exhibitors.
- Foundation awarded $57,000 in scholarships and launched the new Youth Impact Grant program in 2026, providing an additional $22,500 in support.
- An additional $30,000 supported junior exhibitor awards and recognition programs.
- Buyers, sponsors and supporters from across Wisconsin invested in the next generation of agricultural leaders.

WEST ALLIS, Wis. – Aug. 12, 2026 – The 2026 Governor's Blue Ribbon Livestock Auction generated $405,036 to support Wisconsin State Fair junior livestock exhibitors, continuing a tradition of investing in the next generation of agricultural leaders.

Hosted by the Blue Ribbon Sale of Champions Foundation in partnership with Wisconsin State Fair, the annual event brought together buyers, businesses, agricultural organizations and community supporters to celebrate the accomplishments of Wisconsin youth and invest in their future.

In 2026, the Foundation awarded $57,000 in scholarships to Wisconsin State Fair junior exhibitors and launched its new Youth Impact Grant program, providing financial assistance to youth participating in beef, swine, sheep and goat projects. The Foundation also contributed $30,000 to support Wisconsin State Fair Junior Exhibitor Showmanship, Knowledge Master Showman and Reserve Champion awards.

"The Governor's Blue Ribbon Livestock Auction represents so much more than a sale of champion animals. It reflects the countless hours of work, dedication and passion Wisconsin's junior exhibitors invest in their projects and the community's commitment to their success," said Jenny Gehl, president of the Blue Ribbon Sale of Champions Foundation. "The generosity of our buyers, sponsors and supporters helps young people pursue their educational goals, develop leadership skills and continue their involvement in Wisconsin agriculture."

During the evening, attendees further demonstrated their commitment to Wisconsin youth, raising a combined $7,786 through the paddle raise and silent auction to support and advance the Foundation's mission.

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The evening celebrated the accomplishments of Wisconsin State Fair junior exhibitors while recognizing the businesses, families and agricultural leaders who invest in their future. Among those in attendance were Wisconsin Governor Tony Evers, Wisconsin State Fair Park Board Chairman John Yingling and Wisconsin State Fair CEO Shari Black.

Auctioneer Ryan Adams kicked off the Governor's Blue Ribbon Livestock Auction in the Wisconsin State Fair Park Coliseum. The Grand Champion Steer, exhibited by Kallie Whitley of Sturtevant, sold for $32,500 to Statewide Fencing and Interstate Parking Company

The Governor's Blue Ribbon Livestock Auction is more than a showcase of champion livestock. It is an investment in the young people who represent the future of Wisconsin agriculture, helping them build leadership skills, pursue educational opportunities and continue their involvement in the livestock industry.

The Blue Ribbon Sale of Champions Foundation thanks the buyers, sponsors, volunteers and supporters whose generosity made the 2026 Governor's Blue Ribbon Livestock Auction possible.

Auction Results

Congratulations to all of the Wisconsin State Fair Junior Exhibitors who sold their animals in the 2026 Governor's Blue Ribbon Livestock Auction. Below is a list of winning bids:

- Grand Champion Steer (Crossbred) exhibited by Kallie Whitley of Sturtevant, Winning bid of $32,500 by Statewide Fencing, Interstate Parking Company
- Grand Champion Barrow (Crossbred) exhibited by Brayden Bowers of Belmont, Winning bid of $19,000 by Molson Coors and Beer Capitol Distributing
- Grand Champion Market Lamb (Crossbred) exhibited by Brayden Bowers of Belmont, Winning bid of $14,000 by Meijer
- Grand Champion Market Goat (Boer) exhibited by Ella Opper of Elkhorn, Winning bid of $9,000 Bunzel's, Leff's Lucky Town, Blue Moon Tavern, Dale Z's, Trawicki Electric, Kelso-Burnett Electric, Lynn & Todd Minkin, Hot House Tavern, Zimmerman Architectural Studio, Harwood Engineering, Ironwood Golf Course, Swag Promotions, Barbiere's Pizza, Ultimate Confections, Krautland- Ron & Karla Schurman
- Reserve Grand Champion Steer (Crossbred) exhibited by Josie Lorentz of Woodville, Winning bid of $12,500 by Whitetail Concrete
- Reserve Grand Champion Barrow (Crossbred) exhibited by Lincoln Russell of Benton, Winning bid of $13,500 by Lafayette Buyers Group
- Reserve Grand Champion Market Lamb (Hampshire) exhibited by Landen Leibfried of Platteville, Winning bid of $9,000 by Meijer
- Grand Champion Bred and Owned Market Steer (Chianina) exhibited by Riley Laufenberg of Hixton, Winning bid of $17,000 by Wisconsin Souvenir Milkcaps
- Grand Champion Bred and Owned Market Barrow (Duroc) exhibited by Emerson Butts of Evansville, Winning bid of $13,000 by Evansville Buyer Group
- Grand Champion Bred and Owned Market Lamb and Champion Lamb (Hampshire) exhibited by Gavin Pfaff of Norwalk, Winning bid $6,500 by Giant Slide, II Dog Enterprise, Tropics at the Fair, Skyfair Inc, Crutchees, Mary Beth Carr, Caribbean Smoothies, Advanced Fun Technologies
- Grand Champion Bred and Owned Market Goat (Boer) exhibited by Brooklyn Johnson of Delavan, Winning bid of $7,000 by Meijer
- Champion Maine-Anjou Steer exhibited by Kaila Cross of Poynette, Winning bid of $10,500 by Beechwood Sale & Service

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- Champion Yorkshire Barrow exhibited by Emersen Butts of Evansville, Winning bid of $8,000 by Interstate Parking and Statewide Fencing
- Champion Natural Color exhibited by Wyatt Nixon of Delavan, Winning bid of $7,000 by Reyes Coca-Cola
- Champion Chianina exhibited by Macie Casper of Alma Center, Winning bid of $10,000 by Meijer
- Champion Tamworth Barrow exhibited by Kaila Cross of Poynette, Winning bid of $6,000 by Trembling Prairie Farms, Dalton Lumber and Supply, Alsum Farms & Produce
- Champion Southdown exhibited by Braydon Schmoker of Oshkosh, Winning bid of $3,250 by Bunzel's, Leff's Lucky Town, Blue Moon Tavern, Dale Z's, Trawicki Electric, Kelso-Burnett Electric, Lynn & Todd Minkin, Hot House Tavern, Zimmerman Architectural Studio, Harwood Engineering, Ironwood Golf Course, Swag Promotions, Barbiere's Pizza, Ultimate Confections, Krautland- Ron & Karla Schurman
- Champion Charolais Steer exhibited by Carson Greeno of Kendall, Winning bid of $5,500 by Meijer
- Champion Hampshire Barrow exhibited by Sydney Cherney of Wonewoc, Winning bid of $11,500 by Impact Hamps
- Champion Oxford Lamb exhibited by Maicy Norgard of Darlington, Winning bid of $11,500 by Conserv FS
- Champion Shorthorn Plus Steer exhibited by Bryce Laufenberg of Humbird, Winning bid of $8,000 by Falls Meat Service
- Champion Chester White Barrow exhibited by Makayla Staudinger of Hilbert, Winning bid of $8,000 by WEC Energy Foundation
- Champion Dorset Lamb exhibited by Tripp Theis of Poynette, Winning bid of $4,000 by Tropics
- Champion Hereford Steer exhibited by Atley Potterton of Mineral Point, Winning bid of $5,500 by Saz’s Hospitality
- Champion Poland China Barrow exhibited by Rita Achenbach of Eastman, Winning bid of $10,000 by Crawford Country’s Big Red
- Champion Dorset Advantage Lamb exhibited by Brooklyn Johnson of Delavan, Winning bid of $3,000 by Meijer
- Champion AOB Steer exhibited by Jacob Strause of Delavan, Winning bid of $9,000 by Case IH
- Champion Spotted Barrow exhibited by Mason Smith of Lake Geneva, Winning bid of $6,000 by T. Smith and Company
- Champion Shropshire Lamb exhibited by Lainey Popp of Delavan, Winning bid of $2,500 by Meijer
- Champion Shorthorn Steer exhibited by Maggie Kershner of Lone Rock, Winning bid of $16,000 by Kenosha Beef International / Birchwood Foods
- Champion Berkshire Barrow exhibited by McKayla Moyer of Stoughton , Winning bid of $9,500 by Bunzel's, Leff's Lucky Town, Blue Moon Tavern, Dale Z's, Trawicki Electric, Kelso-Burnett Electric, Lynn & Todd Minkin, Hot House Tavern, Zimmerman Architectural Studio, Harwood Engineering, Ironwood Golf Course, Swag Promotions, Barbiere's Pizza, Ultimate Confections, Krautland- Ron & Karla Schurman
- Champion AOB Lamb exhibited by Brynlea Crull of Evansville, Winning bid of $17,500 by Long Livestock, R&K and Sons Construction, Dalton Lumber and Supply, Alsum Farms and Produce, Baylin Crull, BK Backers
- Champion Simmental High % exhibited by Riley Sennhenn of Mineral Point, Winning bid of $8,000 by Meijer, Cargill
- Champion Hereford Barrow exhibited by Jace Mcreynolds of Mineral Point, Winning bid of $11,000 by Meijer

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- Champion Katahdin Lamb exhibited by Nathan Border of Sharon, Winning bid of $8,500 by Wisconsin Souvenir Milkcaps, Meijer, Team Isaac, Bunzel's, Leff's Lucky Town, Blue Moon Tavern, Dale Z's, Trawicki Electric, Kelso-Burnett Electric, Lynn & Todd Minkin, Hot House Tavern, Zimmerman Architectural Studio, Harwood Engineering, Ironwood Golf Course, Swag Promotions, Barbiere's Pizza, Ultimate Confections, Krautland- Ron & Karla Schurman
- Champion Registered Dairy Steer exhibited by Mackenna Slater of Evansville, Winning bid of $9,000 by American Foods Group
- Champion Duroc Barrow exhibited by Abbigail Janisch of DeForest, Winning bid of $8,000 by Case IH
- Champion Landrace Barrow exhibited by Hadley Watson of Edgerton, Winning bid of $26,500 by Friends of Hadley, Johnsonville, Meijer, Bunzel's Leff's Luckytown, Blue Moon Tavern, Dale Z's, Trawicki Electric, Kelso-Burnett Electric, Lynn & Todd Minkin, Hot House Tavern, Zimmerman Architectural Studio, Harwood Engineering, Ironwood Golf Course, Swag Promotions, Barbiere's Pizza, Ultimate Confections, Krautland- Ron & Karla Schurman

Scholarship Recipients

Congratulations to all the Wisconsin State Fair Junior Exhibitors who were awarded a 2026 Governor’s Blue Ribbon Livestock Auction Scholarship. Below is a list of recipients:

$5,000 Recipient

- Elliott Small, Watertown

$3,000 Recipient

- Natalie Rieth, Oconto Falls
- Bryndalyn Kanable, Richland Center
- Blake Brancel, Endeavor

$2,000 Recipients

- Maggie Mindemann, Watertown
- Olivia Tomko-Santos, Menasha
- Addison Wille, Holmen
- Alison Gartman, Sheboygan
- Mariah Schwartz, New Lisbon
- Rita Achenbach, Eastman
- Adam Capatske, Ellsworth

$1,000 Recipients

- Kaden Butts, Evansville
- Macie Casper, Alma Center
- Brynlea Crull, Evansville
- Morgan Eng, Fitchburg
- Owen Fleming, Janesville
- Aubrey Ganhs, Elkhorn
- Maddison Gratz, Darlington
- Kaitlin Hackbarth, Sussex
- Nadia Harrig, Howard

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- Kayden Hockerman, Westfield
- Max Klussendorf, Medford
- Jessica Lindow, Chili
- Jalyn Loehrke, Pine River
- Josie Lorentz, Woodville
- Cameron Patterson, Mineral Point
- Ellie Peterson, Evansville
- Carina Pitzen, Cuba City
- Karisa Ridgman, Dousman
- Audra Sandberg, Augusta
- Cierra Schnell, Bonduel
- Addison Schubert, Fredonia
- Otto Schultz, Waupaca
- Tateum Speich, Evansville
- Noah Spoelstra, Amherst
- Vivian Stahl, Whitewater
- Makayla Staudinger, Potter
- Keegan Steinke, Orfordville
- Levi Vosberg, Cuba City
- Mia Wilks, Union Grove

Youth Impact Grant Program
New in 2026, the Blue Ribbon Sale of Champions Foundation recognized Youth Impact Grant recipients during the Governor's Blue Ribbon Livestock Auction, and awarded $22,500.

The Youth Impact Grant helps reduce financial barriers for youth participating in the Wisconsin State Fair Junior Livestock Shows. By providing financial support for beef, swine, sheep and meat goat projects, the program expands access to hands-on agricultural experiences that build responsibility, animal care, record-keeping, leadership and communication skills.

Through the program, the Foundation is strengthening youth involvement in livestock production and investing in the next generation of agricultural leaders.

Beef

- Kaelee DeRemer, Janesville
- Ruby Fallos, Rib Lake
- Natalie Rasmussen, Hancock
- Josie Varney, Dane

Market Goat

- Peyton Greving, Sullivan
- Maycee Wells, Rio

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Sheep

- Cassidy Crooks, Lancaster
- Ethan Fitzpatrick, Holmen
- Alicia Schroeder, Freedom

Swine

- Elizabeth Murray, Mukwonago
- Andrew Reich, Mishicot
- Makayla Staudinger, Potter

About the Blue Ribbon Sale of Champions Foundation

The Blue Ribbon Sale of Champions Foundation supports Wisconsin State Fair junior livestock exhibitors through scholarships, grants, awards and other opportunities that recognize hard work, encourage participation and help young people grow as leaders in agriculture and their communities. Through the annual Governor's Blue Ribbon Livestock Auction, the Foundation brings together businesses, agricultural organizations and individuals committed to investing in Wisconsin's next generation.

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