



D
E
D
I
C
A
T
I
O
N

This year's Elroy Fair dedication is to two businessmen who have made a tremendous impact on generations of youth in agriculture. From our own Wisconsin River Meats Brand, we wish to honor John Hamm and David Mauer, long time partners and owners of Wisconsin River Meats.

From 1978 to 1989, the Hamm family ran a meat processing plant on the north side of Mauston called Hamm's Meats. A young Dave Mauer, age 15, became a new employee at Hamm's, riding his bike to get back and forth to work. The processing plant was at full capacity when it was sold. John and Dave stayed in the meat industry, going to work at Crescent Meats in Coloma. During deer hunting season, the two men would process deer out of John's garage. The idea of building their own processing plant was hatched while looking at the cornfield next to the garage. In 1990, John and David entered into a partnership agreement. Wisconsin River Meats Brand was born three years later. A 2000 square foot meat processing building not only processed meat for local farmers but also served as a spot for sponsoring meats judging events and tours to help encourage youth to continue in livestock production.

As the business grew, so did their dreams. While still being involved in family, fairs, school, wrestling and the community, Wisconsin River Meats produced sausage, land jaeger, and processed meat that won awards both statewide and nationally. In February of 2022, a fire destroyed the original plant and some of the new addition. This was a real test of strength and endurance for the owners, but Wisconsin River Meats came back stronger than ever and continues to grow. Starting in 2025, Wisconsin River Meats is federally inspected which opened doors to even greater opportunities for the business to provide their exceptional products to restaurants, retailers, c-stores, and more!

Each year at the Elroy Fair you will see John and Dave bidding on auction animals and encouraging our Elroy fair exhibitors to keep excelling in their livestock projects. For decades their donations of meat to the buyer appreciation meal and dairy breakfast at the Elroy Fair have been enjoyed by all.

Congratulations John Hamm and David Mauer of Wisconsin River Meats. Thank you for all that you do for the Elroy Fair.