



Jennifer Scharpe

President Minnesota Cattlewomen's Association

Greetings,

May is Beef Month and the start of the summer grilling season. The demand for beef remains high proving that consumers are continuing to enjoy nutritious, lean beef. As consumers fire up their grills, it is important that we continue to tell our story of how we provide a healthy protein source that reduces the carbon footprint on our environment.

This past March CattleWomen and agriculturalist from across Minnesota and five other states told our story by participating in the new "Read Into My World" program. Through this program we reached approximately 2,500 youth! I want to offer a sincere thank you to everyone who participated. I heard some great stories about how their classroom visits went. This program is an excellent way to encourage youth to read and to educate them about agriculture production. We look forward to bigger and better things next year.

The internet and social media networks are a powerful tool for telling the story of agriculture production and revealing the true nature of anti-agriculture groups. I invite everyone to check out www.humanewatch.org or follow them on Facebook. The purpose of Humanewatch.org is "keeping a watchful eye on the Humane Society of the United States." Through social media, a grassroots movement has begun that has caused businesses and corporations to withdraw funding and sponsorship of the HSUS.

One of the facts that Humanewatch.org has revealed is that HSUS shares less than one-half of one percent of its budget with hands-on pet shelters. The public needs to hear that. If you haven't visited humanewatch.org, please do and encourage others to take a look. You'll be surprised about what you'll learn.

The CattleWomen are looking for a new sponsor for our page in the Cattleman's Newsletter. We want to thank Pfizer and Rhonda Sorg for their longtime sponsorship of this page. The sponsorship of the page is \$300 per issue. If you are interested in sponsoring the CattleWomen's page, please contact either myself or Dale Lueck.

Mark your calendars for the next CattleWomen's Quarterly Meeting to be held July 12 at 1:00 p.m. in conjunction with the 2010 Summer Tour. With feeder calf and steers prices at a recent high, the beef industry appears to be turning around. Hopefully we can look forward to a great summer and enjoying the cows and calves out on lots of green grass in the pasture. Regards, Jennifer

Wolves Kills School Teacher

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Based on an investigation by state troopers and the state medical examiner's office it was concluded that wolves were responsible for the teacher's death. She was stalked, attacked and killed late in the afternoon while jogging outside the village.

Personnel that discovered her body indicated that she was headed back toward town and that a chase and struggle ensued that appeared to have lasted about 150 feet. At that point she was overpowered, taken to the ground and then dragged off the road.

Over the winter wolves had been frequently sighted in and around the village. Two wolves in particular were frequently sighted in the area and are considered to likely have been involved in Berner's death. State officials located and shot those two wolves from a helicopter near the town several days after the attack took place.

While wolves attacking a human is an exceptionally rare occurrence, this incident reinforces the danger a wild animal can present when they become habituated and no longer have an instinctive fear of humans.

This tragedy was thoroughly covered by the Alaskan news media and national media outlets were aware of its happening. It is difficult to understand why the national press here in the lower 48 states decided to ignore this story, despite it being an exceptionally rare happening.

Could it be this tragedy didn't fit into their perception of what the public should be aware of?

Local Producer Promotion Opportunities

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Many local cattlemen associations help sponsor beef related community activities with local grocery stores and local civic events such as Memorial Day, 4th of July and other community related celebrations. With a little pre-planning there may be an opportunity to partner with the Local Producer Promotion Program to put some Beef Check-Off Dollars to work in your area.

Here is how the program works:

- 1) Any local cattle producer organization, including local breed association and dairy promotion groups, may request up to \$400 per fiscal year, while budgeted funds are available, for a project directly relating to the promotion of beef. Fiscal year runs from July 1 through June 30.
- 2) Promotions must encourage the use of beef. The proposed promotional project must fall within the definition of promotion as defined by the Beef Promotion and Research Act of 1985: "Any action including paid advertising, to advance the image and desirability of beef and beef products with the express intent of improving the competitive position and stimulating sales of beef and beef products in the market place."
- 3) All requests must be submitted directly to the Minnesota Beef Council by the President/Chairman of the local organization.
- 4) Before a promotion can be started, a written proposal must be received and approved by the Executive Director and the Promotion Committee Chairperson of the Minnesota Beef Council. All requests must be made three (3) weeks in advance of the proposed promotion. If the promotion is approved, the President of the organization will receive in writing an approval letter.
- 5) Your promotion cannot be revenue generating (nothing may be sold to raise funds for the sponsoring organization) and you may not promote your breed or local association.
- 6) Advertising: A maximum of \$200 per fiscal year per organization may be used for advertising. All advertising must be the "Beef, It's What's For Dinner" commercials which will be provided by the Minnesota Beef Council. Requests for advertising must include the name of the radio station, television station or publication's name, complete address, telephone number (including area code), and the contact person.

The Local Producer Promotion guidelines and application form can be downloaded at: www.mnbeef.org/New%20Site/HTML/2LocalPromoGuidelines.html. If your organization sees an opportunity and is willing to promote beef in your local community call the Minnesota Beef Council at (952) 854-6906 for more information on how to get done!

MCW Executive Committee

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Minnesota Cattlewomen's Association

Membership Application

Please Select a Membership:

\$60 American & MN Cattlewomen \$50 Friend of Beef - Supporting \$40 Student/Collegiate Membership

Name _____ Phone _____

Address _____ City _____

State _____ Zip _____ Email _____

Mail To: Linda Holmgren - Membership Chairperson

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