

# MSCA Annual Convention & Beef Industry Trade Show - Program Highlights



Clint Peck

## Global Beef Industry Opening Session – Clint Peck

Clint Peck will open this year's MSCA Annual Convention and Beef Industry Trade Show program with an insightful look at today's Beef Industry from a global perspective.

Peck has traveled extensively to learn about foreign beef production systems. Since 1998 Clint has focused on Latin America – particularly Brazil and Argentina and the challenges U.S. producers face – and don't face – from their South American neighbors. In 2006 he was a delegate to the World Meat Congress in Brisbane, Australia. He also conducts a Beef Study Tour every winter to a foreign country to examine the global competition in the beef business.

Clint has taught an undergraduate class at Montana State University in "Global Beef Systems" and shares his experiences through workshops. "In today's marketplace cattlemen need to know what the competition is up to and how they're doing it," says Peck. "Hopefully, producers leave these workshops with a better idea of what's going on globally and how they can compete in domestic and international markets."

Clint grew up on a small farming and ranching operation in Montana's Yellowstone River valley. He graduated in 1978 from Montana State University-Bozeman with a Bachelor's degree in Agricultural Engineering Technology. He worked as cow foreman for a ranch in central Montana and later then served as Judith Basin County Extension Agent.

In 1987 he became Editor of the Montana Farmer-Stockman magazine. In 1993 Clint developed the Western Beef Producer magazine and later became Senior Editor of BEEF magazine and a contributor to Cow-Calf Weekly.

Today as Director of the Montana Beef Quality Assurance (BQA) program, he's been active in efforts to assist Montana ranchers in developing supply-chain management strategies that focus on producing beef to meet end-user product specifications.

## ANCW President Kristy Lage

Kristy Lage the 58th president of the American National CattleWomen (ANCW) will be addressing the convention. The Minnesota Cattlewomen Association are hosting Kristy's visit.

Lage has a long history of serving the CattleWomen and the beef industry on the local, state and national level. She is a member of the Cattlemen's Beef Board and currently serves on the Retail Committee. She was Nebraska CattleWomen president in 2004, ANCW Region VII Director and Legislative chair.

Kristy and husband Ron ranch near Arthur, Nebraska. They have a diversified farming and ranching business with cow-calf, back grounding, plus irrigated corn, alfalfa and pasture.

They have three school age children; Jared is in college, Wil & Georgie are active in 4-H.

## Cattle Industry Policy Issues

We wrap up Saturday's educational programs with a discussion of the hot issues facing our industry. You will hear from leaders from other agriculture sectors and veteran legislators.

The speakers will discuss what they think the future holds for Minnesota Agriculture. This presentation is forward looking and will focus on what may be in store for the cattle industry and agriculture in general at both the state and national level.

The session provides an excellent transition to the association's annual membership meeting which will round out the afternoon's activities.

The MSCA Annual Membership Meeting is where cattlemen will make final decisions on MSCA's legislative and regulatory policy positions that will detail the organizations work in protecting your profitability in 2010.

## Age & Source Verification

Jerry Wulf, of Wulf Limousin Farms will moderate a panel discussion of where age and source verified cattle fit into today's industry. Hear from experienced members of the cow-calf, feeder and processor sector on what those verifications "can and can't do," for your bottom line.

How much value is really there in properly age & source verified cattle? Who is demanding those cattle? Is the program only applicable to exported beef? Does it have a place in our domestic markets? Who is best positioned to capture the value? Is there something in for all sectors of industry?



Find out first hand how it works from folks that have walked the talk on S&A verified cattle. Is it something that could add value to your calves?

This part of the convention program is specially tailored to provide answers to some very complicated questions. Make sure you take in this high level session on Friday afternoon.



Tom Van Dyke, DVM

## Calf Health

This Saturday morning session provides the cow-calf producer with the latest info on how to finish every year with the maximum number of healthy calves ready for market.

Tom Van Dyke, DVM, is a manager of the Merial Veterinary Services team and has spent 30 years in private practice. During that time, he spent 16 years as chief executive veterinarian for Farm Success, Inc., a significant dairy and cow/calf medical practice.

Dr. Can Dyke has served as a specialist in preventive and production medicine, emphasizing proper nutrition, sanitation, vaccination, parasite control and stress mitigation.

He received his doctorate of veterinary medicine from the University of Georgia, College of Veterinary Medicine. Don't miss this important presentation on calf health issues.



Bruce Kleven

## Bruce Kleven! 2010 Legislative Update

Bruce Kleven, one of Minnesota's most experienced legislative agriculture consultants will provide a detailed update on what we can expect in the upcoming legislative session.

The race for the open governor's seat in 2010 will likely cast a shadow over the session, as will all the members of the House Representatives having to stand for election in 2010.

Where is Minnesota's legislature likely going to strike next in dealing with our continuing budget deficit? Will they cut government back or stick it to us with higher taxes?

There is probably no one in Minnesota more experienced in understanding how our legislature works than Bruce Kleven. Bruce's Friday afternoon session at convention will provide a good idea on what Minnesota's Ag Industry should be looking for with respect to "what will get done, what gets ignored and what kind of surprises we can expect for 2010."

Bruce Kleven serves as a legislative consultant for MSCA and a variety of other Minnesota agriculture industry trade organizations.



Robert Botts

## Cattle Feeding by the Numbers

Robert L. Botts, PhD will kick off Saturday morning with an in depth look at the art and science of cattle feeding. If you're a cattle feeder you don't want to miss this informative session. Got some tough questions? Robert Botts probably has the answer to them.

This is also an excellent opportunity for cow-calf producers to get a good look at how the other half lives and discover some of the how's and why's of finishing cattle the right way.

Robert is a senior Technical Consultant at ELANCO Animal Health. He covers all aspects of ELANCO cattle feed products including implants, feed additives & anti-bacterials.

Bott's has amassed years of knowledge and experience in the finer points of cattle feeding. He has designed and conducted a huge number of feedlot performance test protocols for just about every type of implant, supplement or other grow promotant out there.

His educational background includes a Doctorate in Animal Science & Ruminant Nutrition, from University of Kentucky; MS Animal Nutrition and a BS Animal Science from Texas A&M University.

## How to Make DNA Pay!



Zac Hall - IGENITY specialist with Merial Animal Health. IGENITY provides a comprehensive genetic profile in cattle.



Larry Gran - Pfizer Animal Genetics. Pfizer Genetics delivers DNA-marker technologies to identify genetically superior animals.

DNA holds a wealth of genetic information that has major economic implications for the cattle industry. This new technology will play a significant role in identifying the cattle that will perform at the highest levels of production efficiency while maintaining superior end product predictability and quality.

Saturday MSCA will host two experts in this field, Larry Gran (Pfizer) & Zac Hall (Merial) will discuss how cattlemen can put DNA based technology to work creating new opportunities to identify and capture genetic efficiencies. Learn about the latest products on the market today and what the future holds for this new level of the time proven concept of sorting the "best from the good," with respect to managing cattle.