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Judges for the competition were Susan Anderson, Food and Life Sciences Education Specialist for the University of Minnesota; Vicki Fick, Minnesota CattleWomen member and National Beef Ambassador Program committee member; and Jennifer Scharpe, Director of Communications for the American Gelbvieh Association and Minnesota CattleWomen President.

Last year's senior winner, Kristen Wingert of Plainview, received a \$500 scholarship at the MN Beef Expo Supreme Row Event held on Saturday, October 17. The scholarship is sponsored by the Minnesota State Cattlemen's Association and was presented by Dar Giess, Vice President of the Cattlemen's Association. The scholarship recognizes Kristen's work and dedication throughout the year speaking on behalf of Minnesota beef producers.

To coordinate an appearance of the team contact Myrna Sharpe at (507) 964-5756 or (507) 380-3465 or by email: scharpe8@frontiernet.net or mncattlewomen@hotmail.com

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Beltrami, Clearwater, Itasca, Polk, Red Lake and St. Louis also qualify for disaster assistance because they are contiguous counties.

Producers qualify for low interest emergency (EM) loans from the Farm Service Agency (FSA). Farmers in designated & contiguous counties have 8 months to apply for loans to help cover part of their actual losses.

FSA has a variety of programs to help producers recover from this adversity. Contact your local FSA office for more details.

Fraudulent McDonald's Email Rumor

A false rumor about McDonald's has been circulating via e-mail and the Internet in various forms for at least seven years. The rumor claims McDonald's refuses to buy U.S. beef, and imports potentially unsafe beef from South America. The email asks recipients to boycott McDonald's and send chain letters by e-mail encouraging others to stop eating at McDonalds.

The first email surfaced in 2002 and it has resurfaced again in 2005, 2007, and again in 2008. The e-mail makes the claim that the Texas Cattle Feeders Association (TCFA) originated the e-mail. This is not true and TCFA issued the following statement in regard to the rumor:

"Texas Cattle Feeders Association is not connected in any way with the email you received. The email, which has been in wide circulation in various forms for several years now, makes a false claim when it identifies Texas Cattle Feeders Association as the original source of the message."

The e-mail also represents Dr. David Forrest at Texas A&M University (TAMU) as the e-mail originator. This also is untrue. Dr. Forrest does not know how his name got associated with the rumor and, in regard to the e-mail, Dr. Forrest has said: "I had nothing to do with composing this e-mail, the information it contains is false, and I do not support any of the actions called for in the e-mail." The phone number listed for Dr. Forrest in the e-mail is, indeed, the number for the TAMU animal science department.

The Minnesota Beef Council staff has investigated this rumor and contacted with McDonald's as well as with Dr. Forrest at Texas A&M. Dr. Forrest assures us that the e-mail is a hoax and he had nothing to do with it. The Council received the following message from McDonalds:

"McDonald's provides customers with food that is freshly prepared and made with real, high quality ingredients. We source from the most trusted industry-leading suppliers and serve 100% USDA-inspected beef. Due to a well-documented shortage of lean beef in the U.S. and to meet the needs of our customers, we do purchase a relatively small percentage of high-quality imported lean beef from New Zealand and Australia. We do this to supplement to our domestic beef purchases. McDonald's remains one of the largest purchasers of U.S. beef, and where possible, our preference is to always purchase locally and domestically."

Those who feel stirred to boycott McDonald's would be well advised to first acquaint themselves with the facts before giving up their Big Macs. Most of what is in the chain e-mail is false information. Instead of encouraging folks to boycott McDonalds, we should be thanking them for being one of the largest customers for US beef, eggs, dairy products, pork and other products.

In regard to South American beef, only Uruguay can export fresh beef to the U.S.. All other South American beef must be cooked or canned due to Foot & Mouth Disease concerns.

The United States has traditionally been the largest customer for beef from Australia, New Zealand, Central America and Uruguay. Almost all of these imports are in the form of lean trim used either in quick-service hamburgers or case-ready frozen hamburger. While there is a market for extra lean beef trimmings for quick service restaurants, it is not economical for US beef producers to target this segment of the market.

Reichmann Speaks at National Agri-Marketing Association Meeting

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The meeting was attended by twenty five members of the North Central Chapter of the National Agricultural Marketing Association. The panel members provided their industry's perspective and then answered questions from the audience. The panel was asked what would be optimum with respect to ethanol production, ending subsidies and how that fits into the economy? Reichmann responded, "A market based situation operating on its own." With respect to ending subsidies he added, "Someday, when everyone else ends their subsidies."

When asked what opportunities ethanol production provides to Minnesota's cattle industry? Reichmann explained that Minnesota's cattle industry has been able to take advantage of the lower cost feed opportunity that ethanol by-products provide.

Unlike poultry and swine, cattle are able to effectively utilize ethanol by-products in growing and finishing rations. That allows cattlemen to substitute the lower cost ethanol by-product in place of conventional corn rations. It's a "win-win" for corn and cattle producers, as well as ethanol production facilities.

The NAMA meeting & panel discussion was hosted by "Colle+McVoy" marketing agency which is located in downtown Minneapolis.

Recruiting Tool Box - Latest Info New Member & Recruiter Rewards

Join MSCA Today

New Member Benefits

Each new member receives "One Free Annual MSCA Annual Convention Registration" a \$85 value. A MSCA Convention Registration includes; access to all educational sessions, the Beef Industry Trade Show and meal tickets for lunches, evening dinners, including Saturday evening's Cattlemen's and Women's Dinner banquet. Registrations will be mailed to the new-members prior to convention. New members also enjoy all the regular benefits of membership in MSCA including:

- A voice and vote in the developing and implementation of Cattle Industry legislative and regulatory policy.
- Representation in Saint Paul and Washington DC on legislative and regulatory issues of concern to cattlemen.
- Ability to network with other profession cattlemen that are in the business for the long haul.
- Education support including educational sessions at the "Annual MSCA Convention and Beef Industry Trade Show".
- Eligibility for participation in MSCA sponsored College Scholarship programs and youth education activities.
- Listing and ability to advertise in the Annual MSCA Cow-Calf & Feedlot Membership Directory.
- 6 Editions of "The Minnesota Cattleman" which is the official newspaper of MSCA.

MSCA Recruiter Benefits

MSCA recruiters are recognized for expanding the reach of MSCA through signing up new members. The 2009 MSCA recruiting program includes the following incentives:

- 3 New Members - 1 MSCA 2009 Annual Convention Registration
- 5 New Members - 1 Additional MSCA Convention Registration
- 10 New Members - 1 Schaefer Western Style Vest
- 18 New Members - 1 Schaefer Western Style Jacket
- 25 New Members - 3 Nights Hotel - MSCA 2009 Convention

Recruiters will be contacted prior to convention by letter indicating what awards they have qualified for. Schaefer vest/jackets will be formally presented at the MSCA's Cattlemen and Women's Dinner Banquet on December 5 at the MSCA Annual Convention. See below for a membership application and for additional info contact Dale Lueck, MSCA Membership Administrator (218) 927-2495 or dkluock@embarqmail.com

Minnesota State Cattlemen's Association/National Cattlemen's Beef Association MSCA/NCBA Partnered Membership Application Form

Name _____ Phone _____ Email _____
 Address _____ City _____ State _____ Zip _____

MN State Cattlemen's Association Dues	\$50
Local Cattlemen Association Dues (optional)	\$ _____
NCBA Membership Dues (optional - but must also be MSCA member) <small>(Select the appropriate classification and add to MN State Cattlemen dues)</small>	
NCBA Base Dues (cattle owner, non-cattle owner or student) ...	\$50
1-800 Head - (Feeder-Cattle-Feeder Operations)	\$80
<small>*Feeders over 800 = \$130 + (\$.10 per Head over 800 Head)</small>	
51-100 (Brood Cows-Cow/Calf Operations)	\$80
101-250 (Brood Cows-Cow/Calf Operations)	\$120
251-500 (Brood Cows-Cow/Calf Operations) ...	\$200
501-1000 (Brood Cows-Cow/Calf Operations) ...	\$300
Total Dues Enclosed This Membership	\$ _____

Type Ops: Feeder Cow-Calf Seedstock Stocker Dairy Associate

Method of Payment: Check Bill Me Credit Card
 Credit Card: MasterCard Visa Discover

Card # _____
 Expiration Date: ____/____/____ Signature _____

Make Checks payable to: "MSCA" (No Cash Please)

Return Form & Payment to: **MSCA Membership Chairman**
37489-295th Street, Aitkin, MN 56431

Recruited By: _____