



The Minnesota Cattleman



The Official Newspaper of the Minnesota State Cattlemen's Association

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Tom Helfter Selected as Cattleman of the Year

The purpose of the Minnesota Cattleman of the Year Award is to publically recognize and reward an individual cattleman that has made a substantial contribution to Minnesota's beef cattle community. The Minnesota State Cattlemen's Association (MSCA) through the Minnesota Cattleman of the Year award annually recognizes an individual cattleman that has demonstrated outstanding leadership and personal dedication to Minnesota's cattle community.

The Minnesota State Cattlemen's Association (MSCA) presented Tom Helfter, of LeSueur, MN with the 2014 Cattleman of the year award.

"I have enjoyed and feel honored to work with and be recognized by the members of the MSCA who all work so hard to make our association effective." Said Tom Helfter after receiving his award. "There are many individuals within our organization who I feel are deserving of this award."

Helfter was chosen because of his selfless dedication to MSCA at both the state and national level. As a LeSueur county cattle producer for

over 40 years, Tom started his career by purchasing Holstein calves and selling them as feeders. He shortly moved into the cow-calf sector of the industry with Murray Grey cattle being his breed of choice. Tom is always willing to lend a hand and has a special place in his heart for youth and their involvement in agriculture and the cattle industry. He continually encourages 4-H'ers to stick with their beef projects and follow them through into a potential career in the beef industry.

Tom has been a member of the LeSueur County Cattlemen's Association for over 30 years and has served as membership chair and treasure for the organization. Tom has served as president of the Midwest Murray Grey association and remains actively involved with the organization. As an NCBA member, Tom represents MSCA on various committees year after year, reporting detailed information back to MSCA after each committee meeting. His involvement with MSCA includes the MN Beef Expo Committee where he works the MSCA booth and actively recruits new members every year! He



MSCA Past President Dar Giess, (Middle) along with Tom Helfter and his family after receiving the 2014 Minnesota Cattleman of the Year award.

is a past Cow-Calf Council chairman and is the current region 8 director. Tom is always willing to help with various MSCA functions including FarmFest, Annual Convention and represents MSCA at many meetings

and committees within his region.

Thank-you to Tom for his years of dedication to the Minnesota State Cattlemen's Association and the cattle industry in Minnesota!

MSCA Holds Successful Annual Convention

The Minnesota State Cattlemen's Association (MSCA) hosted their 2014 Annual Convention and Industry Trade Show at Grand Casino, Hinckley, MN on December 4th - 6th, 2014.

Cattle producers and industry professionals from 6 states attended meetings and sessions which included a diverse set of industry leading speakers including:

Jon Robinson, Senior Director of Organizational Communications - NCBA, Bob McCann, President - NCBA, Kaye Strohhahn, Director of Marketing - Minnesota Beef Council, Carissa Nath, Meat Scientist - AURI, Blain Corners, Nutritionist - Zoetis, Kent Bacus, Associate Director of Legislative Affairs - NCBA, Lora Wright, Niche Programs & Animal Welfare - Tyson Fresh Meats, Mark Allen, Director of Marketing and Genomics - Trans Ova Genetics, Bruce Kleven - MSCA Legislative Consultant & Baxter Black - The Cowboy Poet!

NEWS - TIME SENSITIVE MATERIAL



MSCA Past President, Dar Giess, gives a "hat's off" greeting to the MSCA membership

On behalf of the membership, the MSCA Executive board would like to thank all of the sponsors, exhibitors and supporters of the Minnesota State Cattlemen's Association Annual Convention and Industry Trade Show. Their continued support is vital to the success of the organization.

New MSCA Leadership

Elections held during the MSCA annual meeting yielded changes in the executive board. These changes include the advancement of Tim Nolte of Sebeka to President, Krist Wollum of Porter to

Conrad Kvamme Named Beef Industry Service Award Winner

The purpose of the Minnesota Beef Industry Service Award is to publically recognize and reward individuals that have made a substantial professional contribution to Minnesota's Beef Industry. The Minnesota State Cattlemen's Association (MSCA) through the "Minnesota Beef Industry Service Award" periodically recognize individuals associated with the beef industry that have demonstrated outstanding leadership and personal dedication to Minnesota's Beef Industry.

Conrad Kvamme, former consultant/coordinator for the Midwest Dairy Beef Quality Assurance Center and coordinator

of special projects for the Minnesota Beef Council, was awarded this honor for 2014. For nearly 15 years, Conrad has led the Beef Quality Assurance program for the state of Minnesota. He has worked tirelessly for many years promoting BQA and DQA guidelines and procedures. He is constantly striving to perfect his teaching methods and use the most current information available. His is one of the beef industries loudest and proudest promoters! His passion for the industry is evident in all aspects of his life.

"I have to say, beef promotion is something that one can't do by himself." Conrad commented after receiving his award. "Beef is Big!"



Conrad Kvamme along with nephew Calvin Oberg at MSCA annual banquet

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Convention . . . continued on page 16

I would like to start by thanking the membership for the honor of leading this organization for the next two years. I will do my best. One thing I've learned from the MSCA is that the beef industry in Minnesota is large and complex. The different regions within our state are vastly different from each other. But, with that said, MSCA does an excellent job representing all sectors and producers of the beef industry within our state, no matter the type of operation.



TIM NOLTE
President, Minnesota State Cattlemen's Association

It's the end of January, two months into my term. So far so good... We are continuing the momentum of an extremely successful convention! Then, the change of the wolf status had to happen. Ashley and other MSCA members took charge right away! We have been doing everything possible to make sure the right people are informed of the impact this has on our industry. This is not our first experience with efforts to delist the wolves from the endangered species list and we learned a lot from the first go-around of the delisting process. All impacted farm organizations, DNR, Fish Wildlife Services and MSCA are all on the same page. The management plan is in place, we just need to be allowed to implement it. I'm content we will reach our goal of delisting the wolves once again, it just takes time. The other main issue with the wolf status changes is depredation funding, we need this to double. There are many issues to be addressed and communications that need to increase between MSCA and many state agencies. Politicians have got to be continually reminded about our rural roads and bridges. I, along with the rest of the MSCA leadership, will do our part about getting our messages across to pertinent people to accomplish our goals. Thank You, Tim

New Year means some new faces for the Minnesota Cattlewomen's Association! My name is Sara Colombe and I am the Minnesota Cattlewomen's Association President. I have been a member of the organization since 2010. I am a fifth generation beef producer and my family custom raises beef cattle in Little Falls, MN. I recently graduated from South Dakota State University in December and a 7-12 Agriculture teacher.



SARAH COLOMBE
President, Minnesota CattleWomen

New officers were elected during the Minnesota CattleWomen's Annual Meeting. The new officer team is Royalee Rhoads, President-Elect, Debra Chute, Vice-President and Secretary, and Carol Hoge, Past-president and Treasurer. Another highlight from convention was awarding the Minnesota CattleWomen of the Year Award to Linnea Wencl. She has been a Minnesota CattleWomen's Association member since 2008. She currently serves as the association's membership chair. Learn more about Linnea in this issue.

Some Minnesota cattaleowmen will be attending the American National CattleWomen Annual Meeting February 2-6 in San Antonio, TX. Cattlewomen will attend various sessions, committee meetings, and various workshops.

I would like to personally invite all cattelwomen and cattlemen to participate in the Minnesota State Cattlemen Association Cattlemen at the Capitol. This is a great opportunity to educate legislators about the beef community so they understand the impact their vote has on various policies. More details about this event is featured in this issue.

National Agricultural Literacy Week is March 16-20. This week is when cattelwomen from across the state will participate in the "Read Into My World Program". This program helps educate youth and educators about beef production. Cattelwomen go into classrooms and read a book to the students. This year the association will be reading either "Farming, We Live it, We Love It" by the Chaney Girls and "Levi's Lost Calf" by Amanda Radke. After each presentation, the cattelwomen leaves the book for the classroom or school library which students can read in the future.

Until next time always remember, Beef. It's What's for Dinner!
Sara Colombe, MNCW President

As I look forward to my upcoming year of service as the Minnesota State Cattlemen's Association Feeder Council Chair, I wanted to take this opportunity to share a little more about our family farm.

Pesek Cattle Farm, located near Canby, is comprised of a commercial cow calf and feedlot operation that has two strategic focuses: 1. raising quality commercial cattle that are fed out on the farm in combination with additional purchased yearlings and 2. raising club calves that are marketed across the United States. We also farm corn, soybeans, small grains and alfalfa.

Family serves as the foundation for Pesek Cattle Farm. My wife Judy and I have been farming partners for the past 36 years. Our son, Mark, has been farming with us since 2001. Mark's wife, Allyson, is a 5th grade teacher and they have two children, Mya (4) and Mak (1.5). Our daughter, Jill, works for the Minnesota Pork Producers Association utilizing nearly all of her vacation days and many weekends to assist on the farm. Jill's husband, Steven, works for Legend Seeds and together they have a farrow to finish pig farm near Owatonna. Steven and Jill have two daughters, Ava (3) and Addison (2 months). We are blessed to have all of our family involved in the farm and make management decisions with the goal of providing opportunity to our grandkids.

In addition to the farm, I am involved in the Midwest Cattlemen's Association and serve as one of the Farmfest chairs. I am looking forward to the opportunity to serve my fellow cattlemen and women as the Feeder Council Chair.



DICK PESEK
Chairman, Feeder Council

We live in a state of weather extremes. As I write this we are experiencing 40+ degrees and mud. My name is Grant Breitkreutz, and I farm and ranch along the Minnesota River northwest of Redwood Falls in Redwood County along with my wife, Dawn, and daughter, Karlie. Dawn is a board member and Karlie is an ambassador for the Redwood Area Cattlemen. Karlie is also Vice President of the MSCA Junior Cattlemen. We run a small farming operation that provides winter feed for our 120-head stock cow herd and custom feeding operation. Dawn and I, along with my brother, Seth and his wife Kelly, also own and operate Circle B Custom Co., which is a custom baling business that also markets net wrap, hay, and cornstalks to producers throughout the upper Midwest.

Dawn and I became members of MSCA years ago because of some issues we were having on our farm. With the help of the MSCA, the issues were resolved and we were able to continue doing what we love. I served as Region 7 Director for 4 years prior to being elected to this position. It was a great experience to travel the region to meet other producers and to hear their concerns about our industry. I also serve as 1 of 5 members that manage the MSCA's Farm Fest booth, serving about 4000 meals over 3 days to guests and vendors.

Our industry has constant pressure from outside directly affecting our daily operations making it very important to monitor and respond, when necessary. This is why I feel the MSCA and its membership are so important. We are continually monitoring and commenting on everything from the change in the wolf status to public grazing. Cattlemen at the Capitol is coming soon and is open to all to attend. Your attendance will help ensure we continue the industry we love, producing a high quality protein source for the consuming public.



GRANT BREITKREUTZ
Chairmain, Cow-Calf Council

Minnesota State Cattlemen's Association

23722 230th Street
Hutchinson, MN 55350
(612) 618-6619
www.mnsca.org
mnsca@mnsca.org

Executive Committee

President - Tim Nolte
(218) 539-0322 noltestock@wcta.net
26914 - 181st Ave., Sebeka, MN 56477

President Elect - Mike Landuyt
(507) 382-0884 landuytfarm@gmail.com
14523 140th St, Walnut Grove, MN 56180

Vice President - Krist Wollum
(507) 530-3854 kkwollum@yahoo.com
3912 County Rd 109, Porter, MN 56280

Feeder Council Chair - Dick Pesek
(507) 296-4434 pesekcattlefarm@yahoo.com
1943 290th St N, Taunton, MN 56291

Cow-Calf Council Chair - Grant Breitkreutz
(507) 430-0607 gdbreitkreutz@hotmail.com
38270 Kenwood Ave, Redwood Falls, MN 56283

Past President - Dar Giess
(320) 249-2130 darlynn@fallsnet.com
33424 183rd St, Pierz, MN 56364

Legislative Chair - Tom Pyfferoen
(507) 254-9490 - typffero@bevcomm.net
53249 - 275th Ave., Pine Island, MN 55963

Membership Chair - Dennis Sleiter
(320) 589-4119 dennis.sleiter@agcountry.com
50495 250th Street, Morris, MN 56267

Secretary/Treasurer - Kevin Hoge
(218) 549-3337 flatrock@frontiernet.net
32413 280th Place, Aitkin, MN 56431

Executive Director - Ashley Kohls
(320) 587-3234 kohlsbeef@gmail.com
23722 230th St., Hutchinson, MN 55350

MSCA Regional Directors

Region - 1 Dan Anderson
(218) 425-7207 polsoncreekranh2@gmail.com
15693-440th Ave., Roseau, MN 56751-8758

Region - 2 & 3 Gary Sampson
(218) 296-1154 gustranc@yahoo.com
7765 - 120th St SW, Motley, MN 56466

Region - 4 Jim Wulf
(320) 239-2700 jimandtwyla@farmersmail.net
30819 250th Street, Starbuck, MN 56381

Region - 5 Ralph Hanneken
(320) 468-9995 rchanneken@aol.com
22348 93rd St, Royalton, MN 56373

Region - 6 Keith Carlson
(320) 245-0370 rockycranch@gmail.com
41488 Rocky C Road, Sandstone, MN 55072

Region - 7 Warren Jansma
(507) 967-2385 wdjansma@yahoo.com
421 200th Ave, Ellsworth, MN 56219

Region - 8 Tom Helfter
(612) 665-2934 thelfter@aol.com
26969-376th Street, LeSueur, MN 56058

Region - 9 Frank Brand
(651) 764-1281 brandangus@hotmail.com
33551 738th St, Lake City, MN 55041

Minnesota Cattleman
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For Advertising Contact:
Managing Editor: mnsca@mnsca.org
(320) 634-6722

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23722 230th Street
Hutchinson, MN 55350

Executive Director Notes

Hello from the MSCA office! As Craig and I prepare for calving in a few short weeks, I find myself reflecting on the past 5 months as the executive director of your organization and the events that have taken place in the cattle industry. This calving season will present new/additional challenges to our members who live in the northern half of our state as they strive to protect their family's livelihood from an ever increasing predator, the grey wolf. I would like to express a sincere thank-you to all of those who have stepped up to help write letters, make phone calls and spread the word to many elected officials and state/national agencies about the need to delist the wolves as soon as possible! If I've learned anything in the past 5 months, it's that we have a voice as an organization, and it rings pretty loudly when we work together! Our next challenge as an organization is to use our voice to express our concerns for recommendations made in the 2015 dietary guidelines. I've already had many members reach out asking what they can do!



MSCA Executive Director, Ashley Kohls with Cowboy Comedian Baxter Black.

I am continually impressed with the caliber of cattle producers we have within our organization! Your current executive board and regional directors are progressive and working hard to represent our organization on many levels. Finally, with the 2014 MSCA annual convention behind us, I would like to say a personal thank-you to all of the members, industry professionals and businesses who support the Minnesota State Cattlemen's Association. Without this support the goals and efforts of this organization would not be possible! As always, please don't hesitate to call if you have any questions or concerns, I love to hear from our members!

Cattlemen at the Capitol set for March 10th

MSCA will be hosting Cattlemen at the Capitol on March 10th. The day will begin with meetings in the Sibley Room located on the second level of the Best Western Kelly Inn near the Capitol starting at 9:00 a.m. Followed by visits with legislators, key agency officials and the opportunity to address the Ag. Finance and policy committees with an industry update. For additional details, call the MSCA office at 612-618-6619. Everyone who is interested in supporting Minnesota's cattle sector, ranging from producers, supporting businesses, or other advocates is welcome to attend.



Key Industry Issues that will be addressed, but are not limited to are:

- Rural Infrastructure – Bonding money for RURAL roads and bridges
- Ag education & Research.
- Emergency response plans to cover plant and animal disease control.
- Regulatory oversight – MPCA citizens board reform & MPCA livestock permitting.
- Property tax reform



MSCA Executive Board Dick Pesek, Tim Nolte, Grant Breitreutz, Mike Landuyt & Krist Wollum (Not pictured Dar Giess)

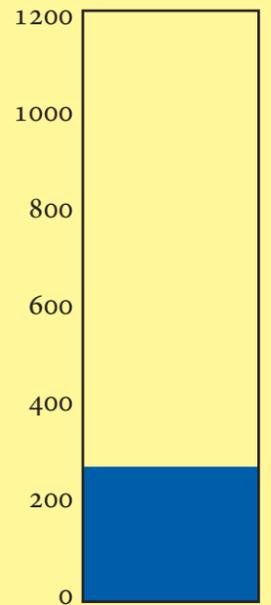
Don't Forget to Renew Your Membership!

Thank you for being a member of the MSCA and the National Cattlemen's Beef Association (NCBA). Your membership matters and allows our collective voices to be heard on the issues in St. Paul and Washington D.C.

The MSCA saw many successes in terms of our priority issues ranging from wolf management, expanded grazing access on conservation lands, reasonable animal identification requirements, opening up CRP and other conservation lands for emergency haying and grazing and improving the environmental permitting process. Looking forward to 2015, the MSCA will be focused on many of the same issues, but we will also be closely monitoring many other issues affecting Minnesota cattlemen.

Be sure to send in your membership renewal as soon as you can so we can continue having cattlemen working for cattlemen! (See membership form on back page)

MSCA Membership Goal



MSCA Membership Recruitment and Benefits

The MSCA relies heavily on a grassroots process of local cattlemen's associations and volunteer leaders to recruit and retain members. The MSCA looks to reward recruiters with the following benefits.

Recruiter incentives are as follows: 3 members: complimentary registration to state convention; 5 members: two complimentary registrations to state convention; 10 members: two complimentary registrations to state convention and a \$100 gift card; 20 members: two complimentary registrations to state conventions, \$200 gift card and a plaque; 25 members: two complimentary registrations to state convention, \$200 gift card, plaque and two nights stay at state convention.

Minnesota Beef Alliance Members

Thanks to the following businesses that have already joined the Minnesota Beef Alliance in 2015. If you are interested in learning more about the alliance, contact the MSCA office at 612-618-6619 or visit www.mnsca.org.

Prime Level

- Minnesota Corn Growers Association
- Purina Animal Nutrition
- Carlson Wholesale, Inc.
- American Foods Group
- The Minnesota Beef Council
- Wulf Cattle

Choice

- Central Livestock Association
- Zoetis
- Summit Livestock Facilities

Select

- Varied Industries Corporation (Vi-Cor)
- Huvepharma
- Artex Manufacturing

NCBA Membership Benefits

Annual Subscription to NCBA's *National Cattlemen* newspaper and *National Cattlemen Directions* magazine.



New Members receive 1L Dectomax Pour On

*Allow 8-12 weeks for delivery



15% off Gift Cards



Discounts up to \$1,000



Discounts on Equipment



25% Off Coupons



Discounts up to \$1,000

Upcoming Events/Important Dates

- March 10: Cattlemen at the Capitol
- March 7: MSCA Quarterly Board Meeting, Perham Stockyards
- July 20-21: MSCA Summer Tour, Hutchinson, MN
- Dec. 3-5: MSCA Annual Convention & Trade Show, Hinckley, MN

MINNESOTA BEEF COUNCIL 2014 ANNUAL REPORT

MISSION

To enhance opportunities for growth and success in the beef industry.

DIGITAL PROMOTION

The beef checkoff program in Minnesota works to build beef demand by reaching consumers via *digital advertising* and targeting *Metropolitan Millennial* shoppers.

TWIN CITIES LIVE

Twin Cities Live is an afternoon program that airs on KSTP. Minnesota Beef Council (MBC) partnered with them on a *12 Days of Grilling* campaign that generated over *150,000* impressions and our featured recipes were consistently the top viewed stories on their website.

MAY BEEF MONTH BY THE NUMBERS:

Traditionally grilling season is kicked off in May, which happens to be beef month in Minnesota. This May, our Beef Backer chef was featured on six news segments, giving tips and tricks for grilling the perfect steak at home.

- 6 television segments on MSP stations
- 524,800 broadcast impressions
- 118,300 online daily impressions
- 155,000 social reach
- 798,300 total daily impressions
- 3,900 attendees reached at a grilling festival



RETAIL & FOODSERVICE PARTNERS



Grocery stores, meat markets and casual and fine dining establishments do a fantastic job of promoting our product every day. The MBC works hard to leverage these partnerships in an effort to build beef demand. Examples of this include: awarding a retail outlet and restaurant with our *Beef Backer award*; providing materials and recipes to grocery stores and markets; and conducting beef educational seminars to culinary students, established chefs and distribution employees.

STATE FAIR

Each year, our booth attracts more than *10,000 fair-goers*, who make sure to stop by our booth for the latest recipes, literature, trivia questions and daily drawings.

BEEF HEALTH & NUTRITION

Dietetic interns, moms and culinary students were positively influenced by a *pasture to plate tour* which helped them better understand how beef is raised with pride and handled with care.



AGRICULTURAL LITERACY

Through our partnership with local beef organizations, Minnesota Agriculture in the Classroom and the Minnesota CattleWomen's Association, over *40,000 students, parents and teachers* learned about beef through agricultural literacy.

INFLUENCER ENGAGEMENT

Through our partnership with the *American Heart Association - Go Red For Women*, MBC leveraged an existing sponsorship to provide an educational session on how to utilize beef in a heart healthy diet.



BEEF QUALITY ASSURANCE

Over the last year, Minnesota worked to certify nearly *400* farmers and ranchers in the Beef Quality Assurance program. MBC also exhibited at numerous tradeshow and producer events, distributing thousands of educational materials.

RESEARCH

Funds are allocated to various research projects related to *beef product enhancement, nutrition of beef, beef safety and beef sustainability*.

ISSUES MANAGEMENT



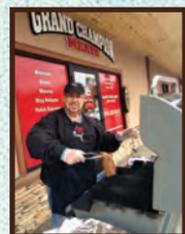
The beef checkoff program monitors and tracks media stories related to our industry. When needed, *responses to misinformation* are disseminated in an effort to *deliver factual information* related to how our cattle are raised and processed, along with the nutritional components of our product.

MBC LAUNCHES NEW WEBSITE: WWW.MNBEEF.ORG

Earlier this year, the MBC launched a new website that unveiled a new logo and branding campaign for our organization. This new site allows consumers to utilize the Beef. It's What's for Dinner recipe search tool and provides essential health and performance information. Producers can also access essential information regarding our Local Producer Promotion materials and collection/compliance forms for the beef checkoff.



STAFFING CHANGES IN 2014



This year marked many changes at the Minnesota Beef Council office. After years of dedicated service we said goodbye to Brian Preiner and Audrey Rodvold. Colleen Zenk has transitioned to a part-time role and effective January 1, Conrad Kvamme has retired.

The talented staff hired to replace these positions include Kaye Strohhahn as the Director of Marketing. She leads all social media, website and influencer engagement efforts. Katie Davis handles office management duties, accounting, collections and compliance. Starting in 2015, Ashley Kohls will serve as MBC's Beef Quality Assurance Coordinator.

FUNDING PRIORITIES

We have reduced administrative expenditures 9% between FY12-13 and FY13-14 and will be reducing another 7% in our current fiscal year for a total of *16% reduction in administrative* expenses over a 2 year period. This reduction in administrative expenses has a direct impact by increasing expenditures in our primary program categories: research, education and promotion.

MBC STAFF

Karin Schaefer, Executive Director
Kaye Strohhahn, Director of Marketing
Katie Davis, Office Manager
Colleen Zenk, Food and Nutrition Consultant
Ashley Kohls, Beef Quality Assurance Coordinator

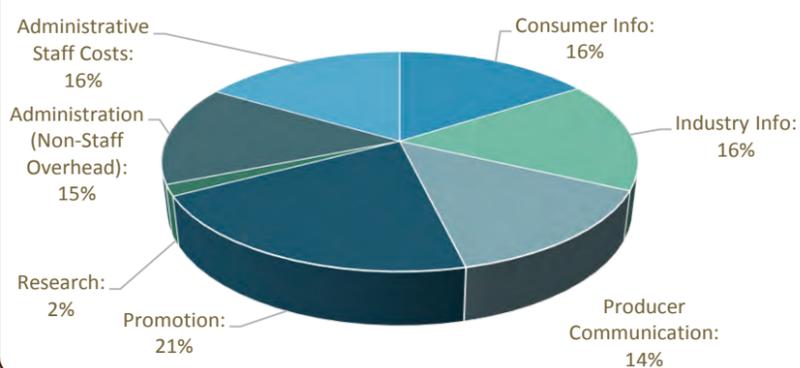
MBC BOARD OF DIRECTORS

Mark Malecek, Chair
Katie Brenny, Vice-Chair
Clarence Caraway, Secretary
Jay Bakken, Treasurer
Darrin Arveson, Executive Member at Large
Lori Beckel
Patrick Brodeen
Doug Dickmann
Greg Hilgeman
John Moon
Duane Munsterteiger
Bob Nelson
Dan Olson
John Schafer
Dean Thomas
Davis Wulf

MBC IS MOVING!

Please note our change of address effective January 1, 2015.
Physical Address: 5469 Hwy. 12, Maple Plain, MN 55359
Mailing Address: P.O. Box 39, Maple Plain, MN 55359
www.mnbeef.org
Phone: 952-854-6980

Minnesota Beef Council Fiscal Year 2014 Expenditures by Category (total expenses = \$633,861)



MAXIMIZE YOUR CHECKOFF DOLLAR

Help us make your investment go even further. To receive electronic Beef Checkoff updates throughout the year, please email your request along with the following information to info@mnbeef.org:

Name, Address and Email

Thank you for helping us maximize your Beef Checkoff investment!



DEAR FELLOW BEEF PRODUCERS,

There's only one measurement that really matters when it comes to your Beef Checkoff Program: Do you get more out of it than the \$1-per-head you put in?

Recent independent research shows you do, with a return of \$11.20 for every \$1 invested in the national program. Although not part of the national study, the programs conducted at the state level can only add to the overall effectiveness of our efforts. Obviously, the efforts we're making as cattle producers are worth it.

Even more exciting, though, is how it was accomplished. Direction of state and national checkoff programs are in the hands of producers themselves, not just purchased "off the shelf." While the return on investment is significant, the success comes about because of producers and importers participation in checkoff-directing boards and committees.

When you combine the return on investment with the process, it's a very impressive result. With increasing sophistication of the process and even more producer input, I hope to see even better returns in the future. Let's keep up the good work.

Yours truly,

Cevin Jones

Chairman, Federation of State Beef Councils



NUMBERS DO THE TALKING



Nowhere do the numbers speak more clearly than in the new Beef. It's What's For Dinner digital campaign. Beginning in the spring of 2014, the campaign differed significantly from mass media, reaching people who aren't immediately seeking beef information using an "under-the-radar" approach. It's a one-on-one communication through a consumer's computer, and aims to direct consumers to the BeefItsWhatsForDinner.com website, which contains recipes, tips, nutrition, safety and other information consumers want and need. Digital elements that drive consumers to the site include:

- **Banner Ads** on sites like AllRecipes.com and MensFitness.com, which inspire consumers to think about tonight's dinner with beef photos, recipes and information;
- **Search Advertising** on engines such as Bing and Google for people proactively searching for information on food;
- **A Beef. It's What's For Dinner Facebook page**, with almost 900,000 fans who receive recipe posts with photos on a regular basis;
- **Collaboration with other established recipe and nutrition-related websites**, such as Martha Stewart.com;
- **Videos** that run before online television shows; and
- **Other "cutting edge" elements in digital marketing** that allow the industry to target millennial consumers.

In just the first four months of the marketing campaign significant results were generated. More than 1.7 million consumers were reached through the campaign's website, and the "no-recipe recipe" videos were viewed more than 5 million times on YouTube and other video online channels.

Furthermore, associated social media sites hosted more than 1 million engagements, such as likes, comments, shares, re-tweets and click-thrus to checkoff resources, such as recipes. Because it's available 24/7, the digital/social media tool is providing continual contact with consumers who are looking for meal solutions.

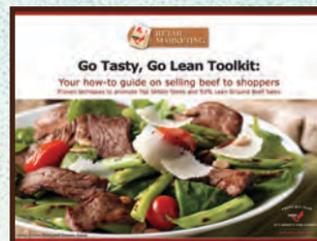
Unlike other kinds of outreach, almost all of that contact is positive in nature. Research shows that 97 percent of consumers have positive opinions about beef after visiting the Beef. It's What's For Dinner website.

NUTRITION RESEARCH HAS VALUE

More research now shows that a heart-healthy diet that includes lean beef can reduce risk factors for heart disease. A study funded by the beef checkoff and the national Institutes of Health-supported Penn State General Clinical Research Center and published in the June 19, 2014 issue of Journal of Human Hypertension found that a dietary pattern rich in fruits, vegetables and low-fat dairy that includes lean beef – even daily – can reduce risk factors for heart disease, including elevated cholesterol and blood pressure.

According to lead researcher Penny M. Kris-Etherton, "this research adds to the significant evidence, including work previously done in our lab, supporting lean beef's role in a heart-healthy diet." Researchers suggested the evidence supports the idea that it's the total protein intake – not the type of protein – that is instrumental in reducing blood pressure.

RETAILERS GET IN THE ACT



A new "Go Tasty, Go Lean" toolkit for supermarket retailers was developed to help on-staff dietitians make their stores a health and wellness destination for consumers – and to help sell more beef in the process. Part of a multi-phase research project conducted through the Beef Checkoff Program, the toolkit helped show that beef can provide a significant sales lift for retailers.

In fact, 84 to 94 percent of shoppers expressed purchase intent in the lean beef items they sampled during the test portion of the research, and significant increases in specific beef cut sales during the test were also generated.

The toolkit communicates beef's nutrient benefits at the same time as it generates these bottom-line benefits. The toolkit, developed in partnership with registered dietitians, demonstrates that promoting beef's positive attributes – nutrition, taste and ease of preparation – not only results in higher sales, but enables supermarket dietitians to be able to talk knowledgeably and confidently about beef.



A NEW PRODUCT WITH OLD ROOTS



It looks, acts and smells like bacon – but it's beef. Schmacon™ is one of the latest checkoff-funded development projects that provides beef producers with extra alternatives for beef cuts. The smoked and cured glazed beef slices received the prestigious 2014 Food and Beverage Innovations (FABI) Award by the National Restaurant Association at their restaurant, hotel and motel show.

Schmacon has less fat and sodium than bacon, and as a pre-cooked product ready for crisping in an oven cooks in a fraction of the time. In winning the FABI award, it was heralded as a product with "bold imagination" and "great potential to help operators capitalize on consumer trends and drive operator success." The product not only fits into healthy lifestyle trends, it also meets dietary needs of those religious or ethnic groups prohibited from eating pork products.

BEEF EXPORT VALUE ON RECORD PACE



Checkoff-funded efforts in the international arena are focused on some of the world's most promising markets for U.S. beef, and exports to those markets are growing rapidly. For instance, strong performances in key Asian markets are putting U.S. beef export value on a record pace in calendar year 2014. Through July, exports totaled \$3.89 billion, up 13

percent from a year ago. Export volume was up 4 percent to 687,752 metric tons.

In 2013, Japan reclaimed its position as the No. 1 international destination for U.S. beef when an increase in the age limit for eligible cattle fueled a large increase in exports. U.S. exports to Japan have been mostly steady this year, while Japan's imports from other major suppliers such as Australia, New Zealand and Canada have declined.

Hong Kong, South Korea and Taiwan have also been strong growth markets for U.S. beef in 2014. In June, Hong Kong granted full access for U.S. beef for the first time since the December 2003 BSE case.

These results translate into remarkable returns for U.S. cattle producers. Export value per head of fed slaughter was nearly \$300 in June and July, and averaged \$273 for the first seven months of this calendar year. Per-head export value is up 13 percent from a year ago and has more than doubled in the past five years.

Whether promoting beef internationally or providing marketing support for the product in the United States, the Beef Checkoff Program has been committed to programs that build beef demand since 1986. The recent research showing a return of \$11.20 for every dollar invested is a strong validation of that work.

CATTLEMEN'S BEEF BOARD FISCAL YEAR 2014 EXPENDITURES

Administration	\$1,609,050	
USDA Oversight*	\$289,631	
Program Development	\$238,943	
Program Evaluation	\$175,274	
Producer Communications	\$1,478,324	
Foreign Marketing	\$7,355,729	
Industry Information	\$1,817,768	
Consumer Information	\$8,366,182	
Research	\$7,927,598	
Promotion	\$9,438,367	
Total expenses	\$38,696,866	

Audited numbers

* This total also includes CBB's costs associated with Freedom of Information Act requests and legal fees associated with lawsuits.

Convention Auction Raises Over \$15,000!

Thank you to all the auction donors and bidders that contributed to the 2014 Annual Auction held at the MSCA Annual Convention and Trade Show in Hinkley, MN. Over \$15,000 was raised to support the activities of the MSCA. This event is one of the organizations largest fundraisers of the year which allows the MSCA to continue the important work of the association. A special thank you to the Beef Ambassadors for assisting with the auction and to Darrel Regnier for his auctioneering services.

A BIG Thank-you to all of our auction donors!

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Fillmore County Cattlemen



MSCA Benefit Auction at the annual convention, auctioneered by Darrell Regnier.

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MK Franz
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Cottonwood Cattle Producers
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Progressive Feedlot Marketing
Eli & Mary Berry
Schuneman
New Generation Feeds
Dick LeCoq – Central Livestock Assoc.
Zoetis & University of Minnesota
Cottonwood Cattle Producers
Harvey Wollum
MN Cattlewomen
Sturdevants
Eli & Mary Berry
Krist Wollum
Zoetis & University of Minnesota
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Zoetis & University of Minnesota
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Midwest Machinery Company
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Midwest Machinery Company
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Schuneman Equipment
Hubbard Feeds/Crystalix
MN Cattlewomen

John & Rose Appel
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John & Rose Appel
John & Rose Appel
Krist Wollum
Hubbard Feeds/Crystalix
Kari Wollum/Absolute Ink
Moose Lake Coop
Blue Hilltop Inc.
Sharon & Rod Dotzler-Riverside Farm
R & R Turkey Farm
Sioux Empire Lighting
Craig & Ashley Kohls
Cottonwood Cattle Producers
St. Joseph Meat Market
Cottonwood Cattle Producers
Hammel Equipment
Kelly & Jerry Gall-Grand Champion Meats
Rock Creek Cafe
Cottonwood Cattle Producers
McDonalds Meats
Sioux Empire Lighting
Dean Bernloehr
Juanita Reed-Boniface
Juanita Reed-Boniface
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Central Livestock
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Bob McCann – National Cattlemen's Beef Association
 Representatives from:
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 Minnesota Board of Animal Health
 Minnesota DNR
 University of MN Beef Team

Special Thanks to our 2013 Speakers.

John Robinson – National Cattlemen's Beef Association
 Carissa Nath – Ag. Utilization Research Institute
 Kay Strobehn – Minnesota Beef Council
 Dr. Blaine Corners – Zoetis
 Ann Nogan – American National Cattewomen
 Chuck DeGrote – Minnesota Corn Growers Association
 Bruce Kleven – Legeslative consultant for MSCA
 Kent Bacus – National Cattlemen's Beef Association
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 USDA - National Agricultural Statistics Service
 USDA - NRCS
 DNR Section of Wildlife
 Ziegler Cat
 Minnesota Board of Animal Health/ Minnesota



UNIVERSITY OF MINNESOTA | EXTENSION



Cow-Calf Days

Program:

Agency Update – Minnesota Department of Ag
 Agency Update – NRCS
 Incorporating cover crops into forage systems – Eric Mousel
 Future of the 'new' beef industry – Alfredo DiCostanzo
 Record keeping for cow calf producers – Nicole Rambo

← Southern Tour 2015

FEB 9 – 5:30 PM, Kanabec Co. Jail Rm, Mora, MN
 FEB 10 – 9:30 AM, Mid Central ROC, Willmar, MN
 FEB 11 – 9:30 AM, MN West Comm. College, Pipestone, MN
 FEB 12 – 5:30 PM, Hientz Center, Rochester, MN
 FEB 13 – 9:30 AM, 4-H Family Center, Le Seur Co. Fairgrounds, Le Center, MN

Northern Tour 2015

FEB 24 – 9:30 AM, Central Lakes College, Staples, MN
 FEB 24 – 5:30 PM, American Legion, Bagley, MN
 FEB 25 – 5:30 PM, Community Center, Lancaster, MN
 FEB 26 – 5:30 PM, Springsteel Resort, Warroad, MN
 FEB 27 – 5:30 PM, NCROC, Grand Rapids, MN

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MSCA Resolution Committee Makes Updates

Prior to the 2014 MSCA annual convention, the resolutions committee combed through the MSCA policy book to make updates to sun setting resolutions and to approve new resolutions brought to the committee. Below are the updated and new resolutions discussed by the committee. For a complete version of the MSCA 2015 Policy book, please contact the MSCA office at mnsca@mnsca.org.

1. TRANSPORTATION INFRASTRUCTURE (2014)

WHEREAS, Rural MN transportation infrastructure of both roads and freight rail continue to age and need repair.

BE IT RESOLVED, MSCA encourages MN DOT and the legislature to focus their transportation policy and dollars resolving MN freight needs by repairing MN roads and bridges, rather than focusing on high speed passenger rail projects to various parts of the state.

2. PIPELINES (2014)

WHEREAS, pipelines are a proven, economical and reliable form of transportation.

BE IT RESOLVED, MSCA supports Sandpiper and other pipeline projects.

3. RURAL ELECTRIC AND COMMUNICATIONS (2014)

WHEREAS, Minnesota cattlemen need to use the latest technology available to stay competitive; WHEREAS, Rural cooperative electric and telephone systems have given their members the means to adopt this technology and have given our rural area the power and communications system to attract supporting industry.

BE IT RESOLVED, the MSCA asks that these programs not be diminished in any way, BE IT FURTHER RESOLVED, that the MSCA insists that if we are served by private companies, that our industry receive comparable service at competitive costs.

4. MPCA CITIZEN'S BOARD (2014)

WHEREAS, the decisions of the MPCA citizens board has a great effect on agriculture.

BE IT RESOLVED, MSCA supports a reform of the MPCA citizen's board.

5. ROLE OF THE EPA (2014)

WHEREAS, the Environmental Protection Agency is not a legislative body but an administrative agency; WHEREAS, the EPA is overstepping its role by imposing rules on dust control on the agricultural industry and rural communities; WHEREAS, the EPA is overstepping its role by creating labels on waters of the state; WHEREAS, the EPA is overstepping its role by mandating air quality standards, for example on stationary generators;

BE IT RESOLVED, the MSCA supports the congress alone forming laws related to the environment instead of the EPA. BE IT FURTHER RESOLVED, that the MSCA supports the Congress reining in the EPA. BE IT FURTHER RESOLVED, MSCA opposes the EPA changing the definition of Waters of the United States (WOTUS) and opposes further restrictions to the current rules under the Clean Water Act.

6. REQUIRED FENCING OF WATERWAYS (2014)

WHEREAS, certain waters of the state are deemed as impaired waters. WHEREAS the Minnesota Pollution Control Agency and other Government Agencies propose that producers fence the water of the state to restrict livestock from entering the waters of the state.

BE IT RESOLVED the MSCA supports producer involvement in conservation and management practices. BE IT FURTHER RESOLVED the MSCA opposes the Government Agencies in requiring fencing of Minnesota waterways.

7. REGULATORY MEDIATORS (2014)

WHEREAS, many livestock producers are threatened by fines by the MPCA for either perceived or actual violations of pollution laws. Many times they do not have the financial resources to hire professional help to satisfy MPCA's requirements or the money to hire lawyers to fight the alleged infraction. WHEREAS, livestock producers are subject to decisions made by government agencies without any means of appeal, except expensive court litigation.

BE IT RESOLVED, the MSCA supports the formation of a mediation team of at least three people, which can be used to settle disputes and appeals of producers. These people must be non-biased, acquainted with animal agriculture and environmental safeguards. BE IT FURTHER RESOLVED, that this service will be funded, though extension or the Minnesota Department of Agriculture by the legislature to a level so that any producer in animal agriculture will have access to it without any charge.

8. TRESPASS LAWS (2014)

WHEREAS, terrorist groups, foreign and domestic, are a threat to the food supplies of the United States and a safe food supply is vital to our national security, and WHEREAS, trespassing by domestic terrorists unto private livestock facilities carries the threat of spreading disease and threatening livestock health and causing economic hardship to producers.

THEREFORE BE IT RESOLVED, the MSCA supports a law that makes trespassing onto private livestock facilities a felony in cases where intentional damage has been caused. BE IT FURTHER RESOLVED, that all convicted trespassers and/or the organizations they represent be held liable for treble damages.

9. CAP AND TRADE LEGISLATION (2014)

WHEREAS, alleged excessive greenhouse gases are causing global warming and is considered a global issue. WHEREAS Cap and Trade legislation is pending in Congress. WHEREAS every nation must follow the same rules for a competitive global market and WHEREAS other nations ie: China & India are refusing to abide by the rules set forth by the UN.

BE IT RESOLVED the MSCA is opposed to unilateral Climate agreements without unanimous global participation.

10. FEDERAL FARM BILL (2014)

WHEREAS, the federal farm bill shapes commodity and conservation policy and appropriates dollars.

BE IT RESOLVED, the MSCA supports:

- a. Private enterprise alternatives in marketing and risk management should be developed and encouraged as the preferred alternative to government programs;
- b. Any commodity program must include thorough consideration of its impact upon the beef sector;
- c. Disaster assistance should be designed based on the type of disaster with a primary focus of protecting the economic viability of the U.S. cowherd and further providing for appropriate
- d. assistance for stocker and feeder needs;
- e. Support a transition or phase-out period for programs that may be eliminated;
- f. The availability of capital to farmers and ranchers at competitive rates to maintain a healthy business environment, resulting in the continued viability of agricultural operations;
- g. Additional conservation funding for the Environmental Quality Incentives Program (EQIP) and focus those dollars on the livestock sector. Cost-share should also be allowed for all
- h. types of fencing and watering projects; and
- i. New programs designed for young and beginning ranchers.
- j. The inclusion of wolf depredation as an eligible loss under the Livestock Indemnity Program;
- k. Further reforms to the CRP program to expand managed haying and grazing. There should be no payment penalties for contract holders who conduct managed haying and grazing or who work with a livestock producer on these practices. Furthermore forage harvested during drought periods should be able to be sold; and
- l. The development and expansion of livestock insurance programs.
- m. Grass hay and alfalfa being listed as a program crop.

11. COINCIDING STATE AND FEDERAL TAX LAWS (2014)

WHEREAS, the current state tax laws do not coincide with federal tax laws.

BE IT RESOLVED, the MSCA suggests the Minnesota Department of Revenue change tax laws to accept federal law changes on the same timetable.

MSCA Submits Comments on Importation of Beef From a Region in Argentina

The Minnesota State Cattlemen's Association (MSCA) submitted comments concerning the proposed rule by USDA APHIS to import fresh (chilled or frozen), matured, deboned beef from Northern Argentina into the United States.

While MSCA supports trade based on scientifically informed principles that are consistent with the World Organization for Animal Health (OIE) guidelines, we do not support the proposed rule by USDA APHIS to import fresh beef from Northern Argentina into the United States

In the comments, MSCA supports research completed by the University of Minnesota.

This opposition concerning the APHIS risk analysis reflect the findings obtained through a third party, objective, scientific review of APHIS's Risk Analysis: Foot-and-Mouth Disease Risk from Importation of Fresh (Chilled or Frozen), Matured, Deboned Beef from Northern Argentina into the United States by a team of risk assessors from the University of Minnesota (UMN) College of Veterinary Medicine, Center for Animal Health and Food Safety, and the Center for Veterinary Population Medicine. The UMN team of reviewers included: Tim Goldsmith, DVM, MPH; Will Hueston, DVM, PhD; James Lee, DVM, MPH; and Fernando Sampedro, PhD. We believe that every effort should be made to develop an integrated domestic-foreign trade policy which encourages reciprocity, elimination of unfair trade restrictions and a movement toward private enterprise

MSCA . . . continued on page 16

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2014 Action on Priority Issues

Minnesota lawmakers convened for the start of the 2014 legislative session on Tuesday, February 25. Just days after the session began, the February budget forecast was released and it showed a projected budget surplus of \$1.2 billion. The budget surplus allowed legislators to reverse some of the tax increases they passed during the 2013 session as well as provide supplemental budget spending. A global agreement was reached on the supplemental spending, tax, and bonding bills on Thursday, May 15, allowing members to close up the session on Friday, just a few days short of the Constitutional adjournment date of Monday, May 19.

Wolf Hunting and Trapping

Despite efforts again this year by some legislators and activist groups, no legislation was passed to eliminate the DNR's ability to hold hunting and trapping seasons for wolves. A bill to delay the wolf hunting and trapping season by five years was introduced in both Houses but was not given a hearing in either body. However, an amendment delaying the season by two years cleared a Senate committee but was not adopted by the full Senate. A deal on wolf hunting was reached between the DNR and pro-wolf legislators and so an amendment to ban or delay the wolf hunting season was not offered on the House floor during the debate on the game and fish bill. Instead, an amendment to double the restitution value of a wolf taken illegally was passed by a vote of 116-16. A second amendment, which will require the DNR to compile and publish a list of the date and location of each wolf taken pursuant to a hunting license each quarter, was passed on a voice vote. When the Senate took up the bill, the quarterly report language was adopted, but the language doubling restitution value was removed by a vote of 33-30. An amendment to delay the hunting season for five years failed by a vote of 27-36, and an amendment to prohibit the use of snares and traps for taking wolves also failed by a vote of 29-34. Ultimately the conference committee agreed to double the restitution value of a wolf taken illegally and to language which will require the DNR to compile and publish a quarterly list of the date and location of each wolf taken pursuant to a hunting license. Governor Dayton signed the bill.

Tax Bills

The first tax bill, passed early in the session, repealed the following taxes that were increased in 2013:

- An extension of the 6.875% sales tax to the labor portion of a machinery or equipment repair bill that became effective July 1, 2013 (no refunds will be issued),
- An extension of the sales tax to warehouse and storage services that was scheduled to go into effect on April 1, 2014, and
- A five-year phase out of the state gift tax that was enacted in 2013.

The second tax bill provides \$103 million of additional election-year, targeted tax relief to homeowners, renters, and farmers, including the following:

- A total of \$17 million was included to increase the ag-homestead market value credit cap on the first \$115,000 of value which will increase the average rebate by approximately \$200,
- Language for a study on how North Dakota's increased oil production might affect Minnesota's economy, including the effects on freight rail service in Minnesota, and
- Authorizing language for the Lewis and Clark water project.

Farm Truck Conformity

A bill conforming Minnesota state law to federal rules was adopted this year. The bill adopts the new federal language relating to farm trucks in the areas of hours of service, commercial drivers licenses (CDLs), medical cards, drug and alcohol testing, and inspections. The bill clarifies that farm trucks are only subject to roadside inspections if the officer observes an obvious equipment violation.

Animal Standards

A bill to create a dog and cat breeder licensing, inspection, and care standard program was finally passed this year. The Board of Animal Health will administer the new program. The licensing program does not apply to livestock.

Minimum Wage/Overtime

The minimum wage agreement passed this year changes the definition of "large" employer from a business having greater than \$625,000 in annual sales to one with \$500,000 in annual sales. The definition of "small" employer also changed to be a business with less than \$500,000 in annual sales. For large employers, the agreement calls for the increase to be phased in over a period of three years from the current \$6.15 per hour to \$8.00 per hour by August 1, 2014; to \$9.00 by August 1, 2015; and \$9.50 by August 1, 2016. For small employers, the increase will be phased in from the current \$5.25 per hour to \$6.50 per hour by August 1, 2014; to \$7.25 by August 1, 2015; and \$7.75 by August 1, 2016. There are three instances in which large employers can follow the small employer figures: 1) for any workers under the age of 18, 2) during a 90 day training period for workers under the age of 20, and 3) for any non-immigrant workers here on a summer work visa in the hotel or lodging industry. In addition, the automatic inflation adjuster using the implicit price deflator metric was part of the deal. It will begin on January 1, 2018 and be capped at 2.5% per year. Finally, no changes were made to the overtime threshold for agricultural workers which remains at 48 hours per week but there will be a study of how many farm workers are actually subject to the 48-hour overtime rule.

... continued on page 11



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GMO Hearing

After years of watching their GMO labeling bills get held up by various chairs of the House and Senate Ag Committees, activists will finally have their day in court this year. The House Commerce Committee heard a GMO disclosure bill that would prohibit the advertising of food products and seeds that are genetically engineered unless the advertisement contains a statement disclosing the fact that the product has been genetically engineered. This bill differs from previous efforts because it focuses on disclosure and **advertising**, rather than on the **labeling** of the product. Labeling is governed by the federal FDA and GMO products are regulated locally by the Minnesota Department of Agriculture. Advertising, on the other hand, is under the jurisdiction of the Commerce Committee, which is why House Ag Chair was not able to prevent the bill from being heard. The hearing was for informational purposes only and a vote was not taken on the bill itself.

Minnesota FFA Award Winners Build Beef Projects and Life-Long Skills

(ST. PAUL, Minn.) – For Jacob Trebesch of the Sleepy Eye FFA chapter, it all started with an abandoned calf. “I had to take care of it and feed it bottle milk because the cow wouldn’t let the calf have any milk,” said Trebesch. “I really like cattle and raising them from when they are bottle babies.”

Trebesch and Brady Wulf of the Morris Area FFA chapter were named winners of the beef proficiency award area at the Minnesota FFA Convention from April 27-29. Both of these young FFA members have been a part of raising beef cattle their entire life.

Last year, Trebesch raised 12 Holstein steers. He has had to work to earn his share of the facilities on the farm, though. In exchange for doing chores on the family’s farm, Trebesch’s dad allows him to use a couple buildings to house his cattle.

Trebesch has grown his project over the last seven years by building more pens to increase the amount of housing for his animals, and he has definitely learned a lot through FFA.

“Honestly, it really taught me how to keep better records than I would have otherwise,” Trebesch said with a laugh.

His favorite part?

“I sell to a lot of people privately, and they always tell me it is really good meat. That’s what I really like about raising beef.”

Wulf grew up on his grandfather’s renowned family farm, Wulf Limousin, for most of his life. With over 5,500 acres of land, 900 Limousin and Lim-flex cows, a 4,000 head feedlot and 15 employees, Wulf Limousin ranks as a Top 25 Seedstock Producer for the National Cattlemen’s Beef Association.

A few years ago, Wulf’s immediate family decided to move outside of Starbuck to start their own family ranch, as Clear Springs Cattle Company.

They currently steward over 1,500 acres of land and care for approximately 350 cattle of various purposes. Wulf, himself, owns two heifers, but he has been working on his farm for most of his life.

“One of the greatest rewards with my SAE was the self-satisfaction when I completed both my proficiency and state degree application and saw all my hard work finally come together in a final project,” commented Wulf.

With hard work has come a couple of good life lessons for Wulf.



Trebesch



Wulf

“The farm can be difficult. Although some days are a real challenge, it seems whenever I am away, I just want to be back at the farm.”

The National FFA Organization’s beef proficiency is split into two different award areas and is meant to honor work-based learning projects whose career activity excels above that of their peers. Trebesch won the entrepreneurship category and Wulf took the title for placement.

A placement experience occurs when a student works for an agriculture enterprise and for this proficiency area, it must be a beef producer. Many students meet this requirement by working on the family farm. On the other hand, the entrepreneurship category for this proficiency area guides students to own their enterprise, in which there is an efficient production and marketing of beef animals.

Although Trebesch and Wulf were not selected to be one of four national finalists for the award, they have continued to build their projects since the Minnesota FFA Convention last spring. The proficiency award program not only provides an incentive for students to become interested in agriculture, but it also helps build skills for students by asking them to solve real-life practical problems every day during their Supervised Agricultural Experience’s project.

Learn more about the Minnesota FFA and how you can support it by visiting www.mnffa.org



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Special Dairy Sales:
Noon - Second & fourth Tuesdays

Special Feeder Sales:
10 a.m. - Designated Thursdays

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10 a.m. - First & third Saturdays

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DNR Roundtable Review

By Grant Breikreitz – MSCA Cow-Calf Council Chairmen

A DNR roundtable was hosted by the DNR on Friday, January 16th, 2015. The day began with Commissioner Landwehr introducing Governor Mark Dayton who gave the opening remarks. In the Governor's comments, he shared a requirement that all bodies of water will have a 50' grass buffer strip state wide, not exceptions. It is believed that this requirement would add 100,000 acres of pheasant habitat. This recommendation yielded from the pheasant summit held last December. Next, Commissioner Landwehr addressed the entire gathering next. He revisited the pheasant summit outcomes by giving a summary of the gathered data that day. There were 300 residents in attendance at summit, 740 provided on line input prior to the summit. He then gave a power point presentation regarding the past pheasant populations, the populations directly correlate with the amount

of grass land in the state and finally correlations with the latest decline tied to the decrease in CRP contracts due to high grain prices. The results showed pheasant populations that nearly match exactly with the acres of grass.

Improving roadside buffer habitat was discussed regarding state and interstate roads with the knowledge that most township roads are a private easement and not controlled by the state. He discussed the need to provide funding to get private land owner habitat (incentives). The DNR will target funding to convene a steering committee and technical committee by this spring to work on the outcomes from the pheasant summit. These committees will develop the buffer initiative and aggressively promote voluntary AG Water Quality Certification Program.



The funding to do all of this will flow through the Game and Fish fund. The commissioner also stated the need for more state owned land and the need to strengthen grass based agriculture.

The afternoon was divided into 3 consecutive sessions. I tried to attend sessions of importance to MSCA. These sessions were mostly tied to ground water and the importance of monitoring and permitting of new wells. The DNR never once indicated the Ag. sector was causing a problem, but did enforce the fact that agriculture is going to see increased monitoring regarding surface and below ground water monitoring. They are close to having a 20 year data set for groundwater in most areas of the state.

One session gave an update on the wolf issue followed by an update on the moose. The presenter showed that 55% of adult tagged moose death was caused by wolf and made a comment that 75% of newborns were killed by wolf. He then said they DO NOT have a smoking gun as to why the moose population is decreasing!

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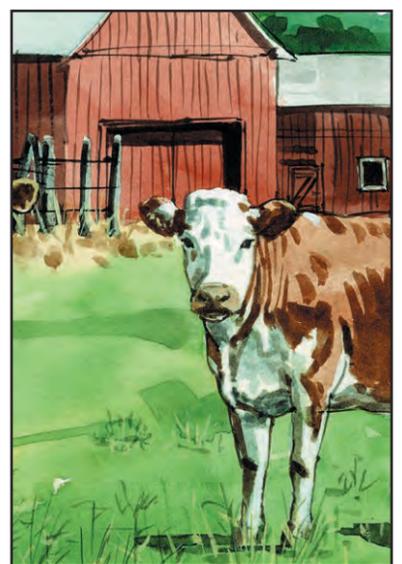


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If you or your organization are interested in hosting a BQA training, please contact Ashley Kohls at the Minnesota Beef Council Office at 763-479-1001 or 612-618-6619 or by email mnbeefbqa@mnbeef.org.

Here's My Beef

By Krist Wollum – MSCA President Elect

Here's my Beef...Recently the dietary guidelines advisory committee came out with what may be there proposed suggestions for the upcoming 5 years. This has struck a nerve for me and countless others I'm sure. This group was given instructions on how to come to their conclusions, in those instructions, I understood they were not to use sustainability in their decision making. The draft that circulated of the intended suggestions had right in it the word sustainable. Another bothering part to me was their continuing disregard to the countless studies and abundant research that has been done to show the health benefits of lean red meat. These suggestions directly affect the way our children and elderly are going to be influenced to change the way they eat. If we want to control childhood obesity, I think it would be better to give our children a good nutritious meal instead of food they may not eat. Let's not have them leave school hungry to go home or stop up town on their way home to grab a bag of chips and a pop to satisfy their hunger. I know, I know, I should teach my kids to eat better, and I do try, but not everyone can get their kids to enjoy a roast beef sandwich and a glass of milk. I guess what I am trying to say is, when did common sense and proven research take a back seat to what someone thinks may be more sustainable. Has anyone truly defined what the meaning of that word is when it relates to the beef industry? To me it does not mean paying absurd prices to ship vegetables to Minnesota because they cannot be grown everywhere all the time. Beef on the other hand is grown in all 50 States. And yes I do realize we need fruits and vegetables in our diet so don't get me wrong. But, eating a 3 ounce portion of lean red meat can provide nearly 50% of our daily value for protein. While only having about 150 calories and an excellent source of 10 essential nutrients. We will be watching for our chance to weigh in with comments on this matter, in the meantime make sure our producers know the work our state is doing. Encourage them to become a member, strength in numbers speaks volumes. This was my opinion and there's my Beef.

My MYBEP Experience

By Rachel Paskewitz – 2014 MN Beef Expo Seminar Heifer Winner

"#28 coming into the ring now, a Purebred Simmental March heifer." This was the one. The one for me. Frakes Pharoahs Dream B03 was beautiful. Before the auction, Dar Geiss asked me which heifers I had in mind and I had a few but #28 stood out like a rose in a field of thorns. Then the bidding started, and my nerves were tense. In about a minute or two, the bidding was over. The bid had went higher than we had hoped, and I had a sinking feeling in my heart. "The bid goes to Dar Geiss in the front row." I couldn't believe it. I just got my heifer! I hugged my best friend who had come to the Beef Expo with my family and was right by my side when all of this happened. I was so excited! Right after that, I found Dar and shook his hand and thanked him. Then I went and found the owners of Frakes Pharoahs Dream B03 outside the ring (I had met them earlier that day) and they said that I could lead her back if I wanted. Of course I wanted to! She was beautiful, she was mine. I still couldn't believe it. To this day, there are still times where I don't believe this is real. I named her Frankie, resembling a girl's name but taking the original owners last name. Throughout the year, I plan to attend seminars on the Beef Industry, keep in close contact with Dar and the Frakes, and attend as many shows as possible. I have already been training Frankie two to three times a month but now as we get closer to show season, I want to make the switch to two or three times a week. I am very busy, especially for a freshman in high school but that's something I take pride in, just like my cattle. Being able to add Frankie to my herd just adds to the experience I will have and what I can teach others about as well. When I get older, I plan to continue my beef herd but at my own house and with my family being able to pass on the knowledge I will have accumulated by then onto my kids. I can't say thanks enough to Dar Geiss, the MYBEP Board and Scott and Bob Franke. You guys have changed my life, and it is something I will never forget.



Submit Material for The Minnesota Cattleman

If you would like to submit any information or advertising for the upcoming issue of the Minnesota Cattleman the deadline for the next issue is March 25, 2015 for the April edition. We are interested in highlights and photos from your local cattlemen's associations and cattle news in your area. Submit information to mnsca@mnsca.org

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Update on MSCA's wolf delisting efforts

Below outlines the efforts of MSCA to restore the delisting of wolves in Minnesota.

On December 19th, 2014, U.S. District Judge Beryl Howell made a decision to immediately reinstate Endangered Species Act protections for gray wolves in Minnesota, Wisconsin and Michigan. Wolves now revert to the federal protection status they had prior to being removed from the endanger species list in the Great Lakes region in January 2012. Meaning, wolves now are federally classified as threatened in Minnesota and endangered elsewhere in the Great Lakes region.

Minnesota State Cattlemen's Association immediately went to work! We made contacts with legislators and key agency leaders, including the Secretary of Interior, Sally Jewel. In our letters, fax's, emails and phone calls we requested support and assistance in urging the Secretary of Interior to immediately appeal the decision of US District Judge Beryl A. Howell that granted a motion for summary judgment vacating the US Department of Interior's action that delisted the wolves in Minnesota, Michigan and Wisconsin. We further requested the appeal include a petition for immediate stay of the order and full reinstatement of the final rule revising the Listing of the Gray Wolf (*Canis lupus*) in the Western Great Lakes (the "Final Rule"), 76 Fed. Reg. 81,666 (Dec. 28, 2011), pending completion of the appeal process. If a stay is granted, the wolf status and population management will return during to the control of the state, as it was prior to December 19th.

The original USFWS recovery plan called for 1,251 to 1,400 gray wolves in Minnesota to meet delisting criteria. The state plan establishes a minimum population of 1,600 wolves to ensure the long-term survival of the wolf in Minnesota. The state's wolf population, which was estimated at fewer than 750 animals in the 1950s, has grown to nearly 2,400 animals. This obviously far exceeds state and federal recovery goals and has led to more conflicts



between wolves and humans, pets, and livestock.

In MSCA's most recent letter to the Department of Interior, Minnesota's D.C. congressional delegation and Minnesota's Governors, Department of Ag and DNR offices, 10 various agricultural and wildlife organizations signed on to show Support and unified front. These organizations included: Minnesota State Cattlemen's Association, Minnesota Milk Producers Association, MN Lamb and Wool Producers, Minnesota Outdoor Heritage Alliance (MOHA), Rocky Mountain Elk Foundation, Minnesota Trappers Association, Minnesota Deer Hunters Association, Minnesota Farm Bureau, MN Association of Wheat Growers, and MN Corn Growers Association. A big thank-you to these organizations for showing their support in the effort to return the management of the wolf population to the state of Minnesota.

MSCA will continue to stay in contact with key influencers and decision makers up to the appeal deadline of February 16th. Our next step will be to solicit support from the MN delegation in D.C. for congressional action to federally re-instate the USFWS order to remove the grey wolf from the Federal Endangered Species list.

2014 Minnesota Cattleman Publication & Advertising Opportunities

Minnesota State Cattlemen's Association
23722 230th St.
Hutchinson, MN 55350
mnsca@mnsca.org * (612) 618-6619

Minnesota Cattleman® Newspaper

The Minnesota Cattleman® is the official publication of the Minnesota State Cattlemen's Association. The newspaper is published in tabloid version (17" by 11") six times during the year and is sent to all members, with a current circulation of 1,300 families & businesses.

Publication Months	Advertising Deadline
February	January 28
April	March 25
June	May 27
August	July 29
October	September 23
November	October 21

Full Page: \$600 (Max width=10 1/2, Max height=14 1/2)

Half-Page: \$300 (Max width=10 1/2, Max height=7)

Quarter-Page: \$200 (Max width=5, Max height=7)

Eighth-Page: \$100 (Max width=2 1/2, Max height=3 1/4)

Product Ad Inserts

Advertiser supplied inserts can be included in an edition of the Minnesota Cattleman®. The cost of inserts start at \$400.

Advertising Discounts via Minnesota Beef Alliance

Businesses and organizations that are part of the Minnesota Beef Alliance enjoy advertising discounts in addition to discounts on events throughout the year, including the Summer Tour, Annual Convention, and opportunities to insert coupons and conduct direct mailing to our membership. This is an excellent opportunity if you plan advertise throughout the year and support the association. Contact www.mnsca.com for additional information.



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Convention... continued from page 1

President-Elect and Mike Landuyt of Walnut Grove to Vice President. During Advisory council meetings, Grand Breikreutz of Redwood Falls was elected as chair of the cow-calf council and Richard (Dick) Pesek of Tauton was elected as chair of the feeder council. New leadership contact information can be found on page 2 and on the MSCA website. (www.mnsca.org)

"I couldn't be happier with our new Executive Board," Nolte stated. "I feel we are all on the same page and look forward to improving our membership and communications in 2015," he added. "I Plan to stay fully engaged with key government agencies like the MPCA, DNR and NRCS to continue to build a friendly environment for our industry in Minnesota.

The newly formed MSCA Jr. Association also elected leadership to help build their organization in 2015. Calvin Oberg of Ulen was named chairmen with Karlie Breikreutz of Redwood Falls as Vice-Chair.

MSCA... continued from page 8

and free markets. We also believe APHIS needs to stay committed to ensuring the continued health and well-being of the United States cattle herd and to producing safe and wholesome beef products for consumers.

The Minnesota State Cattlemen's Association (MSCA) is a membership-based organization that represents cattle farmers and individuals who are part of the cattle community in Minnesota. The organization currently represents over 1,000 members from all segments of the beef community.

Wencel Named 201 CattleWoman of the Year

Linea Wencel

It takes a variety of people to make a successful organization such as the CattleWomen. What would the CattleWomen be without its members. Certainly it would not be able to do promotion and education programs or support the activities of young people without members. It takes people willing to take on leadership roles, and people who take on the everyday duties that run the organization.

Our 2014 CattleWomen of the Year is one of our members who has made a commitment to the CattleWomen and fulfills her commitment every year. She has been a member since 2008. She is one of those people in the background that support and do the day to day work that keeps the association's purpose alive. As a member, she has taken on a couple of different roles. She has helped out with the Minnesota a Beef Ambassador Contest and promoted the cattle industry at the Minnesota State Fair Moo booth. As Beefman chairman she had the pleasure of working with our mascot and ensuring he made his public appearances. Currently serving as our membership chairman, she has initiated mailing of membership applications to members and potential members. She keeps an updated list, and email list for all members. Sounds like a mundane task, doesn't it, but without someone there consisting communicating with members, and new members, the association will lose the ability to function.

2014 Minnesota CattleWomen of the Year, Linnea Wencel. Linnea started her beef promotion activities as the LeSueur County Beef Princess. She earned a degree from University of Wisconsin, River Falls in Agricultural with a minor in Dairy Science and Food Science. She continues in hands on agricultural with her husband Wayne in Steele County. Together they run a 500 acre organic dairy and crop farm raising corn, soybeans, alfalfa, rye, black beans and sorghum. They milk 110 Holstein cows and raise around 100 head of young stock. They are also raising 3 young children, Jayden, Cameron and Allison. Linnea works in Blooming Prairie at the vet clinic as a vet tech. When she has free time, she likes to spend time with her sister quilting. She also spends time with her sister and sister-in-laws several times a year working on their children's scrapbooks.

Linnea's dedication and hard work for the Minnesota CattleWomen is very much appreciated. She is very deserving of this recognition.



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