MSCA Summer Tour Highlights Diverse Ag. Community

The Minnesota State Cattlemen’s Association held their Annual Summer Beef Tour and Trade Show at the McLeod County Fairgrounds on Tuesday, July 21st.

Over 800 cattlemen & women, cattle industry professionals, community members and consumers from multiple states attended the annual tour and trade show. The tour featured three innovative family beef farms, a progressive family dairy farm and a stop at the Cashwise Foods Meat Department. Attendees had the opportunity to interact with each farm owner, while learning how their farm functions and succeeds. Farm highlights included production practices, progressive genetics, rotational grazing, cattle marketing strategies, and innovation within the beef industry. Cashwise Foods meat department highlights included how beef is marketed in stores, consumer buying trends and what the consumer is asking before purchasing beef at the meat counter. The tour concluded with livestock handling expert and Montana rancher, Curt Pate, demonstrating cattle stockmanship, low stress cattle handling and BOA best management practices at the fairgrounds.

The Minnesota State Cattlemen’s Association would like to thank the Schaefer, Polzin, Landwehr and Schiefelbein families for opening their farms, as well as Cashwise Foods for sharing the inner workings of the meat department with our tour attendees. A special thank-you to all of the vendors, business and volunteers who make this event an annual success.

Governor Dayton Takes Executive Action, Reinstates Board Similar to Recently Dissolved MPCA Citizens Board

Only a few short months after Governor Mark Dayton signed a bill the effectively dissolved the MPCA Citizens Board, he has taken executive action to reinstate a similar board to advise in environmental regulatory decisions. Like the old board it will also advise the Pollution Control Agency on reviews, permitting, rule making and variances to rules. Unlike the old board, it will not have the ability to approve or disapprove MPCA decisions or actions. This action has been met with mixed reviews and has left many farmers and Minnesota citizens frustrated.

Executive Order 15-15, signed August 4th, by Governor Dayton, creates the Governor’s Committee to advise the Minnesota Pollution Control Agency (MPCA). It will be chaired by the Commissioner of the MPCA and include eight citizen members serving four-year terms. It will meet on a regular basis to guide the direction and enforcement of the state’s environmental protection laws.

“As regulators make decisions, and enforce our state’s environmental protection laws, Minnesota citizens need and deserve a seat at the table,” said Governor Dayton. “I am proud to sign this Executive Order today, and look forward to appointing a group of qualified, committed citizen leaders to carry out this important work.”

The Committee will provide recommendations and advise the MPCA Commissioner in four main areas, including:

• Reviewing scoping and adequacy of environmental review documents including environmental assessment worksheets and environmental impact statements;
• Issuance, reissuance, modification, or revocation of certain permits;
• Adoption or revision of agency rules; and
• Requests for a variance from an agency rule.

“Citizen engagement is important for transparent and deliberate decision making,” said Pollution Control Commissioner John Linc Stine. “Ensuring citizens have a voice in how our laws are enforced greatly enhances our efforts to protect and improve the water we drink, the air we breathe, and the land and resources we all depend on to maintain a high quality of life in Minnesota.”

Looking for an opportunity to serve on the MPCA advisory committee? Governor Dayton encourages Minnesotans to apply to serve on the Committee, by submitting an official application through the Open Appointments process. The Open Appointments process is coordinated by the Secretary of State’s Office, which is required to publish a list of vacancies every month and send applications to the appropriate appointing authority.

Source: http://mn.gov/governor/newsroom/pressreleasedetail.jsp?id=102-169383
I would like to thank the Minnesota State Cattlemen on a successful Summer Tour! This was a great time to learn about different farming practices, beef products marketing strategies, and re-connect with friends from across the state.

A american National Cattle-Women Association is facing some changes. The organization developed a taskforce of ANCW leaders with the goal of developing a recommendation for the future direction of the organization. The task force is currently discussing the vision of the organization as it relates to its current partnerships, relationships and affiliations as well as how the organization can best support and bolster women in the cattle industry. Details regarding the changes will come when made available.

The purpose of the M innesota Cattlemen’s A ssociation is to promote the beef industry, share nutritional and food safety information and encourage the development of youth who are engaged in the cattle business. One of the ways members achieve this mission is participating in the M oo Booth at the Minnesota State Fair on Saturday, August 29. Members will engage fairgoers throughout various activities to educate them about the Minnesota State Fair.

I would like to start by thanking A shley and her crew for putting together another very successful summer tour. Every tour is different and each host group tries to highlight what we do in production agriculture with the different land and resources we have available to us. It is a great opportunity for us to see how quickly the land use changes from one area to another in this state. This is why the MSCA has region directors throughout the state so we can help make the proper decisions as an organization leading and protecting our industry.

It was great to see so many producers at our last quarterly meeting expressing concerns from different areas represented. The M SCA board has heard these concerns and is actively working to get meetings set up with the different agencies involved at our state government. We hope to get the results needed so that we can know what we know and do something as a chosen profession. Thank you to those who attended and shared your concerns. This, to me, is one of the main reasons to be a member of the M SCA; we are representing the producers in the state to the best of our ability.

I would like to thank American Foods for their donation toward the Farm Fest event and to also thank all the producers who come and volunteer their time to help serve meals during the Summer Tour. The tour continues to be an opportunity for learning and Fellowship for farmers, ranchers and industry stakeholders. Congratulations to this year’s organizers and tour stops on a great tour. Finally, thank you to all the passionate and enthusiastic people that volunteered at Farmfest. We had what I would consider to be our best year to date. This would not be possible without all your support.

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Don’t Forget to Renew Your Membership!
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. As we continue into 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 you can continue having cattlemen working for cattlemen! (See membership form on back page)

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: complimentary registrations to state convention and a $200 gift card; 20 members: two complimentary registrations to state conventions, $200 gift card and a plaque; 25 members: two complimentary registrations to state conventions, $200 gift card, plaque and two nights stay at state convention.

“Managing livestock losses to predators”

The USDA Wildlife Services Program will be hosting a workshop examining the practical application of non-lethal methods as a means of reducing livestock losses to predators. Some of the topics to be covered include the use of sight and sound deterrents, use of guard animals and proper carcass disposal to reduce predation. Attendance is free and refreshments will be provided. Registration is not required but is encouraged, by calling 218-327-3350. The workshop will be held at the Bemidji Eagles Club, (east entrance) at 1270 Neilson Ave. SE, Bemidji, from 8:30 to 3:30 on Wednesday, September 23rd.

Minneapolis 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
- A. rex M manufacturing
- Select Sires

Upcoming Events/Important Dates

- August 29: MSCA Quarterly Board of Directors Meeting, 9:30 am, Coffey Hall, U of M St. Paul Campus
- September 23: USDA – Wildlife Services “Managing Livestock Losses Workshop”, Bemidji, MN (See below)
- December 3-5: M N Cattle Industry Convention & Trade Show - Grand Casino, Hinckley, MN

2016 Events:
- July 11 & 12, 2016 - M S Cattle Quarterly Meeting and Summer Tour - Canby
- December 1st - 3rd, 2016 - MN Cattle Industry Annual Convention & Trade Show - DoubleTree Hotel, Bloomington, MN

Predator–Livestock Conflict Management Workshop:
Managing Livestock Losses to Predators
Sept. 23, 2015 8:30 am – 3:30 pm
Bemidji Eagles Club, Bemidji, MN

Any livestock producer can experience losses from predators...

Learn about:
- Non-lethal methods to prevent or reduce livestock losses to predators, including the use of guard animals
- Animal husbandry methods including carcass disposal options
- Sight and sound predator deterrent tools

Offered by the USDA Wildlife Service’s Minnesota program, this workshop will examine the practical application of nonlethal methods, to augment lethal methods, as a way to reduce livestock losses to predators.

No charge for the workshop. Refreshments provided.

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Bemidji Eagles Club, (east entrance) at 1270 Neilson Ave. SE

Speakers from:
- USDA APHIS Wildlife Services
- Minnesota Department of Natural Resources
- Minnesota Board of Animal Health

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MBC August Update

By: Royalee Rhoads, Director of Industry Relations

TV Beef Segments
Throughout the months of May and June, the Minnesota Beef Council has had 5 TV appearances total with a presence on all TV stations in the Twin Cities Metro. The TV segments provided an opportunity to recognize our 2015 Retail Beef Backer Big Steer Meats and also educate consumers on how to select the best steaks for Father’s Day and 4th of July. Big Steer Meats appeared on Twin Cities Live (KSTP Channel 5), as well as WCCO-TV. Additionally, we were also able to recognize our 2015 Foodservice Beef Backer Seven Steakhouse and have them demonstrate summer grilling recipes and the concept of cooking once, but eating twice with meal solutions. Seven Steakhouse appeared on KARE 11 and Fox 9. Lastly, to enhance our partnership with the Twin Cities Burger Battle we featured an “Unofficial Burger Battle” on Twin Cities Live in May to promote the event. Tune into Twin Cities Live daily from 3-4 p.m. during Aug. 6-21 for the 12 Days of Grilling with the MN Beef Council.

Team BEEF
In June, the Minnesota Beef Council hosted a Kick-Off Event at 2014 Beef Backer Winner Gianni’s Steakhouse for Team BEEF. During the event, Team BEEF members had the opportunity to hear from our guest speaker, Rasa Troup a registered dietitian, as well as a Certified Specialist in Sports Dietetics and 2008 Beijing Olympian who provided the team with a great presentation on the importance of beef and protein as part of your training diet. We also had our second sponsored race on June 20th at the Kids Against Hunger 5K and 10K in Minneapolis. The MN Lifetime Fitness 5K Torchlight run on July 22 was the third race Team BEEF Minnesota participated in. In the coming months, team members will be finishing up the racing season with participation at the Stockyard Days run in August and Twin Cities Marathon Weekend in October.
Minnesota Beef Council Update
August 2015

Minneapolis Farmers Market

On Saturday July 11th, the Minnesota Beef Council partnered up with Ross Sveback for the Market Talk program at the Minneapolis Farmers Market. Ross is a lifestyle expert who has been featured in VOGUE, Delta Sky Magazine and close to home on FOX 9 and KARE 11. Ross demonstrated how to make a delicious Bloody Mary Marinated Flank Steak Salad that was so tasty it could convert any Bloody Mary lover to stop drinking and start eating. The market talk featured a flank steak from Bar 5 Farms, a vendor at the Minneapolis Farmers Market. Flank steak is an affordable and versatile lean cut of beef. This recipe is a great cook once, serve twice meal idea. The tasty flank steak leftovers make for a great protein source in a frittata for breakfast, steak sandwich for lunch or a salad with grilled veggies and greens for dinner. Here’s the recipe, enjoy!

Advertising Campaigns

Minnesota Beef Council is currently participating in a national advertising campaign that started in May and will run through the summer. This campaign will be run through Google and Bing search engines.

To continue our efforts of emphasizing the nutritional benefits of beef to health and fitness enthusiasts, the Minnesota Beef Council is excited to partner with the Minnesota Lynx WNBA team to promote beef using digital advertising tactics to consumers throughout the upcoming Minnesota Lynx season, which runs June through September. Be sure to check out the Lynx Line E-Newsletter, Lynx Website and Lynx Facebook page over the next few months. We are looking forward to promoting beef through this new partnership!

Flank Steak Salad

Ingredients
- 2 (11 oz.) flank steaks
- Kosher salt
- 2 tsp. (packed) light brown sugar
- 1 tsp. paprika
- 1 tsp. cayenne pepper
- 1/4 tsp. freshly ground black pepper
- Vegetable oil (for brushing)

Salad
- 1 cup thinly chopped red onion
- 2 lb. cherry vinegared, chopped
- 2 lb. colorful cherry or grape

Instructions
- Make Marinade: In a small bowl, whisk together all ingredients except meat. Pour 1/2 cup marinade over meat and cover. Refrigerate 3-5 hours.
- Heat grill to medium-high heat. Grill meat for 8-10 minutes, turning every 3 minutes. Add vegetables, roll up, and serve.

For salad:
- Mix all ingredients in a large bowl. Let marinate 10 minutes, tossing often. Add vegetables, roll up, and serve.
- While meat is cooking, marinate 2 lbs. cherry vinegar, olive oil, and marinade mixture in a medium bowl. Stir well. Add to bowl with marinated meat to coat. Season with salt and pepper. DO AHEAD: Can be made 4 hours ahead. Cover, chill. Cut steak crosswise into 1/4”-thick slices. Serve salad with steak.

Minnesota Beef News & Notes Radio Program

Minnesota Beef Council in conjunction with the Minnesota State Cattlemen’s Association, Minnesota Corn Growers and the University of Minnesota Beef Team are collaborating on a producer communication feature segment called the ‘Minnesota Beef News & Notes’ program. This 2-minute segment will highlight checkoff funded activity, beef research and industry information relevant to producers. The program will be aired on the Linder Farm Network, Red River Farm Network and various independent stations weekly during their farm reports.

Here is where and when you can find the radio program in your area:
- Linder Network – Mondays at 12:45 p.m.
- Red River Farm Network – Wednesdays at 12:35 p.m.
- KASM (Albany) – Mondays at 12:20 p.m.
- KDHL (Faribault) – Tuesdays at 6:00 a.m.

Grown in the USA Event

The Riverfront Hy-Vee store in Mankato, MN had a “Grown in the USA” event on Friday, July 10th from 2-6 pm to promote local farmers and their products! This event was held so consumers could connect with farmers, local vendors and commodity groups to help answer their questions on farming practices, animal care and discussing the importance of buying local. Hy-Vee as a corporation promoted “Grown in the USA” the whole month of July.

Bob Nelson visiting with consumers.
Wild Parsnip

Source: Nathan Winter, University of Minnesota Extension

Wild parsnip (Pastinaca sativa) continues to spread throughout Minnesota. This plant is considered an invasive species and the Minnesota Department of Agriculture considers it a prohibited noxious weed on the control list. Prohibited noxious weeds must be eradicated or controlled in accordance with the Minnesota Noxious Weed Law (MN Statutes 18.75-18.91). This law defines a noxious weed as an annual, biennial, or perennial plant that the Commissioner of Agriculture designates to be injurious to public health, the environment, public roads, crops, livestock, or other property. This weed is on the same prohibited noxious weed list as Canada thistle (Cirsium arvense (L.) Scop.).

According to extension.org, the Minnesota Department of Agriculture, and the Ohio Perennial and Biennial Weed Guide, wild parsnip is a biennial/perennial herb that can grow up to 5 feet in height. Most often this plant is a biennial and is typically 3-5 feet tall. Leaves are alternate (1 leaf per node), compound (5 to 11 leaflets), and branched with jagged teeth. Leaflets are yellowish-green, shiny, oblong, coarsely-toothed, and either mitten- or diamond-shaped. Flowering occurs from May to June, when hundreds of yellow flowers develop. Flowers are arranged in an umbel. Fruits are dry, smooth, slightly winged, and flattened on back. Fruits each contain two seeds, which are dispersed in the fall. Wild parsnip reproduces through seed. Wild parsnip is native to Eurasia and occurs in sunny areas with varying degrees of soil moisture. Typically, this plant is found in ditches and in perennial non-cultivated landscapes. Some similar species that look similar include golden alexander and giant hogweed.

According to the University of Minnesota Extension Wild Parsnip publication regarding toxins and toxicity, wild parsnip may contain chemicals called furanocoumarins. There is toxicity during all growth stages of the plant, when eaten fresh or dried in hay. High concentrations of furanocoumarins have been founds in the seeds as well. The toxic dose of other plants known to accumulate furanocoumarins has not been established either.

Severe sunburn (photosensitivity) occurs in people and animals ingesting furanocoumarins if they are exposed to UV light after ingestion. Sunburn occurs after ingestion due to the furanocoumarin circulation in the blood vessels just below the skin. The UV light exposure is almost always from the sun. Severe sunburn occurs on the white or other light skinned areas, but not the black, brown, or other dark skinned areas, because melanin in the dark skin absorbs... continued on page 7
Independent, Third-Party Feedlot Audits – The Wave of the Future?

By: Jennifer Garreau – Feedlot Magazine

A growing number of beef consumers are looking for something more than just flavor and value, they want to know that the beef they are feeding their children is safe, wholesome and humanely raised.

In order to meet consumer demands, Rob Eirich, University of Nebraska Extension Educator and Nebraska Beef Quality Assurance (BQA) Director believes processors, feedlots and producers should be prepared to see independent, third-party audits that are currently optional become more important and possibly mandatory in the future.

“Audit is the official examination that verifies something,” said Eirich at the Beef Feedlot Roundtable meeting in Bridgeport, Neb. “We shouldn’t feel threatened by that. If we are doing everything we are supposed to, the audit just verifies that we are producing the product we say we are.”

“We want the auditors to verify we are using the best care and management of the animals we produce. Consumers continue to want more information about how their food is produced. They want to know how and where their beef is raised. They want to know it is wholesome and safe, and that they are getting a quality beef product,” he said.

Who are these consumers? McDonald’s recently announced that by 2016, all of the beef they serve will come from sustainable producers. Tyson Foods has also required all of their suppliers to have third-party audits. WalMart, JBS and Cargill are considering implementing similar policies.

Audits evaluate if processors are obtaining their beef from a verifiable, reliable source and if feedlots and producers are using the 2009 revised BQA best management practices adapted from The Cattle Industry’s Guidelines for the Care and Handling of Cattle.

Feedlots can schedule audits in advance and usually have two weeks prior notice and are given a list of required documentation. The guidelines state that audits should only be scheduled under normal operating conditions and not during extreme weather or during disease outbreaks.

“When they come, they will want a daily schedule to see first-hand how the cattle are handled. They will want to watch how the cattle are loaded and unloaded and how they are processed. They will count exactly how many cattle there are” said Eirich.

The audit focuses on three main areas – animals, records and documentation of standard operating procedures and facilities and equipment. Auditors will look for animal abuse and neglect, withdrawal and residue avoidance, written protocols and documentation, facility maintenance, feed and water access and cleanliness, chutes and chute operation, stocking rate and space and for the amount of dry area available in pens.

An auditor will watch staff process one hundred head of cattle looking for excessive use of electric prods, cattle stumbling, tripping, jumping or falling out of the chute, cattle vocalization in the chute and how many cattle are mishandled in the chute.

Eirich said one of the most important things feedlots can do to prepare for an audit is to have standard operating procedures written down and on hand. Written protocols and documentation are required for employee training, pen maintenance, care of downers, euthanasia procedures, disease prevention, biosecurity standards, animal disposal, procedures for receiving, storing and handling of medications, broken needle procedures, verification of a veterinarian client relationship, feed delivery records, feed quality standards, medicated feed and supplement procedures, an emergency action plan, and shipping, receiving and processing procedures.

A feedyard cannot fail the audit. Scoring occurs in three categories – “acceptable” meaning that an operation meets guidelines, “needs improvement” meaning that action is required to correct problems and “unacceptable” meaning that immediate corrections must be made.

“It is a goal of the audits to help define the best management practices and educate suppliers in producing high quality beef product for consumers. Eventually, unannounced audits will occur so they know producers are following the standard operating procedures on a daily basis,” said Eirich. “For producers this is part of product integrity which shows their commitment to produce a wholesome, safe and a quality beef product each and every time for consumers.”

The BQA Assessment Guides for feedlots, stockers and cow-calf operations can be found on the BQA website at www.bqa.org.

Save the Date!

2015 Minnesota Cattle Industry Convention.

December 3rd – 5th, Grand Casino, Hinckley.

Special events include:

• The Peterson Farm Brothers

• Zoetis Cattlemen’s College

• Policy Briefing from St. Paul and D.C.

• Cattle industry focused tradeshow

• MSCA, MSCA Jr. Association & M CW quarterly and annual meetings

• Networking with fellow cattlemen & women and industry professionals.

The Peterson Farm Bros are made up of Greg (24), Nathan (21), Kendal (18), and honorary “bro” Laura (14) Peterson. We are siblings who farm together with our parents near Assaria, KS. We produce entertainin g and educational videos on our YouTube channel (ThePetersonFarmBros) and post continuous farming and video updates to our social media pages (Facebook, Twitter, and Instagram). Ever since we began producing content, we have continued to realize a need to inform people about what we do in farming and agriculture as a whole. There are many misconceptions about modern day farmers and we feel it is our calling to help correct some of those misconceptions. A side from our production on social media, we travel around the country to perform and speak on advocating for agriculture. We also blog about misunderstood topics in agriculture and open up our farm for tours. Through all of this we hope to educate the general public on where their food comes from and what a real Midwest family farm looks like!

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 September 23rd for the October 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
Scholarships Available!
The Minnesota State Cattlemen's Association, in conjunction with the Bottem and Jensen families, have 3 scholarships available to deserving animal science, agriculture or agronomy students. For application forms and submission instructions, visit www.mnsca.org/scholarshipsandawards.php. Winners of the Reid Mason and Dennis Bottem Scholarships will receive their scholarship at the 2015 MSCA Annual Convention in Hinckley, M.n.

Reid Mason Memorial Scholarship $500 – Eligibility Criteria
- Parent or guardian must be a member of the Minnesota State Cattlemen's Association
- National Cattlemen's Beef Association
- Applicant must be enrolled as a junior or senior in a college or university in Minnesota, North Dakota, South Dakota, Wisconsin, or Iowa.
- Applicant should be majoring in Animal Science with emphasis on beef cattle.
- Applicant must submit with the application:
  - Most recent grade transcript.
  - An essay of not more than 300 words which includes the reasons for pursuing your present education program, career plans, attitude toward agriculture, college activities, and why you are deserving of this scholarship.

- The scholarship application, requested essay, references (one of which must be from a current or former teacher), and grade transcript must be received by November 1st.

Dennis Bottem Memorial Scholarship $500.00 – Eligibility Criteria
- Must be a Minnesota Resident
- Applicant can be enrolled in either a two or four year Ag program in any college or school in Minnesota, North Dakota, South Dakota, Wisconsin or Iowa.
- Applicant should be majoring in Animal Science or Agronomy
- Applicant must submit with the application:
  - Most recent grade transcript.
  - An essay of not more than 300 words which includes the reasons

Adam Jensen Memorial Scholarship $500.00 – Eligibility Criteria
- The applicant should have completed at least one year of postsecondary education, but consideration will be given to a high school graduating senior if sufficient applications are not received. A current transcript may be requested as proof of attendance prior to distribution of funds.
- The applicant should be actively pursuing a postsecondary education with relevance to Agriculture
- There is not a GPA prerequisite for scholarship award.
- It is recommended, but not required, that the applicant as an individual or their family be associated with a local cattlemen’s association or the Minnesota State Cattlemen’s A association.
- A applicants who are actively involved in the cattle industry to any degree will be given strong consideration
- A applicant, along with completed application, must submit a short essay on a topic of their choice in relation to the beef industry. The applicant should be prepared to present this essay at the Redwood Area Cattlemen’s A association Annual Meeting.
- A application must be received by November 1st.
The U.S. beef industry has faced enormous challenges since the turn of the century. Droughts, record-high feed prices, record-low cow numbers and an increasingly burdensome regulatory environment have made it difficult for even the most committed and financially stable industry stakeholders. Fortunately, the tide is turning. Domestic beef demand has increased each of the last four years, all classes of cattle and calves are trading in significantly higher trading ranges than ever before and the U.S. cow herd is beginning to grow. Additionally, growth in the global middle class coupled with U.S. beef producers’ skill in producing high quality beef has resulted in increased export demand with beef exports adding more than $300 per head in value. The future holds tremendous promise for an industry stakeholders while simultaneously becoming more proactive in managing political and regulatory issues that threaten the overall business climate of beef production. It must also include efforts to ensure beef’s inclusion in dietary recommendations, the exploration of new production technologies, and research and innovation initiatives to support and enhance the business and political climate for beef.

Recognizing the increasingly global landscape of the beef industry, the growing demand among the world’s middle class for high-quality protein, and the need to differentiate beef from competitive alternatives, the group framed the following vision:

“To responsibly produce the most trusted and preferred protein in the world.”

The task force defined the mission of the U.S. beef industry as, “a beef community dedicated to growing beef demand by producing and marketing the safest, healthiest, most delicious beef that satisfies the desires of an increasing global population while responsibly managing our livestock and natural resources.”

A Vision for 2020 – The proposed five year plan is divided into three parts:

1. STRATEGIC OBJECTIVE – Increase the wholesale beef demand index by 2 percent annually over the next five years.

2. PROMOTE AND STRENGTHEN BEEF’S VALUE PROPOSITION

3. PROMOTE AND ENHANCE THE BUSINESS & POLITICAL CLIMATE FOR BEEF

To responsibly produce the most trusted and preferred protein in the world.

- Drive growth in beef exports
- Protect and enhance the business and political climate for beef

Drive Growth in Beef Exports

- Increase Market Access – Advocate for international trade and efficiently gainsubseteq positions to key import markets.
- Aggressive Market Development Initiatives – Launch the beef industry’s next wave of growth.
- Beef Exporter of the Year Award – Highlight excellence in beef export and marketing.
- Beef Promotional Initiatives – Ensure that beef is perceived as a “value-added” product.

Protect and Enhance the Business and Political Climate for Beef

- Manage the Political and Regulatory Environment – Protect the business climate for beef against implementation policies and other regulations that have a negative impact on the economic health of the beef industry, while ensuring that the best possible policies are put in place that are beneficial to the industry.
- Ensure Beef’s Promotion in Dietary Recommendations – Develop a comprehensive strategy for effectively positioning beef as part of a healthy diet in future dietary guidelines.
- Motivate Producers and Stakeholders to engage in Policy Issues – Increase expectation to act and engage beef, dairy, and red protein stakeholders and other industry stakeholders to influence government policies to benefit beef, poultry, and livestock issues.
- R&D and Innovative Beef Production Technologies – Increase the potential impact of R&D, key technologies and crown inasseverances to food technologies which support profitability, efficiency and animal well-being.
- Develop Crisis Management Plans – Actively manage opportunities and update crisis management plans for hot topics and emerging issues impacting the beef industry.
- Sustain Beef’s Unique Value Proposition – Actively build and maintain the unique value proposition of U.S. beef, industry and stakeholder relations, development, and marketing.
- Nourish the Next Generation into the beef community – particularly by the cattleman recruitment & development initiatives.
- Engage Beef Advocates – Develop a proactive and engaged public education strategy that fosters consumer confidence and trust.
- Adopt Animal I.D. Traceability Systems – Support the implementation and adoption of beef I.D. traceability systems.
- Connect and Communicate Directly with Consumers – Ensure that beef is perceived as a “value-added” product.

There is a unique opportunity to build a strong working relationship between the beef industry and the world’s middle class which has tremendous potential to benefit consumers and producers alike. Now is the time to capitalize on this opportunity.

Grow Consumer Trust in Beef and Beef Production

- Enhance Animal Welfare Standards – Arguably critical to内饰ation and recognition that ensure the responsible stewardship of all animals, including cows, calves, bulls, and milking cows.
- Certify and Promote Beef Production Practices – Further the development and promotion of a standard of a worthy and unified beef industry and production practices to address consumer concerns.
- Strengthen Beef’s Value Proposition – Ensure that beef is perceived as the “most trusted and preferred protein in the world.”

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Grow Consumer and Beef Production.

This industry long range plan was developed for the beef, dairy beef and veal industries by a 16-member task force of industry thought-leaders representing all segments. For more information on this and other initiatives please see www.NCBA.org.

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Long Range Plan... continued from page 9

**Protect beef’s image.**

- **Promote and strengthen beef’s value proposition**

  This strategy is designed to revolutionize beef merchandising, invest in research to communicate beef’s nutritional benefits and capitalize on media technologies to communicate beef’s value proposition and connect directly with consumers. Furthermore, the industry must effectively respond to consumer-based market signals with product improvements and increased production efficiencies while continuing an industry-wide commitment to measuring, improving and communicating progress in beef industry sustainability.

  While many other strategies and initiatives could be added to this list, the task force fully recognized the limited resource base within the beef industry and recommends that industry organizations focus those limited resources on making measurable progress on the most impactful initiatives.

**Purpose of Plan**

The United States Beef Industry is a highly diverse and segmented industry. Thousands of affiliated businesses including suppliers, veterinarians, packers and processors work alongside more than 600,000 beef and dairy operators to produce, process and market more than 24 billion pounds of beef valued at nearly $100 billion annually. While the diverse tastes and preferences of domestic and foreign consumers, coupled with a wide variety of production methods, offer a vast array of business models and marketing opportunities, some issues impact all stakeholders’ ability to profitably produce and market beef while managing resources responsibly and sustainably.

Every five years, the beef industry develops a long range plan. The purpose of this plan is to develop strategies that focus the energy and efforts of beef industry stakeholders by surveying the market environment, assessing the industry’s resources and capabilities, and identifying current/potential opportunities and threats. The usefulness of this plan extends far beyond industry organizations, but it is expected to provide specific guidance to the leaders of the sponsoring entities - including the Cattlemen’s Beef Board, The Federation of State Beef Councils and the National Cattlemen’s Beef Association. While this plan uses the terms “beef industry” and “beef community”, it is meant to be inclusive of the beef, veal and dairy segments.

This long range plan is designed to help achieve specific goals by focusing the work of beef industry stakeholders and identifying the fundamental strategies that must be executed to sustain and strengthen the United States beef industry. Additionally, this plan provides directional guidance into some of the strategic initiatives that industry organizations should pursue over the next five years (2016-2020), without being too prescriptive in terms of the specific tactics that could be used to achieve strategic goals and objectives.

Not only will the sponsoring organizations use this plan to create their budgets and annual plans of work, but the task force expects allied industry partners and other stakeholders will seek opportunities to align their individual business plans with this long range plan and find ways to support the specific industry-wide strategies and initiatives outlined in this document.

**Long Range Plan Task Force**

The Long Range Planning Task Force was comprised of the following industry leaders representing the entire beef value chain: Jerry Bohn, General Manager, Pratt Feeders LLC; Kim Brackett, Owner/Operator, Brackett Ranches; Tom Brink, Owner/Operator, Top Dollar Angus, Inc.; Donnell Brown, Owner/Operator, R.A. Brown Ranch; John Butler, CEO, Beef Marketing Group; Barry Carpenter, CEO, North American Meat Institute; Lynn Delmore, PhD, Meat Safety and Quality Consultant and Adjunct Professor; Barbara Stevenson Jackson, Owner/Operator, Animal Health Express and Red Rock Feeding Company; Molly McAdams, PhD, Retail and Food Industry Consultant; Kevin Pond, PhD, Department Head, Animal Sciences, Colorado State University; Billi Risheh, Owner/Operator Risheh Angus; Don Schiefelbein, Owner/Operator, Schiefelbein Farms; Brad Scott, Owner/Operator, Scott Brothers Dairy; Eric Smith, Owner/Operator, Xtra Ranch; Tim Starks, Owner/Operator, Cherokee Auction Market; Jay Theiler, Executive Director, Marketing, Agri Beef Company; John Butler and Don Schiefelbein served as co-chairs of this task force.

The task force considered input from a variety of industry experts and, applying their own industry knowledge, participated in a rigorous planning process to craft a plan that provides both direction and focus to the beef industry. While there are many strategies that could be pursued that would strengthen the beef industry, the task force was cognizant of the limited resources currently available to the industry and recommends that organizations focus their resources on making measurable progress on fewer, more impactful initiatives.
"Anyone considering a new confinement cattle-feeding facility should have a look at this valuable report!"

Dr. Alfredo DiCostanzo  
Animal Science Professor at Univ. of Minn.

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H.R.1599 - Safe and Accurate Food Labeling Act of 2015
Rep. Mike Pompeo (R-KS-4)

This bill amends the Federal Food, Drug, and Cosmetic Act to require the developer of a bioengineered organism intended as food to submit a premarket biotechnology notification to the Food and Drug Administration (FDA). A “bioengineered organism” (commonly called a “genetically modified organism” or “GMO”) is a plant or part of a plant that has been modified through recombinant DNA techniques in a way that could not be obtained using conventional breeding techniques.

The premarket notification must include the developer’s determination that food from, containing, or consisting of the GMO (GMO food) is as safe as a comparable non-GMO food. For the GMO to be sold as food, the FDA must not object to the developer’s determination. If the FDA determines that there is a material difference between a GMO food and a comparable non-GMO food, the FDA can specify labeling that informs consumers of the difference.

A food label can only claim that a food is non-GMO if the ingredients are subject to certain supply chain process controls. No food label can suggest that non-GMO foods are safer than GMO foods. A food can be labeled as non-GMO even if it is produced with a GMO processing aid or enzyme or derived from animals fed GMO feed or given GMO drugs.

The FDA must allow, but not require, GMO food to be labeled as GMO. The FDA must regulate the use of “natural” on food labels.

This bill amends the Agricultural Marketing Service to establish a program to certify non-GMO food. This bill preempts state and local restrictions on GMOs or GMO food and labeling requirements for GMOs, GMO food, non-GMO food, or “natural” food.


M N Roll Call:
Ayes:
Emmer
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Noes:
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Tamental Marketing Service to establish a program to certify non-GMO food.
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Water Quality Certification expands to farms across Minnesota

Farms large and small take advantage of expanded program

Farmers across Minnesota are now taking advantage of a state program that celebrates and ensures protection of the state’s water resources. With the help of a five-year, $9 million award from the U.S. Department of Agriculture and legislation enacted earlier this year, the Minnesota Agricultural Water Quality Certification Program (MAWQCP) is formally transitioning from four pilot areas to being available to any agricultural producer statewide.

“The Ag Water Quality Certification Program allows conservation and agriculture to work hand in hand,” said Commissioner of Agriculture Dave Fredericksen. “We’ve seen that happen in our pilot areas and we’re excited to offer this opportunity to all Minnesota producers and landowners.”

One producer anxious to take advantage of the new statewide program is Eric Sannerud of Mighty Axe Hops. Sannerud farms about six tillable acres of his great-grandfather’s farm near Ham Lake, Minnesota. The farm has decreased in size over the years due to urban and highway expansion. But Eric wanted to find a way to be profitable while continuing to work the fourth generation on his family’s land.

Hops was the specialty crop he chose because they require a smaller number of acres and once established could have a higher return than crops like berries or apples. Since there are few rules and standards to the methods used in the relatively new Minnesota hops industry, the MAWQCP allows Sannerud to demonstrate his commitment to sustainability while achieving profitability.

“At Mighty Axe we’re very intentional about our practices,” said Sannerud. “It is important for us to have our practices be recognized and it is awesome that there is a program we can use to communicate what we do.”

Sannerud’s Mighty Axe Hops is the 47th certified farm in Minnesota, and the first outside of the pilot areas. To date, the Ag Water Quality Certification Program has certified 28,894 acres and added 154 areas and we’re excited to offer this opportunity to all Minnesota producers and landowners.

John Mages’ corn and soybean farm near Belgrade, Minnesota can be counted among those certified acres. Mages took advantage of the certification program during the pilot phase. He served on the Middle Sauk River pilot area program advisory committee and wanted to get certified to see how the process worked.

“I wanted to participate in this program because it provided the chance to look over my fields and make some management decisions to make things better,” said Mages. “It was a fairly easy process and my Soil and Water Conservation District looked over each field and our crop rotations to determine the best practices for water quality.”

Mages has implemented additional buffer strips, conservation tillage, integrated pest management and tile intake protections on his farm.

According to MDA Assistant Commissioner Matthew Wohlman, flexibility is key to the Minnesota Agricultural Water Quality Certification Program’s success.

“No matter how large or small the operation may be, whether they are conventional or specialty, all farmers and landowners in Minnesota can take advantage of the certification program,” said Wohlman. “The program, through an online assessment tool and personal visits by a certifier, can look at each operation and field to determine what enhancements can best benefit Minnesota’s water quality.”

Minnesota’s Agricultural Water Quality Certification Program was designed by an advisory committee of independent stakeholders and implemented by the Minnesota Department of Agriculture (MDA) in partnership with the Minnesota Pollution Control Agency, the Minnesota Board of Water and Soil Resources, the Minnesota Department of Natural Resources, the U.S. Department of Agriculture’s Natural Resources Conservation Service, and local public, private and non-profit partners. The program is a voluntary opportunity for farmers and agricultural landowners to take the lead in implementing conservation practices that protect our water. Farmers and landowners who implement and maintain approved farm management practices are certified and in turn obtain regulatory certainty for a period of 10 years.

The MAWQCP certifies farmers and landowners for managing their land in a way that protects water quality through a whole-farm assessment that evaluates:
- Physical field characteristics,
- Nutrient management factors,
- Tile management factors,
- Pest management factors,
- Irrigation and tile drainage management,
- Conservation practices.

Producers interested in becoming certified also receive priority status for technical and financial assistance.

The MAWQCP puts producers together with local professionals and the new on-line field assessment tool to determine where risks to water quality exist on their farm, and empowers them to fix those risks when they’re found, at the same avoiding the expense, time and trouble of applying half-measures or implementing misplaced actions.

Anyone interested in learning more about MAWQCP, the assessment process, or becoming certified should contact the MDA at 651-201-6489 or MDA.MAWQCP@state.mn.us. MDA CONTACT: Margaret Hart, MDA Communications 651-201-6131 / margaret.hart@state.mn.us.


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<th>TREATMENT</th>
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(*TR-10), Sioux County, Iowa. 1360 head of 1500-lb cattle; Temp Range 95 - 103°F.

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Minnesota’s wolf population remains stable
Population estimate similar to past 2 years and remains above state and federal thresholds

Results from the latest wolf population survey show no significant change in Minnesota’s wolf population during the past three winters, according to the Department of Natural Resources.

The latest survey results estimate that within Minnesota’s wolf range there were 374 wolf packs and 2,221 wolves last winter. Although this year’s specific population estimate is lower than the previous winter’s estimate of 2,423 wolves, there has been no statistically significant change in population size during the past three years.

The population survey is conducted in mid-winter near the low point of the annual population cycle. Immediately following birth of pups each spring, the wolf population typically doubles, although many pups do not survive to the following winter.

“Results from the 2015 wolf survey demonstrate that the wolf population remains well established across northern and central Minnesota,” said Dan Stark, large carnivore specialist for the DNR.

Minnesota’s wolf population remains above the state’s minimum management goal of at least 1,600 wolves and is above the federal recovery goal of 1,251 to 1,400.

Although the population estimate was not significantly different from last year, wolf packs observed were slightly larger this winter than in previous years, increasing from an average of 4.4 to 5.1 wolves per pack. Also, wolf packs now appear to be using larger territories, with average territory size increasing from 58 square miles in 2014 to about 73 square miles last winter.

Because white-tailed deer are the primary food source for Minnesota’s wolves, the wolf population tends to follow deer population trends.

“When prey declines, wolves must eventually readjust to the new conditions, which typically means fewer packs and each utilizing a larger territory to meet nutritional demands and sustain a competitive pack size,” according to John Erb, DNR wolf research scientist.

These wolf population parameters are similar to those estimated during the winter survey of 1997–1998, which, like this survey, came on the heels of back-to-back severe winters and a reduced deer population, Erb said.

The DNR’s goal for wolf management, as outlined in the state’s wolf management plan, is to ensure the long-term survival of wolves in Minnesota while addressing wolf-human conflicts. Wolves in Minnesota returned to the federal list of threatened species as a result of a Washington, D.C., federal district court ruling in December 2014.

Visit the DNR website at www.mndnr.gov/wolves to find the full report, an FAQ and an overview of wolf management in the state, including the wolf management plan.

Wolf Delisting Bill Updates - J ohn Hart - USDA-APHIS - Wildlife Service

As of 8/10/15 - In Minnesota there have been 65 wolf depredations on domestic animals so far this year. Minnesota Wildlife Service’s personnel have taken 116 wolves to date in response to depredations on domestic animals.


Sponsor: Rep. John Kline (R-MN-2)

This bill prohibits any wolf of the species Canis lupus in Minnesota, Wisconsin, and Michigan from being treated under any status of the Endangered Species Act of 1973, including as an endangered species, threatened species, an essential experimental population, or a nonessential experimental population.

Each of those states are given exclusive jurisdiction over the management of those wolves within its borders.

Latest Action: This bill has been referred to the Subcommittee on Federal Lands

H.R. 884 - To direct the Secretary of the Interior to reissue final rules relating to listing of the gray wolf in the Western Great Lakes and Wyoming under the Endangered Species Act of 1973, and for other purposes.

Sponsor: Rep. Reid Ribble (R-WI-1)

This bill requires the Department of the Interior to reissue: (1) the final rule published on December 28, 2011, that removed the gray wolf in the Western Great Lakes District Population Segment from the List of Endangered and Threatened Wildlife and that removed the designation of critical habitat for that wolf in Michigan; and (2) the final rule published on September 10, 2012, that removed the gray wolf in Wisconsin from the list and removed the Yellowstone Experimental Protection Area that was established to facilitate reintroduction of the wolf.

Rules reissued under this Act are not subject to judicial review.

Minimum State Cattlemen’s Association/National Cattlemen’s Beef Association

MSCA/NCBA Partnered Membership Application Form

Name ____________________________ Phone ____________________________ Email ________________________________

MN State Cattlemen’s Association Dues ..... $50

Local Cattlemen Association Dues (Optional) ..... $25

Local = NCBA Membership Dues (Optional)

(Select the appropriate classification and add to MN State Cattlemen dues)

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Fair Share is $0.25 per stock cow & $0.125 per stocker/feeder

Individual Supporting Member (non-cattle owner) = $100

Student Membership = $50

NCBA Membership Dues (Optional)

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Total Dues Enclosed This Membership

Address _____________________________________________ Phone ____________________________

City, State, Zip ________________________________

Type of Membership:

□ Cow-Calf □ Feeder □ Cow-Calf/Feeder □ Stocker □ Stocker/Feeder

Method of Payment:

□ Check □ Credit Card □ Invoice Me

Credit Card Type: __________ Card No: __________ Card Code: __________

Card # ____________________________ Expiration Date / __________ Signature

Make Checks Payable To: MSCA/NCBA (No Cash Please)

Return Form & Payment To: MSCA/NCBA Treasurer

23722 230th Street • Hutchinson, MN 55350

Questions Call: (320) 634-6722 or email: mnsca@mnsca.org