



# The Minnesota Cattleman



The Official Newspaper of the Minnesota State Cattlemen's Association



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Volume 18 | Edition 1 | February 2017

## Meet Krist Wollum, MSCA's 21st President.

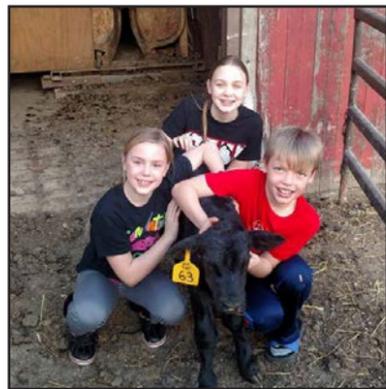
Krist Wollum, is a third generation farmer near Porter, Minnesota and to date, is the only second generation president of the Minnesota State Cattlemen's Association with is dad, Harvey Wollum, serving as president from 1995-1996.



The Wollum family's feedyard is located on the home farm just outside of Porter. In addition to finishing cattle, Krist and his family run a herd of 150 commercial cows and raise corn, soybeans, wheat and alfalfa. Krist farms with his brother, Mark Wollum, and their nephew, Jon Wollum.

Krist feels fortunate to have had the exposure early in his life to experienced leaders in MSCA like his dad. When asked what his goal is for MSCA during his presidency, he sites working on legislative issues both on the state and national level.

"When you can see that what you've been advocating for has been acknowledged legislatively, it give you a sense of accomplishment" he said. "That's one thing we'll (MSCA) continue to champion. Informing legislators that the more regulations they put on us, the harder it is to operate."



Krist and his wife, Kari, have three children, Alicia, 13, Joseph, 10, and Karlie, 7. Kari is owner and operator of Absolute Ink in Canby, which specializes in embroidery and screen-printing. She is also the assistant volleyball coach for Canby High School.

## Dan Anderson Named 2016 Cattlemen of the Year

Annually, the Minnesota State Cattlemen's Association recognizes an individual cattlemans that has demonstrated outstanding leadership and personal dedication to Minnesota's cattle community. Not only is this individual an active member of MSCA, but has also made a substantial contribution to Minnesota's beef cattle community. Dan Anderson of Roseau, Minnesota is a prime example this type of Cattlemen.



Dan and his wife Shireen, along with some of their children at the 2016 Minnesota Cattle Industry Convention.

Dan and his Wife Shireen entered the cattle industry in the mid-1970's. They started with 80 acres that were left to him by his father before graduated and two Herford cows they purchased from their neighbor. As they grew their ranch, they added registered Simmental heifers and eventually decided to add Angus cattle for crossbreeding opportunities. As they grew, other breeds were phased out and now the solely consists of the registered cattle breeds.

Dan and Shireen have worked hard to build the 80 acres they started with to nearly 600 acres of mostly pasture and hay land. Dan quickly realized that land near his ranch was not best suited for row-crops.

"One of the main reasons I started in cattle is the particular area I live in is somewhat marginal land and the beef cattle are what can make the best use of that land. I learned pretty quickly to raise what was best for the farm, which is beef cattle." – Dan Anderson

Their herd has now grown to 65 cows plus additional young stock. Annually, the Andersons have a spring breeding stock where they sell about 20 bulls and around 15 heifers.

Dan can easily be described as a quiet, yet selfless and tireless advocacy on behalf of his fellow beef producers. He began his leadership career with MSCA as the Region 1 director. He is now in his second term as director and takes great pride and responsibility in his duties to serve as a liaison between cattlemen in Kittson, Roseau, Marshall, Pennington, Red Lake, Polk, Clearwater, Norman, Mahnomen, Clay and Becker counties and the state cattlemen's organization.

Dan is MSCA's go-to leader on wildlife-animal interference. Dan serves as the go-to person in his region for issues related to wildlife. The principal issues routinely revolve around wolf and elk management and efforts to minimize beef producer losses. He has, and continues to, lead the effort to bridge the communication gap between the DNR and farmers on elk population issues in Northwest Minnesota. Dan wholeheartedly believes that more elk are a good thing for Minnesota, but he would like to see herds located where the conflict with agricultural assets won't be as great.

**Cattleman of the Year . . . continued on page 14**

## Minnesota Corn Growers Association Named 2016 Beef Industry Service Award Winner

The beef industry in Minnesota depends on the support of agricultural businesses and organizations for the advancement of our industry. The Minnesota Beef Industry Service Award serves as an avenue for us to recognize and thank these groups for their effort to support and grow the industry in our state. Annually, the Minnesota State Cattlemen's Association (MSCA) through the "Minnesota Beef Industry Service Award" recognizes individuals or businesses associated with the beef industry that have demonstrated outstanding leadership and personal dedication to Minnesota's Beef Industry. The purpose of the Minnesota Beef Industry Service Award is to publically recognize and reward these individuals for their substantial professional contribution



Minnesota Corn Growers Association Executive Director, Adam Birr and board member Chuck DeBoer accepted the Beef Industry Service award at the 2016 Minnesota Best of Beef Banquet.

to Minnesota's Beef Industry.

At the Minnesota Best of Beef Banquet, MSCA recognized the Minnesota Corn Growers Association as the 2016 Beef Industry Service Award Winners. With more than 7,000 members, the Minnesota Corn Growers Association is one of the largest grassroots farm organizations in the United States. Working in close partnership with the Minnesota Corn Research & Promotion Council, the Corn Growers identifies and promotes opportunities for Minnesota's 24,000 corn farmers while building connections with the non-farming public. They accomplish this by investing in third-party research that focuses on water quality and soil health, targeted consumer outreach, developing new uses for corn and working to add value to every bushel of corn grown in Minnesota.

Over the past few years, the Minnesota Corn Growers Association has invested nearly \$3 million dollars in research and programs that improve and support of beef livestock in Minnesota. In addition to investing in beef research, the Minnesota Corn Growers Association has supported the Cattlemen's by being a Prime Level beef alliance member since the beginning of the program in 2010, as well as partnering with the Cattlemen's association to purchase a heifer for the MYBEP program at the Minnesota Beef Expo.

Thank-you to the Minnesota Corn Growers Association for all that they've done to support Minnesota's livestock industries.

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NEWS - TIME SENSITIVE MATERIAL

Greetings and Happy New Year,

As I write my first article, I'm hoping everyone had a joyfull Christmas and a great start to the new year.

For anyone that doesn't know me, I live in the southwest part of the state. I am married to my wonderful bride Kari, and we have been blessed with three children, Alicia, Joseph, and Karlie. I operate a feedlot with the help of my brother Mark and nephew Jon. Jon and I also have a commercial stock cow heard that will begin calving in late March. The three of us also crop farm together raising corn beans wheat and alfalfa. If you ever try to thank me for taking on this position, don't be surprised if I tell you to thank these guys instead of me. Without their help I wouldn't be able to attend the meetings and events that will be coming in the next couple years.

Along those lines, I have already been busy trying to get to local meetings as well as making a couple trips to the cities. We have a lot of things going on, with state and national issues. Some bills have already been introduced concerning taxes, health care, and ditch mowing to mention a few here in our state. At the national level we continue to watch the WOTUS, GIPSA, and ESA issues. It will be interesting to see how our new administration will handle some of these issues. Speaking of the new administration, it was a breath of fresh air for me to see that BEEF was on the menu for inauguration day. I'll count that as a small win for our industry. We will also watch what the approach is to our trade issues as these affect our industry very much.

There are many other things coming up. Our next quarterly meeting will coincide with our day at the capital. This will take place on March 15th and is a wonderful opportunity to make contact with our elected officials and agencies. I really believe we are in a unique place politically right now and for the next two years. The voice of rural America has spoken in the last election and I believe the politicians have seen this and know what they need to do for the next election. We as an organization have also been able to become more visible with our growing membership. We've seen more attention given to our association and if we can continue to grow it will show our determination to be heard. So grab a neighbor or maybe a teenager and bring them along to see how this process works. The more boots on the hill the better.

I am also planning to attend this year's NCBA convention. We will be bringing issues to the convention concerning our part of the country. Even though our policy doesn't always align, I was told at one time - if you're not at the table, you might end up on the table. So we will be there to make sure the voices of our region are heard. We will also be supporting Stoney Creek Farms as they receive the Environmental Stewardship Award representing our region. Congratulations to the Breikreutz family.

Thank you for taking the time to read this and even more, thank you for being a member of the Minnesota State Cattlemen's Association! Until next time be safe and take care. Krist Wollum



**KRIST WOLLUM**  
President, Minnesota State Cattlemen's Association

coordinating the collegiate roundtable at the national convention for three years now. This year, we have partnered with the Young Beef Leaders and it is now called the Emerging Leaders Luncheon. I have met so many incredible women and developed so many wonderful friendships all throughout the United States through the MN CattleWomen and ANCW. CattleWomen are always there for me; supporting and encouraging me and of course we have a lot of fun together.

I look forward to seeing where the MN CattleWomen can go in the next two years. We welcome everyone at our meetings and if you have any questions or know of someone who would like to become a part of our wonderful organization, please let me know. I can be reached either by email at royalemn@gmail.com or 952-693-8116.

Beef is what's for Breakfast, Lunch and Dinner.

As I write my first article for the Minnesota Cattleman newspaper, it will become obvious that writing is not my strong suit but we will give it a try.

My name is Grant Binford and I will be serving as your Feeder Council Chairman. My brother, Eric and I with our families, farm together near Luverne in the southwest corner of the state. We operate a feedlot and grow mostly corn for feed and raise some soybeans. Our operation's management duties are split with my brother on the cropping side and I manage the feedlot. We are blessed to have an excellent group of employees, also. My family consists of my wife, Rebecca, who is a stay at home mom to our 3 children, Levi (10 years), Lane (7 years), and Katelyn (3 years). Rebecca will also serve as editor and spellchecker of these articles.

Accepting this position certainly comes on the heels of what has been well over a year of extreme losses to all of us involved in the cattle raising business which also includes our industry partners that also suffer when profits are absent to spend. My short time with your MSCA leadership has shown me that there are efforts underway to try to correct some shortcomings in our marketplace today. The NCBA convention will be held in the first few days of February in Nashville, Tennessee and the MSCA will be co-sponsoring different resolutions to be voted on by membership to hopefully bring some meaningful change to these challenging market forces.

One event to mark on your calendar will be our MN State Cattlemen's Day on the Hill at the Capitol on the 15th of March. I hope you can join us to make our voices heard on topics that affect greater Minnesota.



**GRANT BINFORD**  
Chairman, Feeder Council

Greetings,

Here we are into a New Year. One thing we know with each New Year is that things will change. With the results of the election, we know there are changes ahead. Other things this time of the year that we look forward to is the birth of our next calf crop and also we are all looking forward to breeding season and many of us will be purchasing new bulls.

As with many things in our lives, we do not know what lies ahead in the next year in the cattle industry. One thing that is certain is that the Minnesota Cattlemen's Association will be trying its best to stay out ahead of issues and policy that could affect our ability to grow our beef industry in the state.

Recently representatives from the Minnesota State Cattlemen, Farm Bureau and the Farmer's Union met with some of the key leaders from the University of Minnesota on the Saint Paul campus to discuss the future direction of their Beef research. We shared with them that we have improved our ability to properly manage grasslands through better grazing practices, using cover crops, and also the opportunity to graze more public lands to expand the beef herd in the state. We also stated that there is great interest in our industry by the younger people today. We



**JIM WOLF**  
Chairman, Cow/Calf Council

I would like to thank all the MN CattleWomen for giving me the opportunity to serve as your President for the next two years. My name is Royalee Rhoads and my passion is beef cattle. How does a girl originally from Kansas get involved with the MN CattleWomen?

I moved to Minnesota about nine years ago. One year when I was at the Minnesota Beef Expo, I ended up visiting the MN CattleWomen's booth which started an incredible journey. Thanks to Shari Boyum, I joined the MN CattleWomen and became active by regularly attending meetings and events. These women welcomed me into their group and I decided to become more active at the state level and became Vice President and have been active in the organization ever since.

I have also become involved at the national level. A few years ago, at a regional meeting, I was asked to pick up the ANCW President at that time, Melanie Fowle, from the airport. Melanie asked me where I saw myself in ANCW in five years and I said I would like to get more involved at the national level. She asked me, "how would you like to help with the collegiate's?" Ok. The next year, I was volunteering at the national level and have been



**ROYALEE RHOADS**  
President, Minnesota CattleWomen

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**Minnesota Cattleman**  
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feel like the University people listened to our thoughts, but we also recognize there are many factors in their decision making that are out of our control. We will attempt to stay involved with them to the best of our ability.

Dad always told us “it’s not WHAT you do, it’s HOW you do it”, so I wish you the best through calving season and take the challenges one day at a time. This is a new position for me and it will be a learning experience. I am thankful for the other team members that have assisted me in times past. If any of you have issues you’d like us to address please feel free to contact me.

## MSCA Membership Recruitment 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.

Hello from the MSCA office! As Craig and I prepare for calving in a few short weeks, I find myself reflecting on the past nearly three years as the executive director of your organization and the events that have taken place in the cattle industry. We feel continually blessed to be a part of the cattle industry and community in Minnesota.



**ASHLEY KOHLS**  
Executive Director

Our concerns and challenges during the upcoming calving season will continue to differ than 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! 2017 will be a year of changes for the cattle feeding industry as well. The Veterinary Feed Directive, the VFD, will be a change for those us who feed cattle and, from time to time, need to utilize antibiotics administered through feed to treat our cattle. Though this change may result in an increase in paperwork, the alternative is the removal these antibiotics as an option for us to treat our cattle. We as an organization are working very hard to ensure any future regulations that impact our industry are written based on sound science and common sense to better the world we live in, not simply to appease the loudest voice in the room.

One thing I’ve learned for sure in the past year is that we have a voice as an organization, and it rings pretty loudly when we work together! We need to ensure that conversations and questions about agriculture policies and priorities are happening to ensure our industry is protected after leadership changes happen. I am continually impressed with the caliber of cattle producers we have within our organization. Your new executive board and regional directors are progressive and working hard to represent our organization on many levels.

Finally, with the 2016 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!



< MSCA President Elect Mike Landuyt and Exec. Ashley Kohls visited with Minnesota’s newest Congressman, Representative Jason Lewis in DC late January. In addition to Representative Lewis, they visited with Senator Klobuchar and the offices of Senator Franken and Walz about wolf population management control, GIPSA, trade and healthcare.

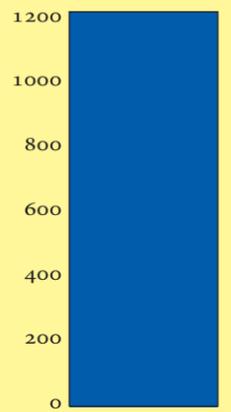
## Don’t Forget to Renew Your Membership!

Thank you for being a member of the Minnesota State Cattlemen’s Association. 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 in 2016. Looking forward to 2017, we will also be closely monitoring many 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



## Minnesota Beef Alliance Members

THANK-YOU to the following businesses that have committed to support members of the Minnesota State Cattlemen’s Association as part of the Minnesota Beef Alliance for 2017. If you are interested in learning more about the Beef Alliance program, contact the MSCA office at 612-618-6619 or visit [www.mnsca.org](http://www.mnsca.org).

### Prime

- American Foods\*
- Carlson Wholesale
- Wulf Cattle
- Minnesota Beef Council
- Blue Hilltop, Inc.
- Minneosta Corn Growers Association\*
- Elanco

### Choice

- Zoetis
- Central Livestock
- Wieser Concrete
- Artex Manufacturing

### Select

- MultiMin USA, INC.
- Summit Livestock Facilities
- Purina Animal Nutrition
- Phileo Lasaffre\*
- Anez Consulting, Inc
- Dairyland Supply, Inc.
- Roto-Mix LLC

\* Indicates giving above base level for that category!

## Upcoming Events/Important Dates: for more details on events listed below, visit [www.mnsca.org](http://www.mnsca.org)

- February 1-3, 2017 - National Cattle Industry Convention & NCBA Trade Show, Gaylord Opryland Hotel - Nashville, TN
- March 15, 2017 - MSCA Cattlemen at the Capitol Event, Best Western Capitol Ridge, Sibley Room - 8:00 am
- March 15, 2017 – MSCA Quarterly Board of Directors Meeting, MN Deptment of Ag. Conference Room, St. Paul, MN 3:30 PM
- July 10, 2017 – MSCA Quarterly Board of Directors Meeting, Starbuck, MN, 10:00 AM
- July 10, 2017 – MSCA PAC event – Details coming soon!
- July 10-11 2017 - MSCA Summer Beef Tour, Glacial Ridge Cattlemen’s Association – Starbuck, MN
- July 12-15 2017 - NCBA Cattle Industry Summer Business Meeting, Hyatt Regency Hotel - Denver, CO

## MSCA Board Hits the Ground Running

Your newly elected board of directors has hit the ground running after the 2016 Minnesota Cattle Industry Convention. To keep up with the daily activities of MSCA and YOUR board of directors - like us on Facebook, follow us on Twitter (@CattlemenMN) and sign up for our E-Newsletter. Be sure to use the MSCA hashtag #CattlemenMN when sharing all of your story!



MSCA President Krist Wollum spent time at the capitol in early January visiting with legislators about Cattlemen’s priorities leading into the start of the 2017 legislative session.



MSCA Immediate Past President Tim Nolte visited with Representative Collin Peterson in his Detroit Lakes office about GIPSA, trade and healthcare.



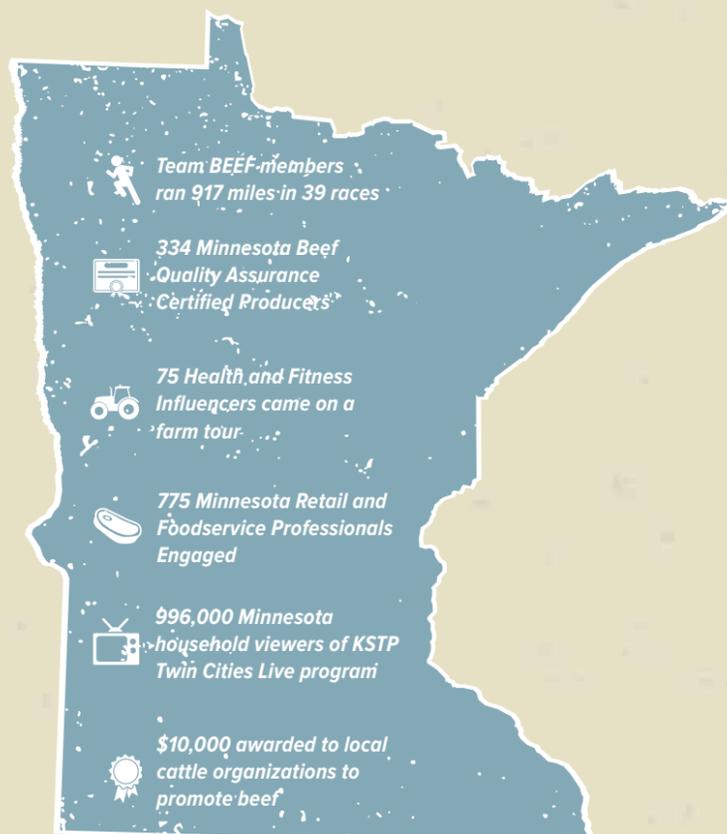
In January the Minnesota Beef Council board members, Minnesota State Cattlemen board members and industry partners participated in a Minnesota Beef Industry Long Range planning session.



MSCA member Tom Helfter and Exec. Ashley Kohls were featured on the Ketelsen Report on KEYC News 12 in Mankato and RFD-TV in January. Both Tom and Ashley were interviewed about the future of the beef industry and efforts to help younger farmers get involved in the business.



# 2016 MINNESOTA BEEF COUNCIL ANNUAL REPORT



**TWIN CITIES LIVE**

Twin Cities Live is an afternoon program that airs on KSTP. Minnesota Beef Council (MBC) featured beef at least one segment a month, along with the 12 Days of Grilling campaign that generated over 996,000 household viewer impressions, and our featured recipes were consistently the top viewed stories on their website.

**TEAM BEEF MINNESOTA**

Team BEEF Minnesota team members collectively participated in more than 35 races and ran more than 917 miles throughout the racing season. During this time team members actively promoted and advocated about the benefits of beef.



**CONSUMER EVENTS**

Through various food related events, such as Minneapolis Food & Wine Show, Grillfest, Twin Cities Burger Battle and others, MBC engaged with over 11,000 attendees, providing education about beef selection and preparation.

**MINNESOTA LYNX DIGITAL ADVERTISING**

MBC partnered with the Minnesota Lynx WNBA team to promote beef using digital advertising tactics to consumers. Banner ads ran on the Lynx website and received over 60,000 impressions. We also promoted beef through their e-newsletter and social media, which generated an additional 10,000 clicks to the 'Beef. It's What's for Dinner.' website.

**BEEF FARM TOURS**

MBC took over 75 influencers through a farm immersion tour this past year. This included registered dietitians, Team BEEF members and members of a crossfit gym in Minneapolis.



**BEEF BACKER AWARDS**

The St. Paul Grill was selected as the 2016 Minnesota Foodservice Beef Backer Award winner. The St. Paul Grill, located in downtown St. Paul, has been in business for 25 years and has a diverse menu that features prime steaks during lunch and dinner.

Grand Champion Meats of Foley and Crosslake, MN was selected as the 2016 Minnesota Retail Beef Backer Award winner. For 35 years, Grand Champion Meats, a second-generation family owned business, has prided themselves on the promotion of beef through their meat locker and retail store.

**LOCAL SUPPORT**

MBC contributed over \$10,000 through the Local Producer Promotion Program to local organizations promoting beef to consumers.

**BEEF. IT'S WHAT'S FOR DINNER**

The Beef Checkoff Program works to build demand for beef by reaching consumers on a digital platform. The BIWFD webpage had over 3.4 million visitors last year. The new 'Families in Motion' digital advertisements have generated over 16 million views on YouTube in the first few months of launch.



**STATE FAIR**

Each year, the Minnesota State Fair attracts nearly 2 million consumers. The MBC booth is located in the heart of traffic and featured the theme "Beef: Nourishment to Thrive." Visitors stopped by to win prizes, get their hands on great recipes and ask questions about how cattle are raised.

**MINNESOTA BLOGGER CONFERENCE**

Through our partnership with the Minnesota Blogger Conference, we connected with over 300 bloggers from across the state. We sponsored a speaker to address food photography during the conference, and her promotion of beef generated 8,794 impressions on Twitter.

**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.

**BEEF QUALITY ASSURANCE TRAINING**

In the past year, 334 beef farmers and ranchers were certified in the Beef Quality Assurance Program. Several hundred additional producers have been "trained", meaning they attended a seminar but had not completed the test and applied for certification.



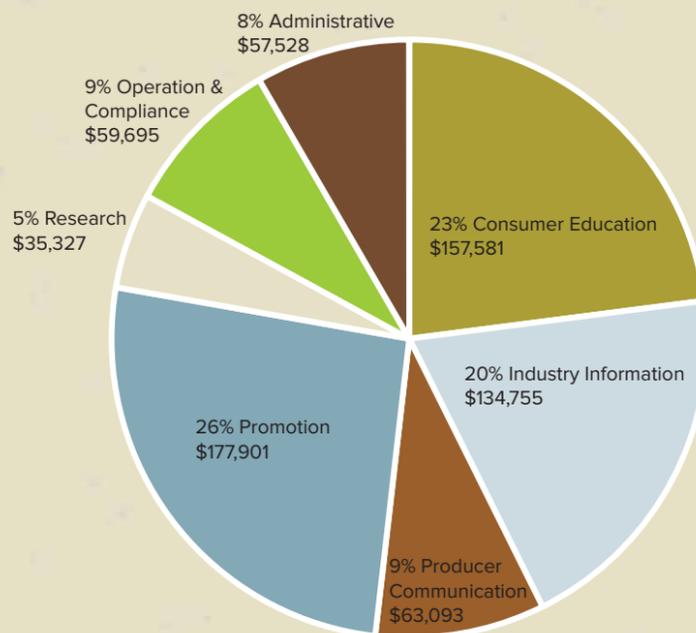
**MBC BOARD OF DIRECTORS**

The board is comprised of 16 beef producers who are elected volunteers, representing geographic districts in the state of Minnesota. Meet the board at [www.mnbeef.org](http://www.mnbeef.org).

**MBC STAFF**

- Karin Schaefer, Executive Director
- Katie Davis, Business Manager
- Kaye Strohbehn, Director of Marketing
- Royalee Rhoads, Director of Industry Relations
- Colleen Zenk, Food and Nutrition Consultant
- Ashley Kohls, Beef Quality Assurance Coordinator

**MINNESOTA BEEF COUNCIL FISCAL YEAR 2016 EXPENDITURES BY CATEGORY TOTAL EXPENSES: \$685,880**



**RESEARCH**

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

**FUNDING PRIORITIES**

We have reduced administrative expenditures by 17% in the last year. This reduction in administrative expenses has a direct impact on increased expenditures in our primary program categories: research, education and promotion.

**MY FELLOW BEEF PRODUCERS,**



When you load the truck bed with feed and turn on the ignition in your pickup, there's a good chance you know your destination ahead of time. When you invest in your Beef Checkoff Program, that knowledge of destination is just as important.

The Beef Industry Long Range Plan 2016-2020 provides beef producers an important sense of direction and purpose. Its 2020 Strategic Objective – to Increase the Beef Demand Index measure by 2 percent annually over the next five years – delivers a goal that allows industry leaders and the staffs of contracting organizations to measure their progress for the work they are doing. It also gives producers a key tool to help them determine how well their checkoff dollars are working to build demand for beef.

State beef council and national leaders are already working toward the goals it presents. The four areas you will read about below give us focus to deal effectively with the myriad of issues with which we struggle as an industry. They are a thoughtful, serious effort to make sure our work as an industry has tangible results.

As we struggle with limited budgets and increasing needs, this kind of focus is crucial. There's no question that within our states we have varying priorities and different sets of needs. With an eye toward better management of checkoff dollars, though, our Beef Industry Long Range Plan is a way to get everyone headed toward the final destination.

Yours Truly,

Steve Hanson, Chairman  
Federation of State Beef Councils



**DRIVE GROWTH IN BEEF EXPORTS**

*Promote unique attributes of U.S. Beef in foreign markets.*

Example: With the support of the Beef Checkoff Program, the U.S. beef industry is finding exciting new opportunities in Japan, one of the most important export markets for its products. In fact, the popularity of U.S. beef in Japan is well-illustrated in the 2016 beef export results. June exports to Japan were the largest in nearly two years, up nearly 30 percent year-over-year. January-June exports climbed 12 percent in volume and 5 percent in value. Japan's import data also show a strong rebound in market share for U.S. beef at 38.5 percent – up from 33 percent in the first half of 2015.



One key focus of this effort is to educate retail and foodservice buyers about the wide range of U.S. beef cuts that appeal to their customers. While Japan has traditionally been known as a destination for forequarter cuts and "thin meats," consumers are responding very positively to high-quality U.S. middle meats as well as barbecue cuts such as brisket, chuck roll and short ribs. The U.S. Meat Export Federation's (USMEF) checkoff-supported Urban BBQ campaign is designed to show Japanese

consumers that American-style barbecue meals can easily be prepared without large smokers or other professional equipment. Through the campaign, the organization explain that preparing American-style barbecue is fun and easy, widening the range of U.S. beef cuts that appeal to Japanese consumers.

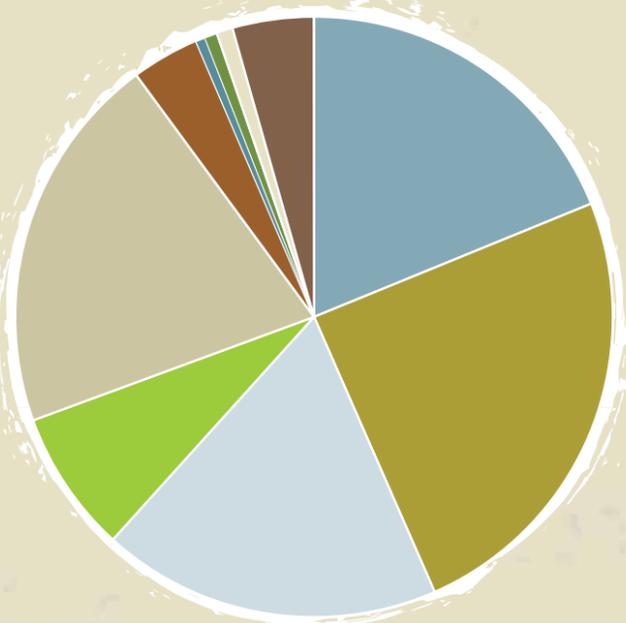
Beef tongue also continues to be a mainstay item for Japan. About two-thirds of the tongues harvested from U.S. fed cattle go to that country.

**PROTECT AND ENHANCE THE BUSINESS AND POLITICAL CLIMATE FOR BEEF**

*Develop crisis management plans and attract, develop and enable the next generation.*

Example: The beef industry faces many issues not of its own making that could have a negative impact on beef producers and their livelihoods. Playing good defense in cases where bad publicity might impact our industry has been recognized as a crucial element of the Beef Checkoff Program.

In the fall of 2015 the World Health Organization's International Agency for Research on Cancer issued a report that identified red meat as "probably carcinogenic to humans," and processed meats as "carcinogenic to humans." Sensational headlines naturally followed, and significant media exposure assured it would be one of the biggest news days in red meat history. What could have turned out negative ended up balanced, however, thanks partly to experienced preparation and management of the issue by the beef checkoff.



Through spokesperson appearances, releases, fact sheets and many other forms of outreach, the industry responded, and these checkoff-funded efforts were combined with consumer reactions and skepticism that resulted in a stunning occurrence – the WHO clarified its position by saying "the latest IARC review does not ask people to stop eating processed meats" and that it was a "shortcoming" of IARC's classification process that led to its original report.

The efforts did not go unnoticed in the agricultural community. In recognition of the beef industry's checkoff-funded work, the Agricultural Relations Council presented the beef checkoff top honors in the Golden ARC Awards, including first place in the Issues Management category and the Golden ARC de Excellence, the organization's highest honor recognizing excellence in agricultural public relations.

**PROMOTE AND STRENGTHEN BEEF'S VALUE PROPOSITION**

*Revolutionize beef marketing and merchandising, research and communicate beef's nutritional benefits, and connect and communicate directly with consumers.*

Example: Beef isn't just for lunch and dinner anymore. And the beef industry has research to back up that statement.



Research conducted by Heather Leidy, Ph.D., of the University of Missouri found that daily consumption of a higher-protein breakfast that included two eggs and 1.5 ounces of beef was superior to both a normal protein breakfast featuring milk and cereal or skipping breakfast altogether, in terms of improving appetite control, curbing food cravings and reducing unhealthy snacking in overweight or obese teenage girls who routinely skip their breakfast meal. The research was featured in both the *American Journal of Clinical Nutrition* and the *Nutrition Journal*.

"Protein at breakfast appears to be a good target to increase protein intake," Leidy says. "A high-protein breakfast seems to reduce food craving-based neural signals, and improve overall diet quality."

Other research funded through the Beef Checkoff Program verifies the benefit of balancing protein intake throughout the day.

This kind of independent research helps the industry promote healthy diets and optimal protein intake and is used in promotions such as the checkoff-funded 30-Day-Protein Challenge provides sound scientific support for encourage consumers to include beef in their meals throughout the day. Thousands of consumers have become active in the Challenge, thanks to both state beef council and national efforts to promote it.

**GROW CONSUMER TRUST IN BEEF AND BEEF PRODUCTION**

*Ensure beef safety, protect beef's image and engage beef advocates.*

Example: The checkoff-backed Beef Quality Assurance program delivers to producers a set of best practices for generating quality beef. It does this by supporting practices that focus on good record keeping and protecting herd health, all the way from raising and feeding through transportation, for both traditional beef and dairy operations.

BQA manuals provide straightforward information to U.S. beef producers and a framework for national consistency. At the same time, BQA is state-administered, allowing individual states to determine the best programs that will meet the needs of that state's producers.

The BQA program also gives consumers positive assurances about the beef they eat. It delivers a positive message about the common sense husbandry techniques, founded on accepted scientific knowledge, used in cattle raising today, and reinforces a message about the already strong safety and wholesomeness of the U.S. beef supply. The premise of the program is that when better quality cows leave the farm and reach the marketplace, the producer, packer and consumer all benefit.

BQA is a widely accepted and broadly adopted routine throughout the beef industry. It's estimated that 90 percent of the fed cattle being raised for beef are produced under BQA management practices.



Throughout the past, year BQA has worked to grow its resources and tools for beef producers, including revisions and updates of the Feedyard Assessment and a partnership with the dairy industry on the widely accepted Farmers Assuring Responsible Management (FARM) program. The updated Feedyard Assessment, originally developed in 2009, brings the industry accepted-document up-to-date and draws producers' attention to industry topics of importance, including antibiotic stewardship practices. By partnering with FARM the BQA program will now be able to deliver to dairies throughout the United States important husbandry techniques that can improve the quality of beef coming from the dairy sector.

**CATTLEMEN'S BEEF BOARD FISCAL YEAR 2016 EXPENDITURES**

Promotion	\$7,483,378
Research	\$9,755,701
Consumer Information	\$7,279,544
Industry Information	\$3,054,637
Foreign Marketing	\$8,123,678
Producer Communications	\$1,460,199
Program Evaluation	\$203,164
Program Development	\$265,182
USDA Oversight	\$349,025
Administration	\$1,746,258
<b>TOTAL EXPENSES</b>	<b>\$39,720,766</b>

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

## Cattlemen and Women Meet in Bloomington for 2016 Annual Convention

More than 300 cattlemen, cattlemen & cattle industry members gathered in Bloomington, MN for the 2016 Minnesota Cattle Industry Convention. This premier policy & educational event in the Minnesota cattle industry featured speakers and an industry leading tradeshow that gives cattlemen and women the tools to connect, learn and innovate into 2017.

“This year’s convention was a fantastic event. I was very happy to see a great turnout for from both MSCA members, as well as political leaders” – MSCA newly elected President Krist Wollum.

During general sessions, attendees had the opportunity to learn about new and innovative ways to connect with the consumer, as well as cattle focused economic and political summaries for 2016. Attendees also heard from state and national cattle industry and political leaders about current efforts to grow and defend the cattle industry in Minnesota and across the country. Political leaders including Lt. Governor Tina Smith, Minnesota Department of Agriculture (MDA) Commissioner Dave Frederickson and Senator Amy Klobuchar shared their efforts to defend the agriculture industry on behalf of Minnesota farmers and Ranchers in St. Paul and Washington, D.C. Members of the Minnesota State Cattlemen’s Association (MSCA) resolution committee set new policy on buffers, deer, and health insurance and agency programs.

Attendees of the 2016 MSCA Cattlemen’s College had the opportunity to listen and interact with some of the most influential regional & national experts in the beef industry. Topics included Beef Quality Assurance (BQA) assessment programs,



Senator Amy Klobuchar provided a federal legislative update at the MSCA’s Best of Beef Banquet.

3rd party audits, consumer trust and on farm BQA best management practices. This program, sponsored by Zoetis, was a joint effort between the National BQA program, the Minnesota Beef Council, IMI Global and Wulf Cattle.

Attendees also had the opportunity to engage with various government agencies to learn more about programs to open additional state and federal owned land for public grazing and best management practices to implement livestock into cropping operations with the use of cover crops. This workshop was a joint effort between the Minnesota Department of Natural Resources (DNR), MSCA, The US Fish and Wildlife Service and Prairie Creek Seeds.

During Friday evening’s banquet, Dan Anderson of Roseau, MN was recognized as the 2016 Minnesota Cattlemen of the year for his efforts to assist cattlemen in his region and across the state with issues impacting their herd health. He has also been a leader in assisting fellow cattlemen in dealing with wildlife issues impacting their farm’s profitability and an exceptional leader in his dedication to growing MSCA membership.

The Minnesota Corn Growers Association was named the 2016 Beef Industry Service Award recipient for their efforts to support and grow the livestock industry in Minnesota.

Newly elected leadership includes Grant Binford, Luverne as Feeder Council Chairmen and Jim Wulf, Starbuck as Cow/Calf Council Chairmen. Newly elected regional directors include, Dan Anderson, Roseau – Region 1, Darvi Keehr, Little Falls – Region 5, Warren Jansma, Ellsworth – Region 7 and Frank Brand, Lake City – Region 9. The MSCA executive committee for 2017-2018 will consist of Krist Wollum, Porter as President, Mike Landuyt, Walnut Grove as President-Elect and Grant Breikreutz, Redwood Falls as Vice President. Glen Graff, Sanborn was chosen by the president to serve as the MSCA Legislative Chairmen.

“I’m very excited about the level of professionalism we have in our newly elected board of directors. Each one of them brings a new and focused perspective of Minnesota’s cattle industry.” Krist Wollum, MSCA President

A special thank-you to all of the vendors and sponsors for the 2016 Minnesota Cattle Industry Convention. Without the generous support of these sponsors, this event would not be the event that it is today. Please be sure to take time and thank them for their continued commitment.

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**SOLD!** The 2016 MSCA Live and Silent Auction generated over \$15,000. These funds will be used to promote the priorities of MSCA throughout 2017. Thank-you to all of our generous donors AND bidders who help make this event an annual success.

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Senator Amy Klobuchar joined MSCA for the 2016 Best of Beef Banquet at the 2016 Minnesota Cattle Industry Convention.



Lieutenant Governor Tina Smith joined MSCA for the 2016 Best of Beef Banquet at the 2016 Minnesota Cattle Industry Convention.



NCBA President Tracy Brunner joined MSCA for the 2016 Minnesota Cattle Industry Convention.



The MSCA Board of Directors worked collaboratively to ratify the work of MSCA in 2016 and approve submitted resolutions from MSCA Local Cattlemen's Affiliates.



The success of all MSCA activities is largely due to the generous support of beef industry partners. The 2016 Cattle Industry Convention had over 50 vendors display in the tradeshow.



Minnesota Department of Ag. Commissioner Dave Frederickson joined MSCA for all of Friday's activities, including the Cattlemen's College and Best of Beef Banquet.

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## 2017 SESSION – SESSION PREVIEW

Bruce Kleven – MSCA Legislative Advisor

Minnesota lawmakers convened for the start of the 2017 legislative session at noon on Tuesday, January 3. The Republican-controlled legislature and DFL Governor Mark Dayton must set a two-year state budget this year. By February 15, the Dayton administration must submit a budget to the legislature for consideration. After the proposed budget is released, it will be followed by an updated budget forecast that will be issued at the end of February. The regular session ends at midnight on Monday, May 22, and if an agreement on the budget is not reached by June 30, parts of state government will shut down. Because Dayton is not running for re-election in 2018, the likelihood of a budget stalemate during the regular session is relatively high.

One driver of the session will be the \$1.4 billion projected budget surplus. The November budget forecast indicates that at the end of the next two-year budget cycle the State of Minnesota will have a \$1.4 billion budget surplus. The projected surplus is not the equivalent of having money in the bank, but rather represents what the State Economist thinks the books will look like at midnight on June 30, 2019, when the next two-year budget ends, assuming revenue and spending patterns are not changed by the legislature and the Governor. Legislators will likely allocate the projected surplus through tax cuts, additional spending, or a combination of both.

The projected surplus will also affect the ongoing discussions over the unfinished transportation finance bill and the tax bill that was pocket-vetoed by Governor Dayton last year. Provisions of interest to agriculture left over from last year include changes

to ag homestead classification, estate tax conformity, and removing ag land from school capital levies. The projected budget surplus could allow for passage of a transportation bill without a gas tax increase. Transportation funding has wide support but because there are so many stakeholders – voices for roads, bridges, light rail, buses, transit, even bike lanes – getting a package together that everyone can agree on is difficult.

There might be an off-year capital bonding bill considered in 2017. The capital bonding bill is usually passed every two years, in the non-budget year, and it provides funding for major construction projects around the state. To finance the bill, the state of Minnesota issues bonds that are paid off during subsequent years. Democrats will argue that now is the time to pass a bonding bill in order to take advantage of low interest rates while at the same time creating actual construction jobs. The State of Minnesota currently has the capacity to issue approximately \$1.3 billion in new bonds over the next two years based on subsequent cash flow capacity. The state already has \$6.9 billion in state-backed debt and another \$2.6 billion in bonds that have been approved but not sold. However, this is the one bill that will require Democrat support - 81 votes are needed to pass the bill in the House (there are only 75 Republicans) while 41 are needed in the Senate (there are 34 Republicans). Democrats will almost certainly use this bill as a bargaining chip because without their support a bonding bill will not pass. The main issue in the bonding bill will be the overall size of it: Governor Dayton has requested a bill totaling \$1.5 billion while Republican legislators would be inclined

to support a bill that will be much lower than that.

Another major issue this year is health insurance reform. There is agreement between the Governor and the Republican-controlled legislature that rising health insurance premiums must be addressed and both sides are open to short and long term solutions. Rising health care costs have become a front-burner issue for ag groups following the news last fall that premiums will increase by 50-67% for many farmers using the individual insurance market. Governor Dayton has proposed using \$313 million of the projected budget surplus to reimburse individual insurance market participants the equivalent of 25% of their premium costs. Republicans agree in principle with the short-term premium relief, but want to go farther on long-term reforms by eliminating the state insurance exchange and increasing consumer choices. Long-term reforms may have to wait because Congress may repeal or significantly alter the federal health care law, which would impact the ability of state legislatures to enact their own reforms.

In terms of agriculture, the legislature will likely streamline the environmental permitting process and pass other agency regulatory reforms. For years, business interests have complained about the complex and unnecessary nature of securing environmental permits. Additional clarification of Governor Dayton's buffer law might also be in play this year. Fortunately, threats over spraying restrictions, spraying notification, fertilizer use, antibiotic use, animal care standards, drainage restrictions, permit fee increases, groundwater use, water quality, and additional tampering with the state wetland law will not be in play this year.

## 2017 Cattlemen at the Capitol



Mark your calendars! The 2017 Minnesota State Cattlemen's Association Cattlemen at the Capitol event is Wednesday, March 15th, 2017.

Who: You, MSCA member, Cattlemen, Beef Industry Advocate

When: Wednesday, March 15th, 2017, 8:00 am

Where: Best Western Capitol Ridge, Sibley Room

Why: Because advocating for your industry is part of ensuring its future success.

### Schedule of Events:

8:00 AM – Checking & Issues Briefing

9:30 AM – Leave for House Ag. Policy Committee Hearing

10:15 AM – House Ag. Policy Committee Minnesota Beef Industry Update

\* MSCA member testimony featuring highlights of Minnesota's Beef Industry, including national award recognition and industry economic impact.

12:00 PM – Lunch on your own (AgriGrowth has legislative luncheon this day, for more information check out their website)

1:00 PM – Hill visits. Contact your legislator SOON to set up an appointment! Visit [www.house.leg.state.mn.us](http://www.house.leg.state.mn.us) or [www.senate.mn](http://www.senate.mn) to find your legislator's contact information or call the switchboard - House: 651-296-2146 Senate: 651-296-0504

3:30 PM – Hill Visit Debriefing and MSCA Board of Directors Meeting – Conference Room, Minnesota Department of Agriculture.

To ensure the success of your legislator visits on the hill, or in the district, here are a few helpful tips that can translate to advocacy for any field of business and legislation on the Hill, so take a look.

### #1: Don't Just Lobby, Build a Relationship

The cardinal rule of any kind of advocacy is to approach it as building a new relationship and a professional alliance.

Thus when meeting with members of Congress and/or their staff, approach that meeting as an opportunity to begin a long-term beneficial form of exchange.

And on that note, remember that we're not going to Capital Hill just as individuals.

We'll be going as a team representing Minnesota's Cattle Industry.

Use this forum of advocacy and lobbying to foster a meaningful and beneficial relationship between you and the members of Congress.

### #2 Think As A Team

Hill visits are about working together with fellow cattlemen from across the state.

Before meeting members of the Hill, visit with fellow cattlemen in your district to agree on talking points and make sure your stance on the issue is in line with the associations you are representing. At the issues briefing session, we will have speakers to help identify talking points and suggest ways to present the issues to get the members of Congress.

Use all of the brilliant and diverse minds to speak as ONE voice.

### #3: Be Prepared

Learn ahead of time the legislative process and understand it well.

Choose a maximum of three topics to be introduced and discussed and review and rehearse the major talking points well ahead of time. For National Lobby Day we try to limit the number of issues to two for simplicity and understanding.

Be honest, straightforward and realistic with your goals.

Consider potential questions that may be asked and be prepared with answers.

### #4: Know The Players and Be Engaging

Know that you'll be talking firsthand to those who have significant influence in the development of policy. Finding a common ground on an issue can make for a strong coalition.

Acquaint yourself with the Congressmen and their staff members. Be clear who you are, the organization you represent, and that you are a constituent.

Be brief, concise, persistent, and polite and feel free to ask inquisitive questions

If possible, leave the staff with useful materials, such a summary of the main talking points, state or locally specific data, and most importantly, your contact information.

### #5: Awareness of Time and Punctuality

Time is currency on the Hill. Therefore, always, ALWAYS, be on time.

Also be mindful of the staff member's time. Be effectively concise and brief in stating your purpose and making your case.

If an out of topic question is asked, be polite in addressing the question, but if possible, try to bridge that answer back to the topic at hand to make the most of the limited time.

### #6: Be Appreciative and Follow-Up

Don't be surprised if the meeting is only with a young, junior-level staffer. This is perfectly acceptable since these staffers also have a role in the policy decision-making process by being the research team for the legislator.

Remember, trips to the Hill and talking directly to the main policy makers is a rare opportunity not given to all. Therefore, before leaving, always express your appreciation and thanks.

After the trip, send a thank you e-mail and any brief relevant material reminding and reiterating the points made in person.



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## Producers ponder how cattle and cover crops can work together

Lisa Young – Contributing Editor, AgriNews

Producer interest in cover crops has grown in leaps and bounds in recent years as researchers uncover more about how cover crops benefit soil health. Livestock can add value to cover crops and vice versa via grazing.

Not all cover crops are equal when it comes to grazing, said Cody Nelson, business development manager and cover crop specialist with Prairie Creek Seed. Nelson walked producers through some of the ins and outs of grazing cover crops during the Minnesota Cattle Industry Conference in Bloomington. Nelson, who has a cow-calf operation near Belview, has raised cover crops himself for eight years.

Cash cropping and raising cover crops for grazing don't have to be mutually exclusive, Nelson said.

"If you're wondering where and when to plant cover crops, there's opportunity all over the place," Nelson said.

Wheat or other small grains can be planted, harvested and then followed with a cover crop that can be used as fall forage. Forage turnips, radishes and rapeseeds are good for grazing into winter.

For lifetimes, fall grazing for cows and calves has often been corn stalks. Fall grazing doesn't have to stop when stalks run out, though, Nelson said. Cattle could go on to a winter-hardy cover crop afterward.

"Cover crops are the future; they extend fall grazing," Nelson said. "If you can delay winter feeding, it lowers costs. It's a win-win."

If farmers plant corn for silage, at minimum, a winter cereal grain could go in afterward. The same goes for canning crops or early harvest sugar beets, Nelson said.

In spring, cattle can graze rye or triticale before cash crops are planted.

"Take advantage of the growing degree days," Nelson said. "You can produce a lot of feed."

Nelson advocates for growing a variety of cover crops: warm season and cool season grasses and warm season and cool season broadleaves. Grazing a cover crop mix is a cheap, easy way to get weight on calves, Nelson said.

The cost for cover cropping can run \$20 to \$40 per acre. That figure might seem high, but on a per animal basis, it has less of an impact. Further, there are programs, like the U.S. Department of Agriculture's Environmental Quality Incentives Program, that may subsidize some cost if a whole field is converted to



Producer interest has fueled increased research into effective ways to integrate livestock into cover crops. Photo Credit: Stoney Creek Farms, Redwood Falls, MN

pastureland.

Weaning on cover crops has been a revelatory experience, Nelson said. If calves to be weaned are moved to a different cover crop field rather than a lot, it's a less stressful experience for the animals. Consequently, they require less doctoring.

At one farm Nelson works with, calves gained 2.4 pounds per day on average while grazing cover crops. Bred heifers gained an average of 3.4 pounds daily on cover crops at the same farm. Grazing cover crops can also shorten the feeding time for calves. The feed cost was 46 cents per pound of gain.

"You can't feed cows for that price," Nelson said.

When planning nutrient applications for fields where cover crops have grown, Nelson reminded producers to not forget the nitrogen the cover crops bring to the field, especially when calculating what to apply for the next crop.

Another thing to be aware of is any interactions with herbicides used on the field, particularly if covers are going to be used for forage.

While there is a lot of information out in the world about cover crops and grazing, Nelson recommends trying the practice out on a couple acres, observing how cattle perform and adjusting to see what works best on the individual farm.

"I think there's more pressure coming to do this," Nelson said. "Start small. Play around with this and figure out how to make it work for your rotation."

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# New state ditch-mowing regulations defy belief

By Rep. Paul Anderson

On occasion, a rule comes down from somewhere in government and the reaction from most folks is one of disbelief, or “this can’t be true.”

I think that pretty well sums up the feeling of many toward the recent announcement from MnDOT concerning the mowing of road ditches. In the name of saving habitat for birds and pollinators, the state agency has come up with a series of regulations that almost defy belief.

Starting this year, anyone who wants to mow and bale road ditch hay in a state right-of-way must apply for a permit from MnDOT, and they must do so yet this month. If one doesn’t apply to cut the hay in state ditches that borders one’s land, for example, it will be opened up for anyone to apply for a permit to cut those areas. I visited with one resident who told me that he’s cut and baled the ditches along the state highway that runs along his land for the past 30 years. No questions asked. He’s just done it and been able to harvest some low cost hay for his livestock and saved the state from having to do it.

To back up a bit, here’s the background on this situation. There has been a state law on the books for years that says road ditches can’t be cut before Aug. 1 to allow pheasants to nest in ditches and also to maintain habitat for bees. For the most part, at least up until now, that law hasn’t been enforced. And, anyone who knows about ditch hay for livestock feed knows that if they wait until August to cut that grass, it will be too dry and the feed value will be very low. So, for years when the state went out and made its safety cut along the top of the ditch, farmers would follow by cutting the rest of the ditch. That’s usually in early July, when the grass still has some value.

Now, because of new rule making, MnDOT will be issuing permits for ditch mowing that cannot start before August. They are also requiring tractors being used to cut the hay be equipped with a particular type of flashing light, and the



operator in the tractor must wear a certain color safety vest. The topper among these new regulations is that the person who cuts and bales the hay must take out a liability insurance policy and name the state as beneficiary.

I’m not making this up.

These are the actual new rules by which residents will be allowed to cut state road ditches. I’m wondering who’s going to enforce these rules if someone defies them by cutting early or isn’t wearing the right colored safety vest. I’ve also been told that most farmers’ standard insurance policies already cover them while doing this, and naming the state as a beneficiary is an added expense.

Then there’s the issue of not allowing noxious weeds to go to seed, which is also state law. Will all the thistle patches and wild parsnip have to be sprayed from now on if mowing is ineffective?

Stay tuned on this topic. Several bills are being drafted to make changes to this set of rules. They represent overreach by government and need to be scaled back. I am also in favor of allowing ditches to be cut earlier in the summer than the current date of August 1. There is the issue of safety and line-of-sight, especially at intersections, in addition to noxious weed concerns and the declining feed value of the hay.

**Current action to amend rules:**

SF 218 Dahms - Prohibits road authorities from requiring permits to mow ditches

HF 124 Swedzinski - Prohibits road authorities from requiring permits to mow ditches

\*MSCA supports both of these bills

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## Wolf Population Management Updates:

Representatives Collin Peterson, D-MN, Sean Duffy, R-WI, and Liz Cheney, R-WI, introduced legislation that would return management of the Western Great Lakes and Wyoming gray wolves to state control on Wednesday January 11th, 2017. H.R.424 - 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.

“Choosing between protecting their livelihood or complying with a federal judicial decision is a choice no farmer should have to make. The gray wolf population should be managed by the states, where it belongs. This is practical, bipartisan legislation that balances safety with gray wolf management,” **Peterson said.**

The Senate companion (S.164) for H.R. 424 - The 2017 Gray Wolf Management act was introduced 1/17/17. Both of these bills have the exact same language: 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.

A big thank-you to Representatives Peterson, Nolan and Emmer and Senator Klobuchar for their support with these bills.

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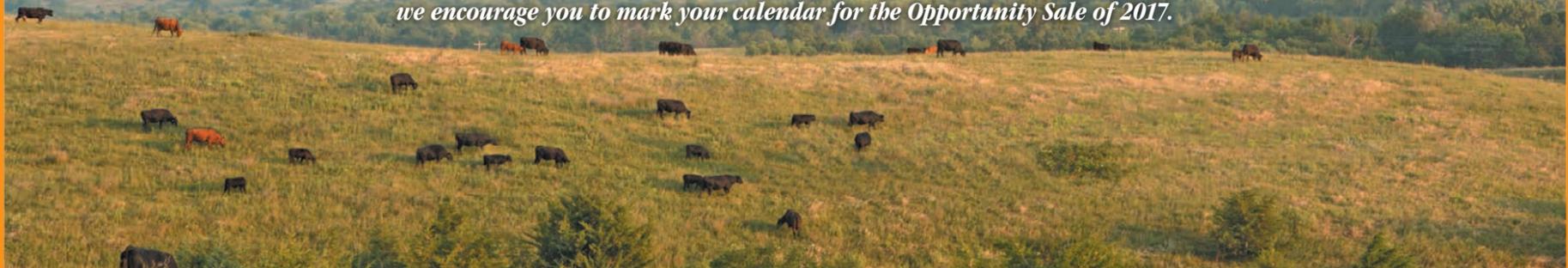
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## Cows stay longer on pasture with warm fall

By ANDREA JOHNSON

Minnesota Farm Guide Editor

The North Central Research and Outreach Center is the most northern Experiment Station in the lower 48 states, yet on Nov. 11, 2016 the Center's cows were still out on grass.

The Grand Rapids, Minn. Center has experienced two consecutive years of warm temperatures in November.

Located about 80 miles northwest of Duluth, temperatures in Itasca County climbed above 60 degrees for five of the first 11 days of the month.

Despite the shortened day length, temperatures were more than 10 degrees above normal. The grass kept growing, albeit slowly.

No cattle producers were going to bring their cows into winter lots with temps that warm – but producers have been wondering how the long growing season will affect their pastures.

"It's quite a fall that we're having. Unprecedented, really," said Eric Mousel, University of Minnesota Extension educator in cow/calf reproduction, Grand Rapids.

Official weather reports said that Grand Rapids was having its warmest Sept. 1-to-current-date minimum temperature too.

They didn't have to feed hay in October to the Center's cow herd, as warm temperatures increased the growing season from four months to over five months.

Typically, Mousel gets the cows off pasture about two or three weeks before freezing. Giving the grass a rest late in the growing season helps the vegetation use photosynthesis and store energy for the next growing season.

"Do we just leave the cows out? Do we need to bring them in and start feeding them, even though it's still nice out? My point is I'm getting a little concerned that if we just keep leaving the cows out, one of these days it's going to turn cold and that might mess up our pastures for next spring," he said.

In the past, warm weather late in the fall was viewed as an anomaly to be enjoyed. Now, producers are wondering if warm falls are a new reality.

Minnesota also experienced warm falls in 1975, 2001 and 2015.

"What if this is the new normal? How do we need to change what we're doing? I think what it really gets down to is we need to start rethinking stocking rates so we don't end up in October out of grass and we still have a month of nice weather left," said Mousel.

When pastures are overgrazed, the grasses thin out and are slower to green up in the spring. The weeds take advantage to reduce the pasture quality.

Some producers may want to put cattle on "winter sacrifice pastures" although the weather is warm, but Mousel cautions against this.

"I think longer term, we're going to have to consider planning and getting prepared to use alternative grazing like cover crops, summer annuals and grazing resources," he said. "We're going to have to fill in that gap with some sort of cultivated forage for the cattle to graze on during the nice weather."

A longer growing season also impacts parasite populations, he added, and it may be necessary to treat cattle more frequently to maintain control.

"Our treatment methodologies are not going to change that much, but I think we're going to have to push them back," he said. "This year, I'm really expecting to pour cows for lice not until December. Normally, we've done that around Thanksgiving."

Producers will need to use their powers of observation in both the spring and fall to determine stocking rates on pastures if weather conditions stay warm. Adapting to a longer growing season by investing in electric fencing, portable waterers and cover crops may become the norm in 2017 and beyond.

Longgrowingseason.jpg (1.5-2 column) As pasture grasses run out, warmer temperatures in the fall offer opportunities to graze cattle on cover crops.



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## Cattleman of the Year

... continued from page 1

The driver behind Dan's push for distance between wildlife and livestock is that his farm is within the region affected by bovine tuberculosis in 2005. The risk of diseases spreading from wild to domestic is greater when they are close together and there is increased interaction.

When Dan isn't advocating for Minnesota cattle farmers with lawmakers, he is actively advocating for the Minnesota State cattlemen's Association. Through his tenure as MSCA Region director, Dan says he has learned a great deal about the association and all it does for cattlemen.

"One thing I noticed quickly is how dedicated our state organization is to serving the cattlemen of the state, they do an awful lot to serve cattle producers and serve their interests. If anyone is considering joining MSCA or another industry group or maybe even stepping into a leadership role, they go for it."

Dan's family worked hard to keep this award a surprise. Dan's children traveled from as far as Roseau and Milwaukee to surprise their father at MSCA's annual award banquet in early December. Dan said he is very humbled by being given this award.



Dan testified on behalf of Representative Dan Fabian's bill that amended the Minnesota DNR Elk Management plan.

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# Ag Plastic Recycling Made Easy

In December 2016, the Arkansas based company, Revolution Plastics began its first dumpster dispersal in Minnesota for the new recycling program designed to collect, at no cost to farmers, certain types of used agricultural film plastics which have come into widespread use to protect and store silage, haylage and other livestock feeds. The program also allows for the collection of boat wrap and horticultural film plastics.

The proliferation of these plastics has become a significant problem for farmers, recycling facilities and landfills alike due to the size and contamination levels in the plastics. A core group of central Minnesota counties, the Recycling Association of Minnesota and their partners have been working with companies like Revolution Plastics to bring sustainable, economical

solutions to farmers all across Minnesota.

Wednesday, December 21, 2016 marked a big step forward for recycling agricultural plastics in Minnesota and a huge step forward for Winona County with the first ever free, on-farm collection program. Starting at 7:45 a.m. and continuing until 2:00 p.m., farmers lined up with their trucks and flatbeds to pick up the 134 white dumpsters that Revolution Plastics and Winona County had staged at an old landfill site in Winona County. The company had placed dumpsters on the ground the week before, awaiting dispersal to the farmers scheduled to come in on December 21st. According to organizers, Winona County Sustainability Coordinator, Anne Morse and Price Murphy, the Revolution Plastics project manager, things were a little chaotic for the first hour or so, then settled into a steady rhythm of dispersal with farmers checking in, signing the use agreement, and collecting their dumpsters. Revolution Plastics had specialized equipment on site with which to load the 134 dumpsters onto the waiting farm vehicles and trailers.

“Having worked on getting Ag plastic recycling to happen in our county for nearly 15 years, I could not be happier to see this program starting today!

Revolution Plastics and Price Murphy did a great job” Anne Morse, Winona County Sustainability Coordinator

According to Murphy, “the Winona County event was a great success, with about 30-40 more dumpsters going out to begin service on farms in a single day than at any other of our dispersal events in other states. Furthermore, the vast majority of them were placed within Winona County alone. Anne and her farmers did a tremendous job of getting the farmers in Winona County signed up ahead of time”

The dispersal of recycling dumpsters by Revolution Plastics on Wednesday is part of the larger Recycling and Sustainable Management of Agricultural/Marine Plastics Project underway now in Minnesota, led by the Recycling Association of Minnesota and a group of central Minnesota Counties: Tri-County Solid Waste Administration serving Stearns, Benton and Sherburne counties, Pope-Douglas Solid Waste Management, Otter Tail County Solid Waste, and Tri-County Solid Waste, serving Nicollet, Le Sueur and Sibley Counties with the assistance of a grant from the MPCA. Other major partners include Winona County, McLeod County, Minnesota Milk Producers, Minnesota State Cattlemen’s Association and the MN Dept. of Agriculture.

Additional collection programs are in planning stages now, with the second dumpster dispersal planned for March based out of the Sauk Centre area.

For more information contact Brita Sailer, Recycling Association of Minnesota [brita@recycleminnesota.org](mailto:brita@recycleminnesota.org) 651-641-4560



## WHO WE ARE...

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# Minnesota Deer Management Plan Update

Ted Brenny

The Minnesota DNR Deer Management Plan Advisory Committee has met twice and consists of twenty members representing different organizations and individuals that are impacted by deer. On behalf of the Minnesota State Cattlemen’s Association, I hold a member at large position, which allows the cattlemen’s voice to be heard at the table. The committee was put together to formalize recommendations to provide to the DNR for the first ever Minnesota Deer Plan.

The first meeting was spent introducing the different members and setting the rules and procedures for the committee. At the last meeting, we spent the day working on creating the goals for the committee. These goals will then become the building blocks for the plan. Currently, as I write this article, we have not finalized what these goals will be. When these goals are finalized they will be released to the public from a comment period. The month of February will be spent having public meetings around the state for comments to be provided on the deer plan. All the meetings will run from 6:30-9:00 p.m. at the following locations and dates:

I would encourage everyone to try and make one of these meetings if possible. If you are unable to attend, you can go to [www.mndnr.gov/DeerPlan](http://www.mndnr.gov/DeerPlan) where you will be able to submit comments online. We will be taking all the public input from these meetings into consideration as we start to develop the committee recommendations for the plan. When the committee gets back together in March, the real work will begin as will be tackling each of the goals that the committee decides on one at a time.

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