Maple Plain—Nearly 300 cattlemen, cattlewomen, and cattle industry members gathered in Willmar, MN for the 2019 Minnesota Cattle Industry Convention. This premier networking, policy and 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 thrive into 2020.

“This year’s convention was a great combination of celebrating the past years successes and charting the policy direction for the upcoming year,” said President Mike Landuyt.

Opening this year’s event, attendees heard from Dr. Sara Place, one of the leading voices when it comes to telling the cattle industry story about sustainability. She’s a Technical Consultant in Sustainability. On a regular basis, she is in front of stakeholder groups proactively providing information about the sustainable story for the beef cattle producers of this country.

During the 2019 “Cattlemen’s College Educational Series,” attendees were updated on BMPs for protecting themselves from activists and nuisance lawsuits during the “Ask an Attorney” session. Emily Wilmes, from the U of M Extension Rural Stress Task Force, discussed practices for handling stress and the resources available within the state. The education series ended with the Soil & Water Conservation District led conversation and demonstration displaying the soil health impacts of overgrazing. The “Cattlemen’s College Educational Series” was sponsored in part by the National Corn Growers Association, Gislason and Hunter, LLP, the University of Minnesota-Extension and Minnesota Soil & Water Conservation District.

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. Bruce Kleven, MSCA Legislative Advisor, and Kent Bacus, NCBA Director of International Trade and Market Access, shared insight on current policy trends and looked forward into 2020. Members of the MSCA resolution committee set new policy on carcass weight reporting, trade, climate change and biosecurity.

During Friday evening’s “Best of Beef Banquet”, Tim and Rita Nolte were awarded the 2019 Minnesota Cattlemen of the Year award for their commitment to the association through their time as members. The Industry Service Award recipient for 2019 was past Minnesota State Cattlemen’s Association Executive Director Ashley Kohls, for her dedication to the Minnesota beef industry. Ashley served as the Executive Director of the association for six years and has been a valued advocate for the Minnesota beef industry.

The convention wrapped up with a keynote on Saturday from Zach Johnson. He is known to his 300,000+ followers on YouTube as the “Minnesota Millennial Farmer.” Zach is a 5th-generation farmer who’s spent his life growing, working and learning on his family’s farm. Zach disused how he actively promotes agriculture by sharing his day-to-day experiences while providing farmer-to-farmer education to help facilitate a collaborative conversation between farmers and the public.

The Minnesota State Cattlemen’s Association newly elected leadership team includes: Joe Wagner of Brandon, MN as Feeder Council Chairman and Jake Thompson of Barnsville, MN as Cow/Calf Council Chairman. Regional directors include Eric Zeltwanger of Morris, MN as Region 4 Director, Tyler Tramm of Isle, MN as Region 6 Director and Tom Helfter of Le Sueur, MN as Region 8 Director. The MSCA executive committee for 2020-2021 will consist of Mike Landuyt, Walnut Grove, MN as President, Grant Breitkreutz, Redwood Falls, MN as President-Elect, Mark Pankonin, Lamberton, MN as Vice President and Kevin Hoge, Aitkin, MN as Secretary.
February 2020

MIKE LANDUYT
President, Minnesota State Cattlemen’s Association

It was great to get to see everyone that was able to attend convention! It is a highlight of the year when we get to celebrate the overall attendance was good. In the near future, we will have a new Executive Director hired. This position will be shared with the Beef Council for some duties and should allow for the two groups to work towards finding a great individual. The trade agreement was just signed with China on January 15th. It’s not clear as of yet what ag products and when China will make these purchases. I am not sure on how the China deal will impact beef demand but we can rest assured that the Japan deal is and will be a major factor for beef demand moving forward. Also the Canada/Mexico and European Union deals will be big for agriculture. It seems as if though there has been a tremendous amount of progress made in the last few months to open doors the considered widely for a lot of ag products. We hope this will bring added prosperity to all of us in ag community moving forward. Stay warm and be safe.

JAKE THOMPSON
Chairman, Cow/Calf Council

Hello fellow cattlemen and cattlemens,

This winter seems long already, and it’s only the middle of January. With calving right around the corner for us, preparations are on the way.

The winter may be long, but there is some optimistic bright spots in the trade markets. Phase 1 of the China Trade Deal has been signed. There are some key wins for the beef industry in this agreement.

First, China will expand the scope of beef products allowed to be imported. China will establish maximum residue levels of three synthetic hormones legally used in the U.S. for decades. China immediately recognize the U.S. meat inspection and U.S. meat, U.S. processed meat and meat facilities by the USDA’s FSIS, thereby eliminating any unique registration requirements. China will also establish a protocol for importation of live cattle/breeding stock. USDA is estimating a $1 billion in beef exports annually. USMCA is the trade agreement that works for U.S., Mexico and Canada is expected to pass by Senate.

A reminder that there is grant money available to Minnesota livestock owners for prevention of wolf attacks. The deadline to apply for this grant is January 31, 2020. The application can be found at www.mndnr.gov/wolf. It’s only available to those who are in the MN wolf range determined by the MN DNR. Also, don’t forget about U of M cow/calf days that are approaching with 10 different meetings ranging throughout the state from Jan 21st – Jan 31st.

I know the search for a new Executive Director for the MNSCA is to the interview process. It is very exciting to know that the future of this organization looks bright. If you are located in region 2/3, we are still looking for a regional director. If you are interested, get ahold of President Mike Landuyt.

Well I hope everyone stays warm and until next time keep those feeder tractors plugged in!

DEBBIE CHUTE
Cattlemens President

As I am writing this, it’s been a month since our 2019 MN Cattle Industry Convention. As always, it was two days spent learning from speakers, from fellow cattle people, visiting the trade show exhibitors and of course enjoying delicious beef meals. Thank you to all who planned the convention and to all who attended.

We were very fortunate to have our American National CattleWomen President, Wanda Pinnow of Baker, Montana, join us at the convention and for our annual gala dinner. Wanda updated our members and guests with the status of ANCW, the activities herself and others on ANCW leadership team have been involved in and invited all to attend ANCW Annual Meeting in San Antonio February 3rd – 5th.

We also recognized two of our members with very deserving honors. Gail Johnson was recognized as 2019 CattleWoman of the Year. Gail serves as our Education Chair. During 2019, she attended many county fairs, always going through the agriculture education booth or buildings for ideas on how beef is being promoted. Education is very near and dear to Gail. She is an elementary teacher and serves on the Minnesota State Fair Board. Shari Boyum was honored with a Lifetime Achievement Award. Shari has been an integral part of the Minnesota CattleWomen for years. Shari was a long-time treasurer for our organization. She volunteered as the Country Store chairperson, keeping track of the inventory and purchasing new items as needed. Shari was at numerous ANCW region meetings and national conventions, Minnesota Cow-Calf Days that are determined by the MN wolf attacks and Minnesota Beef Council for some duties and should allow for the two groups to work towards finding a great individual. The trade agreement was just signed with China on January 15th. It’s not clear as of yet what ag products and when China will make these purchases. I am not sure on how the China deal will impact beef demand but we can rest assured that the Japan deal is and will be a major factor for beef demand moving forward. Also the Canada/Mexico and European Union deals will be big for agriculture. It seems as if though there has been a tremendous amount of progress made in the last few months to open doors the considered widely for a lot of ag products. We hope this will bring added prosperity to all of us in ag community moving forward. Stay warm and be safe.

JOE WAGNER
Chairman, Feeder Council

Greetings, Happy New Year! It is quite a frigid day as I write this article at -17 degrees. This is the coldest weather of the year to date. Not too bad, considering it’s mid January. The above average temps to date should have allowed all the drainage systems to “catch up” on all the moisture we received last fall and winter. We had our annual convention in December in Willmar. I thought the hospitality was excellent. It was great to see a lot of people and catch up on how the fall went. The convention went well. There were a lot of great speakers and it was a great event. I hope everyone had a great day, and is staying warm and healthy during this cold spell.

Mike Landuyt
President, Minnesota State Cattlemen’s Association

It was great to get to see everyone that was able to attend convention! It is a highlight of the year when we get to celebrate the overall attendance was good. In the near future, we will have a new Executive Director hired. Your officer team has been busy this winter getting around to all of your membership meetings. We always enjoy getting to travel the state meeting with you all. We have also been busy going to regional agency meetings to keep up on all the issues that could affect you.

Thank you everyone that is working to produce, promote, and protect our beef industry in Minnesota!
Calf scours can be a major problem for any cow-calf operation. Controlling the disease is a complex issue and has many variables. While we can identify specific agents of disease that cause scours, it is important to remember that the control of the disease often requires a system-wide approach of prevention rather than individual treatment to solve the problem.

What causes calf scours?

Scours has many causes. We often focus on the infectious causes, which are significant, but it is important to note that there are also non-infectious causes of calf scours.

**Infectious**

Rotavirus, Coronavirus, or Cryptosporidium cause 95% of infectious calf scours cases. These three agents can also be present in combination. All calves are exposed to these pathogens; it is unavoidable. The deciding factor in whether or not a calf gets sick is often dose-dependent, meaning the more pathogen a calf receives, the more likely they are to have scours.

**Rotavirus**

This virus infects cells essential to the absorption of nutrients in the small intestine. The lack of small intestine nutrient absorption causes nutritional deficiencies for the calf and interferes with the rest of the digestive tract’s ability to absorb water. The result is diarrhea, with an added complication of missing nutrients for the calf.

**Coronavirus**

This virus infects cells in a similar way to Rotavirus. However, instead of just interfering with absorption, the virus actively kills cells in the lining of the intestine. The result is widespread destruction of the lining of the small intestine. The calf cannot absorb any nutrients, the inflammation is massive, and severe diarrhea occurs.

**Cryptosporidium**

Cryptosporidium, often referred to as Crypto, is a protozoan. Protozoa are microscopic animals. The most important thing to remember is that Crypto is not bacteria. Crypto implants itself in the wall of the intestine and causes severe inflammatory damage to the lining of the intestine. This damage results in diarrhea for the calf. Crypto infections are incredibly painful for the calf. Outside of the body, Crypto has a thick shell that allows it to}

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**Ruminate on That - Commentary from Dr. Joe.**

Cattleman®

MSCA Boots on the Ground

Upcoming Events/Important Dates:

**February**

3: Rock Nobles Cattlemen Meeting
5-7: Cattle Industry Convention & NCBA Trade show, San Antonio, TX
8: Midwest Cattlemen Meeting, 6:00 pm Dawson, MN
19: BQA Certification, 5:30 pm, Mable Community Center, Mable, MN

**March**

17: Murray County Cattlemen Meeting, Hadle, MN
28: Pipestone County Cattlemen Meeting
TBA: Quarterly Board of Directors Meeting

**July**

13: Quarterly Board of Directors Meeting, Luverne MN
14: 2020 Rock Nobles Cattlemen’s Association Summer Tour, Worthington, MN

**August**

4-6: FarmFest, Morgan, MN

**September**

12: September Quarterly Meeting, Walnut Grove, MN

**December**

3-5: MSCA Annual Convention, Hinckley, MN

MSCA Membership Goal

- 1,600
- 1,400
- 1,200
- 1,000
- 800
- 600
- 400

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**Minnesota Beef Alliance Members**

THANK-YOU to the following businesses that have committee to support members of the Minnesota State Cattlemen’s Association as part of the Minnesota Beef Alliance for 2020. If you are interested in learning more about the Beef Alliance program, contact Aimee Sitter at 269-804-9185 or email aimee@mnsca.org

**Prime**

American Foods*
Carlson Wholesalers
Wulf Cattle
Minnesota Beef Council
Minnesota Corn Growers Association*

**Choice**

Elanco
Wieser Concrete

**Select**

Zoetis

**Presidential**

Purina Animal Nutrition
Phileo Lasaffre*  

* Indicates giving above base level for that category!

**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 2019. Looking forward to 2020, 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)
MBC UPDATE

Minnesota Beef Council 2019 Annual Report

PROMOTION

MN Beef Goes Viral: Social media is a great way to engage consumers with delicious beef recipes, educational content, and to showcase the outstanding beef farmers and ranchers in our state who are raising high quality beef. We produced a video called “Meat Bennett, a 5 Year Old Cattle Feeder” that went viral. The video gained 246,000 views, 1,600 reactions, 351 comments and 2,600 shares, making it our best performing post ever!

Farmer Feature Videos: We also featured several beef farm and ranch families to connect consumers with producers. We reached over 15,700 additional viewers on three full-length videos. The main goal was to increase awareness and traffic to our website, where we house additional beef production information.

Food Preparation Videos: The MBC staff frequently share beef preparation videos, recipes, tips and tricks. These videos generate thousands of views and interactions and continue to be well received by viewers.

Nourish Move Love Partnership: A partnership outside of the box, but so fitting for sharing our “Beef for Strength” message. Lindsey Bomgren of “Nourish, Move, Love” has been an outstanding consumer spokesperson to work with. Lindsey is a young millennial mom focused on fitness, nutrition and healthy living for sustained mental and physical strength.

Our first video project included the “7 Day Meal Plan with Beef” and the “30 Minute Pyramid Beef Strong Workout.” To date, the “Beef Strong” workout video has been voted by her followers as the “most challenging” workout, and it has proved to be her most frequently viewed workout video with over 14,800 views from her blog alone!

12 Days of Holiday Giving: Through a holiday promotional campaign, MBC featured great beef-related gift ideas, which generated 17,000 views, 2,300 comments and 547 shares.

Digital Advertising Monthly: Each month, MBC staff are designing new creative digital advertising strategies that are on-trend, seasonal and click-bait worthy. As a result, we have seen overall increased traffic and session duration on our website and social media platforms. Having a strategy all year long has been very beneficial in reaching a wider consumer audience right where they are and across several platforms and devices.

Health & Nutrition Influencers: Through several health professional conferences, meetings and beef immersion farm tours, MBC directly connected with influencers and shared information on beef production practices, beef nutrition evolution and common misperceptions related to the nutrition of beef through science and research findings.

Culinary Partnerships: The MBC staff works to foster relationships with chefs, restaurant owners and culinary students. We do this through meat cutting demonstrations with culinary schools and through the Minnesota Chapter of the American Culinary Federation. Each year, we name a Minnesota Restaurant of the Year. This year’s “Food Service Beef Backer of the Year” was Pittsburgh Blue Steakhouse in Maple Grove and Edina.

Retail Partnerships: Grocery stores, meat markets and convenience stores serve a vitally important role as the point of purchase for consumers to connect with our amazing beef products. Activities this year included support and education to meat managers, marketers and dietitians at Hy-Vee and Coborn’s, along with continued partnership with the Minnesota Association of Meat Processors (MAMP) to connect with many of our local butchers and meat markets. This year’s “Retail Beef Backer of the Year” was Steve’s Meat Market in Elkdale.

Twin Cities Live: MBC makes a monthly appearance on Twin Cities Live, an afternoon program that airs daily on KSTP. Each segment is posted on our YouTube Channel after the air date. In 2018, we had over 800,000 household viewer impressions.

International Marketing: Prominent media representatives from Japan visited Minnesota to learn more about the U.S. beef industry. As guests of the MBC and the U.S. Meat Export Federation, attendees learned how cattle are raised and how meat is marketed through both retail and foodservice channels.

As of October 2018, the value of exports to the beef industry amounts to $6.92 billion, up 17% from 2017. This equates to a value of $232 per head of fed slaughter cattle for January – October 2018.

MBC Board of Directors

District 1: Patricia Erickson, Dan Larson
District 2: Tom Olson
District 4: Karen Schoenfeld, Davis Wulf
District 5: David Glessing, John Schaefer, Dave Marquardt
District 6: Duane Mursterleiger
District 7: Travis Reth, Neil Johnson, Mark Malecek
District 8: Lori Beckel, Jeri Hanson
District 9: Katie Brossy, Jeff Pagel

MBC Staff
Karin Schaeffer, Executive Director
Kate Davis, Business Manager
Royalee Rhoads, Director of Industry Relations
Becky Church, Communications Director

A major project this past year has been supporting the USMIF’s U.S. beef promotion efforts in Asia. In May, representatives of MBC and Minnesota State Cattlemen’s Association traveled to Japan and China to meet with important industry leaders. They also connected with consumers at the retail counter and through influencer grilling events.

Beef Quality Assurance: MBC’s Beef Quality Assurance Program hosted 20 trainings in 2019. In Minnesota, nearly 5,600 farmers and ranchers have an active BQA certificate.

Advocacy Training: The Minnesota Top of the Class program is a dynamic, year-long educational experience featuring both in-state and out-of-state seminars. The goal of the program is to equip participants with the training, knowledge and experience they need to be sources of information for local, state and national media outlets, journalists and consumers looking for information about beef production.

In 2018 and 2019, 16 members of the Minnesota beef community completed the program.

Local Producer Promotion: MBC contributed nearly $8,000 through the Local Producer Promotion Program to local organizations promoting beef to consumers. This is a great way for us to extend our efforts to local communities throughout the state of Minnesota.

Research: Checkoff funds are allocated to various research projects related to beef product enhancement, beef nutrition, beef safety and beef sustainability.

To keep up to date with the Minnesota Beef Council activities:
On air: Linder Network (Mondays at 12:45 p.m.), RRFN (Wednesdays at 12:35 p.m.), KASM (Mondays at 12:20 p.m.), KDHN (Tuesdays at 6:00 a.m.) and WNAX (Wednesdays at 8:30 a.m.)
Online: www.mnbeef.org
Social:

Minnesota Beef Council Fiscal Year 2019
Expenditures by Category/Total Expenses: $787,322

- Promotion: $205,376 (26%)
- Consumer Education: $131,224 (17%)
- Industry Information: $68,819 (9%)
- Producer Communication: $40,454 (6%)
- Operation & Compliance: $27,424 (3%)
- Research: $24,830 (3%)
- Administrative: $30,986 (4%)

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February 2020
Dear Fellow Producers,

Cattle producers have their feet firmly planted in two worlds. The world of tradition, using knowledge and skills handed down through the years that help us to be successful, healthy animals producing the best beef in the world, and the world of technology, using the most up-to-date information to help us manage our businesses, market our animals and stay abreast of our situations.

Truth be told, most of us are probably more comfortable in the first world. After all, knowing and caring for animals comes naturally. Technology can be intimidating and moves so quickly these days that it’s just difficult to stay current.

Stay current we must, however, especially when it comes to marketing beef. Consumers no longer get their information about beef from friends or the sales flyer in the weekly newspaper. The internet, social media, smart phones, artificial intelligence and other emerging technologies are influencing how we must talk with and educate those who buy our products.

Our Beef Checkoff is staying ahead of new technologies, using them effectively to reach both current and potential beef buyers. Thanks to your checkoff investments, we’re able to keep beef front-and-center with those who consume our product and those who market it.

Research suggests we’re on the right track. A recent independent evaluation of the national Beef Checkoff found that for every dollar invested, $11.91 is returned to the beef communities’ profitability. That’s technology we can take to the bank.

Partnering with other third-party content sites can also be useful in addressing complex beef issues. For instance, the Beef Checkoff has worked with Quartz, Greenbiz and Nativo to ensure consumers see balanced information about how beef is both healthy and sustainable. Articles with these groups have garnered almost 8.5 million impressions.

Technology is also helping improve international marketing. To share beef farming and ranching with audiences across the globe, Beef It’s What’s For Dinner is making its virtual ranch tours available in Korean, Japanese, and Spanish. The 360-degree videos virtually transport the viewer to a U.S. ranch to show how cattle are raised and cared for. Originally created by NCBA as part of checkoff-funded Beef It’s What’s For Dinner. Rethink the Ranch outreach, the videos are giving audiences around the world a chance to experience U.S. beef production practices.

New videos utilizing the “Nicely done, beef” slogan and highlight the attribute consumers say distinguishes beef from other protein options: its great taste. Appearing on popular websites and social media platforms, Nicely Done advertising uses tongue-in-cheek humor and beef’s swagger to help position beef as the top protein.

In 2014 Beef Checkoff advertising went 100 percent digital primarily to reach older millennial parents, who are more digitally connected. A new “Keep Sizzlin’” collection of online beef advertising, for instance, shows beef being cooked by grilling, smoking, stir-fry, sous vide and cast iron. In addition to providing consumers with drool-worthy content, the ads lead consumers BeefItsWhatsForDinner.com, where they learn to prepare the perfect beef meal.

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Nicely Done through social media, search or display ads have had more than 98 million video views, creating more than 4 million engagements, and resulted in more than 500 million consumer impressions.

To keep up with the evolving marketing landscape a new tool called Chuck Knows Beef was introduced in 2019. Powered by Google Artificial Intelligence, Chuck Knows Beef is a guide to all things beef — recipes, cooking tips, cut information, production background — helping source its customized responses from content found on the BeefItsWhatsForDinner.com website.

Chuck Knows Beef is based on the emerging trend toward smart speakers, such as the Google Home and Amazon Alexa. It can help the 70 percent of consumers who say technical support would help them when shopping for beef. Like the BeefItsWhatsForDinner.com website, Chuck Knows Beef represents a prime opportunity for the beef industry to utilize technology to help increase consumer demand, giving consumers confidence in selecting and preparing beef.

Beef It’s What’s For Dinner has also made a significant impact on Facebook and Instagram. Thirteen Facebook Live videos, featuring recipes and cooking tips from checkoff culinary experts were produced and posted over the past year, with almost 65,000 views. These videos continue to ‘live’ on the Beef It’s What’s For Dinner Facebook page. In addition, six Instagram TV videos were posted in 2019 reaching thousands more consumers.

Technology also influences how the Beef Checkoff educates and motivates those who market beef. A lost last year with instacart, an online delivery service available to more than 80 percent of American households, demonstrated that Beef It’s What’s For Dinner ads at digital point-of-sale increased beef purchases among users and proving to retailers the program’s greater-than-average return on investment.

Cattlemen’s Beef Board Fiscal Year 2019 Expenditures

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Yours truly,

Hansel Valley, Utah
Chairman, Federation of State Beef Councils

Riding Technology Into the Future

Twenty-five years ago, having a website meant you were on the cutting edge of technology. No longer. Today a website is merely the foundation. In 2018 there were more than 1.8 billion websites globally, competing for the attention of consumers.

The Beef Checkoff’s Beef It’s What’s For Dinner brand has successfully attracted a following of consumers through many channels, including an updated www.BeefItsWhatsForDinner.com digital website, which answers questions consumers have about beef from pasture to plate. Since its relaunch more than 15 million people have visited the new website. But that’s just the beginning of the Beef Checkoff’s technological footprint.

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Maximizing Millennial Reach

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The Beef Checkoff-funded Beef Quality Assurance program has utilized technology to enhance success with cattle producers. More than 59,000 individuals have gone online to obtain BQA certification since 2017. Free online training and certification is accessible 24/7, making it a convenient option for busy farmers and ranchers. BQA certifications are also available at in-person training events. An estimated 80 percent of the U.S. fed beef supply is touched by BQA-certified operations.

Boosting International Demand

Of course, current technology will not be a component of all Beef Checkoff programs, such as international programs that boost international beef demand. U.S. beef exports, in fact, reached a record-shattering $8.3 billion in 2018, a year-over-year increase of 15 percent. While Japan solidified its position as the leading international destination for U.S. beef, much of the year’s growth was driven by South Korea and Taiwan. 2019 has seen continued momentum for these two markets, with both achieving double-digit growth through the first half of the year.

The U.S. Meat Export Federation, a subcontractor to the Beef Checkoff, uses checkoff support to promote the unique attributes of U.S. beef worldwide, including to key buyers in the Korean and Taiwanese foodservice sectors, where dry-aged U.S. beef is increasingly popular.

In the United States, many other efforts not requiring enhanced technology — including personal and face-to-face interactions — reach both consumers and those who influence them, such as farm-to-fork tours for influencers, discussions with dietitians and health professionals, farm-to-fork tours for chefs and other influencers and dozens of other outreach efforts.

Being on the front line in today’s marketplace, however, requires the beef industry to keep pace with the needs of consumers who buy its products. Thanks to beef producer investments in the Beef Checkoff, technology and beef can go hand-in-hand.
Trade Deals Done Well

By: Colin Woodall
NCBA CEO

NCBA has delivered some big wins for our industry this past year, but perhaps none are bigger than the trade deals we’ve delivered to close out 2019. We’re proud to work closely with the Trump Administration to deliver these major victories that will certainly boost our markets in the year ahead. International markets have been adding an additional $300 per head in value to fed cattle prices this year. Th at money fl ows back through our industry and helps support prices for every animal sold, at every level, whether you realize it or not. In just the past few weeks, we’ve managed to fi nalize a trade deal with Japan that places us on a level playing fi eld with participants in the TransPaciﬁ c Partnership. Because of NCBA’s dedicated focus to working with the Administration, America’s cattle producers will no longer be at a competitive disadvantage in our largest export market. Th at means our current market of $2 billion a year—nearly $100 per head sold—is likely to grow in the years to come, as the tariff s imposed on U.S. beef decline from the current 38.5 percent to 9 percent. Starting Jan. 1, U.S. beef will be sold at the same tariff level as production from Australia, Canada, Mexico, and other countries. We also saw movement on the U.S.-Mexico-Canada trade deal in December, with the announcement that the U.S. House of Representatives will soon vote on this crucial agreement that will maintain our duty-free access with two of our largest and most important markets. NCBA has been working closely with the offi ce of U.S. Trade Representative (USTR) and the Administration to navigate the diffi cult complexities of a multilateral trade deal that impacts countless commodities and industries and we’re extremely pleased with the outcome. If you haven’t already done so, it’s imperative that you reach out to your members of Congress and urge them to support swift passage of this critical trade deal. In addition to these two important trade deals, NCBA also worked to expand access to the market in the European Union. Th e deal negotiated by USTR established a duty-free quota for beef produced by countries participating in the Uruguay Round Agreement that will maintain our duty-free access with two of our largest and most important markets. It’s expected that this agreement will maintain our duty-free access with two of our largest and most important markets. It’s expected that this agreement will continue to work closely with the Administration to ensure the U.S. continues to beneﬁ t from these important overseas markets.

Preview Of The 2020 Minnesota Legislative Session

Minnesota lawmakers will convene for the start of the 2020 legislative session at noon on Tuesday, February 11. The 2020 session will be shorter in length than the 2019 session, which was the longer, budget-setting year. Anything up for debate this year will be addressed in the context of three overall drivers that will influence the direction of the entire session.

The fi rst session driver will be the upcoming elections. Republicans took control of the Minnesota Senate in 2016 while Democrats took control of the House and kept control of the Governor’s ofﬁ ce in 2018. Governor Walz has almost three years left on his current term, but all 67 Senate seats and 134 House seats will be on the ballot this fall. Senate Democrats will spend much of the 2020 session trying to gain advantages over incumbent Republicans in an effort to win back control of the Senate in November. Meanwhile, House Republicans will do the same in the House.

The second session driver will be the $1.33 billion projected budget surplus. . . . continued on page 7
The November budget forecast indicates that at the end of the next two-year budget cycle the State of Minnesota will have a $1.33 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, 2021, when the next two-year budget ends, assuming revenue and spending patterns are not changed by the legislature and the Governor. Although this is not the budget year, legislators will likely discuss allocating the projected surplus through tax cuts, additional spending, or a combination of both.

The final driver of the 2020 legislative session will be the debate and passage of the capital bonding bill. The capital bonding bill is usually passed every two years and it provides funding for major construction projects around the State. It’s worth noting that the bonding bill is the one bill that requires support from both parties – 81 votes are needed to pass the bill in the House (there are 75 Democrats and 59 Republicans) while 41 are needed in the Senate (there are 35 Republicans and 32 Democrats). The main issue in the bonding bill will be the overall size of it: Governor Walz supports a bill totaling $2 billion that focuses heavily on preserving current infrastructure while Republican legislators are inclined to support a much smaller bill.

Other major issues on the table this year could include health care costs, education funding, opioid addition, guns/school safety, and possible legalization of marijuana. There might also be a debate about transportation funding. 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.

General agriculture issues of interest to cattlemen include climate change legislation, efforts to restrict seed treatments and spraying, fertilizer use, and additional water quality regulations. Ag groups will also work to correct an unintended consequence in the 2019 tax bill that resulted in some farmers receiving retroactive tax bills from the Minnesota Department of Revenue on equipment that was previously traded. The 2020 session must adjourn no later than midnight on Monday, May 18.

Thank You To All Of The Vendors And Sponsors

A special thank you to all of the vendors and sponsors for the 2019 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.
Defending Beef Against Meat Substitutes

New plant-based protein products are gaining a lot of attention in the news media and are showing up in retail and foodservice outlets to great fanfare. Research shows that consumers overwhelmingly choose beef and other animal proteins as their top choice for protein. And, through NCBA’s continued checkoff-funded efforts, we are working to position beef as the top protein through ongoing efforts.

Proactively though, NCBA, as a contractor to the Beef Checkoff, manages the Beef. It’s What’s For Dinner. Brand, and is reaching millions of consumers with ads like the ones shown below that are running on popular digital and social media platforms around the country that aim to “steak” beef’s claim as the top protein. To date, these ads have been viewed more than 3.3 million times and have driven more than 10,000 clicks back to the Beef. It’s What’s For Dinner. website for consumers to learn more about real beef.

When a consumer hears about these meat substitutes—whether it’s on the news or from a friend or an advertisement—they might Google for information about these products. So, Beef. It’s What’s For Dinner. looks for creative ways to position beef as that top protein. In June, the team started running a Google search campaign that would serve up a Beef. It’s What’s For Dinner. ad to consumers when they Google new plant-based burger options and then give them a link back to Beef. It’s What’s For Dinner.com to get a mouthwatering real beef recipe. Since that effort started in June, BIWFD search ads have appeared in over 75,000 searches for Meat Substitutes-related queries, resulting in more than 1,000 clicks back to the Beef. It’s What’s For Dinner site.

In late August, a webinar for supply chain professionals attracted more than 350 supply chain professionals from the retail, foodservice, manufacturing, distributing and packing industries. The webinar, “Getting to the Meat of the Matter: Do Meat Substitutes Stack Up to Beef?”, featured updates regarding the regulatory and labeling landscape for meat substitutes by NCBA’s policy experts, insights from consumer research and channel intelligence teams, and facts about beef’s nutrition and environmental sustainability. The webinar attracted decision makers from leading consumer-facing brands and reinforced the fact that meat substitutes may be driving headlines, but beef drives sales. The webinar and other content were supported through digital sponsored content in industry trade publications, such as a commissioned article and infographic in Winsight Grocery Business, Restaurant Drive, Grocery Drive, and others. In total, the paid supply chain trade media efforts reached more than 185,000 business-decision makers with important information about beef.

In October, a new fact sheet that shows how ground beef and meat substitutes stack up when it comes to nutrition profile and ingredients was developed and posted on BeefItsWhatsForDinner.com, under the Infographic Library section. This infographic has been shared with a variety of audiences, including media and influencers as they ask questions about meat substitutes.

On Nov. 22, one of the newer meat substitute companies that manufacturers a soy-based burger commented on a Beef. It’s What’s For Dinner. Twitter post which featured the Beef Holiday Drool Log, which is a video of a delicious Beef Prime Rib Roast slowly cooking over an open flame—for 2 hours! Inspired by the classic yule log video and a social experiment that found that more than 33 million people watched a 2.5-minute video of a beef steak cooking in a cast-iron skillet, the Beef Drool Log is a reminder that the holidays just aren’t the same without the perfectly cooked beef roast. The meat substitutes company commented on the Beef Holiday Drool Log video on Twitter saying, “Okay, boomers.” For those of you who don’t speak Twitter-slang, “Ok Boomers” has basically become a social media insult for Millennials to say to “older generations.” Beef. It’s What’s For Dinner. took it as an opportunity to defend the brand that farmers and ranchers are behind and posted a response that said, “Don’t be so salty… oh, wait…” and a LOT of people took notice to the response—in fact, that response had a reach of more than 160,000 and more than 24,000 impressions, 70+ retweets and 400+ likes. The meat substitutes company hasn’t responded again.

This is just a sample of the efforts NCBA has made on behalf of the Beef Checkoff. Follow Beef. It’s What’s For Dinner. on Twitter and other social media properties to stay up-to-date on the latest information.
January 15th Signing of a Phase-One trade agreement with China

“We are pleased that the Phase One trade deal with China was signed. This agreement removes several nontariff trade barriers including the ban on production technologies, the extensive traceability requirements, and the 30-month BSE restriction.” stated MSCA President Michael Landy

WASHINGTON (Jan. 15, 2020) — The National Cattlemen's Beef Association applauded the signing of a Phase-One trade agreement with China, saying this agreement will lay the groundwork for American-produced beef to be highly competitive in the world's most populous market.

“The Phase-One Agreement with China will be a game-changer for the U.S. beef industry,” said NCBA President Jennifer Houston, who joined President Trump at the White House for today’s event. “For many years, Chinese consumers have been denied access to high-quality U.S. beef—the same U.S. beef we feed to our families. Non-scientific trade barriers like the ban on production technologies, the extensive traceability requirements, and the 30-month BSE restriction have greatly limited our ability to tap into growing beef demand in China. The removal of these massive trade barriers gives Chinese consumers access to the U.S. beef they desire, and it gives America’s cattlemen and cattlewomen the opportunity to provide U.S. beef to a growing consumer-base that represents one-fifth of the global population and a middle-class that is greater than the entire U.S. population.

“We cannot begin to express our thanks to President Trump for fighting for America’s cattle producers,” Houston continued. “Restoring U.S. beef access to China was the top agenda item resulting from the Mar-a-Lago summit in 2017, and our negotiators have never stopped working to reopen the Chinese market for U.S. beef. The Trump Administration did not allow the odds to dictate the outcome, and because of their hard work and dedication, America’s cattle producers and Chinese consumers will have a stronger relationship that will benefit both countries for generations. Today is a great day for the U.S. beef industry and the National Cattlemen’s Beef Association.”

When American-produced beef was banned from China for 14 years, NCBA worked with the U.S. government for more than a decade to reopen access to the market of nearly 1.4 billion consumers. American producers scored an initial victory in June 2017, when the Chinese market was reopened for the first time since 2003. NCBA joined U.S. Agriculture Secretary Sonny Perdue and American Ambassador to China Terry Branstad in Beijing to celebrate and mark the official reopening of the Chinese market.

However, many non-science-based, non-tariff trade barriers remained in place, which limited the amount of American-produced beef that qualified for China. NCBA says that this Phase-One Agreement will begin knocking down those trade barriers and significantly improve access to what is potentially a top export market for U.S. beef producers.

History of China’s Ban on U.S. Beef

2003: U.S. beef was banned in China in 2003 following the classical BSE case.
2006: China unilaterally reopened the market to de-boned beef from cattle under 30 months of age in 2006 as long as U.S. beef met 22 requirements that included traceability and the exclusion of meat from cattle that were of Mexican-origin. The 22 requirements were non-science based and commercially restrictive, and compliance with all 22 requirements would be extremely difficult for U.S. beef to meet.
2007: A year later, in 2007, China expanded access for U.S. beef to include bone-in beef from cattle under 30 months of age, subject to the same 22 conditions it had introduced in 2006. With these “conditions” in place, China maintained an effective ban on U.S. beef imports, even with conceptual market access on the books.
2016: China announced it would “lift ban” on U.S. beef, but only when technical discussions concluded.
June: First shipment of U.S. beef arrives in China, beating the July 16 deadline.
July: NCBA joined Secretary Perdue and Ambassador Branstad in Beijing for ceremony to re-open the market to U.S. beef.
July – December: U.S. beef sales total $30 million.
2018: Trump Administration continues to negotiate for greater market access for U.S. agricultural products including U.S. beef. Trump Administration also announced 25 percent tariffs on $50 billion of Chinese goods as result of China’s theft of U.S. intellectual property. China threatened to respond with retaliatory tariffs on U.S. goods including U.S. beef. On July 6, as U.S. tariffs kick in, China’s retaliatory tariffs on U.S. beef kick in, raising the tariff from 12 percent to 25 percent. When you add the 10 percent Value Added Tax (VAT), that brings the effective tariff rate to 45 percent on U.S. beef. That tariff rate remains in effect today. Total U.S. beef sales in China for 2018 = $69 million.
2019: After months of negotiations, the Trump Administration announced that a tentative agreement had been reached with China, dubbed as “Phase One”. Details of the agreement were not released, but it was announced that the agreement will be signed in January 2020.

Total U.S. beef sales in China for 2018 = $70 million
2020: On January 15, the United States and China signed a trade agreement referred to as “Phase One”. This agreement includes changes to China’s policies on a lengthy list of trade barriers and an agreement to purchase large sums of U.S. agricultural products. Further talks on “Phase Two” will continue with hope of reaching a second agreement later in 2020.

NCBA Seeks Consistency in Beef Origin Labeling Practices

In December, NCBA reaffirmed its policy which supports voluntary country-of-origin labeling (COOL). Because the association takes the concerns of its members and stakeholders seriously, its Executive Committee unanimously approved the following statement to work with USDA’s Food Safety Inspection Service (USDA FSIS) to address the Agency’s longstanding policy on geographic origin statements.

Specifically, NCBA is seeking solutions to the labeling requirements and verification procedures in place for beef products labeled as “Product of the U.S.A.”, “Made in the U.S.A.”, or similar origin claims, which will resolve the concerns of beef producers, work at the speed of commerce, meet America’s trade obligations and prevent confusion among consumers.

Since Summer Business Meeting, at the direction of its members and in response to a request brought forward by members of the Oregon Cattlemen’s Association, NCBA has been studying origin claims being made on some beef product labels. In July 2019, NCBA leaders formed a producer-led working group to examine the extent of these concerns and the federal regulations governing such practices. Although the working group has not determined whether such practices are occurring on a widespread basis, concerns remain that consumer expectations relative to beef products labeling origin claims may not be consistent with FSIS’s current policy.

“NCBA recognizes that product labels are a defining feature of the shopping experience for consumers. While the majority of beef products currently advertised, marketed, or labeled as ‘Product of the U.S.A.’ are likely compliant with current FSIS regulations, the potential for consumer confusion exists,” said NCBA CEO Colin Woodall. “The core mission of FSIS is to ensure all meat and poultry products are safe, wholesome, not adulterated, and properly marked, labeled, and packaged. While FSIS has policy regarding origin labels, ultimately origin claims are marketing claims and should be regulated as such.”

NCBA said it and its state affiliates are committed to working together with USDA to bring forward a meaningful solution to ensure that any voluntary country-of-origin claims are verified by USDA’s Agricultural Marketing Service (AMS) prior to the approval of labels by USDA-FSIS. NCBA believes that beef labels with voluntary country-of-origin labeling marketing claims should be verified through existing USDA framework that is market-based and respects international trade commitments. It is critically important that any changes not trigger retaliatory tariffs from Mexico or Canada that have already been approved by the WTO.

NCBA believes that other recent efforts to address these concerns by Congress or other industry groups — while well-intentioned — miss the mark and don’t go far enough to address the situation.

“We look forward to working with USDA and other stakeholders – something NCBA is uniquely positioned to do – to ensure that accurate and voluntary origin labels are in place to benefit beef producers and consumers,” Woodall said.

The Cattleman® February 2020 9
BETTER BEEF Begins Here

Better beef begins in pastures just like ours all over America. Yet, not all beef that leaves pastures and moves through the supply chain is equal. Better beef begins with proven genetics, better health, proper nutrition, disciplined selection and a keen commitment to best practice welfare.

Better beef begins with opportunity. Wulf Cattle customers have trusted the process and taken advantage of opportunities for sustainable profit for more than 40 years.

Wulf Cattle OPPORTUNITY SALE of 2020

Thursday • April 9, 2020
At Sandy Ridge Ranch • Atkinson, Nebraska

(*Please note the annual Wulf Cattle Opportunity Sales will be held on the second Thursday in April each year at our Sandy Ridge Ranch location.)

Let us assist in producing better beef in your operation! Give us a call, stop by or join us at our Sandy Ridge location for the 32nd Wulf Cattle Opportunity Sale of 2020.

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- Bull Selection Index
- Breeding to Feeding™ Dairy Beef Program
- Private Treaty Bulls Available at All Times
survive for long periods in the environment.

Non-infectious

Inadequate Nutrition

Calves need to eat. They are trying to grow in addition to fighting off any pathogens that could be present. To gain weight and still have the energy to provide an adequate immune system, calves must have energy stored in the form of fat. With beef calves, infectious agents are likely to blame, but you should also check on the dam to make sure she is providing enough milk. Mastitis, big teats, low milk production, and poor maternal instinct (calf rejection) are all potential causes of inadequate nutrition that could lead to scours.

**How to diagnose scours**

Manure
Just like any mammal ingesting a primarily liquid diet (think human infants), a calves feces should not be solid. Scours is not defined as loose feces. A calves feces should be slightly loose.

- Normal calf manure should be semi-formed to loose and sit on top of straw bedding.
- Scours manure will have a consistency close to water and will run immediately through straw bedding.
- Unless the manure has blood in it, the color of the manure usually has little to no diagnostic value.

Calf
A visual and physical exam, in combination with manure consistency, can help you put the pieces together. Visually, the calf should be bright and alert with clear eyes and upright ears. Sick calves are depressed and lethargic, with droopy ears and dull eyes. Watch for calves that remain lying down when most other calves have stood up. Not eating can also be a sign of a sick calf, but the goal should be to pick out the calf that is struggling before they have stopped eating. Many calves with scours will breath faster than usual with increased effort. Make sure you are not misdiagnosing scours cases as respiratory infections.

**How to treat scours**

As with almost anything on a farm, prevention is preferable to treatment. Having treatment protocols is essential for proper calf care, but the primary goal is always to identify the root of the problem and prevent scours. Even with excellent prevention in place, scours cases will occur. Here are the things to consider when treating.

If the calf is unable to stand, call your veterinarian. The calf may need IV fluid therapy in addition to the treatments below.

**Dehydration**

Dehydration is what kills calves, and correcting with supplemental electrolytes is the most crucial part of any treatment protocol. Electrolyte feeding should be given in addition to milk feedings. If you can, leave the calf with mom whenever possible. Work with your veterinarian to decide what electrolytes to use and how often to treat.

- If you are bottle feeding, DO NOT stop feeding the calf milk. Leave the calf with the dam whenever possible and monitor the calf to make sure it is continuing to drink milk. The calf needs the nutritional value of the milk to help fight off the disease.
- Always mix electrolytes according to package instructions. Feeding electrolytes that are too concentrated can make things worse by causing more scours.

**Pain/Discomfort**

Scours is incredibly uncomfortable and painful for calves. There are several options for anti-inflammatory use in calves. Providing pain relief helps calves get back on their feet faster. Work with your veterinarian to determine what and how much to use.

**Antibiotics**

As discussed above, 95% of scours cases are not caused by bacteria, meaning in 95% of cases, antibiotics will not treat the cause of the disease. Scours can result in secondary bacterial infections. The only way to know if antibiotics are necessary is to examine the calf.

- Every exam should include a rectal temperature.
- Use antibiotics in a set protocol you develop with your veterinarian.
- Antibiotics are usually reserved for when a temperature is too high (above 102.5°F) or too low (below 101°F).

**How to prevent calf scours**

The cow

Preventing calf scours starts even before the calf is born. A healthy cow produces a healthy calf. We can influence the health of the calf by making sure the cow has a proper body condition score, adequate nutrition (including minerals), and a clean, dry environment. We can also use vaccines to influence what antibodies a cow puts into her colostrum (first milk) that are then passed to the calf. By vaccinating at the correct time while the cow is pregnant, we can improve the quality of the colostrum and target specific scours causing pathogens. Work with...
Member spotlight
At this year’s Minnesota State Cattle Industry Convention, Krist Wollum brought along a few folders filled with newspaper clippings, pictures and documents. These folders contained the history of the Minnesota State Cattleman’s Association. The wealth of knowledge Krist knows about the history of the association and his enthusiasm to share with others was apparent through the entire convention. The folders were brought to help answer some questions during one of the meetings during the weekend, but they also helped to create a clear picture of where we have been, who we are and where we will go in the future.

Krist is a third generation farmer from Porter, MN, where he and his family have a feedyard as well as raise commercial cows, corn, soybeans, wheat and alfalfa. Krist grew up on the family farm and moved away for a few years to work in Brookings before returning home and marrying Kari. In 2002, they bought the family farm and currently live there with their three children, Alicia, Joseph and Karlie. Krist has been actively involved in the Minnesota State Cattlemen’s Association since his youth, when his father, Harvey Wollum, served as the MSCA president from 1995-1996. The reason Krist is a member of the association is simple “If you are not at the table, you will be on the table! We need to have members of our association to make sure the law makers know we are here and intend on being here for generations to come. We want to be able to pass our operations on to the next generation and hope they have a chance to make a life without being overburdened by regulations.”

Krist has held many different positions in the state association over the years, recently holding the position of president from 2017-2018, currently he holds the leadership position of immediate past president. He is also active in his local association, Midwest Cattlemen. During Krist’s time as association president he had the opportunity to work on issues, including ditch mowing regulations, that make it easier for cattlemen to create quality feed and comply with the DOT. He also commented on behalf of the association on issues such as the call for the repeal of WOTUS and the modernization of the Endangered Species Act and the management of the gray wolf population.

Krist helps to promote the Minnesota State Cattlemen’s Association in his volunteer efforts with the beef booth at Farmfest. Krist helps organize and run this event which provides cattlemen a chance to make sure the law makers know we are here and intend on being here for generations to come. We want to be able to pass our operations on to the next generation and hope they have a chance to make a life without being overburdened by regulations.”

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Krist helps to promote the Minnesota State Cattlemen’s Association in his volunteer efforts with the beef booth at Farmfest. Krist helps organize and run this event which provides cattlemen a chance to promote beef with consumers young and old. The MSCA serves beef sandwiches out of a monoslope style barn on the Farmfest grounds, sharing how producers create a positive impact on the state’s economy. The MSCA beef barn is a busy place during the three-day event, serving a sandwich every six seconds. The high traffic that comes through the booth allows volunteers to share their story and connect with neighbors, legislators and members of the ag community from across the state. Krist encourages members to volunteer at Farmfest, weather it is a couple hours or the day. The event allows members to connect with fellow cattlemen in a different and exciting setting, fostering relationships and making our association stronger.

The Minnesota State Cattlemen’s Association is more than just a group, in Krist’s eyes, they are like family. The more you are actively involved, attending events, volunteering and seeking out leadership opportunities, the stronger your family bond becomes. When cattlemen work together and form strong bonds, the association is truly able to make a difference and truly be heard in St. Paul and Washington D.C.

Dr. Joe . . . continued from page 11
your veterinarian to develop a vaccine protocol.

Colostrum
A calf should drink good quality, clean colostrum within the first two hours of life. Every hour after birth, the calf’s ability to absorb the protective antibodies in colostrum decreases. Receiving colostrum is the single biggest predictor of calf survival and health. Make sure you have some colostrum replacer on hand during calving season. If a calf is unable to drink colostrum from the dam, feed a replacer. If you are unsure if the calf drank colostrum from the dam, feed a replacer.

Calving area
Exposure to scours causing pathogens starts the moment the calf is on the ground. If the calving area is not clean and dry, the exposure to pathogens is more likely. Make sure your cows are calving in a clean environment. Mud is your biggest enemy. If you cannot avoid mud in your current system, you need to change your system or change the time of year you start calving.

Pathogen build up
In general, scours causing pathogens transfer from older animals to younger animals. Additionally, many of the pathogens (especially cryptosporidium), persist in the environment for an extended period. This means that over time disease causing organisms can build up in an area making exposure and disease more likely for calves.

- A 45-60 day calving period (calving window) keeps a large majority of calves the same age within a system which minimizes disease transfer between calf age groups.
- Sorting and separating cows by calving date can minimize disease transfer between calf age groups.
- Designating a pasture, concrete pen, or barn for calving and minimizing cattle traffic at all other times of the year can prevent pathogens from building up.

Vaccine
In the order of importance, vaccines given to calves are towards the bottom of the list. Colostrum, nutrition, clean environment, and cow health are all more critical factors. There are products when given at birth under label instructions that can reduce scour, but they are not a cure-all solution. Work with your veterinarian to develop a vaccination protocol.

Sign Up a New Member Today - Help MSCA Grow!

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

Name _____________________________________________________________
Phone ____________________________________________________________

MN State Cattlemen’s Association Dues ..... $50
Junior Dues ..... $25
Local Cattlemen Association Dues (Optional)

NCBA Membership Dues (Optional)
(Select the appropriate classification and add to MN State Cattlemen dues)

Local = ___________________________________________________________

1-100 - $150
101-200 - $300
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1251-1500 - $1600
1501-1750 - $1900
(NCCA Dues )

Total Dues Enclosed This Membership _______

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Type Of:  □ Feeder □ Cow-Calf □ Seedstock □ Stocker □ Dairy □ Associate

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Credit Card Type:  □ Master Card □ Visa □ Discover

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Expiration Date / ____________ Signature ____________________________

Make Checks Payable to:  *MSCA* (No Cash Please)
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Questions Call (612) 618-6619 or email mnmsca@mnsca.org

Dr. Joe . . . continued from page 11