



Picture courtesy of Representative Fischbach's press release.

## **MSCA** discusses **Cattle Industry with** Representative **Michelle Fischbach**

Early June, MSCA Executive Director Allison VanDerWal and Vice President Jake Thompson attended Representative. Michelle Fischbach's ag advisory meetings. Allison and Jake discussed issues the cattle industry are currently facing. They encouraged Representative Fischbach to support the reauthorization of Livestock Mandatory Reporting (LMR), a continuation of the Department of Justice investigation into the major four packers and discussed federal price discovery policy and packer margins. Jake also shared the importance of the delisting of the Gray Wolf to our membership and encouraged support for funding to USDA-APHIS Wildlife Services which funds the MN federal trapping program. MSCA appreciates the support of Representative Fischbach and will continue to work with her office to keep cattle industry issues top of mind.



## A busy summer ahead for the Minnesota State Cattlemen and members!

July kicks off some of the Minnesota State Cattlemen's biggest events of the year! First off is the association's July board meeting on July 12th at the Grand Prairie Events Center in Luverne, MN. Attend this meeting to hear updates on the Minnesota legislative session, NCBA and national policy, as well as other projects the MSCA staff and board are working on. At the conclusion of this meeting will be our annual Political Action Committee fundraiser at the Take 16 Brewing Company in Luverne, MN. Join us for a beanbag tournament, dinner, drinks and fun before the 2021 Summer Tour! This event is crucial in raising dollars for our PAC fund which is used to support key state legislators

that have shown their support on the hill for MN beef production. July 13th is the Summer Beef Tour hosted by the Rock-Nobles Cattlemen Association in Worthington, MN. This tour will highlight cattle feeding and cow/calf operations in the Luverne and Worthington Area. Along with the tour, make sure you visit the trade show at the Nobles county fairgrounds. Vendors dedicated to the beef industry in Minnesota, will also be on site at each of the tour stops. To register for both the summer tour and the PAC event, visit http//:mnsca.org/ events. To reserve a beanbag team for the PAC event, email us at mnsca@mnsca.org. For more details on tour stops, sponsors and schedule of

events turn to page 11 and 12!

August in Minnesota means FarmFest! Whether you are going to Farmfest to look at new machinery, visit a seed dealer or to listen to legislative educational seminars, or make sure you stop by the Minnesota State Cattlemen's barn on 5th street across from the show office to get a big beef sandwich meal and talk with our members! After FarmFest, MSCA leadership fly out to Nashville to attend the NCBA Convention to listen to educational seminars and represent Minnesota beef production at committee policy meetings. If you would like to attend NCBA convention in Nashville, registration is open! Register here: https://convention.ncba. org/registration-hotels.

## Look What our Local Affiliates have been up to!

Several of our local cattlemen's groups have been busy already this summer! In June, the Cottonwood Cattle Producers in conjunction with the Martin County Fair Board hosted the Beef Royale at the Jackson Livestock Exchange sales barn. This event offered both an "on foot' live show and carcass contest with steer and heifer divisions, both individuals and pens of three. The live show consisted of 31 head with many more entered in the carcass contest. Cash payouts for each division will be awarded after carcass results come back from the contest harvest site, Tyson -Dakota City. Cattle competing in the Beef Royale came from nine counties and producers also took part in a Beef Quality Assurance training and carcass grading educational activity. The Pipestone County Cattlemen held a summer event in June and hosted Brad Kooima, cattle feeder, commodity trader and member of NCBA's Live Cattle Marketing Committee to speak about what is currently going on in the cattle market. As a commodity trader and feeder, himself, Brad has a unique background that makes him familiar with cattle

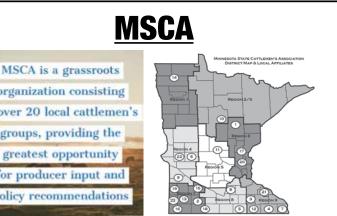
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NEWS

marketing from many different perspectives. Brad shared his work in representing small feeders both at the National Cattlemen's Beef Association and with work he has done in his state association with his senators and representatives. He concluded his talk by encouraging producers to get involved in their state association and that if you are not involved in being a part of the solution then you are a part of the problem. Good, honest discussion regarding cattle marketing and legislation was had at this meeting

among cattle producers. He shares that over his many years of being involved in both the Iowa Cattlemen's Association and NCBA he has seen change occur for the betterment of our small Midwest producers and although we still have work to do, there is momentum and now more than ever is the time to get involved.

If your organization has an event coming up this year or you would like to schedule a meeting, contact us at mnsca@mnsca.org so we can share your work or help plan your event!





Minnesota State Cattlemen's members, did you know you can pay your local affiliate dues online? Use the link below to renew your membership for the state and local association!

12. Mower County Cattleme
13. Murray County Cattleme
14. Northwestern Stockmen
15. Redwood Area Cattleme
16. Rock-Nobles Cattlemen
17. Snake River Cattlemen
18. South Central Cattlemen
19. Southwest Cattlemen
20. Tri-County Cattlemen
21. Wabasha County Cattlem
22. West Central Cattlemen
23. Pipestone Cattlemen

 ${\tt https://www.mnsca.org/become-a-member/membership-application}$ 



ALLISON VANDERWAL **Executive Director** Allison@mnsca.org Office: 763-479-1011

As I write this article I realize, or at least hope, that this article is somewhat outdated, but I fear it will still be relevant. Over the last few months, I have been inundated with phone calls from many of you regarding the packing situation and the disparity between boxed beef and live cattle prices. I am sympathetic with you all.

Poor fed cattle prices are tough enough to deal with when feed costs are reasonable but become even more frustrating when inputs are approaching record highs. I am also aware that many of you have not called me but are probably just as frustrated, so I want to share with you all (what I know as of now) what we are doing at the MSCA about this issue. Before I start this article, I want to preface two facts. One, I am not an expert in cattle marketing, or an economist. This article merely approaches this large complex issue at the angle of what we can do and control as a State Association based on information, I have researched from marketing specialist and economists. Two, I am in no way shape or form, work in this role to benefit the packer's best interest. I am the daughter of a feedlot owner and banker. If anything, the conversations I have at home regarding this topic are more intense than any I have had on the phone with MSCA members. I ask that you remember this as you read through this article. I am working for you.

Our Association has had conversations with legislators about how we can get employees back to work to increase chain speed through the whole processing chain, slaughter, fabrication, packaging, and transportation. We have heard some packers offer incentives to do some Saturday kills, but more is needed. Even on our best days, we are still not slaughtering to the capacity that we were pre-COVID.

We have heard rumors of new packing plants being built but these will not likely come online until at least late 2022. One of the biggest barriers for smaller plants to get started is the amount of capital that is required. The average cost to construct a meatpacking facility is \$100,000 per shackle space. As an example, a small town local processor that would slaughter 25 head a week would cost on average \$2.5 million to simply build. The Price Act that was introduced in the last congressional

#### Vanderwal . . . continued on page 8



#### GRANT BREITKREUTZ President

Greetings,

This spring and early summer is proving to be another year for the record books. Throughout most of the state, we started with ideal planting and seeding conditions and quickly turned to extremely dry and extreme

heat. Pasture and hay lands greened up and then, in very short order, went to full seed head production at some of the shortest growth I've ever Drought conditions seen. persist across most of the state with producer calls coming in reporting having to stop having because the disc mowers were starting the field on fire from sparks from the discs.

The MSCA leadership team is in constant contact with all the agencies throughout the state that have the ability to open up more having and grazing acres. Commissioner Peterson has been having weekly conference calls to

#### Breitkreutz ... continued on page 15

walked out. The breeding crew



JENNIFER SCHIEFELBEIN **CattleWomen President** 

I love summer – I know it's hot, and hopefully not too dry – but I love it because things just seem more relaxed. More hours of sunshine just seem to cheer me up and watching the corn and calves grow warms my heart.

I hope everyone is taking the time to enjoy the extra hours of daylight. Those extra hours mean the MN Cattlewomen are working extra hard to make this organization the best ever. I hope to see everyone at the Summer Beef Tour. The Rock-Nobles Cattlemen have a rich history in the Minnesota cattle industry. I look forward to the educational stops they have on the tour and once again having a great gathering of cattle people. Stop by our booth and sign up to become a Cattlewomen. While you are there, we would be glad to get your registered for the WIRED event we will be hosting at Mouser Hereford on July 24.

I encourage anyone between

#### Schiefelbein . . . continued on page 7

the past 2 weeks. By the time this goes to print, everything I could say about the markets would be old news. So for that reason, I'm going to pick a different topic that we can all get behind. I get calls from worried cattlemen across MN, wondering what can be done.... what can be done to keep their feeding operations afloat. I am not qualified to give anyone financial advice, and can only stress that you need to know your costs down to the penny to make sound decisions. The point I try to drive home is that they need to be willing to share their story. Everyone has a story, and most of us don't think there is anything exciting about what we do. I feel strongly that there is a huge disconnect

Ford ...

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and I discussed at length the effects that stress has on getting cows and heifers bred. The takeaway was, if you are doing AI breeding, or and chute work, make sure to keep animals as calm and stress free as possible to allow for good results. Hopefully, we have good AI As we all have been seeing and hearing drought is a worry. I checked the monitor and parts of Minnesota are in the D0 - D1range. That is not bad compared to our neighbors in North Dakota. Currently, most of North Dakota is in the D3 - D4 range. That got me thinking about managing our cows and calves during drought. I asked a couple of vets what they recommend. Here are some



#### **RACHEL GRAY Cow/Calf Council Chair**

Hello fellow cattlemen and women. I hope that calving season has gone well for you. Here we have just finished breeding season. This year we were able to use a breeding barn connected to the end of our chute and I was impressed with how fast and efficient it was. I was also incredibly happy with how calm the cattle were. They walked into the barn and

Gray... continued on page 8

#### ANGIE FORD **Feeder Council Chair**

It's the middle of May as I write this. The crops are planted and we have been able to catch a few much needed rains here in SW Minnesota. The focus has been on getting cows out to grass and trying to hang onto your hat for the wild ride the markets have taken lately. The theme of corn going up and fed cattle prices going down has been the latest trend for Region – 9 Amanda Armstrong 3791 NE 84th Ave Owatonna, MN 55060 (651) 775-2284 armstrongfarms96@gmail.com

#### Minnesota Cattleman

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#### **Ford** ... continued from page 2

between the feeder and the consumer when it comes down to how the steak gets on their plate. Believe it or not, there are still many people that don't understand that milk comes from a cow, or hamburger comes from fed cattle. Living in a rural community, we often think that our friends and neighbors understand how their meat gets to the grocery store. Start asking some of your friends, or better yet, their kids. You will be shocked by what they don't know or understand because the "stories" they have been exposed to come from untruths, mostly online. It is that lack of information, that lack of our personal story that we need to step up and fill in the truth of what it means to be a cattle producer.

If you have followed the ballot initiative 16 that is currently happening in Colorado, you will see firsthand how devastating it will be to the farmer/rancher if the wrong information is fed to the people that need to know it the most. What is Initiative 16? It is a citizen-led ballot initiative that will criminalize farmers, ranchers and vets who use accepted animal husbandry practices to care for animals. This includes spaying, neutering, birthing assistance, AI, preg checking, fertility checking and more. It will also ban the slaughter for animals that have lived less than 25% of their "natural" lifespan. In cattle, that would be 5 years before a steer could be harvested. How many packing plants are in Colorado..... I know you're reading this and shaking your head, this will never pass. Let's not be so sure. There are plenty of antianimal activist groups out there, and their #1 goal is to destroy our way of living. They spend unlimited money on campaigns to pull at the heart strings of those watching and then push to "Vote YES on Ballot 16". These initiatives do get passed, as this is how SD passed their

legalization of marijuana. Thankfully, Minnesota is not a ballot initiative state, but we need to support our neighboring states that are. Colorado is dealing with this now, North or South Dakota could be next. At the end of the day, it really wouldn't matter what all the fuss is with cash trade, live cattle prices or contracts if it was suddenly illegal to raise the cattle in the efficient and sustainable way we currently do.

What can you do to fight back? Be willing to share your story of how cattle are raised on your farm. If you're not comfortable with that, support the ones who are. Join your local cattlemen's association AND be active. Offer to do grilling and talk to the people you serve at those events. Encourage your kids to become Agyocates, they are the future of your business. Share social media posts and support the MN Beef Council. This is YOUR check off dollars at work. It is their mission to promote beef and grow demand, that is what the \$1/head is for. The check off money is not allowed to be used for anything policy related, which would include any solution to the current marketing challenges we are facing with the packer. If that comes as a surprise, go to www.mnbeef.org and do some reading on exactly what the MN beef council does.

Some days it can be very frustrating to be in this business. It seems like we get attacked from every corner. Crazy markets, high inputs and low cash price, fake meat, and more restrictive rules for raising cattle. Now is not the time to throw in the towel, but to dig in our heels and use the one thing that we all have, Our voices! The time is now to become your own advocate and join forces with other like-minded cattle producers. I thank you for being a member of the MN State Cattlemen's, and I am proud to be one of your voices.

## Thank you, 2021 Beef Alliance

THANK-YOU to the following businesses that have committed to support members of the Minnesota State Cattlemen's Association as a part of the Minnesota Beef Alliance Program for 2021. If you are interested in learning more about the Beef Alliance program, contact Allison VanDerWal at 763-479-1011 or allison@mnsca.org.

#### <u>Prime</u>

American Foods\* Carlson Wholesale Wulf Cattle Minnesota Beef Council Minnesota Corn Growers Association\* Choice Elanco

Wieser Concrete Artex Manufacturing

<u>Select</u>

Haggenmiller Lumber Zoetis

#### **Presidential**

Phileo Lasaffre\* Purina Animal Nutrition The Minnesota Soybean Research and Promotion Council

\* Indicates giving above base level for that category!

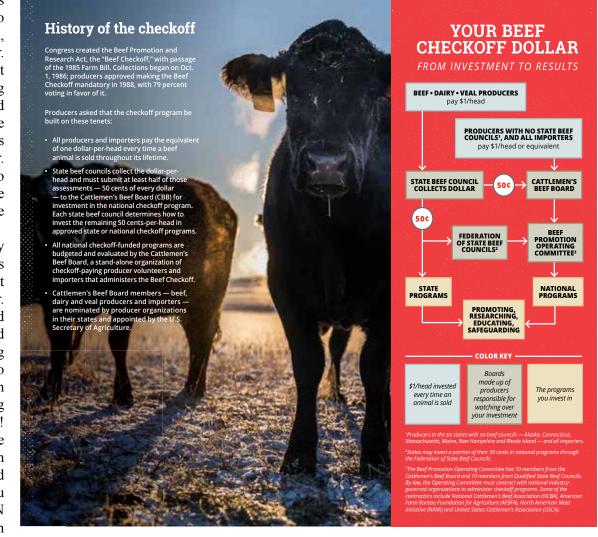
#### **Upcoming Events/Important Dates:**

For more details on events listed below, visit www.mnsca.org.

July Quarterly Meeting July 12th, Grand Prairie Event Center, Luverne, MN
Political Action Committee Cornhole Tournament July 12th, Take 16 Brewing Company, Luverne, MN

**Rock Nobels Cattlemen 2021 Summer Beef Tour** July 13th Nobles County Fairgrounds, Worthington, MN

**FarmFest** August 3-5th Gilfillan Estate, Redwood, MN





# CHECK US OUT ON THE WEB AT www.mnbeef.org

OCTOBER MBC UPDATE



CELEBRATE



# **Celebrating May Beef Month**

May was Beef Month!! We think every month should be Beef Month at the Minnesota Beef Council, and we should not only celebrate the great product we produce but also all the great producers who raise beef in Minnesota. As we celebrated Beef Month and highlighted the efforts of Minnesota farmers and ranchers to raise beef sustainably. *Beef It's What's for Dinner* on May 14 featured one of our great producers here in the state, they posted to Facebook a quote and picture of Stoney Creek Farms from Redwood Falls.

"Watching my dad learn about rotational grazing... and what we can do to better our environment-he is passionate about creating something that's going to last, and he has become very passionate about creating something that's going to benefit our next generations."

> — Karlie Breitkreutz, 4th Generation Farm Manager, Stoney Creek Farm in Minnesota #BeefFarmersAndRanchers



# **Coborn's Beef Promotion**



The Minnesota Beef Council partnered with Coborn's to promote beef in May. They featured a recipe with the tri-tip cut. The recipe was for Lemon-Garlic Grilled Beef Tri-Tip Roast with Vegetables. They had a great message on Facebook and Instagram. They also featured the recipe on the Dietitian's Choice page.

Fire up the grill this week! Marinated in white wine and lemon, this beef Tri-Tip Roast is flavorful and satisfying served up with colorful vegetables. Find the recipe at http://celebratemore.com/.../lemon-garlic-grilled-beef.../

#### Did you know....

A tri-tip is a rich, flavorful and a leaner cut of beef. Stop by our Meat Department to pick yours up today!

#MinnesotaBeefCouncil #DietitiansChoice

For one week, they also featured the recipe for Balsamic Marinated Beef Top Sirloin Steak and Asparagus on their Coborn's online shopping website.







# Meet Minnesota Beef Council Summer Intern – Hunter Aggen

Hello everyone, my name is Hunter Aggen and I am the 2021 summer intern for the Minnesota Beef Council. I was born and raised in the cattle industry and am very excited to work with a great organization to help promote beef products and producers. I hope to give back to an industry that has given me so much!

I am currently 22 years old and have been around the cattle industry my entire life. The passion for the livestock industry runs deep and will always be part of my life. My family owns and operates Oak Meadow Farms and we have about 120 registered Simmental cows and market them on our production sale and various consignment sales. Through my dad, grandpa, and several other mentors I have been able to learn valuable information about both raising and promoting beef production along with supporting all beef producers.

If I'm not working on my internship odds, are you will find me at home checking cows, playing with my two Australian Shepards, or traveling across the state and country clipping and fitting cattle and spending time with my friends or "livestock family". You may also catch me at a pig show helping my younger brother.

I will be graduating from NICC soon with beef science and ag business degrees. After school I hope to find a job within the beef/agriculture industry and continue to promote agriculture. One day I would like to take over my family farm and continue to raise and sell Simmentals. I am very excited about this summer and cannot wait to see what I will learn and all the skills I will gain! I hope that I get the opportunity to meet lots of producers and talk about beef with everyone.



Photo courtesy of BeefIt's Whatsfor Dinner.com

# MNBC Sizzling Grilling Patio Recipe

## **GRILLED PORTERHOUSE STEAKS WITH GARLIC-HERB PEPPERCORN CRUST**

#### Grill warning level: HIGH!!

With summer, who wants to heat up the kitchen, grilling is the perfect way to make great burgers and steaks this summer. Make sure to give this grilled porterhouse a try!

#### **INGREDIENTS:**

2 beef Porterhouse Steaks or T-Bone Steaks, cut 1 inch thick (about 1 pound each) 1 teaspoon coarsely ground mixed peppercorns (black, white, green and pink) Salt

#### Seasoning:

- 2 tablespoons chopped fresh parsley
- 2 tablespoons chopped fresh thyme
- 5 cloves garlic, minced

2 teaspoons coarsely ground mixed peppercorns (black, white, green and pink)

#### **COOKING:**

Combine seasoning ingredients in small bowl; press evenly onto beef steaks.

Place steaks on grid over medium, ash-covered coals. Grill, covered, 11 to 16 minutes (over



medium heat on preheated gas grill, 15 to 19 minutes) for medium rare (145°F) to medium (160°F) doneness, turning occasionally.

Remove bones from steaks; carve into slices. Season with 1 teaspoon peppercorns and salt, as desired.

Nutrition information per serving: 226 Calories; 90 Calories from fat; 10g Total Fat (4 g Saturated Fat; 5 g Monounsaturated Fat;) 61 mg Cholesterol; 108 mg Sodium; 2 g Total Carbohydrate; 0.6 g Dietary Fiber; 29 g Protein; 4.4 mg Iron; 5 mg NE Niacin; 0.5 mg Vitamin B6; 2.4 mcg Vitamin B12; 5.5 mg Zinc; 11.2 mcg Selenium.

This recipe is an excellent source of Protein, Iron, Niacin, Vitamin B6, Vitamin B12, Zinc, and Selenium.



## **Proposed Cattle Marketing Legislation in the 117th Congress**

Below is a breakdown of the three proposed pieces of legislation regarding cattle marketing.

Bill	A bill to amend the Agricultural Marketing Act of 1946 to foster efficient markets and increase competition and transparency among packers that purchase livestock from producers. (Referred to as 50/14) Chuck Grassley (R-IA)	Cattle Market Transparency Act Deb Fischer (R-NE)	Optimizing the Cattle Market Act of 2021			
Sponsors			Vicky Hartzler (R-MO) and Emanuel Cleaver (D-MO)			
Information from	https://www.congress.gov/bill/117th- congress/senate-bill/949?s=5&r=1	https://www.congress.gov/bill/117th-congress/senate- bill/543/text?r=9&s=4	https://www.congress.gov/bill/117th-congress/house- bill/3766/text?r=1&s=7			
Summary of Language	<ol> <li>Establishes a minimum of 50% of a covered packer's weekly volume of livestock slaughter must be purchased through spot market sales from nonaffiliated producers.         <ul> <li>This does not include a packer that owns one processing facility.</li> </ul> </li> <li>Spot market is a purchase and sale of livestock by a packer from a producer in         <ul> <li>which resulted in a set base price was determined on the day of the agreement.</li> <li>which the livestock are harvested within 14 days of the agreement.</li> <li>Which circumstances allowed for a reasonable competitive bidding opportunity on the day the agreement took place.</li> </ul> </li> </ol>	<ol> <li>Cattle contract library – Secretary (USDA) establish a library of each type of contract offered by packers to producers including any premiums and discounts offered with the contract.</li> <li>Regional mandatory minimums to achieve robust price discovery – established within the first two years after this bill is enacted as determined by the secretary and chief economist. Methods for established the minimum must be made public.         <ul> <li>a. Not be less than the three-year average of negotiated trades (as a percentage of total fed cattle transitions in a given region.</li> <li>Expand definition of committed cattle in section 221 of the Agriculture Marketing act of 1946 to 14 days instead of 7 days.</li> <li>Increasing the availability of market information, statistics, and documents.</li> <li>Confidentiality – clarifies USDA's rules of confidentiality to reduce instances of nonreporting under livestock mandatory reporting (LMR).</li> </ul> </li> </ol>	<ol> <li>Cattle contract library – Secretary (USDA) establish a library of each type of contract offered by packers to producers including any premiums and discounts offered with the contract.</li> <li>Regional mandatory minimums to achieve robust price discovery –Requires USDA to consider peer reviewed research on the subject of price discovery from land grant universities when determining mandatory minimums .</li> <li>Expedited reauthorization of Livestock Mandatory Reporting with new provisions to require formula based price reporting subject to the same requirements as negotiated cash transactions.</li> <li>Expand definition of committed cattle in section 221 of the Agriculture Marketing act of 1946 to 14 days instead of 7 days.</li> </ol>			
Status	Introduced in the Senate and referred to the referred to the committee on Agriculture, Nutrition and Forestry.	Introduced in the Senate and referred to the referred to the committee on Agriculture, Nutrition and Forestry.	Introduced in the House and referred to the House Committee on Agriculture.			





# Learn more at www.formafeed.com/defeattheheat!

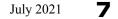


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# Member Highlight -

Duane, Sheila, and Tony Munsterteiger reside in Ogilvie, Minnesota and are the owners of Pleasurewoods Farm. Pleasurewood farm has a Black and Red Angus cow-calf herd where they sell bulls and heifers and retain the remaining to finish for the Grass Fed All-Natural Market.

The Munsterteiger family's operation stems from Duane spending time in a cattle truck growing up and deciding to feed a set of Holstein steers when he was in the 7th grade. He continued finishing a handful of colored cattle and in 1988 Duane made the leap from part time to full time, purchased the land where Pleasurewood Farms is currently located and began his cow-calf operation and continued finishing his steers.

Pleasurewood Farm is a member of the Snake



River Valley Cattlemen's Association for the power of networking with other producers. When Duane joined the local association, it was a very large and active group that had a big social benefit. He finds great value in everything you can learn by just asking questions and talking to other producers. There was also a big push to promote beef and educate customers which has always been important to him. As the involvement increased at the local level, the need to get involved at the state level was obvious. It is important to

#### Written by Hunter Aggen

know what is going on with the policies, so that they can have a horse in the race so to speak.

"Beef promotion is just as important as raising the beef itself"; it all started by Duane riding a stick horse, wearing shorts, cowboy boots, and cowboy hat in the local parade to promote SRVCA's "Draw a Steer Program" back in 87', to going to Taiwan with the MN Beef Council in 19'. Every year Pleasurewoods Farm goes into the classrooms of 4 different schools, to talk to around 300 3rd grade students about farming and then brings them out to the farm in May to have a day on the farm. The Munsterteiger family stated, "we feel that if we can make a positive impact on these young individuals with farming today, it could be the difference in the laws passed and customer decisions of the

future."

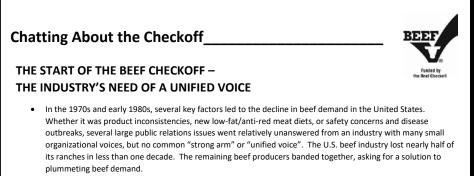
When Duane was asked what he found was most valuable from cattlemen's membership he stated "The perks for membership are endless, whether it be the support at the capitol, watching the backs of all of us producers or the cost savings from things like bulk order discounts or equipment savings. Not to mention the non-monetary benefits received from knowledge gained from other producers."

The Munsterteiger's concluded by saying "As cattlemen it is important, we support each other and our industry, no matter how we raise or sell our cattle. As producers, if we discount someone's practice because it is not the same as ours, how are we supposed to convince consumers to eat any beef or support the industry that we all love."



## MN Beef Production Highlighted on AURI Fields of Innovation Webinar

AURI hosted MSCA members Grant Breitkreutz and Mike Feikema on their Fields of Innovation Webinar series discussing Stewardship and Sustainability in Minnesota Beef Production. Mike and Grant discussed how they have incorporated practices that positively increased the sustainability of their operation economically, environmentally, and socially. A recording of their presentations will be uploaded



#### THE START OF THE BEEF CHECKOFF – HOW IT WAS STARTED BY PRODUCERS

- The Beef Checkoff is the beef industry's only joint state/national self-help program.
- The Beef Checkoff was created as part of the 1985 Farm Bill, in which Congress provided the outline for a program that would gather \$1 from beef farmers, ranchers and importers every time one head of cattle was sold throughout the United States. These dollars collected, according to the law, would only be used for promoting and researching beef, and driving demand for beef and beef products among consumers.
- What is the Act? The Beef Promotion and Research Act (the Act) was passed as part of the 1985 Farm Bill and provides the mission and the base for development of a producer-funded beef promotion and research program -- the Beef Checkoff -- aimed at building demand for beef and beef products, both domestically and internationally. The Act authorized the U.S. Department of Agriculture to develop a Beef Promotion and Research Order covering specifics of the program's operation. Making amendments to the Act requires U.S. congressional action and, ultimately, a producer referendum with a majority favoring the change.
- Following Congress's action, a 1988 referendum to vote was sent out to all cattle ranchers, asking for their approval of this program – and it passed at nearly 80% approval. The key to its approval was the creation of a farmer/rancher/importer-governing body to oversee these important promotion and research dollars. This governing body would become the Cattlemen's Beef Board.
- The Cattlemen's Beef Board was created immediately following the referendum, and currently has 99 cattlemen
  and women members, representing nearly every state, and beef importers, too. Each beef-producing board
  member is nominated to the USDA by state producer organizations back home, and is appointed to the CBB for
  a three-year term by the U.S. Secretary of Agriculture.

here: https://auri.org/events/category/auri-events/.

#### Schiefelbein ... continued from page 2

the ages of 13-19 to apply to become be complete without FarmFest. a MN Beef Ambassador. We will be I'm already excited to get my beef hosting the contest at the MN Beef sandwich! Expo. This is a great opportunity to So enjoy your summer, and I look be part of a team that speaks out for forward to seeing you at one of our the beef industry. The importance many events coming up. Please feel of speaking out to support the beef free to contact me at jschiefel@meltel. net, if you have any thoughts, concerns industry has never been as important as it is now. or questions.

And of course the summer wouldn't

#### RESOURCES

www.DrivingDemandForBeef.com

https://www.beefboard.org/2020/03/03/former-cbb-chairman-jo-ann-smith/

https://www.beefboard.org/beef-act-and-order/

# www.mnsca.org



# Minnesota CattleWomen Events For 2021

Over the course of 49 years, the Minnesota CattleWomen's Association (MNCW) have served beef enthusiasts promotion, education in and leadership. In 2021 the MNCW are reviving, refreshing, and refocusing their priorities.

"Women who raise cattle are a beautifully diverse group," said Michelle Mouser, MNCW President-Elect. "From the sole operator/owner of their farm, to those who keep books and manage the homefront, each one plays an integral role in the success of our beef industry." At the heart of the MNCW is a desire to encourage, promote, and support these women. To that end, MNCW Leadership has dubbed 2021 as the "Great Minnesota Comeback."

The year kicked off on April 17 with the "Pulling Through Calving" luncheon and tour hosted bv Schiefelbein Farms. The event was well attended and well received. Alaina Mousel from Shady Oaks Red Angus was our keynote speaker. Following lunch and a tour of the calving facility the day ended with a panel discussion featuring Dr. Bonnie Miller, DVM, Alaina Mousel, and Rachel Gray of Little Timber Farm.

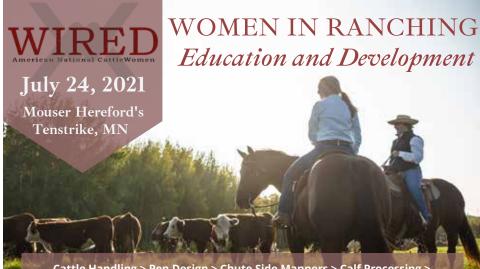
On July 24 the next event heads north to Mouser Herefords in Tenstrike, MN for the Women in Ranching Education and Development (WIRED) event. This nationally-recognized American National CattleWomen's educational program consists of hands-on learning, beginning with breakfast at 8 am and concluding with dinner at 5 pm. Participants will learn about cattle handling, pen design, calf processing, and DNA testing. Guest speakers will address pasture management, custom beef sales, and marketing options. Each attendee will be Beef Quality Assurance (BQA) certified upon completion of the event.

On September 18, MNCW will meet at Armstrong Farm in Owatonna, MN for "The Butcher and The Chef," an evening dinner event. We will watch and learn as the butcher carves out different cuts of beef and the chef prepares a delicious dinner. Bring your appetite along with questions and enjoy!

MNCW hosts their annual Minnesota Beef Ambassador competition during the Minnesota Beef Expo, Oct. 21-24, at the MN State Fairgrounds. The competition is open to youth ages 16-19 who have a desire to promote beef and develop their leadership abilities while connecting with consumers. Details on the competition are available at mncattlewomen.org.

The 2021 Beef Ambassador team consists of Kestlyn Willert, freshman at the U of MN, from Brookings, SD; Haley Mouser, junior in high school, from Tenstrike, MN; Emma Heiden, a sophomore in high school, from Rushford, MN; and Audrey Redalen, a freshman in high school, from Chatfield, MN. Be sure to follow them on social media at (a)mnbeefambassadors.

In order to meet the needs of cattle women in every stage of the beef industry, MNCW events focus on current industry issues, building a strong network of connections, and strengthening leaders in our industry. Visit www.mncattlewomen. org to learn more about MNCW membership, details on upcoming events or to register for any event. Questions? Contact Michelle Mouser minnesotacattlewomen@gmail. at com.



Education and Development

#### Vanderwal. . . continued from page 2

session by Representatives Darren Soto (D-FL) and Dusty Johnson (R-SD) included a provision that authorized federally guaranteed low interest loans or grants to small businesses and rural enterprises to build new beef processing facilities. Minnesota as well as other states and national continue to urge congress to pass similar legislation.

Many individuals who call me also bring up anti-trust concerns. There still is an ongoing investigation to the major four by the Department of Justice. We learned earlier in May and has now been picked up by the media that JBS has pulled their membership from NCBA and that is from JBS's frustration with this anti-trust investigation and blaming NCBA for it. Senator Thune (SD) and Representative Johnson (SD) wrote a letter to Attorney General Merrick Garland, urging them to continue the investigation and update on it soon. Similar to the letter from Thune and Johnson, Minnesota Representative Michelle Fischbach signed onto a letter to the DOJ urging the Attorney General to at least update congress on the progress of the investigation. Minnesota Senator Tina Smith also signed on to a letter regarding the DOJ investigation. We do not know the timeline of when this investigation is going to end but we are hopeful these letters convey the seriousness of this issue and that congress and our industry receives an update on the investigation soon.

On the state level, I have been in conversations with the Attorney General Keith Ellison's office regarding conversations with producers who have witnessed anti-trust issues with a packer between 2014 and now. Please get in touch with me if you have witnessed this or think you have. I can answer

#### **Gray** ... continued from page 2

of the things they mentioned. Watch for be if we should see an extremely dry toxic weeds in your pastures. This may year. Do not wait and be forced to make not normally be an issue, but when grass management decisions under pressure. is sparse it can become a problem. Make I am looking forward to several things sure that clean water is available and this summer. Make sure you get registered continue to supplement vitamins and for our summer tour and check out the minerals. Look at splitting groups. Some WIRED event hosted by Minnesota older cattle or poor condition cattle may Cattlewomen's Association. This is a need extra supplementation. This can also national event for women in the cattle help with the feed costs. If you can get industry. We are extremely fortunate that by supplementing the poorer condition Minnesota Cattlewomen are hosting this. cattle it can save you some money. I think the biggest thing right now, is to plan well and that you can take some time and ahead. Think about what your plan would enjoy family and friends.

questions regarding confidentiality and these conversations will be one on one with Elizabeth at the Attorney General's office.

MSCA President Grant Breitkreutz and I have also had conversations with Representative Angie Craig and Michelle Fischbach making them aware of the current situation in the cattle industry, what we are currently working on to try and fix this issue and where we might need their help on this issue.

The final aspect of this problem I want to talk is price discovery. I punted this issue to the end of this article as it is something we have been working on for a while now and I know a lot of conversation is happening in the country regarding current legislation introduced to help increase price discovery. At our last annual convention, the MSCA membership passed policy that would support USDA oversite in marketing if the oversite increased price discovery. This is an area where the MSCA has been heavily involved. We know increased negotiated cash trade increases price discovery. I invite those who would like to read research relating to this issue to look up Dr. Stephan Koontz and his presentations on negotiated cash trade. Dr. Koontz is a professor at Colorado State University conducting research examining agriculture commodity markets, price risk management tools and economic outlooks.

Situations are ever changing with this cattle market issue. If you would like to stay more current with what we are doing regarding cattle marketing legislation or other issues and opportunities for MN beef producers, signup to get our weekly Policy Pen e-newsletter at https://www.mnsca.org/ communicaitons.

I hope that your spring and summer go

Cattle Handling > Pen Design > Chute Side Manners > Calf Processing > Forage Management > Record Keeping > Marketing Options > DNA Testing > Leadership and Advocacy

For more information: <u>mncattlewomen.org</u> Photo by Joe Ahlquist





# A Deep Dive into Trade

The start of the Biden administration has been nothing less than a whirlwind. We have seen a plethora of announcements regarding proposed policy changes and initiatives that affect the agriculture industry, including cattle producers across the United States. Many of the announcements have been centered around the administration's climate goals. As part of that broader plan, U.S. Trade Representative Katherine Tai announced that climate policy will be a focus of U.S. trade policy. NCBA is actively engaged in conversations with the Biden administration-including Ambassador Tai and her team-to share the positive story of the U.S. cattle industry and the role producers play in sustainability. Science-based climate policy, including our sustainable production practices, will be essential in achieving the administration's climate goals and improving global production standards.

While climate may be a recent focus in trade policy, NCBA has not shifted from its fundamental support for science-based, market-based, and rules-based trade standards that have greatly benefited U.S. cattle producers over the past decade. Trade agreements have been instrumental in removing tariff and non-tariff trade barriersresulting in record-setting export sales for U.S. beef.

As we continue to work with the administration, it is vitally important that we, as an industry, are united when we discuss the importance of trade. As cattle producers, your story is by far our best advocacy tool. At NCBA, our team is committed to preparing you with the facts and being transparent on how we are fighting for you. Here is a brief update on some of the developing issues in trade policy.

#### Why Trade?

U.S. cattle producers raise a highquality product that is in strong demand for a growing global consumer base. Trade allows us to maximize valueadded profitability for each part of the animal. While some have the idea that we should shut down exports and imports with the goal of making U.S. cattle producers more profitable, the market simply does not work that way. Exports add roughly \$325- \$350-perhead. We export parts of the carcass that American consumers find less desirable, such as short plate, tongues and livers. In this case, trade not only increases producer profitability, it also helps reduce food waste and keeps us from discarding parts of the carcass into landfills. The leading markets for U.S. beef exports are Japan, South Korea, Mexico, Hong Kong/China, Canada and Taiwan.

beef trimmings are combined with our fat cattle trimmings to make ground beef. Only 11 percent of beef consumed in the U.S. comes from a foreign source, and 72 percent of beef imports are lean beef trimmings. Additionally, foreign-born cattle make up 2 percent of the U.S. cattle herd and are only sourced from Canada and Mexico.

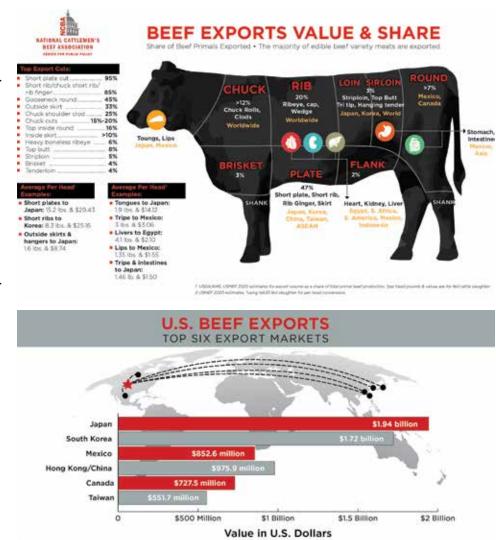
#### Trade Reauthorization of **Promotion Authority (TPA)**

Under TPA, Congress grants the executive branch authority to negotiate trade agreements on behalf of the U.S. government (a Constitutional power of Congress). While the executive branch negotiates the terms of the trade agreement with trade partners, Congress sets the goals of the trade agreement and has a tremendous amount of oversight during the entire process. Once negotiations conclude, the executive branch sends the agreement to Congress where it is reviewed through a formal process that concludes with a simple up or down vote in both chambers, without amendment. This is the process that was used to ratify agreements such as the Korea-U.S. Free Trade Agreement and the U.S.-Mexico-Canada Agreement. Without TPA, it will be extremely difficult to negotiate future trade agreements because each part of the agreement would fall victim to Congressional gridlock. NCBA policy supports TPA, and it is one of the priorities we will continue to pursue throughout this year.

#### **Countries to Watch**

#### China

The U.S.-China Agreement garnered a lot of attention related to tariffs and purchase agreements, but the true victory for U.S. cattle producers was the removal of significant non-tariff trade barriers. China banned U.S. beef from 2004-2017 due to BSE (Mad Cow Disease). Restoring U.S. beef access was the top agenda item for President Trump at his Mar-a-Lago Summit with President Xi in 2017 and that set the stage for the restoration of limited access in June 2017, but the non-tariff barriers made it extremely difficult for most U.S. cattle to



great terms secured in Phase One, U.S. cattle producers are well-positioned to capitalize on growing demand for U.S. beef in the next few years.

NATIONAL CATTLEMEN'S BEEF ASSOCIATION

COVID-19 unfortunately delayed our growth in China by several months, but the U.S. finished the year strong with cumulative sales exceeding \$300 million. In the first quarter of 2021, U.S. beef sales reached \$234 million-a 1,500 percent increase over 2020.

Another factor to pay attention to is the impact of African Swine Fever (ASF) in China. China is the largest pork producer in the world, and ASF killed a significant portion of China's hog population. The lack of domestically produced protein catapulted China to become the world's largest importer of pork and beef. There is no cure for (ASF), and even though China has taken steps to protect segments of its swine herd, it will likely be dependent on protein imports for several years.

to address the safeguard will resolve successfully and soon. NCBA will continue to support efforts to negotiate a higher threshold that more accurately represents Japanese consumer demand for U.S. beef.

#### **Beware of the Europeans**

Unlike the United States and most of the world, the European Union (EU) unfortunately does not support sciencebased trade and is actively pursuing new trade barriers to restrict imports. In addition to the hormone ban, the EU is also pursuing greater restrictions on important animal health technologies and interventions. NCBA is continuing to work with USTR and USDA to hold the EU accountable as they attempt to export their non-science-based ideals to the developing world where these technologies are needed most.

#### **Future Agreements**

On the contrary, it is necessary for the U.S. to import lean beef trimmings to meet consumer demand. Imported lean

be eligible for China.

As U.S.-China trade negotiations continued, NCBA pressed for full access to China including the removal of China's hormone ban, restrictions on beta agonists and traceability requirements-goals that many believed were impossible to reach. Fortunately, our negotiators were successful in addressing each of those issues, and Phase One of the U.S.-China Agreement finally opened China's doors to U.S. beef.

China represents one-fifth of the global population with a growing middle-class that is greater than the entire U.S. population. Because of the

#### Japan

The Japan-U.S. Trade Agreement helped level the playing field for U.S. beef exports by lowering Japan's tariff on U.S. beef to an equal rate as our major competitors like Australia and Canada. Unfortunately, due to robust Japanese consumer demand, we inadvertently tripped a volume-based safeguard that temporarily increased tariffs on U.S. beef. This is a situation that Japanese consumers and U.S. cattle producers hope to avoid in the future, and we are hopeful that consultations

During the Trump administration, the United States initiated trade talks with Kenya and the United Kingdom with the hope of establishing bilateral trade agreements with both countries. Kenya is one of the strongest markets in Africa and is viewed as a leader among African nations – a natural ally of the U.S. As a result of the United Kingdom recently dissociating from the EU, there is another opportunity to market our high-quality beef. There is also speculation that the U.S. may join the Comprehensive and

#### Trade... continued on page 15





Whether it's in your community or at the Capitol, the Minnesota Corn Growers Association is the essential advocate for corn farmers.

We're stronger with you.

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# WELCOME TO THE BIGLEAGIES

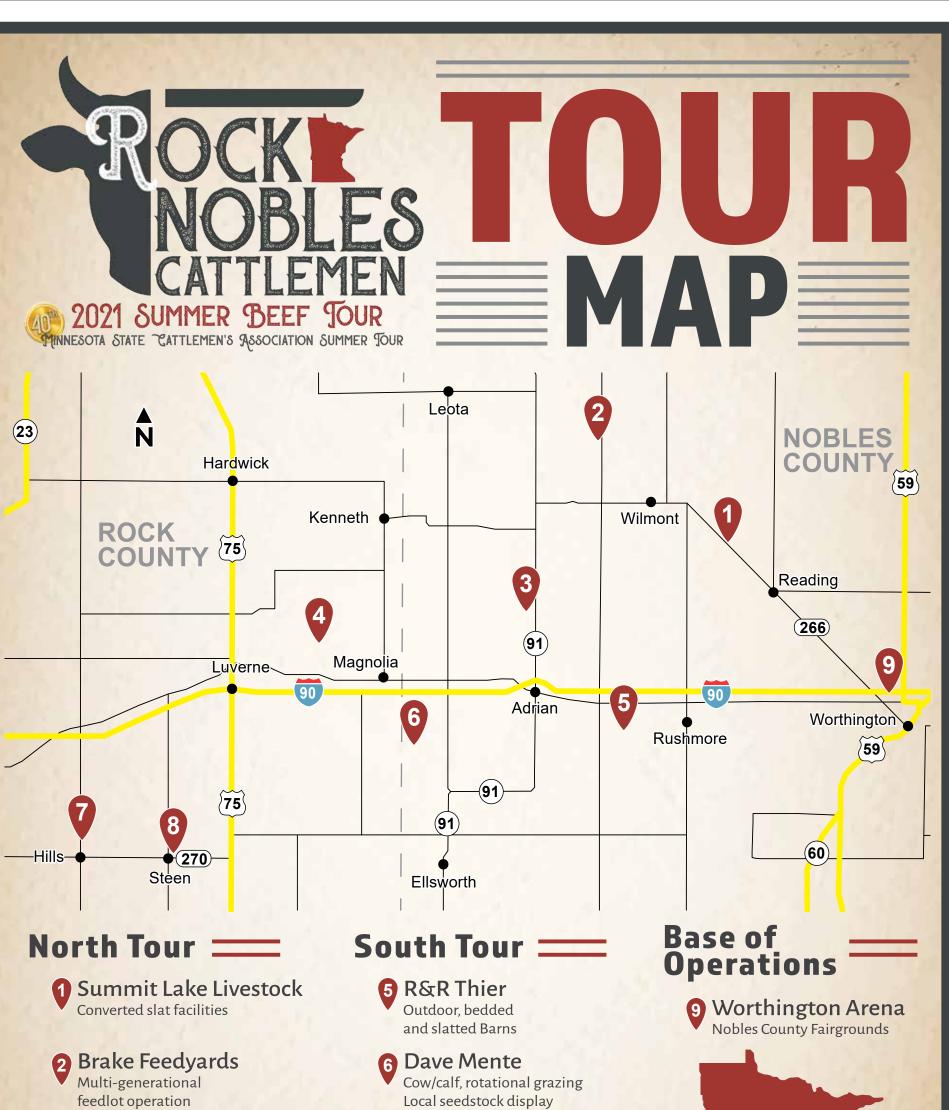
We now offer a bigger, badder spreader in our low-profile series for those with lots of work and not a lot of time. With a low load height and an extra 4 feet of length for more volume, the SBx950 helps you get the job done smarter, not harder.

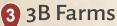
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56. Sunshine

46. Remme Construction



## **ROCK NOBLES 2021 SUMMER TOUR**

#### JULY 13, 2021

HEADQUARTERS: Worthington Hockey Association Ice Arena, Worthington

#### **REGISTRATION AT MNSCA.ORG**

\$40 after June 1, 2021 Student registration is FREE

#### **TOUR SCHEDULE:**

- 6:00 A.M. Registration Worthington Arena, Nobles County Fairgrounds
- 7:00 A.M. First tour bus leaves
- Noon meal begins New Vision Coop in Magnolia, Minnesota 11:30 A.M.
- Steak supper serving begins Nobles County Fairgrounds 5:15 P.M.

## **Cattlemen's Tour 2021 Sponsors**

9.

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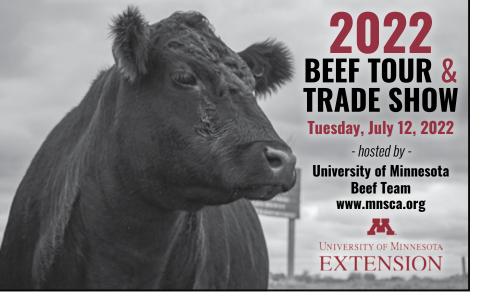
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MINNESOTA STATE CATTLEMEN'S ASSOCIATION

# Ruminate on That • Commentary from Dr. Joe Armstrong

Joe Armstrong DVM | Cattle Production Systems | University of Minnesota Extension

# How many cows can l put on my pasture?

Cows are headed out to pasture and this question comes up every year - how many cows can I put on my pasture? As with many Extension employees, my answer is...it depends. Pasture quality, pasture productivity, how long you want to graze, and how many cows you want to put on pasture all play into the answer.

# Determining and measuring pasture quality

The first step in determining your pasture quality and productivity is surveying what is available. A walk through the pastures is necessary to gather this information.

- The overall coverage and density of forage in your pastures can be rated as thin, average, or thick.
- If the same people are evaluating the pastures every time, you can keep track of the trend.
- Identify dominant species in each pasture and use your map to keep track of what you find. If you need help identifying different species contact your local Extension office or your local USDA service center.
- For a relatively small cost, a forage sample you collect can be tested by your local forage lab. This information about protein, mineral content and more is incredibly valuable.

How to estimate pasture

size and durable.

- Toss the hula-hoop into a representative section of your pasture.
- Where the hula-hoop lands, clip (close to the ground) all of the plants within the hula-hoop and gather them in a container.
- This sample can be weighed and dried to determine mass on a dry matter basis.
- The conversion to lbsDM/acre is made based on the area of the hula-hoop.

#### **Square pasture clipping**

Using a square to sample a pasture is almost identical to the hula-hoop. Some people prefer a square to a circle. The process is the same.

- Using stakes and string or whatever method you decide, build a square in a representative portion of your pasture.
- Then clip (close to the ground) all of the plants within the square and gather them in a container.
- This sample can be weighed and dried to determine mass on a dry matter basis.
- The conversion to lbsDM/acre is made based on the area of the square.

#### Ruler and pasture height

Using a defined area and clipping a pasture is the most accurate method but can be time-intensive. Based on the density of the pasture we can use the height of the pasture to determine the approximate mass. To do this, take a yardstick into the pasture, measure the height of the forage in 30 different locations and then calculate the average.

- Thin pasture: 150 lbsDM/acre per inch of height
- Average pasture: 300 lbsDM/acre per inch of height
- Thick pasture: 450 lbsDM/acre per inch of height

forage a pasture can produce is only part of the equation. The amount of forage required over the grazing season by each animal and the herd as a whole is what determines stocking density.

The overall goal is to define the proper combination of land, time and number of animals to ensure the sustained, long-term productivity of the pasture. The optimum number of animals on the pasture makes efficient use of the forage without waste but still leaves enough forage to allow quick and complete plant recovery.

#### Understocking

Setting the stocking rate too low will result in wasted forage and lost profit potential. Long term understocking (undergrazing) can result in a less productive pasture as more woody plants take up residence.

#### **Overstocking**

Setting the stocking rate too high for too long will result in lowered intake, lowered animal growth and diminished profits. Overstocking (overgrazing) leads to a reduction in desirable plant species and an increase in less desirable plants. Overuse also means that livestock must forage for longer periods of time to meet their needs and that results in decreased average daily gain (ADG).

#### How much do my cows eat?

In general, cows consume between 2 and 4 percent of their body weight on a dry matter basis every day depending on their energy usage. We have to account for losses on the pasture due to trampling so the easiest way to do that is to lump everything into total use for each animal. In general, you can expect a cow to either eat or trample 4 percent of its body weight in dry matter each day.

#### How much forage does one

Example: How much forage do 10, 1400 lb cows use each day? 10 cows x 56 lbsDM/day =

## 560 lbsDM/day

# Deciding on a stocking density

If you know how much forage a pasture will produce and you know how much forage each cow in your herd will utilize each day, then deciding on stocking density is the next step. Time is the all-important factor because the higher the stocking density the shorter time the pasture can be used for. The inverse is also true, the longer the pasture is going to be used, the lower the stocking density must be to avoid overgrazing.

# How many days can I use a pasture?

 $Days = \frac{(pounds of forage/acre) x (# of acres)}{daily herd forage requirement}$ 

Example: How many days can I graze a 5 acre pasture producing 2500 lbsDM/acre with 10, 1400 lb cows?

(2.500lbsDM) x (5 acres) 560lbsDM/day = 22 days

# How many cows can I put on my pasture?

#### # of cows = (pounds of forage/acre) x (# of acres) (cow body weight) x (0.04) x (days on pasture)

Example: How many 1400 lb cows can I put on a 5 acre pasture producing 2500 lbsDM/ acre if I want to use the pasture for 40 days?

 $\frac{(2,500 \text{ lbsDM/acre}) \times (5 \text{ acres})}{(1400 \text{ lbs}) \times (0.04) \times (40 \text{ days})} = 5 \text{ cows}$ 



**productivity (forage mass)** There are many methods for determining the productivity of a pasture. Several methods include the use of specialized equipment such as a rising plate meter, falling plate meter, infrared technology or even drones. The simplest methods are accurate and still provide important information. The unit used when determining pasture productivity is pounds per acre on a dry matter basis (lbsDM/acre).

Hula-hoop pasture clipping Hula-hoops are rigid, usually standard Grasses can generally be placed in two categories, warm-season grasses and cool-season grasses. Incorporating both in your pasture system allows the pasture to be more consistent throughout the year. Cool-season grass growth slows down in the summer and including warm-season grass in the pasture can make up for this lull.

Legumes are also an important factor in pasture productivity due to their ability to provide nitrogen. They are also great sources of protein and minerals.

Knowing the amount of dry matter

cow use each day?

#### forage used/day/cow = (average body weight cow) x 0.04

Example: How much forage does a 1400 lb cow use each day?

1400lbs x 0.04 = 56 lbsDM/day

How much forage does the herd use each day?

daily herd forage requirement = (# of cows) x (forage used/day/cow) CHECK US OUT ON THE WEB AT www. mnsca.org

# Administration Unveils Details on 30x30 Plan

Since President Biden took office, conservation has become one of the most frequently used words in Washington. At Ric Coombe's Thunder View Farms, on the verdant fringe of the New York Catskills, the word itself actually may not be heard all that often — but actions speak louder than words. "Farmers and ranchers, these are people that don't talk about conservation, they actually do it," Coombe said.

Simply put, the 30x30 plan – now dubbed "America the Beautiful" – sets a goal of conserving 30 percent of our nation's lands and waters by the year 2030.

Many cattle farmers and ranchers across the country are concerned that the sweeping initiative will provide the administration with cover to seize land, restrict U.S. beef consumption, or otherwise shrink the cattle and beef industry.

NCBA's policy team in Washington, D.C., is working aggressively and tirelessly behind the scenes to make sure cattle producers are partners in this environmental effort — not casualties.

"In our initial inspection of the report [released in May] and the direction we're seeing USDA and the White House take, we can see that they do intend to lead with an acknowledgement of the importance of working lands," said Ethan Lane, NCBA vice president of government affairs. "They want to get a handle on how much conservation work is already being done by our producers, and that's good news."

This approach of empowering agriculture to take the lead on the ground is one that has made sense for Ric Coombe's operation for decades. Coombe is the fourth generation of the family to work Thunder View Farms in Grahamsville, N.Y., and his children will be the fifth.

"Conservation has always been a part of what we do, all the way back to our original soil and water projects that NRCS executed on the land more than 40 or 50 years ago now," said Coombe. "Ponds they created then are still water sources for our operation today." In 2018, Thunder View Farms was selected as one of six regional honorees in NCBA's Environmental Stewardship Award Program (ESAP.) More than half their land approximately 800 acres - is under a permanent conservation easement.

Coombe about 30x30. "Most producers care an awful lot about the land. That's what feeds them, and stewardship of our resources is a bedrock."

Between 1961 and 2018, the U.S. cattle and beef industry reduced emissions by more than 40 percent, thanks to continued sustainability efforts, conservation programs and improved resource use.

#### **Eyes Peeled for Pitfalls**

Despite a generally optimistic view of the role cattle producers can and do play in environmental stewardship, Coombe is not taking the recently announced 30x30 details without a grain of salt. When he looks back at the programs implemented on his own operation, largely funded and backed by New York's Watershed Agricultural Council, he sees the balance of power as a key ingredient to long-term success.

"Where we have to be cautious with 30x30 is that the successful programs we're talking about [in New York], they're supported by government agencies, but they are run by farmers with support from agricultural experts," he said.

Likewise, NCBA's policy team is not letting pleasant promises distract from drilling down hard into the potential pitfalls of the administration's plan.

"We were pleased to see USDA and the Department of the Interior incorporate many of the recommendations of America's farmers and ranchers into their first real framework for 30x30," said Kaitlynn Glover, NCBA executive director of natural resources. "This plan is a productive starting point that builds on the input of a diverse array of stakeholders – but it is just that, a starting point."

In the months to come, Glover said the real work will be to hold the administration, federal agencies, and Congress to the promises they have made in initial conversations with agriculture industry groups.

Lane agreed, "Just because this is a good start, doesn't mean that we're done here. We're going to have a lot of work left to do and a lot of areas of concern. Things like changes to grazing rights in the West, establishing new migration corridors for wildlife, or any other large land designations that could change what multiple use looks like for our producers - these are all going to be areas where we stay in close conversation with the administration to make sure NCBA members' voices are strongly represented."

In last month's report from the Department of Interior, one of six initial recommendations focuses specifically on agriculture. NCBA is engaged in proactive and constant communication to make sure the White House understands the vital role producers play in safeguarding out natural landscapes. NCBA was pleased to see many of the recommendations we fought hard for included in the final language, including:

- Incentivize voluntary conservation efforts and provide new sources of income for producers
- Improve the effectiveness of USDA conservation programs through the 2023 Farm Bill
- Leverage public-private partnerships and prioritize the expertise of ag producers
   Create jobs in rural America
- that support sciencedriven stewardship and conservation efforts
- Support the voluntary conservation efforts of private landowners and protect private property rights

Glover noted that avoiding misinformation or scare tactics will be crucial to staying on track in negotiations in the months to come. "At this time, we have not seen or heard any indication from the administration that they are seeking to reduce the amount of beef Americans produce and consume. In fact, the administration has made a point of saying they have no plans to take actions to reduce consumption now or in the future," she said.

The administration's USDA Secretary Tom Vilsack has pushed back publicly against concerns that 30x30 will make aggressive use of eminent domain, saying that this plan is not a federal land grab.

#### The Economics of Environmentalism

do for the environment and the health of the land is much more valuable than people outside the industry give credit for."

The conservation programs of the Watershed Council have worked for Coombe and many farmers like him because they provide the financial backing to match the know-how of producers on the ground. He hopes federal 30x30 efforts will take a similar approach.

"It was amazing the amount of acceptance that we had. The organization was farmer-led, New York City-funded, but the funding was contingent on the farmers going out and doing what they said they were going to do," said Coombe. "I think at the end of the day, that was really the driver."

In addition to championing the importance of public-private partnerships, Coombe said his family spends a lot of time thinking about the tax implications of everything they do to improve environmental impact.

A top concern among producers about 30x30 has been how the Biden administration plans to pay for their ambitious climate and infrastructure agenda. Tax code provisions like steppedup basis, which is vital to cattle producers' ability to pass on their family-owned operations to the next generation, may be in the crosshairs as the administration looks to raise revenue.

Fundamentally, the administration has to be very careful about taking resources away from the people that feed the nation, added Coombe.

"NCBA views sustainability as a three-part issue," Glover said. "Environmentally, cattle producers provide a myriad carbon of benefits, from sequestration to invasive species management. These efforts create a more sustainable future for our industry, and we are innovating to reduce our environmental impact every day. Socially, cattle producers form the backbone of rural communities across all 50 states. They are pillars, both from a social and fiscal standpoint. Last and certainly not least, we have to consider economic sustainability. Cattle producers have to be able to make a living, and efforts in the arena of climate or sustainability cannot undermine the business conditions that allow our producers to keep doing their important work of caring for the land and caring for their animals." Coombe added that, as an ESAP winner, one of his priorities has been to help the public understand that cattle producers want to

make sound environmental decisions, but they also have to run a profitable business.

The Minnesola Cattleman<sup>®</sup>

With more than 40 percent of farmland expected to transition in the next two decades, NCBA is pushing leaders in Congress to prioritize policies that support land transfers to the next generation of farmers and ranchers.

In addition to long-term financial viability, Coombe's view of the future focuses on the fifth generation of his family and how they will add their chapter to the story of the farm. "It's very important that we try to pass on the most important thing first, which is the passion for the industry," he said. "If we don't have the passion, all the estate planning and all the other things we need to do are not nearly as impactful."

## At the Table, Not on the Menu

Conservation and climate agendas like 30x30 are not going away. The Biden administration and Members of Congress have made it clear that climate policy will be a cornerstone issue over the next four years, and their prioritization is mirrored by a growing interest among consumers in how their food is produced.

NCBA firmly believes that if you're not at the table, you're on the menu – and we will continue working hard to make sure that the voices of cattle and beef producers are loudly reflected in discussions in D.C.

NCBA is also working to formalize this focus on sustainability through our grassroots policy process and has formed a new Sustainability Goals Task Force chaired by NCBA Past President Marty Smith.

We also know, however, that all our work in Washington falls flat without the firsthand stories and experiences of producers like Ric Coombe.

"We have to tell our story. If we're not willing to tell our story – direct to our consumers and direct to the public – we're going to lose, because people are so disconnected today from where their food comes from," Coombe said. "We want to be a part of the solution, and we can do that through the work that NCBA does on our behalf. It's better to shape the solution than fundamentally oppose it forever and be shut out. We need to engage."

"I see it as an opportunity to let science be our guide," said In southeastern New York, Ric Coombe and his family are hopeful about the possibilities of 30x30, but they – like all cattle producers – are also keenly aware of the bottom line. "A lot of these costs for

A fot of these costs for conservation improvements are front-end loaded," he explained. "They do pay back over time, but usually over a much longer timeline than most family-owned farms can get financed. It's hard to put in a big water system and it's hard to invest in an awful lot of fencing, but what these changes





## The World Belongs to Those Who Show Up

#### By CEO Colin Woodall

Throughout my time working for NCBA, I have heard many volunteer leaders say, "The world belongs to those who show up!". Each time I hear it, it still resonates as true. In short, if you are not willing to help chart a path, it becomes awfully hard to complain that the path is not smooth enough. Pointing out problems is easy, and the times we find ourselves in now only magnify the problems. Input costs are going up steadily. Inflation is rearing its ugly head. Packing capacity cannot handle our needs. Washington wants to increase our taxes and jeopardize our ability to keep our operations intact. We are tired of wearing masks. The list of problems seems to be endless, and I believe everybody has plenty of reasons to be mad.

Justification of being mad aside, it is important to think twice before casting stones; it is another thing to step up and work on solutions. NCBA and our state partners are the organizations that work on solutions. Those solutions, however, would never materialize without the members who show up, engage, debate, and ultimately, make the decisions on how NCBA should move forward. This producer engagement and decision making is what gives NCBA its power and is reflective of a true grassroots, producer-led organization. All you had to do was be in Denver last summer for the Live Cattle Marketing Committee meeting to see the power that comes with showing up and engaging.

As the CEO of this association, I do not make our policy decisions. Just to let you in on another misconception, the packers do not make the decisions either! Our job as your staff team is to take the decisions you make and implement working all these issues. them. It is this member/staff team approach that allows NCBA to be the most effective voice for the cattle industry. We do have plenty of detractors, though, and they love to throw rocks. We are bombarded daily by producers who see fit to call us every name in the book. My association's intelligence has been questioned so many times by some of these callers that I sometimes wonder how I manage to get myself dressed in the mornings without help. Sometimes people just need to vent. As your staff team, it is our job to take the tongue-lashings and talk these producers through the reasons why we take certain

policy positions. Our volunteer leaders get more than their fair share of these phone calls, too. We do not allow the calls and criticism to stop our quest to make things happen. In fact, I often remind our team that dogs do not bark at parked cars.

We are in this together to protect your right to produce cattle and high-quality beef now and by future generations on your operation. We have plenty to be concerned about when it comes to the cattle markets, but NCBA is the only organization that came up with a member-directed plan to try and improve things. We are in our second quarter of implementing that plan to improve price discovery by increasing cash trade. We also continue work to address the labor issues in the packing plants to get them running at full capacity again so we can process the cattle we have ready to go. Since packing capacity is one of the biggest drivers of the market doldrums, we are also finding ways to incentivize the construction of more capacity via local and regional packers.

There is a tax proposal on the table in Washington that calls for eliminating the steppedup basis. This action would be devastating to the generational transfer of cattle farms and ranches. The 30x30, now known as the "America the Beautiful" plan, has many wondering if the government is going to take their land. EPA's Waters of the United States, or WOTUS, regulations are back on the table. We could sit back and simply throw rocks at the administration, but we are finding ways to work with them to head off these actions and keep them from impacting your livelihood. To be clear, we are on the front line and

To keep NCBA headed in the right direction, we need you to engage. Plan now on coming to the 2021 Cattle Industry Annual Convention and NCBA Trade Show in Nashville, Tenn., in August to engage in the decision-making process. You have a voice, and convention is the place to express that voice. We know the financial woes many of you are dealing with; that is why the convention prices are not going up while we still deliver the great experience you have come to expect from us. Engage. Participate. Together, we can overcome our problems.

#### Trade ... continued from page 9

Progressive Trans-Pacific Partnership, but before we can secure trade agreements with any of these markets, we need Congress to reauthorize Trade Promotion Authority (TPA), a policy that will expire in June.

#### **Improving the World Through Science-Based Trade**

The bottom line is that, if we truly want to feed a growing global population with safe, nutritious food, we must embrace technology in food production. For many years, the U.S. cattle sector has been unfairly restricted by non-tariff trade barriers in other countries. Non-scienced based standards like BSE restrictions and hormone bans were arbitrary, protectionist measures designed to portray U.S. cattle and beef as dirty

and unsafe. Countries, specifically the EU, attacked our production practices, questioned the health of our cattle, and undermined consumer confidence with baseless attacks on nutrition and food safety. They let rhetoric drive policy, instead of basing policy on scienceresulting in politically-motivated, protectionist rhetoric.

While trade continues to be a complicated topic, we will be straight forward in our approach to sciencebased facts and sound trade policies that ultimately increase producer profitability. As we continue to work with the Biden administration, NCBA will keep you updated on actions taken and progress made in trade policy, as well as our efforts to increase your access to markets around the world!

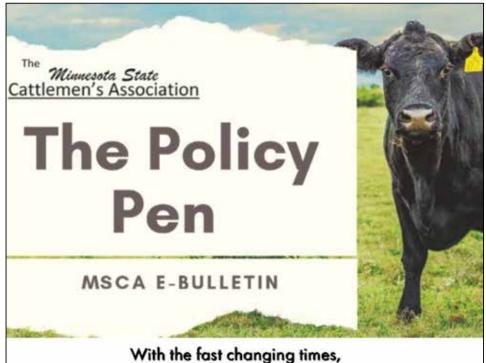
#### **Breitkreutz ... continued from page 2**

keep all of agriculture in Minnesota up to date of potential program changes coming in the future. We have personally contacted the agencies that can help us the quickest, but most of those are government agencies and progress there is usually quite slow.

The summer tour, hosted by the Rock-Nobles Cattlemen, is approaching quickly and will feature just about every imaginable way to finish cattle. This has always been one of the feature tours throughout the state in the past so please consider attending. July 12th will be the MSCA quarterly meeting followed by the PAC event in the evening. We are always looking for support for the PAC and this has become a very fun evening for all involved.

As summer always quickly flies by, remember Farm Fest August 3-5th. This is one of the largest fund raisers for the MSCA and we will always accept help for the event. If you are willing to come and help for more than a day and want to bring a camper, contact me and I will reserve a campsite.

Thanks for your continued support of the MSCA.



it's important to stay up to date on industry news. The Policy Pen is the MSCA weekly email providing a round up of news and events that have happened around the state and country. The email is delivered directly to your inbox every Friday afternoon. Sign up today on our website! https://www.mnsca.org/news-events/the-policy-pen





# 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** 

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