



The Minnesota Cattleman

The Official Newspaper of the Minnesota State Cattlemen's Association



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Volume 14 | Edition 3 | June 2014

2014 Minnesota Legislative Session Wraps Up

By Bruce Kleven

MSCA Legislative Counsel

After several weeks of negotiations, DFL legislative leaders finally reached a global agreement with Republicans and Governor Dayton on spending targets for the supplemental spending, tax, and bonding bills. The final agreement was reached on Thursday, May 15, allowing members to close up the session on Friday, just a few days short of the Constitutional adjournment date of Monday, May 19.

The final agreement on the omnibus supplemental appropriations bill totals \$283 million and covers all areas of state government spending. The supplemental spending bill also includes hundreds of pages of policy provisions, including language establishing a new dog and cat breeder licensing and inspection program that will be administered by the Board of Animal Health.

Legislators passed two MSCA-supported tax relief bills this year. The first tax bill, passed very early in the session, repealed the 2013 tax increases which had extended the 6.875% sales tax to machinery and equipment repair and to warehousing and storage services. Unfortunately, the repeal is not retroactive to July 1, 2013, so sales tax refunds will not be given by the Department of Revenue. The second omnibus tax bill totals \$103 million and provides additional election-year, targeted tax relief to homeowners, renters, and farmers. A total of \$17 million was included to increase the ag-homestead market value credit cap on farmland. Homeowners will share \$12.1 million and renters will share \$12.5 million through an increase in the homestead tax credit.

The legislature took the unusual step of assembling and passing two capital bonding bills this year – one using cash from the projected budget surplus and the other using traditional bonding sources. The reason for having two bills is because DFL legislative leaders and Republicans made a handshake deal last year that would cap the total capital spending at \$1 billion for the biennium. Minority party support is necessary because capital bonding bills require a 60% vote margin on the House and Senate floors. Since a \$150 million bonding bill was passed last year – primarily to begin restoration of the capitol building – approximately \$850 million was available this year under the handshake deal. But Governor Dayton and

DFL leaders wanted to ignore the handshake deal and pass a much larger bill. The way they got around the handshake deal was to pass two bills – a regular capital bonding bill of \$850 million, and a second bonding bill using \$200 million in cash from the budget surplus which did not require Republican support.

As expected, the issue of wolf hunting was brought up for discussion this year. The Senate Environment Policy Committee passed a bill suspending the wolf hunting season for two years, but the bill did not advance any further. On the Senate floor, an amendment to the game and fish bill that would have delayed the hunting season for five years, and another that would have prohibited the use of snares and traps for taking wolves, were both defeated. Eventually, the conference committee on the game and fish bill agreed to House and Senate language that doubles the restitution value of a wolf taken illegally and language which will require the DNR to compile and publish a quarterly list of the date and location of each wolf taken pursuant to a hunting license.

An MSCA-supported bill making further environmental permitting reform by lowering the state agency permit issuance goal from 150 days to 90 days for various permits was passed this year.

The bill appropriating \$109 million in dedicated sales tax funding recommendations originally prohibited haying and grazing on land purchased with those funds. The MSCA successfully worked on an amendment to clarify that emergency grazing is allowed on lands purchased with dedicated sales tax funds if the emergency grazing is part of an existing grazing program.

In 2012, the U.S. Congress passed a new definition of “covered farm vehicles” - which are essentially farm trucks – and each state is required to adopt those changes within three years. A bill was passed this year conforming Minnesota state law to the new federal law relating to farm trucks in the areas of hours of



Minnesota State Cattlemen's representatives attending the second Cattlemen at the Capitol on May 6, 2014 included from left to right: Chad Zehnder, Ted Radintz, Dar Giess, MSCA president and Tom Helfter, MSCA Region 8 director

service, commercial drivers licenses (CDLs), medical cards, drug and alcohol testing, and inspections. The bill includes language to clarify that farm trucks are only subject to roadside inspections if the officer observes an obvious equipment violation.

A bill to raise the minimum wage was passed this year. Large employers (those with more than \$500,000 in annual sales), must increase the minimum wage from the current \$6.15 per hour to \$8.00 per hour by August 1, 2014; to \$9.00 by August 1, 2015; and \$9.50 by August 1, 2016. Small employers must increase the minimum wage from the current \$5.25 per hour to \$6.50, \$7.25, and \$7.75 by those same dates. For any workers under the age of 18, large employers can follow the small employer figures. Finally, no changes were made to the overtime threshold for agricultural workers, which will remain at 48 hours per week.

With the session complete, Governor Dayton and incumbent House members will turn their attention towards the November elections. All 134 House seats and the Governor's office will be on the ballot this fall (the current four-year Senate terms will not be up until 2016). It is widely thought that this year's election will be a referendum on the consequences of one-party control over the past two years. Democrats will campaign on a message of progress, while Republicans will claim they overreached.

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NEWS - TIME SENSITIVE MATERIAL

MSCA Leadership Travels to Washington, DC



John Chute (Aitkin), Cow/Calf Chairman; Mike Landuyt (Walnut Grove), Feeder Council Chairman; Congressman Collin Peterson, Minnesota 7th District; Dar Giess (Pierz), MSCA President and Tom Pyfferoen (Pine Island), Legislative Chair met during the NCBA Legislative Conference, April 8-10, 2014 in Washington, D.C.

The Minnesota State Cattlemen's Association's leadership spent three days in Washington D.C. working on several important policy and regulatory issues during the National

MSCA . . . continued on page 19

Redwood Area Cattlemen Still Accepting Registrations for Summer Tour

The Redwood Area Cattlemen's Association is still accepting registrations for the annual Minnesota State Cattlemen's Association Summer Beef Tour and Trade Show, Tuesday, July 8, 2014 in Redwood Falls, MN.

Over 1000 participants and vendors from around the state, as well as visitors from out-of-state and national vendors will attend the highly anticipated annual summer tour. "The MSCA summer tour is a unique showcase of the beef industry here in Minnesota," said Dar Giess, president of the Minnesota State Cattlemen's Association. "No other state really offers a yearly tour that provides the latest real world technologies and opportunity to visit progressive operations in one day."

The tour will be headquartered at the Redwood Area Community Center and will feature a intriguing tour spotlighting new innovations in marketing, management and technologies. The Redwood Area Cattlemen's association currently has 210

Redwood . . . continued on page 19

The winter of 2014 is now in the record books. The brutally cold temperatures and above average snowfall was a challenge to producers in the state. From December-February it was 9.7 degrees below normal and documented as the coldest meteorological winter in 35 years. 47 days were below zero and 57.2 inches of snow fell. Even the challenges of the weather did not prevent producers in our state of producing a new crop of beef, both in calf crop and finish cattle going to harvest.



DAR GIESS
President, Minnesota State Cattlemen's Association

Fortunately, the start of summer has a promise of adequate moisture, good grass and good crops. The cattle market continues at record prices and cattle inventory is still at an all time low.

The 2014 State Legislative year came to a close with very little action in the agriculture sector. There were some areas touched on and we believe next year will be critically important for those in the livestock sector to closely monitor. The upcoming state election is critical, with hopes of achieving more of a balance voted in for the agriculture sector. On behalf of the MSCA Executive Board I would like to thank Bruce Kleven for his work in St. Paul for the Minnesota State Cattlemen's Association this past legislative session. On many occasions legislation harmful to the cattle producers in the state was stopped by agricultural groups like the MSCA before it made its way through.

On the D.C. front, Tom, John, Mike and myself, went to D.C. in April to meet with our state officials. Rep. Collin Peterson has always been a major force in agriculture with multiple years in office. He told us, he believes we have seen the last Farm Bill and from here on out, it simply will be extended forth.

We met with many others and also attended the National Cattlemen's Beef Association Legislative Conference. One of the proposals we stand firmly against is the importation of fresh, maturated, deboned beef from a region of fourteen states in Brazil. We stand opposed to this action and will do everything we can to stop the proposed import rule. No risk is worth losing the safety of our American beef industry.

The final stages of planning for the 2014 MSCA Summer Tour are being made. Hats off to the Redwood Area Cattlemen's for the hard work and planning they have put into this year's tour. The best way to thank them is to attend the event, talk to the vendors and thank the tour hosts for their commitment.

Thanks to all of you who have renewed your membership for 2014. We still have a number of renewals not in and hope to get them soon. Your membership helps protect your family businesses and your way of life. Without a presence in Washington, regulations could force us out of the beef industry. Our membership is still a small percentage of the state's beef producers. With all of your help, let's grow our membership and our ability to help and protect cattlemen across our state.

We have just had one of the most beautiful Memorial Day weekends that we have had in several years. Even though the cool, wet spring weather seemed to last forever it looks like we have finally turned the corner and summer is here! Hopefully good weather continues and the planting and haying seasons will be on schedule. Following are some of the activities and events which the Minnesota CattleWomen will be involved with this summer.



CAROL HOGE
President, Minnesota CattleWomen

"Mom's Day on the Farm" – Shiefelbein Farms at Kimball, Minnesota have volunteered and been selected to host an ANCW (American National CattleWomen) Moms Day on the Farm event. The date will be July 26. Minnesota CattleWomen and Beef Ambassadors will be helping and ANCW will provide funding for the event as a way to provide hands-on experiences for target audiences. The target audience will be women from metro areas who will be bused to the farm for the day. These events are intended to connect these moms with modern beef production and improve their opinions about beef.

Sam's Club Beef Promotion – This event is being organized by

the Beef Promotions / Metro Cooking Shows, ANCW working group in partnership with Sam's Club. Minnesota CattleWomen and Beef Ambassadors are volunteering to work a Friday or Saturday at a Sam's Club in their area. Events will be one weekend a month starting in May and going through September. Contracted food handlers will conduct the demonstrations and distribute the samples, but the CattleWomen's job is to sell beef by discussing with consumers the convenience and ease of preparation, the recipe and cut being sampled and answer basic questions.

At our last CattleWomen's meeting we discussed making up book bundles to give to schools, when we go to read in classrooms or do Ag in the Classroom presentations. It was decided that we would include books from the "Little Star" series written by Rebecca Long Cheney and her twin daughters and "Awesome Agriculture" books on Beef written by Susan Anderson and JoAnn Bugey. Some of these books were donated to the CattleWomen by Bayer HealthCare, Animal Health Division and others were purchased by the CattleWomen. This will be an ongoing project lasting throughout the year. Juanita Reed-Boniface recently partnered with Anoka County Farm Bureau and presented these mini book bundles to the Oliver Kelley Farm and to the three elementary schools in ISD 15 – St. Francis, MN. She added the Water book written by Nancy Carlson, and donated by Farm Bureau, to the bundles. Teacher guides were included for each of the books and they were presented in Farm Bureau's Minnesota Farmer's Care back packs.



Juanita Reed-Boniface presents books to Ann Bercher at the Oliver Kelly farm.

Coming up soon June 12 – 14 Minnesota CattleWomen will be hosting the ANCW Region 3 & 7 meetings at Lake Shetek near Slayton, MN. And last but not least we are all looking forward to the Annual Summer Cattlemen's Tour hosted this year by the Redwood Area Cattlemen. Meetings will be July 7th and the tour on July 8th. The tour is always one of summer's highlights and we hope to see you there!

Mother Nature is keeping us on our toes again this year. After the long cold winter and slow warm up the heat has found us and things are starting to green up. In my part of the state we planted in near ideal conditions and now we pray for rain as the dust is already heavy in the air. You can drive less than an hour and find the opposite conditions and people who don't want to see a rain cloud for a month. It is a good reminder that we don't have a lot of say in the weather.



MIKE LANDUYT
Chairman, Feeder Council

With a winter of very high fat cattle prices things have been looking good for our part of industry. The prices seem to be holding even as we go into summer. The cost of replacement cattle is enough to test the will of even the most dedicated cattle feeder. Here at our yard we are grappling almost daily with the question should we refill pens when we sell or sit empty again for the summer. It's the old dilemma of we can't wait to sell and collect on the high prices but we are not in a hurry to send the whole check back out the door just to have cattle in the pens.

Grilling season is the perfect time to be promoting beef. The consumer is showing us with their wallets that if we give them a soupier eating experience they will chose our product over other options. To me that is proof that we need to focus on producing a high quality product not just a cheap bulk commodity. We need to have the mind set of feeding to the highest quality not the lowest cost. When we provide the quality the profit will follow.

For many months a great group of people have been working on this summer's tour. It is really looking like something the Redwood Area Cattleman can be proud of. A lot of hard work has gone into making this a tour with something for everyone. We look forward to seeing you all in July.

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Minnesota Cattleman
THE MINNESOTA CATTLEMAN® newspaper is the official publication of the Minnesota State Cattlemen's Association. "THE MINNESOTA CATTLEMAN®" is published on a contract basis 6 times per year and is provided to all MSCA members. Minnesota Cattleman Publications reserve the right to decline paid advertising that is not consistent with the goals and objectives of the Minnesota State Cattlemen's Association.

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Managing Editor: msca@fallsnet.com
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Post Master Send Address Corrections to:
Minnesota Cattleman Publications
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Greetings from the northland! The snow and ice are finally gone and the grass is growing for the cows to enjoy soon. "YES" it has been a long winter... calves are on the ground and a great summer is on the way!



JOHN CHUTE
Chairman, Cow-Calf Council

Cattle markets: has anyone noticed? We sold some extra calves recently and had first-hand experience at how much the buyers are willing to pay for "well prepared, good cattle". I would like to compliment the feeders for helping make this possible.

Many meetings and events are always happening in the cattle sector, MSCA, NCBA, and others. The MN legislative session is done for the year with all of the typical good and bad. Now it continues directly into campaign season, when you see the candidates, ask them the tough questions, hold them to their promises, then vote for the results you want!

EPA is at it again! Be aware of continuing activity on "The Waters of the U.S." This is one to watch and possibly comment on. I hope with our (MSCA) contacts and continuous NCBA involvement we can keep some reality in the outcome.

- Looking ahead: Come to the summer tour and quarterly meeting at Redwood. They have a great event planned with much to see and do. I'll see you there!



MSCA President, Dar Giess and MSCA Cow-Calf Chairman, John Chute meet with Congressman Rick Nolan during the National Cattlemen's Beef Association Legislative Conference in Washington, D.C.

Quarterly Board Meeting Scheduled for July 7

The Minnesota State Cattlemen's Association quarterly board meeting will be held July 7, 2014 at the Redwood Falls Golf Club, Redwood Falls, MN.

The Executive Board will meet at 9:00 a.m., followed by the quarterly board meeting at 10:30 a.m.

Following lunch, a golf outing will be held, with dinner to follow. The 2014 MSCA Summer Tour will be held on Tuesday, July 8.

Upcoming Events/ Important Dates

- June 7: Long Range Planning Meeting, Bloomington, MN
- June 12-14: Region 3 & 7 ANCW Meeting, Slayton, MN
- July 7-8: MSCA Summer Tour, Redwood Area
- July 30: NCBA Summer Conference, Denver, CO
- Aug. 5-7: Farmfest, Redwood County, MN
- Sept. 6: MSCA Quarterly Meeting, Pierz, MN
- Oct. 16-19: Minnesota Beef Expo, St. Paul, MN
- Dec. 4-6: MSCA Annual Convention & Trade Show, Hinckley, MN

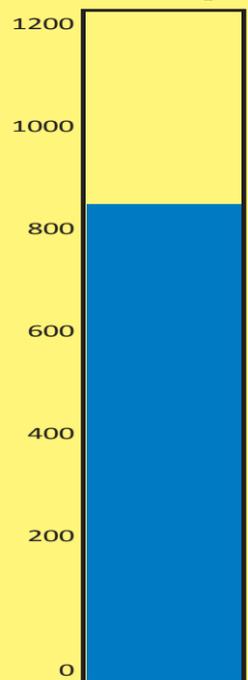
MSCA Membership Matters - Renew Now

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

Thank you for all of the recent renewals. We currently have renewed 807 members and are well on our way to achieving our goal of 1,200 members in 2014. There are still 381 members who have not renewed for the year, with 155 members who lapsed in 2013.

If you are one of the individuals who have not yet renewed for the year, fill out the membership form on the back of this newspaper to ensure you continue to receive the Minnesota Cattleman publication and support the important work of the MSCA. In order to grow our membership and resources, to tackle the critical issues confronting Minnesota's cattle community each current member should reach out and ask at least one additional person to become a member.

MSCA Membership Goal



Minnesota Beef Alliance Members

Thanks to the following businesses that have already joined the Minnesota Beef Alliance in 2014. If you are interested in learning more about the alliance, contact the MSCA office at 320-634-6722 or 320-249-2130 or visit www.mnsca.org.

Prime Level

- Minnesota Corn Growers Association
- Perham Stockyards
- Purina Animal Nutrition
- Carlson Wholesale, Inc.
- American Foods Group

Choice

- Central Livestock Association
- Zoetis
- Wulf Cattle

Select

- Vi-Cor
- Arrex Mfg.

Basic

- Summit Livestock Facilities
- Bank of the West
- State Bank of Taunton
- Farmers and Merchants State Bank
- For Most Livestock Equipment
- Agralite Electric Coop

Seedstock

- Pearson Angus Ranch
- DLCC Ranch

Breed Associations

- Minnesota Limousin Association
- Minnesota Simmental Association
- Minnesota Angus Association
- Minnesota Gelbvieh Association
- Minnesota Hereford Breeders
- Northern States South Devon Association

Thanks to ROTO MIX and Blue Hilltop for Sponsoring Pre-Tour Summer Activities

Thanks go out to ROTO MIX and Blue Hilltop Inc., for their generous contribution to help sponsor the pre-summer tour activities on July 7. Pre-Summer Tour activities will take place at the Redwood Falls Golf Club, Redwood Falls, MN. Enjoy a round of golf at the club, followed by a dinner. The cost for 18 holes of golf is \$34. To pre-register log on to the MSCA website or fill out the registration form below. Special prizes will be given to the top golfers and teams.

Monday, July 7

- 9:00 a.m. MSCA Executive Board Meeting
- 10:30 a.m. MSCA Board of Directors Meeting
- 12:30 p.m. Lunch
- 1:00-5:00 p.m. Golf
- 6:30 p.m. Dinner

Tuesday, July 8

- 7:00 a.m. MSCA Summer Tour, Redwood Area Community Center

REGISTRATION FORM 2014 Pre-Summer Tour Activities July 7

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

Check if you will be participating: Golf \$34.00 Dinner
Total Included: \$ _____

Make check payable to the:
MSCA, 33424 183rd Street, Pierz, MN 56364



News from the Minnesota Beef Council – June 2014

Great New Resources brought to you by the Checkoff!

As summer finally appears to be coming around the corner, this is an exciting time for consumer promotions and activity. I wanted to highlight a few new features of beef checkoff promotions.

1. 'Ask Beef'

The checkoff has launched a new online community called Ask Beef, to provide consumers with a way to get their beef questions answered. At Ask Beef, consumers are asking a variety of questions, such as "How do I cook the perfect steak?" or "How do I choose the right ground beef for my recipes?" The checkoff has experts including dietitians, chefs, farmers and ranchers available to share the answers to all of the consumer's sizzling questions.

2. Heating Up Summer Grilling Promotions

As the summer grilling season begins to heat up, the checkoff's "Beef. It's What's For Dinner." website has debuted new "how to prepare beef" online videos, including new techniques and tips for grilling great steaks at home, and provides additional information about beef's 10 essential nutrients on the site.

3. Meet a Minnesota Beef Farmer

The Minnesota Beef Council continues to find ways to add valuable content to our new website. The latest feature is called, "Meet a Minnesota Beef Farmer."



KARIN SCHAEFER
MN Beef Council Executive Director

It can be found at www.mnbeef.org under the Minnesota's Beef Story tab. We are looking for families to be featured on this webpage. If you are interested in being featured, please let us know.

Minnesota Beef Council celebrates May Beef Month!

The Minnesota Beef Council in partnership with the South Dakota Beef Industry Council and the Minnesota Corn Growers Association, teamed up to promote beef to Minneapolis/St. Paul consumers.

★ Drive Beef Sales through Retail Partnership

The MBC worked with Lund's/Byerly's to promote beef sales during May by conducting a "Beef Bonanza" trivia promotion with Twin Cities Live. This promotion featured a daily trivia question, throughout the month of May, which provided consumers with the opportunity to win \$50 in beef from a participating Lund's/Byerly's.

★ Position Beef as the Choice for Grilling through Media

The Minnesota Beef Council teamed up with our 2014 Twin Cities Area Foodservice Beef Backer Gianni's Steakhouse of Wazayta, MN and featured Steve Vranian, Executive Chef of Gianni's Steakhouse on taped segments with Twin Cities Live and KMSP-TV Fox 9. Beef promotion will also linger into June with a planned segment on KARE 11. Their messages targeted the health benefits of beef, grilling tips and cost saving strategies for consumers.

★ Minnesota Monthly Grillfest Participation

MBC worked in partnership with The Art Institutes International Culinary program to promote beef at the Minnesota Monthly's Grillfest on May 17-18 in Minneapolis. Grillfest hosted nearly 4,000 grilling and food enthusiasts in the Twin Cities. We sampled the Beef Sirloin Tri-Tip with a signature beef steak rub, that was distributed to attendees at our booth. Attendees were very receptive to the cut and wanted to know where to purchase the Tri-Tip for at home grilling.



Minnesota Beef Council announces 2014 Beef Backer Award Winners

The Minnesota Beef Council is proud to announce the recipients of the 2014 Minnesota Beef Backer Award. The prestigious Retail Beef Backer award funded by the Minnesota Beef Check off program honors retailers who have gone the extra mile to market and merchandise beef in Minnesota through execution of outstanding beef promotions, successful beef programs, activities and training. The prestigious Foodservice Beef Backer award recognizes restaurants who display outstanding creativity of beef

on their menu, use of new cuts of beef, quality of beef products and menu share of beef, as well as marketing communications and wait staff training programs.

"The Minnesota Beef Council is proud to recognize foodservice and retail entities that exhibit exceptional leadership and innovation in beef sales, serving beef, promotional activities and new cuts or a combination of all of these," said Kaye Strohbahn, director of marketing for the Minnesota Beef Council. "On behalf

of the Minnesota Beef Council Board of Directors and our staff, congratulations to Erdman's County Market, Lund's and Byerly's, Gianni's Steakhouse and Hog-N-The Road on this award and your commitment to creating a great beef eating experience for consumers." Each award winner will receive an award plaque to display in their business and will be recognized by their customers, friends, local media and business partners throughout the year.

Independent Retailer Beef Backer- Erdman's County Market

The Independent Retailer Beef Backer award recognizes a retailer who has fewer than eleven retail stores. Erdman's County Market is an employee owned retail market that has been a part of Kasson since 1925 when Emil A. Erdman opened the first Erdman Store. Originally, a small store and locker, Erdman's has remodeled into its current 36,000 square foot grocery store with sausage and smokehouse kitchens. Additionally, Erdman's County Market has displayed innovation over the years through participation in the Minnesota Association of Meat Processors Innovative Beef Contest, as well as featuring and supporting beef sales through in store promotions and weekly advertising on the front page of the local newspaper and social media. This exceptional leadership has allowed Erdman's County Market to move over 4,000 pounds of beef each week making it the largest beef retailer in Dodge County. For more information about Erdman's County Market, be sure to visit them on the web at <http://www.erdmanscountymarket.com/>.



Pictured left to right are Colleen Zenk, Food & Nutrition Consultant for the Minnesota Beef Council, Jon Christensen, Meat Department Manager for Erdman's County Market and Conrad Kvamme, Midwest Dairy Beef Quality Assurance Center & Coordinator of Special Projects for the Minnesota Beef Council.

Rural Foodservice Beef Backer- Hog-n-The Road

The Rural Foodservice Beef Backer award recognizes a foodservice entity outside the Twin-Cities metro area. Hog-n-The Road of Grove City, MN is an award winning barbeque restaurant serving up authentic recipes just like they compete and cater with nationwide. The menu and homemade sauces are as bold and unique as the restaurant itself. For more information on Hog-N-The Road, be sure to visit them on the web at <http://www.hogntheroad.com>.



Presenting the award to Hog-N-The Road pictured from left to right is Kaye Strohbahn, Minnesota Beef Council Director of Marketing and Chris DeKoster, Hog-N-The Road Owner and Chef.

Preiner Ends His Service to the MBC

Brian Preiner has been Minnesota Beef Council's Office Manager for 13 years. His last day was Tuesday, May 27, as he has accepted a full time position in law enforcement. Thank you for your dedication and service to the beef industry, Brian!



Chain Retailer Beef Backer- Lunds and Byerly's

The Chain Retailer Beef Backer award recognizes a retailer who has more than eleven retail stores. Since opening their first supermarket in Uptown in 1939, Lund's and Byerly's has earned a reputation for offering extraordinary foods, passionate expertise and exceptional service. Lund's and Byerly's, with 24 stores throughout the Twin Cities and surrounding area, continues to differentiate itself through an ever-expanding selection of local and certified organic produce, signature Lund's and Byerly's products, European pastries, premium choice and dry-aged beef and more. Lund's and Byerly's is committed to providing customers with a sensational shopping experience and employees with an equally sensational working experience. For more information about Lund's and Byerly's, be sure to visit them on the web at <http://www.lundsandbyerlys.com>.



Pictured left to right are Kaye Strohbahn, Director of Marketing with the Minnesota Beef Council and Scott Kersting, Director of Meat & Seafood Operations with Lund Food Holdings, Inc.

Twin Cities Area Foodservice Beef Backer- Gianni's Steakhouse

The Twin Cities Area Foodservice Beef Backer award recognizes a foodservice entity within the Twin Cities metro area. Since 1996, Gianni's Steakhouse of Wayzata, MN has prided itself on providing diners with an upscale, but never uptight experience in a welcoming neighborhood vibe. Gianni's philosophy of simplicity and use of fresh ingredients with the classic steakhouse theme of certified Black Angus, dry aged beef, grass fed sustainably raised beef and natural beef on Gianni's menu has kept visitors coming back and raving. For more information about Gianni's Steakhouse, be sure to visit them on the web at <http://www.giannis-steakhouse.com>.



Presenting the award to Gianni's Steakhouse pictured from left to right are Bob Nelson, Minnesota Beef Council Promotion Committee Chair, Mark Malecek, Chair of the Minnesota Beef Council Board of Directors, Terri Huml, Gianni's Steakhouse Owner, Steve Vranian, Gianni's Steakhouse Executive Chef and Karin Schafer, Minnesota Beef Council Executive Director.

Urban Ag in the Classroom Event

The Minnesota Beef Council participated in Urban Ag Day. This event brought 475 third-graders from Minneapolis/St. Paul elementary schools to the State Fair grounds to learn about agriculture and see a live animal exhibit. The West Central Cattlemen's Association grilled hamburgers for all the students and those helping with the event.



MSCA Offers Seedstock Alliance

In order to better serve the breed associations and seedstock breeders in the state the executive board voted to offer a seedstock alliance. Those members who join the alliance will receive an eighth page size ad in each publication of the Minnesota Cattleman, published six times per year. They will also receive a listing of sale and event dates in each issue. Added benefits of seedstock alliance members will also include sale reports and feature articles.

“We feel this would enable membership to better access events and genetics right here in the state,” said Dar Giess, president of the Minnesota State Cattlemen’s Association.

Cost to join the MSCA Seedstock Alliance is \$500. For more information contact the MSCA office or call 320-249-2130.

MSCA Photography Contest Deadline Extended

The MSCA invites photographers to enter its 2014 Photo Contest. We are looking for striking images to celebrate the cattle industry in Minnesota. Your images should show the diversity of the industry, including photos of cattle, people, scenery and children.

If you choose to include people in your submission, you are responsible for obtaining the necessary releases from the individuals depicted. All photographs should accurately reflect the subject matter and the scene as it appeared. Photo captions must accompany all submissions and should include the subject image, the location the image was taken and the name of the photographer.

Please submit no more than two entries per category. Digital images are preferred. The deadline for entries is November 1, 2014. The photograph, in its entirety must be a single work of original material taken by the contest entrant. Take advantage of the beautiful fall weather to start taking pictures. For more information about the photo contest log on to www.mnsca.org or e-mail msca@fallsnet.com

State-Wide Grilling Contest Applications Due Aug. 1

Beef chefs from across the state will have the opportunity to compete in the first ever Minnesota State Cattlemen’s Association (MSCA) beef grilling contest.

The event will be held Sunday, Aug. 10, 2014 at the Morrison County Fair in Little Falls, Minn. The competition is open to teams of 1-3 individuals. Beef must be prepared on the fairgrounds that day and will consist of strip loins and burgers. A panel of four judges will officiate the contest.

“This will be another effort to bring our product to the forefront,” said Dar Giess, Minnesota State Cattlemen’s president. “A contest like this will help MSCA membership further promote different ways of cooking beef.”

Cash awards and additional prizes will be awarded to the top placings.

The contest will coincide with an open beef cattle show, so spectators will have the opportunity to enjoy both events, said Giess.

Send your application and entry fee of \$40 to the MSCA, 33424 183rd Street, Pierz, MN 56364. Teams may arrive at the fairgrounds on Sunday morning and the contest will conclude at 3:00 p.m. Awards will be presented at 4:00 p.m.

At the conclusion of the event a steak fry will be held, sponsored by the Mississippi Valley Cattlemen’s Association, local businesses and the MSCA. The Minnesota Corn Growers Association will hold a sweet corn feed in conjunction with the steak fry. More details will be available in the upcoming issues of the MN State Cattleman and on line www.mnsca.org. You can access beef recipes by logging on to www.mnbeef.org or www.beefitswhatsfordinner.com.

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Mail to: 33424 183rd Street
 Pierz, MN 56364

Cattle Fax Update Is herd expansion underway?

Wednesday, May 28 – Cash activity picked up after the close of the futures markets. Trade was seen in Kansas at \$143/cwt. Live cattle futures closed higher from upward price movement in the beef cutout and the stronger wholesale demand to match. Feeder cattle futures say triple-digit gains as the bulls take their momentum and push as hard as possible. Grains spent most of the day lower, but corn was treated to a late session rally to finish positive. The rally was likely just corn chasing the price action of soybeans, which remains in a tight old crop situation.

June live cattle futures closed \$0.55/cwt. August feeder cattle closed \$2.07/cwt. Higher. The CME reported the seven-day average Feeder Index at \$191.89, down \$0.06/cwt. Wholesale boxed beef values ended the day higher and the Choice-Select spread narrowed to \$10.16. According to the Urner Barry slaughter poll, industry participants expect this week's holiday-shortened beef slaughter to total around 536,800 head – about 45,000 head smaller than last week's USDA estimated slaughter. Nearby corn futures closed \$0.0275/bu. Higher. December corn futures finished \$0.0375/bu. Higher. Nearby soybean futures gained \$0.09/bu., while deferred contracts gained slightly less. Chicago wheat futures prices closed \$0.0225/bu. Lower. Kansas City wheat futures also closed \$0.0225/bu. Lower.

For recent market news and analysis, visit www.CattleFax.com.

By: Derrell S. Peel, Oklahoma State University Extension

The effects of many years of cattle herd liquidation and the inevitable decreases in beef production have become glaringly obvious in 2014. Cattle slaughter is down 6.3 percent leading to a 5.7 percent decrease in beef production so far this year. Cattle and beef prices have reached record levels and the certainty of high prices for the foreseeable future makes the question of cow herd expansion one that is top of mind for the industry and increasingly for consumers as well. Herd expansion will make tight beef supplies even tighter for two or three years before beef production responds but the sooner expansion starts, the sooner beef production can grow to meet domestic and international demand for U.S. beef.

The January 1, 2014 inventory of beef replacement heifers indicated a 90,000 head year over year increase, up 1.7 percent from 2013. While this indicates producer intentions regarding heifer retention, there is no guarantee that intended replacements will actually enter the cow herd. In fact, in both 2012 and 2013, more replacement heifers were in inventory on January 1 but unfavorable conditions led to herd liquidation rather than expansion in those years. Moderate improvement in forage conditions in last half of 2013 led to strong indications of herd expansion intentions including the additional replacement heifers mentioned above and a 13.5 percent decrease in beef cow slaughter. Increased heifer retention has also been indicated by sharp year over year decrease in heifers on feed since last October. Despite apparent herd expansion intentions in late 2013, enough liquidation occurred early in the year to result in a 0.9 percent decrease in beef cow inventory for the year.

So far this year, the indications are that herd expansion plans are still moving forward. Heifer slaughter is down 8.1 percent for the year to date compared to this time last year when heifer slaughter was down 4.2 percent year over year. Perhaps more telling is that heifer slaughter in the last six weeks has been down 10.3 percent compared to a 0.5 percent year over year decrease for the same period last year. The year over year comparison of beef cow slaughter is even more suggestive. Beef cow slaughter for the year to date this year is down 12.7 percent

compared to a one percent increase for the year to date in 2013 compared to 2012. In the last six weeks, beef cow slaughter has been down 21.9 percent. This contrasts to the same period in April and May of 2013 when beef cow slaughter increased by 20.3 percent year over year as the delayed spring; lack of hay; and drought conditions forced additional herd liquidation.

Recent redevelopment of drought conditions in parts of the Southern Plains raised concerns that herd expansion would once again be preempted. However, despite severe winter weather and another delayed spring, USDA reported that U.S. hay stocks on May 1 were up nearly 36 percent from year ago levels. Increased hay stocks in most states indicated that cattle operations came through the winter in better shape and with somewhat more management flexibility than last year. Memorial Day weekend brought a significantly different weather pattern to the Southern Plains with much of the worst drought areas receiving several waves of rainfall. The rain continues and the final tally is not known yet but there is no doubt that this is the most significant rainfall in the region in many months. While this rain will not eliminate the drought, it is very timely from a forage perspective and revives hope for continued improvement in the region.

Though conditions are still tenuous, it appears that initial herd expansion is underway and modest herd growth is possible in 2014. Heifer and beef cow slaughter totals so far this year suggest that herd expansion plans going into 2014 are still intact. Aggregate numbers suggest that beef cow herd expansion up to one percent could be possible in 2014 but a review of individual states where herd expansion is most feasible indicates that net herd growth of perhaps one-half percent is more likely. From the low current beef cow inventory of 29.0 million head, this would add perhaps 200,000 head to the beef cow inventory this year and is a reminder that the rebuilding process will take several years. If beef cow herd expansion does start in 2014, it will likely take until 2017, at least, to recover drought liquidation since 2011 and expansion beyond that level could take the rest of this decade.

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About the Beef Checkoff

The Beef Checkoff Program (www.MyBeefCheckoff.com) was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. In states with qualified beef councils, states retain up to 50 cents of the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

Beef Remains the Top Protein in Food Service

Research shows strong demand for beef

Beef experienced significant volume growth in the past year and continues to be a mainstay on the menu, according to the 2013 Usage and Volumetric Assessment of Beef in Foodservice report, proprietary research from the Beef Checkoff Program.

The annual survey of protein purchasing executives showed that beef remains the number one protein in foodservice – in volume, in market share and in the dollars it brings to operations. Specific findings include:

- In the last year, the pounds of beef sold in foodservice increased by 79 million pounds to a total volume of 8 billion pounds.
- Beef represents about one-third (32 percent) of the total protein market share in foodservice.
- 97 percent of restaurant operators feature beef on the menu.
- Volume was up in every major beef category across the board, including steaks, roasts, ribs, ground beef and pre-cooked roast beef.
- Since 2009, beef represents the largest pound increase of any protein, totaling 178 million pounds.
- Beef growth has outpaced growth of the foodservice industry over the past 5 years.

“This research supports what we already know to be true: no other protein can satisfy like beef. Operators understand the value that beef brings to their business and they know beef is – and must continue to be – a mainstay on the menu due to strong consumer demand for beef,” said Sid Viebrock, a beef producer from Washington and chairman of the checkoff's Value Subcommittee.

In addition to beef's overall performance in foodservice, the research looked at the sales of specific beef cuts. Traditional steaks such as Sirloin, Top Loin and Ribeye continue to be mainstays on the menu, while emerging cuts like the Petite Tender, Flat Iron Steak, Tri-Tip and Chuck Eye Roast also experienced growth. The detailed findings on beef categories are available at: <http://www.BeefFoodservice.com/BeefCategorySales.aspx>.

The annual Usage and Volumetric Assessment of Beef in Foodservice is conducted by Technomic on behalf of the Beef Checkoff Program to understand the usage of beef in the foodservice industry. The study evaluates the penetration of beef usage in various foodservice segments and the sales of beef in pounds and dollars. Respondents included protein purchasing executives within 180 of the Top 250 restaurant chains representing \$41 billion of 2012 foodservice industry sales.



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Washington Cattleman Tells Congress EPA's Land Grab will Kill Conservation Participation

The EPA and the Army Corps of Engineers' proposed definition of “Waters of the U.S.” has raised grave concern from cattle producers across the country. Today, Jack Field, cattle rancher and Washington Cattlemen's Association executive vice president, testified before the House of Representatives Small Business Committee to discuss the overregulation and impeding impacts of the rule for rural America.

“First and foremost, the cattle industry prides itself on being good stewards of our country's natural resources,” said Field, who owns and operates a cattle operation in Washington. “We maintain open spaces, healthy rangelands, preserve wildlife habitat, and provide the country with the juicy ribeyes we all love to throw on the grill. However, to provide all these important functions, cattlemen must be able to operate without excessive federal burdens.”

The National Cattlemen's Beef Association believes the proposed definition of “waters of the United States” expands the federal jurisdiction to include essentially all waters across the country, subjecting landowners to increased regulation and fines of up to \$37,500 per day.

The increase in liability will chill landowner participation in conservation activities by making the Natural Resources Conservation Service a regulatory compliance agency. Field testified that the EPA and the Corps' interpretive rule would make NRCS standards mandatory for all conservation activities, despite whether they are voluntary or cost-shared.

“This didn't have to be the result,” said Field. “All the agencies had to do was engage stakeholders early on in the process, incorporate our suggestions and we would be much farther along in crafting a rule that actually clarifies the scope of Clean Water Act jurisdiction. There was zero outreach to the agriculture community before the rule was proposed and before the interpretive rule went into effect. We are now left with a proposal that doesn't work for small businesses, doesn't work for cattle ranchers, and doesn't work for the environment.”

NCBA strongly opposes EPA and the Corps' definition and encourages producers and small business owners to submit comments to the EPA. The comment deadline is July 21, 2014.

Beef Producers Demand a High Quality TPP Deal

Beef producers from four Trans-Pacific Partnership (TPP) member countries have again demanded that any TPP agreement be a high quality deal that eliminates all tariffs on beef.

Members of the Five Nations Beef Alliance (FNBA)* from Australia, Canada, New Zealand and the United States, urge all participants involved in the TPP negotiations to re-commit to securing a comprehensive, non-discriminatory outcome – one which eliminates tariffs and importantly addresses behind the border trade barriers.

FNBA is concerned that TPP members have not been able to craft a tariff-eliminating deal for beef, and unless all parties step up to the plate and reaffirm their commitment to a trade liberalizing outcome, countries could begin to drift away from the goal of achieving a 21st century agreement.

FNBA producers expect an accord which addresses commercial impediments rather than assigning **TPP . . . continued on page 19**

Retail Meat Prices: Up, Up and Away

Summer grilling season will cost meat lovers a few more dollars this year, according to the American Farm Bureau Federation. Wholesale meat prices climbed higher during the first quarter of the year and retail meat prices quickly followed suit.

“Retail prices for beef and pork cuts have steadily pushed into new record territory,” said John Anderson, AFBF’s deputy chief economist.

“For pork, the average retail price per pound in March – \$3.83 – was higher than the prior four months and eclipsed the record level set last fall,” Anderson said.

“For beef, the price move in March was more dramatic. Consumers saw the sixth straight month of new record retail prices for fresh beef products, at \$5.40 per pound, which is a 23-percent increase compared to the 2010-2012 average,” he explained.

The sharp increase in retail beef prices has not occurred in a vacuum, Anderson noted. Retail pork prices are currently 18 percent higher than in 2010-2012 while chicken is up 9 percent.

MEAT . . . continued on page 19



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“Cattle producers who aren’t using modified-live virus (MLV) vaccines on their operations can be missing out on profits and reproductive protection,” said Tim Dawson, DVM, a Cheyenne, Wyoming, large animal veterinarian. To him, the safety, efficacy against reproductive diseases and duration of immunity offered by MLV vaccines is demonstrated in research and his 30 years of practice.

“Some 99 percent of my clients with 70,000 head of cattle are using a MLV vaccine program, and our success has been very good,” Dr. Dawson said. “The MLV vaccine program sets cattle up to have an immunity to disease, and it helps them stay efficient moving into the next production phase.”

Unlike most killed vaccines, MLV vaccines offer reproductive and fetal protection, so clinical disease can be prevented in both the cow and the calf. That’s good for business — ensuring cows get bred and stay pregnant.

Dr. Dawson encourages producers to work with their veterinarian to fully understand the label instructions for MLV vaccines. Not following the label as instructed has consequences, he explained, but the reproductive rewards from correctly implementing MLV vaccines are second to none.

“Consider the efficacy and duration of immunity,” Dr. Dawson said. “Today, we only need to treat maybe half a percent of animals previously vaccinated with MLV vaccines. That helps manpower, performance, value, and it’s what we’ve come to expect by integrating MLV vaccines into these cow herds.”

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Pinkeye – A Disease of Plenty

By Bethany Lovaas, DVM

University of Minnesota Beef Team

As is typical for the northern climes of the United States, we often see a “spring flush” in the pastures. When warm weather hits, provided there is adequate moisture in the soil, the grasses start to grow like they’re afraid they’ll freeze tomorrow. Rarely will you hear a cattleman complain that he has too much grass, but like all things, too much of a good thing is still too much.

In years when weather is very conducive for excellent pasture growth, there is also a higher incidence of pinkeye seen in cow herds. This can be explained, for the most part, by two things: high rate of pasture growth means grasses are likely unusually tall (depending on species) and are likely to be rubbing near the cows’/calves’ eyes and with high moisture springs come a plague of flies. Face flies are usually the culprit. These are the flies that are seen around the cows’ eyes, feeding on the cows’ tears.

The typical organism that causes pinkeye is *Moraxella bovis*, which is normally found in the bovine eye. In the case of health, the bacterium lives and grows on the cow’s eye, without causing any signs of disease. However, in the case of injury to the cow’s eye, her normal defense mechanisms are compromised and the bacteria will set up an “opportunistic” infection. Injury can occur by simply a blade of grass touching the cornea and damaging the first layer of cells on the cornea, or by the cows’ own attempts to rid herself of the flies on her face.

Typical signs of pinkeye depend on the severity of the disease. Some cattle may simply have some mild to moderate tearing (mild infection). Some cattle will have severe tearing, be photosensitive (sensitive to light) and are squinting and there may be swelling noted around the affected eye. In severe cases, the cornea will be so enlarged and swollen, that the cow may actually have difficulty closing her eyelids over the affected eye.

When deciding to treat pinkeye, remember that cows are incredible healers. Even if you think that there is no hope for healing, unless the eye is actually ruptured, don’t give up. Treatment of cattle affected by pinkeye is determined by the severity of the infection. If you note simple tearing from the affected eye, with little to no signs of clouding of the cornea, you will likely have good success treating with a subcutaneous injection of oxytetracycline or an intraocular injection of penicillin (+/- dexamethasone). However, if there is a large degree of corneal opacity noted, treatment should include an antibiotic and the eye should be sutured closed or covered with a patch. Vaccination against pinkeye may be recommended if you typically have problems year after year.

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Newly Released FSIS Inspection Report Shows Significant Flaws in Brazil's Food Safety Inspection

Following the USDA Animal and Plant Health Inspection Service's proposed rule to allow the importation of fresh and frozen beef from 14 states in Brazil and the closing of the comment period on April 22, 2014, NCBA has reviewed the USDA Food Safety Inspection Service's final audit report on an onsite audit conducted on Brazil's meat inspection system. The onsite audit was conducted from February 19 through March 14, 2013 and the report is dated April 16, 2014.

"NCBA is extremely disappointed this final audit report was not released in time for a full review, prior to the comment deadline on the proposed rule," said Bob McCan, NCBA president and Victoria, Texas cattleman. "In early March, NCBA formally requested through a Freedom of Information Act request, all pertinent documents, including a final 2013 FSIS audit report for Brazil. This report was available prior to the comment deadline, but the failure by FSIS to provide it, shows a complete lack of preparation of the documents the U.S. cattle industry would need in order to make informed and meaningful comments."

The FSIS audit was designed to determine the equivalence of Brazil's meat inspection system. All nations that import product into the U.S. must meet or exceed FSIS' domestic requirements prior to being approved for importation of fresh or processed meats. The audit focused on six main system components: government oversight, statutory authority and food-safety regulations, sanitation, Hazard Analysis and Critical Control Points systems, chemical residue control programs and microbiological testing programs.

"This audit report confirms many of the compliance concerns that NCBA recently expressed in our comments on behalf of our members," said Dr. Kathy Simmons, NCBA chief veterinarian. "Our members have significant concerns with Brazil's ability and willingness to meet established compliance requirements. Most alarming to me is the inconsistent application and implementation of Specified Risk Material requirements throughout the system and a history of unresolved drug residue violations."

The audit found that Brazil's meat inspection program did not provide a standard guideline for its inspection personnel concerning the definition of SRMs in cattle in accordance with FSIS' requirements, resulting in inconsistent implementation of the SRM requirements. Brazil's inspection system did not fully enforce HACCP systems plans and records in five audited establishments. And that Brazil's inspection personnel did not fully enforce sanitation requirements to prevent cross-contamination of bovine carcasses in one establishment. For those

and other reasons, the report stated that "until Brazil has satisfactorily addressed these issues, FSIS will not certify any new establishments as eligible to export to the United States."

"Cattlemen and women support free and open trade, based on sound science," said McCan. "But that science relies on the ability of actors to uphold certain standards. We are more convinced than ever, after reading this report, that Brazil is not capable of holding its industry to the same standards we hold ourselves to. If Brazil cannot manage their food safety equivalency standards, how can we trust that they have the safeguards to protect animal health? Therefore, we continue to urge APHIS to withdraw this proposed rule."

NCBA has submitted comments and requested an extension to further receive and review documents related to the proposed rule.




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Implications of Trends in Cattle Inventories

By: Alfredo DiCostanzo, Ph.D.

University of Minnesota Beef Team

As we approach the end of another spring calving season and are almost looking at the middle of the year, it is obvious that implications of severe reductions in beef cow inventories which occurred since 2011 are and will continue to have an impact on markets, prices, supply and demand.

In short, the U.S. beef cow herd declined by 2 million cows from January 2011 to January 2014. Interestingly, the herd had declined half a million cows from 2010 to 2011. Assuming an 18- to 20-month production cycle from calf birth to finished cattle, changes in U.S. cow numbers appear more dramatic than those observed in beef production.

Beef production declined 100 million pounds at the end of 2011, recovered by 63 million pounds at the end of 2012, and declined again by 126 million pounds at the end of 2013 – a net loss of 164 million pounds relative to production posted at the end of 2010.

In spite of reducing cow inventories, the beef industry has relied on imports of live cattle from Canada

and Mexico, a fairly constant supply of dairy steers supported by the dairy cow herd, which has remained stable at 9 million cows, heavier harvest weights and use of beta-agonists to add weight efficiently during the last 20 to 40 days on feed to sustain beef production.

Yet, of all these supporting strategies, no changes are expected in supply of dairy steers or live imports from Canada or Mexico. Furthermore, one of the two approved beta-agonists was voluntarily and temporarily removed from the market in September of 2013 while questions about its role in effecting lameness in finished cattle are being addressed through a rigorous 5-step approach to ensuring responsible beef and educating customers and interested groups.

While the U.S. beef industry restores cattle inventories through increased heifer retention and expansion, the implication is further short-term reductions in beef production. Therefore, given consideration to the fact that imports of live cattle or dairy herd inventory will not change, increasing carcass weights in all cattle through longer days on feed and/or the use of beta-agonists and improving carcass yields in dairy steers remain the only two viable options to sustain beef production during 2014 and beyond.

Carcass weights will continue to increase, driven by reduced supply. If heifer retention for herd expansion is finally realized, pending drought threats in the Southwest states, retention of 300,000 heifers or 1 percent of current inventory will reduce beef supply 750 million pounds. Many experts have proposed that, given this scenario, heifer retention will be small but significant over the next few years.

In a previous contribution to this column, I described how some progressive cattlemen are relying on beef semen to increase productivity and quality of beef derived from dairy cows. I believe that this approach will contribute to enhance dressing percentage and beef supply from

dairy-based cattle. A single percentage increase in yield will contribute 61 million pounds of beef from a predictably unchanged supply of dairy-beef steers.

As one ponders what other options the industry has to sustain beef production, it is easy to forget the ones that are right under our fingertips and respond to our own intervention: improvements in cattle health and reductions in morbidity. In the recent National Animal Health Monitoring Study (NAHMS 2008), calves born dead to cows was reported to be 2.1 percent. This value was 5.8 percent for heifers. In addition, of the calves born alive, 3.2 percent were lost prior to weaning.

Death losses continued through the feedlot phase. Data from NAHMS 2011 Feedlot Study indicated that across all feedlots, mortality was 1.4 percent. Thus, a grand total of nearly 7 percent of calves born to beef cows is expected to die at birth, prior to weaning or during the feedlot phase.

This value represents 2 million head of cattle based on the 2014 beef cow inventory. Although it is not possible to think that this value can be reduced to zero, improving death loss across production segments 1 percent would put an additional 290,000 head in the pipeline.

Thus, as cow-calf operators ponder expansion, drought hopefully does not hinder expansion again, feedlot operators will continue to respond to market signals and manage harvest weights accordingly. Yet, from cow-calf operators to feedlot managers, a renewed focus on cattle health must be sought.

Feeder and fed cattle prices should be sufficient incentive to implement preventative health practices that ensure cattle survival and safe and efficient beef production that meets the needs of this country and World. If that is not sufficient, the realization that extreme high beef prices at the meat counter resulting from extremely tight beef supply will drive away demand should move us all to discuss, plan and execute preventative health practices that enhance cattle survival.

There is extreme satisfaction in realizing that one more healthy, thriving steer or heifer under our care reaches harvest weight while contributing to solve the impact of a severely reduced U.S. beef cow herd.



Beef production declined 100 million pounds at the end of 2011, recovered by 63 million pounds at the end of 2012, and declined again by 126 million pounds at the end of 2013

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Sale Reports

Pearson Angus Ranch Bull & Female Sale

Fergus Falls, Minnesota, April 27, 2014

16 Two-Year Old Bulls average \$2,994

52 Yearling Bulls average \$2,874

19 Bred Heifers average \$2,905

TOP SELLING YEARLING BULLS:

Lot 17. \$5,250, Pearson Block Party 126A, February 28, 2013, CB Block Party 156 x GAR Ultimate, Don Abarr, Barnesville, MN

Lot 4. \$4,100, Pearson Block Party 104A, February 17, 2013, CB Block Party 126 x Limestone Great Divide U254, John DeVore, Park Rapids, MN

TOP SELLING TWO-YEAR OLD BULL:

Lot 64. \$4,100, Pearson Right Answer P712Z, March 24, 2012, Connealy Right Answer 746 x Stevenson Bullseye 3R11, Tracy Waggoner, Bagley, MN

TOP SELLING BRED HEIFERS:

Lot 93. \$3,500, Pearson Joyce P727Z, May 19, 2012, Sitz Upward 307R x Basin Yellowstone 116P, sold bred to Pearson Right Answer P712Z, Riverside Angus, Osceola, IA

Lot 94. \$3,200, Pearson Lucy P12Z, May 22, 2012, TC Tycoon 976 x Basin Max 602C, sold bred to Pearson Right Answer P712Z, Ryan Brenner, Avon, MN

Auctioneer: Al Conover

Sale Manager: Conover Auction Service Inc.

Wet Weather Slows Crop Planting

In spite of the continued cool and wet conditions, more than 20 percent of Minnesota's corn crop was planted during the week ending May 18th, according to the USDA National Agricultural Statistics Service. Temperatures remained below normal, and much of the state received frost this week. There were 2.9 days suitable for fieldwork, 1.5 days behind average.

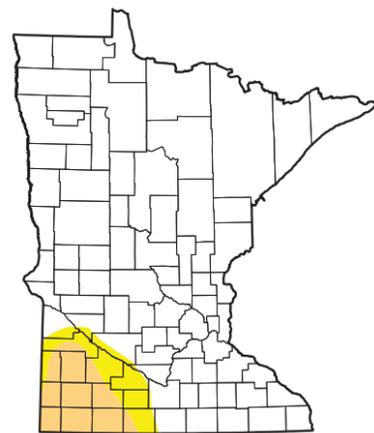
Widespread precipitation allowed topsoil and subsoil moistures to remain steady. Topsoil moisture supplies were rated 0 percent very short, 0 percent short, and 69 percent adequate, and 31 percent surplus. Subsoil moisture supplies were rated 0 percent very short, 6 percent short, 76 percent adequate, and 18 percent surplus.

Corn planted stands at 53 percent complete, 28 percentage points behind the five year average. Soybean planting was 16 percent complete, 11 days behind normal. Potato planting was 33 percent complete, 41 percentage points behind average. Spring wheat planting was 20 percent complete, 52 percentage points behind average. Sugarbeet planting was 40 percent complete, 39 percentage points behind the five year average. Barley planted progress was 25 percent with emergence at 6 percent. Sixty-one percent of the oat crop has been planted, with a little more than one-quarter emerged. Planting progress for dry edible beans was 20 percentage points behind average. Sunflower planting has begun, but is over 3 weeks behind normal.

Pastures continued to turn green with conditions rated 5 percent very poor, 5 percent poor, 41 percent fair, 45 percent good, and 4 percent excellent. All hay conditions were rated 4 percent very poor, 5 percent poor, 35 percent fair, 51 percent good, and 5 percent excellent.

U.S. Drought Monitor Minnesota

May 27, 2014
(Released Thursday, May 29, 2014)
Valid 8 a.m. EDT



	Drought Conditions (Percent Area)					
	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
Current	89.24	10.76	6.37	0.00	0.00	0.00
Last Week 5/20/14	89.24	10.76	6.37	0.00	0.00	0.00
3 Months Ago 3/29/14	54.04	45.96	18.40	0.00	0.00	0.00
Start of Calendar Year 1/1/14	49.22	50.78	23.00	0.00	0.00	0.00
Start of Water Year 10/1/13	27.29	72.71	46.69	8.94	0.00	0.00
One Year Ago 5/28/13	59.82	40.18	19.72	3.15	0.00	0.00

Intensity:
■ D0 Abnormally Dry ■ D3 Extreme Drought
■ D1 Moderate Drought ■ D4 Exceptional Drought
■ D2 Severe Drought

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.

Author:
Michael Brewer
NCDC/NOAA

USDA
<http://droughtmonitor.unl.edu/>

DLCC Ranch Annual Production Sale

Pierz, Minnesota, April 26, 2014

26 Yearling South Devon Bulls average \$5,482

16 South Devon Heifers average \$2,862

Top Sellers:

Lot 25A, DLCC Claire 25A, a March 23, 2013 daughter of DLCC Shur Loc 99W, to Majestic Meadows, West Friendship, MD for \$10,000.

Lot 487A, DLCC Verdict 47A, an April 1, 2013, son of DLCC Judge 60Y, to Leachman Cattle Company of Colorado for \$12,000.

Lot 5A, DLCC Agent 5A, a March 27, 2013 son of DLCC Whiplash 1Y, to Dohe Farms, Lincoln, KS for \$8,250. Dohe Farms were also the volume buyer.



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Monday, June 9, 2014

Monday, June 16, 2014

Monday, June 30, 2014

Monday, June 30, 2014 • Dairy Sale

July

Monday, July 7, 2014

Monday, July 14, 2014

Monday, July 21, 2014

Monday, July 28, 2014 • Dairy Sale

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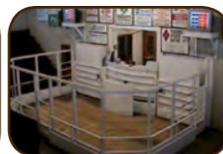
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- ▶ There were 731 unfortunate livestock producers and several auction markets left unpaid for livestock following the default and bankruptcy of livestock broker Eastern Livestock Company. At those markets that were left holding bad checks – **100% of livestock producers were paid in full.**
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About the Livestock Marketing Association

LMA is North America's largest membership organization dedicated to supporting, representing and communicating with and for the entire livestock marketing sector. For more information about the Livestock Marketing Association or to locate your local livestock auction market, please visit

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Martha's Bug Story

By Mary Moenning

2013 MSCA MYBEP Winner

One day, while driving home from school, I asked my mom, "What is my purpose in life?"

Before she could address my question, my little sister Martha spoke up and said, "I know what my purpose in life is: To not eat a bug."

That may sound funny coming from a five year old, but there is more to this comment. In fact, this remark has a dark and near deadly story.

This is Martha's Bug Story.

The bug Martha was referring to is E.coli O157:H7, a deadly strain of bacteria that was first identified in the 1980s. According to the U.S. Food and Drug Administration's Bad Bug Book, E.coli O157:H7 is a rare variety of E.coli that infects, and then produces significant levels of dangerous toxins. The infection can progress to hemolytic uremic syndrome (HUS), which destroys red blood cells and can lead to kidney failure, and even death.

Today, I'm going to share Martha's Bug Story with you; provide an update on both government and industry initiatives to address E.coli O157:H7; and finally, explain what we all can do to protect ourselves.

E.coli bacteria cause more than 265,000 infections in the U.S. each year. Twelve years ago one of those infections was more than a number – it was my sister, Martha.

Martha was just 16 months old and weighed a mere 19 pounds as she lay in the hospital trying to overcome the toxins attacking her body. She was hooked to an IV to avoid dehydration and overworking her kidneys. Martha had already experienced 10 days of painful symptoms and had lost five pounds. At night, the abdominal pain made her more than uncomfortable; she screamed.

Martha progressively got worse in the hospital. Her blood hemoglobin dropped to dangerous levels as her body entered the dreaded state of HUS. Martha was given a blood transfusion to help her body fight the infection.

Finally, our prayers were answered. Blood tests showed some encouraging numbers within 24 hours of the transfusion.

Martha was fortunate. She did not need kidney dialysis or a second transfusion. Amazingly, Martha was released after five days, returning frequently for follow-up blood tests. When Martha turned two years old -- eight months after the ordeal -- the toxins no longer existed in her body and she finally gained back the five pounds she had lost through the illness.

Where and how did Martha come in contact with this devastating bacteria? As farmers and livestock producers, the source should not surprise us.

E. coli are naturally occurring bacteria that normally live in the intestines of people and animals. While most E. coli are harmless, O157:H7 is a dangerous strain found in ruminant livestock, such as sheep, deer, goats and cattle. According to the U.S. Centers for Disease Control and Prevention (CDC), transmission can occur after contact with these animals or their feces or after consumption of undercooked meats or unpasteurized foods or drinks.

While Martha was too young to be eating hamburgers, she was a thumb sucker and could easily have picked up the bacteria somewhere on our farm or at the county fair we visited just before the infection began. The exact source of Martha's infection will never be known.

The good news is that today my sister is a healthy, happy, and sometimes annoying, 13-year-old. For that, our family is very thankful. And there is more good news, especially for those who have been seeking ways to reduce the risk from this devastating bacteria.

The CDC says that progress has been made in reducing E.coli O157:H7 infections. The "Food Net Progress Report" is considered America's report card for food safety and the 2010 report showed infection had declined by 44 percent. The 2011 report showed a 25 percent decline from the previous year and the 2012 report, which is the most recent, showed no change. Additionally, E.coli O157:H7 in fresh ground beef declined 72 percent between 2000 and 2010.

Overall, the CDC credits this downward trend in foodborne infections caused by E.coli in part to three reasons:

- Enhanced knowledge about preventing contamination;
- Cleaner slaughter methods and better inspections in ground beef processing plants, and;
- Increased awareness of the risk of consuming undercooked ground beef and other produce that can carry the bacteria at restaurants and at home.

FDA's Food Safety Modernization Act assures these downward trends will continue. Michael Taylor, Deputy Commissioner for Foods at FDA speaking at a 2011 Food Safety Conference called the changes "historic and profound." He said, "Prevention of foodborne illness, not reaction to problems, is now the guiding principle of our food safety law – and the primary responsibility for prevention resting squarely on the shoulders of food producers and processors."

... continued on page 15



Martha (left) and Mary Moenning (right) of Hayfield, MN. Mary just completed her junior year at Triton HS and is a member of the Triton FFA Chapter. She received 2nd place in Prepared Public Speaking at the MN State FFA Convention held in April with the attached speech regarding E.coli and beef. The title of her speech is "Martha's Bug Story."

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What efforts are producers and processors taking to deliver on their responsibility? The National Cattlemen's Beef Association reports on its website that safety measures throughout the production process create a "robust food safety system."

On farms and ranches, the most promising area has been research in the early stages of production. For example, vaccines and different feed supplements have been effective in reducing and eliminating E.coli in cattle. Packing plants have also taken charge by using steam pasteurization, hot water and organic acid washes, and Hazard Analysis Critical Control Points (HACCP) programs.

Currently, more than 50 collaborators across the country, including 14 universities and government agencies, are involved in a \$25 million research project to reduce the occurrence and public health risks from E.coli. Only two years into the five-year study, scientists say they are making advancements testing new technology at processing plants as well as possible interventions in live cattle. The progress is promising.

Beef is just one of several foods affected by E. coli 0157:H7. Spinach, bagged salad mix, sprouts, raw milk and well water have also been sources of E. coli 0157:H7 infections.

The USDA's Food Safety and Inspection Service (FSIS) reminds us that bacteria are everywhere in our environment; virtually any food can harbor bacteria. These harmful bacteria cannot be seen or smelled. So what can we do as consumers?

The CDC recommends that everyone follow the easy lessons of "Clean, Separate, Cook and Chill":

- Clean: Wash hands, cutting boards, utensils and countertops
- Separate: Keep raw meat separate from ready-to-eat foods.
- Cook: Use a meat thermometer to ensure that foods are cooked to a safe internal temperature. For example, cook ground beef thoroughly to 160 degrees.
- Chill: Keep your refrigerator below 40 degrees and refrigerate food that will spoil.

All experiences – good or bad – happen for a reason. Through FFA, I have discovered my purpose and passion to raise beef cattle just like my father. The experience my family went through with Martha underscores the significant responsibility we have as beef producers to provide others with safe, wholesome food.

Martha's Bug Story is now part of my foundation for the future as a beef producer, and it is a responsibility I am committed to delivering.

I share Martha's Bug Story in hopes that others will never experience what Martha did. According to Martha, this devastating event gave her life a purpose: To not eat a bug.

Mary is a member of the Triton FFA Chapter and the winner of the 2013 Minnesota State Cattlemen's Association (MSCA), Minnesota Youth Beef Experience (MYBEP) heifer at the Minnesota Beef Expo. The MYBEP heifer is sponsored by the Minnesota Corn Growers Association and generous cattlemen and women from across the state.

Moening Wins Showmanship Competition at Northstar Showdown

This past Memorial Day weekend, Mary Moening and her MYBEP heifer, Ruby, sponsored by the MN State Cattlemen's Association, headed to Zumbrota, MN for the Northstar Showdown hosted by Alpha Gamma Rho of the University of Minnesota. Saturday evening, Mary and Ruby competed in senior showmanship and were pulled back for top five. The judges worked the kids harder in the final round by asking them questions to test their beef knowledge. Then the judges gave their comments, and to Mary's surprise they stepped forward to shake her hand naming her the Champion Senior Showman. On Sunday, Ruby was named Reserve Champion Simmental Heifer. Ruby was purchased from Grass-Lunning Simmentals of Leroy, MN. Bob Grass and Dar Giess are serving as her mentors this year. Ruby and Mary will be competing in more shows this summer including the North Central Regional Simmental Classic in Hutchinson, Kansas.



Mary Moening, 2013 MSCA MYBEP winner is pictured with her Reserve Champion Simmental Heifer. Mary was also named the Senior Champion Showman

Become a Member of the MSCA Junior Cattlemen

Membership to the MSCA Junior Cattlemen's Association is now available. Juniors can fill out the membership form on the back of the Minnesota Cattlemen to join the newly-formed Minnesota Junior Cattlemen's Council.

"Through this junior cattlemen's organization we can develop future leadership and provide guidance to juniors who will pursue careers in the beef industry," said Dar Giess, president of the Minnesota State Cattlemen's Association.

The MSCA Junior Cattlemen's will elect their own leadership board and be included in the annual summer tour, Farmfest, Cattlemen at the Capitol, the annual state convention and trade show and many other events. There will be breakout sessions for the juniors at the 2014 state convention, said Giess. The MSCA junior leadership will also have the opportunity to attend the Youth Beef Industry Congress, held every two years.

Yearly membership fees will be \$25. For more information contact the MSCA office or mail in the application form.



**Yearly
Dues:
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Send Application & Payment to:

Minnesota State Cattlemen's
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Baxter Black to Appear at 2014 Convention

Baxter Black is a cowboy poet, former large animal veterinarian and entertainer of the agricultural masses. As he puts it, “he has a narrow following, but it’s deep!” For over 25 years he has traveled the U.S. and Canada, scattering his wit and left-handed observations to folks looking for a bright spot in their day.

When asked how many books he has written, he quotes the late Franklin Delano Roosevelt, “Altogether, too many.” Over one million books and audios sold, a weekly column, a weekly radio program, a weekly television program ...there’s no place to hide if you live in the country!

He has poked his head above the horizon long enough to attract urban followers (gentiles, he calls them), through National Public Radio, public television, Johnny Carson’s Tonight Show, Random House and USA Today.

Baxter says his life has been blessed, “I like what I do. I have a great home to come home to, a couple good horses, a few cows, a good dog, and friends everywhere I go. I’m square with God and I make a living entertaining people I care about.

“My audience is my inspiration,” he says, “Every cowboy, rancher, vet, farmer, feed salesman, ag teacher, cowman and rodeo hand has a story to tell, and they tell it to me. I Baxterize it and tell it back to ‘em! It doesn’t seem fair, does it?”



If you look around, you’re not more than one or two degrees of separation from his omni-cowboy presence! He’s kinda like a good pair of boots, a faithful cowdog, or even the flu. Try him out, he’s contagious!

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EPA Proposes Rule to Expand Definition of 'Waters of the US'

The Environmental Protection Agency (EPA) is proposing a rule to significantly expand the definition of "Waters of the U.S." under the Clean Water Act.

The EPA proposal poses a serious threat to farmers, ranchers and other landowners. Under the proposed new rule, waters, including ditches are regulated even if they are miles from the nearest 'navigable' waters. These so-called waters are regulated despite not being wet most of the time. EPA says its new rule will reduce uncertainty, and that much seems to be true: there isn't much uncertainty if most every area where water flows or stands after a rainfall is federally regulated.

This rule would essentially allow the EPA to regulate practically any surface water feature as if it were a federally-protected wetland. We're talking about drainage ditches, low spots in fields that collect water when it rains, and even temporary streams that only carry water in the spring or after a big thunderstorm.

Under this proposed rule, farmers, ranchers and every other landowner will face a tremendous new roadblock to ordinary land use activities. This is not just about the paperwork of getting a permit to farm, or even about having farming practices regulated. The fact is there is no legal right to a Clean Water Act permit – if farming or ranching activities need a permit, EPA or the Army Corps of Engineers can deny that permit. That's why Clean Water Act jurisdiction over farmlands amounts to nothing less than federal veto power over a farmer's ability to farm.

EPA is trying to tell agriculture that this will not impact us. They accompanied its proposal with a new "interpretative" rule claiming to clarify certain statutory exemptions for agricultural conservation practices, including activities as commonplace and essential to farming and ranching as building a fence. But these exemption only apply to "dredge and fill" permit requirements. They

do not protect farmers from federal veto power over pest and weed control, fertilizer application, and other essential farming activities. In addition, these limited exemptions will now have to meet mandatory compliance with what used to be voluntary Natural Resource Conservation Service (NRCS) standards.

The "Waters of the U.S." proposed rule is the EPA's attempt at skirting Congressional intent and rulings by the Supreme Court. Congress, not federal agencies writes the laws of the land. When Congress wrote the Clean Water Act, it clearly wrote that the law

... continued on page 19



The rule will dictate land use across the United States and looks to expand the "Waters of the United States" to include small, isolated wetlands, ephemeral drains and many ditches.



Proposed changes to the EPA's definition of 'Waters of the U.S.' would make even temporary surface water features subject to federal regulation.

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applied to navigable waters. The EPA has attempted to expand this definition through Congressional action before, but congress has not taken it up. In addition, the Supreme Court has twice rendered decisions – SWANCC v. U.S. Army Corps of Engineers in 2001 and Rapanos v. United States in 2006 that reaffirmed the Clean Water Act’s limit on federal jurisdiction, reminding the agencies that Congress used the word ‘navigable’ for a reason. However, the EPA is just not taking no for an answer and are once again trying, regardless of what Congress says. In fact, 235 members of the House of Representatives sent a letter to EPA Administrator Gina McCarthy urging her to withdraw the rule. Minnesota Representatives John Kline, Erik Paulsen, Michele Bachmann and Collin Peterson were all signatories on that letter.

The docket is currently open until July 21, 2014 for public comment. The posting can be found on Regulations.Gov under Docket ID No. EPA-HQ-QW-2011-088. The EPA needs to be told that they cannot continue to go against Congressional intent and play by their own rules.

MSCA... continued from page 1

Cattlemen’s Beef Association Legislative Conference, April 8-10. “While navigating around Capitol Hill, it is very evident how important this work is and the significant impact that can be made when we make our presence in DC,” said Dar Giess, MSCA president.

MSCA leadership met with Senator Al Franken, Senator Amy Klobuchar’s office and also had visits with Michelle Bachman, John Kline, Tim Walz, Eric Paulson, Rick Nolan and Collin Peterson about issues affecting the cattle sector in the State of Minnesota.

Several issues of importance included the Trans-Pacific Partnership, 2015 Dietary Guidelines, Clean Water Act Jurisdiction, Brazilian Beef Proposal, Water Rights Protection, Brewers Grain, Pollinators, Grazing Improvement Act and many more important issues.

MSCA President, Dar Giess, Legislative Chair, Tom Pyfferoen, Feeder Council Chair, Mike Landuyt and John Chute, Cow-Calf Council Chair participated in the event.

Redwood... continued from page 1

producers from Redwood, Brown and Renville Counties. “The tour will showcase Redwood Area producers and the diversity of production,” said Brandon Kerkhoff, chairman of the Redwood Area Cattlemen’s Association.

Beef industry trade show and participation opportunities are available. Registrants will have access to over 200 agriculture-related businesses featuring new products and services available to cattlemen through the trade show.

Registration will begin at 6:15 a.m. through 8:30 a.m., with the first tour bus leaving at 7:00 a.m. and every fifteen minutes after that. A continental breakfast will be available before the tour. Tour stops include Grant Breikreutz, Redwood Falls; David and Clint Engen, Revere; George and Mike Landuyt; Curt and Chad Thram, Sanborn, Butch and Brandon Kerkhoff, Redwood Falls and a stop at Redwood Metal Works and Artex.

The tour registration fee is \$35. The student price is \$20. An additional lunch ticket is \$10 and an additional dinner ticket is \$15. Send payment to Jeri Hanson, 37590 110th St, Comfrey, MN 56019.

A MSCA Board of Directors Meeting, MSCA Golf Scramble and a picnic will be held on Monday, July 7, 2014 in Redwood Falls.

For more information contact these Redwood Area Cattlemen: Brandon Kerkhoff: 507-829-3410; Grant Breikreutz: 507-430-0607; Clint Engen: 507-531-0279. Or e-mail: redwoodarea.cattlemen@outlook.com. You can also view more information about the tour by visiting the Redwood Area Cattlemen’s Association Facebook page <https://www.facebook.com/RedwoodAreaCattlemen>

Farmers Strike a Chord with #DitchTheRule Song, Video

A farm family, a Disney tune, an EPA reg and a handheld camera: Who says life’s slow in the country?

Life is anything but boring for Andy and Kacey Clay and their family, who energetically break into song, telling the Environmental Protection Agency to ditch its recently proposed “Waters of the U.S.” rule in “That’s Enough,” a parody video that draws on the song “Let it Go” from the popular animated movie “Frozen.”

The Clay family of Missouri and other Farm Bureau families around the nation are working to draw attention to the proposed EPA rule, charging that it is rife with errors, lacks transparency and would greatly expand strict control over private land that was previously unregulated by the federal government.

“There’s no water flowing, but the government doesn’t care,” sings Kacey Clay, while her family “navigates” a dry ditch on their farm in a canoe.

Farm Bureau formally launched its #DitchTheRule campaign at the end of April, asking its members to resist the proposed EPA water rule, which will impose unworkable regulations on the nation’s farms.

Follow the social media hashtag #DitchTheRule and visit the Ditch the Rule website (ditchtherule.fb.org) to learn more.



TPP... continued from page 9

them to the ‘too hard basket’. Above all, a TPP agreement must make it easier to do business - it must facilitate and enhance trade.

FNBA also calls for each TPP member country to provide the same market access arrangements to all other members, in order to ensure that competitive disadvantages are not created and trade subsequently distorted. This in turn will set clear parameters around the obligations required by future TPP aspirants.

Despite the inherent challenges, TPP members must ensure any agreement delivers the open trading environment originally envisaged.

In so doing, the TPP will be widely viewed by commercial entities as a worthwhile initiative.

**The FNBA comprises the Cattle Council of Australia, Canadian Cattlemen’s Association, Confederacion Nacional de Organizaciones Ganaderas, Beef + Lamb New Zealand and the National Cattlemen’s Beef Association. Together, FNBA represents producers from countries that account for one-third of global beef production and approximately half of global beef exports.*

MEAT... continued from page 9

“Farmers and ranchers are raising smaller numbers of hogs and cattle. This is the key factor contributing to higher retail meat prices, a trend that is likely to continue through the summer and, at least for beef, into next year,” Anderson said.

The long-term effects of searing back-to-back droughts in 2011 and 2012 resulted in less feed available for cattle, and ultimately forced a substantial decline in cattle numbers that is now resulting in lower beef production. Year-to-date beef production is down by close to 5 percent according to the Agriculture Department.

Porcine Epidemic Diarrhea virus or PEDv, a serious hog disease that poses no risk to humans or food safety, is expected to result in a 2 percent decline in 2014 production according to USDA, further influencing retail prices for bacon, ham, pork chops and other products.

The good news for consumers is that although they will pay a bit more for meats this summer, there will be plenty of everyone’s favorites to go around.

“Meat supplies will continue to be plentiful,” said Anderson. “From burgers to brats, steaks to chops and everything in between, consumers will have no problem finding their favorite meats for summer barbeques and cook-outs,” he said.

Summer Tour Accommodations

- Microtel Inn, Springfield, (507) 723-8200 – Amber
- Select Inn, Redwood, (507) 644-4444 – Deb or Amanda
- Redwood Lodge, Redwood, (507) 644-5700 – John or Gail
- Smart Choice, Redwood, (507) 637-3456 – Howie
- America's Best Value, Morton, (507) 697-6205 – Lenoy or Karen
- Sheep Shedde, Olivia, (320) 523-5000 - Cory

Submit Material for The Minnesota Cattleman

If you would like to submit any information or advertising for the upcoming issue of the Minnesota Cattleman the deadline for the next issue is July 29, 2014 for the August edition. We are interested in highlights and photos from your local cattlemen's associations and cattle news in your area. Submit information to msca@fallsnet.com



Redwood Area Cattlemen's Association

2014 Minnesota State Cattlemen's
Summer Beef Tour & Trade Show-
July 8, 2014

As a sponsor/vendor, please check choice(s) below

Sponsorship Levels

Prime Sponsor: \$2,500
-Sponsor recognition in tour program
-Meal sponsor
-Premium Trade Show booth-2 spaces
-Four Tour participant registrations
-Full page color ad in Tour Program

Choice Sponsor \$1,000
-Sponsor recognition in Tour Program
-Bus sponsor
-Standard trade show booth
-1/2 page color ad in Tour Program
-Four tour participant registrations

Select Sponsor \$500
-Sponsor recognition in Tour program
-Standard Trade show booth
-1/2 page color ad in Tour Program
-Two Tour participant registrations

Advertisements in Tour Program

Full page, color (7.375x9.5") **\$400**
 1/2 page, color (7.375x4.75") **\$250**
 1/4 page, color (3.625x4.75) **\$150**
 1/8 page Color (3.625x2.25) **\$75**

Premium Color Pages-(First come, First serve)

Back cover, full page **\$600**
 Inside front cover, full page **\$600**
 Inside back cover, full page **\$500**
 2 page center spread, color **\$950**
 Full page adjacent to Tour stop summaries **\$500**

**A PDF file of your ad must be email to redwoodarea.cattlemen@outlook.com by April 1st, 2014. After April 1st, add \$100.00

Other Donation Amount \$ _____

Credit Cards **cannot be accepted as a form of payment**

Trade Show Booths

1 space (10'x10') **\$300**
-One 8 foot table
-One participant registration

2 spaces (10' x 20') **\$550**
-Two 8 foot tables
-One participant registration

Outdoor space \$300
-20'x40'
-One participant registration

Tour Stop Sponsor (First come, first serve) \$1,250
-Two Tour participant registrations

Bus Sponsor \$950
-Two Tour participant registrations
-Sponsor designation on bus

Tour Participant Registration

Before June 15, 2014 **\$25**
 After June 15, 2014 **\$35**
 Student Price **\$20**
 Additional Lunch Ticket **\$10**
 Additional Dinner Ticket **\$15**

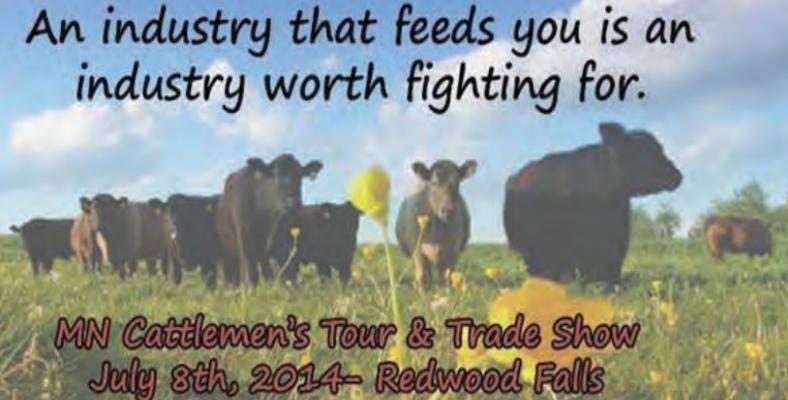
Send completed form and payment to:
Redwood Area Cattlemen
 C/O Jeri Hanson
 37590 110th Street
 Comfrey, MN 56019

Total Amount Enclosed: \$ _____
 **Payment must be received by June 15, 2014.
 **Checks can be made out to: RACA
 **Questions:
 -RACA Email: redwoodarea.cattlemen@outlook.com
 -Brandon Kerkhoff: 507-829-3410
 -Grant Breitreutz: 507-430-0607
 -Clint Engen-507-531-0279

Sponsor/Vendor Contact Information
 Name: _____
 Company: _____
 Address: _____
 City, State, ZIP: _____
 Phone: _____ Fax: _____
 Email: _____



An industry that feeds you is an industry worth fighting for.



MN Cattlemen's Tour & Trade Show
July 8th, 2014- Redwood Falls

2014 Summer Beef Tour & Trade Show

July 8th, 2014

Name(s): _____

Phone: (): _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Pre-Registration:

Per Adult is \$25.00 Each # of Adults _____ x \$25= \$ _____

Per Student is \$20.00 Each # of Adults _____ x \$25= \$ _____

Total Enclosed \$ _____

(Make checks payable to RACA)

***No refunds. After June 1st, 2014 registration for adults will be \$35. Send form and check to:**

RACA Tour
C/O Jeri Hanson
37590 110th St
Comfrey, MN 56019

Registration Questions? Call Brandon at 507-829-3410
 Find us on Facebook....www.facebook.com/RedwoodAreaCattlemen

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 _____ Email _____

MN State Cattlemen's Association Dues \$50
Junior Dues \$25

Local Cattleman Association Dues (Optional)

Local = _____ (Local Dues →) _____

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

1-100 Head = \$100
 101-250 Head = \$200
 251--500 Head = \$300
 501-1000 Head = \$400 + Fair Share
 1001 - 1500 Head = \$550 + Fair Share (NCBA Dues →) _____
 1501 Head & Up = \$750 + Fair Share
 Fair Share is \$0.25 per stock cow & \$0.125 per stocker/feeder
 Individual Supporting Member (non-cattle owner) = \$100
 Student Membership = \$50

Total Dues Enclosed This Membership _____

Address _____

City _____ State _____ Zip _____

Type Ops: Feeder Cow-Calf Seedstock Stocker Dairy Associate

Method of Payment: Check Credit Card Invoice Me

Credit Card Type: ___ Master Card ___ Visa ___ Discover

Card # _____

Expiration Date ____/____/____ Signature _____

Make Checks Payable to: "MSCA" (No Cash Please)
 Return Form & Payment To: MSCA Treasurer
33424 18rd Street • Pierz, MN 56364

Recruited By: _____

Questions Call: ☎ (320) 634-6722 or email: ✉ msca@fallsnet.com