



# The Minnesota Cattleman

The Official Newspaper of the Minnesota State Cattlemen's Association®

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## Cattle Producers Step Up to Protect U.S. Beef Industry

Towards the end of October, cattle producers across the country made their voices heard nationally. Following President Trump's comments about his administration's intention to increase U.S. imports of Argentine beef in an effort to lower consumer beef prices, the National Cattlemen's Beef Association (NCBA) acted swiftly to ensure that America's cattle producers had a seat at the table.

launched a grassroots letter-writing campaign urging Congress to oppose any move that could manipulate cattle markets and undermine the strength of the U.S. beef industry. The response from producers was nothing short of extraordinary.

More than 9,000 cattle producers from across the nation sent over 30,000 letters to their members of Congress.

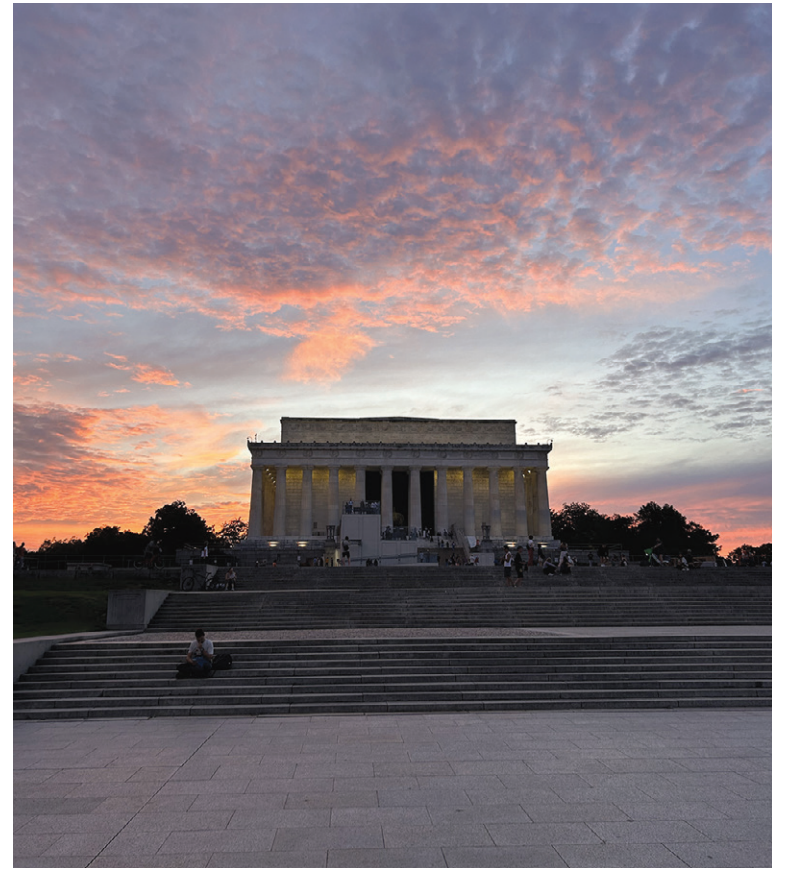
Because of that united effort, lawmakers in

Washington heard a clear and powerful message: America's cattle producers will not stand by while the government suggests manipulating market stability and the livelihoods of U.S. ranching families.

Thanks to the overwhelming feedback from producers, there has been considerable pushback in Congress.

In addition to defending U.S. beef markets, NCBA also called on the administration to focus on key animal health and trade priorities – including combating New World Screwworm, strengthening animal health provisions and reducing unnecessary regulatory burdens that weigh on America's farmers and ranchers.

The success of this campaign is a testament



to the strength and unity of the cattle industry, and Minnesota producers played an essential part in that success.

To every Minnesota cattle producer who took time to contact Congress and stand up for your industry: thank you. Your engagement and leadership help ensure that

our voice remains strong, our markets remain fair and our industry remains resilient for generations to come.

Together, we are protecting the integrity of the U.S. beef industry: one letter, one call and one united voice at a time.

### MSCA

MSCA is a grassroots organization consisting of over 20 local cattlemen's groups, providing the greatest opportunity for producer input and policy recommendations

MINNESOTA STATE CATTLEMEN'S ASSOCIATION  
DISTRICT MAP & LOCAL AFFILIATES

1. Central Minnesota Cattlemen	12. Mower County Cattlemen
2. Cottonwood Cattle Producers	13. Murray County Cattlemen
3. Three Rivers Cattlemen	14. Northwestern Stockmen
4. Fillmore County Cattlemen	15. Redwood Area Cattlemen
5. Freeborn County Cattlemen	16. Rock-Hobbs Cattlemen
6. Glacial Ridge Cattlemen	17. Snake River Cattlemen
7. Houston County Cattlemen	18. South Central Cattlemen
8. Le Sueur County Area Cattlemen	19. Southwest Cattlemen
9. Midwest Cattlemen	20. Tri-County Cattlemen
10. Minnesota Cattlemen	21. Wabasha County Cattlemen
11. Mississippi Valley Cattlemen	22. West Central Cattlemen
	23. Pipestone Cattlemen

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

<https://www.mnsca.org/become-a-member/membership-application>

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NEWS - TIME SENSITIVE MATERIAL

# REGISTER TODAY

Minnesota Cattle Industry Convention

Dec. 5-6, 2025

St. Cloud River's Edge Convention Center

<https://www.mnsca.org/convention>

[www.mnsca.org](https://www.mnsca.org)



**KAITLYN ROOT**

**Executive Director**  
Office: 763-479-1011

As we look ahead to the final weeks of the year, I want to extend a personal invitation to you – whether you're a rancher, producer, industry partner or stakeholder – to attend the

upcoming Minnesota Cattle Industry Convention.

This year's event will run Dec. 5-6 at the River's Edge Convention Center in St. Cloud, kicking off with a Resolutions Meeting on Dec. 4.

**Why you should attend**

• The Convention offers a strong mix of educational speakers, policy meetings, trade show networking and social events – a full spectrum of opportunities to engage, learn and connect.

• Our keynote speakers bring real-world experience and global context: for example, John Hinners from the U.S. Meat Export Federation, and Gene Copenhaver, president-

elect of the National Cattlemen's Beef Association will give us an inside look at export markets, policy shifts and the future of the beef industry.

• The Thursday afternoon Resolutions Meeting gives you a voice in the direction of our association. Bring your ideas and concerns, and we'll discuss them with the MSCA Resolutions Committee.

• For producers of any scale, this is an ideal chance not only to learn best practices but also to meet exhibitors, vendors, service providers and peers who share your challenges and goals.

**Registration & Logistics**

Early-bird registration is available through Friday, Nov.

14, after which rates increase. A block is held at the Best Western Plus Kelly Inn in St. Cloud with a group rate; be sure to secure your room soon (group block closes Tuesday, Nov. 4). Call the hotel at (320) 253-0606 and mention the Minnesota Cattlemen to reserve a room in the group block.

Visit the MSCA website at [mnsca.org/convention](http://mnsca.org/convention) for the full agenda, speaker bios, trade show and vendor information and the registration link.

Come prepared to engage, learn, connect and help shape the future of Minnesota's cattle industry.

I look forward to seeing you in St. Cloud.



**JAKE THOMPSON**

**President**

Fellow cattlemen and cattlemen,

The upcoming annual convention of the Minnesota State Cattlemen's Association (MSCA), slated for early December, presents a key opportunity for producers across the state to engage, reflect and act together.

This year's convention, held at the River's Edge

Convention Center in St. Cloud on Dec. 5-6, is more than just a gathering. It is a strategic forum for tackling the long-term challenges facing the beef industry in Minnesota.

At the heart of the convention is policy development: the agenda features the Resolutions Meeting, where grassroots members propose and debate resolutions that guide MSCA's strategy on issues like land use, predator management, energy development and regulatory change.

Educational sessions cover beef industry topics and state legislative updates. The trade show and networking component also allow producers and allied businesses to connect, showcase innovations and build relationships.

The convention underscores the importance of membership. Individual members are the backbone

of the association's advocacy power. If you're not in the room, your interests may be overlooked.

Membership matters for several concrete reasons:

**1. Advocacy Strength** – Cattle farmers and ranchers account for a small percentage of the population; this makes it vitally important that we work together to make our voice heard. A unified membership gives MSCA leverage when engaging with the state legislature, federal agencies and consumer issues.

**2. Information Access** – Members receive regular communications (weekly policy updates, bi-monthly newspaper) that keep them ahead of rapidly changing issues – whether it's predator regulation, land-use changes or supply chain access.

**3. Networking & Learning** – The convention and other MSCA events provide

access to speakers, peer producers and allied businesses, helping members to exchange ideas, adopt new practices and adapt to change.

**4. Shape the Future** – Grassroots members bring resolutions, vote on direction and shape policy. That means membership is not passive, it's active involvement and leadership.

For cattle producers in Minnesota, attending the December MSCA convention and maintaining membership is not just optional, it's essential. The industry faces regulatory, market and environmental headwinds.

By being part of MSCA, you have a seat at the table, not outside of it.

I hope to see you Dec. 5-6 for fellowship, entertainment, education and networking. Until then, may your bunks stay full and your fence stay tight.



**RACHEL GRAY**

**President-Elect**

Hello from northern Minnesota, I hope your fall has been

going well. We have been having a beautiful fall, but it has been a little dry.

This month, I traveled to Nashville, Tennessee, for the Corn Growers Association and worked at the Common Ground booth at the National Dietitians Convention. Common Ground is a group of women farmers and ranchers who talk about food, farming and ranching.

One hundred fifty women from all over the country volunteer to attend events and talk about all aspects of farming. The diverse group of women produces everything from cattle, turkey, hogs and

crops to almonds and wine.

I am always amazed at the number of people who stop by the booth and the questions they have. Many people have not had the chance to ask questions about how their food is produced.

One lady was very angry about cattle production because she was sure that large corporations produced cattle and that family farmers did not exist in the cattle industry. We had a great conversation, and I was able to show her pictures and videos that Common Ground shot at my ranch in September, which featured our family, including

the grandchildren out with the cattle. She walked away with a different perspective.

We had a lot of good conversations about beef, cattle production and farming in general. The convention had over 2,000 attendees and after two days I felt like I had talked to them all!

The fall run is on up here in the north with cattle moving and sales barns having big sales. We are all watching to see what will happen with the prices.

Have a great harvest season. I hope to see you at our annual meeting and convention.

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**EMMA HEIDEN**  
MINNESOTA CATTLEWOMEN  
COMMUNICATIONS INTERN

As I wrap up my internship with the Minnesota CattleWomen this December, I've been reflecting on what an incredible experience it has been. These past few months have provided countless opportunities to learn, grow and connect with so many wonderful people in the agriculture and beef industries.

From managing social media accounts, to working with the Flat Farmer program and photographing special events, every part of this internship has strengthened my passion for agricultural communications and advocacy.

One of my main roles this semester has been handling

social media. Creating content that highlights the people and stories behind the beef industry has been most rewarding.

I've enjoyed brainstorming post ideas, writing captions that educate and engage and sharing updates that celebrate our members and their hard work. Seeing how a simple post can reach and connect with so many people has reminded me how powerful digital communication can be in promoting agriculture and bridging the gap between producers and consumers.

I've also been involved with the Flat Farmer program, which has been one of my favorite parts of this internship. The program does such a great job of helping students and families learn more about where their food comes from in a fun and interactive way.

Getting to assist with materials, such as creating a coloring book and lessons to go along with it. It's inspiring to see how something as simple as a paper "Flat Farmer" can spark conversations about agriculture and help the next generation understand the importance of farmers and ranchers.

### Thank you, 2025 Beef Alliance Members

THANK YOU to the following businesses that have committed to support members of the Minnesota State Cattlemen's Association as a part of the Minnesota Beef Alliance Program for 2025. If you are interested in learning more about the Beef Alliance program, contact Angie Ford at [mnscamembership@gmail.com](mailto:mnscamembership@gmail.com).

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- Carlson Wholesale
- Merck Animal Health\*
- Minnesota Beef Council
- Roto-Mix
- Form-A-Feed
- Producers Livestock Marketing Association
- AgCountry Farm Credit Services
- Boehringer Ingelheim

**Choice**

- Minnesota Corn Growers Association
- Zoetis

**Select**

- ADM
- Kent Nutrition Group
- Centra Sota Cooperative
- Artex Manufacturing
- Minnesota Farm Bureau
- Professional Ag Marketing
- Purina Animal Nutrition
- Northwest Lighting Systems
- Dry Creek Ranch Trucking, Inc.

**Presidential**

- CKP Insurance
- Wieser Concrete Products



\* Indicates giving above base level for that category!

What has made this experience even more special are the incredible individuals I've worked with along the way. Being surrounded by supportive, encouraging mentors who are passionate about what they do and are eager to help me learn has pushed me to grow further.

Their guidance has taught me so much, not only about communications but also about leadership, teamwork

and the importance of representing agriculture with authenticity and heart.

As December approaches, I'm filled with gratitude for this opportunity. I've gained hands-on experience in agricultural communications, learned from some of the best people in the industry, and strengthened my commitment to advocating for beef producers and rural communities.

This internship has truly been a highlight of my college career, and I'm excited to take everything I've learned into future experiences.

The Minnesota CattleWomen have played a huge role in shaping my journey, and I'm thankful to be part of an organization that continues to inspire and empower women of all ages in agriculture.



**DALLAS KNOBLOCH**  
MSCA FEEDER CHAIR

Hello, everyone, from southwestern Minnesota!

Grain harvest is wrapped up here at 4 K Cattle and the surrounding area. Few remaining fields left waiting for space to

open at one of the many full elevators around the area.

We had above average yields this year with some real high field averages if things lined up. Variety, fungicide and fertility played a huge role this year.

The weather for harvest and fattening cattle has been very ideal. Weights and yields on the cattle in the last two months have been good.

Getting dry cornstalk bales up is always a good thing and now to get them picked up and manure hauled is top priority.

Well, there is certainly plenty to talk about in the cattle market. Currently in a free fall as I write this, but hopefully reality and common sense will prevail, and the market can settle out.

Being at such lofty levels

does leave us at very high risk of volatility. The reality is that current fed cattle supply is tight and consumer demand for high quality U.S. beef is higher than ever.

Any live cattle imported across the southern border will take time to fill the market.

Certainly excited for the Minnesota Cattle Industry Convention coming up in December. Be sure to register to be part of this great event and to meet like-minded cattle folks, share ideas and catch a little rest.

Thanks for your support, and I hope you can attend.

Meanwhile, stay safe as we wrap up harvest. Also, stay calm about the markets, stick with the plan and keep those feedlots full!



**ERIC ZELTWANGER**  
Vice President

Greetings fellow cattlemen, As I sit down to write this, we are getting a bit of rain after a nice string of dry weather for fall harvest. Most of the fields in this area were not dry, but we were able to get the crop out without having to deal with rain falling on our heads.

Winter feed has mostly been put up. We can start preparing for the winter weather that is sure to come.

As I write this there is a lot of uncertainty in the cattle world. We have seen the power of the President of the United States of America, and the power of his words.

He has made some statements as of late that have had a big impact on the markets in the cattle world. We have seen lower prices on the board, and it is starting to pull on cash also.

Either way it is causing lots of worry and question in the cattle markets. What are these

prices going to do?

Well, if you are reading this for the answer, you are wasting your time. By now you know more than I do as I write this anyway.

What we can all be thankful for is the fact that we have a government that is supportive of animal agriculture. Wants us to keep raising beef. Wishes we raised more in fact.

They are looking for ways to keep Americans' food sources secure and cheap. Not what we as producers want to hear probably, but I for one am glad we can still raise animals and are not being put out of business because no one wants us around.

We as MSCA members have some upcoming events to look forward to.

We have the annual convention coming up Dec. 5-6 in St. Cloud this year. This is an outstanding event for those of us in the beef industry to come together and share thoughts and ideas to help make each other's operations better.

Registration is open, and hotel rooms are blocked off. Make reservations today and get signed up.

Also, If you have any items you would like to get in the auction, let Kaitlyn know. We use the convention to help raise money for keeping up the good fight every day.

Hope to see everyone in St. Cloud.

As always, may your cows be fat and your calves heavy.

## Upcoming Events

## Important Dates

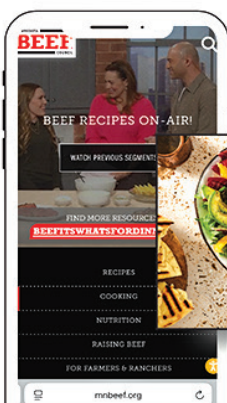
**For more details on events listed below, visit [www.mnsca.org](http://www.mnsca.org).**

December 5-6 – **Minnesota Cattle Industry Convention and Trade Show** –  
River's Edge Convention Center, St. Cloud, MN

**CHECK US OUT  
ON THE WEB AT  
[www.mnsca.org](http://www.mnsca.org)**

## Minnesota Beef Council

BEEF PROMOTION, EDUCATION, & RESEARCH



www.mnbeef.org

## Minnesota Consultant Dietitians Conference



The Minnesota Beef Council made an appearance at the Minnesota Consultant Dietitians Conference on October 2, 2025, at Sysco in Mounds View, Minnesota. The conference gathered Registered Dietitians from around the Twin Cities and beyond to listen in on relevant topics and sessions. The Minnesota Beef Council, amongst other organizations, had a table at the event and were able to interact with attendees, sharing about the nutritional benefits of beef and resources we offer. Attending conferences such as this allows beef to stay top of mind as a valuable protein source for nutrition professionals in serving it to their clients and patients.

## Partnerships in Action Conference



The annual Partnerships in Action (PIA) conference, held October 13-16, 2025, in Denver, Colorado, brought state beef councils from across the country together to learn about the work of the Beef Checkoff. Attendees representing the Minnesota Beef Council (MBC) discussed ways national efforts can be expanded in Minnesota and developed a game plan for implementation.

Coordinated by the Federation of State Beef Councils and funded by the Beef Checkoff, PIA strengthens the state and national Checkoff partnership.

Topics discussed during PIA highlighted how the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, and state beef councils work together to drive demand for beef. Attendees learned about

program strategy, current consumer trends and preferences, and upcoming Beef. It's What's For Dinner. promotions. More than 65 staff members from 30 state beef councils participated in the event, including Kelly Schmidt, Chief Executive Officer, and Ashley Wulf, Communications Director from the Minnesota Beef Council.

## Top of the Class

The mission of the Top of the Class program is to greater develop the skills of Minnesota's beef industry leaders to maximize their impact and effectiveness in local, state, national, and international arenas. The program is a dynamic, year-long educational experience featuring two separate in-state seminars along with an out-of-state experience in Colorado. The newest members of the 2025 Top of the Class program completed their first session held primarily at the Minnesota Beef Council office in Maple Plain October 22 – 23.

Participants in this year's program met for two consecutive days to learn about various top-

ics aimed at increasing knowledge and advocacy efforts. This included overviews about the Minnesota Beef Council and Minnesota State Cattlemen's Association, updates on state of the beef consumer, guidance on social media strategy and Beef, It's What's for Dinner branding, and a presentation on secure beef supply by David Weinand with the Minnesota Department of Ag. Participants also visited and studied food labeling and marketing differences at Whole Foods and Costco. A highlight of the session was a tour of the Rancher's Legacy processing facility in Vadnais Heights, MN. Class members this year are Kali



Flower (Benson), Dawn Moffett (Moose Lake), Katie Nelson (Rice), Jasper Oeltjen (Spring Valley), Erin Olson (Williams), and Kathy Sheehan (Theilman).

## BEEF STUFFING WITH APPLES & CRANBERRIES



### INGREDIENTS:

- 1 pound Ground Beef (93% or leaner)
- 2 teaspoon garlic powder, divided
- 2 teaspoons onion powder, divided
- 2 teaspoons rubbed sage, divided
- 1-1/2 teaspoon salt, divided
- 1/4 to 1/2 teaspoon crushed red pepper
- 2 tablespoons butter
- 2 cups sliced leeks, white and light green parts only
- 1 bag (12 ounces) unseasoned dried bread cubes
- 2-1/2 cups reduced-sodium beef broth
- 2 cups peeled, diced Granny Smith apples
- 1 cup dried cranberries

### COOKING:

1. Combine Ground Beef, 1 teaspoon garlic powder, 1 teaspoon onion powder, 1/2 teaspoon rubbed sage, 1/2 teaspoon salt and crushed red pepper in large bowl, mixing lightly but thoroughly. Heat large nonstick skillet over medium heat until hot. Add beef mixture; cook 8 to 10 minutes, breaking into 1/2-inch crumbles and stirring occasionally. Remove beef mixture from skillet with slotted spoon into large bowl; set aside.
2. Preheat oven to 350°F. In same skillet, heat butter on medium heat until hot. Add leeks, cook and stir 5 minutes. Add leeks to beef mixture. Stir in bread cubes, broth, apples, cranberries, remaining 1 teaspoon garlic powder, remaining 1 teaspoon onion powder, remaining 1-1/2 teaspoons rubbed sage and remaining 1 teaspoon salt to beef mixture.

*Cook Tip: For a drier stuffing, bake covered 30 to 40 minutes, then bake uncovered 10 to 15 minutes until top of stuffing is crisp.*

**Nutrition information per serving:** serving: 291 Calories; 63 Calories from fat; 7g Total Fat (3 g Saturated Fat; 2 g Monounsaturated Fat); 41 mg Cholesterol; 971 mg Sodium; 43 g Total Carbohydrate; 2.9 g Dietary Fiber; 15 g Protein; 3 mg Iron; 4.7 mg NE Niacin; 0.3 mg Vitamin B 6 ; 1.1 mcg Vitamin B 12 ; 3 mg Zinc; 25.2 mcg Selenium; 46.7 mg Choline. This recipe is an excellent source of Protein, Niacin, Vitamin B12, Zinc, and Selenium; and a good source of Dietary Fiber, Iron, and Vitamin B6.

## Twin Cities Live

The Minnesota Beef Council makes a monthly appearance on Twin Cities Live, a TV show airing daily from 3-4 p.m. CST on KSTP, Channel 5-Eyewitness News, and is rebroadcasted late in the evening. On October 21, Communications Director, Ashley Wulf, shared "Sweater Weather Suppers" to

inspire consumer's meal plans to include beef, which included a new Beef. It's What's For Dinner. recipe of beef tallow pie crust as the base of Beef Pot Pie. You can find the recorded segments along with recipes and a grocery lists on our Facebook page and on our website at [mnbeef.org](http://mnbeef.org).

## MBC Board Meeting

The next Minnesota Beef Council Board of Directors Meeting is scheduled for Monday, November 17 th , 2025. The meeting will be held in Maple Plain, MN at the Minnesota Beef Council office.

## Minnesota Beef Council Events

- November 5, 2025 | Ag in Action (FarmAmerica, Waseca, MN)
- November 7, 2025 | Twin Cities Live (Petty Brothers Meat Market, Annandale, MN)
- December 4-6, 2025 | Minnesota Cattle Industry Convention (Saint Cloud, MN)



**DUSTIN WIESE**  
MNSCA Cow/Calf Chair

Wow, these are great times to be in the beef industry!

Calves are selling at record prices and consumer beef demand is at an all-time high. With the U.S. cow herd at its smallest size since 1961, good times should be ahead for the cow-calf producer – at least until recently.

As I write this, President Trump has just made an announcement in regards to importing more Argentine beef. After receiving backlash from cattle organizations about the announcement, President Trump retaliated with a post on Truth Social directed at ranchers, stating that ranchers “have to get their prices down.”

But this shouldn’t come as a surprise to any of us as one of his campaign promises was to lower grocery prices. Eggs, for example, have dropped in price by about 61 percent since March. So, it looks like beef is next on the chopping block.

But as ranchers, we know prices are good, but they are not necessarily reflective of current input costs. For example, feed, fertilizer and equipment prices have each risen between 35 percent and 60 percent since 2020, according to USDA data, which means today’s cattle prices are largely offset by higher production costs.

I wanted to put beef affordability into perspective, so I went back 40 years to see how beef affordability has changed over time. In 1985, ground beef cost about \$1.76 per pound, which equates to roughly 1.16 hours of minimum wage work to afford a pound of ground beef. In

2025, at an average price of \$6.10 per pound, that’s only 0.84 hours at the federal minimum wage – meaning beef is actually more affordable relative to wages than it was four decades ago.

Looking at average earnings instead of minimum wage tells a similar story. In 1985, the average hourly earnings for production and nonsupervisory employees was about \$8.50 an hour, meaning it took 12.3 minutes of work to buy one pound of beef. Today, with average earnings around \$31.00 an hour, it takes just 12.2 minutes. Not much difference in 40 years, even with these “record” high prices.

Also, what is helping us is consumer demand. According to USDA data, U.S. beef demand in 2024 reached its highest level in nearly 30 years, with per capita consumption averaging about 59 pounds per person, up nearly 10 percent from a decade ago.

Consumers continue to show a strong preference for high-quality American beef, even amid broader grocery inflation. Overall, grocery inflation remains up more than 25 percent since 2020, meaning beef has not been the driver of higher food costs. And as beef producers, we are not price setters, we are price takers. The market determines what our cattle are worth.

Even at these prices, producers are still receiving less than 40 cents of every retail dollar spent on beef, with the rest going toward processing, transportation and retail margins. If we want to continue being profitable in this business, we must continue to be advocates for ourselves. We need to show the administration and consumers that American beef is a great protein source and that it is worth the cost.

Advocacy isn’t just about protecting today’s market, it’s about ensuring the next generation has the opportunity to keep raising cattle and producing the safest, highest-quality beef in the world.

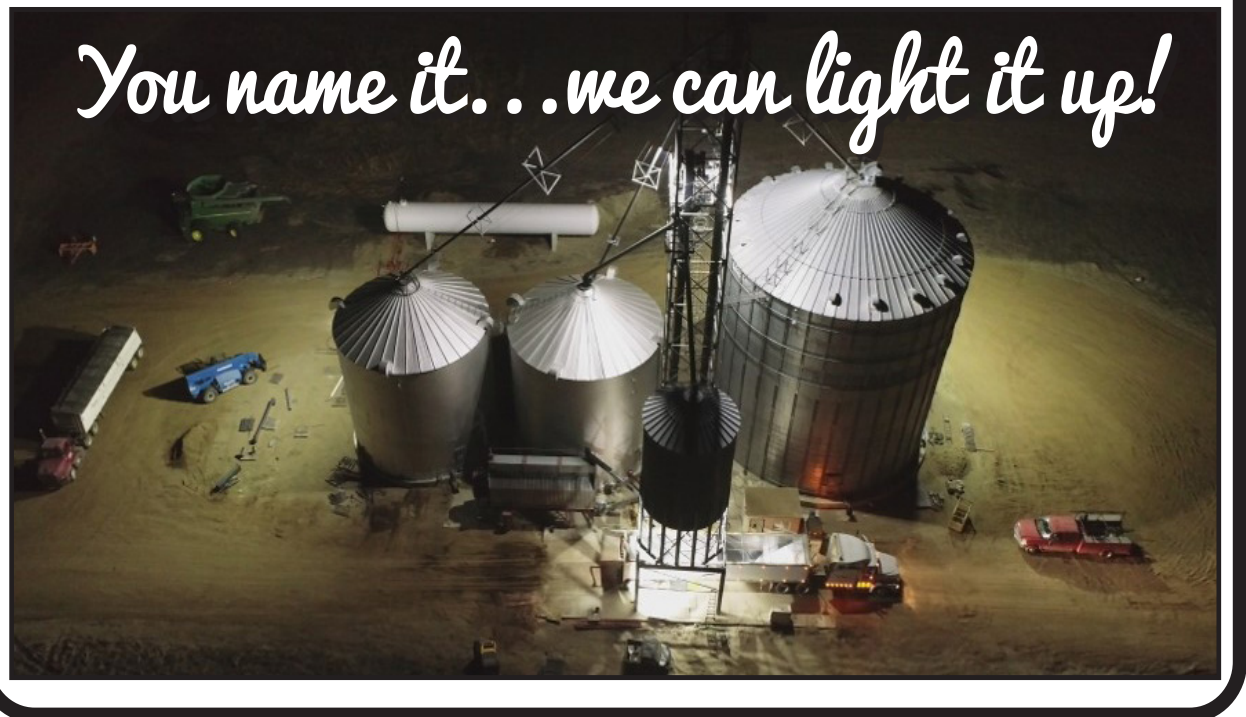


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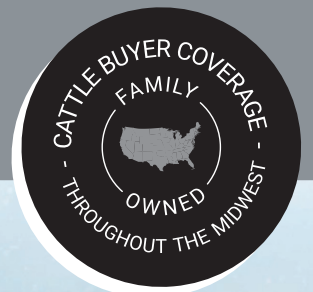
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# NEWS BRIEFS

## Grants Available to Improve Safety on Minnesota Farms

In recognition of National Farm Safety and Health Week, Sept. 21-27, the Minnesota Department of Agriculture (MDA) is announcing that farmers can apply for funding through two key safety programs. The Grain Storage Facility Safety Grant and the Rollover Protective Structure (ROPS) Rebate programs help farmers add critical safety equipment to on-farm grain storage facilities and retrofit older tractors with lifesaving rollover protection.

“The risks grain farmers face every day are very real,” says MDA Commissioner Thom Petersen. “The Grain Storage Facility Safety Grant helps farmers make critical upgrades that protect themselves, their families, and their employees. Taking steps now to improve the safety of corn, soybean, and small grain storage facilities is one of the most effective ways to prevent accidents and save lives.”

Examples of eligible safety equipment include, but are not limited to:

- Fall protection systems
- Engineering controls that prevent contact with an auger or other moving parts
- Dust collection systems that minimize explosion hazards
- Personal protective equipment that increases the likelihood of surviving a grain-bin-related emergency
- Grain silo air quality monitoring equipment
- Other grain storage facility safety equipment with prior approval from the MDA

The program reimburses up to 75 percent of the cost to purchase and install eligible safety equipment for on-farm grain bins or silos. Applicants are eligible to receive up to \$400 per bin or silo, with a limit of \$2,400 per farm per year.

Grant funding comes from a legislative appropriation of \$75,000 for both the Grain Storage Facility Safety Grant and the Rollover Protective Structure (ROPS) Rebate programs.

The ROPS program helps farmers retrofit older tractors with rollover protection equipment. Tractor rollovers remain one of the leading causes of preventable farm fatalities. Rollover protective structures combined with a seatbelt are 99 percent effective in preventing death or serious injury.

The MDA is accepting grant applications for both programs through June 30, 2027, or until all funds are exhausted. Funds will be awarded on a first-come, first-served basis. For more information and to apply, visit the MDA’s Grain Storage Facility Safety Grant and Rollover Protective Structure (ROPS) Rebate Program webpages.

## Argentinian Beef Import Plan Harms U.S. Cattle Producers

WASHINGTON – On Oct. 20, the National Cattleman’s Beef Association (NCBA) responded to comments from President Donald J. Trump that suggested importing Argentinian beef as a solution to lower beef prices. NCBA’s family farmers and ranchers are concerned that rewarding Argentina with this expanded access to the U.S. market harms American cattlemen and women, while also interfering with the free market.

“NCBA’s family farmers and ranchers have numerous concerns with importing more Argentinian beef to lower prices for consumers. This plan only creates chaos at a critical time of the year for American cattle producers, while doing nothing to lower grocery store prices,” said NCBA CEO Colin Woodall. “Additionally, Argentina has a deeply unbalanced trade relationship with the U.S. In the past five years Argentina has sold more than \$801 million of beef into the U.S. market. By comparison, the U.S. has sold just over \$7 million worth of American beef to Argentina. Argentina also has a history of foot-and-mouth disease, which if brought to the United States, could decimate our domestic livestock production.”

Although beef prices have increased, consumer demand for beef remains strong because of the work American

cattle producers have done to improve the quality and safety of U.S. beef. We call on President Trump and members of Congress to let the market work, rather than intervening in ways that do nothing but harm rural America.

## Secretary Rollins Announces Plan for American Ranchers and Consumers

(Washington, D.C., October 22, 2025) – Today, U.S. Secretary of Agriculture Brooke L. Rollins, Secretary of the Interior Doug Burgum, Secretary of Health and Human Services Robert F. Kennedy Jr., and Small Business Administrator Kelly Loeffler announced a suite of actions to strengthen the American beef industry, reinforcing and prioritizing the American rancher’s critical role in the national security of the United States. Since 2017, the United States has lost over 17% of family farms, more than 100,000 operations over the last decade. The national herd is at a 75-year low while consumer demand for beef has grown 9% over the past decade. Because increasing the size of the domestic herd takes time, the U.S. Department of Agriculture (USDA) is investing now to make these markets less volatile for ranchers over the long term and more affordable for consumers.

“America’s food supply chain is a national security priority for the Trump Administration. We are committed to ensuring the American people have an affordable source of protein and that America’s ranchers have a strong economic environment where they can continue to operate for generations to come,” said Secretary Brooke Rollins. “At USDA we are protecting our beef industry and incentivizing new ranchers to take up the noble vocation of ranching. Today, USDA will immediately expedite deregulatory reforms, boost processing capacity, including getting more locally raised beef into schools, and working across the government to fix longstanding common-sense barriers for ranchers like outdated grazing restrictions.”

Visit the USDA’s website to view the full plan.

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# Register Today for the 2025 Minnesota Cattle Industry Convention

The State Cattlemen's Association (MSCA) invites producers, partners and industry supporters to gather for the 2025 Minnesota Cattle Industry Convention, held Dec. 5-6 at the St. Cloud River's Edge Convention Center.

The event will kick off with the Resolutions Meeting on Thursday, Dec. 4, from 2-6 p.m., where members will discuss and shape MSCA policy priorities for the coming year.

Throughout convention,

attendees can take part in a variety of educational sessions focused on timely and practical topics, including:

- Utilizing technology in beef production
- Market outlook and trends
- Farm succession planning
- Legislative and policy updates

The MSCA is also honored to welcome two keynote speakers, National Cattlemen's Beef Association President-elect Gene Copenhaver and U.S.

Meat Export Federation Senior Vice President, Industry Relations, John Hinners.

Friday evening will feature a night of great food and entertainment. Enjoy a prime rib dinner, live auction and an interactive "Survey Says" game night presented by Sassy Lassy Interactive Events.

Businesses and organizations looking to connect with Minnesota cattle producers are encouraged to take advantage of sponsorship and trade show op-

portunities, which include booth space and event recognition.

## **Deadlines & Discounts You Shouldn't Miss**

**Early Bird Registration:** Register on or before Friday, Nov. 14 to receive discounted pricing.

**Hotel Room Block:** The group room rate at the Best Western Plus Kelly Inn is available until Tuesday, Nov. 4. Don't wait – after that date, rooms may be limited or priced higher. For lodging, the

group rate is \$139 per night. To reserve, call (320) 253-0606 and mention "Minnesota Cattlemen," or use the online group reservation link via the convention page.

**Sponsorship Listing:** To be listed in the convention catalog, complete your sponsorship/vendor form by Friday, Nov. 14.

To register or learn more, visit [mnsca.org/convention](https://mnsca.org/convention).

For questions, contact Kaitlyn at (763) 479-1011 or [kaitlyn@mnsca.org](mailto:kaitlyn@mnsca.org).

## AI, But Not That AI

By Colin Woodall, NCBA CEO

In our world today, AI is a daily topic, however, it's not the AI we as cattle producers are used to. AI in 2025 is all about artificial intelligence rather than artificial insemination, and it is quickly becoming a part of cattle and beef production. As with any new technology, there are pros and cons, but I believe artificial intelligence is here to stay.

One of the most impactful applications of AI in cattle production is in real-time health monitoring and disease prediction. Using sensors and machine learning algorithms, AI systems can track individual animal behavior, movement patterns and feed intake, along with environmental conditions like temperature and humidity.

These data points help establish a baseline for each animal's normal behavior. When deviations occur – such as reduced feed consumption or abnormal movement – AI can flag potential health issues before they become critical. This early detection allows producers to intervene promptly, reducing any negative impact on animal welfare.

For example, AI can detect signs of lameness or respiratory illness days before visible symptoms appear, thus enabling faster treatment.

When it comes to feeding cattle, there are companies that have developed AI-powered bunk management systems that analyze hundreds of data points such as feeding rates, cattle behavior, ration types and weather conditions. This information is used to generate daily feeding recommendations.

These systems replicate the expertise of seasoned employees, offering precise guidance that reduces waste, improves animal health and boosts weight gain.

As more data is collected, the

algorithms continue to learn and refine their predictions, making feeding protocols increasingly accurate and cost-effective.

It should come as no surprise that AI is also transforming cattle breeding by analyzing genetic data and reproductive cycles to optimize outcomes. This leads to a higher percentage of bred females, healthier calves and improved meat quality.

By integrating data from wearable devices and health records, AI can predict the best time for insemination and monitor pregnancy progression. In addition, AI can help producers identify animals with desirable traits such as disease resistance or superior marbling, thus allowing producers to make informed decisions about which cattle to breed and which to cull.

This accelerates genetic improvement and enhances the overall quality of beef produced. Imagine taking the contents of a production sale catalog, add in current cattle market information, then in a few quick seconds have AI tools provide a recommendation on the best cattle to buy along with an analysis of what you should pay to get the return you are looking for.

Beyond the barn, AI is empowering producers with data-driven business insights. By aggregating information from across the operation – feed costs, market prices, weather forecasts and animal performance – AI tools can help producers make smarter financial decisions. For instance, predictive models can forecast future feed needs or estimate the optimal time to sell cattle based on weight gain and market trends.

This level of insight enables producers to reduce costs, maximize profits and remain competitive in an increasingly data-driven agricultural landscape. AI analysis of risk management tools and USDA

programs such as LRP will speed up your ability to analyze outcomes and determine the best marketing plan for your operation.

Despite its promise, AI adoption in the cattle industry faces hurdles. High upfront costs, limited internet connectivity in rural areas, and the need for technical learning or training can slow implementation.

There are also concerns about the confidentiality of your information if you use a public AI tool. AI tools can also "hallucinate" by including fake facts, nonexistent studies or incorrect details.

As with most technology, AI isn't fool proof. However, as technology becomes more accessible, experienced and

user-friendly, these barriers are expected to diminish. In some ways, the majority of us are already behind.

Many of you reading this have been utilizing AI for quite some time and are seeing it as a very useful management tool.

I encourage all of you to explore artificial intelligence and see if it might work as a tool in the management of your operation.

One way to "test drive" AI is to see it in person, so make plans to attend CattleCon in Nashville to see the latest AI-driven tools and discover how they could make your life a little easier. Artificial intelligence is no longer a futuristic concept.

It's a practical tool that's

already reshaping cattle and beef production in the U.S. By enhancing herd health, optimizing feeding, improving breeding and supporting marketing decisions, AI will be key to meeting the challenges of tomorrow while focusing on producer profitability and delivering high-quality beef to our consumers.

If you made it this far, you need to know that I used AI to write most of this article. It wasn't fool proof, and it required significant edits and fact checking, but I was impressed with what it came up with.

I also need to explore AI more.

See you at the AI booths during the NCBA Trade Show at CattleCon.

# HOTEL BOOKING

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<sup>1</sup>Merck Animal Health. 2025. Comparison of RESFLOR GOLD® to Norfenicol for Treatment of Bovine Respiratory Disease in Holstein Steers Following Metaphylaxis with Tulathromycin. Final Study Report.

**IMPORTANT SAFETY INFORMATION:** Not for use in humans. Keep out of reach of children. Do not use in animals that have shown hypersensitivity to florfenicol or flunixin. Avoid direct contact with skin, eyes and clothing as product contains materials that can be irritating. Animals intended for human consumption must not be slaughtered within 38 days of treatment. This product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal. Not for use in animals intended for breeding purposes. See package insert for complete information.

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**CAUTION:** Federal law restricts this drug to use by or on the order of a licensed veterinarian.

**BRIEF SUMMARY:** For full prescribing information, see package insert.

**INDICATION:** RESFLOR GOLD® is indicated for treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*, and control of BRD-associated pyrexia in beef and non-lactating dairy cattle.

**CONTRAINDICATIONS:** Do not use in animals that have shown hypersensitivity to florfenicol or flunixin.

**WARNINGS: NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN.** This product contains material that can be irritating to skin and eyes. Avoid direct contact with skin, eyes, and clothing. In case of accidental eye exposure, flush with water for 15 minutes. In case of accidental skin exposure, wash with soap and water. Remove contaminated clothing. Consult a physician if irritation persists. Accidental injection of this product may cause local irritation. Consult a physician immediately. The Safety Data Sheet (SDS) contains more detailed occupational safety information. For customer service, adverse effects reporting, and/or a copy of the SDS, call 1-800-211-3573. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDAVETS, or <http://www.fda.gov/reportanimal>.

**Not for use in animals intended for breeding purposes.** The effects of RESFLOR GOLD® on bovine reproductive performance, pregnancy, and lactation have not been determined. Toxicity studies in dogs, rats, and mice have associated the use of florfenicol with testicular degeneration and atrophy. NSAIDs are known to have potential effects on both parturition and the estrous cycle. There may be a delay in the onset of estrus if flunixin is administered during the prostaglandin phase of the estrous cycle. Studies have associated the use of flunixin in cattle with a delay in parturition and prolonged labor (which may increase the risk of stillbirth), and interference with involution and expulsion of fetal membranes (which may increase the risk for placental retention and metritis).

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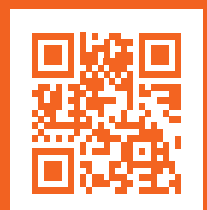
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<sup>1</sup> Hawkins JA. Economic benefits of parasite control in cattle. Vet Parasitol. 1993;46:159-173.

<sup>2</sup> Based on approved labels for Dectomax® Pour-On, Dectomax® Injectable and Valbazen® Suspension, compared with approved labels for Eprinex®, Ivomec® Injectable, LongRange®, Synanthic® Suspension, Safe-Guard® 10% Solution, and Cydectin® Injectable and Pour-On.

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# Let the Market Work

By Buck Wehrbein, NCBA President

Over the past few weeks, I have watched with growing concern as rhetoric about beef prices increased in Washington, D.C., and across the nation. By now you're aware that numerous economists have weighed in and put current beef prices in context.

Beef prices aren't overly inflated, they have responded to the reality that we are experiencing historically low cattle numbers and high demand for our product. As cattle producers, we have worked for generations to produce the safest, highest quality product in the world, and we are receiving fair prices for our animals. That's the free market working and history tells us government interference in the markets will only end badly.

I often say history teaches us some of our most valuable lessons. I remember the early 1970s, when President Richard Nixon believed prices were too high.

Under the Economic Stabilization Act of 1970, he imposed wage and price controls, including a cap on beef prices. At the time, inflation hovered around 5-6 percent, and unemployment was moderate, conditions not unlike today.

This intervention disrupted the market. Producers held back market-ready cattle, creating supply chain bottlenecks. Fewer cattle were processed, grocery store shelves emptied and chaos followed.

Despite the disruption, the broader economy saw little improvement. Eventually, Nixon was forced to lift the price caps, acknowledging the policy's failure.

Livestock producers and the agricultural sector suffered significant economic harm. This was the market wreck of all market wrecks. As I broke

into this business, for the first 20 years of my career, everyone went back to that, citing Nixon's actions as a cautionary tale. When governments manipulate prices, they distort supply and demand, leading to shortages, supply chain issues, reduced investment and broader market instability.

Fast forward to this most recent episode and two very critical lessons are worth remembering as our president, once again, considers cattle and beef market manipulation.

The first lesson is that market signals matter. When prices aren't allowed to rise, to reflect higher input prices, cattle producers will cut back. This inevitably leads to a reduced future supply of beef, which in turn drives prices higher down the line.

The second lesson is that even short-term manipulations, like increasing imports from Argentina, can echo for years to come. An attempt to lower beef prices for consumers ignores the fact that the cattle business will respond to the disruption.

A problem will be created somewhere in the form of cattle producers holding back, and another shortage of cattle or beef will ripple across the industry. We all know these ripples can take years to work themselves out, simply because of our long production cycle. Recovery takes time, but recovery will ultimately occur, absent government interference.

Patience is thin when recovery timelines are capped by events such as elections. President Trump is sharply focused on mid-term elections.

He needs beef prices to come down now to avoid voters thinking about grocery prices when they head to the ballot

box, hence his recent efforts to increase shipments of beef from Argentina.

Now, it's also important to note that this isn't a shift in policy. NCBA has and continues to believe in the importance of trade.

We have been importing beef from Argentina and elsewhere and, if the market continues without interference, we will continue to do so. We need lean beef trim to mix with the fat trim from our high-quality beef.

An absence of imported lean trimming would cause a harmful devaluation of the price of products like the fat that is put into ground beef. So, in no way am I advocating against imports.

However, market participants must be allowed to decide where those imports are sourced – as long as those nations first meet U.S. safety standards – and at what price. Those decisions should not be

made or tampered with by the government.

The effort to "lower consumer prices" misunderstands how our supply chain functions. The domestic cattle herd is down; drought and input pressures are real; and two-plus year biological lead times required to deliver market-ready cattle remain inflexible.

Imports may offer a short-term easing of retail costs, but they do not rebuild domestic capacity, ensure herd health or honor the investment timelines of American ranchers. Any attempt to do so causes chaos for us now and, ultimately failure, for the administration later.

Simply put, this kind of action ends up being a kick to producers and does virtually nothing to help the consumer.

The message from beef producers to President Trump and other policymakers who consider this a path to success is simple: history has already demonstrated that you

cannot simply press a button and lower prices without consequences.

Let's work together, cattle and beef producers, policymakers and consumers – to support a free and healthy beef market, rather than one manipulated by the government.

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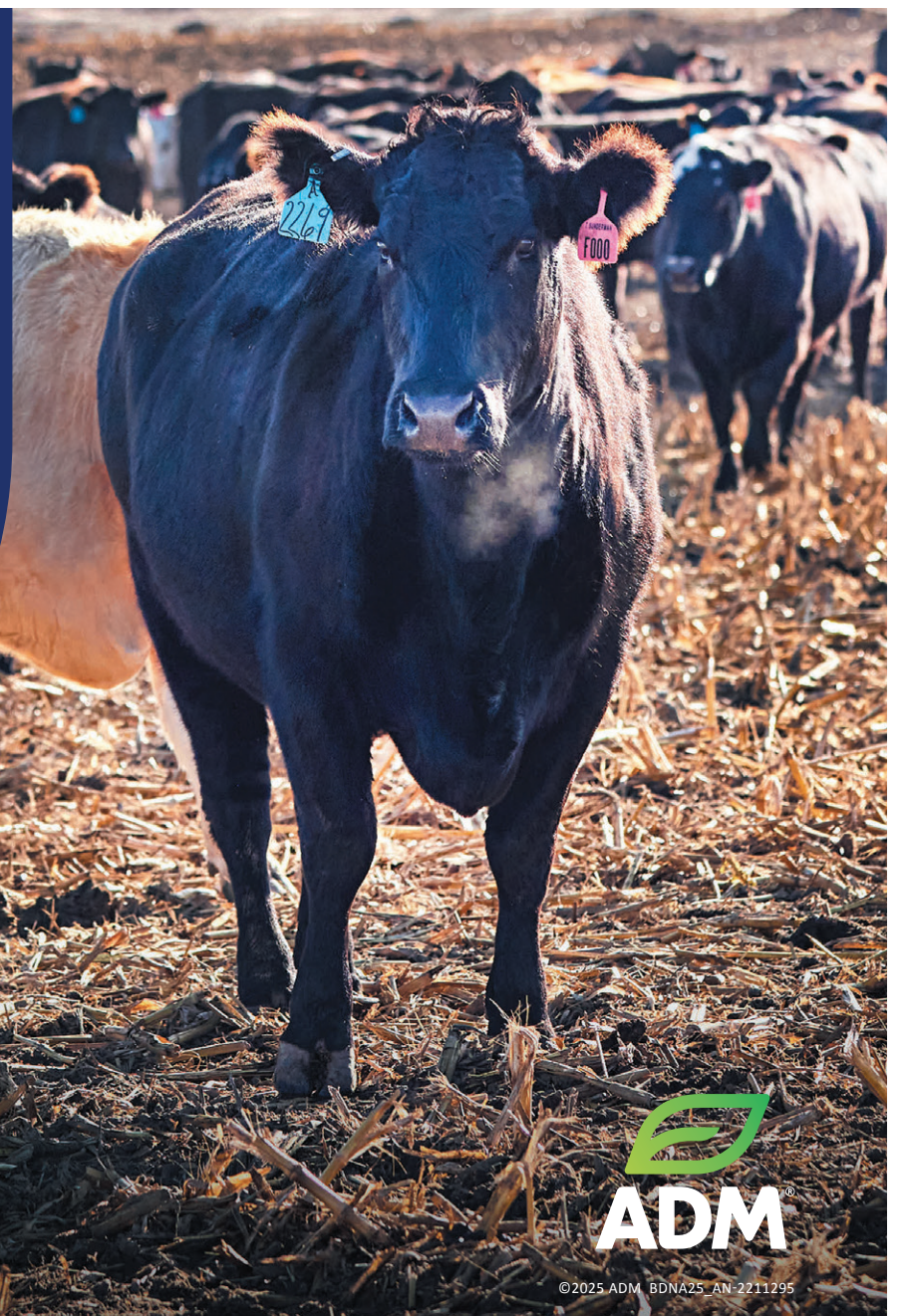


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- ADM Red Dog
- Liquid Gold™ HEAVY STEEPWATER
- Golden Distillers Dried Grains with Solubles



For further information on availability, pricing or any other requests, reach out to our team:

**REGIONAL REPRESENTATIVE**  
Michelle Cornett  
[michelle.cornett@adm.com](mailto:michelle.cornett@adm.com)  
+1 217-329-4480

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# REGISTER TODAY

**Minnesota Cattle Industry Convention**  
**Dec. 5-6, 2025**  
**St. Cloud River's Edge Convention Center**



<https://www.mnsca.org/convention>



## 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 \_\_\_\_\_

YES I would like to receive the Policy Pen E-Bulletin

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

PO Box 12, Maple Plain, MN 55359

Recruited By: \_\_\_\_\_

Questions Call: ☎ (763) 479-1011 or email: ✉ [mnsca@mnsca.org](mailto:mnsca@mnsca.org)

**MN State Cattlemen's Association Dues ..... \$100**

**Junior Dues ..... \$25**

**Local Cattleman Association Dues (Optional)**

Contact your local association to join

**NCBA Membership Dues (Optional)**

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

1-100 - \$180	2001+ - \$2,281 + (\$0.4560/hd) = \$ _____
101-250 - \$360	Stocker/feeder - \$180 + (\$0.4560/hd) = \$ _____
251-500 - \$540	
501-750 - \$779	<b>Associate Dues</b> (NCBA Dues →) _____
751-1000 - \$1,080	<b>Individual</b> - \$180
1001 -1250 - \$1,381	<b>Business</b> - \$239
1251 - 1500 - \$1,679	<b>Student</b> (24 or younger) - \$59
1501 - 1750 - \$1,980	
1751 - 2000 - \$2,281	<b>Total Dues Enclosed This Membership</b> _____