



The Minnesota Cattleman

The Official Newspaper of the Minnesota State Cattlemen's Association



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Early Blizzard Devastates Western Ranch Families

An early October blizzard blasted through three states starting Thursday, Oct. 3 and continuing through Saturday morning, leaving in its wake total and utter devastation.

The storm, started out with heavy rain, followed by wet, heavy snow and then wind gusts reaching up to 70 mph in areas. At noon on Saturday, Oct. 5, trained spotters reported 48 inches of snow near Deadwood, SD and local reports from Beulah, WY were 55 inches. At Rapid City, SD, 23.1 inches were measured.

Even now, a month later, the devastation from the storm is slowly being uncovered. The downed fences, damaged trees, collapsed roofs, blocked roads and extensive power outages, paled in comparison to the significant loss of livestock in the ranching communities in Wyoming, Nebraska and South Dakota. Cattle across the three-state area were still on summer pastures, miles from home, with a few more weeks of grazing ahead when the storm hit. The animals had little to no winter coat growth. Hypothermia was quick to set in for most of the animals and others suffocated in the drifts. There was little protection from the elements when the storm hit. The blizzard became intense so quickly it was impossible for ranchers to reach the animals.

Producers and family members are trying to recover from the results of the blizzard. Some estimates put the total at 60-70,000 head in South Dakota. Other estimates range from 10 to 85 percent of herd losses. "I spoke to a Chadron, Nebraska rancher recently who had lost 114 cows out of his 550 cow herd and this was just preliminary numbers," said Dar Giess, Minnesota State Cattlemen's Association president. He also told me that, you are just numb for a few days and then you second guess what you could have done. There are dead cows spread out everywhere, cow herds are mixed and because of the mud you can't get trucks in to haul them and it's too wet to drive them. He spoke of cows drifting over 20 miles during the storm.

"Ranchers are counting the dead and documenting the losses in hopes that the government will soon be able to offer help," said Giess. "This is a huge hit for the rural areas where agriculture drives the local economy." Giess went on to add, "The Minnesota State Cattlemen's Association will support and offer

assistance in any way possible to help our fellow cattlemen and cattlemen and families rebuild the cowherds in this region."

Although these ranch families are resilient, they are still going to need help to recover from the devastation, said Giess. In the wake of a two-week October federal government shutdown and without a farm bill, at this point we don't know if there will be any governmental program to assist ranchers, he added.

Individuals wishing to assist western ranch families affected by the blizzard can donate to the following organizations:

Black Hills Community Area Foundation
SD Rancher Relief Fund
PO Box 231, Rapid City, SD 57709
www.giveblackhills.org

Heifers for South Dakota

This is a group for those who want to pledge a heifer, a bred yearling or a replacement-quality calf for a rancher in South Dakota. The focus is on providing quality breeding stock to family-type ranches whose primary income is from agriculture. You can look up the organization on Facebook at 'Heifers for South Dakota'.

Nebraska Cattlemen Relief Fund
Chadron Community Foundation
PO Box 1125
Chadron, NE 69337

AgChat Foundation
www.agchat.org



NEWS - TIME SENSITIVE MATERIAL

Countdown to Convention . . .

In a little over a month the 2013 Minnesota State Cattlemen's Annual Convention and Trade Show will be upon us. The venue will be held at the Arrowwood Resort and Convention Center, December 12-14, 2013 in Alexandria, MN.

The convention will feature industry-leading speakers including; Lee Leachman, Leachman Cattle of CO; Warren Weibert, Decatur County Feed Yard; Colleen Zenk, MN Beef Council; John Lundeen, National Cattlemen's Beef Association; Dr. Blaine Corners, Zoetis; Dr. Ryan Cox, University of MN; Dr. Eric Mousel, University of MN; Sara Colombe, MN CattleWomens and special entertainment by Gary McMahan, Bellvue, CO. Special guest appearances will also be made by Scott George, National Cattlemen's Beef Association president and Patti Buck, American National Cattle Women, president elect.

Registration is now open and you can sign up by visiting www.mnsca.org. Make your room reservations by calling the Arrowwood Resort directly at 866-386-5263. The Minnesota Cattle Convention and Trade show block will be held until November 19, 2013. Exhibitors are also encouraged to attend by registering for a trade show booth. Deadline to sign up for a booth is November 29, 2013. Exhibitors receive one individual complimentary registration. For more information turn to page 6-8 of this issue.

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As all of us watch the daily livestock and grain markets this past year, we have observed some big swings in the value of our agriculture products. Still all cattlemen strive for a successful marketing of our yearly product. Sitting down this past month at a couple of local sale barns, I've watched all sorts of cattle being sold and a big swing in the prices and weights.



DAR GIESS
President, Minnesota State Cattlemen's Association

Truthfully, I started attending beef meetings thirty years ago with experts far and wide telling all of us the necessary steps to successful marketing. Although some of these tips haven't always been exactly beneficial financially, most of these recommended steps are necessary, beneficial and financially profitable.

When you sit at the sale barn and see a nice set of calves that were not weaned, vaccinated or castrated sell for 15-20 cents back, you can testify that the recommended steps are necessary. Especially when you see calves come in, weaned, vaccinated, poured, with good genetics topping the sale for the day. The same class of calves could bring the producer \$80-\$150 more per head. Even smaller cattle producers with 15 or 20-head could easily be more profitable and be able to hand their calves off to the feedlot, healthy and ready-to-go.

We as members of the Minnesota State Cattlemen's Association have so much work to do. Education is important and membership is vital to protect our way-of-life and the Minnesota cattle industry. I would like to ask every member of the association to recruit two new members before January 1, 2014. Invite them to this year's convention and let them learn first-hand what a great and beneficial outfit we truly are.

I feel this year's convention will be beneficial in so many ways. Consumer education, beef marketing, genetics, nutrition, quality grade, cost of production are all worked in to our 2013 state convention. On Friday evening Gary McMahan, a nationally known entertainer will give us something to laugh about, followed by the annual benefit auction. The auction is a great way to shop for Christmas while benefitting the cattlemen and cattlemen of our state.

Finally, the Raised With Pride campaign is still ongoing. The cattle producers here in Minnesota have a good story to tell about our product, our heritage and about just how serious we all are about providing a safe, healthy and wholesome product to our consumer. Fill out your farm or ranch registration by logging on to www.raisedwithpride.com to help us invest in all cattle producer's futures. We can protect our industry for years to come.

Come to Alexandria, December 13-14 to support the Minnesota State Cattlemen's Association and the industry service vendors who will be exhibiting at the trade show.

The 14th annual Minnesota Beef Expo is now history but the participants always come away with great memories of their experiences. One of the events that the youth could participate in, again this year was the Beef Ambassador competition which was hosted by the Minnesota State Cattlemen and the Minnesota Beef Council. The contestants were judged on their involvement in a media interview, a consumer promotion event and their input, in a written response, to a current issue in the beef industry. This year's contest was a great success. We had 15 contestants – all very capable of representing the beef industry. The 2014 Minnesota Beef Ambassadors are: (senior team) Shelby Schiefelbein from Kimball, Maria Weber from Lake Benton, and Laura Stobb from Milaca, (junior team) Sydney Zehnder from Stanchfield and Abby Schiefelbein from Kimball. Thank you to all of the contestants and congratulations to our new team!



CAROL HOGE
President, Minnesota CattleWomen

This is the time of the year when we start looking forward to the Annual Minnesota Cattle Convention and Trade Show. I would like to highlight several of the speakers that will be making presentations. Patti Buck, President Elect of American National CattleWomen will be in Minnesota and speaking at the convention, Colleen Zenk of the MN Beef Council will be giving a seminar on Food Safety and Sara Colombe, President Elect of MN CattleWomen will also be doing a presentation. This is just the beginning of a great lineup

of guest speakers on the agenda. More convention and registration information is included in this edition of the MN Cattlemen's newspaper. Be sure to set aside time, December 12-14 to attend.

Last but not least Thanksgiving is just around the corner. Remember to take some time to count your blessings and to be thankful for the beef industry and this way of life we love to live. Happy Thanksgiving to you and yours!

As I am writing this month's column we have wrapped up harvest and the new calves have arrived. The crops in our area did pretty good considering the amount of rain we had this year and it is good to have them all in the bin. With the drop in grain prices this fall, it should make feeding cattle a lot more promising this year. The calves are arriving bigger than expected and looking good so far. Hopefully they will take to the bunk and be off to a good start before the weather turns to blustery. Making cornstalk bales has been a bit of a challenge this year but I see a lot of bales being made on the nice days we have had. I hope that all of you are also wrapping up your harvests and getting everything finished up for the winter that is approaching.



MIKE LANDUYT
Chairman, Feeder Council

With winter approaching, Convention will soon be upon us. Registration is now open and I look forward to seeing you all in Alexandria this year. There is still time to recruit three new members and earn a free registration to convention. The lineup of speakers looks great and there should be something for all of us there. Between the trade show and the great list of speakers it is lining up to be a very good experience.

The U of M has scheduled Cattle Feeders days across the state for the third week of December. Be sure to attend the one closest to you, as these are always great programs that will keep you updated on the latest from the University. The Beef Team, John, Dar, and myself recently went over some research proposals for the University of Minnesota to focus some of their time on. They had some great ideas that will help us all be more profitable in the future.

Good luck getting all of your calves started and I will see you in Alexandria and at your local association meeting this winter.

Days are getting shorter and the to-do list is just as long, with cold weather on the way. Those must do items like adding more lights to the tractor, digging in those last few fence posts and gathering up some of those unfinished repair projects to do this winter, all get moved closer to the top. WHOA!!!! Let's get the cattle worked first! Preg test, vaccinate, worm, condition score and more, use all we have been taught to better manage our herd. The markets are strong on most all classes of cattle. As producers we just need to decide which ones go to which markets, prepare them appropriately and put wheels under them.



JOHN CHUTE
Chairman, Cow-Calf Council

Cow Calf chair activities of late include visits with the U of M Beef Team exploring potential research projects, on the executive director search team, quarterly, regional and local meetings representing Minnesota's great beef industry!

Convention time is coming, register today! Come to this year's convention and help give direction to resolutions, policies and positions for MSCA to use at the capital, media and public relations, for the betterment of our great industry. Come and share your thoughts and opinions. We, the directors and executive team, need your input to represent you well, then attend the annual membership meeting and make it official! You will also notice on the agenda a number of other learning opportunities of interest.

Raised with Pride promotion is one important item all of us need to know about, to expand the check-off program. MSCA has had many discussions over recent years on this topic and fully supports this proposal. Get the details and the voting process in December. Membership has its' advantages, speak your mind or come to visit and enjoy good times with friends, I'll see you there!

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MSCA Accepting Scholarship Applications

The MSCA is currently accepting applications for Dennis Bottem and Reid Mason Memorial Scholarships. The application deadline for both scholarships is November 22. You can find the applications on the website at www.mnsca.org.

The Dennis Bottem Scholarship is awarded annually to a deserving college student pursuing an education in Animal Science or Agronomy. Dennis Bottem was serving as president of the Minnesota State Cattlemen's Association when he died in a farm accident in April of 2002. Shortly after his passing the Bottem family, in conjunction with the Minnesota State Cattlemen's Association created the Dennis Bottem Memorial Scholarship to assist young men and women studying in the field of agriculture.

The Reid Mason Memorial Scholarship is awarded annually to a deserving college student pursuing an education in Animal Science with a focus on beef cattle. Reid Mason served as the first executive director of the Minnesota Beef Council. In that capacity Reid pioneered the development of a host of beef promotion, producer education and beef research programs. Originally from Iowa, Reid Mason moved to Minnesota to take on the job as the Beef Council's first executive director. Reid was totally dedicated to the beef industry and worked tirelessly to expand beef demand and consumer trust in the safety and wholesomeness of beef.

Benefit Auction Items Needed

The 2013 Annual MSCA Annual Benefit Auction will be held Friday, December 13 following the banquet and entertainment. The auction is an important annual fund raiser for both the Minnesota State Cattlemen's Association and the Minnesota CattleWomen's Association. Please support the work of both associations by donating an auction item.

Remember to Submit Policy Resolutions

The MSCA is in the midst of our policy planning process. If you or your local cattlemen's association would like to submit a resolution(s), send them to the MSCA office, 33424 183rd Street, Pierz, MN 56364 or e-mail: mnsca@fallsnet.com. If you need a copy of the current resolutions book, contact the office.

2014 Cattle Industry Convention and Trade Show Registration Underway

Registration for the 2014 Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade show is underway. The 116th Annual Convention will be held in Nashville, Tenn., Feb. 4-7, 2014 and advance registration is open until Jan. 10, 2014.

2014 convention participants will hear from industry leaders, gather insight on industry trends, enjoy a Cowboy's Night at the Grand Ole Opry II and party with Elvis at Viva Nash Vegas. NCBA President and Wyoming rancher Scott George said the convention is a must for all cattlemen.

"The Cattle Industry Convention is the oldest and largest, national convention for everyone that is in the cattle business," George said. "The convention and trade show is the time for cattle industry members to come together and work toward the future of the industry while having some fun."

In addition to access to all of the 2014 convention events, registrants for the full convention will receive a 50 percent off coupon for Roper and Stetson apparel and footwear at the NCBA Trade Show.

To register for the 2014 Cattle Industry Convention and NCBA Trade Show, visit www.beefusa.org or e-mail meetings@beef.org.

Sign-Up for CheckOff Referendum Dec. 15

The deadline to sign up for a ballot for the upcoming checkoff referendum is Dec. 15, 2013. Producers can sign up to receive a ballot on www.raisedwithpride.com and become a certified

CheckOff . . . continued on page 15

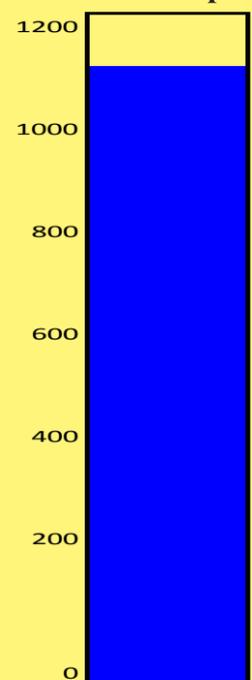
Membership Report

We are within reach of our goal of 1200 members by year end. Over 200 past members still need to renew. If you have forgotten to respond to the membership renewal notices, please fill out the membership form on the back of this newsletter.

Thanks go out to all the local associations for their membership work and to the Minnesota State Cattlemen's Top Recruiters: Mark Malecek, Troy Paplow, Dennis Sleiter, Dan Anderson, Don Schiefelbein, Tom Helfter, Dar Giess, Tim Nolte, Brian Schmids, John Appel, Jay Bakken, Ted Gramm, Thor Didrickson, Jerome Kalhof, Conrad Kvamme, Mike Landuyt, Ed Leman, Tom Olson, Russ penning, Ted Reichmann, Judy Tollesfrud, Pete Wingert, Dave Wulf and Eric Zeltwanger.

As a reminder recruiter incentives are as follows: 3 members: complimentary registration to state convention; 5 members: two complimentary registrations to state convention; 10 members: two complimentary registrations to state convention and a \$120 gift card; 20 members: two complimentary registrations to state conventions, \$200 gift card and a plaque; 25 members: two complimentary registrations to state convention, \$200 gift card, plaque and two nights stay at state convention.

MSCA Membership Goal



New Holland Supports Cattlemen, Raffle Tickets Still Available

Since 1895, New Holland Agriculture has provided quality equipment to help farmers and ranchers work smarter. The recent partnership with the National Cattlemen's Beef Association emphasizes the focus of New Holland on the cattle industry, as well as the importance of the NCBA's commitment to protect farms and ranches across the nation.

The NCBA member benefit package provides members with exclusive purchase incentives across the full line of New Holland equipment – up to \$3,500 in savings.

Raffle tickets are still available to win a one-year lease on either a New Holland T6 -75 tractor (400 hours) or BR7090 round baler (1,500 bales). Tickets are \$25 dollars each, but only 500 tickets will be sold. There is no limit on the number of tickets you can purchase. All proceeds from the raffle will go towards supporting the MSCA.

If you are interested in purchasing or selling raffle tickets, contact anyone on the MSCA leadership team.

As a reminder, if you are an NCBA member and are thinking about purchasing any New Holland equipment, be sure to review the many discounts offered, which can be found on the NCBA website.

MSCA thanks New Holland for their strong support of state and national cattle organizations, and their commitment to providing quality equipment to cattle farmers across the nation.



Upcoming Events/Important Dates

- Nov. 22: Deadline for Scholarship Applications
- Dec. 12-14 MSCA Annual Convention & Trade Show, Arrowwood Resort, Alexandria
- Feb. 4-7: NCBA Annual Convention, Gaylord Opryland Hotel, Nashville, TN

University of Minnesota Cattle Feeder Days:

- Dec. 17: Morris, MN
- Dec. 18: Luverne, MN
- Dec. 19: Tracy, MN and Rochester, MN

University of Minnesota Cow/Calf Days

- | | |
|----------------------|------------------------|
| Southern Tour | Lancaster 2/19/2014 |
| Mora 2/10/2014 | Warroad 2/20/2014 |
| Willmar 2/11/2014 | Grand Rapids 2/21/2014 |
| Pipestone 2/13/2014 | |
| Rochester 2/14/2014 | |
| Montgomery 2/15/2014 | |
| Northern Tour | |
| Staples 2/18/2014 | |
| Bagley 2/18/2014 | |



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Beef Checkoff - Working For Your Future Today!

We often take the opportunity as the Minnesota Beef Council to discuss projects we are working on in our state. I would like to take this time to share some great national checkoff results that will directly impact beef demand in our backyard.

In an attempt to reach influencers such as bloggers and health/wellness professionals, the National Cattlemen's Beef Association (NCBA) hosted a workshop titled: "Live Well 2013" in Chicago, IL. The conference featured culinary workshops, beef nutrition presentations, along with the opportunity to interact and engage with farmers and ranchers.

Minnesota resident, Brenda Score, was invited to participate in the workshop. Brenda has a blog titled, "A Farmgirl's Dabbles" – www.afarmgirlsdabbles.com. She is also a very active participant of social media boasting over 14,000 Pinterest and 10,000 Facebook followers alone.

If you have the opportunity to read Brenda's blog, please do. She showcases beef recipes often. She also recapped her trip to the LiveWell Conference. These type of influencers have more reach and power than we can imagine. Millennials trust like-minded people and market research shows, these types of blogs and other social media communication methods are excellent ways to connect with this generation.

Here were a few of Brenda's comments from her blog that recapping highlights from her trip:

"I recently attended the LiveWell 2013 Conference in Chicago, as a guest of the Beef Checkoff. It was there that I was reunited with a cut of beef that has dropped off my radar over the years, the top sirloin. During the conference I enjoyed this specific cut, deemed heart-healthy by the American Heart Association, prepared many different ways. I had forgotten how good it is, and how versatile.

"And one of my favorite top sirloin dishes from those two days in Chicago was this Beef and Sweet Potato Hash. I just had to share it with you!" – Brenda Score



KAREN SCHAEFER
Minnesota Beef Council
Executive Director

"Tight Squeeze"

by Lisa Keefe, editor Meatingplace

Reprint - Copyright 2013 Meatingplace

They knew it was coming.

"We think that crunch is going to hit the [beef checkoff] budget in 2013," Wesley Grau, then-chairman of the Cattlemen's Beef Board, told a gathering of Texas cattle feeders in 2011. "We need to save a little money so we don't have to cut back on some very important programs."

Well, it's 2013 and that crunch is here: The cattle herd is down 10.0 percent over the last 20 years, and 7.1 percent in the last 10, driven by generally higher feed costs, slipping domestic consumption and – especially – drought.

And the beef checkoff budget? It's down, too, by 15.5 percent in the last 10 years and 12.4 percent over the last 20, to \$39.4 million currently. (Checkoff dollars, which are collected and managed by the CBB, are collected each time an animal is sold from calves to fed cattle, and also on imports, so the budget is largely but not solely correlated on the size of the domestic herd.)

Add (or subtract) to that the fact that the dollar is worth about 44 cents of its value when the checkoff was created back in 1985.

"The checkoff is focused on continual improvement, and that's more important as the dollars are shrinking," says Polly Ruhland, CEO of the Cattlemen's Beef Board. "We are looking at doing more with less, and have some ways to make sure the programs that we do are focused tightly on consumer preference for beef."

What's For Dinner?

While the checkoff still runs radio advertising featuring Matthew McCaughey's folksy timbre, beef producers won't soon see a "Beef. It's what's for dinner" TV campaign blanketing prime time. The checkoff's programs now aim to more subtly push consumers' protein levers.

For example, the checkoff worked with researchers from Kansas State and Purdue universities on a Demand Determinant study, seeking to better understand which attributes are priorities when consumers are buying beef. The results were published in June.

"I'd be surprised if [the research findings] were something completely new. But some of the top things consumers are focused on are beef safety, the value proposition, and nutrition and health – then lower down, sustainability and production methods. Without this research we may have thought those last two were more important," Ruhland says.

"...A lot of different people have a lot of different things that influence their preferences, and certainly beef is a product that has a variety of preferences available to consumers," notes one of the study's authors, Ted Schroeder, a Kansas State professor and agricultural economist.

In addition to direct surveys, CBB's research includes other formats, such as food diaries. The information can be compared across different types of research to find common threads, Ruhland says. The CBB is still analyzing the

Tight Squeeze . . . continued on page 5

RECIPE:

Beef and Sweet Potato Hash

Yield: 4 servings

Source: Brenda Score

Ingredients

- 1 large sweet potato, peeled and cut into 1/2" cubes
- 1 large yellow onion, chopped
- 1 large red bell pepper, chopped
- 2 T. taco seasoning mix
- 1/3 c. water
- 1 T. vegetable oil
- 12 to 14 oz. beef top sirloin, cut into 1/2" cubes, lightly sprinkled with kosher salt and freshly ground black pepper
- 1/2 c. sour cream
- 2 tsp. Frank's Red Hot sauce
- Chopped fresh cilantro

Preparation

In a large nonstick skillet over medium heat, combine sweet potato, onion, red pepper, and taco seasoning. Add water and stir to combine. Cover and cook 8 to 10 minutes or until crisp-tender and water has almost evaporated, stirring once. Stir in oil and continue cooking, uncovered, 4 to 6 minutes or until sweet potato is tender and beginning to brown, stirring occasionally. Add beef and continue to cook 5 minutes or until beef is cooked to medium/medium-rare, stirring occasionally. Add 1 to 2 tablespoons water, if needed, to avoid sticking.

In a small bowl, combine sour cream and hot sauce. Garnish hash with cilantro, as desired. Serve with sour cream mixture. And a couple of eggs always complete a plate of hash!



Tight Squeeze... continued

results, but they will be used to further refine 2014 programs.

But the 2014 programs will, as for the last several years, be increasingly behind-the-scenes.

"We've cut back a lot on advertising and direct-to consumer messages in favor of other programs that are not direct-to-consumers," Ruhland explains. "But the consumer environment is changing so that those direct-to-consumer messages are less effective. Influencers or third-party messages are more believable to consumers right now."

For example, the checkoff is working with medical professionals to teach them about beef's nutritional properties and its role in good health. They are also reaching out to top bloggers. Then there's group outreach, tours and programs based on social media, all of which are less expensive than the traditional advertising routes. A one-page ad in a major food magazine is well into the six figures, for example.

Indecent Proposal?

Some state checkoff organizations have addressed the budget issue by considering an increase in the fees they collect; Minnesota producers currently are voting on such a proposal likely would fall flat at the national level, observers say. First and foremost, the current beef checkoff assessment rate is rooted in the Act of 1985 and can't be adjusted by USDA without Congress actually amending the law, according to the Agricultural Marketing Service, the branch of the USDA that works with all checkoff organizations on marketing and promotion.

Furthermore, while surveys of producers reliably indicate widespread support of the program, the CBB came under fire in 2010 when an audit indicated that some money collected for marketing and promotion had, in violation of regulations, been used for lobbying. A subsequent report by the USDA's Office of the Inspector General, released in March, concluded that the CBB had taken the necessary steps to correct the errors.

But in 2011, the CBB's previous CEO was reprimanded for secretly listening in on conference calls conducted by the National Cattlemen's Beef Association, after which he resigned. The missteps are still recent enough that the political climate would not be conducive to a major increase in fees, cattlemen have said.

So the CBB has dug in for several lean years to come: As of July, USDA reported that cattle on feed inventory was 3 percent below the level in 2012, placement in feedlots was down 5 percent, and marketing of fed cattle were down 4 percent. The most recent outlook report by USDA's Economic Research Service concluded that higher 2013 commercial cow slaughter data indicated that inventories will slip further in 2014.

"That's why market research is so important, because we have to understand that environment every day," Ruhland said. "Especially when it comes to Millennials, and especially those with kids, because we know that [understanding] will help beef demand now and in the future."

The article in its original print can be found at www.meetingplace.com.

NCBA's Bridget Wasser Named Top Ten Industry Leader for 2013

Bridget Wasser, senior director of meat science and technology at NCBA, has been named one of the Top Ten Industry Leaders for 2013 by Cattle Business Weekly. The publication is a regional agricultural journal serving a nine-state region out of Philip, S.D.

Wasser joined NCBA in 2005, and is currently responsible for managing beef checkoff research efforts to improve beef's quality, taste and consistency. In addition, she helps disseminate findings of that research to all segments of the beef industry to encourage quality improvements that can be made with this information. Wasser also leads the technical team and activities of the Beef Innovations Group (BIG) at NCBA.

Culinary Students Visit Local Beef Farm

Bryan and Marytina Lawrence of Princeton, opened the gates of their farm to culinary students from the Arts International program in Minneapolis. Despite the chilly weather, the students were so interested in visiting with the Lawrence family and also had plenty of questions for meat scientist, Carissa Nath of the Agricultural Utilization Research Institute (AURI). Participants were given pre/post surveys to determine their attitudes about beef. Many students took the opportunity to share personal feedback about the experience. Here is a sample of the comments we received.



"I really liked the family that presented this tour. It made me realize how much care and passion is really put into cattle farming..."

"... I believe if more people knew how farmers raise cattle, people who don't eat red meat, may start eating it."

"I decided to come with an open mind. I am a vegetarian that has been considering eating meat again. The farm was a wonderful experience and it was very reassuring for me to see how dedicated they are when it comes to their animals and their product."

Minnesota Beef Ambassadors

The Minnesota Cattlewomen are proud to announce that Shelby Schiefelbein (Kimball), Maria Weber (Lake Benton) and Laura Stobb (Milaca) were chosen as the 2013-2014 Senior Minnesota Beef Ambassador Team at the annual Minnesota Beef Ambassador competition. The competition was held at the CHS Miracle of Birth Center, on the Minnesota State Fair Grounds, in conjunction with the Minnesota Beef Expo on October 17-20. There were ten senior contestants ages 16-19, who were judged in the areas of consumer event, media interview technique and issues response. Shelby Schiefelbein was chosen as the senior lead winner and is eligible to compete in the National competition next year in Denver Colorado.

This year's contest also hosted a junior competition for youth beef industry advocates ages 13-15. Five contestants were also judged in the same three categories: media interview, consumer event and issues response. The first place winner was Sydney Zehnder (Stanchfield) and the 2nd place winner was Abbey Schiefelbein (Kimball).

Contestants from throughout the state competed for a place on this team of agriculture advocates and a \$500 cash prize, sponsored by the Minnesota State Cattlemen, will be given to the winner, Shelby Schiefelbein. Additional scholarships totaling \$650 will be given by the Minnesota CattleWomen and the Minnesota Beef Council to the other team members.

During the competition, Colleen Zenk from the MN Beef Council went over the MN Beef Ambassador Team Handbook, expectations and Beef materials that they could use when doing a classroom presentation, which is required on the state and national level. Following the competition Sara Colombe, a National Collegiate Agriculture Ambassador with the National FFA Program gave a short workshop to everyone, "Now What?" aimed toward the contestants to know now what they should do after the competition.

While preparing for the Minnesota Beef Ambassador competition, contestants learn about beef and the beef industry with support from their families, Minnesota CattleWomen, Minnesota Cattlemen and the Minnesota Beef Council. Over this next year the team members are asked to assist at consumer events, prepare classroom presentations and write a media article in their local areas and complete the Master of Beef Advocacy (MBA) program.

During their farewell speeches the 2012-2013 team members, Kelly Morrison, Shelby Schiefelbein, Jenna White, John Morrison and Zack Klaers expressed how grateful they were to have been on the team and encouraged everyone to take advantage of all the wonderful opportunities to network and advance their knowledge of the beef community. The 2012-13 Beef Ambassador Team learned numerous key messages that they used when talking to others about the misconceptions they had about the beef industry. Over the year, they were able to tell their beef story and what they did on their farms and ranches on a day to day basis to consumers across the state. They encouraged everyone to continue to advocate for the beef industry, as we have lots to be proud of and our voices need to be heard.



Registration Open for 2013 Convention and Trade Show

Registration is open for the 2013 Minnesota State Cattle Convention and Trade Show, which will be held December 12-14 at Arrowwood Resort and Conference Center near Alexandria. You can register by visiting www.mnsca.org.

This year's convention will be focused on profitability in the beef cattle industry and providing a quality product to the consumer. Guest speakers will cover a wide range of topics including:

- * Consumer Trends Shaping Demands for Beef
- * Food Safety
- * Beef Quality and Marketability
- * Cattlemen's College: 6's for Starting Cattle
- * Cow/Calf and Feedlot Profitability
- * Profit Driven, Time Proven Management Principles
- * Where's the Beef? Making Cows Work in a Row Crop Economy
- * Featured Entertainment by Gary McMahan

Arrowwood Resort is a family friendly location. Activities include: indoor water park; ice skating; sledding; snowmobiling; sleigh rides and a variety of other indoor and outdoor activities.

If you would like to make rooming reservations, contact Arrowwood Resort directly at 866-386-5263 or 320-298-4636. Be sure to mention you are attending the Minnesota Cattle Convention and Trade Show. The deadline to make reservations is November 19, 2013.

Room Rates:

Standard Deluxe (Single or Double): \$99 per night plus tax

Upgraded: \$129 per night plus tax

Suite: \$169 per night plus tax

If you have questions, don't hesitate to contact the MSCA office, msca@fallsnet.com or 320-634-6722. We look forward to seeing you at this year's Convention!

Thursday, December 12

2:00 p.m.-5:00 p.m. MSCA Policy and Resolutions Committee Meeting
6:00 p.m. Social Hour and Exhibitor/Sponsor Appreciation Dinner
8:00 p.m. Hospitality Room

Friday, December 13

8:00 a.m.-6:00 p.m. Registration Open
8:00-11:00 a.m. Trade Show Set-up
9:30-10:00 a.m. Cow/Calf and Feeder Council Meetings
Break Sponsored by Central Livestock
10:30-11:30 a.m. MSCA Quarterly Board of Directors Meeting
11:30 a.m.-1:30 p.m. Lunch, Sponsored by Minnesota Corn Growers
Trade Show Opens
Noon-1:00 p.m. Welcome by MN State Cattlemen's President, Dar Giess & MN State Cattlewomen's President, Carol Hoge
Keynote Speaker: John Lundeen, NCBA Senior Executive Director of Market Research on Consumer Trends Shaping Demands for Beef

Educational Seminars
1:30 p.m.-2:30 p.m. Food Safety, Colleen Zenk, MN Beef Council
1:30 p.m.-2:30 p.m. Beef Quality and Marketability, Dr. Ryan Cox, Assistant Professor and Extension Meats Specialist, University of Minnesota

2:30 p.m.-3:30 p.m. Dedicated Trade Show Time
Break Sponsored by Prairie Livestock Supply

Cattlemen's College
3:30 p.m.-5:00 p.m. Cattlemen's College 6's of Starting Cattle, Dr. Blaine Corners, Zoetis Animal Health

5:00 p.m.-6:00 p.m. Hospitality Sponsored by Form-A-Feed
6:00 p.m.-10:00 p.m. Dinner Sponsored by Purina
Welcome by Scott George, National Cattlemen's Beef Association President
Entertainment by Gary McMahan, Bellvue, Colorado
Benefit Auction
10:00 p.m. Hospitality Sponsored by Varner Livestock Sales

Saturday, December 14

7:30 a.m. Registration Open
7:30 a.m.-9:00 a.m. Rancher's Breakfast Sponsored by Perham Stockyards
Welcome by Patti Buck, American National Cattlewomen President Elect
Keynote Speaker: Warren Weibert, Decatur County Feed Yard, Oberlin, Kansas on Profit-Driven, Time-Proven Management Principles,
Trade Show Open
9:00 a.m. MSCA Annual Meeting & Legislative Report
9:00 a.m.-10:30 a.m. Sponsored by Stockmen's Supply
Break
9:30 a.m.-11:30 a.m. Minnesota CattleWomen Annual Meeting
10:30 a.m.-Noon Dedicated Trade Show Time
Noon-1:30 p.m. Lunch Sponsored by Carlson Wholesale
Keynote Speaker: Lee Leachman, Leachman Cattle Co. of Colorado on Cow/Calf and Feedlot Profitability,

Educational Seminars

1:30 p.m.-2:30 p.m. "Where's the Beef? Making Cows Work in a Row Crop Economy", Dr. Eric Mousel, Assistant Extension Professor, Cow/Calf Specialist, University of Minnesota
1:30 p.m.-2:30 p.m. The Ability of Agriculturalists to Feed the World, Sara Colombe, Minnesota CattleWomens Association, President-Elect
2:30 p.m.-3:30 p.m. Panel Discussion on Profitability, Lee Leachman, Leachman Cattle of Co.; Warren Weibert, Decatur County Feed Yard; Don Schiefelbein, Schiefelbein Angus, Past President of MN State Cattlemen's Association; Dr. Eric Mousel, University of Minnesota
3:30 p.m. Trade Show, Silent Auction and Convention Closes
5:00 p.m.-8:00 p.m. Optional: Family Evening Activity (Pre-Registration Required)

If you have questions don't hesitate to contact the MSCA office, msca@fallsnet.com or 320-634-6722 or 320-249-2130.

2013 MSCA Convention Featured Speakers

Scott George – NCBA President



Scott George is a second generation dairy farmer from Cody, Wyoming. Scott's parents homesteaded in Cody in 1947 and established the George Dairy in 1954. Although primarily devoted to the dairy industry, Scott and brothers Arley and Lynn are also involved in cow/calf production. He and his brothers also have the American Breeders Service dealership in Cody. Together they conduct custom AI programs, breeding several thousand beef cattle each year. The Georges are also forage producers, raising all of the corn silage and earlage and the majority of hay

required to feed their beef and dairy herds.

Scott attended Brigham Young University in Provo, Utah as a student in the school's nationally acclaimed dairy program. He also completed a two-year mission for the LDS church traveling northern Texas before returning to the dairy where he has worked full time since 1977. Locally, he has been an active member of the Wyoming Farm Bureau Federation where he served as chairman of the General Issues Committee. In addition, he has been involved with the Wyoming Beef Council, both as a Council member and national director to the Federation of State Beef Councils since 1991. Scott is a recent past chairman of the Federation's Youth Education and Information Subcommittee and was the Federation's Region V Vice President in 2008. He has also served on the Beef Promotion Operating Committee and the Audit Committee. He has served as the

Federation Division Vice-Chairman and Chairman.

Scott has been an influential supporter of the beef checkoff program. In Wyoming, he has traveled the state speaking to hundreds of beef producers about the accomplishments of the beef checkoff. Scott is committed to sharing his belief that the beef checkoff program is a crucial entity that all segments of the industry should rally around because the program benefits each and every producer.

Scott and wife Debra have nine children between them, including the youngest, Jillian, who still lives at home.

Patti Buck – ANCW President Elect



Patti Buck lives in Ignacio, Colorado with her husband Wayne. They have been married 33 years and run a Black Angus, Cow-Calf Operation. Patti has worked hard to promote beef over the years with the following: LaPlata-Archuleta Cattlemen's Association, LaPlata County CowBelles Executive Committee (president for four years), Colorado Cattlemen's Association (numerous committees), Colorado CattleWomen (served on the Executive Committee for four years), and LaPlata County Farm Bureau- Board of Directors. Southwest Republican Women, Allison Grange, Durango Chamber of Commerce, American National Cattlewomen, National Beef Cook-Off Committee- Chair 2010-2011, A NBCO state team member for over 10 years, NCBA Nutrition Committee, American Cancer Society volunteer, United Blood services-LaPlata County.

Patti is the owner of Pampered Pets Boarding Kennels, (on the ranch) with 10

employees. Patti has two children and five grandchildren living in Colorado, Texas and Alabama. Patti loves to do beef cooking demos in the classroom of local schools and teach kids about beef. She volunteers in her county at health fairs, Ag days, county fairs and any opportunity she has to promote the beef industry. Patti enters cooking contest on occasions to promote mostly beef recipes that she creates.

Patti is looking forward to traveling around the country in the next few years to meet with all of the ANCW members. Sharing ideas, and building a bigger and stronger group. "The American National Cattle Women have a huge passion for beef, from pasture to plate".

Lee Leachman



Lee Leachman graduated from Harvard University with an Honors BA in Economics in 1988. Lee also completed graduate level work in animal breeding at Colorado State University.

After college, Lee joined his father Jim and brother Seth at Leachman Cattle Company, in Billings, MT. Together, the family built the company into the largest beef seedstock company in North America. Due to financial difficulties stemming from a failed branded beef program, the company dispersed in late 2003.

Lee then moved to Colorado and formed Leachman Cattle of Colorado. The company immediately began large scale collection of feed intake and conversion data in 2004. In 2005, Lee's then partner Dallas Horton, asked the critical question, "Which of our sale bulls will make the most money in a commercial operation?" This started the company's pursuit of indexes that predicted profitability. Today, the company offers three innovative indexes:

\$Ranch – the predictor of a bull's daughter profitability assuming calves are sold at weaning. This index is now being used to sort replacement heifers on commercial ranches.

\$Feedlot – the predictor of a bull's offspring profitability in the feedlot and on the rail. This index is being used to project the value of feeder calves at market.

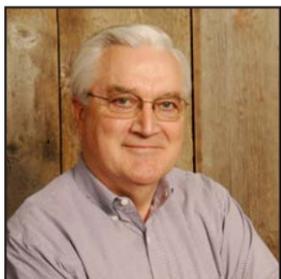
\$Profit – the predictor of profit from conception to harvest.

Leachman Cattle of Colorado now markets over 1300 Angus, Red Angus, South Devon, Stabilizer, and Charolais bulls per year. The bulls are bred by 35 cooperators who annually mate over 6,500 females. Selection objectives are largely based on the company's proprietary indexes.

Lee has been active in the industry through groups including the National Cattleman's Beef Association, the Beef Improvement Federation, and various breed associations. Lee frequently speaks to cattlemen both in United States and internationally.

Lee, Lisa, and Graham Leachman reside in Fort Collins, Colorado. Together they enjoy a wide variety of family activities and also are active in their church community through small groups and marriage ministry.

Warren Weibert



Warren Weibert is the Co-Owner and General Manager of the Decatur County Feed Yard in Oberlin, Kansas. He was raised on his parents' cattle feeding operation and wheat farm in central Kansas.

He graduated with a B.S. in animal science from Kansas State University before taking over the reins at Decatur County Feed Yard in 1977. The more experience he gained, the more he sought out fresh ideas to elevate profits for his business and his clients. He has continually searched for new and better ways to take the guesswork out of raising and feeding profitable cattle. His goal and what he wants for Decatur's clients, is to constantly improve that process and to do it with an integrity and honesty that honors his Midwestern, family-owned business.

Warren takes pride in Decatur's role as an innovator and its 40-plus years of business. But more than anything, he appreciates the relationships he and his family have built with clients.

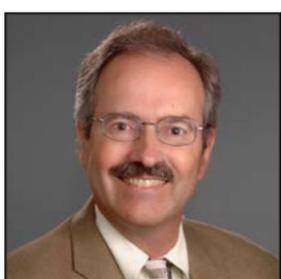
He is Past-President of Cattle Fax, Past-Chairman of the Kansas Agriculture and Rural Leadership Board, Past Board Member of the Kansas Beef Council, Past-President and Past Feeders Council Chairman of the Kansas Livestock Association, Past-Chairman of the National Cattlemen's Beef Association Committees and a member of the Livestock and Meat Industry Council.

He is a member of the Kansas 4-H Foundation Board, K-State College of Agriculture Dean's Advisory Council, KSU Foundation Board of Trustees, Past-President of the Oberlin Rotary Club and Past-Chairman of the Oberlin United Methodist Church Board of Trustees.

He is the recipient of the 2009 Livestock and Meat Industry Council Stockman of the Year, 2006 K-State Alumni Fellow, College of Agriculture, 2000 National Cattlemen's Foundation Regional Vision Award and the 1998 Ladd Hitch Award for innovation and leadership in the beef industry.

Warren and wife Carol have two children, Christopher and Julie.

John Lundeen



John Lundeen is the Senior Executive Director of Market Research at the National Cattlemen's Beef Association. John heads up the team that directs checkoff funded consumer research. The market research team undertakes programs that help other NCBA organizational units improve the impact of their consumer programs. This covers the gamut - from demand generating programs such as consumer communications, new products and nutrition, to image based efforts, including how we best discuss our production practices. In addition, John has an eye for key trends that will shape the industry moving forward, and is a strong part of the planning process at NCBA.

John has twenty years of experience in agribusiness, having conducted literally hundreds of consumer studies. Topics include family food preferences, health shifts that are underway, new product opportunities, shifting shopping behaviors, concerns and hopes in regard to food, and expanding consumer target audiences.

Previous to NCBA, John spent 19 years at Sterling-Rice Group, where he was the lead strategist and market researcher on the firm's commodity board accounts. He also spent 7 years at the division of Arthur Andersen that became Accenture. Following his career at Andersen, he received his MBA at the University of Colorado, Boulder, where he was honored as the top business graduate of 1987.

McMahan Set to Perform at State Convention

"I would say Gary is our cowboy Bob Dylan. He is a unique talent and my friend." Chris LeDoux

"Gary McMahan is the king of the cowboy singers." Ramblin' Jack Elliott

"McMahan...spurs the words top-hand classy." Paul Zarzyski



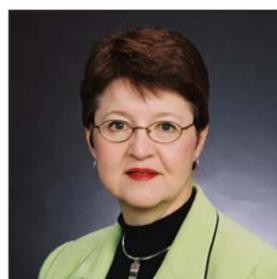
Gary McMahan a Colorado cowboy and entertainer will headline the entertainment on Friday, December 13 at the Minnesota State Cattlemen's Convention and Trade Show to be held at the Arrowwood Resort and Convention center in Alexandria, Minn.

McMahan is a walking page of American history. "Like horse manure, I've been all over the West, first with my Dad as he hauled cattle from Montana and the Dakotas to Texas and all points in between, then as a cowboy and finally as an entertainer. For most of my life, I've somehow managed to make my living either with a horse or a guitar. I can remember when Ian Tyson, Chris LeDoux and I were the only genuine cowboy types kicking around Nashville in the early seventies. All three of us were pretty much out of work and it stayed that way for over a decade. But we all three hung and rattled and made it through that drought. I managed to extract myself from horse outfits and singing in windy little Naugahyde bars when the cowboy poetry gatherings came along. It was there that my audience and I found each other. Now I make my living performing at banquets and concerts. My guitar and I continue to travel the country 'spreading it around' and probably will 'til we both give out."

Gary is the real deal. A native of Greeley, Colorado, he has made his living doing everything from cowboying to guiding to performing. He can brand, calve, rope, ride broncs, fence, hay, shoe horses, pack and drive teams and he has won many honors in the rodeo arena. His colorful background has set Gary in good stead to practice his heart's desire: to write, perform and record the stories, poems, songs and humor of his Western heritage, becoming one of the most dynamic and sought-after writers and performers in his field. Gary's songs have been recorded by stars like Ian Tyson, Chris LeDoux and Riders in the Sky.

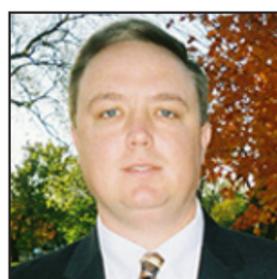
He has recorded six critically acclaimed albums himself. He has received the most prestigious award in Western music: a National Cowboy Hall of Fame Wrangler Award. Gary's poems have been published by the Cowboy Poetry Gathering in Elko, Nevada. Sharing the stage with performers the likes of Doc Watson, Baxter Black, Ian Tyson, Riders in the Sky and Chris LeDoux, he has played hundreds of cowboy poetry gatherings, banquets, festivals and concerts throughout the U.S., Canada and Australia.

Colleen Zenk



Colleen Zenk, MS, CDM, CFPP is the Director of Consumer Information & Nutrition for the Minnesota Beef Council. Colleen provides information regarding beef nutrition and preparation, health and food safety to consumers, health professionals, retailers, and foodservice operators. Colleen's background includes 13 years in foodservice and healthcare sales for a national distributor, and 15 years as a Foodservice Director for a retirement community in Minneapolis. She holds Bachelor and Master's degrees in Home Economics Education and taught high school early in her career. She holds credentials as a Certified Dietary Manager (CDM) and a Certified Food Protection Professional (CFPP) as well as certification in food safety education with the National Restaurant Association.

Dr. Ryan Cox



Ryan Cox joined the faculty of the University of Minnesota, Department of Animal Science as Assistant Professor of Meat Science in 2008. Specializing in value-added animal product processing and safety, his appointment is 60% extension and 40% research. Ryan received his B.S. and M.S. degrees in Animal Science from Auburn University, and his Ph.D. in Animal and

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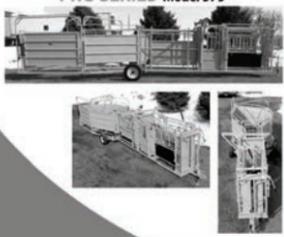
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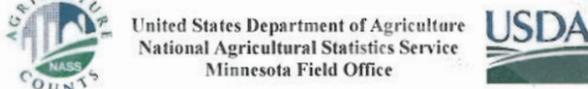


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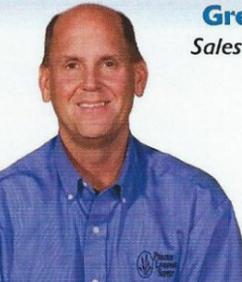


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When making reservations please mention that you will be attending the Minnesota Cattle Convention and Trade Show. The block will be held until Nov. 19, 2013.

- Standard Deluxe (Single or Double): \$99 per night plus tax
- Upgraded: \$129 per night plus tax
- Suite: \$169 per night plus tax

Exhibitor Information

- The price to exhibit is \$400 for a standard 8'-10' booth.
- One individual complimentary registration is included with the booth cost (please list their name when you register). If you plan on having additional people attend, they will need to register separately.
- If you need a bigger space or have any special requests (e.g. power hookup, etc.) contact Lynn Giess at 320-634-6722, 320-249-2130 or e-mail msca@fallsnet.com.

Sponsor Information

General Sponsorship (\$200)

Your business or organization name will be listed on signage during the entire Convention and Trade Show thanking you for your support, and you will be provided one complimentary admission to the convention.

Trade Show Break Sponsorship (\$250)

Your business or organization name will be listed on signage during the event and food items can be placed near your exhibit booth.

- Friday morning
- Friday afternoon
- Saturday mid-morning
- Saturday afternoon

Educational Session Sponsorships (\$400)

- Food Safety
- Beef Quality and Marketability
- Where's the Beef? Making Cows Work in a Row Crop Economy
- Panel discussion on Profitability

Meal/Speaker Sponsorship (\$500)

Your business or organization will be listed on signage during the event, and you will be provided time to introduce yourself and provide comments to the audience.

- Friday Lunch with John Lundeen, NCBA Senior Executive Director of Market Research
- Friday Dinner Banquet
- Saturday Breakfast with Warren Weibert, Decatur County Feed Yard
- Saturday Lunch with Lee Leachman, Leachman Cattle of Colorado

Attendee Information

- Two-Day Registration: \$90 (includes all meals)

- One-Day Registration: \$50 (includes all meals)
- Note: If you were a new member joining the MSCA in 2013, or if you recruited three new MSCA members, you are entitled to one complimentary registration, be sure to choose that option when registering.

Exhibitors /Sponsors

*Register by mailing your trade show and sponsorship information to Lynn Giess, 33424 183rd Street, Pierz, MN 56364 or e-mail: msca@fallsnet.com

Individuals

- ___ 2-Day Registration (\$90)
- ___ 1-Day Registration (\$50)
- ___ New member in 2013 or Recruited 3 new MSCA members (No Charge)

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Indicate Names of Additional Guests You are Registering:

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Questions and Mailing Address:

Lynn Giess, Interim Executive Director
Minnesota State Cattlemen's Association
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Farm Bill Progress . . . Updates

A Compromise Bill is Possible - House Agriculture Committee Ranking member and Minnesota Representative Collin Peterson feels the conference committee can come up with a compromise. "The differences between the House and Senate farm bills span all titles and programs--commodity, nutrition, conservation, dairy, crop insurance, even permanent law and they need to be addressed." Resolving these issues poses a major challenge, but Peterson remains hopeful. "If the conference committee is left alone and allowed to do our work, we'll be able to find some middle ground and finish the farm bill."

Farm Bill Has Budget Savings - Minnesota Senator Amy Klobuchar emphasized the budget savings that the Senate farm bill provides during the farm bill conference committee's initial meeting. The Senate bill shows \$24 billion in debt reduction and suddenly we see some interest from people who are not from farm country looking at these bills and I think that's key.

Budget Savings Increase Chance of Passage - Farm lobbyist Tom Sell says there is a spirit of reconciliation among members of the farm bill conference committee, although he sees a lot of areas of disagreement. Sell thinks the budget savings the farm bill can provide will improve its chances of passage. Title 1, the Conservation Title, crop insurance, all that together were talking about \$20 billion in savings, which is significant." Sell, with Combest-Sell and Associates in Washington, says agriculture has taken the lead in trying to cut the federal budget deficit.

Keep Commodity Title and Nutrition Title Separate, Say Lawmakers - Twenty-seven House members have signed a letter urging House and Senate farm bill conferees to keep farm policy and nutrition policy separate in the future. The House farm bill will put farm programs on a five-year reauthorization track with nutrition programs on a three-year track. The Senate bill would reauthorize both programs for five years.

SAFE in Farm Bill - Among the things North Dakota Senator John Hoeven talked about during the first meeting of the farm bill conference committee was the Conservation Reserve Program. We need to make it SAFE eligible, all of it. That's State Acres for Wildlife Enhancement. This can and will make a huge difference for wildlife and our sportsmen. It's a great program and I look forward to working with you on it. Hoeven also advocated support for enhanced crop insurance, the sugar program, the Livestock Indemnity Program, and ag research.

Fuels Act Passed

WASHINGTON, Oct. 29, 2013 - The National Cattlemen's Beef Association (NCBA) appreciates the action taken this afternoon by the House Transportation and Infrastructure Committee in passage of the Farmers Undertake Environmental Land Stewardship (FUELS) Act (H.R. 311). This bi-partisan legislation, sponsored

Fuel . . . continued on page 12

APHIS Finalizes Bovine Import Regulations Standards

WASHINGTON, November 1, 2013 --The U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) announced today a final rule that will complete efforts to modernize the Agency's import regulations for bovine spongiform encephalopathy (BSE), demonstrating to the international community that the United States is committed to basing its BSE regulations on internationally-accepted scientific literature and standards set by the World Organization for Animal Health (OIE). The final regulation will allow for the safe trade of bovines and bovine products, while still protecting the United States from the introduction of BSE.

"This action will bring our BSE import regulations in line with international standards, which call for countries to base their trade policies on the actual risk of animals or products harboring the disease," said Dr. John Clifford, APHIS Deputy Administrator and Chief Veterinary Officer. "Making these changes will further demonstrate to our trading partners our commitment to international standards and sound science, and we are hopeful it will help open new markets and remove remaining restrictions on U.S. products."

It is important to note that control of imports is only one of several interlocking safeguards against BSE. This regulation does not change other measures that are currently in place in the United States. For animal health, these measures include the U.S. Food and Drug Administration's ruminant-to-ruminant feed ban. A robust BSE surveillance program monitors the health of the U.S. cattle population. Human health is protected by measures that ensure the safety of U.S. beef, the most important of which is the ban on cattle materials that have been shown to carry the BSE agent (known as specified risk materials) from the food supply. In recognition of the strength of these measures in the United States, the OIE upgraded the U.S. risk classification for BSE to negligible risk in May 2013.

When this rule takes effect, APHIS will use the same criteria and categories that the World Organization for Animal Health (OIE) uses to identify a country's BSE risk status. APHIS will base its import policy for a particular country on that country's risk classification as determined by OIE's risk evaluation. The rule also allows APHIS to conduct its own assessment when deemed necessary, such as when a country is not yet classified by the OIE for BSE risk and requests that APHIS conduct a risk evaluation using criteria equivalent to that used by OIE.

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November

Monday, November 4, 2013
Feeder & Bred Cow Sale

Monday, November 11, 2013
Feeder, Bred Cow & Dairy Sale

Monday, November 18, 2013
Feeder & Bred Cow Sale

Monday, November 25, 2013
Dairy Sale

Saturday, November 30, 2013
Bred Cow/Heifer & Bull Sale

December

Monday, December 2, 2013
Feeder & Bred Cow Sale

Monday, December 9, 2013
Feeder, Bred Cow & Dairy Sale

Monday, December 16, 2013
Feeder & Bred Cow Sale

Monday, December 23, 2013
Feeder & Bred Cow Sale

Monday, December 30, 2013
Dairy Sale

October 21

SLAUGHTER COWS

SEBEKA MN	1	Hol	1225	93.00C
SEBEKA MN	1	Hol	1205	92.00C
SEBEKA MN	1	Hol	1150	92.00C
OTTERTAIL MN	1	Hol	1220	91.00C
NEW YORK MILLS MN	1	Blk	1105	90.00C
HENNING MN	1	Hol	2060	88.75C
PELICAN RAPIDS MN	1	Hol	1290	88.00C
OTTERTAIL MN	1	Hol	1125	87.50C
DENT MN	1	Red	1300	86.50C
WARROAD MN	1	Hol	1480	86.50C
WADENA MN	1	Hol	2025	86.25C
DENT MN	1	Red	1380	86.00C
BACKUS MN	1	Blk	1100	86.00C
WADENA MN	1	Red	1805	86.00C
MENAGHA MN	1	Hol	1525	85.50C
MENAGHA MN	1	Hol	1080	85.50C
BACKUS MN	1	Blk	1705	85.00C
PERHAM MN	1	BWF	1340	85.00C
FRAZEE MN	1	Hol	1825	84.50C
WADENA MN	1	Hol	1535	84.50C
SEBEKA MN	1	Swis	1215	84.50C
FERGUS FALLS MN	1	Char	965	84.50C
MENAGHA MN	1	Hol	1815	84.50C
DENT MN	1	Red	1005	84.25C
PARKERS PRAIRIE MN	1	Hol	1570	84.00C
MENAGHA MN	1	Blk	1445	84.00C
WADENA MN	1	Hol	1720	83.50C
PERHAM MN	1	RWF	1620	83.50C
FRAZEE MN	1	Hol	1760	83.50C
SEBEKA MN	1	Red	1395	83.50C
LAKE PARK MN	1	Hol	1745	83.50C
BACKUS MN	1	Red	1505	83.50C
BACKUS MN	1	Red	1420	83.50C
WARROAD MN	1	Hol	1780	83.00C
HENNING MN	1	Blk	1605	83.00C
WADENA MN	1	Red	1510	83.00C
OTTERTAIL MN	1	Hol	1420	83.00C
MENAGHA MN	1	Hol	1565	82.50C
SEBEKA MN	1	Hol	1595	82.50C
OSAGE MN	1	Hol	1485	82.50C
WARROAD MN	1	Hol	1615	82.50C
OTTERTAIL MN	1	Hol	1615	82.25C
DENT MN	1	Red	1135	82.00C
SEBEKA MN	1	Hol	1530	82.00C
SEBEKA MN	1	Hol	1545	82.00C
WARROAD MN	1	Hol	1410	82.00C
NEW YORK MILLS MN	1	Blk	1245	82.00C
HENNING MN	1	Blk	1535	82.00C
HEWITT MN	1	RWF	1450	82.00C
OTTERTAIL MN	1	Hol	1715	82.00C
BLUFFTON MN	1	Hol	1045	82.00C
WADENA MN	1	Red	1570	81.50C
OTTERTAIL MN	1	Hol	1340	81.50C
OTTERTAIL MN	1	Hol	1650	81.50C
BACKUS MN	1	Red	1175	81.50C
SEBEKA MN	1	Mix	1335	81.50C
WADENA MN	1	Hol	1505	81.50C
PERHAM MN	1	Hol	1680	81.00C
FRAZEE MN	1	Hol	1570	81.00C
FRAZEE MN	1	Hol	1465	81.00C
HAWLEY MN	1	Blk	1015	81.00C
BACKUS MN	1	Red	1265	81.00C
WAUBUN MN	1	Blk	1265	80.50C
HENNING MN	1	RWF	1300	80.50C
FRAZEE MN	1	Hol	1460	80.50C
SEBEKA MN	1	Hol	1475	80.50C
SEBEKA MN	1	Hol	1215	80.50C
DETROIT LAKES MN	2	RWF	1417	80.50C
SEBEKA MN	1	Hol	1590	80.50C
PERHAM MN	1	Hol	1465	80.50C
DENT MN	1	Red	1255	80.50C
PERHAM MN	1	Hol	1540	80.50C
OTTERTAIL MN	1	Hol	1900	80.25C
WADENA MN	1	Hol	1440	80.00C
HEWITT MN	1	Hol	1520	80.00C
SEBEKA MN	1	Hol	1510	80.00C
MENAGHA MN	1	BWF	1115	80.00C
WADENA MN	1	Hol	1645	80.00C
OSAGE MN	1	Hol	1375	79.50C
BACKUS MN	1	Herf	1580	79.50C
BACKUS MN	2	Mix	1275	79.50C
BACKUS MN	1	Blk	1395	79.50C
WADENA MN	1	Hol	1905	79.50C
WADENA MN	1	Hol	1205	79.50C
MENAGHA MN	1	Hol	1595	79.50C
FRAZEE MN	1	Hol	1615	79.50C
WADENA MN	1	Hol	1785	79.50C
SEBEKA MN	1	Blk	1260	79.25C
LAKE PARK MN	1	Hol	1305	79.00C
LAKE PARK MN	1	Hol	1720	79.00C
FRAZEE MN	1	Hol	1630	79.00C
MENAGHA MN	1	Hol	1565	79.00C
OTTERTAIL MN	1	Hol	1680	79.00C
SEBEKA MN	1	Red	1490	79.00C

WADENA MN	1	Hol	1970	78.50C
FRAZEE MN	1	Hol	1405	78.50C
SEBEKA MN	1	Hol	1260	78.50C
SEBEKA MN	1	Hol	1535	78.50C
WAUBUN MN	1	BWF	1185	78.50C
VINING MN	1	Hol	1335	78.25C
VINING MN	1	Hol	1255	78.00C
LAKE PARK MN	1	Hol	1415	78.00C
BACKUS MN	1	BWF	1345	78.00C
NEW YORK MILLS MN	1	Blk	1320	78.00C
WARROAD MN	1	Hol	1040	78.00C
WARROAD MN	1	Hol	1270	78.00C
OSAGE MN	1	BWF	1250	78.00C
FRAZEE MN	1	Hol	1540	78.00C
SEBEKA MN	1	Hol	1405	78.00C
OTTERTAIL MN	1	Hol	1325	78.00C
PELICAN RAPIDS MN	1	Hol	1270	78.00C
SEBEKA MN	1	Hol	1335	78.00C
FRAZEE MN	1	Hol	1210	78.00C
HEWITT MN	1	Hol	1560	78.00C
FRAZEE MN	1	Hol	1375	78.00C
OSAGE MN	1	Blk	1635	78.00C
MENAGHA MN	1	Hol	1410	78.00C
OSAGE MN	1	Hol	1465	78.00C
HENNING MN	1	Hol	1100	77.75C
WADENA MN	1	Hol	1590	77.75C
SEBEKA MN	1	Hol	1340	77.50C
SEBEKA MN	1	Hol	1480	77.50C
OSAGE MN	1	Red	1610	77.50C
FRAZEE MN	1	Hol	1750	77.00C
WADENA MN	1	Hol	1385	77.00C
PARKERS PRAIRIE MN	1	Hol	1070	77.00C
FRAZEE MN	1	Hol	1060	77.00C
PERHAM MN	1	Hol	1175	77.00C
SEBEKA MN	1	Hol	1080	77.00C
HAWLEY MN	1	Red	1415	76.50C
WARROAD MN	1	Hol	950	76.50C
BACKUS MN	1	Blk	1095	76.50C
SEBEKA MN	1	Hol	1410	76.50C
PERHAM MN	1	Hol	1505	76.50C
PELICAN RAPIDS MN	1	Hol	1040	76.50C
SEBEKA MN	1	Hol	1000	76.00C
NEW YORK MILLS MN	1	BWF	1025	76.00C
MENAGHA MN	1	Hol	1595	76.00C
SEBEKA MN	1	Hol	1400	76.00C
VERNDALE MN	1	Grey	1235	76.00C
VERNDALE MN	1	Grey	835	76.00C
NEW YORK MILLS MN	1	Blk	1285	76.00C
FRAZEE MN	1	Hol	1615	76.00C
OTTERTAIL MN	1	Hol	1295	76.00C
PERHAM MN	1	Hol	1305	75.75C
VINING MN	1	Hol	1275	75.50C
SEBEKA MN	1	Hol	1085	75.50C
FRAZEE MN	1	Hol	920	75.50C
OSAGE MN	1	Red	1535	75.00C
WADENA MN	1	Hol	1910	75.00C
FRAZEE MN	1	Hol	1175	75.00C
DENT MN	1	Blk	1205	75.00C
SEBEKA MN	1	Hol	1350	75.00C
NEW YORK MILLS MN	1	Blk	1075	75.00C
NEW YORK MILLS MN	1	Blk	1160	75.00C
PERHAM MN	1	Hol	1085	75.00C
LAKE PARK MN	1	Hol	1800	75.00C
SEBEKA MN	1	Red	1585	75.00C
WADENA MN	1	Blk	765	75.00C
SEBEKA MN	1	Hol	1420	74.50C
HAWLEY MN	1	Blk	1115	74.50C
PERHAM MN	1	Hol	1100	74.50C
FRAZEE MN	1	Hol	1680	74.50C
FRAZEE MN	1	Hol	1210	74.00C
WARROAD MN	1	Hol	1460	74.00C
VERNDALE MN	1	Red	970	74.00C
VINING MN	1	Hol	1000	74.00C
HEWITT MN	1	BWF	1230	74.00C
OSAGE MN	1	RWF	1145	74.00C
SEBEKA MN	1	Red	1320	74.00C
VINING MN	1	Hol	1070	74.00C
SEBEKA MN	1	Blk	1245	74.00C
HEWITT MN	1	Blk	1315	73.50C
MENAGHA MN	1	Hol	1340	73.50C
HEWITT MN	1	Herf	1080	73.50C
VINING MN	1	Hol	1205	73.50C
BACKUS MN	1	Blk	1080	73.50C
OSAGE MN	1	RWF	1715	73.50C
SEBEKA MN	1	Hol	1130	73.50C
MENAGHA MN	1	BWF	1205	73.25C
FRAZEE MN	1	Hol	1485	73.00C
PARKERS PRAIRIE MN	1	Hol	1270	73.00C
SEBEKA MN	1	Hol	1045	73.00C
VERGAS MN	1	Hol	1390	73.00C
EVANSVILLE MN	1	Hol	1290	73.00C
PARKERS PRAIRIE MN	1	Hol	1210	73.00C
HEWITT MN	1	BWF	1090	73.00C
WARROAD MN	1	Hol	1375	73.00C

BULLS

BRAINERD MN	9	Red	Bull	Feeder Cattle	327	195.00C
LONG PRAIRIE MN	1	Blk	Bull	Feeder Cattle	270	193.00C
PERHAM MN	9	Mix	Bull	Feeder Cattle	310	189.00C
WADENA MN	1	Blk	Bull	Feeder Cattle	295	182.50C
SEBEKA MN	10	Blk	Bull	Feeder Cattle	437	175.00C
NEVIS MN	5	Blk	Bull	Feeder Cattle	480	168.00C
NEW YORK MILLS MN	1	Blk	Bull	Feeder Cattle	485	163.00C
DEER CREEK MN	1	Blk	Bull	Feeder Cattle	280	162.50C
WADENA MN	1	BWF	Bull	Feeder Cattle	365	162.00C
DEER CREEK MN	2	Blk	Bull	Feeder Cattle	537	158.00C
PARKERS PRAIRIE MN	2	Blk	Bull	Feeder Cattle	567	155.00C
HEWITT MN	1	Blk	Bull	Feeder Cattle	530	154.00C
DEER CREEK MN	1	Blk	Bull	Feeder Cattle	365	151.00C
WADENA MN	1	Red	Bull	Feeder Cattle	600	149.00C
WADENA MN	1	Blk	Bull	Feeder Cattle	640	146.00C
NEW YORK MILLS MN	1	BWF	Bull	Feeder Cattle	610	146.00C
AKELEY MN	3	Blk	Bull	Feeder Cattle	521	145.00C
PARKERS PRAIRIE MN	1	Blk	Bull	Feeder Cattle	660	144.00C

HEIFERS

HACKENSACK MN	1	Blk	Heifer	Feeder Cattle	270	175.00C
VERNDALE MN	15	Red	Heifer	Feeder Cattle	413	170.50C
VERNDALE MN	4	Blk	Heifer	Feeder Cattle	372	170.00C
WADENA MN	1	BWF	Heifer	Feeder Cattle	245	170.00C
HACKENSACK MN	2	Blk	Heifer	Feeder Cattle	397	168.50C
SEBEKA MN	4	Blk	Heifer	Feeder Cattle	442	168.00C
SEBEKA MN	9	Blk	Heifer	Feeder Cattle	513	165.00C
HEWITT MN	3	Blk	Heifer	Feeder Cattle	275	162.00C
PERHAM MN	3	Red	Heifer	Feeder Cattle	278	161.00C
WADENA MN	4	Blk	Heifer	Feeder Cattle	417	161.00C
SEBEKA MN	1	Blk	Heifer	Feeder Cattle	425	160.00C
SEBEKA MN	2	Blk	Heifer	Feeder Cattle	487	159.00C
CARLOS MN	4	Blk	Heifer	Feeder Cattle	438	158.00C
VERNDALE MN	2	Blk	Heifer	Feeder Cattle	502	158.0

Market Highlights

Cattle on feed October 1 (10.1 million head) are 8% less than a year earlier. The pre-report estimate was for a decline of 7.3%.

Placements during September (2.03 million head) were 1% more than the previous year. The pre-release estimate was for 1.4% more.

Marketings in September (1.70 million head) were 6% more than last year. The pre-report was estimated for marketings of 4.3% more.

Heifers on feed (3.66 million head) is 8% less than a year ago, but they represent a larger portion of the on-feed inventory than a year earlier; 36.2% this year versus 35.3% last year.

October 28, 2013 - The fed cattle market was mostly steady as cattle in the south sold for mostly \$132, while in the north trade was only lightly traded at \$132 live and \$207 to \$209 dressed as we went to press. Boxed beef continued its upwards trend with Ribs and Tenderloins leading the way as buyers stock up for the holidays.

Feeder cattle prices ranged from \$4.00 higher to \$4.00 lower on the week while calves were primarily steady to \$3.00 firmer. Slaughter cows were even to \$2.00 lower. Slaughter levels for this time of the year remain well below levels noted over the past few years.

Corn prices softened throughout the week as harvest was in full swing and looks to be well on the way to a record crop. The delayed October 1st On Feed report from USDA was issued Thursday. On Feed came in at 92% of a year ago, placed was 101% of last year and marketing's were 106%.

USDA Market News reporter Corbitt Wall says the Fall Run is upon us with heavy supplies of spring-born cattle weighing from 400 pounds all the way up to 800 pounds. Herd rebuilding is becoming a reality thanks to positive factors in the cattle industry. Corn fell to a three-year low last week and hay supplies and winter pastures are near pre-drought levels. High cattle prices and low feed costs have producers in a bidding war for any heifer on the market.

Consumers seem to be willing to pay the increasingly higher prices for beef, which is good news for packers trying to escape negative margins.

Auction receipts totaled 307,800 the week of October 28th, with an additional 26,400 from direct sales and 22,500 in video/Internet sales for a total of 356,700. Last week auction numbers were 12,600 lower than the previous week, but 42,600 more than a year earlier. Last week's total was below the 383,000 from the previous week, but higher than the total of 307,600 from a year earlier.

Fuel... continued from page 10

in the House by Rep. Eric Crawford (R-Akr.), was passed out of committee today by unanimous consent and is now ready to head to the House floor for full consideration.

"The FUELS Act would ease the burden placed on farmers and ranchers by the Environmental Protection Agency (EPA) through the Spill Prevention, Control and Countermeasure (SPCC) program," said NCBA president and Cody, Wyo. cattlemen Scott George. "Under the FUELS Act, the burdens of the SPCC regulations would be greatly reduced and family farmers and ranchers would be exempted from having to develop and implement costly spill containment plans."

SPCC regulations call for agricultural operations to develop an SPCC plan if the farm has an above ground oil storage capacity greater than 1,320 gallons or a buried oil storage capacity of 42,000 gallons or more. Under the FUELS Act, the burden of the SPCC regulation is eased by raising exemption and self-certified levels for on-farm fuel storage. The legislation exempts farms with a storage capacity of 10,000 gallons or fewer from having to develop an SPCC plan. The legislation also allows more operations to self-certify by raising the self-certification level to up to 20,000 gallons of fuels storage. Operations with greater than 20,000 gallons will still be required to have a Professional Engineer (P.E.) certified spill plan.

"NCBA is pleased to see the exemption level of 10,000 gallons," said George. "The language in this bill will keep many of our producers from having to undertake excess costs as a result of the EPA's overregulation."

Similar language is also contained in the House Farm Bill and as an amendment to the Senate's Water Resources Development Act (WRDA). NCBA will work to ensure these important provisions are passed into law.

Central Livestock Association

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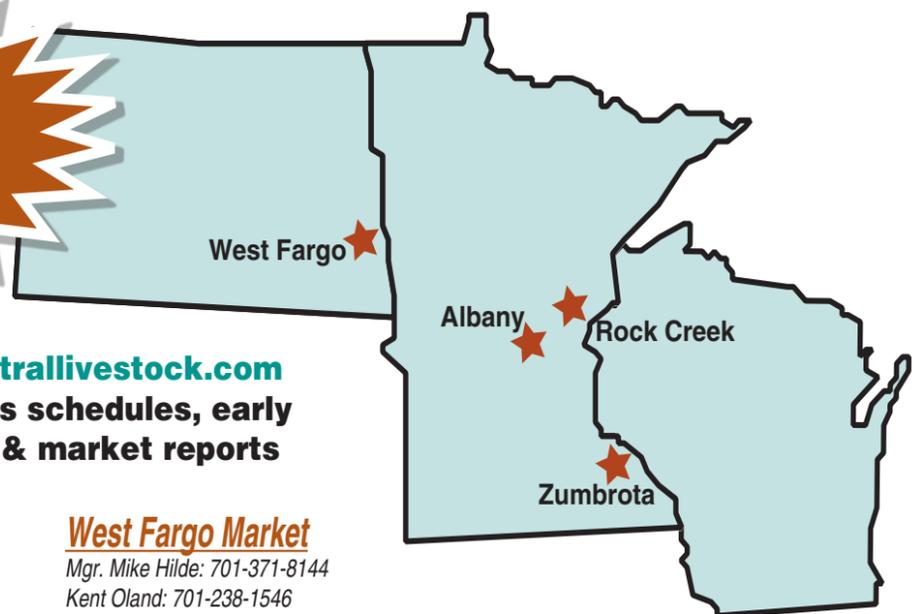
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Albany Market

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Asst. Mgr. Lonnie Ritter: 320-293-5311

Monday & Wednesday:

7 a.m. to noon - Hogs and Sheep

Tuesday & Thursday: 7 a.m. to 10 a.m. - Hogs
10:30 a.m. - Fed Cattle, Slaughter Cows & Bulls
along with Baby & Started Calves on Thursday

Rock Creek Market

Mgr. Dave Vandenheuvel 612-710-8084
Dick LeCocq: 612-390-8457

Monday: 8 a.m. - Market Cows, Fed cattle, Feeder Cattle, Hogs, Sheep & Goats

Wednesday: 10 a.m. - Market Cows, Fed Cattle, Feeder Cattle, Hogs, Sheep & Goats

Zumbrota Market

Mgr. Bob Young: 651-343-3703
Big John Hoernemann: 507-259-7244
Don Huntington: 507-259-7245
Dale Krier: 507-273-8447
Donnie Dohm: 507-273-0335

Monday - Friday: Hogs, Sheep & Goats

Monday: 8 a.m. - Overnight Market Cows/Bulls
10 a.m. - Fed Cattle, Stock Cows & Breeding Bulls

1 p.m. - Feeder Cattle,

Day Delivered Market Cows/Bulls

4 p.m. - Baby Calves

Tuesday: 8 a.m. - Sheep, Goats & Feeder Pigs

Wednesday: 10 a.m. - Market Cows/Bulls & Fed Cattle

West Fargo Market

Mgr. Mike Hilde: 701-371-8144
Kent Oland: 701-238-1546
Kelly Waslaski: 701-360-2326

Wednesday: 10 a.m. - Feeder Cattle & Slaughter Cattle

Special Sheep & Goat Sales:

8:30 a.m. on Wednesday twice a month



Central Livestock Association

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MN Grazing to Host Videoconference

The MN Grazing Lands Conservation Association (GLCA) is hosting the third annual Grazing and Soil Health Videoconference on Thursday December 5, 2013.

There are 9 locations throughout the state where you can participate in the videoconference.

The opening addresses this year will be by Don Baloun, NRCS State Conservationist, and Dave Schad, DNR Deputy Commissioner.

The keynote speaker is Dr. Kristine Nichols, USDA-ARS in Mandan, ND. Dr. Nichols will discuss the importance of soil biota in farming

systems and why grasslands and cover crops are so vital to the biota and for profitable farms.

Representatives from the DNR will discuss opportunities for grazing on public and private conservation lands.

And, the always popular farmer panel will discuss many ways they utilize pastures and cover crops in their livestock and cropping systems.

For more information contact, Wayne Monsen, Executive Director, MN Grazing Lands Conservation Association, 612-439-6641 or e-mail wmonsen@gmail.com.

The link to register for the videoconference is <http://tinyurl.com/glcavideoconference>

Grant Funds Available for Sustainable Farming Innovations

St. Paul, Minn. – The Minnesota Department of Agriculture’s (MDA) Sustainable Agriculture’s (MDA) Sustainable Agriculture Demonstration Grant Program will award up to \$250,000 in 2014 for on-farm sustainable agriculture research or demonstration projects. Governor Dayton and the Minnesota Legislature increased funding for the Sustainable Ag Grant Program by \$150,000 during the 2013 legislative session.

The MDA is now accepting application for the grant program which promotes environmental stewardship and conservation of resources and strives to improve profitability and quality of life on farms and in rural areas.

Examples of eligible projects include livestock production, fruit and vegetable production, conservation tillage and weed management, integrated pest management, alternative energy crop production and specialty crops production and marketing strategies.

The grant application is available on the MDA website at www.mda.state.mn.us/grants/grants/demogrant.aspx or by contacting the Agricultural Marketing and Development division at 651-201-6012.

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Minnesota Beef Expo Hosts First-Rate Event

The 2013 Minnesota Beef Expo held Oct. 17-20 at the Minnesota State Fairgrounds, St. Paul, Minn., once again lived up to its reputation of being a first-rate event.

Over 800 head of cattle and exhibitors from Minnesota, Wisconsin, Iowa, North Dakota and South Dakota participated in the four day event.

The Minnesota State Cattlemen's Association (MSCA) and the Minnesota Corn Growers sponsored the 2013 MYBEP Seminar Heifer, won by Mary Moening, Hayfield, MN. She will be mentored by Bob Grass, LeRoy, MN. The MSCA also provided a \$2,000 scholarship to the winning Senior Knowledge Bowl Team. The 2013 winning team was from Redwood County with the following team members: Ben Johnson, Christian Netzke, Clayton Newton, Paige Netzke and Scott Dingels.

A \$500 scholarship was also presented to Kelly Morrison, Belle Plaine, MN, the 2013 senior lead Minnesota Beef Ambassador.

This year's Beef Ambassador Team members are: Junior, Sydney Zehnder, Stanchfield, MN, winner; Abby Schiefelbein, Kimball, MN. Senior, Shelby Schiefelbein, Kimball, MN, winner; Maria Weber, Lake Benton, MN and Laura Stobb, Milaca, MN.



Congratulations to all of the MYBEP winners, here is a list of all the 2013 heifer recipients.

- Nelsen Lundebrek, Angus
- Ashley Eisenbraun, Charolais
- Dylan Smith, Commercial
- Dacotah Rohner, Commercial
- Logan Milligan, Hereford
- Amber Johnson, Limousin
- Zachary Klaers, Shorthorn
- Calvin Rosen, Simmental
- Kyle Strandberg, South Devon
- Mary Moening, Seminar Heifer

For more information and 2013 Minnesota Beef Expo results log on to www.mnbeefexpo.com.



Dar Giess, president Minnesota State Cattlemen's Association teamed-up with NCBA Director of Member Services Kate Maher to man the State Cattlemen's booth at the 2013 MN Beef Expo.

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Kelly Morrison, Belle Plaine, MN accepted the \$500 scholarship from President Dar Giess. She was the 2013 senior lead MN Beef Ambassador.



Mary Moening, Hayfield, MN was the recipient of the 2013 MYBEP Seminar Heifer. She purchased a Simmental heifer out of the sale and will be mentored by Bob Grass, LeRoy, MN.



The Minnesota Youth Beef Experience Program (MYBEP) gave away ten heifers at this year's Expo.

Beef Facilities Conference to be Held November 21

Beef barns of all types are becoming more common place in the upper Midwest. “But there is a lot that we are still learning about these barns,” said Beth Doran, Iowa State University (ISU) Extension and Outreach beef program specialist.

To share this information, a one-day “Beef Facilities Conference” will be held November 21 at the Best Western Plus Ramkota Hotel and Conference Center in Sioux Falls, South Dakota. The conference is a cooperative effort of ISU Extension and Outreach, University of Nebraska-Lincoln Extension, South Dakota State University, USDA Agricultural Research Service and the USDA National Institute of Food and Agriculture.

“The purpose of the conference is two-fold,” said Doran. “Morning sessions feature environmental research with these facilities; afternoon sessions focus on building management and cattle performance.”

Conference information, registration materials and potential sponsorship are available on-line at www.aep.iastate.edu/facility/. Registration is \$40 if registered by November 14. Fees will increase \$20 after November 14 for all participants.

CheckOff... continued from page 3

producer. Those who request a ballot will ensure their ability to vote in the referendum to increase the checkoff and other upcoming elections. Also on the website, producers can find information on the history of the beef checkoff and identify the need for more funding.

The Minnesota Beef Council (MBC) and the Minnesota State Cattlemen’s Association (MSCA) have introduced a new referendum that will increase the state checkoff by an additional \$1 for every head sold. The launch of a new website by the MSCA - raisedwithpride.com - allows producers to sign up for, and receive, a ballot to vote for the upcoming referendum and learn more about the proposed referendum.

The MBC has been funded at the same rate for 28 years. During that time the industry has seen many changes, including a reduction in the total number of cattle, an increase in the value of cattle and less spending power of the dollar.

With the check off facing less revenue and a bigger need for communications, a February 2014 referendum would increase the check off by an additional \$1 for every head sold. This would grant the council an additional \$500,000 to \$750,000 to further communicate the value of Minnesota beef.

The proposed state, checkoff would differ from the federal checkoff currently being collected. If the state checkoff is passed the entire \$1 stays in the state to communicate with influencers and consumers; Is voluntary, a refund can be requested through the Minnesota Department of Agriculture; Only applies to Minnesota cattle, sold in Minnesota; Does not apply to dairy animals being sold for breeding purposes; Falls under the jurisdiction of the State Beef Promotion order and will only be spent on projects in Minnesota.

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Speakers... continued from page 7

Food Sciences from the University of Kentucky. Ryan concentrates his extension efforts in providing Minnesota meat processors and livestock producers with opportunities to add value and alternatively market safe and wholesome meat products to an informed consumer. Additional focus is directed toward emerging consumer trends and processing innovations that may be communicated to the processor or producer. Research focus includes adding value and safety to meat products and addressing the emergence of novel markets.

Dr. Eric Mousel



Eric Mousel is the U of M Extension Cow Calf Educator based at the North Central Research and Outreach Center in Grand Rapids, MN.

Prior to joining the Minnesota Beef Team he worked as a Range Livestock Specialist in South Dakota.

He and his wife Alaina (Burt) and their 2 children, Katie Mae and Jack James live on the family farm in Jacobson, MN.

Dr. Blaine Corners

Dr. Blaine Corners is a Nutritionist, Cattle and Equine Technical Services, with Zoetis. His area of focus is protein nutrition and corn co-product based diets in feedlot and backgrounder yards. Dr. Corners was raised on a row-crop and cattle farm in Southern Illinois. He received both a BS in Ag Economics and a MS in Agriculture from Murray State University. He received his PhD in Ruminant Nutrition from the University of Missouri. Before joining Pfizer, he worked for ADM Alliance Nutrition as Manager of Beef Technical Services and Products and as a Field Feedlot Nutritionist. Dr. Corners currently resides in Malvern, IA with his wife, Becky, and two daughters Isabella and Savannah.

Sara Colombe – MN CattleWomens President Elect



Sara Colombe is a senior at South Dakota State University in Brookings pursuing a degree in Agricultural Education, Leadership and Communication with a minor in Leadership Management for Non-Profit Organizations. A fifth generation cattle producer, the Colombe family has been raising cattle since 1905 in Little Falls, Minnesota. Colombe has served as a

Minnesota Beef Ambassador and National Beef Speakers Bureau representative. She currently serves as a National Association of Agricultural Educators Teach Ag Ambassador, Minnesota CattleWomens Association President-Elect and a National Collegiate Agriculture Ambassador. During the breakout session at the state convention Colombe and participants will discuss the idea of ensuring the human right of all people around the world having access to affordable food, analyze key statistics related to population growth and the ability of agriculturalists to feed the world, identify the role of technology in improving agricultural practices and develop a key message about agriculture.

Minnesota Beef Alliance

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- General Trade Show Booth
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Advertising in Minnesota Cattleman Newspaper

- 4 – 1/2 Page or 2 – Full Page Advertisements

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- Half Page Advertisement

Coupon Offers

- Offer up to 5 Coupons to Appear in Newspaper

SELECT LEVEL MEMBER \$1,500

MSCA Annual Convention & Trade Show

- Standard Trade Show Booth
- Two Individual Registrations

Advertising in Minnesota Cattleman Newspaper

- 2 – 1/2 Page Advertisements

Advertising in Membership Directory

- Half Page Advertisement

Coupon Offers

- Offer up to 2 Coupons to Appear in Newspaper

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- Annual Membership to MSCA
- Annual Subscription to Minnesota Cattleman Newspaper
- Opportunity to Receive Electronic Bi-Monthly Electronic Newsletter
- Recognition in MSCA Publications Noting Your Membership with the Minnesota Beef Alliance

Coupon Offer

- Offer one coupon to appear in newspaper

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 January 28, 2014 for the February edition. We are also interested in highlights and photos from your local cattlemen's associations and cattle news in your area. Submit information to msca@fallsnet.com

Sign Up a New Member Today - Help MSCA Grow!

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MSCA/NCBA Partnered Membership Application Form

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MN State Cattlemen's Association Dues \$50

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
 - 1501 Head & Up = \$750 + Fair Share
- (NCBA Dues →) _____
- Fair Share is \$0.25 per stock cow & \$0.125 per stocker/feeder
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