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 cattlewomen 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

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 Colombo, MN CattleWomens and special entertainment by Gary McMahen, 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 886-386-5263. 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.
As all of us watch the daily media accounts for news of the day, last 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 project. 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.

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 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 on 15-20 calves would easily be more profitable and be able to hand their calves off to the feedlot, healthy and ready-to-go.

As we 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 by 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 this year all vying to represent 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 Alyssa Kofahl from Kimball. Thank you to all of the contestants and congratulations to our new team!

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. Parr-Buck, President Elect of the American National Cattlemen will be in Minnesota and speaking at the convention, Colleen Zerkow of the MN Beef Council will be giving a seminar on Food Safety and Sara Colombe, President Elect of MN Cattlemen will also be doing a presentation. This is just the beginning of a great lineup

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. Be sure to get those things done before 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 markets suit which markets, prepare them appropriately and put wheels under them.

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 help. To represent your needs, let us know. We are all about serving the cattlemen and we have never 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.

With winter approaching, Convention will soon be upon us. Remember to register 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 for the third week of December. Be sure to attend the one closest to you. I would like to ask every member of the association to recruit two new members by January 1, 2014.

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

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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.mscaca.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 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: mscaca@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 registrants for the full convention will receive a 50 percent off the industry while having some fun.” George said. “The convention and trade show is the time for cattle producers 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.

MSCA 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.

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.

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
Willmar 2/11/2014
Pipestone 2/13/2014
Rochester 2/14/2014
Montgomery 2/15/2014
Northern Tour: Staples 2/8/2014
Bagley 2/18/2014

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

MSCA Membership Goal

New Holland Supports Cattlemen, Raffle Tickets Still Available

MSCA Membership Goal

November 2013
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

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 Ruhlman, 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,” Ruhlman 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, Ruhlman says. The CBB is still analyzing the

Tight Squeeze . . . continued on page 5

RECIPES

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!
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-consumer messages. But the context, 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 misssteps 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 4 percent. The most recent outlook report by USDA’s Economic Research Service concluded that higher 2013 commercial cow slaughter data indicated that 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.

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 the 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 have 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.

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 curious and met with the Lawrence family and also had plenty of questions for meat scientist, Carissa Nath of the University of Minnesota’s Agribusiness Institute. 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.”

The article in its original print can be found at www.meatingsplace.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.
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 c’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 McMahen

Arrowwood Resort is a family friendly location. Activities include: indoor water park; ice skating; sledging; 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:

<table>
<thead>
<tr>
<th>Standard Deluxe (Single or Double)</th>
<th>$99 per night plus tax</th>
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<tr>
<td>Upgraded</td>
<td>$129 per night plus tax</td>
</tr>
<tr>
<td>Suite</td>
<td>$169 per night plus tax</td>
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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!

2013 MSCA Convention

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 eelgrass 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 Cattle Women’s Association; Rosebud County Business Development Committee (president for four years), Colorado Cattlemen’s Association (numerous committees), Colorado Cattle Women (served on the Executive Committee for four years), and LaPlata County Farm Bureau Board of Directors. Southwest Republican Women, Alliston Grange, Durango Chamber of Commerce, American National Cattlemen, 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 Educational Seminars

<table>
<thead>
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<tr>
<td>1:30 p.m.-2:30 p.m.</td>
<td>Food Safety, Colleen Zenk, MN Beef Council</td>
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<tr>
<td>1:30 p.m.-2:30 p.m.</td>
<td>Beef Quality and Marketability, Dr. Ryan Cox, Assistant Professor and Extension Meats Specialist, University of Minnesota</td>
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Cattlemen’s College

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<td>5:00 p.m.-6:00 p.m.</td>
<td>Hospitality Sponsored by Form-A-Feed</td>
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<td>6:00 p.m.-10:00 p.m.</td>
<td>Dinner Sponsored by Purina</td>
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<tr>
<td>9:00 a.m.-10:30 a.m.</td>
<td>Welcome by Scott George, National Cattlemen’s Beef Association President</td>
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<tr>
<td>9:30 a.m.-11:30 a.m.</td>
<td>Entertainment by Gary McMahen, Bellvue, Colorado</td>
</tr>
<tr>
<td>10:30 a.m. &amp; Noon</td>
<td>Benefit Auction</td>
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</table>

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

Lee Leachman graduated from Harvard University with an Honors BA in Economics in 1985. 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 2005.

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:

S 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.

S 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.

S 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 Cattlemen’s Beef Association, the Beef Improvement Federation, and various breed associations. Lee frequently speaks at cattleman 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 continued to search 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 CattleFax, 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.

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 a 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 Food Science.

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." Rambler Jack Elliott

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

Gary McMahan 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. The past few years when Ian Tyson 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 in The Cowboy Poetry Gathering in Elko, Nevada. Sharing the stage with performers like 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.
Special Thanks to the MSCA Beef Alliance Members & Sponsors

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For Reservations Call: 866-386-5263
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 complementary 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 complementary 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 will provide 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 complementary 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

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Address: ________________________________________________
City ______ State ______ Zip_________
Email ____________________________ Phone_______________________

Payment Method: ☐ Check Enclosed (“MSCA Convention”) ☐ Send Invoice ☐ Credit Card
Credit Card: __ MC __ Visa __ Discover
Credit Card Number __________________________
Expiration Date __________________________

Indicate Names of Additional Guests You are Registering:
______________________________________________________________
______________________________________________________________
______________________________________________________________

Final Amount $________________

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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 Senates farm bill provides during the farm bill conference committees 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. “This will be a hard battle,” says Sell, with Combest-Sell and Associates in Washington, said 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 by Rep. Collin Peterson (D-MN) and Rep. Michael Guest (R-MS) was passed by a vote of 33-0.

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).

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.
SLAUGHTER COWS

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<td>VERNDALE</td>
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For complete Market Reports, Upcoming Sales/Consignments, and numerous other information check out our website at www.perhamstockyards.com
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 the pre-release estimate was for 1.4% more.

The fall run is upon us with heavy supplies of the 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 time of the year remain well below levels noted over the past few years.

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 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 180,000 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.
MN Grazing to Host Videoconference

The MN Grazing Lands Conservation Association (GLCA) is hosting the third annual Grazing and Soil Heath 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.

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 Agriculture 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/demagrant.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 Moenning, 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 Moenning, Seminar Heifer

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

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 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.”

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.

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.” ~ Margaret Mead
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. 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 Nutrist. Dr. Corners currently resides in Malvern, IA with his wife, Becky, and two daughters Isabella and Savannah.

Sara Colombe – MN Cattlemen’s 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 Cattlemen’s 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 agriculturists to feed the world, identify the role of technology in improving agricultural practices and develop a key message about agriculture.

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.

Minnesota Beef Alliance

Minnesota Beef Alliance

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- Standard Trade Show Booth
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- Sponsor Recognition in Tour Program

MSCA Annual Convention & Trade Show

- Premium Trade Show Booth (Double or Corner)
- Meal Sponsor
- Five Individual Registrations

Advertising in Minnesota Cattlemen Newspaper

- 6–½ page or 3 – Full Page Advertisements

Advertising in Membership Directory

- Full Page Advertisement

Coupon Offers

- Offer up to 10 Coupons to Appear in Newspaper

Direct Mailing

- Ability to Conduct One Direct Mailing to Entire MSCA Membership

**CHOICE LEVEL MEMBER**

**$3,500**

Summer Tour & Trade Show

- Standard Trade Show Booth
- 1/2 Page Color Ad in Tour Program
- Four Registrations
- Sponsor Recognition in Tour Program

MSCA Annual Convention & Trade Show

- General Trade Show Booth
- General Sponsor
- Three Individual Registrations

Advertising in Minnesota Cattlemen Newspaper

- 4–½ Page or 2 – Full Page Advertisements

**SELECT LEVEL MEMBER**

**$1,500**

MSCA Annual Convention & Trade Show

- Standard Trade Show Booth
- Two Individual Registrations

Advertising in Minnesota Cattlemen Newspaper

- 2–½ Page Advertisements

Advertising in Membership Directory

- Half Page Advertisement

Coupon Offers

- Offer up to 2 Coupons to Appear in Newspaper

**BASE LEVEL MEMBER**

**$100**

Annual Membership

- Annual Subscription to MSCA
- 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 Cattlemen**

If you would like to submit any information or advertising for the upcoming issue of the Minnesota Cattlemen 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 cattleman’s associations and cattle news in your area. Submit information to msca@fallsnet.com