



The Minnesota Cattleman

The Official Newspaper of the Minnesota State Cattlemen's Association

What's Inside

- Beef Council News 4-5
- Convention Round Up
- State Agency News
- Federal News



Volume 17 | Edition 1 | February 2016

MSCA Holds Successful Annual Convention

Cattlemen Meet in Hinckley for 2015 Annual Convention, set policy and focus on prevention.

More than 300 Minnesota cattlemen gathered in Hinckley, MN for the 2015 Minnesota Cattle Industry Convention. This premier policy & educational event in the Minnesota cattle industry, featured speakers and an industry leading tradeshow that gives cattlemen and women the tools to connect, learn and innovate into 2016.

"The Cattlemen's convention is a great opportunity for producers from across the state of all ages and all operation types to learn from leading industry experts and their fellow cattlemen and women," said MSCA President Tim Nolte "Never has producer education and ag. policy been more important in our industry."

During general sessions attendees had the opportunity to learn about the beef industry's role in sustainability, the beef industry long range plan, as well as economic and political summaries for 2015. Attendees also heard from state and national cattle industry leadership, as well as Congressmen Collin Peterson's efforts to defend the agriculture industry on behalf of Minnesota farmers and Ranchers in Washington, D.C. Members of the resolution committee set new



Representative Collin Peterson provided a federal legislative update at the MSCA convention opening session.

policy on buffers, elk, taxes and roadside mowing options.

Attendees of the 2015 MSCA Cattlemen's College had the opportunity to listen and interact with some of most influential regional experts in the beef industry. Topics ranged from stewardship of using antibiotics, implementing the veterinary feed directive, beef industry sustainability, livestock transportation best management practices and animal health. The Cattlemen's College session concluded with a preventative care panel of Minnesota cattle producers Jim Wulf & Grant Binford and Zoetis veterinarian Dr. John Rodgers. The panel was moderated by Lisa Pederson, NDSU Livestock Extension Specialist & North Dakota BQA Coordinator.

Attendees also the opportunity to engage with various government agencies to learn more about options to protect their herds from wolves in Minnesota. This workshop was a joint effort between USDA-APHIS-Wildlife Services, Minnesota DNR, Minnesota Board of Animal Health & the Minnesota State Cattlemen's Association and focused on the implementation of nonlethal methods of wolf control.

During Friday evening's banquet, Grand & Dawn Breitkreutz, 3rd generation farmers from Redwood Falls, MN were recognized as the 2015 Minnesota Cattlemen of the year. Artex Manufacturing, also of Redwood Falls, MN was named the 2015 Beef Industry Service Award winner. Artex is known for building the world's toughest line of manure spreaders, silage trailers and truck boxes - everything from start to finish, is handled in Redwood Falls, MN.

New MSCA Leadership Elections held during the MSCA annual meeting yielded changes in the board of directors. Eric Mousel - Jacobson, MN as Region 2/3 director, Nate Knobloch - Morris, MN as MSCA Region 4 director, Keith Carlson - Sandstone, MN as

Breitkreutz Family Selected as Cattlemen of the Year

The purpose of the Minnesota Cattlemen of the Year Award is to publically recognize and reward an individual cattlemen that has made a substantial contribution to Minnesota's beef cattle community. The Minnesota State Cattlemen's Association (MSCA) through the Minnesota Cattlemen of the Year award annually recognizes an individual cattlemen that has demonstrated outstanding leadership and personal dedication to Minnesota's cattle community.

The Minnesota State Cattlemen's Association (MSCA) presented Stoney Creek Farm, Dawn & Grant Breitkreutz of Redwood Falls, MN with the 2015 Cattlemen of the year award. They stated, "We are humbled, honored and blessed to have received the MSCA Cattlemen of the Year Award. Being part of the cattle community in this state has been rewarding and we have enjoyed working for and with people we have come to consider our family and look forward to continuing that work many years into the future."

Grant & Dawn are 3rd generation farmers who continually focus on the implementation



Grant and Dawn Breitkreutz after receiving the 2015 Minnesota Cattlemen of the Year award.

of numerous conservation practices to ensure the natural resources entrusted to them are well cared for and will remain productive for many years to come. Grant currently serves as the MSCA Cow/Calf chairmen and has previously served as a regional director. Dawn is currently serves on the board for their local cattlemen's association, the Redwood County Cattlemen. Together, they have been a stop on the MSCA summer tour, are an active part in the efforts that make FarmFest a success year after year, and engage in every aspect of the cattle industry in Minnesota.

Artex Manufacturing Named Beef Industry Service Award Winner

The purpose of the Minnesota Beef Industry Service Award is to publically recognize and reward individuals that have made a substantial professional contribution to Minnesota's Beef Industry. The Minnesota State Cattlemen's Association (MSCA) through the "Minnesota Beef Industry Service Award" periodically recognize individuals associated with the beef industry that have demonstrated outstanding leadership and personal dedication to Minnesota's Beef Industry.

In 2008 farmers union industries purchased Artex manufacturing from a Canadian entity. At this time it was known as Artex by redwood metal works as they added silage trailers and manure spreaders to the production of their rendering trailers. In 2014 the name redwood metal works was dropped, and the company is now known solely as Artex mfg. Today, Artex is known for building the world's toughest line of manure spreaders, silage trailers and truck boxes, and everything from start to finish is handled in Redwood Falls, MN. Its farming equipment, made by farmers, to stand up to the toughest work on earth.

MSCA Region 6 director and Jon Olson - Trimont, MN as MSCA Region 8 director. John Chute of Aitkin, MN was appointed as the new MSCA legislative chairmen. These changes, including new leadership contact information, can be found on page 2 and on the MSCA website. (www.mnsca.org) "I couldn't be happier with the new additions to the board," Nolte stated. "I feel we are all on the same page and look forward to improving our membership and communications in 2016," he added. "I Plan to continue saying fully engaged with key government agencies like the MPCA, DNR and NRCS to continue to build a friendly environment for our industry in Minnesota."



Grant Breitkreutz along with Shawn Guetter of Artex Manufacturing at MSCA annual banquet.

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NEWS - TIME SENSITIVE MATERIAL

Hello, I hope winter is treating you well. We've just completed a very successful annual convention in Hinckley. Next year, the convention will be held at the Double Tree in the cities. Thank you to everyone who helped organized and attended the convention.

Right after the convention, the Minnesota State Cattlemen Association immediately engaged with the DNR to address cattle producers concerns with the 2016-2020 DNR Elk Long Range Plan. It didn't take long for me to become really educated about how important this topic is for everyone in the State, not just for those who live in the area currently affected by the Elk. Stakeholders in this region have great concern over the DNR ability to manage any more Elk than what they already have.

Another hot button issue for many of our members is the issue of the state buying land or trying to buy land throughout the state. It's one issue for them to purchase all of this land, but how the manage this land is another. Additional land purchases are for wildlife, and that is fine. But from what I can see is these land purchase routinely provide two out of three things required for wildlife, water & cover. As a result, wildlife (whether it is turkey, deer or elk) end up on private land for their feed. The DNR needs to put increased efforts into providing their own food source for these animals they are trying to create additional habitat for. Whether it is through grazing to improve the feed source, food plots or even some row crop or forage plots to help take the pressure off the few farmers and ranchers we have left in this state. Our board is going to continue conversations with the state to see if we can find some common ground.

Many people from Minnesota will be traveling to San Diego to represent and share our perspective Minnesota on committees at the National Cattle Industry Convention. This is a very important grass roots effort, thank you for those who are going.

February and March are very busy with meetings at local associations and state agencies. If anyone needs anything or has concerns please call one of us.

HAPPY NEW YEAR from the Minnesota Cattlewomen's Association! CattleWomen kicked off the year in California! Ladies attended the 2016 National Cattlemen Beef Association Convention and Trade Show from January 27-30. Congrats to Penny Zimmerman, MNCW Past-President, who will be serving in a new position on the American National CattleWomen Officer Team! Ladies were able to attend participation in various sessions, committee meetings, and various workshops during the American National CattleWomen portion of the convention.



TIM NOLTE
President, Minnesota State Cattlemen's Association

As I reflect on 2015, I want to express my sincere appreciation to Ashley Kohls for playing a key role in the execution of a very successful State Convention. Convention continues to bring together our state's best and brightest cattlemen and cattlemen to learn from industry experts and each other, thank you to all those who attended!



DICK PESEK
Chairman, Feeder Council

In early January the United States Government released the updated Dietary Guidelines. The updated guidelines were an improvement from the original proposed guidelines and are considered to be a win for livestock producers. The preliminary guidelines released earlier in 2015 proposed that lean meat play a lesser role in American's diets. The final version of the guidelines encourages consumers to eat a balanced diet which includes lean meats. Although many people assume the guidelines are targeted at the average consumer, they are critically important in the development of the school lunch program and other government food programs. Several national livestock groups, including NCBA, fought to ensure that lean meat continues to have a place on American's dinner plates.

One of the biggest issues of 2016 is sure to be the continued discussion around antibiotic use in farm animals. As of January 1, 2017 the Food and Drug Administration will be enforcing FDA Guidance 209 and 213. This means that in order to administer antibiotics that are considered important in human medicine to animals farmers will be required to have a Veterinary Feed Directive (VFD) and a valid Veterinary Client Patient Relationship (VPCR). These regulations will impact farmers, veterinarians and feed manufacturers. I encourage everyone to take a proactive approach to these regulations to ensure you have the necessary relationships with your feed manufacturer and veterinarian in place before January 1, 2017. For more information about the new regulations visit: fda.gov and search VFD.

The Midwest Cattlemen's Association has started preparations for the 2016 Summer Tour that will be based out of the Minnesota West Campus in Canby. Mark July 12, 2016 on your calendars and stay tuned for more details!



SARAH COLOMBE
President, Minnesota CattleWomen

The winter meeting season is upon us. It seems possible to attend a meeting five days a week if you choose. The MSCA will be represented at many meetings that pertain to the cattle industry. The entire elected board, with the guidance of Ashley, divides up and attends many meetings throughout the year to represent the membership of MSCA. It is very evident that as the MSCA keeps attending more meetings across the state, we then get invited to more meetings. This has put the MSCA in a very good position to be able to comment on issues affecting the cattle industry state-wide. Our attendance at these meetings is not always a comfortable situation. This last year we were represented at the Pheasant Summit and are now dealing with a grass buffer initiative as a result of that meeting. These meetings don't always go the way we hope they should but at least we have the opportunity to voice our opinions. We have met with the DNR and have many more meetings scheduled regarding the issues of elk, wolves, and grazing public lands, and we will continue to do our best to represent your interests at these meetings. We will also be attending the Governor's Water Summit and hope that we don't have to deal with a similar outcome after his Pheasant Summit.



GRANT BREITKREUTZ
Chairman, Cow-Calf Council

If your local cattlemen's group is having a meeting and would like one of us to come and update your group, please give us a call. We enjoy going to these local meetings but need an invitation so we know when your meeting is being held. Remember to stay in contact with your region director for these meetings also. If you don't know who your director is, you can find them on the MSCA website.

I would like to thank all the vendors and attendees who made our annual convention another great success. It is always great to see old friends and meet new ones. Dawn and I feel very honored to have received the Cattlemen of the Year Award. It has been a great pleasure traveling the state to attend numerous meetings, which has given us the opportunity to meet so many interesting and passionate cattlemen and women.

I hope you find all your waters ice-free in the morning!

Attention Ladies! Do you want to become more involved in the beef community? Start by attending the American National CattleWomen Region III and VII Conference in Missouri! This conference will have ladies from Missouri, Iowa, North Dakota, South Dakota, Nebraska, Kansas, Wisconsin, and Illinois. The conference is June 2-4 at The Elms Hotel and Spa. Registration for the entire conference is \$100.00. Registration includes all events and meals starting at registration Thursday, June 2-Saturday, June 4. Early registration deadline is April 20. Access registration forms on the Minnesota CattleWomen's Association Facebook page or Minnesota CattleWomen's Association website (minnesotacattlewomenassociation.weebly.com).

Until next time always remember, Beef. It's What's for Dinner!

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Minnesota Cattleman
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Executive Director Notes

Hello from the MSCA office! As Craig and I prepare for calving in a few short weeks, I find myself reflecting on the past year as the executive director of your organization and the events that have taken place in the cattle industry. We feel continually blessed to be a part of the cattle industry and community in Minnesota.



ASHLEY KOHLS
Executive Director

Our concerns and challenges during the upcoming calving season will continue to differ than our members who live in the northern half of our state as they strive to protect their family's livelihood from an ever increasing predator, the grey wolf. I would like to express a sincere thank-you to all of those who have stepped up to help write letters, make phone calls and spread the word to many elected officials and state/national agencies about the need to delist the wolves as soon as possible! 2016 will be a year of changes for the cattle feeding industry as well. The Veterinary Feed Directive, the VFD, will be a change for those us who feed cattle and, from time to time, need to utilize antibiotics administered through feed to treat our cattle. Though this change may result in an increase in paperwork, the alternative is the removal these antibiotics as an option for us to treat our cattle. We as an organization are working very hard to ensure any future regulations that impact our industry are written based on sound science and common sense to better the world we live in, not simply to appease the loudest voice in the room.

One thing I've learned for sure in the past year is that we have a voice as an organization, and it rings pretty loudly when we work together! Our next challenge as an organization in the coming year is to connect with those who are seeking an elected office in the election this fall. We need to ensure that conversations and questions about agriculture policies and priorities are happening to ensure our industry is protected after leadership changes happen. I am continually impressed with the caliber of cattle producers we have within our organization. Your current executive board and regional directors are progressive and working hard to represent our organization on many levels.

Finally, with the 2015 MSCA annual convention behind us, I would like to say a personal thank-you to all of the members, industry professionals and businesses who support the Minnesota State Cattlemen's Association. Without this support, the goals and efforts of this organization would not be possible! As always, please don't hesitate to call if you have any questions or concerns, I love to hear from our members!

MSCA Membership Recruitment and Benefits

The MSCA relies heavily on a grassroots process of local cattlemen's associations and volunteer leaders to recruit and retain members. The MSCA looks to reward recruiters with the following benefits.

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 \$100 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.

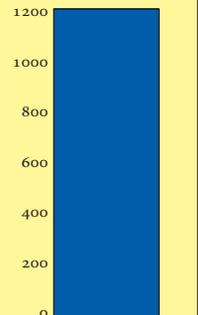
Don't Forget to Renew Your Membership!

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

The MSCA saw many successes in terms of our priority issues in 2015. Looking forward to 2016, we will be focused on many of the same issues, but we will also be closely monitoring many other issues affecting Minnesota cattlemen.

Be sure to send in your membership renewal as soon as you can so we can continue having cattlemen working for cattlemen! (See membership form on back page)

MSCA Membership Goal



Minnesota Beef Alliance Members

Thanks to the following businesses that have already joined the Minnesota Beef Alliance in 2015! If you are interested in learning more about the alliance, contact the MSCA office at 612-618-6619 or visit www.mnsca.org.

Prime	Choice	Select
American Foods	Zoetis	Artex Manufacturing
Carlson Wholesale	Central Livestock	Leed Stone
Wulf Cattle	Summit Livestock Facilities	Purina Animal Nutrition
Minnesota Beef Council	Wieser Concrete	Arm & Hammer Animal Nutrition

Karlie Breitreutz – MSCA Jr Association President

Hi everyone, and happy belated New Years! With the a New Year comes New Year's resolutions and mine as the Minnesota State Cattlemen's Junior Association president is to grow our organization, and work towards bridging the gap between producers and consumers. Growing up I've been fortunate enough to be able to travel with my parents and meet many different producers in our industry, with that being said, I've also met a lot of misinformed consumers. One of my favorite quotes on this topic is as follows, "You are not entitled to your opinion. You are entitled to your informed opinion. No one is entitled to be ignorant with such vast resources for knowledge." – Author Unknown. The Cattlemen's have opened many doors in reaching out to our consumers, and being advocates for our great product, beef, I take it upon myself to represent our industry as well as possible. The junior association is an amazing way to reach the "chicken nugget" generation, as we are referred to, we plan to take full advantage of every opportunity given to us. We are also always looking for any and all new members, I'm sure everyone knows a farm kid somewhere that has the potential to be a very good part of our association, I ask you to reach out to them, as we all know; the more the merrier! We have many exciting things coming up this year, including the summer beef tour in Canby, hosted by the Mid-West Cattlemen's, we are hoping to be able to have a bus filled with junior members on the tour. We also have Farm-Fest, August 2nd-4th, we can never have too many volunteers at the Beef Booth! I know there are a lot of functions, meetings, etc. happening around the state, if there is ever an event that you think we should have member at, or if you need volunteers, I urge you to reach out to myself, or another member of the association! We are always looking for more opportunities to represent our industry! Thank you for your time.

Till next time! -Karlie D. Breitreutz

Upcoming Events/Important Dates

- March 19th: MSCA Quarterly Board of Directors Meeting - Lake City, Mn Sportsman Club 10:00 am
- July 11: MSCA Quarterly Board of Directors Meeting – Canby, MN 10:00 am
- July 12: MSCA Summer Tour - Canby, MN
- August 2 - 4 : FarmFest – Redwood Falls, MN
- September: (Date TBD) MSCA Quarterly Board of Directors Meeting – Nolte's Residence - Sebeka, MN
- Dec. 1 - 3: MSCA Annual Convention & Trade Show, Double Tree – Bloomington, MN

2016 University of Minnesota Beef Team home study Courses

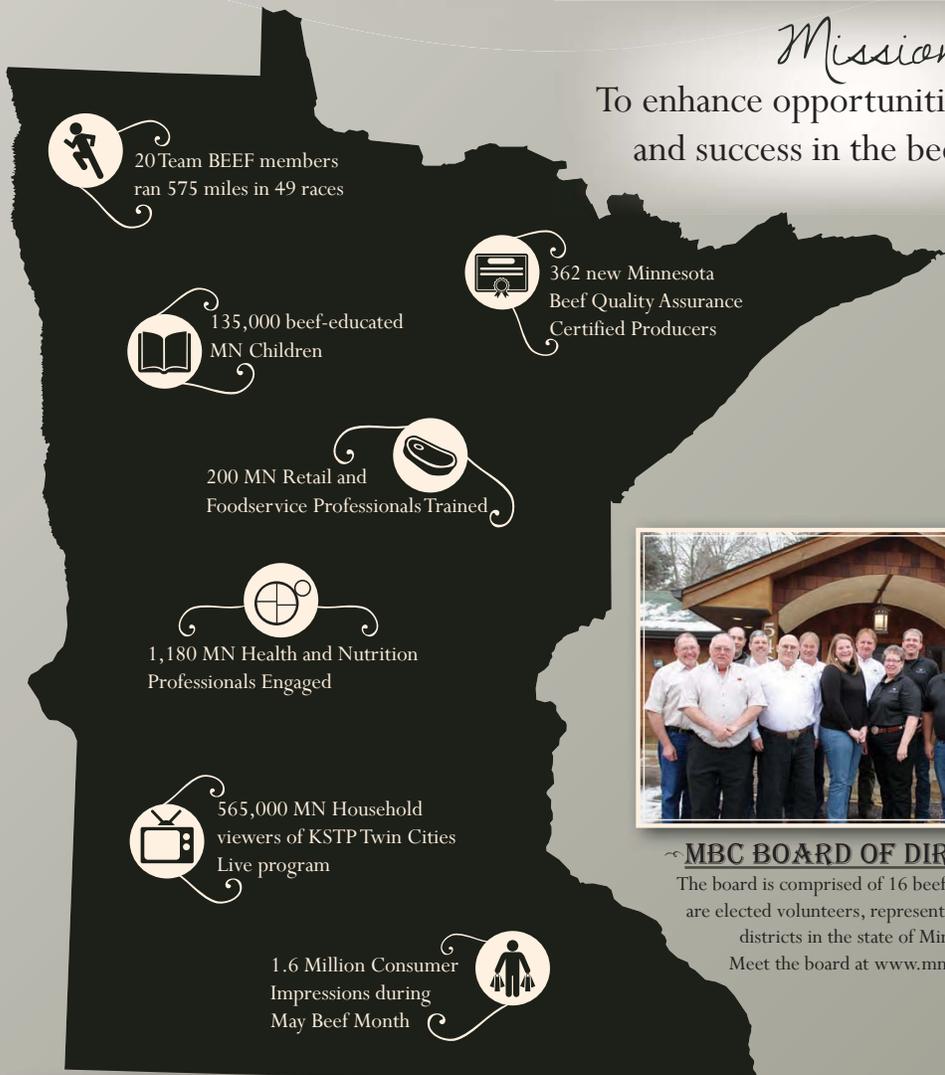
The University of Minnesota Beef Team is offering two online Home Study Courses in 2016, titled "Introduction to Cow/Calf Nutrition" and "Health Management for the Cow/Calf Herd". Courses focus on practical applications through all phases of cow/calf production.

Each lesson will include online activities designed to encourage participants to become familiar with electronic resources and an online forum gives participants the opportunity to connect with other producers. The first lessons will be available February 15, 2016 and the following lessons will be posted every 2 weeks.

The fee for course registration is \$75 and can be completed at <http://z.umn.edu/2016intronutrition> for Introduction to Cow/Calf Nutrition and <http://z.umn.edu/2016healthmanagement> for Health Management for the Cow/Calf Herd.

Registration is open through February 15, 2016. Internet access and Microsoft Office software are required.

Contact Nicole Kenney-Rambo at nmkenney@umn.edu or 320.235.0726 ext 2009 with questions or visit www.extension.umn.edu/beef for further details and a list of lessons offered within each course.



Mission

To enhance opportunities for growth and success in the beef industry.



MBC BOARD OF DIRECTORS

The board is comprised of 16 beef producers who are elected volunteers, representing geographic districts in the state of Minnesota. Meet the board at www.mnbeef.org.

~ **TWIN CITIES LIVE** ~

Twin Cities Live is an afternoon program that airs on KSTP. We partnered on their 12 Days of Grilling campaign that generated over 565,000 household viewer impressions and our featured recipes were consistently the top viewed stories on their website.

~ **TEAM BEEF MINNESOTA** ~



Team BEEF Minnesota team members collectively participated in more than 49 races and ran more than 575 miles throughout the racing season - during this time team members actively promoted and advocated about the benefits of beef.

~ **MN LYNX BASKETBALL** ~

Minnesota Beef Council (MBC) partnered with the WNBA Champion Minnesota Lynx basketball team. Through various digital advertisements, MBC received 60,000 impressions and drove nearly 10,000 visitors to the "Beef. It's What's For Dinner" website.

~ **CONSUMER EVENTS** ~

Through various food related events, such as MN Monthly Food & Wine Experience in Minneapolis, Minnesota Monthly GrillFest, Twin Cities Burger Battle and others, MBC engaged with over 10,000 attendees, providing education about beef preparation and selection.



~ **MAY BEEF MONTH BY THE NUMBERS** ~



Traditionally, grilling season is kicked off in May, which happens to be Beef Month in Minnesota. This May, our Beef Backer chef was featured on five news segments, giving tips and tricks for grilling the perfect steak at home.

- ☞ 5 media segments on local stations
- ☞ 6 spokespeople media-trained
- ☞ 195,215 broadcast impressions
- ☞ 1,320,980 online monthly impressions
- ☞ 116,449 social reach from MN Beef Facebook page

~ **LOCAL SUPPORT** ~

MBC contributed \$5,900 through the Local Producer Promotion Program to local organizations, promoting beef to consumers.

~ **DIGITAL PROMOTION** ~

The beef checkoff program works to build demand for beef by reaching consumers via digital advertising and targeting Metropolitan Millennial shoppers. Through MBC advertising efforts, 210,000 consumers were driven to the "Beef. It's What's For Dinner." webpage and over 415,000 consumers were driven to view beef inspired videos on YouTube.

~ **RESEARCH** ~

Funds are allocated to various research projects related to beef product enhancement, nutrition of beef, beef safety and beef sustainability.

~ **STATE FAIR** ~



Each year, the Minnesota State Fair attracts nearly 2 million consumers. The MBC booth is located in the heart of traffic and featured the theme, "Beef: Nourishment to Thrive." Visitors stopped by to participate in our photo booth promoting beef, get their hands on great recipes and ask questions about how cattle are raised.

~ **AGRICULTURAL LITERACY** ~



Through our partnership with Minnesota Agriculture in the Classroom, over 135,000 students and 4,500 teachers learned about beef through agricultural literacy efforts.

~ **ISSUES MANAGEMENT** ~

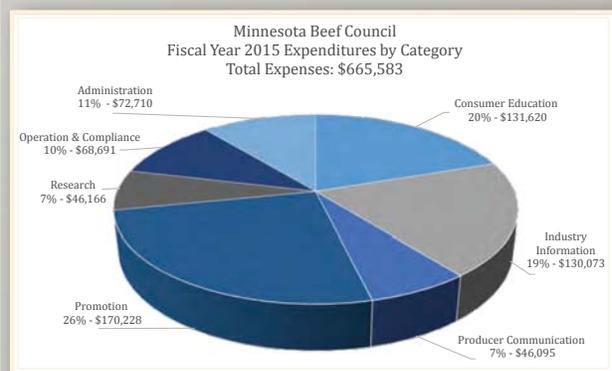
The beef checkoff program monitors and tracks media stories related to our industry. When needed, responses to misinformation are disseminated in an effort to deliver factual information related to how our cattle are raised and processed, along with the nutritional components of our product.

~ **FUNDING PRIORITIES** ~

We have reduced administrative expenditures by 18.7% in the last two years. This reduction in administrative expenses has a direct impact, increasing expenditures in our primary program categories: research, education and promotion.

~ **MBC STAFF** ~

- Karin Schaefer, Executive Director
- Katie Davis, Business Manager
- Kaye Strohhahn, Director of Marketing
- Royalee Rhoads, Director of Industry Relations
- Colleen Zenk, Food and Nutrition Consultant
- Ashley Kohls, Beef Quality Assurance Coordinator



DEAR FELLOW BEEF PRODUCERS,

Many Americans have become afraid of the food they eat. It's no wonder. Headlines admonish them to avoid fat. Newscasters gravely announce the latest study about one food ingredient or another. Bloggers rant about pesticides, hormones, antibiotics and/or their pet dietary restrictions. Every neighbor, it seems, touts his or her favorite diet regimen.

Meanwhile, beef and other good, basic foods have often fallen from the discussions, at least the ones that present our products – and our industries – accurately.

Without a bottomless funding source, it would be impossible to counter all of the swirling, often internet-based negative information. However, through your Beef Checkoff Program a tremendous amount of work is being done to increase understanding of beef, and present positive impressions of beef producers.

The information in this report isn't the whole story of those efforts, but it will give you an overview of the progress being made on your behalf with consumers. Through the partnership between your state beef council and the national Beef Checkoff Program, we are having success in building more demand for what we produce and trust in how we produce it.

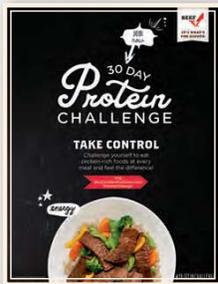
For more information on beef checkoff efforts, please contact your state beef council. I want you to know that I and other beef producers on voluntary boards helping direct these efforts always have your interests – our interests – at heart.

Yours truly,

Jennifer Houston
Chairman, Federation of State Beef Councils



Funded by the Beef Checkoff.

~ PROTEIN STAGES A COMEBACK ~

After decades of taking a back seat to publicity about carbohydrates and fat, protein is making a comeback. Today, the macronutrient is the focus of both research and positive information, and reasserting itself as a key component of a healthful diet.

It makes sense. Protein is essential to the diet, while protein from animal foods is more rapidly and readily absorbed than plant protein in our diets. A 3-ounce serving of lean beef provides 25 grams of protein – as well as 10 essential nutrients – in just 154 calories.

The beef industry has been promoting the message of protein and its value for years, but the Beef Checkoff Program took it to a new level in 2015 by helping coordinate the Protein Challenge, a 30-day step-by-step way for consumers to understand how protein intake could be balanced to optimize good health through the diet. The idea was for consumers to work their way up to eating 30 grams of protein at every meal, giving them the chance to feel the difference in their everyday lives.

Studies show doing this would not only improve health, but control food cravings at critical times during the day. It will help consumers take control of their appetites and kick-start benefits of balancing protein consumption.

During a national program introduction in April 2015 more than 10,500 consumers were actively participating in the program by subscribing to a daily inspirational email, which helped them succeed in keeping to their protein intake goals. The program's website landing page had become the most visited page on the www.beefitswhatsfordinner.com website, with more than 70,000 visits over the first month, thanks to state and national efforts to promote it.

~ A SHARPENED TOOL FOR DEFENDING THE INDUSTRY ~

Having producers trained and able to defend their product and their practices is an important element of a successful “on the ground” strategy. The Beef Checkoff Program's Masters of Beef Advocacy (MBA) program, with about 6,000 graduates to date nationwide, is an effort to properly arm producers with the facts they need when in contact with consumers.

A new version of the MBA program called MBA 2.0 was launched this past year, allowing beef and dairy producers to step up and be true “advocates” for their industry. Building on the success of the original MBA program, MBA has new content based on consumer research that tackles current questions about the beef industry and its end product. The new elements of MBA 2.0 take about an hour to complete.

Those who complete the MBA program say it allowed them to gain a clear and useful understanding of beef industry issues that are important to consumers, and as a result are important for producers to share. To sign up for the MBA program go to www.beef.org/mba.

~ FIVE KEY FINDINGS OF THE CONSUMER BEEF INDEX ~

- 88% An overwhelming majority of millennials (79 percent) believe the positives of beef outweigh the negatives.
- 88% Among the beef industry's core audience (millennial parents) more than four of five (82 percent) think the positives either strongly or somewhat outweigh the negatives.
- 88% For the first time, when asked “which do you prefer to eat for dinner,” an equal proportion of consumers (34 percent) prefer beef as prefer chicken. (As recently as 2012, 38 percent preferred chicken, while 29 percent preferred beef).

After nearly a decade of recession, lower supply and higher beef prices, the decline in beef consumption appears to have stabilized at an average of two servings per week.

More Americans intend to increase beef consumption in the future as intend to decrease it (18 percent versus 15 percent).

The Consumer Beef Index is a semi-annual national survey completed with more than a thousand U.S. consumers ages 13-65. Initially developed in 2006, it is used by the Beef Checkoff Program to track changes in consumer perception of beef, assess the impact of the industry's communications efforts, monitor areas of relative strength and potential vulnerability for beef and provide input for national checkoff strategies.

DIGITAL ADVERTISING CONTINUES TO BUILD

This past summer the Beef Checkoff Program made the biggest push yet for its "Beef. It's What's For Dinner" digital campaign, reaching consumers in a variety of ways, across different platforms:

The BeefItsWhatsForDinner.com website, which serves as the go-to resource for recipes and meal inspirations, cooking tips and techniques, and nutrition information. A new landing page supporting the grilling season was launched;



New videos, with three new "No-Recipe Recipe" advertising spots created to inspire new meal ideas and cooking techniques, while showing how beef can help bring a delicious and nutritious meal to life;

Social, Banners, Search Advertising, used throughout the summer to drive traffic to the website and various content assets throughout the year, such as recipe collections, videos and the grilling season landing page; and

The Protein Challenge, launched in April 2015, which was the most popular page on the website. Search and Facebook advertising efforts motivated more than 10,500 consumers to subscribe to daily Protein Challenge e-mails.

SUPPORT GROWS AS KNOWLEDGE IMPROVES

Research shows three of four producers support the Beef Checkoff Program, and that the more they know about the program the more supportive they are. That same research shows the number of producers who say they do not support the program is the lowest ever found – 10 percent.

The survey of beef and dairy producers nationwide was conducted by an independent research firm in June and July. It found a vast majority of beef and dairy producers continue to say their beef checkoff has value for them by contributing to a positive trend in beef demand, contributing to the profitability of their operations, representing their interests and being well-managed.

BEEF EXPORTS DELIVER STRONG VALUE FOR PRODUCERS

Beef exports continue to deliver excellent returns for producers, as the value per head of fed slaughter was nearly \$292 in 2015. While the tightening of U.S. beef supplies has constrained overall export volume growth for the past three years, international demand has remained strong as customers have paid higher prices, supporting record export values.

With USDA forecasting a 4.5 percent increase in U.S. beef production next year, there will be greater availability of U.S. beef cuts that command a premium overseas, including short ribs, short plate, skirts, chuck rolls and tongues. Checkoff-funded efforts conducted by the U.S. Meat Export Federation around the world are focused on those markets that maximize potential for U.S. beef exports.

CATTLEMEN'S BEEF BOARD FISCAL YEAR 2015 EXPENDITURES

Administration	\$1,541,927	
USDA Oversight*	\$246,889	
Program Development	\$315,491	
Program Evaluation	\$202,093	
Producer Communications	\$1,555,711	
Foreign Marketing	\$7,661,822	
Industry Information	\$1,781,595	
Consumer Information	\$10,660,349	
Research	\$9,776,601	
Promotion	\$8,092,825	
Total expenses	\$41,835,303	

Unaudited numbers

*This total also includes CBB's costs associated with Freedom of Information Act requests and legal fees associated with lawsuits.

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MSCA Benefit Auction at the annual convention, auctioneered by Darrell Regnier

Thank you to all the auction donors and bidders that contributed to the 2015 Annual Auction held at the MSCA Annual Convention and Trade Show in Hinkley, MN. Over \$15,000 was raised to fulfill MSCA's mission. This event is one of the organizations largest fundraisers of the year which allows the MSCA to continue the important work of the association. A special thank you to the Beef Ambassadors for assisting with the auction and to Darrell Regnier for his auctioneering services.

A BIG Thank-you to all of our auction donors!

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Sioux Nation Ag. Center
Dale & Linda Lueck
West Central Cattlemen
Artex Manufacturing

Special Thanks to our Speakers

Dr. Kim Stackhouse - high level overview
Cattlemen's College - Dr. John Rodgers "Stewardship of using antibiotics in cattle here and into the future" Sponsored by Zoetis
Cattlemen's College- Kim Stackhouse - Regional Sustainability Data Sponsored by NCBA
Cattlemen's College - Lisa Pederson - NDSU Livestock Extension Specialist, ND BQA Coordinator - Transportation BMP's Sponsored by United FCS
Preventative Care Panel - Dr. John Rodgers, Jim Wulf, Grant Binford, Lisa Pederson Sponsored by MSCA
Wolf Workshop - Dan Stark, MN DNR wolf population and status update.
Wolf Workshop - John Hart, USDA Wildlife Services, MN wolf depredation update.
Wolf Workshop - Don Myron, MN Board of Animal Health, carcass disposal/composting.
Wolf Workshop - Michael Marlow, USDA-APHIS-WS, Developing and Implementing Strategies for Non-lethal Predator
Breakfast Briefing - Bruce Kleven, MSCA Legislative Advisor
Breakfast Briefing - Marci Schlup, Public Lands Council
Jessica Sampson - Agricultural Economist, Livestock Marketing Information Center (Lakewood, CO) Sponsored by Tri County Cattlemen's Association

MSCA Resolution Committee Makes Updates

Prior to the 2015 MSCA annual convention, the resolutions committee combed through the MSCA policy book to make updates to expiring resolutions and to approve new resolutions brought to the committee. Below are the updated and new resolutions discussed by the committee. For a complete version of the MSCA 2015 Policy book, please contact the MSCA office at mnsca@mnsca.org.

Estate Tax (2015) – Proposed for approval at annual meeting 12/3/15, approved 12/5/15

WHEREAS, the Minnesota State Estate Tax exemption is significantly lower than the federal estate exemption.

BE IT RESOLVED, MSCA supports raising the Minnesota State Estate Tax exemption be no less than the federal level.

Health Care (2015) - Proposed for approval at annual meeting 12/3/15 – approved 12/5/15

WHEREAS, the MSCA recognizes that current health insurance premium rate increases are unsustainable for individual families to financially afford.

BE IT RESOLVED, that the MSCA opposes health insurance premium increases greater than the rate of inflation.

Buffer Strips- Proposed for approval at annual meeting 12/3/15 – approved 12/5/15

WHEREAS, it is not proven that buffer strips will improve water quality due to variations in topography.

WHEREAS, buffer strip regulations infringe on private property rights.

BE IT RESOLVED, MSCA supports the repealing of the 2015 buffer strip mandate.

BE IT FURTHER RESOLVED, MSCA opposes mandatory buffer strips on private benefited areas.

WHEREAS, the 2015 buffer strip mandate is passed.

WHEREAS, MSCA supports repeal of the 2015 buffer strip mandate, until repealed, the 2015 mandate

needs modification.

BE IT RESOLVED, a) Local units of government shall be the enforcement entity for state buffer requirements. b) Extend timelines are needed for implementation of buffer setbacks. c) Full consideration of alternate conservation methods such as berms, tillage, and water retention for substitution of buffers should be considered. d) When farmers put in buffers next to bodies of water and those bodies of water move, then the buffer boundary is grandfathered in and no additional buffering boundary is required.

e) Any land put in a mandatory buffer strip shall be exempt from all property taxes. f) No trespassing shall be permitted on buffer strips. g) Reimbursement of implementation expenses shall be paid to landowners from the state of Minnesota.

BE IT FURTHER RESOLVED, MSCA does not support buffer areas which are not currently wetlands from becoming wetlands. BE IT FURTHER RESOLVED, MSCA does not support any effort by the FSA to re-evaluate base acres due to the inclusion of state mandated buffers.

Elk Management - Proposed for approval at annual meeting 12/3/15 – approved 12/5/15

WHEREAS, Minnesota is now a TB status Free State and free ranging elk may be a carrier (TB Positive) and could transfer this disease to cattle.

BE IT RESOLVED, MSCA opposes any study or introduction of additional free ranging elk.

Roadside Mowing - Proposed for approval at annual meeting 12/3/15 -12/3/15

WHEREAS, the agricultural industry in the state of Minnesota has substantial investment in roadside ditches and buffers.

BE IT RESOLVED, MSCA opposes any restrictions on mowing roadside ditches and buffers.

2015 Action on National Priority Issues

International Trade

International trade continues to be a priority issue for cattle producers. Increasing access to foreign markets provides exponential opportunity for the U.S. beef industry. In 2014, U.S. beef exports accounted for over \$7 billion in total sales and added over \$350 in value for every head of cattle sold. That value is realized throughout all segments of the industry and will only grow as the demand for U.S. beef increases. We had a victory in June with the passage of Trade Promotion Authority, which laid the foundation to conclude negotiations on the Trans-Pacific Partnership, a multi-lateral trade agreement that would give the United States greater access to market our beef to many countries in the Pacific Rim. Already accounting for about 60 percent of total U.S. beef exports, this agreement will lower tariffs on beef we export to other TPP countries, allowing us to continue to grow our market share in Asia and South America.

The TPP agreement concluded in October after five years of negotiations and the text of the agreement is now available to the public. While the agreement is not perfect, it is a vast improvement over the massive tariff rates on U.S. beef, and it is the greatest market access that has ever been negotiated to Japan. By working collaboratively, we were able to achieve more than we could have alone. In some countries, tariffs will be repealed immediately while others will be eliminated over a few years. Upon implementation, the TPP agreement will immediately reduce the massive tariff to Japan, our largest export market for U.S. beef, from 38.5 percent to 27.5 percent and will

2015 Action . . . continued on page 10

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 Minnesota Corn GROWERS ASSOCIATION

Mary Waibel
Courtland, Minnesota

2015 Legislative Review 2015 Action on State Priority Issues

The 2015 session began on Tuesday, January 6, with a projected budget surplus of over \$1 billion. By the end of February, the surplus had grown to nearly \$2 billion, all but ensuring a special session would be avoided because there was no budget deficit to fill. Governor Dayton wanted to spend the entire surplus, the House wanted to give it all back, and the Senate wanted a mix of the two. The debate over the surplus continued throughout the session but in the end the leaders could not agree on what to do with it. In the final days of the regular session, Governor Dayton dug his heels in over pre-kindergarten funding and ultimately vetoed three omnibus finance bills, making a special session necessary anyway. The special session was completed on June 19, well before the current fiscal year ended at midnight on June 30. The next regular session will convene at noon on Tuesday, March 8, 2016.

Ag Coalition Research Board

A coalition of Minnesota's major commodity and farm groups, including the MSCA, proposed a \$30 million rural research and agriculture initiative this year. The final agricultural finance bill provides \$12.983 million for this initiative (\$4.483 million the first year and \$8.5 million the second year).

Wolves

The agricultural finance bill provides \$400,000 for livestock depredation payments, up from \$50,000 in the 2013 finance bill. Language was also adopted this year that requires the Commissioner of Agriculture to seek federal reimbursement for any compensation payment issued as long as the gray wolf is listed and the federal government prevents livestock producers from protecting their livestock. A bill reinstating the five-year moratorium on wolf hunting, and a bill prohibiting the trapping, baiting, or snaring of wolves, were introduced in both Houses but were not given a hearing in either body.

Buffers

Just days after being sworn in to a second term, Governor Dayton announced in January that he would like to see a 50-foot buffer strip along every stream, drainage ditch, and river in the State. The Governor's buffer bill was highly controversial throughout the session, and in the end, the following provisions were adopted:

- Public waters must have a minimum buffer of 30 feet (with an average of 50 feet) by November, 2017;
- Public ditches must have a minimum buffer of 16.5 feet by November, 2018;
- Maps will be created for public waters and drainage ditches subject to the required buffers;
- An administrative penalty of \$500 may be assessed for non-compliance; and
- \$11 million per year was appropriated for implementation of the new law.

Many questions about the implementation of the buffer law remain. Before anything substantive happens, the DNR is required to make maps of the waterways affected by the new law. Once the maps are produced, farmers can see what the government is requiring them to do. There is a strong possibility the buffer law will be further clarified next session.

MPCA Citizens Board

On a bi-partisan basis, the legislature eliminated the MPCA Citizens Board this year and Governor Dayton signed the bill into law. But defying the legislature, Governor Dayton unilaterally formed a new citizen's advisory board in August. The new board will still have eight members appointed by the Governor but without the consent or advice of the legislature. It will provide recommendations on environmental review documents; on the issuance, reissuance,

modification and revocation of permits; on the adoption or revision of agency rules; and on requests for variances from rules. The old board had the power to approve or deny permits and to order additional environmental reviews but the new one does not.

Livestock Study

The agricultural finance bill provides \$25,000 to the Commissioner of Agriculture to conduct a study of livestock growth or decline in Minnesota and surrounding states.

Tax Bill

The House and Senate each passed a tax bill but an overall agreement on tax provisions was not reached this year. The House bill includes the following provisions of interest to agriculture:

- Language providing an agricultural property tax credit equal to 50% of the property tax attributable to school district bonded debt levies;
- Language requiring that property tax payments be made on state-purchased land; and
- Language allowing a reverse referendum if a county or city increases a property tax levy.

The Senate bill includes the following provisions of interest to agriculture:

- Language clarifying that land enrolled in the federal Conservation Reserve Program (CRP) is considered to be an agricultural use for property tax purposes;
- Language providing a targeted ag land tax credit if the landowner's property taxes increased by 8% and at least \$200 or more (with a maximum credit of \$2,000); and
- Language requiring a study of valuing ag land for tax purposes based on production value.

Roadside Mowing

A bill limiting mowing on all federal and state highways until after August 1 of each year was included in a Senate finance bill but was dropped in a conference committee. As introduced, the bill delayed mowing on all federal and state highways until after August 1 of each year, required a permit for haying, and implemented a misdemeanor penalty for violations. The permit and penalty provisions were removed during the first committee hearing.

Nuisance Protection

A bill to clarify agricultural nuisance statutes to state that compliance with an operating permit is a defense to a nuisance action was heard in House and Senate committees but was not adopted. The bill prohibited legal actions against a farm when the agricultural operation is in compliance with various state air and odor quality standards.

Antibiotics

A bill designed to maintain the effectiveness of medically important antibiotics used in the treatment of diseases in humans by completely outlawing the use of non-therapeutic antibiotics in animal feed was introduced in both Houses but was not given a hearing in either body.

Transportation Funding

The House and Senate each passed an aggressive transportation finance bill but a final agreement was not reached this year. The main funding sources in the Senate DFL bill include a 6.5% wholesale sales tax on fuel, an increase in license tab fees, and a ¼ cent sales tax increase in the metro area. The House Republican bill redirected the current sales tax collected on auto parts, vehicle rentals, and leasing; provided additional bonding money, and included MnDOT efficiency savings and money from the projected surplus.

2015 Action . . . continued from page 14

continue to decrease over the 15 years.

Transportation

On the transportation front, the U.S. Department of Transportation granted a two-year exemption in June to the Hours-of-Service requirement for the transportation of livestock, a rule livestock producers continue to fight because of animal welfare concerns. We were hopeful a permanent fix would be included in the Highway Bill, unfortunately the House-passed bill failed to address this rule, as well as the much-needed modernization of our nation's outdated truck weight laws, despite two commonsense pieces of legislation offered as amendments by Rep. Ribble (R-WI.) and Rep. Rooney (R-Fla.). We are hopeful that the final House-Senate conference report on the Highway Bill will contain the permanent fix to the Hours-of-Service issue that was included in the Senate-passed Highway Bill.

Tax Provisions

Another priority for cattlemen and women this fall is the renewal of expired tax provisions such as section 179, bonus depreciation, and the conservation easement tax credit. Producers rely on a stable and predictable tax code in order to plan purchases, make investments, and grow their business. While the House has focused its efforts throughout the year passing legislation that would make permanent section 179, bonus depreciation, and the conservation easement tax credit, the Senate has yet to address any of these expired tax provisions. Cattlemen must continue to call on Congress to pass a multi-year comprehensive tax extenders package to provide much-needed stability for 2016 and beyond. This is one of a few critically important issues that we need the Senate to act on by the end of the year.

WOTUS

The EPA and Army Corps' "waters of the United States" rule has been finalized. This rule would place millions of additional acres of private and state property under federal jurisdiction and MSCA, with the guidance of NCBA, has been actively pushing back on the agencies for this egregious overregulation.

Senator John Barrasso (R-Wyo.), sponsored the S.1140 Federal Water Quality Protection Act, which requires EPA and the Army Corps to scrap the rule and start over, this time with stakeholders at the table. Unfortunately the Senate did not have enough votes to overcome a filibuster of S. 1140, but the bipartisan vote and the bill's sponsors demonstrated there is bipartisan Senate opposition to WOTUS. Alternatively, the Senate turned to consideration of a joint resolution of disapproval sponsored by Senator Joni Ernst (R-Iowa). Again, the vote in support of the joint resolution showed bipartisan opposition to the EPA and the resolution passed 53-44. The joint resolution must still be considered by the House, however, the President has already threatened to veto the resolution.

Unfortunately, this sets up cattle producers for years of litigation and millions of dollars in expenses as we work to defeat WOTUS. Moreover, with dozens of states also engaged in litigation, the failure to strike down the regulation will also cost taxpayers. The extensive litigation expenses come simply because Congress could not muster the votes to act against a regulation that so many find to be seriously flawed.

Dietary Guidelines

The USDA and Department of Health and Human Services are scheduled to finalize the guidelines by the end of 2015. The Guidelines serve as the foundation for all the government food procurement programs like the National School Lunch and Breakfast programs as well as the Military Food programs. NCBA is committed to making sure the Advisory Committee and the Secretaries of USDA and HHS are making recommendations on the latest peer-reviewed scientific studies so that the excellent nutritional value of beef is fully recognized. In a recent blog post, HHS Secretary Burwell and USDA Secretary Vilsack have indicated the guidelines will remain within the scope of health and nutrition, as Congress intended.

Veterinary Feed Directive Questions and Answers (Part 2 of 3)

The Veterinary Feed Directive was developed out of the concern for antibiotic resistance associated with daily antibiotic use in animal feeds. Photo courtesy of Troy Walz.

By Rob Eirich, Nebraska Beef Quality Assurance, Nebraska Extension; Matt Luebbe, UNL Beef Feedlot Specialist; Richard Randle, Nebraska Extension Beef Veterinarian; and Dee Griffin, UNL-Great Plains Veterinary Educational Center

KEY POINTS: When the VFD regulations go into effect, they will ONLY apply to antibiotics used in the feed! They will not affect other feed use medications such as; ionophores, coccidia, other parasite and insect control drugs, or reproductive control medications. VFD regulations will not apply to antibiotics used by injection, tablet, bolus or water.

Here is the link for Part 1 if you haven't read it yet (<http://go.unl.edu/fkhd>)



WHAT INFORMATION WILL THE CATTLE OWNER OR MANAGER BE REQUIRED TO PROVIDE ON THE VFD FORM? The VFD form requires the veterinarian's client's name, address, phone, location of the cattle, the approximate weight of the cattle and the number of cattle that will be covered under the VFD.

WHAT RECORDS WILL CATTLE OWNERS AND MANAGERS BE REQUIRED TO KEEP?

- A copy of the signed VFD received from your veterinarian must be kept for two years.
- VFD medication use records, which includes feed mixing records, must be kept and be made available to the FDA if requested.
- No FDA inspectors will come to the cattle operation using a VFD unless they are using the most concentrated VFD product available and the VFD requires a withdrawal time. The most concentrated FDA approved feed additive is known as a "Type A Article" drug and it is classified as a "Category 2" drug if a withdrawal time is required.

WILL A CATTLE OWNER OR MANAGER HAVE TO SEE A VETERINARIAN TO GET A VFD? Not necessarily. If the cattle owner or manager has a VCPR with a veterinarian, together they can develop outlines for situations when VFD medication use would be appropriate. Using these outlines VFD usage can be anticipated and in many situations the VFD medication can be available as required to address the health and well-being of the cattle without the veterinarian personally evaluating the cattle. For example, a veterinarian can develop guidelines and training for tentatively diagnosing a disease listed on the approved VFD medication and documentation of the trained personnel will allow the use of the VFD medication without the cattle being personally evaluated by their veterinarian.

WILL ONE VFD COVER CATTLE OWNED BY ONE PERSON IN DIFFERENT PASTURES? Yes, a VFD can be written to cover the same health condition in cattle owned or managed by the same operation if the cattle are in multiple locations, including across county lines. However, some VFD antibiotics will have labeling inclusions similar to; "Use only in cattle fed in confinement for slaughter" and/or "fed in a complete feed" and/or "included in the sole ration". If these type statements are including on the label, use in pasture situations would not be allowed by the FDA.

WILL A VFD ANTIBIOTIC BE ALLOWED TO

BE USED IN BREEDING CATTLE? It will depend on the approved label. Some VFD antibiotics will have not been studied in breeding cattle or replacement heifers/bulls and will not be labeled to feed breeding cattle. There currently is a feed grade antibiotic approved for controlling anaplasmosis. The current labeling allows its use in breeding beef cattle. If the company that controls this antibiotic applies for VFD approval there is no reason to think restrictions on its use in breeding cattle would be added.

WILL ONE VFD COVER CATTLE OWNED BY ONE PERSON IN DIFFERENT STATES? No, a separate VFD will be required. Additionally, the veterinarian that writes the VFD is required to be licensed to practice in the state where the cattle are being kept when the VFD antibiotic is being used on those cattle.

WHAT FLEXIBILITY WILL CATTLE PRODUCERS HAVE IN HOW THEY DOSE A VFD MEDICATION? Simple answer is NONE! Regulations governing feed medications have NEVER allowed usage other than as labeled! "Off label Use" or "Extra Label" has never been allowed and this legal requirement will continue with the use of VFD medications. For cattle producers that also have sheep and/or goats, the FDA will not allow a VFD written for cattle to be used for sheep and/or goats.

WILL A VFD ANTIBIOTIC BE ALLOWED FOR PINK-EYE OR FOOT-ROT? Pink-Eye and/or Foot-Rot "prevention", "treatment" and/or "control" are not listed on the labels of any of the feed grade antibiotics currently approved and therefore use for these disease is not allowed by the FDA. Use for these disease may or may not be allowed in the future depending on the approval requests by companies applying for VFD approval for their feed grade antibiotic and the FDA's ruling on those requests.

WHAT FLEXIBILITY WILL BE AVAILABLE FOR MIXING A VFD MEDICATION? The cattle operation will have the same flexibility for how the VFD is mixed in a complete feed as has been available previously for use of FDA approved feed additives. Restrictions on which FDA additives can be used together and how much of an additive can be added per ton of feed have long existed and these restrictions will continue with VFD regulation implementation in Dec 2016.

WILL SPECIAL PROCEDURES OR MIXERS BE REQUIRED TO USE A VFD MEDICATION?

An issue often overlooked by producers that practice on-farm feed mixing is cross contamination of feeds with FDA approved feed additives. A procedure to "flush-out" a feed mixer after using a VFD will need to be developed. Their veterinarian, nutritionist or extension educator can assist with developing a flush-out procedure. Typically this involves running a small amount of a coarse feedstuff through the feed mixer after a VFD medication has been mixed. The feedstuff used to clean or "flush-out" the feed mixer can be used in the ration for the cattle receiving the VFD on the following day.

WILL VFD ANTIBIOTICS HAVE A MARKETING WITHDRAWAL TIME? It will depend on the specific VFD antibiotic being considered. The VFD, tilmosin (Pulmotil) currently approved by the FDA has a 28 day withdrawal time. There are a number of antibiotics the FDA currently approves for disease prevention, treatment or control that do not require a withdrawal time and there is no reason to think the FDA will add withdrawal times to medications for which a withdrawal is not currently required.

HOW LONG DOES A VFD REMAIN IN EFFECT AFTER IT IS WRITTEN BY MY VETERINARIAN? VFD orders will have both an "Effective Date" and an "Expiration Date". The "Effective Date" is not necessarily the date your veterinarian signs the VFD order. On the VFD order a veterinarian is required to indicate an "Effective Date" and the VFD antibiotic for which the order is written will have a "VFD order Expiration Date" requirement. The VFD antibiotic cannot be fed after the end of the "Expiration Date".

WILL THE LENGTH OF TIME FROM THE "VFD ORDER EFFECTIVE DATE" TO THE "VFD ORDER EXPIRATION DATE" BE THE SAME FOR ALL VFD ANTIBIOTICS? The FDA has indicated the expiration date could vary between the different VFD antibiotics approved. If the VFD antibiotic does not explicitly indicate the length of time for an order to expire, the VFD regulations require the veterinarian to limit the VFD order expiration date to 180 days or less. Pulmotil, the only VFD the FDA has currently approved expires 45 days after the date the veterinarian indicates as the "effective date". The effective date will be the last day the use of a VFD antibiotic can be used. For example, if the a VFD antibiotic intended for use has a 45 day expiration time and the course of therapy is 14 days, the last day a course therapy can begin is day 31 of the 45 day window between the "Effective Date" and the "Expiration Date".

Cold weather cattle care: feedlot focus

Nicole Kenney Rambo

University of Minnesota Beef Team Feedlot Extension Educator

Although cattle have some natural adaptations to withstand cold weather, such as development of a heavy winter hair coat, typical Minnesota winter conditions present temperatures that cause cold stress. The concept of Lower Critical Temperature has been developed to describe when cattle experience cold stress based on their body condition, hair coat and whether they are wet or dry (Table 1).

Table 1. Lower critical temperature (°F) for beef cows with a body condition score 5-6

COAT	DRY	WET OR MUDDY
Heavy Winter	19	53
Winter	32	55
Fall	45	58
Summer	59	61

Removing wind from the equation during winter weather dramatically decreases cold stress experienced by the animal (Table 2). Construction of permanent wind breaks takes advance planning; however, a lot of producers have found creative and inexpensive ways to erect temporary windbreaks. Use of stacked round bales as a temporary wind break is very common on both cow/calf operations and for open lot feedlots. A general rule of thumb is to construct windbreaks at least 8 feet high.

Table 2. Wind chill factor

	TEMPERATURE, °F				
Wind speed, mph	-10	0	10	20	30
0	-10	0	10	20	30
10	-21	-11	-1	8	18
20	-30	-20	-10	0	9
40	-78	-68	-58	-48	-38

The key goals in erecting a windbreak are to keep snow from drifting into the yard and protect the feed bunk. Cattle will decrease feeding activity if they have to leave the shelter of the wind break to approach the bunk. During periods where the wind dies down, cattle will eat very aggressively which may lead to sub-acute ruminal acidosis.

We know that energy requirements increase with cold stress, the questions

is how much? As general rule, dietary energy requirements increase by 1% for every degree that the effective temperature is below the lower critical temperature.

If we were dealing with cows or backgrounding weaned calves we could consider increasing the energy density of the diet to offset cold stress.

However, when we consider a growing animal in a feedlot, opportunities to increase energy intake are fairly limited. In this case, a more appropriate approach would be efforts in moderating the environment, rather than drastic changes in rations. This ultimately brings us back to keeping cattle dry and out of the wind.

Wet and muddy conditions can depress feed intake by up to 25% and have an even more dramatic negative impact of feed efficiency, with decreases up to 30%. Although we often only think of bedding for confinement barns, research conducted at North Dakota State University has shown improvements in cattle performance of 0.86 ADG/hd/d when bedding outdoor lots with a modest amount of straw.

Bedding can represent a fairly substantial investment both in time and money. In order to make this investment worthwhile, a similar approach to bedding confinement barns must be applied to open lots. Simply, it takes consistent bedding additions to make the exercise worthwhile and these additions need to be made before the current bedding is completely saturated with manure and urine. Adding stalks to an already muddy lot will have little effect on cattle comfort or performance.

There has been significant feedlot expansion in Minnesota over the past several years and a large portion of this expansion has consisted of confinement cattle barns, either bed pack facilities or slatted floors over a deep pit. Confinement cattle barns own the obvious advantage during the winter in keeping cattle out of elements; however, a note of caution in curtain management is warranted. It can be very tempting to keep curtains completely shut and make the barn comfortable for the feedlot crew. Keep in mind that cattle are built to withstand much colder temperatures than us and that health and air quality issues are more likely to become problematic when we are over exuberant in our curtain use.

For more information on this and other beef-related topics, visit the University of Minnesota Beef Team website at www.extension.umn.edu/beef and follow us on Facebook at facebook.com/UMBeefteam.



Although cattle have some natural adaptations to withstand cold weather, such as development of a heavy winter hair coat, typical Minnesota winter conditions present temperatures that cause cold stress.

2016 – 2020 DNR Elk Management Plan

Jenny Hoppe – Sebeka Review-Messenger & Ashley Kohls - MSCA

Elk management plan up for renewal

The Minnesota DNR recently closed public comments period on a new elk management plan. Once adopted, the new plan will guide elk management and research in the state of Minnesota from 2016-2020, replacing the five-year plan now in effect.

Elk Management Plan

The Minnesota DNR manages elk to maintain a free-ranging, wild population in northwestern Minnesota. Today there are three elk herds totaling about 130 animals roaming in far northwestern Minnesota: one in Kittson County near Lancaster, another near the town of Grygla in Marshall County, and a third known

as the Caribou-Vita herd in northern Kittson County that travels back and forth into southern Manitoba. A location that includes southern St. Louis, Carlton and northern Pine counties is also being studied to see if expansion would be suitable to the area.

Elk Revival History

In 1913, the Minnesota Legislature procured \$5,000 to revive Minnesota's elk population. These efforts to sustain native elk were not successful. Minnesota's last native animal was seen in the Northwest Angle in 1932. In 1935, 27 elk from a captive herd at Itasca State Park were relocated to northwest Beltrami County near Grygla eventually produced a breeding population. In the early 1980s native elk to Manitoba began to cross the Canadian border to calve and spend summers in Kittson and Roseau counties

Minnesota Cattleman's Association Concerns

Livestock and crop farmers in the North West and Central region of Minnesota are concerned about the destruction of crops, feed and fencing caused by the current free-range elk population. Tim Nolte, Minnesota State Cattleman's Association President, was contacted by these producers who voiced concerns for the financial impact this destruction is having on their cattle businesses. They also expressed concern about the elk herd carrying tuberculosis (TB) and spreading it into their healthy herds. According to the USDA APHIS, livestock can become infected with TB if they share common watering or feeding places contaminated with saliva and other bodily discharges from infected wildlife. They suggest to discard feed immediately should wildlife get into stored feed and to not give this feed to your cattle. Due to numerous restrictions on how wildlife food plots can be managed, elk often depend on crops grown on agricultural land, as well as feed products and forages farmers store to feed their herds. Not only is this type of depredation financially burdensome for livestock producers in

this region, it also places these farmer's herds at an unnecessary risk for exposure to Tuberculosis.

Additionally, the elk plan states the TB surveillance program will continue, but only on elk harvested in the region. If the method for increasing the elk in the region is by reducing the number of elk hunting permits, this will also decrease the number of surveillance testing of TB in the Minnesota Elk herd to an unacceptable level. Relocating additional elk elsewhere in the state will only increase the amount of cattle exposed to elk, it will also spread the risk of TB across the state.

"Elk are more like moose than cattle," states Nolte. "They will not stay in fences designed to contain cattle and will damage whole sections at a time. Not only does the producer need to find his cattle and get them back onto his land, but also repair the fence. This is very time consuming and expensive."

"Elk are destructive to crops and stored feed as well," adds Ashley Kohls, Minnesota State Cattleman's Association Executive Director. "They have been known to damage stored feed like piles of silage and baled forages, trample and eat crops standing in the field, and also destroy young trees." Examples of feed damage are direct consumption of feed and contamination of feed from feces and urine.

Livestock and crop farmers have expressed concerns about the expansion of the current elk herd that is already causing destruction to landowner's property. Suggestions brought to the DNR included adjusting management of state lands to make them more appealing to the Elk herds.

For more information about livestock producers concerns related to the proposed elk management plan, contact, Ashley Kohls, MSCA Executive Director, at 612-618-6619 or email kohlsbeef@gmail.com.



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This new format will provide many opportunities for both our customers and Wulf Cattle. We look forward to seeing you all in the spring!



Minnesota Cattle Producer Named to Cattlemen's Beef Board

In December 2015 Agriculture Secretary Tom Vilsack has appointed 37 members to the Cattlemen's Beef Promotion and Research Board. Thirty-six appointees will serve 3-year terms and one appointee will serve a 1-year term.

Newly appointed members representing cattle producers are: Mary Jo Rideout, Red Rock, Ariz.; Hugh Sanburg, Eckert, Colo.; Cindy Greiman, Garner, Iowa; Stephanie Dykshorn, Ireton, Iowa; DJ Edwards, Hamilton, Kan.; Randall W. Debler, Alma, Kan.; Amelia Kent, Slaughter, La.; Ken Blight, Albion, Mich.; Theodore Daniel Reichmann, Villard, Minn.; Larry Jefcoat, Soso, Miss.; David B. Hutsell, Hartville, Mo.; Joan Ruskamp, Dodge, Neb.; Kristy Lage, Sutherland, Neb.; Bill King, Moriarty, N.M.; Robert Crabb, Jr., Siler City, N.C.; Brett Morris, Ninnekah, Okla.; Eric J. Sumption, Frederick, S.D.; Tammy Basel, Union Center, S.D.; Larry Cunningham, Spring City, Tenn.; Charlie Price, Oakwood, Texas; Charlie Risinger, Terrell, Texas; Dave Edmiston, Brady, Texas; Don Smith, Sulphur Springs, Texas; Wallace J. Schulthess, Woodruff, Utah; Keith York, Lake Geneva, Wis.; Bob Mitchell, Wauzeka, Wis.; Irvin J. Petsch, Meriden, Wyo.; Jack Parent, Swanton, Vt.; William L. McLean (1-year term), Coulee City, Wash.; C.W. Senn, Jr., York, S.C.; Melvin Medeiros, Laton, Calif.; Ruby L. Uhart, Wells, Nev.; and Rocky Pinheiro, Glenn, Calif.

Newly appointed members representing importers are Danielle Rind, Seattle, Wash.; Terry Meikle, Washington, D.C.; and Tom Healey, Minneapolis, Minn.

The 100-member board is authorized by the Beef Promotion and Research Act of 1985. The Secretary selects the appointees nominated by beef, veal, dairy, and importers-certified organizations. The board contracts with established national, non-profit, industry-governed organizations to implement programs of promotion, research, consumer information, industry information, foreign marketing, and producer communications.

Research and promotion programs are industry-funded and were authorized by Congress in 1966. Since then, Congress has authorized the establishment of more than 20 research and promotion boards. They empower farmers and ranchers to leverage their own resources to develop new markets, strengthen existing markets, and conduct important research and promotion activities. AMS provides oversight, paid for by industry assessments, which ensures fiscal responsibility, program efficiency, and fair treatment of participating stakeholders.



Canadian Western Agribition Cattle Producer Roundtable

Krist Wollum – MSCA President Elect

This past November, I was fortunate to have been asked to attend a round table discussion with Canadian cattle producers. Along with 6 other cattle producers from across the country, including MSCA executive director Ashley Kohls, we traveled to Regina Saskatchewan to attend the Canadian Western Agribition event as well as a few tours of local cattle farms. The Agribition is an event comparable to the Denver stock show.

We were able to engage in discussions with Canadian producers that ranged from environmental challenges to tax issues and succession planning, and of course the concerns with Country of Origin Labeling. At first, I was concerned with the possible negative attitude their producers may have had towards us due to this issue, but was pleasantly surprised to see they weren't angry but just wanted to share their concerns for our industry. We quickly discovered we hand many things in common, but yet had a lot of differences. They have a tax code that allows a family to pass down a farm to a family member with no taxes, wouldn't that be nice! They are also facing a new issue with housing developments being put up in the country right next to existing farms. An additional issue, or difference, is water availability. Many farmers have to pipe their water long distances to supply their farms due to the lack of groundwater available for wells. This lack of groundwater also allows for different types of management for feed yards due to the lower or nonexistent risk of runoff and water contamination. The Provincial Government of Saskatchewan is working diligently to protect the rights of the farmers by give them all the support possible.

While there we also were given a **Canadian . . . continued on page 16**



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Mn FFA Chapter Experiences Denver, Including A Visit To NCBA

Martha Moenning, Triton FFA

The National Western Stock Show (NWSS), held annually in January since 1906, has earned the title by many as the “Super Bowl of Cattle Shows. The event attracts 15,000 animals and nearly 700-thousand people each year.

The Triton FFA Chapter from Dodge Center, Minn., was among those attending the first weekend in January. Each state has the opportunity to send a 4-H and FFA General Livestock Judging Team to compete at the NWSS. Triton’s team was third place at the FFA state convention earning them the opportunity to compete in Denver. The contest included judging classes of beef, sheep, pigs and goats, and giving 6 sets of oral reasons. Members of the team included, Mary Moenning, Brianna Fitzgerald, Courtney Dorhmann, and Cameron Marquardt. Their FFA advisor is Robert Ickler.

The Triton Chapter used the opportunity for other FFA members to join the team on the trip and learn more about Colorado agriculture.

Triton FFA members toured Colorado State University, Lombardi Brothers Meats, Growhaus, a community-supported greenhouse, a sheep feed yard, and the National Cattlemen’s Beef Association office. At NCBA, students and their parents learned about NCBA, Beef Quality Assurance, the Masters of Beef Advocacy program, the Beef Industry Long Plan, and they also toured the culinary center which was a highlight for the group.

The chapter finished up their visit to Denver by attending the NWSS. Mary Moenning was the 10th place individual overall in the FFA Judging contest. The team placed 7th.



Triton FFA Livestock Judging Team: Mary Moenning, Brianna Fitzgerald, Courtney Dorhmann, and Cameron Marquardt



Triton FFA members visiting the NCBA Office



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Cattle Contracting

Canadian . . . continued from page 14

tour of two different operations. The first was a feedlot that had just completed a large expansion. This was the Buffalo Plains Cattle Company, an unbelievable open lot set up with a state of the art working facility! The people hosting us were very nice and answered any questions that we had. The second stop was at the Hi Low Angus ranch. This operation had started a business selling their own meat at farmers markets. They said it has been a rewarding adventure.

There were many other things we did and attended in our short visit. I can't thank the Canadian Consulate enough for this wonderful opportunity. They were gracious hosts and very nice people to have worked with. If you ever get the chance, the trip to the Canadian Western Agribition is well worth your time.

Pictured below: Buffalo Plains Feedlot recently upgraded their working facility to include electronic sorting gates and bud boxes.



Pictured left: One reception we attended was with the Premier of Saskatchewan, Brad Wall. (The Premier of Saskatchewan is the first minister for the Canadian province of Saskatchewan. They are the province's head of government and de facto chief executive.)

Beef Alliance Member Spotlight: Central Livestock Association

Livestock production runs deep in the history of Midwest agriculture, and livestock auction markets play an important role in helping producers market their livestock profitably. Originally formed in 1921, at the South St. Paul stockyards as a commission firm, Central Livestock Association offers innovative marketing programs and services at several locations. Today, Central Livestock operates auction markets in Albany, Pine City-Rock Creek, Zumbrota, Minnesota, and in West Fargo, North Dakota. Corporate headquarters and country marketing operations continue to be processed in South St. Paul, Minnesota. The purpose of Central Livestock is to assist livestock producers in production and marketing, by providing competitive prices, value added services, broad packer and buyer support, through a profitable and innovative organization. Central Livestock Association has been involved with the Minnesota State Cattlemen's Association for many years and continues to be a strong supporter of the organization year after year!

Central Livestock believes the best way to market livestock is through competitive bidding, whether through the live auctions markets, TEAM internet marketing, or multiple bid country offerings. In addition to these services, they also offer a full hedging and price protection program, order buying services, and feeder cattle contracting, along with on farm service.

Central Livestock believes in marketing livestock the auction way, to maximize the number of potential buyers for whatever livestock you have to sell. They work very hard to maintain and grow the competition for the livestock you have to sell. The Stockmen's Supply Farm Store located next to the Zumbrota Auction market, offers many high quality livestock equipment items, as we are dealers for Real Tuff, Arrow Cattlequip, Foremost, Behlen Country, Smidley, Commonsense Manufacturing, among others. We also operate hay and bedding sales twice a month at the Zumbrota Market, September- May.

Interested in learning more about Central Livestock Association and what they have to offer the cattle industry in Minnesota? Check them out on the Web- www.centrallivestock.com and Facebook- Central Livestock Association- Zumbrota Market. (Both are updated daily.) They also provide radio and print market reports daily, across the upper Midwest.

Thank-you to Central Livestock Association for your continued support of MSCA!



Central Livestock – Zumbrota Barn



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