



The Minnesota Cattleman

The Official Newspaper of the Minnesota State Cattlemen's Association



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MSCA Welcomes Ashley Kohls as New Executive Director

The Minnesota State Cattlemen's Association is excited to announce that Ashley Kohls has accepted the position of executive director. Ashley holds a Bachelor of Science degree in Animal Science from South Dakota State University and brings many years of experience in various sectors of the beef industry including nutrition, reproduction and animal health.

Her most recent work experience in the food industry also allows her to bring a strong background in food safety and food quality; specializing in HACCP, regulatory compliance and environmental monitoring.

Originally from Iowa, she now resides in rural Hutchinson with her husband Craig and two children, Avery (5) and Bennett (2). Ashley and Craig own and operate Kohls Land and Cattle which consists of a short-term cow program, multiple yard feedlot and a diversified cropping operation. In her free time Ashley enjoys gardening, fishing and cooking. Ashley is excited to officially step in to this new roll September 1.



the remarks during a general session of the 2014 Cattle Industry Summer Conferences in Denver August 1.

"It's one for the ages," Good said, referring to the cattle market. "It's been a tremendous change from a year ago."

Good said the industry is accelerating the rate of expansion, and "it's a great opportunity to take advantage of the trend." However, while the fundamentals are "friendly," he said, "the market will have a correction." And that correction could be soon. "Something needs to give," he said. "You have to be prepared for that ceiling," he told the hundreds of cattle producers in attendance.

Good said a "perfect storm" was in place for the industry in terms of profitability. There's a tighter animal supply in general, with the PED Virus in the pork industry and hatchability and genetic issues in the poultry industry keeping pork and chicken supplies in check. With all animal protein supplies stable and prices increasing, beef is not that far out of line, he said.

Good said calves in 2014 are averaging \$2.40 cwt., while feeder cattle are \$2 and fed cattle \$1.50. He said CattleFax expects prices should be stronger again on average in 2015, but larger supplies of beef by 2016 and larger total meat supplies will limit prices by then.

Lowering corn prices are giving the industry some relief. They are the lowest since 2010, and are expected to average in the \$4 per bushel range, and possibly in the upper \$3s, for the year. Production in 2014 is expected to be in the 14 billion bushel range, he said.

Range conditions are the third best they have been in the past 20 years, Good said. El Nino has been moderately strong, and is also providing relief to much of the country devastated by drought. However, he said the industry is still in the midst of a 20 year drought, so producers should still be cautious about conditions for 2015, 16 and 17.

Exports are increasing, and will continue to be a key component of producer profitability, according to Good. The China market (including Taiwan and Hong Kong) has become the top importer of beef in the world, and will continue to be a critical export market for beef producing countries in the future. Good said about 17-18 percent of a beef animal's value is exported in beef, variety meats and hides, and producers should recognize the importance of this income source.

"We are living in extraordinary times," Good said. "And prices are going to be continually strong over the next couple of years." Still, he urged producers in the audience to exercise caution. "It's easy to be optimistic today," he said. "But markets don't go up forever."

General Session II led off day two of the Summer Conference, which includes meetings of the National Cattlemen's Beef Association, Cattlemen's Beef Board, American National CattleWomen and National Cattlemen's Foundation. Among the purposes of the yearly conference is to create a framework for checkoff and policy efforts on behalf of U.S. cattle producers for the 2015 fiscal year, which for NCBA and the Cattlemen's Beef Board begins Oct. 1.

Joint Committees and Subcommittees met to develop proposals for 2015 check-off funded research, education and promotion programs. NCBA policy committees also met to determine priorities and discuss strategies for 2015. The NCBA Board and Cattlemen's Beef Board held sessions on Saturday.

The National Cattlemen's Beef Association (NCBA) has represented America's cattle producers since 1898, preserving the heritage and strength of the industry through education and public policy. As the largest association of cattle producers, NCBA works to create new markets and increase demand for beef. Efforts are made possible through membership contributions. To join, contact NCBA at 1-866-BEEF-USA or membership@beef.org.

CattleFax is a member-owned organization that serves producers in all segments of the cattle and beef business. CattleFax is the global leader in beef industry research, analysis and information. Since 1968, the organization's exclusive industry database has set the standard for market information and analysis. Visitwww.cattlefax.com to learn more and become a member.

Redwood Area Cattlemen Host Successful Summer Tour

The Redwood Area Cattlemen's Association hosted a successful MSCA Summer Tour, July 8 in the Redwood Falls, MN area.

Over 1000 participants and vendors from a multi-state area attended the one-day event. The tour was headquartered at the Redwood Area Community Center and featured an intriguing tour spotlighting innovations in marketing, management and technologies.

Tour stops featured included, Grant and Dawn Breitreutz and Family, Stoney Creek Farm, Redwood Falls; David and Clint Engen and Family, Double Creek Farm, Revere; George and Mike Landuyt, Landuyt Land & Livestock, Walnut Grove; Curt and Chad Thram and Family, Thram Farms, Sanborn; Butch and Brandon Kerkhoff and Family, Kerkhoff Cattle Company, Redwood Falls and Artex Manufacturing, Redwood Falls.

For more information and photos see page 14 of this publication or visit the Redwood Area Cattlemen's Association Facebook page.



The Kerkhoff Cattle Company boys look over the cattle during the 2014 MSCA Summer Tour.

"Perfect Storm" Points to Rosy Picture for Cattle Industry, According to CattleFax Analyst

Fundamentals Strong, But Beware of Ceiling, Kevin Good Says



The cattle industry is transitioning from the liquidation phase to the expansion phase in terms of cattle numbers, according to Kevin Good, senior market analyst for CattleFax. When combined with a very robust domestic and global demand for beef, it helps point to a rosy picture for the industry. Good made

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NEWS - TIME SENSITIVE MATERIAL

With each passing day the demand for our product remains strong. Cattlemen everywhere are remaining diligent in keeping the business and process of raising beef safe. Around the world, the demand for USA beef is higher than ever before, with new markets opening every day.

Beef sustainability is a principle that has really grabbed a lot of attention lately. This belief will protect, while improving our industry for this and future generations. Beef sustainability should be voluntary, market-driven and science-based. Food service and retail customers have made a committed effort to sourcing beef that is sustainably produced. The MSCA should contribute to the development of a beef sustainability program that continues the advancement of all areas of economics, efficiency, animal care and handling with environmental conservation, human resources and state and local support.

This past week while attending the NCBA Summer Conference in Denver, Colorado, I attended many meetings involving both production and policy. MSCA maintains its strong alliance with the Corn Growers by supporting the mandated production and usage of renewable fuels. The resolution to oppose the mandates passed, but several states did show support for the renewable energy policy. Positively, we were able to voice our opposition and had strong support with the corn growing states.

A new plan was also rolled out at the conference to back a federal check off increase of an additional dollar. It would be a voluntary program and half of all the money collected would be sent back to the state Beef Council. This would restore the ability to promote, research and educate consumers about beef to a significant level. The whole process would take two years to bring about to a referendum vote. As more information becomes available, we will keep our membership informed.

The MSCA and MBC have contracted the services of Ashley Kohls as the MSCA Executive Director and the BQA Educator. This is a real step to bringing the two entities closer together to work on beef promotion. Good luck Ashley and we look forward to working with you in the future.

In closing, thank you to every volunteer and host who helped make this year's MSCA summer tour such a success. The detail and efficient planning gave tour attendees a lasting impression of the hard work and commitment to the industry shown by producers, right here in Minnesota.

Once again Minnesota Cattlemen and Cattlewomen were treated to a great Summer Beef Tour and Trade Show. I would like to thank the Redwood Area Cattlemen for all of their time and hard work which was put into hosting the tour. The tour stops were all interesting and informative, the trade show booths featured many new products and services, the food was great and the weather was beautiful. What more could you ask for?

"Mom's Day on the Farm" was held Saturday July 26th at Schiefelbein Farms at Kimball. I have not gotten a complete report on the day but Penny Zimmerman sent a message that 15 Moms participated in the tour. Penny said it was a great event and went very well, the speakers were great and the Moms learned a lot! I am looking forward to hearing more details and seeing the pictures. Thanks much to the Schiefelbein's for hosting the event.

The Minnesota CattleWomen are planning to be at the Moo Booth during the Minnesota State Fair. We are scheduled to be at the indoor stage/presentation area on Saturday August 23rd. CattleWomen, Beef Ambassadors and maybe even Beef Man will be there to tell our "Beef Story" to fairgoers.

Coming up in October during the Minnesota Beef Expo, we will once again be holding the Minnesota Beef Ambassador Competition. The contest will be on October 16th at 3:00 in the Miracle of Birth Barn – Office Building. We are looking for young people who would be interested in competing in the contest. If you know of someone who is interested or you think would be a good Ambassador for our Beef Industry please pass the contest information on to them. A Beef Ambassador Contestant Letter and Competition Registration form are included on the back page of this newspaper.



DAR GIESS
President, Minnesota State Cattlemen's Association

I would like to start out with a big THANK YOU to everyone who worked so hard to make the summer tour a huge success! The dedication shown by the members of the Redwood Area Cattleman was outstanding as they planned and executed a fabulous tour. Also I would like to thank everyone who took time out of their busy summer schedules to attend the tour. All of the work put in to the tour would have been for nothing if you hadn't been present. It is always the goal of the people planning the tour to make it well worth the time of the people who attend and I believe that this year a nice diversity of operations were included. I hope that you all were able to take something away from the day that you can use at home. It was a pleasure meeting and talking with so many of you while you got a very up close look at my family's operation.

Another big thank you goes out to all of you who have worked hard this summer to promote beef around the state. We need to keep working at providing a positive impression of our product to our consumers.

In my part of the world it has been near perfect weather for the growing season. The amount of hay we have made baling seemed like it would never get done. I feel for those of you that were hit hard by the June storms and those that had struggles getting the hay up from too much rain.

While the price of corn has over corrected the cost of feeders, seems like it just keeps going up. Be careful where you cut corners to try and stay profitable. We must not do anything to risk the quality of our product. Last time I talked about how we were trying to decide if we would sit empty or refill. This year we chose to refill the pens. I will know if that was the right thing to do or not in November when I am writing my last column as your Feeder Council chair.

Good times in the cattle business...

We hear about record high calf prices, we all dream of what we will do with the check. Some may think about something new, others an upgrade will do, maybe land, a tractor, baler, cutter, tires for the wagon or a load of gravel (the one that would make everyone happy) for the driveway! Whoa! The list is getting too long, let's see what we need to do to make it happen. The very first thing is what we do now to get ready for fall sales.

The reality is most of us cow/calf producers only sell once or twice a year, average size about 30 head and use a livestock market (sales barn) to sell our year of work. The best prices come to those who prepare their calves well. They need to be healthy, "good doing" cattle. The easiest way to get this type of calves is to be sure the pairs have plenty of good grass – that's the cheapest way to get real pounds, don't forget supplemental minerals and such. Some may chose to creep feed, what's the cost?

Know what your market wants or expects from you, then do it. If you do everything the right way before the sale, dreams can become real after the sale.

Redwood Area hosted a great tour this year. There was much to see and learn about. The area is very optimistic about profits in the cattle business, with the number of new feeding barns being built, both pit and pack type that meet MPCA and other regulations. Thanks to Redwood Cattlemen. Next year's tour is being planned in the Grand Rapids area.

Many things I / we have been involved include; Planning session for MSCA, interviews, quarterly and local meetings, tour, grazing discussions, MBC, resource for AURI, others. Give me a call for more details.



MIKE LANDUYT
Chairman, Feeder Council



JOHN CHUTE
Chairman, Cow-Calf Council



CAROL HOGE
President, Minnesota CattleWomen

Minnesota State Cattlemen's Association

23722 230th Street
Hutchinson, MN 55350
(320) 634-6722
www.mnsca.org
mnsca@mnsca.org

Executive Committee

President - Dar Giess
(320) 249-2130 darlynn@fallsnet.com
33424 183rd St, Pierz MN 56364

President Elect - Tim Nolte
(218) 539-0322 noltelivestock@wcta.net
26914 - 181st Ave., Sebeka, MN 56477

Vice President - Krist Wollum
(507) 530-3854 kkwollum@yahoo.com
3912 County Rd 109, Porter, MN 56280

Feeder Council Chair - Mike Landuyt
(507) 382-0884 landuytfarm@gmail.com
14523 140th St, Walnut Grove, MN 56180

Cow-Calf Council Chair - John Chute
(218) 927-3987 jdchute@mlecmmn.net
42992 US Hwy 169, Aitkin, MN 56431

Past President - Don Schiefelbein
(303) 324-5149 dschiefel@meltel.net
34897 717th Ave, Kimball, MN 55353

Legislative Chair - Tom Pyfferoen
(507) 254-9490 - typfferoen@pitel.net
53249 - 275th Ave., Pine Island, MN 55963

Membership Chair - Dennis Sleiter
(320) 589-4119 dennis.sleiter@agcountry.com
50495 250th Street, Morris, MN 56267

Secretary/Treasurer - Kevin Hoge
(218) 549-3337 flatrock@frontiernet.net
32413 280th Place, Aitkin, MN 56431

Executive Director - Ashley Kohls
(612) 618-6619 mnsca@mnsca.org
23722 230th St., Hutchinson, MN 55350

MSCA Regional Directors

Region - 1 Dan Anderson
(218) 425-7207 dana@wiktel.com
15693-440th Ave., Roseau, MN 56751-8758

Region - 2 & 3 Gary Sampson
(218) 296-1154 gustranc@staplesnet.com
7765 - 120th St SW, Motley, MN 56466

Region - 4 Jim Wulf
(320) 239-2700 jimandtwyla@farmersmail.net
30819 250th Street, Starbuck, MN 56381

Region - 5 Roger Pick
(320) 355-2214 pickfarm@jetup.net
36198 Nature Road, Hillman, MN 56338

Region - 6 Roger Wagner
(320) 355-2622 Eaglepass2@jetup.net
10606 420th Ave., Hillman, MN 56338

Region - 7 Grant Breitreutz
(507) 641-5384 gdbreitreutz@hotmail.com
38270 Kenwood Ave., Redwood Falls, MN 56283

Region - 8 Tom Helfter
(507) 665-2934 thelfter@aol.com
26969-376th Street, LeSueur, MN 56058

Region - 9 Carl Sackreiter
(507) 421-4942 carl.sackreiter@hotmail.com
12605 County Rd 6, Saint Charles, MN 55972

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For Advertising Contact:
Managing Editor: mnsca@mnsca.org
(320) 634-6722

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Minnesota Cattleman Publications
23722 230th Street
Hutchinson, MN 55350

Minnesota Beef Alliance Members

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

Prime Level

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

Bank

For Most Livestock Equipment
Agralite Electric Coop

Seedstock

Pearson Angus Ranch
DLCC Ranch

Choice

Central Livestock Association
Zoetis
Wulf Cattle

Breed Associations

Minnesota Limousin Association
Minnesota Simmental Association

Select

Vi-Cor
Arrex Mfg.

Minnesota Angus Association
Minnesota Gelbvieh Association

Basic

Summit Livestock Facilities
Bank of the West
State Bank of Taunton
Farmers and Merchants State

Minnesota Hereford Breeders Association
Minnesota State Shorthorn Association
Northern States South Devon Association

Quarterly Board Meeting Scheduled for Sept. 6

The Minnesota State Cattlemen's Association quarterly board meeting will be held Sept. 6, 2014 at the DLCC Ranch, Pierz, MN.

The Executive Board will meet at 3:00 p.m., followed by the quarterly board meeting at 4:30 p.m.

The meeting will be followed by a dinner and pasture tour.

The ranch is located 6 miles east and 3 miles north of Pierz, Minnesota. The address is 33424 183rd Street, Pierz, MN 56364. If you need directions or have questions please call 320-249-2130.



Pictured Left:

Thousands of Farmfest exhibitors lined up for beef sandwiches at the MSCA food booth, during the 2014 Farmfest held at the Gilfillan Estate, Redwood Falls, MN, August 5-7.

Pictured Right:

The MSCA Farmfest organizing committee from left to right: Grant and Dawn Breitreutz, Krist Wollum, Dick Pesek and Mark Malecek. Special thanks to this committee for their hard work and dedication.



MSCA Membership Matters – Renew and Join Now

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

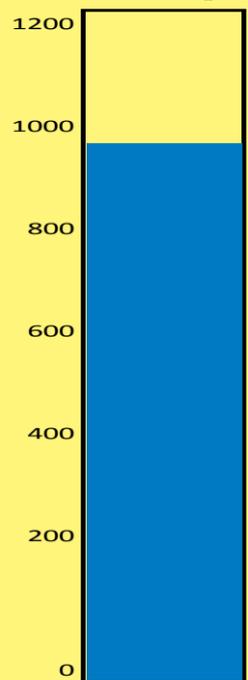
Thank you for all of the recent renewals. If you have forgotten to respond to membership renewal notices, please fill out the membership form on the back of this newsletter. There are still 286 members who have not renewed for the year, with 139 members who lapsed in 2013.

In order to grow our membership and resources, to tackle the critical issues confronting Minnesota's cattle community each current member should reach out and ask at least one additional person to become a member.

Thanks go out to all of the local associations for their membership work. As a reminder, recruiter incentives are as follows:

- 3 Members: Complementary registration to State Convention
- 5 Members: 2 complementary registrations to State Convention
- 10 Members: 2 complementary registrations to State Convention and \$120 gift card
- 20 Members: 2 complementary registrations to State Convention, \$200 gift card and plaque
- 25 members: 2 complementary registrations to State Convention, \$200 gift card, plaque and two nights stay at State Convention

MSCA Membership Goal



Upcoming Events/Important Dates

Sept. 6: MSCA Quarterly Meeting, Pierz, MN

Oct. 16-19: Minnesota Beef Expo, St. Paul, MN

Dec. 4-6: MSCA Annual Convention & Trade Show, Hinckley, MN

Thank You American Foods Group

Special thanks to American Foods Group for their generous donation to the Minnesota State Cattlemen's Association for the 2014 Minnesota Farm Fest cattlemen's food booth.

MSCA served thousands of Farmfest visitors. Thank you to the MSCA coordinators, volunteers and individuals from regional cattlemen's associations who helped make this event possible. Special thanks to the Farmfest exhibitors who partnered up with MSCA to distribute meal vouchers.

American Foods Group is the 5th largest beef processing company in the country, shipping over four million pounds of beef a day and have developed their own brands and export to over 38 countries. They are a strong supporter of the Minnesota State Cattlemen's Association and received the Distinguished Service Award in 2013.



American Foods Group, LLC

Buying Cattle 5 Days a Week (Mon-Fri)

Holstein Steers - Fed Cows - Lean Cows - Bulls



Lean Cows & Bulls

Bill Bartusch - (877) 300-9298
Long Prairie, Minnesota



Fed Cows

Bill Bartusch - (877) 300-9298
South St. Paul, Minnesota

Green Bay Dressed Beef

Holstein Steers - Fed Cows - Lean Cows

Richard Vanderhoff - (320) 760-7632
Hutchinson, Minnesota

Fed Cattle - Contracting

Tim Schiefelbein - (320) 398-2700
Kimball, Minnesota



Lean Cows & Bulls

Jim Ryan - (605) 668-4275
Yankton, South Dakota



Fed Cows, Lean Cows & Bulls

Mike Baczwaski - (800) 445-0042
Gibbon, Nebraska

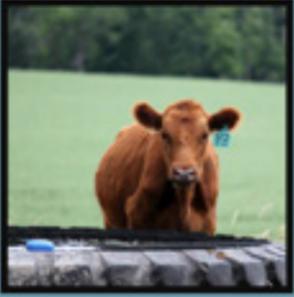


TOP PRICES PAID FOR YOUR CATTLE



MINNESOTA BEEF COUNCIL

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










Beef Promotion – Results by the Numbers

As Minnesotans we wait all winter for the start of summer and with summer, comes grilling season. For years, the Minnesota Beef Council has kicked off grilling season in May with our beef promotions. This year is no different. Over the months of May, June and July the Minnesota Beef Council conducted several television media segments, along with a social media campaign.

Results by the Numbers:

- 7 media segments on local television stations
- 593,500 television broadcast impressions
- 139,700 online impressions
- 157,300 social media reaches
- 890,700 total impressions

All television segments featured 2014 Twin Cities Area Foodservice Beef Backer Chef Steve Vranian from Gianni's Steakhouse. Chef Steve shared presentation tips and grilling tips for consumers, as well as, information about the beef industry in Minnesota, beef choices and promotion for the Beef Backer award.



KARIN SCHAEFER
MN Beef Council Executive Director

Beef Checkoff in Action

A recent economic study done by Dr. Harry Kaiser of Cornell University has shown that between the years 2006 and 2013, "the activities funded by the CBB resulted in an increase in beef demand of 2.1 billion pounds a year." Every dollar invested returns \$11.20.

Minnesota Beef Research and Promotion Council Annual Meeting Results

The Minnesota Beef Research and Promotion Council held their annual meeting on July 7 in Redwood Falls, MN. Election of officers took place during the Minnesota Beef Council Annual Meeting. The Minnesota Beef Council Directors elected to serve on the Executive Committee for the 2014-2015 fiscal year are: Mark Malecek of Redwood Falls will serve as the Chair, Katie Brenny of Mazeppa will serve as the Vice-Chair, Clarence Caraway of Lake Benton will serve as Secretary, Jay Bakken of Garretson, SD will serve as the Treasurer, and Darrin Arveson of Trail will serve as the Executive Member at Large.

Schiefelbein holds Minnesota's first Mom's Day on the Farm Tour

Don and Jennifer Schiefelbein of Kimball, Minnesota held Minnesota's first Mom's Day on the Farm Tour Saturday July 26.

The event was coordinated by the American National CattleWomen, the Minnesota CattleWomen's Association, and the Minnesota Beef Council. Mothers from central Minnesota had the opportunity to tour Schiefelbein Farms to learn more about the beef industry.

Not only were the mothers able to listen to the speakers, they also had the opportunity to ask questions and engage in the discussion about beef production. Topics discussed included cattle nutrition and health, farm management, and cattle housing as well as food safety, the nutrition of beef, and various cooking techniques. During the tour, mothers got to see an auction building, a feedlot barn, and a cattle chute. At the end of the tour, the moms grilled and prepared steaks for lunch and learned about the many dishes beef can be utilized in.

Guest speakers who participated in this event included Minnesota CattleWomen's Association Region Three Director Penny Zimmerman, hosts Don and Jennifer Schiefelbein, Minnesota Beef Ambassador Shelby Schiefelbein, Dr. Carl Larson from the Watkins Vet Clinic, University of Minnesota Beef Extension Specialist Nicole Kenny Rambo, Form-a-Feed Farm Nutritionist Dan Kohls, Senior Program Manager for the American National CattleWomen Sherry Hill, and Minnesota Beef Council Food and Nutrition Consultant Colleen Zenk.



Don Schiefelbein shares with the moms that cattle care is their top priority at Schiefelbein Farms.



The moms were able to grill and prepare steaks for lunch.

12 days of Grilling on Twin Cities Live

Be sure to tune into Twin Cities Live on KSTP Channel 5 each weekday at 3pm from August 4th-19th for 12 days of Grilling sponsored by the Minnesota Beef Council. Each day will feature a new local chef giving you tips and advice on summer beef grilling recipes. We are thrilled to announce this year's program will feature many of our Beef Backer Award Winners. These year's featured Beef Backer Winners include: Chef Steve Vranian, 2014 Minnesota Beef Council Twin Cities Area Foodservice Beef Backer from Gianni's Steakhouse, Chef Chris DeKoster, 2014 Minnesota Beef Council Rural Foodservice Beef Backer from Hog N' The Road and Chef John Schlitz, 2013 Minnesota Beef Council Twin Cities Area Foodservice Beef Backer from Lake Elmo Inn. Please be sure to check out our website (mnbeef.org) for more information on viewing the segments and the recipe.



TCL
TWINCITIESLIVE

12 DAYS
=of=
Grilling

Summer Is For
Grilling

ABOVE ALL ELSE,
BEEF
IT'S WHAT'S FOR DINNER.



Minneapolis Farmer's Market-Market Talk Program

Recognizing today's consumer has many choices when it comes to purchasing and consuming beef, the Minnesota Beef Council recently teamed up with the Minneapolis Farmer's Market and the Arts Institutes International Culinary Program to participate in the weekly Market Talk cooking demonstration program at the Minneapolis Farmers Market on Saturday, July 12th. During the cooking demonstration, Chef Jessica Minczeski a recent graduate from the Arts Institutes International Culinary Program, showed consumers how to prepare a summer sirloin salad dish, which during the demonstration featured beef sirloin from Bar 5 Meats of Arlington, MN and local vegetables from growers at the Minneapolis Farmers Market. The Minnesota Beef Council staff also had an opportunity to share information about beef with consumers during the demonstration. For more information or to check out the recipe visit: <http://www.mplsfarmersmarket.com/FreshNews/tag/summer-recipes/>.



Summer Sirloin Salad prepared by Chef Jessica as part of the Market Talk cooking demonstration at the Minneapolis Farmer's Market.



Minnesota Beef Council Director of Marketing Kaye Strohbahn & Katelyn Asfeld, Summer Intern answered questions about beef from consumers at the Minneapolis Farmers Market.

Culinary Arts Month

The Minnesota Beef Council did weekly features on chef instructors to celebrate Culinary Arts Month in July. The featured chefs include Chef Dan Vasterling from Saint Paul College, Chef Byron Korus from the Arts Institutes International, and Chef David Eisenreich from Hennepin Technical College. Want to learn how these culinary programs are using beef? Check out their featured articles on our website: mnbeef.org/chefscorner.aspx.



See you at the Minnesota State Fair!

If you happen to be going to the state fair this year, be sure to stop by the Minnesota Beef Council booth! The state fair (which attracts over 100,000 people) is a great way for us at the Minnesota Beef Council to promote and educate consumers about beef. We will be located in the Dairy Building, booth number 42 and 43. Some highlights to look for at our booth include a daily \$100 in beef giveaway, a grand prize drawing for a grill and a multitude of beef resources for fair-goers to take home. Please stop by and say hello to our staff and our student assistants from St. Catherine's Dietetic Program, Normandale Community College Dietetic Technology Program, the University of Minnesota Colleges of Food Agriculture and Natural Resource Science and Veterinary Medicine, University of Wisconsin-Stout!



Summer Local Producer Promotion Spotlight

The Minnesota Beef Council Local Producer Promotion Program was created to support producer organizations who are working to build beef demand on the local level. Any local cattle producer organization may request up to \$500 per fiscal year for projects directly relating to the promotion of beef. For more information on the Local Producer Promotion, visit our website <http://mnbeef.org/localproducerpromotion.aspx> or contact Kaye Strohbahn at 952-854-6980 or kaye@mnbeef.org.



Goodhue County Farm Bureau & Wabasha County Cattlemen recently teamed up to serve over 220 hamburgers during the Minnesota Association of Agriculture Educators Annual Picnic on July 8th.

Pictured left: The Freeborn County Cattlemen used their Local Producer Promotion Grant to grill and serve over forty five pounds of Petite Tender steak samples, a lean and economical beef cut coming from the Chuck muscle to fair attendees during the Freeborn County Fair. Pictured are Mary and Martha Moenning.

Beef Ambassador Spotlight

2014 Minnesota State Beef Ambassador Shelby Schiefelbein (center) recently joined 2014 Twin Cities Area Foodservice Beef Backer Chef Steve Vranian and Kaye Strohbahn, Director of Marketing for the Minnesota Beef Council behind the scenes for our beef promotion TV segment on KARE 11 News.

Are you between the ages 13-19 and have a passion for promoting beef? Don't miss your chance to compete to become one of our 2015 Minnesota State Beef Ambassadors this October. Contact Marilyn Nickel, Minnesota Cattlewomen's Beef Ambassador Coordinator at 507-227-0775 or Kaye Strohbahn at 952-854-6980 or kaye@mnbeef.org for more information on the contest.



MSCA Offers Seedstock Alliance

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

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

Cost to join the MSCA Seedstock Alliance is \$500. For more information contact the MSCA office at 320-634-6722.

MSCA Photography Contest Deadline Extended

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

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

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

State-Wide Grilling Contest Re-scheduled

The Minnesota State Cattlemen’s Association State-Wide Grilling Contest has been rescheduled to October of 2015.

More details will be available in upcoming issues of the Minnesota Cattleman and on line at www.mnsca.org.

Become a Member of the MSCA Junior Cattlemen

Membership to the MSCA Junior Cattlemen’s Association is now available. Juniors can fill out the membership form and mail a \$25 yearly membership fee into the MSCA office. The MSCA Junior Cattlemen will elect their own leadership board and be included in the annual summer tour, Farmfest, Cattlemen at the Capitol, the annual state convention and trade show and many other events.

Junior Cattlemen

Name _____

Address _____

City _____

State _____

Zip _____

Phone _____

Email _____



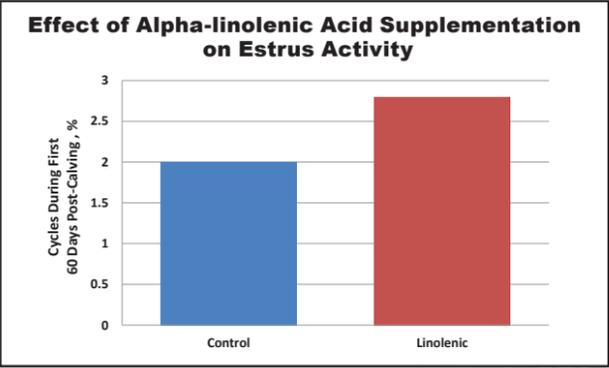
FlaxLic: The Block Everyone’s Talking About



FlaxLic now has a U.S. Product and Process Patent for elevating Lipid Blood Levels in Livestock.

Item	Control	Linolenic Acid
5-10 mm follicles on day 5	1.6	1.4
5-10 mm follicles on day 15	1.8	3.4
Max diameter of 1 st dominant follicle, mm	13.3	15.6
Max diameter of preovulatory follicle, mm	17.0	18.3

Larger follicles >>>> greater estrogen



Effect of Alpha-linolenic Acid Supplementation on Estrus Activity

Group	Cycles During First 60 Days Post-Calving, %
Control	2.0
Linolenic	2.8

Here’s What They’re Saying

FlaxLic® is an all-natural supplement containing a high level of Alpha-linolenic acid, an omega-3 fatty acid. Fatty acids are used by cattle for energy, cell membrane structure and integrity and regulating hormones. This unique supplement is the first low-moisture block to contain a high level of ALA beneficial to optimal performance.

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Saturday, September 27th

12 noon CDT...Whispering Pine Farms, Kimball, Minnesota

100 Head Sell as 65 Hereford Lots...

17 ELITE SHOW & DONOR PROSPECTS...30 SPRING PAIRS & 3-IN-1 PACKAGES...

4 SPRING BRED HEIFERS...Safe to calve in January to TH 122U 17Y Lombardi 69A

13 FALL-CALVING COWS & HEIFERS...Every solely owned fall-calving female sells!

...plus 10 Pregnancy & Embryo Lots

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Top seller from the 2013 Ladies of the North Sale to Brumley Farms and Bar One Ranch. Her dam sells!



WPF 4015

This January daughter of 2020 Vision whose dam is a full sister to the \$600,000 C Miles McKee sells September 27th!



HVictor 1033

3/3/2011 • P43188074

Selling full possession of this proven calving ease son of TH 122 711 Victor 719T!

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TH 618 45P Ms Dom 90W

Several progeny from this proven maternal donor sell.



WPF 4054

Selling this January 2020 Vision daughter out of TH 618 45P Ms Dom 90W.

Catalogs mailed on request and available for viewing on our website.

Videos will be posted on our website mid-September.



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Minnesota State Laws Change Regarding Farm Trucks

The U.S. Congress made some changes to federal laws governing farm trucks in 2012. The states have three years to change their state laws in order to comply with the federal changes (sometime in 2015). The Minnesota legislature addressed the issue this past session by adopting the federal changes and they become effective, August 1, 2014. The legislature made changes to: 1) the definition of a farm truck, and 2) the accompanying exemptions.

Changes to the Definition of Farm Truck. The first change is the definition of a farm truck – it is now being referred to as a “Covered Farm Vehicle”. A Covered Farm Vehicle means a motor vehicle (including a semi) that is operated by a farm or ranch owner or operator, or the employee or family member of an owner or operator, and is transporting agricultural commodities, livestock, machinery, or supplies to or from a farm or ranch. It does not include a motor vehicle used in the operations of a for-hire motor carrier, but does allow for-hire carriage pursuant to a crop share farm lease agreement or when the tenant is transporting the landowner’s share of the crop. The vehicle must be equipped with a special license plate (a “T” plate in Minnesota) to allow for identification as a farm vehicle by law enforcement. The vehicle may be operated anywhere in the United States under these circumstances, if the gross vehicle weight or rating (whichever is greater) is 26,001 pounds or less. However, if the vehicle weighs more than 26,001 pounds, operation of the vehicle (and the related exemptions described below) are limited to be solely within the state of Minnesota or within 150 air-miles of the farm or ranch if crossing state lines.

The Exemptions. Covered Farm Vehicles are exempt from five federal rules. Four of them – current exemptions from hours of service, CDLs, drug and alcohol testing, and from the requirement to carry a medical card – have been there for farmers for many years and essentially did not change. But the fifth exemption regarding inspections is new this year and changed significantly as follows:

Annual Truck Inspections It is unlawful for a person to operate a commercial motor vehicle registered in Minnesota unless the vehicle displays a valid safety inspection decal issued by a certified inspector. However, effective August 1, 2014, a Covered Farm Vehicle that is not carrying hazardous materials is exempt from the annual truck inspection requirement. This means that farm trucks (those with T plates, and not for-hire) are no longer required to have an annual inspection.

Daily Inspections The driver of a truck must also be sure that a truck remains in good repair from day to day. A daily written inspection report is required for all commercial motor vehicles operating within the state of Minnesota. However, effective August 1, 2014, a Covered Farm Vehicle that is not carrying hazardous materials is exempt from the daily written inspection report. This means that farm trucks (those with T plates, and not for-hire) are no longer required to keep daily written inspection reports.

Roadside Inspections Minnesota law gives law enforcement officers the authority to randomly stop trucks to conduct weight enforcement using portable scales. Minnesota law also gives law enforcement officers the authority to conduct random, roadside spot checks for unsafe motor vehicles and motor vehicle equipment. Therefore an officer can randomly and legally pull over a truck for two reasons. But effective August 1, 2014, a vehicle stopped for a weight inspection or for an equipment inspection, and then determined to be a Covered Farm Vehicle by the officer, that is not carrying hazardous materials is exempt from further inspection. This means that farm trucks (those with T plates, and not for-hire) are no longer subject to roadside inspections once they are determined to be Covered Farm Vehicles. The only remaining authority the officer has at that point is rooted in probable cause - if the officer has probable cause to believe the vehicle or its equipment is unsafe, or illegal activity is suspected, enforcement action may be initiated. This means that if the officer sees an obvious equipment violation, such as a bald tire or a non-working headlight – enforcement action may be initiated. But otherwise, there can be no further inspection of the vehicle. The roadside stop is probably the biggest change and may cause some confusion this fall.



WATER!

Besides your care and attention, is the most important component to cattle health and growth!

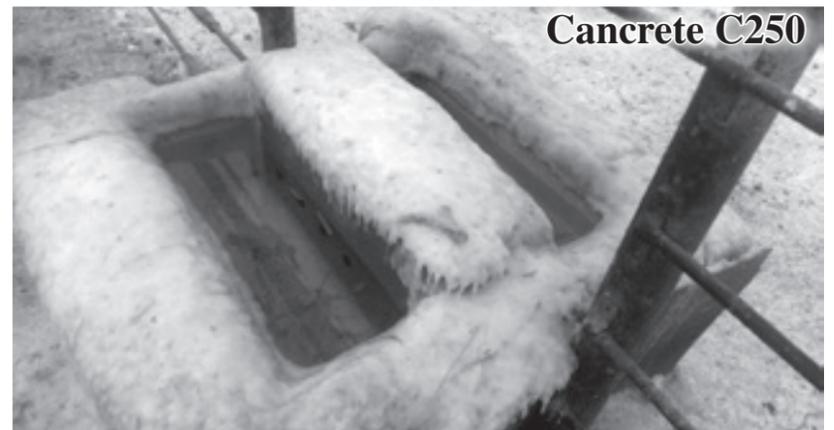
Risk Management Consultants, Nutritional Consultants and every other Cattle Feeding Specialist in the business will tell you. Not enough water, not enough gain, poor calf condition and in general a reduced monetary gain for you!

Our CANCRETE WATER TANKS can provide this with a minimum of maintenance and minimal operating costs “but” with a life span! These are tanks your Grandkids will be using but not fixing every time they turn around.

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Pre-casting concrete is a technology all its own, so we felt that to properly design and engineer a water bowl that would stand up to “all” the elements, it should be done in the north where it actually gets cold. The biggest issue with this style of bowl is that it must have the ability to endure freeze-thaw cycles. We then take all the best of these solutions and put good old U.S.A. work ethic and pride to use to produce a water bowl that your grandchildren should be using!

Tin and plastic have a lifespan on the farm and in feedlots. Concrete doesn't! They are proven performers. These are waterers your kids will be using. They won't, however, be wasting their time thawing them out or repairing them constantly.



Minus 28F° • Howard, S.D. • January 2014

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Today, Wulf Cattle feeds and markets over 50,000 fed cattle with plans to increase our marketings each year. We are excited about the value of Limousin and are interested in buying your Limousin or Limousin-cross feeder calves. We are especially interested in calves that may qualify for our natural and NHTC programs.

Our Wulf Cattle feedyard capacity is expanding. Whether you are a Wulf customer or not, if you have Limousin or Limousin-cross feeder calves, we want to buy your calves.

**Talk to us about adding value
to your cattle through natural or NHTC programs.**

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If you are interested, please contact:

Nate Knobloch • (Cell) (712) 330-9347
nate.knobloch@wulfcattle.com

Jerry Wulf • (Cell) (320) 491-1390
jerry.wulf@wulfcattle.com

Learn more at www.WulfCattle.com

Cattle Producers Discuss Policy Priorities at Industry Summer Conference

Members of the National Cattlemen's Beef Association addressed current policy priorities at the 2014 Cattle Industry Summer Conference in Denver this week, passing new resolutions and directives for the 2014 Policy Agenda.

"Our policy committees are tasked with a broad spectrum of issues, with everything from environmental regulation to nutrition policy to trade barriers on the agenda," said Bob McCan, NCBA president and Victoria, Texas, cattle producer. "Cattle producers gather from across the country to discuss the biggest issues fac-

ing the cattle industry right now and make specific decisions on how to move forward on these priorities."

Along with revisions to current policies, NCBA members analyzed the overall state of the industry in one-on-one discussions with top government representatives, trade officials and other industry leaders.

"Right now, priority issues include the EPA's proposed waters of the United States rule, tax reform and ongoing international trade issues," said NCBA Vice President of Government Affairs Colin Woodall. "We are engaged in a long list of policy priorities all year long. After the meetings in Denver, NCBA's D.C. staff is headed back to Washington, ready to hit the ground running with the list of recommendations and policy updates."

In the Property Rights and Environmental Management committee members passed a resolution to lead the development of a beef sustainability program, inclusive of the beef value chain and stakeholders that addresses the continued advancement in areas such as economic viability, production efficiencies, animal care and handling, environmental conservation, human resources and community support.

The Cattle Marketing and International Trade Policy passed a resolution for NCBA to support changes to Mandatory Price Reporting. Accurate and detailed market information is imperative for sound decision making, and the directive calls for support of changes to ensure the data reflects the market place.

And NCBA's Cattle Health and Well-Being committee passed policy regarding foreign animal diseases, which could cause a widespread quarantine and possible massive depopulation of the U.S. cattle herd, thus compromising national security and jeopardizing the U.S. beef supply. As such, a resolution was passed to oppose the importation of live cattle, beef, and/or beef products into the U.S. from foreign countries with histories of significant chronic animal diseases and lack of strict animal disease control and eradication measures.

Further, NCBA urges USDA to include U.S. cattle industry stakeholders in any negotiations with foreign countries relating to efforts that may affect the health of the U.S. cattle industry and provide the U.S. cattle industry opportunities to comment on new procedures for developing risk analyses for any foreign country with significant chronic animal disease issues wishing to export live cattle, beef, and/or beef products into the U.S.

USDA protocols should be substantiated by sound, scientific evidence and that animal health related regulations not be used as non-tariff trade barriers.

All of these policies from the committees were passed by the full NCBA board of directors.

The official NCBA Policy Book is a detailed compilation of policy priorities on cattle industry issues. The full NCBA 2014 Policy Agenda can be found online at: www.beefusa.org.

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I GOT BACK 30 BUCKS A HEAD. I ALSO GOT BACK MY FAMILY.

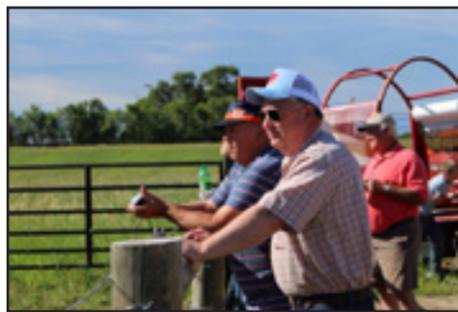
Using DRAXXIN® (*tulathromycin*) Injectable Solution has helped Jarret's operation deliver fewer re-pulls, re-treats, chronics and mortalities. That's because DRAXXIN provides long-lasting treatment and control of all four major bovine respiratory disease (BRD) pathogens. Plus, using DRAXXIN helped accelerate Jarret's shipment days. "Having cattle here 15 days less reduces feed costs. The \$2-per-head savings per day over 15 days returns \$30 back in our pocket," Jarret says. "And with the time I've saved doctoring and pulling, I've been able to reconnect with my family." Talk with your veterinarian or visit draxxin.com/jarret.



Important Safety Information: DRAXXIN has a pre-slaughter withdrawal time of 18 days. Do not use in dairy cattle 20 months of age or older. Effects on reproductive performance, pregnancy and lactation have not been determined.

On your phone, use the barcode scanner app to scan this code and watch a video about Jarret Corn's operation.





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Minnesota Cattle On Feed Report

Cattle and calves on feed for slaughter market in Minnesota for all feedlots with a capacity greater than 1,000 head totaled 122,000 head on July 1, 2014, according to the USDA, National Agricultural Statistics Service, Minnesota Field Office. This is down 1,000 head from last month and down 3,000 head from last year.

Placements during June totaled 15,000 head, up 88 percent from last month and up 50 percent from last year. Marketings for June were 15,000 head, down 32 percent from last month but unchanged from last year. Other disappearance totaled 1,000 head.

Cattle on Feed: Number on Feed, Placements, Marketings, and Other Disappearance by Month, 1,000+ Capacity Feedlots

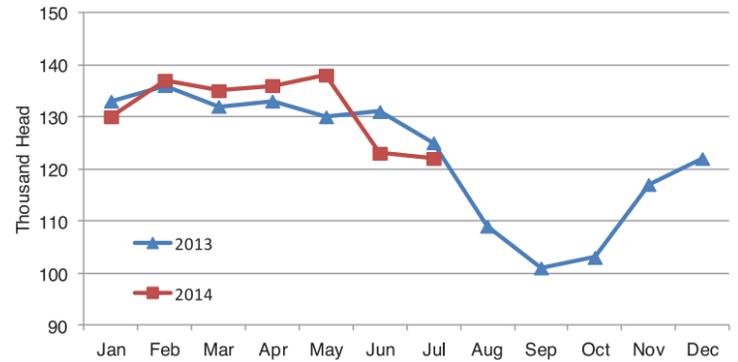
[Cattle and calves on feed are animals for slaughter market being fed a ration of grain or other concentrates and are expected to produce a carcass that will grade select or better.]

State	Cattle on Feed July 1			Placements during June			Marketings During June			June Disappearance other than Slaughter ¹		
	2013	2014	'14 as % of '13	2013	2014	'14 as % of '13	2013	2014	'14 as % of '13	2013	2014	'14 as % of '13
	(1,000 Head)	(1,000 Head)	(Percent)	(1,000 Head)	(1,000 Head)	(Percent)	(1,000 Head)	(1,000 Head)	(Percent)	(1,000 Head)	(1,000 Head)	(Percent)
Arizona	267	272	102	22	20	91	26	22	85	1	1	100
California	515	435	84	61	45	74	53	40	75	3	5	167
Colorado	920	870	95	115	95	83	145	150	103	10	5	50
Idaho	195	190	97	36	26	72	45	39	87	1	2	200
Iowa	580	620	107	45	54	120	73	70	96	2	4	200
Kansas	2,020	1,900	94	350	315	90	390	420	108	10	15	150
Minnesota.....	125	122	98	10	15	150	15	15	100	1	1	100
Nebraska	2,180	2,260	104	330	375	114	480	500	104	10	25	250
Oklahoma	305	255	84	49	37	76	53	46	87	1	1	100
South Dakota ...	200	210	105	27	31	115	41	45	110	1	1	100
Texas	2,560	2,490	97	425	370	87	480	420	88	15	10	67
Washington	203	193	95	39	37	95	48	44	92	2	1	50
Other States	305	310	102	42	35	83	31	36	116	6	4	67
United States ...	10,375	10,127	98	1,551	1,455	94	1,880	1,847	98	63	75	119

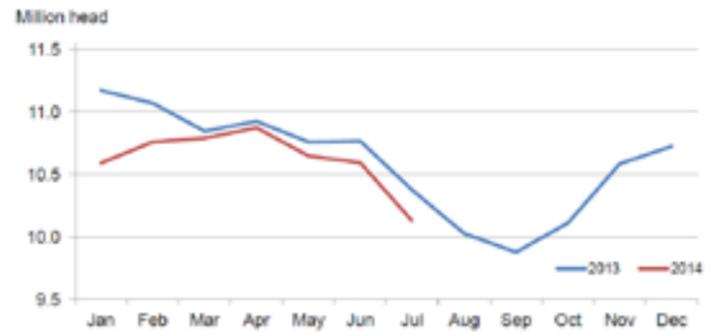
¹ Includes death loss, movement from feedlots to pasture, and shipments to other feedlots for further feeding.

USDA is an equal opportunity provider and employer.

Cattle on Feed, Inventory on all Feedlots, Minnesota: 2013-2014



Cattle on Feed Inventory on 1,000+ Capacity Feedlots - United States



United States Cattle on Feed

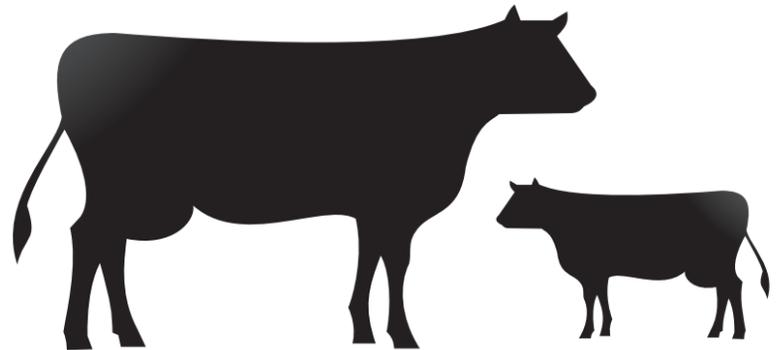
Cattle and calves on feed for slaughter market in the United States for feedlots with capacity of 1,000 or more head totaled 10.1 million head on July 1, 2014. The inventory was 2 percent below July 1, 2013. The inventory included 6.46 million steers and steer calves, down 1 percent from the previous year. This group accounted for 64 percent of the total inventory. Heifers and heifer calves accounted for 3.60 million head, down 5 percent from 2013.

Placements in feedlots during June totaled 1.46 million, 6 percent below 2013. Net placements were 1.38 million head. During June, placements of cattle and calves weighing less than 600 pounds were 400,000, 600-699 pounds were 245,000, 700-799 pounds were 320,000, and 800 pounds and greater were 490,000.

Marketings of fed cattle during June totaled 1.85 million, 2 percent below 2013. This is the lowest fed cattle marketings for the month of June since the series began in 1996.

Other disappearance totaled 75,000 during June, 19 percent above 2013.

The complete report can be found under **Publications** on the USDA NASS website at www.nass.usda.gov.



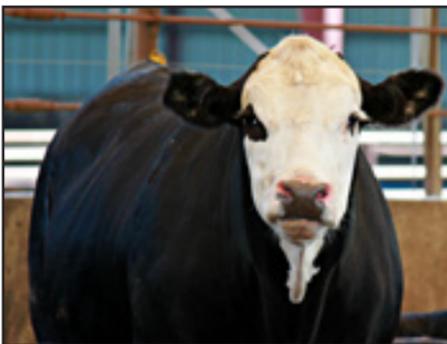
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2014 MSCA Summer Tour



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July 1 Cattle Inventory Down 3 Percent from 2012

All cattle and calves in the United States as of July 1, 2014, totaled 95.0 million head, 3 percent below the 97.8 million on July 1, 2012. This is the lowest all cattle and calves inventory for July 1 since the series began in 1973. After a year absence due to sequestration, the July Cattle report has been reinstated.

All cows and heifers that have calved, at 39.0 million, were down 2 percent from July 1, 2012.

- Beef cows, at 29.7 million, were down 3 percent from July 1, 2012.
- Milk cows, at 9.3 million, up 1 percent from July 1, 2012.

Other class estimates on July 1, 2014 and the changes from July 1, 2012, are as follows:

- All heifers 500 pounds and over, 14.9 million, down 5 percent.
- Beef replacement heifers, 4.1 million, down 2 percent.

- Milk replacement heifers, 3.9 million, down 5 percent.
- Other heifers, 6.9 million, down 7 percent.
- Steers, weighing 500 pounds and over, 13.5 million, down 4 percent.
- Bulls, weighing 500 pounds and over, 1.9 million, unchanged.
- Calves under 500 pounds, 25.7 million, down 3 percent.
- All cattle and calves on feed for slaughter, 11.6 million, down 6 percent.

The 2014 calf crop is expected to be 33.6 million, down 1 percent from 2013 and down 2 percent from 2012. Calves born during the first half of the year are estimated at 24.3 million, down 2 percent from 2013 and down 3 percent from 2012.

United States Cattle on Feed Down 2 Percent

Cattle and calves on feed for slaughter market in the United States for feedlots with capacity of 1,000 or more head totaled 10.1 million head on July 1, 2014. The inventory was 2 percent below July 1, 2013. The inventory included 6.46 million steers and steer calves, down 1 percent from the previous year. This group accounted for 64 percent of the total inventory. Heifers and heifer calves accounted for 3.60 million head, down 5 percent from 2013.

Placements in feedlots during June totaled 1.46 million, 6 percent below 2013. Net placements were 1.38 million head. During June, placements of cattle and calves weighing less than 600 pounds were 400,000, 600-699 pounds were 245,000, 700-799 pounds were 320,000, and 800 pounds and greater were 490,000.

Marketings of fed cattle during June totaled 1.85 million, 2 percent below 2013. This is the lowest fed cattle marketings for the month of June since the series began in 1996.

Other disappearance totaled 75,000 during June, 19 percent above 2013. United States All Cattle on Feed down 6 Percent from 2012

Cattle on feed July 1, 2014, from all feedlots in the United States, totaled 11.6 million, down 6 percent from the 12.30 million on July 1, 2012. Cattle on feed in feedlots with 1,000 or more head accounted for 87 percent of the total cattle on feed on July 1, 2014, up slightly from July 1, 2012.

Beef Ambassador Competition October 16, 2014 at 3:00pm Miracle Birth Barn Office Building

Dear MN Beef Ambassador Contestant,

Thank you for your interest in the MN Beef Ambassador Contest. Senior division contestants must be at least 16 years old by September 1st, but not over 19 by September 1st of the MN contest year. Jr division contestants must be at least 13 years old by September 1st, but not over 15 by September 1st of the MN contest year. Your family and friends are welcome to attend the competition.

Enclosed with this letter is the beef information for you to plan for your competition. There is also a participation agreement that will need to be signed by you and a parent or guardian at the contest if you are chosen to be on the Beef Ambassador Team. It will explain the opportunities and responsibilities of being on the team for the coming year.

This year the contest will again be held at the **Miracle Birth Barn Office Building on October 16, 2014**. The address is 1750 Judson Ave, St Paul,

Ambassador . . . continued on page 16

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Minnesota's corn farmers and their families work hard to grow high quality crops while preserving land for future generations. And we're proud to invest millions of dollars every year in research that improves the production of livestock – our number 1 customer. Learn more at mncorn.org.



Ambassador... continued from page 15

MN 55108. Registration will begin at 2:40 and there will be a short orientation at 3:00pm. At that time we will discuss expectations for the team members and answer any questions you may have regarding the contest or duties of the team members. All competition expenses will be covered by the contestant or it is suggested that you partner with your county cattlemen for travel and lodging.

For the competition please wear a white shirt, black pants, black shoes, black socks and a belt for the contest. After the contest, shirts and name tags will be ordered for the team members to use at events in the coming year.

The contest will try to simulate actual activities that you would do as a team member. There will be 3 areas of competition: a mock radio interview; a mock consumer promotion; and a written response about the beef industry. You will be scored in each area by a panel of judges. Contestants will be judged on beef knowledge and how you can present beef in a positive light and your ability to educate the consumer with appropriate information to answer their questions with a verbal or written response.

I am asking that you prepare your "elevator speech" for the contest. This is a short statement (about 30 words or less) outlining your message to consumers. This is your mission statement, what you want consumers to know about the beef industry. It could focus on nutrition, environment stewardship or how cattle are cared for. It could be about the many options available for consumers to serve beef. It should be short, to the point and only on one subject. This statement will be used by team members, when doing promotional or speaking events, to close an interview, or address other groups when called upon.

You will have 8 minutes to complete the media and consumer part of the competition. If you go over the 8 minutes, you will be asked to stop. There will be no point deductions if you go over the allotted time. You will have 20 minutes to complete the written response.

For the mock interview, a pretend radio announcer will ask each contestant the same questions. The interviewer may ask additional questions in order to clarify a point or gain more information from you.

The second area will be set up to look like a mock consumer promotion event. Each contestant will be provided with a beef sample, beef literature and recipes. You will be asked a couple of questions from the pretend group of consumers to test your knowledge, capacity to perform at consumer events, and present beef in a positive light. Contestants will have the opportunity to pick up some materials from another table that they feel they will need when talking to consumers and answering their questions. Contestants will be judged on your ability to educate the consumer about health and nutrition issues, and provide the consumers with appropriate information to answer their questions.

The issues response area will be done with a supervisor present as you write your response to a recently published news article regarding the Beef Industry. You will have 20 minutes to write a response to the article about beef by thoughtfully answering questions, identifying misinformation and listing positive consumer information. This will be a half page essay. You may not use the internet or cell phones.

Once the contest begins, you will be asked to remain in our ready room until it is your turn to compete. You will not be allowed to watch other contestants or have contact with family or friends until all contestants have completed the contest.

After the completion of the competition the contest scores will be tabulated. At that time we will announce the MN Beef Ambassador Team and the announcement of the Sr. and Jr. winner. The term of the team will begin immediately following the competition and last for one year. You will have the opportunity to attend the Youth Experience workshop and meal.

After the competition we will decide when we can get the team together for a short training with your

Minnesota Cattlewomen chp. and the MN Beef Council staff. This is a great time to answer any questions you may have.

At the MN Beef Expo banquet on Saturday evening the team will be introduced and have an opportunity to speak. Here is the first place you will use your "elevator speech".

Together we can make the MN Beef Ambassador Team an important asset to beef promotion and education in Minnesota. If selected, you will have opportunities to learn more about the beef industry. You will also attend some fun events and meet interesting people as you share your stories and experiences. I look forward to working with you in this contest. Good Luck. Feel free to contact me if you have any questions.

Sincerely,

Marilyn Nickel 507-227-0775
 MN CattleWomen
 46060 County Rd 53, Jeffers MN 56145
 nickelm@centurytel.net

Kaye Strohbehn 952-851-7994
 Karin Schaefer 952-851-7992
 MN Beef Council
 2950 Metro Dr,
 Bloomington, MN 55425
 kaye@mnbeef.org or karen@mnbeef.org

BEEF AMBASSADOR COMPETITION Registration Deadline is October 6, 2014 to MN Beef Council Competition Registration

Contestant Name _____
 Shirt Detail: Men _____ Women _____ Size _____
 Address _____
 City _____ State _____ Zip _____
 Contestant Cell Phone _____
 Email _____
 Parents Names _____
 Phone _____ Fax _____
 Email _____

Birth Date _____ Age _____ Senior (16-19) _____ Junior (13-15) _____
 Senior contestants must be at least 16 by September 1, 2014 (state contest) but not over age 20 by September 1, 2015 (national contest).
 Juniors must be 13 by September 1, 2014 (state contest) but not over 16 by September 1, 2015.

Please attach a separate page with the following information:

- Short paragraph about yourself – tell us who you are
- Your Beef Story/ Connection to Beef and Agriculture
- Interests and Activities both at school and outside of school
- Paragraph about why you want to be a Beef Ambassador

3 Competition Areas:

Mock Media Interview
 Mock Consumer Promotion
 Written Issues Response

Marilyn Nickel 507-227-0775
 MN CattleWomen
 46060 County Rd 53, Jeffers MN 56145
 nickelm@centurytel.net

Age Requirements

Seniors Age 16-19
 Juniors Age 13-15
 By September 1, 2014

Kaye Strohbehn 952-851-7994
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 MN Beef Council
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Sign Up a New Member Today - Help MSCA Grow!

Minnesota State Cattlemen's Association/National Cattlemen's Beef Association

MSCA/NCBA Partnered Membership Application Form

Name _____ Phone _____ Email _____

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

Local Cattleman Association Dues (Optional)
Local = _____ (Local Dues →) _____

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

Total Dues Enclosed This Membership _____

Address _____
 City _____ State _____ Zip _____

Type Ops: Feeder Cow-Calf Seedstock Stocker Dairy Associate

Method of Payment: Check Credit Card Invoice Me
 Credit Card Type: ___ Master Card ___ Visa ___ Discover

Card # _____
 Expiration Date ____/____/____ Signature _____

Make Checks Payable to: "MSCA" (No Cash Please)
 Return Form & Payment To: MSCA Treasurer
23722 230th Street • Hutchinson, MN 55350

Recruited By: _____

Questions Call: ☎ (320) 634-6722 or email: ✉ mnsca@mnsca.org