



# The Minnesota Cattleman

The Official Newspaper of the Minnesota State Cattlemen's Association



## What's Inside

Beef Council Update.....	4
State News.....	6
National News.....	7
MSCA Convention .....	10

Volume 14 | Edition 5 | October 2014

## WOTUS: Waters of the U.S. Update

### EPA and Corps attempt to Steal Private Property Rights in Minnesota

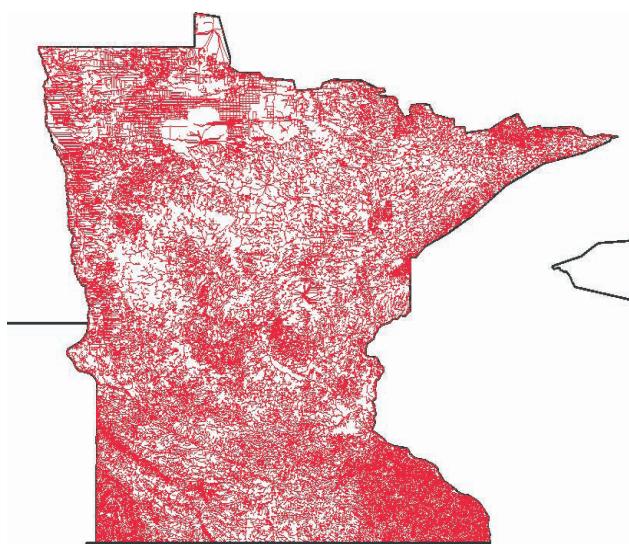
Minnesota could be facing upwards of 27,627 added regulated stream miles (a 36% increase) as a result of the "Waters of the United States" rule proposed by the Environmental Protection Agency and Army Corps of Engineers. While the agencies continue to claim their proposal does not expand the scope of the Clean Water Act, new interactive maps developed by a coalition of agricultural groups, including the National Cattlemen's Beef Association, illustrate how the proposal will impact property owners throughout the country. "The maps highlight just how far the proposed rule would expand federal jurisdiction over waters across the country," said Ashley McDonald, NCBA environmental counsel. "The EPA and Corps have gone far beyond congressional intent and are attempting to control every drop of water and every piece of private land in this country."

The maps detail 17 states' perennial, intermittent and ephemeral streams as well as flood plains and wetlands that will likely be under regulation, though the groups say this is, at best, a conservative estimate. In many of the states, land under federal jurisdiction would double, threatening private property rights in the state. Instead of providing the clarity that so many people have asked for, the agencies have instead proposed a rule that muddies the water even further through their clever use of ambiguous and

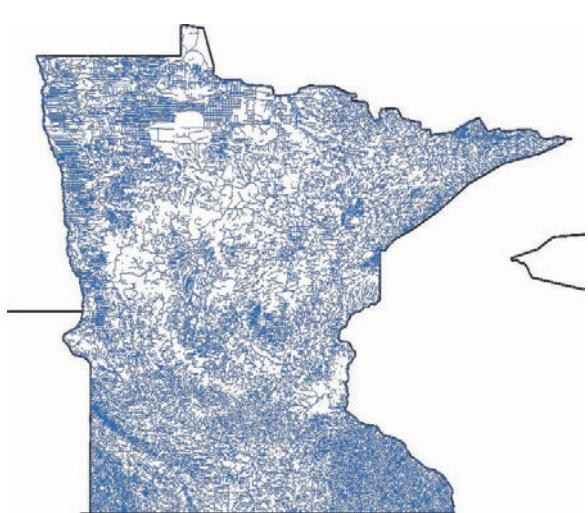
vague terminology," said McDonald. "Their actions have only created more questions for farmers and ranchers. The agency's proposed rule adds more layers of government bureaucracy and red tape and amounts to nothing more than a pervasive invasion of private property rights."

If this proposed rule is not withdrawn, according to McDonald, family farmers and ranchers will find themselves at the "mercy of the regulatory whims of the federal government."

Any member of the public can access the maps on our website at [www.beefusa.org](http://www.beefusa.org).



*The high resolution maps generally include perennial, intermittent, and some ephemeral streams. Streams that were included in the medium resolution map may have been updated to be more accurately represented. All streams are mapped with the same width of line as was used in the medium resolution maps.*



*The medium resolution maps generally include perennial and intermittent streams. All streams are mapped with the same width of line. Note that some areas (like in the north) may not have been mapped whereas in other areas (darker blue), higher resolution data are available.*

The difference between the resolutions is intended to be a conservative indication of the change in geographic reach of streams considered jurisdictional as more streams with progressively less permanent water are added; starting with those with permanent and seasonal flow (perennial + intermittent) and then adding streams with water only when it rains (ephemeral).

## The 37th MSCA State Convention, Rekindling old Traditions

The 2014 Minnesota State Cattlemen's Convention is set for December 4<sup>th</sup>-6<sup>th</sup> at Grand Casino in Hinckley.

This annual event is a great opportunity for cattlemen and cattlewomen from across the state to gather to discuss pertinent issues and industry achievements from 2014. Committee and policy meetings held during convention are crucial for setting the tone for making priorities for the upcoming year. The subject matter for the speakers and educational sessions is directed towards utilizing current industry tools and new research to help cattle producers reach new levels of successes.



Jr. Association

The 2014 MSCA convention also welcomes back the Minnesota State Cattlemen's Junior Association. Anyone under the age of 21 is welcome to join the MSCA Jr. Association. The goal of the Jr. Association is to allow young cattle industry members to gain valuable leadership experience. This group will function cooperatively with the MSCA, but will have their own leadership team. Jr. members will work alongside of the adult group at various MSCA functions throughout the year. These functions include Farmfest, Beef Expo, Cattlemen at the Capital and the annual convention. We look forward to rekindling this tradition that helps build and train future leaders of the cattle industry in our state! Membership dues for the Jr. Association are \$25.00.

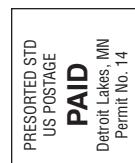
The MSCA convention is a joint effort of the Minnesota State Cattlemen's Association, The Minnesota State Cattlewomen's Association and the Minnesota Beef Council. We look forward to seeing all of you in December!

## Minnesota Beef Expo: More than just a cattle show

The 2014 Minnesota Beef Expo, held October 16<sup>th</sup>-19<sup>th</sup> at the Minnesota State Fair Grounds in St. Paul, MN, boasts an impressive lineup of youth activities and competitions. Perhaps, the highest profile of these competitions are the MYBEP (Minnesota Youth Beef Experience Program) and the MN beef ambassador competition. The MYBEP program offers youth interested in entering the beef cattle industry a "step-up" by awarding them a beef heifer, industry mentor and a first-hand experience on what it takes to care for beef animals. A total of 8 animals are awarded to qualified applicants.

The MN beef ambassador program provides youth, ages 13-19, the training and resources needed to help educate consumers and their peers about the beef cattle industry, beef nutrition and food safety. The contest consists of "mock" media interactions, elevator speech, consumer promotions and written media responses.

Other youth competitions scheduled for the MN Beef Expo include; knowledge bowl, junior cattle show, youth judging contest, showmanship and fitting contests. A full list MN Beef Expo schedule is listed on page 4.



NEWS - TIME SENSITIVE MATERIAL

We have finally turned the corner going into the fall with record cattle prices and ample moisture in most areas around the state. Fed cattle are at all time highs with domestic and export sales really staying strong, with very little variation. Feedlots are enjoying the market in outgoing cattle, with strong competition replacing cattle going back on feed. Caution is my advice as we purchase the next pen of feeders.

The Farm Fest crew did it again, a fantastic job all three days of the event, with long lines waiting for a beef sandwich in the MSCA tent. Thanks go out to all the many volunteers who helped everyday at Farm Fest and supported the Minnesota State Cattlemen's Association. Great job everyone! None of this would be possible without the support of American Foods Group, helping cattlemen with a great and worthy cause. Special thanks also to the many vendors who use our meal card plan.

We still have a little time to send in our comments on WOTUS. The EPA proposed regulation would again, be another step to further harm our family operations. NCBA has an easy-to-use method to comment and voice our opposition to the proposal. Log on to the NCBA website for more information. It is important for all of us to send our message to the EPA and tell them about our family operations and how hard we work to protect our way of life. If you have already filed a reply, help your friends, neighbors and local businesses to also get involved in the process.

The convention plans are being made and beef quality, cuts and products will once again be part of the program. Beef industry sustainability, how we meet global demand, balancing environmental responsibility with legislation updates will all be part of this year's schedule.

Finally, help us bring more membership into our organization, which helps us gain a stronger voice, to protect our way of life. Junior members are still needed. Talk to them and encourage them to be active. Thank you to all the recruiters who are helping the Minnesota State Cattlemen's Association become a stronger organization for all cattlemen.

Welcome to Ashley Kohls our new Executive Director. We look forward to working with you.

Another busy summer has come to an end. Some of the events MN Cattlewomen and MN Beef Ambassadors participated in were Beef Promotions at several Sam's clubs, the Country Sampler Picnic at the Brainerd Arboretum, Mom's Day on the Farm at Shiefelbein Farms, and a day on the Moo Booth Stage during the MN State Fair. I want to thank all CattleWomen and Beef Ambassadors who volunteer their time and fit some of these events into already busy schedules!

By the time you are reading this column the 2014 National Beef Ambassador Contest will be history. The contest is being held Sept. 26<sup>th</sup> and 27<sup>th</sup> in Denver. This year's contestants from Minnesota are Shelby Shiefelbein in the senior division and Abbey Shiefelbein in the junior division. We know they will make the Minnesota Beef Industry proud and we can't wait to share results of the contest.

The 2014 Minnesota Beef Ambassador Contest will be held October 16 during the MN Beef Expo at the MN State Fairgrounds. For more information on the contest check out the MN CattleWomen or the MN Beef Council websites: [minnesotacattlewomenassociation.weebly.com](http://minnesotacattlewomenassociation.weebly.com) and click on programs or [mn.beef.org](http://mn.beef.org) and click on Minnesota beef story. If you know of a young person between the ages of 13 -19 who would be interested or you think would be a good ambassador for the beef industry be sure to share this information with them.

In addition to the Beef Ambassador Contest during the MN Beef Expo there are all kinds of other youth activities going on such as the Knowledge Bowl, the Minnesota Youth Beef Experience Program and Beef shows. It is a fun weekend and great to see all of the young people there with so much enthusiasm for our beef industry. While at the Expo be sure to visit the trade show and look for the MN CattleWomen's booth. Hope to see you there!



**DAR GIESS**  
President, Minnesota State  
Cattlemen's Association

A lot has been happening since the last column. Farmfest was a huge success, a big thank you goes out to the committee, volunteers, and American Foods Group. It would not be such a success without the work and donations you provide. Ashley has hit the ground running and stepped right in to the role of Executive Director. I am looking forward to working with her to move our organization forward. The beef minute has begun being heard on some of the major Ag stations across the state. If you have not heard it yet ask around to find out when it is played in your area. It contains great information about what is going on in the industry and it demonstrates what can be accomplished by working with other Ag groups. Thank you to the MN Beef Council and the MN Corn Growers for partnering with us in this. Don't forget to follow the link and make your comments to the EPA over the Waters of the US issue. Time is running out to get those in. Beef Expo is just around the corner and so is convention.

On the farm side the August cutting of hay was next to impossible to get rolled up as it seemed to rain every day, but as always it got done. Silage has been cut and the pile covered as we moved on to earlodge. It feels like it is very late this year but I am thinking that is because it was been so early the last couple years. The soybeans are only a couple of days away as many of our neighbors have already started combining. Before long the calves will be heading east and winter will knocking on our door. I hope you all found some cattle that will make you money and you stay healthy and safe this harvest season.



**CAROL HOGE**  
President, Minnesota CattleWomen

Good times in the cattle business? Yes / no? The answer should be yes if you are selling calves, yet there are still great differences in prices for lesser quality calves. We all need to do our homework to prepare them properly and be sure to say thank you to the feeder that is willing to lay out the big prices for our calves!

"MSCA helping improve the cattle business of Minnesota". Plan to attend the annual meetings, convention and trade show coming December 4-6 in Hinckley. This is a great time to connect with other cattle producers and industry people to learn and share information so we can always continue to do what we like to do, better.

This again is an election year. We all get tired of all the campaign ads, signs along the roadsides, volumes of mail asking for our support of or against a particular candidate; some days we look forward to the election as an end rather than a beginning. MSCA is involved when legislation comes up that will affect our members. I encourage everyone to research the candidates, ask the hard questions and be sure they know "what we do" and "the importance of them standing up for us." Do our duty and exercise our constitutional right to vote on November 4!

Remember; if you don't vote you can't complain as you did nothing to give direction to our government

\*\*\* Voting is just as important as feeding your cattle or harvesting your crops.

Summer is gone and fall has definitely arrived, be careful out there during this busy time of year!



**MIKE LANDUYT**  
Chairman, Feeder Council

**Minnesota State Cattlemen's Association**  
23722 230<sup>th</sup> Street  
Hutchinson, MN 55350  
**(612) 618-6619**  
[www.mnscsa.org](http://www.mnscsa.org)  
[mnscsa@mnscsa.org](mailto:mnscsa@mnscsa.org)

## Executive Committee

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

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

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

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

**Cow-Calf Council Chair - John Chute**  
(218) 927-3987 [jchute@mlecmn.net](mailto:jchute@mlecmn.net)  
42992 US Hwy 169, Aitkin, MN 56431

**Past President - Don Schiefelbein**  
(303) 324-5149 [dschiefel@metel.net](mailto:dschiefel@metel.net)  
34897 717th Ave, Kimball, MN 55353

**Legislative Chair - Tom Pyfferoen**  
(507) 254-9490 [typffero@pitel.net](mailto:typffero@pitel.net)  
53249 - 275th Ave., Pine Island, MN 55963

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

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

**Executive Director - Ashley Kohls**  
(612) 618-6619 [mnscsa@mnscsa.org](mailto:mnscsa@mnscsa.org)  
23722 230<sup>th</sup> St., Hutchinson, MN 55350

## MSCA Regional Directors

**Region - 1 Dan Anderson**  
(218) 425-7207 [dana@wktel.com](mailto:dana@wktel.com)  
15693-440th Ave., Roseau, MN 56751-8758

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

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

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

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

**Region - 7 Grant Breitkreutz**  
(507) 641-5384 [gdbreitkreutz@hotmail.com](mailto:gdbreitkreutz@hotmail.com)  
38270 Kenwood Ave., Redwood Falls, MN 56283

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

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

## Minnesota Cattlemen

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**For Advertising Contact:**  
Managing Editor: [mnscsa@mnscsa.org](mailto:mnscsa@mnscsa.org)  
(320) 634-6722

**Post Master Send Address Corrections to:**  
Minnesota Cattlemen Publications  
23722 230<sup>th</sup> Street  
Hutchinson, MN 55350

## Upcoming Events:

MN Beef Ambassador Contest	October 16
MN Beef Expo	October 16-19
MBC Board of Directors Meeting	November 18 at the MN Beef Council offices
Midwest Dairy Expo	December 2-4
MN State Cattlemen's Convention	December 5-6

## 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 280 members who have not renewed for the year.

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.

## Greetings from the central part of the state!

I'm very excited to be writing this column as your new executive director. I've enjoyed meeting and speaking with many MSCA members over the last month and look forward to meeting many more of you at the MN beef expo and the annual convention.

The MSCA has gone social! For those of you who spend time on Facebook, you may have noticed posts or gotten invites from the official Minnesota State Cattlemen's Association's Facebook page. If you haven't "liked" the page already, please do so! It's an easy way to keep up to date with the latest and greatest cattle industry highlights and events!

Current items and events we are working on at the MSCA "office" are:

1. The MSCA annual convention! This great event is only a few short months away. Head on over to [www.mnscac.org](http://www.mnscac.org) for more information and to register.
2. Membership. Do you know someone who would be a great addition to our organization? Let us help you recruit and welcome them to the MSCA!
3. The MN Beef Expo. This event has many great opportunities for young beef enthusiasts to showcase their many talents.
4. Minnesota Beef Minute. Tune in to the Linder Farm Network to catch weekly industry updates.
5. Elections. This year's political race is sure to be an exciting one. We are working closely with government leader to ensure that cattle farmers and ranchers from across the state will have freedom to operate for many years to come.
6. WEBSITE! We're working behind the scenes to upgrade the MSCA website to allow us to better serve and communicate with our members. Do you have a specific function you would like to see added to our website? Let us know!



**ASHLEY KOHLS**  
Executive Director

The executive team, regional directors and I are working hard to serve MSCA members and the cattle industry in Minnesota. We love to hear from our members, please feel free to contact us with any questions or concerns you may have!

**EVERY CALF HAS A REPUTATION**

ENSURE THAT YOURS HAVE A GOOD ONE

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## MINNESOTA BEEF COUNCIL

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



## Moving into the Digital Age

With the priority of the beef checkoff being placed on building beef demand with the Millennial audience, it now calls for a drastic shift in our advertising and promotion methods. Consumers aged 22-44 are most likely influenced by digital advertising tactics verses traditional radio, television or print media. The Minnesota Beef Council (MBC) will be launching a new advertising strategy that will play out on Google this fall. As consumers search key words associated with beef (examples: easy dinner solutions, fast healthy meals), an ad will pop up on the Google search, driving that viewer to the ‘Beef. It’s What’s for Dinner’ website.

Through the use of sophisticated technology, the ads will be placed in front of consumers in our targeted demographic, such as 22-44 year olds living in Minneapolis or St. Paul. This form of digital media is so drastically different than previous methods, because it can be so specifically targeted. Also, the way the beef checkoff pays for this type of advertising is based on how many clicks the ad receives verses the traditional ‘impressions’ that other advertising methods.

Since consistency is so vitally important, the campaign run in Minnesota during a 2 month run, will also be run in neighboring states. MBC’s goal is to build beef demand through these efforts and we will be coordinating the advertising efforts in strategic months/timeframes when beef sales decline from our top selling summer grilling months.

As you plan for any advertising and promotion efforts in your local area, consider the use of digital strategies that would appeal to this targeted demographic. Stay tuned for some great measurable results from this campaign in the coming months!



**KARIN SCHAEFER**  
MN Beef Council Executive Director

## Beef Ambassador Contest



The Minnesota Beef Ambassador Program, sponsored by the Minnesota Beef Council, Minnesota Cattlemen's Association and the Minnesota State Cattlemen's Association, provides an opportunity for youth between the ages of 13-19 to educate consumers and students about beef nutrition, food safety and stewardship practices of beef farmers and ranchers throughout the year. The Minnesota Beef Ambassador team consists of the Senior Minnesota Beef Ambassador, the Junior Beef Ambassador and 2 team members. The contest will take place on Thursday, October 16 during the MN Beef Expo. Applications can be found at [www.mnbeef.org](http://www.mnbeef.org) and applications are due on Monday, October 6.

## Celebrate Ag & Food Day With Gophers Football



MBC participated in the 2nd Annual 'Celebrate Ag & Food Day at the University of Minnesota Gopher football game.'

## Beef Quality Assurance FREE Online Training

Boehringer Ingelheim Vetmedica, Inc. is providing access to the BQA Certification, which is a \$25 to \$50 value per person. Customers and friends can utilize the program and gain certification at no charge from September 1-October 31, 2014 by using the following access code: BI-VIBQA



**Deadline to submit copy and pictures for the November edition is October 23**

## Illustrating to the Beef Lifecycle

Because the beef lifecycle is one of the most unique and complex lifecycles of any food product, the checkoff has updated the Beef Lifecycle graphic to help illustrate the stages of the lifecycle. This infographic highlights each caretaker along the way – cow/calf, stocker/backgrounder, livestock auction market, feedyard, packing plant and retail & foodservice – by explaining the role of each segment in the beef supply chain. An accompanying post on FactsAboutBeef.com explains the lifecycle in more detail and will continue to expand on those details in coming months.

## Strong Early Results for Digital Campaign

Millennials initiate more than 5 million online food-related searches each day. What a tremendous opportunity for the beef checkoff's consumer digital advertising campaign. And just 12 weeks into the new campaign, the results are impressive indeed!

The "Beef. It's What's For Dinner." website reached more than 1 million consumers during the first 12 weeks of the campaign; the five "no-recipe recipe" YouTube videos on the site were viewed 1.5 million times; and associated social-media sites hosted a total of 434,000 engagements (likes, comments, shares, re-tweets, and click-thrus to checkoff resources such as recipes).

"Our checkoff's digital advertising program is where the consumers are, across the entire U.S., ensuring beef's visibility in the marketplace," says Terri Carstensen, beef producer from Odebolt, Iowa and chairwoman of the checkoff's Domestic Consumer Preference Committee. "The exciting part is that we are showing consumers they don't have to sacrifice taste or nutrition for convenience. We continue to engage consumers during their moments of meal planning, inspiration and decision-making, and results show we're having an impact and that every interaction matters. Digital/social media is such a great tool because it is available 24/7."

State beef councils using digital platforms from the national media buys included: Illinois, Iowa, Kansas, Missouri, Nebraska, Oklahoma, Texas and Utah. Participating states used digital media, such as Facebook and paid Google search advertising to share positive beef messages with millennials.

The new campaign helps the checkoff get to know beef's targeted consumers better – like the fact that 80 percent of them eat beef at least once a week and they're visiting the checkoff-funded "Beef. It's What's For Dinner." site for recipes and beef cooking techniques.

"At the end of the day, the checkoff aims to shift consumers' perceptions of beef," says Carstensen. "What the data shows is that 97 percent of consumers have positive opinions about beef after visiting the site. That's a result to be proud of!"

## Beef Checkoff Sets FY2015 Plan of Work

The Cattlemen's Beef Board will invest about \$39 million into programs of beef promotion, research, consumer information, industry information, foreign marketing and producer communications in fiscal year 2015, if this week's recommendation of the Beef Promotion Operating Committee is approved by USDA, following review by the full Beef Board.

In action concluding its Sept. 16-17 meeting in Denver, the Operating Committee — including 10 members of the Beef Board and 10 members of the Federation of State Beef Councils — approved checkoff funding for a total of 18 "Authorization Requests," or proposals for checkoff funding, in the fiscal year beginning Oct. 1, 2014. The committee also recommended full Beef Board approval of a budget amendment to reflect the split of funding between budget categories affected by their decisions.

In the end, the Operating Committee approved proposals from eight national beef organizations for funding through the FY15 Cattlemen's Beef Board budget, as follows:

- National Cattlemen's Beef Association (nine proposals for \$27.8 million)
- U.S. Meat Export Federation (one proposal for \$7.7 million)
- Cattlemen's Beef Board (one proposal for \$1.5 million)
- North American Meat Association (three proposals for \$1.1 million)
- American National CattleWomen (one proposal for \$371,000)
- Meat Import Council of America (one proposal for \$350,800)
- American Farm Bureau Foundation for Agriculture (one proposal for \$222,500)
- National Livestock Producers Association (one proposal for \$45,000)

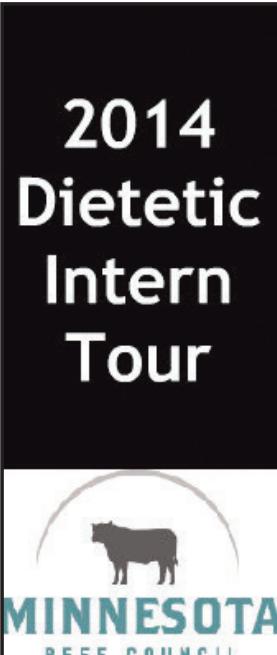
Broken out by budget component, the Fiscal Year 2015 Plan of Work for the Cattlemen's Beef Board budget includes:

- \$8 million for promotion programs, including continuation of the checkoff's consumer digital advertising program, as well as veal promotion.
- \$9.7 million for research programs, focusing on a variety of critical issues, including pre- and post-harvest beef safety research, product quality research, human nutrition research and scientific affairs, market research, and beef and culinary innovations.
- \$10.4 million for consumer information programs, including a Northeast public relations initiative, national consumer public relations, including a "Moms, Millennials and More" consumer information program, nutrition-influencer relations, and creation of a digital application and beef game for youth.
- \$1.7 million for industry information programs, comprising dissemination of accurate information about the beef industry to counter misinformation from anti-beef groups and others, as well as funding for checkoff participation in a fourth annual national industry-wide symposium focused on discussion and dissemination of information about antibiotic use.
- \$7.7 million for foreign marketing and education in some 80 countries in the following: ASEAN region; Caribbean; Central America/Dominican Republic; China/Hong Kong; Europe; Japan; Korea; Mexico; Middle East; Russia/Greater Russian Region; South America; and Taiwan.
- \$1.5 million for producer communications, which includes producer outreach using national communications and direct communications to producers about checkoff results; as well as development and utilization of information conduits, such as auction markets; maintenance of a seamless partnership with state beef council producer-communication efforts; and producer attitude research to determine producer attitudes and desires of their checkoff program.

Other expenses funded through the \$41.3 million 2015 CBB budget include \$221,000 for evaluation, \$305,000 for program development, \$325,000 for USDA oversight; and about \$1.9 million for administration, which includes costs for Board meetings, legal fees, travel costs, office rental, supplies, equipment, and administrative staff compensation. Fiscal Year 2015 begins Oct. 1, 2014.

## MBC Hosts Farm Tour for Future Nutrition Influencers

On September 24, MBC partnered with Midwest Dairy to host dietetic interns and their program coordinators from several programs on a farm tour. This marks the third year of this program. These students have finished their college courses and are completing the practical experience component required for their degree. Haubenschild Dairy and the Lawrence Hereford Farm in the Princeton area took the time to showcase their farms. Students completed an online survey before and after the tour which helped us gather information about their beliefs about beef and dairy, along with the ability to measure the impact of these efforts.



MBC partnered with Midwest Dairy to host dietetic interns on a dairy and beef tour. Above, students pose for a picture with Marytina Lawrence and their family's Hereford bull.

## Minnesota State Cattlemen's Association Sponsors 2014 4-H Market Beef Show



The 2014 Minnesota State Fair Champion Market Beef animal was a crossbred steer shown by Gavin Mulder of Jackson County, Minnesota.



The 2014 Minnesota State Fair Reserve Champion Market Beef was a crossbred steer shown by Blake Heideman of Freeborn County, Minnesota.



## 12TH ANNUAL SUPREME ROW

sponsored by MN FARM GUIDE • AGRI MEDIA GROUP  
Purina Animal Nutrition, LLC • Rabo AgriFinance • Optimizer Calf Gel

### MN BEEF EXPO SCHEDULE OCTOBER 16–19

#### THURSDAY, OCTOBER 16, 2014

- 8 a.m. Junior Show entries close  
9 a.m. Barn opens for cattle & Seedstock Alley set-up  
Noon - 12:30 p.m. Knowledge Bowl check-in  
12:30 - 3:30 p.m. Knowledge Bowl - Lee & Rose Warner Coliseum  
Noon - 8 p.m. Trade Show set-up for remaining exhibits  
2:30 - 5 p.m. 2014 Minnesota Beef Ambassador Team Competition, Workshop: CHS Miracle of Birth Center  
5 - 7:30 p.m. MYBEP Education & Information Seminar
- Everyone is invited!** Youth who applied for the 2014 MYBEP are eligible to attend this workshop. Sessions are developed to enhance a junior's ability to begin and prosper with their own herd of cattle and will be presented by industry and educational professionals along with leading cattlemen. At the conclusion of the workshop, the attendee present with the highest application score given by the MYBEP selection committee will be awarded a heifer, sponsored by the Minnesota Cattlemen's Association. Four passes will also be awarded to the Minnesota Cattlemen's Association convention in December.
- 11 p.m. Barn closes for the night

#### FRIDAY, OCTOBER 17, 2014

- 8 - Noon Sale cattle check-in: Livestock Pavilion  
8 a.m. - 6 p.m. Junior Show Breeding Heifer check-in: Junior Show Office  
8 - 9:15 a.m. Youth Judging Contest registration: Lee & Rose Warner Coliseum  
8 - Noon Showmanship check-in: Junior Show Office  
8 - 10 a.m. Trade Show set-up  
9:30 - 11:30 a.m. Youth Judging Contest: Warner Coliseum  
**Sponsored by MN Farm Bureau**
- 10 a.m. Trade Show opens: Warner Coliseum  
11:30 - 2 p.m. Sullivan Supply/Stock Show University Fitting Contest and seminar

**Sponsored by the Sullivan Supply/Stock Show University and Minnesota Soybean Research & Promotion Council.** Teamwork & enhancing show ring performance of groomed cattle is the goal of this fun & interactive event. Teams made up of four youth will have the opportunity to groom a heifer or steer for the show ring, demonstrating teamwork and beef industry knowledge and compete for the coveted award as the "2014 Beef Expo Fitting Contest Champion." (Contest guidelines, page 13-14.) Contest will include a fitting seminar open to everyone. Presented by Sullivan Supply/Stock Show University.

- Noon Sale cattle in place: Livestock Pavilion  
**Junior Show livestock in place: Livestock Pavilion**  
Noon Sale Prospect Steers & Heifers weigh-in: West end, Livestock Pavilion  
2 p.m. Youth Judging Contest Awards presentation: Warner Coliseum  
2:15 p.m. MYBEP interviews and showmanship  
Warner Coliseum  
3:30 p.m. Junior Showmanship Competition: Warner Coliseum

*Grab & Go Dinner - sponsored by the Minnesota Soybean Research & Promotion Council. Immediately following the Showmanship Competition.*

Youth Showmanship has traditionally been, and will continue to be, a "no fit" show. Exhibitors will be judged strictly on their showmanship skills, with no emphasis being placed on fitting skills. However, exhibitors do have the option of fitting their animal for the sole purpose of personal practice, realizing that it will not affect their placing in Showmanship Classes.

- 7 p.m. White Satin on Ice, Elite Genetics Sale:  
CHS Miracle of Birth Center

#### SATURDAY, OCTOBER 18, 2014

- 8 a.m. Sale Cattle Show: Warner Coliseum  
**Sponsored by Showrite and Hubbard Feeds, Inc.**  
8 - 10 a.m. Junior Show Prospect & Market weigh-in & check-in: West end of Livestock Pavilion  
9 a.m. Trade Show opens: Warner Coliseum  
Noon - 4 p.m. All sales will run concurrently in Warner Coliseum  
**Sponsored by Lanesboro Sales Commission, Inc.**

**\*\*NOTE: Junior Show entries from sale close one (1) hour after completion of sale.**

- 5 p.m. 12TH ANNUAL SUPREME ROW  
Female & Steer Selection Dinner  
**Sponsored by Central Life Sciences & MN Corn Growers  
Presented by Minnesota Maine Anjou Association**  
Dinner & awards follow the sale:
- 2014 MYBEP Heifers Awarded
  - 2013 MYBEP Achievement Award  
**Sponsored by Minnesota Beef Cattle Improvement Association (MBCIA)**
  - Minnesota Beef Ambassador Announced
  - 2013 MYBEP Achievement Award Scholarship  
**Sponsored by Minnesota Farmers Union**

6 p.m. Selection of champions of Supreme Row

#### SUNDAY, OCTOBER 19, 2014

- 8 a.m. Prospect Market Calf & Market Beef Show  
Junior Breeding Heifer Show: Warner Coliseum  
**Ring 1:** Charolais, Charolais Composite, Shorthorn Plus, Shorthorn, Foundation Simmental, Simmental, Red Angus, South Devon, Hereford, Angus.  
**Ring 2:** Market Beef, Prospect Calves, Commercial Heifers, Limousin Heifers, Maine Anjou Heifers, Other Breeds Heifers, Composite Heifers.  
Trade Show opens: Warner Coliseum
- 3:30 p.m. Selection of Junior Show  
Supreme Champions: Warner Coliseum

#### MN BEEF EXPO SCHEDULE SUBJECT TO CHANGE

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Please be sure to visit the Silent Auction! All of the proceeds go back to the Beef Expo!

## Congress Requests GAP Audit For Brazil and Argentina Proposals

- NCBA, Beltway Beef. Beltway Beef is a weekly report from Washington, D.C., giving an up-to-date summary of top policy initiatives.

In two separate letters sent by Congress, an audit conducted by the Government Accountability Office has been requested in response to the United States Department of Agriculture Animal and Plant Health Inspection Service's proposed rule to allow the importation of fresh and frozen beef from regions in Brazil and Argentina, as well as live cattle from Argentina. The audits are to focus on the methodology and controls used in the site visit review process, which were the foundation for these decisions.

"Our concern stems from the risk of introduction of Foot and Mouth Disease, which is the most economically damaging livestock disease, and one of the most contagious diseases, in the world," according to NCBA Chief Veterinarian Kathy Simmons. "The last case of FMD in the United States was in 1929 and was brought in from Argentina. That area of the world has been plagued with this disease and reintroduction could risk the health and well-being of our domestic livestock herds."

The letter signed by Reps. Yoho (R-Fla.); Lucas (R-Okla.), chair of the House Agriculture Committee; Sessions (R-Texas), chair of the House Rules Committee; Crawford (R- Ark.); Costa (D- Cali.); and Schrader (D-Ore.) emphasized the importance of trade, but not at the risk of animal health or harming our domestic food supply.

"While we are staunch advocates for open markets and free trade, we will not ignore the fact that unfettered access of these products has the potential to cause significant harm to our domestic food supply," the letter states. "Until a timely and independent study can be conducted on the methodology and management controls of the APHIS site visits to the exporting country to verify the animal health data, we shall not abide risking our nation's food supply, health, and economy."

The last documented case of FMD in Argentina was in 2006. In April, the Food Safety Inspection Service released an audit that found substantial flaws related to Brazil's food safety regulation requirement. An independent third-party review also identified significant weaknesses in the methodology of the risk analysis for the Argentina proposals, specifically the APHIS hazard analysis and the exposure assessment, as well as an overly subjective qualitative format.

The second letter, which was sent this week by the Texas delegation echoed industry concerns, and stated that research indicates a 0.3 to 0.6 percent loss in gross domestic product for countries that suffer an FMD outbreak.

"It is imperative that the best interests of our nation's food supply, health and economy be properly considered," states the letter signed by 27 members of the Texas delegation. "Until a timely and independent study can be conducted concerning the overall process, documentation, and risk assessments utilized to formulate these rules, we cannot support their implementation." - NCBA, Beltway Beef. Beltway Beef is a weekly report from Washington, D.C., giving an up-to-date summary of top policy initiatives; direct from the National Cattlemen's Beef Association.

## Flood the EPA with Comments NOW!

The most powerful tool we have against the EPA and the Corps' aggressive land grab is a strong grassroots voice. The NCBA has set a goal of having 10,000 comments submitted to the EPA to push back against their "waters of the United States" proposal. Right now, 4,015 comments have been submitted through the NCBA website, 40% of the set goal.

Right now, the leading states are:

State	Comments Submitted
Texas	872
Arkansas	487
Florida	224
Oklahoma	204
Alabama	174
Missouri	159
Kentucky	133
Ohio	103
Colorado	97
California	93
Mississippi	90

It only takes a few minutes, visit BeefUSA.org and send in your story. It will make a difference!

### EPA COMMENTS TRACKER

4,015

10,000



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Holstein Steers - Fed Cows -Lean Cows  
**Richard Vanderhoff - (320) 760-7632**  
Hutchinson, Minnesota

Fed Cattle - Contracting  
**Tim Schiefelbein - (320) 398-2700**  
Kimball, Minnesota

GIBBON

Lean Cows & Bulls  
**Jim Ryan - (605) 668-4275**  
Yankton, South Dakota

Fed Cows, Lean Cows & Bulls  
**Mike Baczwaski - (800) 445-0042**  
Gibbon, Nebraska



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# D.C. Takes on Antibiotic Resistance

President Obama recently announced plans to heighten the awareness of antibiotic resistance to a national level. An executive order was issued to establish an inter-agency task force to combat antibiotic resistant bacteria; this task force team will be co-chaired by the secretaries of defense, agriculture and health and human services. According to the Centers for Disease Control and Prevention (CDC), antibiotic resistant infections are associated with nearly 2 million illnesses nationwide on an annual basis.

The National Institute of Health and The Biomedical Advanced Research and Development Authority have urged scientists to step up research and development of more rapid testing methods to help identify highly resistant bacteria strains by dangling a \$20 million carrot as incentive. Major Ag. Groups welcome the idea of joining forces to address the public and animal health issue of antibiotic resistance. Leadership of these groups urge any changes in antibiotic regulations to be researched, strategic and coordinated. Cooperation from government, academic institutions, industry professionals and healthcare providers is crucial to keep the issue multifaceted and not allow the target to fall only on the back of animal agriculture.

The NCBA recently hosted a Food and Drug administration staff college in Washington D.C. as a part of a continuing effort to educate key policy influencers. The focus of this recent staff college was to share recent research pertaining to antimicrobial resistance. Guy Loneragan, veterinary epidemiologist and professor of Food Safety and Public Health at Texas Tech University presented research based upon preserving the efficacy of antibiotics in the future to protect both human and animal health. "When looking at the use of antibiotics, it is critically important to weigh the societal benefits of the use along with the societal risks." Loneragan believes that the path forward involves a critical balance of the risks and benefits. But he also believes the industry should continue discover, develop and implement innovative production practices, research, and technologies that reduce the need for antibiotics. "Strategic approaches are critical", he said; cutting all antibiotic use in livestock can and will have serious unintended consequences.

With the complexity of the issue, NCBA encourages further discussion with all stakeholders involved. NCBA will remain engaged to ensure a balanced conversation to ensure that sound science will be utilized in decisions regarding antibiotic uses, so that American cattle producers can continue to maintain a healthy herd, which is the cornerstone to providing the safest, most affordable beef supply in the world.

# House Passes Jobs Bill

The Jobs for America Act (H.R. 4) passed recently by a vote of 253 to 163. Bob McCan, National Cattlemen's Beef Association president and Victoria, Texas, cattleman said this was a positive move for cattle producers and a solid step toward stabilizing the economy.

"The Jobs bill passed by the House contains a number of priorities for our producer members including some key tax provisions," said McCan. "The passage of this legislation brings our producers one step closer to having the certainty they need to make financial preparations and needed investments in this tax year."

Included in the Act is the America's Small Business Tax Relief Act and other provisions directed toward the Internal Revenue Service, which makes section 179 expensing and bonus depreciation permanent. The bill also contains the Regulations from the Executive in Need of Scrutiny Act, requiring Congress to take an up-or-down vote on all new major rules that would have an economic impact of more than \$100 million annually before they can be enforced. And critical for many public lands and western ranchers is the inclusion of the Restoring Healthy Forests for Healthy Communities Act addressing catastrophic wildfire and forest mismanagement.

"Many of the provisions contained in this bill are critical for the cattle industry; legislation that extends certainty in the tax code, reins in the regulatory train wreck our members face from administration agencies like the EPA and aims to better manage our public lands and resources," said McCan. "We appreciate the efforts of the House in bringing this bill to the floor and urge the Senate to take action."



**Deadline to submit copy  
and pictures for the  
November edition  
is October 23**

## BRITISH WHITE CATTLE ASSOCIATION OF MINNESOTA'S

**2<sup>ND</sup> ANNUAL**

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Hutchinson, MN

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**BRITISH WHITE CATTLE**



**Association of  
MINNESOTA**



Silent Auction following sale to raise funds for Junior Members  
Concessions provided by McLeod 4H County Riders

## September 6<sup>th</sup> Quarterly Meeting Update

The MSCA fall quarterly meeting was held on Saturday, September 6<sup>th</sup>, at the home of Dar and Lynn Giess, just outside of Pierz, MN. The following are a few items that were discussed:

- Budget review & approval of new budget. A budget of \$190,000 was approved for (FY) 2015.
- Minnesota grazing programs were discussed. There is \$600,000 available for fences and more grazing land is becoming available in SW Minnesota.
- The 2014 summer tour in the Red Wood area was a big success. 950 people were served with 100 vendors involved. They like to thank Triple Jay Farms for donating steaks for the evening meal!
- 2014 Farmfest report: 4,500 buns were served. Farmfest had record attendance for the 1<sup>st</sup> 2 days of the event. A big thank-you to American Foods group for donating the meat for our booth.
- Legislative report was given by Bruce Kleven via telephone. Wolf licenses issued are up to 400. The MN Department of Ag is still discussing Waters of the State, he is hopeful the legislation will fail. He is speculating that Dayton & Franken will win their respective races and that the house should turn back to the republicans due to national Democratic shortfalls and a lack of democrats voting do a non-presidential election year.
- Cattlemen's report was given by Carol Hoge. Mom's Day on the Farm was hosted by Schiebelbein farm, 15 - 20 women attended the event. Beef promotions were held at Sam's Club with the help of the Beef Ambassadors. The National Beef Ambassador contest will be held in Denver at the end of September, two current MN beef ambassadors are competing.
- Mission statement amendments were discussed. It was decided that the MSCA mission statement is too lengthy. A committee will be appointed to research past mission statements, their findings will be reported at the next meeting in December.
- There was discussion about what the definition of a pasture is. Any changes in this definition in favor of one producer could have restrictive results for another. MSCA board members will continue to discuss definitions and updates will be shared as they arise.
- Larger operations in western Minnesota are having issues with getting permits granted due to environmental impact studies being required by the MPCA. The most recent example would have had a \$70 million rural economic impact.

A big thank-you to Dar & Lynn for hosting the meeting and providing dinner to all who attended. The next MSCA quarterly meeting will be held Saturday, December 6<sup>th</sup> at 9:00 am.

## Historically Low Cattle on Feed Report

USDA's latest cattle on feed report includes some historic lows.

Placements during August 2014 were 1.720 million head, down 3% from August 2013, and the lowest for the month since the series of reports started in 1996. That's due to the very tight supply of feeder cattle, good grazing conditions, and expectations for better wheat grazing, and marks the sixth consecutive month of lower placements. By weight, placements of cattle weighing less than 600 pounds were 410,000 head and 600 to 699 pound placements were 280,000 head, while 700 to 799 pound placements were 395,000 head and placements on cattle weighing 800 pounds and heavier were 635,000 head.

Marketings were 10% lower than last year at 1.692 million head, also the lowest for the month since this series of reports began.

The total number of cattle on feed in the U.S. on September 1 was 9.799 million head, 1% less than a year ago.

Other disappearances were 66,000 head, a 32% jump.

The next set of cattle on feed numbers is out October 24.

- Source, Brownfield Ag News

## Sizzling in San Antonio

Join fellow cattlemen & women in San Antonio for the 2015 Cattle Industry Annual convention and NCBA Trade Show February 4<sup>th</sup>-7<sup>th</sup>, 2015. Registration opens October 6<sup>th</sup>.



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# Registration is now open for the 2014 MSCA Annual Convention and Trade Show!

Registration is now open for the 2014 MSCA Annual Convention and Trade Show!

Registration is now open for the 2014 Minnesota State Cattlemen's Association Annual Convention and Trade Show. This even will be held December 4<sup>th</sup>-6<sup>th</sup> at Grand Casino in Hinckley. Online registration is available under the convention tab at [www.mnscac.org](http://www.mnscac.org).

This year's convention will focus on utilizing current tools and research to enjoy future success. Educational sessions and keynote addresses will be led by guest speakers who are leaders from different sectors of the cattle industry. Topics chosen include:

- Beef Quality and Product Research: Introducing New Beef Cuts and Products.
- Utilizing Social Media to Promote Beef and Beef Producers.
- New and Emerging Bovine Reproductive Technologies and Genetics.
- Animal Welfare & Well-being – 3<sup>rd</sup> party audits and programs to ensure product safety from producer to consumer.
- Beef Industry Sustainability: Meeting growing global demand by balancing environmental responsibility, economic opportunity and social diligence through the supply chain.
- Legislative updates from the state capital and the national capital.
- Friday Night entertainment will feature Baxter Black – A cowboy poet.

## HOTEL INFORMATION:

Grand Casino - Hinckley  
777 Lady Luck Drive  
Hinckley, MN 55037

For Reservations:  
1-800-468-3517

When making reservations please mention that you will be attending the Minnesota Cattle Convention and Trade Show.

Standard King or Queen Rooms (single or double):

\$59.20 (Thursday) per night plus tax  
\$75.60 (Friday) per night plus tax  
\$84.60 (Saturday) per night plus tax

## SCHEDULE - (SUBJECT TO CHANGE):

### Thursday, December 4th:

2:00 - 5:00 PM	MSCA Policy & Resolutions Committee Meeting
6:00 PM	Social Hour and Exhibitor/Sponsor Appreciation Dinner

### Friday, December 5th:

8:00 AM - 6:00 PM	Registration
8:00-11:00 AM	Trade Show Set-up
9:30-10:00 AM	Cow/Calf & Feeder Council Meetings
10:30- 11:30 AM	MSCA Quarterly Board of Directors Meeting
11:30 AM - 10:00 PM	Trade Show & Silent Auction Open
12:00 - 1:30 PM	Welcome by MSCA President & MCW President National Update by NCBA President - Bob McCann
<b>Keynote Speaker: Dr. Kim Stackhouse - Beef Industry Sustainability: Meeting growing global demand by balancing environmental responsibility, economic opportunity and social diligence through the supply chain.</b>	

### Breakout Sessions:

1:45 -2:30 PM	<b>Beef Quality and Product Research: Introducing New Beef Cuts and Products</b> , Carissa Nath, MS – Meat Scientist – AURI
1:45 -2:30 PM	<b>Utilizing Social Media to Promote Beef and Beef Producers</b> , Kaye Strohbeene, MS – Director of Marketing - Minnesota Beef Council
2:30- 3:30 PM	Dedicated Trade Show Time
3:30 - 5:00 PM	Cattlemen's College - Dr. Blaine Corners, Zoetis Animal Health
5:00 - 5:30 PM	Social Hour
5:30 - 10:00 PM	Banquet, Convention Ceremonies and Auction <b>Entertainment: Baxter Black - Cowboy Poet</b>

### Saturday, December 6th

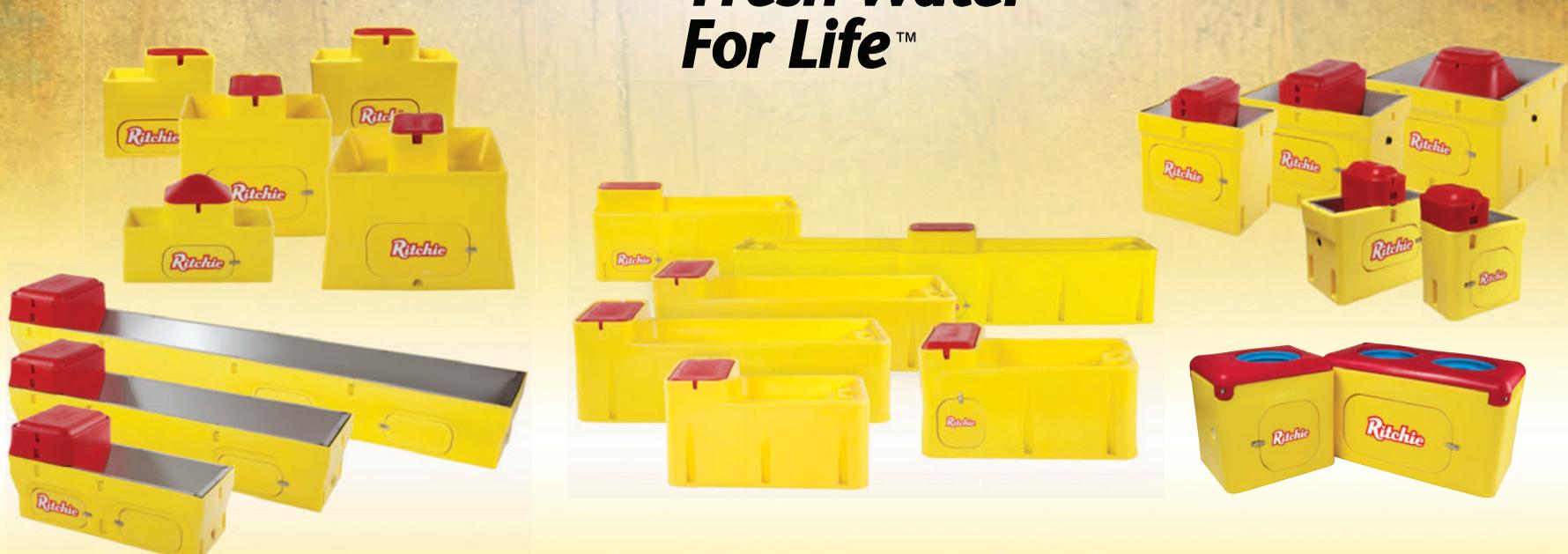
7:30 AM - 12:00 PM	Registration Open
7:30 - 9:00 AM	Breakfast - Kevin Oschner – Cattlemen to Cattlemen
9:00 AM - 1:00 PM	Trade Show & Silent Auction Open
9:00 - 10:30 AM	MSCA Annual Meeting
9:30 - 11:30 AM	Cattlewomen Meeting
10:30 AM - 12:00 PM	Dedicated Trade Show Time
11:00 – 11:30 AM	Jr. Cattlemen's Association Meeting
12:00 - 1:30 PM	Lunch & Legislative Update <b>State Update</b> - Bruce Kleven - Lobbyist for MSCA <b>National Update</b> - Kent Bacus - Associate Director of Legislative Affairs – NCBA, DC Office

### Breakout Sessions:

1:45 -2:30 PM	<b>New and Emerging Bovine Reproductive Technologies and Genetics</b> , Mark Allan, PhD - Director of Marketing and Genomics – Trans Ova Genetics
1:45 -2:30 PM	<b>Animal Welfare &amp; Wellbeing – 3<sup>rd</sup> party audits and programs to ensure product safety from producer to consumer</b> , Lora Wright, MS – Division Manager, Beef Supply Chain - Office of Animal Well-Being & Food Safety Quality Assurance - Tyson Fresh Meats
2:30 - 3:00 PM	Discussion Panel - All speakers will be invited back for a question & answer session - Dar Giess - Mediator
3:00 PM	Trade Show & Convention Closes – SAFE TRAVELS!



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## Perham Stockyards Inc Sale Preview

**Oct. 6th • Anniversary**

**Oct. 13th**

**Oct. 20th**

**Saturday • Oct. 25th • Dairy & Bred Beef**

**Oct. 27th**

**Nov. 3rd**

**Nov. 10th**

**Nov. 17th**

**Nov. 24th • Dairy Sale**

**Saturday • Nov. 29th • Bred Beef**

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\*\*Special Saturday Sales are scheduled to relieve the pressure off of our busy fall Monday sales. We will be accepting all classes of livestock concentrating on Bred Beef Cows & Heifers; Open Replacement Heifers; Cow/Calf Pairs; Dairy Cattle: Open Dairy Heifers, Shortbreds, Springers, Herds of Dairy Cows; & all Harvest Cattle. Thank you!!\*\*

**Dec. 1st**

**Dec. 8th**

**Dec. 15th**

**Saturday • Dec. 20th • Bred Beef**

**Dec. 22nd**

**Dec. 29th • Dairy Sale**

**For complete Market Reports, Upcoming Sales/Consignments, and numerous other information check out our website at [www.perhamstockyards.com](http://www.perhamstockyards.com). Bid & View Our Sales Live at [www.cattleUSA.com](http://www.cattleUSA.com)**

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## Minnesota Beef News & Notes Radio Program

Minnesota Beef Council in conjunction with the Minnesota Corn Growers, the Minnesota State Cattlemen's and the University of Minnesota Beef Team are collaborating on a producer communication feature segment called the 'Minnesota Beef News & Notes' program. This 2-minute segment will highlight check-off funded activity, beef research and industry information relevant to producers. The program will be aired on the Linder Farm Network, Red River Farm Network and various independent stations weekly during their farm reports.

## Wanted: Happy Faces

The deadline for the 2014 MSCA photography contest is rapidly approaching.

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.

Photos may be submitted to [mnsca@mnsca.org](mailto:mnsca@mnsca.org) or posted to the Minnesota State Cattlemen's Association Facebook page. Please submit no more than two entries per category. The deadline for entries is November 1, 2014. For more information about the photo contest log on to [www.mnsca.org](http://www.mnsca.org) or e-mail [mnsca@mnsca.org](mailto:mnsca@mnsca.org)



## NDSU Research Evaluates Bale Binder Buildup in Rumens

North Dakota State University recently released a report that studied 5 bale-binding materials and their disappearance within the rumen of a Holstein steer. Processing of bales via grinders aids in proper mixing of ingredients in total mixed rations (TMR) and allows range feeding situations to windrow forages on the ground. Whether or not to remove net wrap or twine before processing bales is purely producer preference. This decision is typically driven by time, and patience to deal with binding material that freezes to bales. In more recent years, sisal twine as a bale binding agent has taken the back seat to a woven type of plastic material known as net wrap. The driver behind the recent evaluations is a case of acute tympany, also known as bloat, submitted to the NDSU diagnostic laboratory that was speculated to have resulted from excessive net wrap ingestion.

The parameters of this study included 5 types bale-binding material with hay as a control material. The specific types of material included Sisal twine, Biodegradable twine, and three types of net wrap. These materials, along with the control, were cut into 2 mm lengths with a Wiley mill and placed in a Dracon Bag (a nylon type of filter bag) that has been soaked in water and then incubated in duplicate within the rumen of forage-fed Holstein steers for intervals of 0, 6, 12, 24, 48, 96, 168 and 336 hours (14 days). After incubation, the bags were removed, rinsed and dried in a forced air oven for 48 hours. The dried materials were used to calculate the percent of material disappearance that occurred in the rumen.

The results of the study showed that, after a 14 day rumen incubation, greater than 80% of the hay and 70% of twine samples disappeared from the Dracon bags. The evaluation also showed that 0% or none of the biodegradable twine or net wrap disappeared from the Dracon bags during incubation. The study proves that cattle fed baled material without net wrap or biodegradable twine removed have the potential to develop complications from excessive buildup of these materials.

It can be speculated that breeding stock have an increased risk to develop complications due to the length of time they remain in an operation.

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## Road Safety

According to the Minnesota Department of Public Safety, crashes involving farm vehicles and equipment are rare. However, when they do happen they can result in serious injuries and death. From 2011 to 2013, there were nearly 400 traffic crashes in Minnesota that involved at least one farm vehicle. From that total, there were 14 fatalities and 210 injuries. The biggest factors were inattentive driving, speeding and unsafe passing.

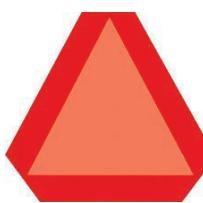
Minnesota roads see increased farm equipment traffic during harvest, so be prepared and keep the following tips in mind.

For farmers:

- Make yourself easy for drivers to see by using your lights and flashers;
- Remember that it is Minnesota law to use slow-moving vehicle emblems on equipment traveling less than 30 miles per hour; and
- Consider using a following vehicle when moving large equipment on roadways, especially at night.

For drivers:

- When driving on rural roads, expect to see slow-moving farm equipment;
- Slow down when encountering slow-moving vehicles; and
- Be patient and wait for a safe place to pass.



## Sponsorship Opportunities Available for MSCA Annual Convention

With the annual convention right around the corner, we would like to invite you to show your support for the cattle industry in Minnesota. Listed below are the options we have available for you to showcase your business or organization to our members.

1. Display or exhibit booth – This a great way to get face to face contact with convention goers!
2. General Sponsorship – Your business or organization name will be listed on signage during the entire Convention and Trade Show thanking you for your support.
3. Trade Show Break Sponsorship - Your business or organization name will be listed on signage during the event and food items can be placed near your exhibit booth.
4. Educational Session Sponsorships - Your business or organization name will be listed on signage near the entrance of the educational session you sponsor.
5. Meal/Speaker Sponsorship - Your business or organization will be listed on signage during the event, and you will be provided time to introduce yourself and provide comments to the audience.

For more information, or to sign up for one of the sponsorship options, head over to [www.mnscac.org](http://www.mnscac.org). Forms and links to online registration are listed under the convention tab.

## 2015 Livestock Investment Program Grants Available

### 2015 Livestock Investment Program Grants Available

The Minnesota Department of Agriculture (MDA) is accepting applications for the 2015 Livestock Investment Grant Program (LIGP) as part of the Agricultural Growth, Research, and Innovation Program (AGRI). These grants are available to livestock producers. The grant awards up to 10% of your investment in buildings and/or capital equipment that have not been started or purchased prior to award. Grants are capped at \$25,000/application with a lifetime cap of \$50,000.

Grant applications are scored competitively using an evaluation profile then ranked based on total score. Pay special attention to the evaluation profile when answering the questions on the application. A review committee will evaluate the applications.

Applicants who receive a grant will be notified. Grant awards will be paid when proof of project payments are received by the MDA.

Applications for the 2015 Livestock Investment Grant program must be postmarked by December 10, 2014. An online submission application will also be available (mailed and emailed copies will be accepted). If unable to fill-out electronically, please use black ink.

Keep a copy of your application for your own records. Incomplete grant applications will not be accepted or reviewed. Submitted applications will not be returned.

#### Application checklist:

Application is completely filled out, signed, and all questions are answered. Project cost estimates are clearly defined within the application.

Make a copy of complete application for your records.

Optional: a letter of support is included (no more than 2 pages).

#### On-line Applications:

[www.mda.state.mn.us/livestockinvestmentgrant](http://www.mda.state.mn.us/livestockinvestmentgrant)

Mail Completed Application to:

Minnesota Department of Agriculture

Livestock Investment Grant Program

Attn: David Weinand

625 Robert Street North

St. Paul, MN 55155-2538

Or Email Completed Application to:

[David.Weinand@state.mn.us](mailto:David.Weinand@state.mn.us)

# Central Livestock Association

## UPCOMING SPECIAL FEEDER CATTLE SALES

**Albany** 800-733-6828  
Oct. 8 & Nov. 12

**Rock Creek** 320-629-1122  
Oct. 1 & 15, Nov. 5 & 19

**West Fargo** 800-733-4620  
Wednesdays

**Zumbrota** 877-732-7305  
Oct. 9 & 23, Nov. 6 & 20



Visit [www.centrallivestock.com](http://www.centrallivestock.com)  
for weekly sales schedules, early  
consignments & market reports



### Albany Market

Mgr. Greg Supan: 320-249-5221  
Asst. Mgr. Lonnie Ritter: 320-293-5311

#### Monday & Wednesday:

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

### Rock Creek Market

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

**Monday:** 8 a.m. - Market Cows, Fed Cattle,  
Feeder Cattle, Hogs, Sheep & Goats  
**Wednesday:** 10 a.m. - Market Cows, Fed Cattle,  
Feeder Cattle, Hogs, Sheep & Goats

### Zumbrota Market

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

**Monday:** 8 a.m. - Overnight Market Cows/Bulls  
10 a.m. - Fed Cattle, Stock Cows & Breeding Bulls  
1 p.m. - Feeder Cattle, Day Delivered Market Cows/Bulls  
4 p.m. - Baby Calves  
**Tuesday:** 8 a.m. - Sheep, Goats & Feeder Pigs  
**Wednesday:** 9 a.m. - Hog Auction  
Noon - Market Cows/Bulls & Fed Cattle

### West Fargo Market

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

**Wednesday:** 10 a.m. - Feeder & Slaughter Cattle  
Sheep Sales: 8:30 a.m. - Designated Wednesdays



## Central Livestock Association

A Company of Genex Cooperative, Inc.

## Reid Mason Scholarship Available

The Reid Mason \$500.00 Memorial Scholarship is awarded annually to a deserving college student pursuing an education in Animal Science with a focus on beef cattle.

Reid Mason served as the first Executive Director of the Minnesota Beef Council. In that capacity Reid pioneered the development of a host of beef promotion, producer education and beef research programs. Originally from Iowa, Reid Mason moved to Minnesota to take on the job as the Beef Council's first Executive Director. During his approximately 15 year tenure as Executive Director he was key in shaping the promotion programs and consumer education initiatives we are familiar with today. Reid was totally dedicated to the beef industry and worked tirelessly to expand beef demand and consumer trust in the safety and wholesomeness of beef.

In addition to his full time job with the Minnesota Beef Council, Reid worked closely with the Minnesota State Cattlemen's Association. He assisted in developing and publishing the association's first newsletter in the early days of the association. The tradition of the association's official newsletter continues on today in the form of the Minnesota Cattleman Newspaper. Upon Reid's passing the Mason family in conjunction with the leadership of the Minnesota State Cattlemen's Association established the Reid Mason Memorial Scholarship. The Reid Mason Memorial Scholarship was the first scholarship program and is the longest running of the educational scholarships offered by the Minnesota State Cattlemen's Association.

The scholarship is presented to the recipient at the Minnesota State Cattlemen's Association and Cattlewomen's Association Annual Convention and Cattle Industry Trade Show.

The Reid Mason scholarship form can be found at [www.mnscac.org](http://www.mnscac.org) and is due November 17th. Completed scholarship applications can be mailed to 23722 230<sup>th</sup> ST., Hutchinson, MN 55350 or emailed to [mnscac@mnscac.org](mailto:mnscac@mnscac.org).

## Dennis Bottem Scholarship Available

The Dennis Bottem \$500.00 Scholarship is awarded annually to a deserving college student pursuing an education in Animal Science or Agronomy.

Dennis Bottem was serving as President of the Minnesota State Cattlemen's Association when he died in a farm accident in April of 2002. Shortly after his passing the Bottem family in conjunction with the Minnesota State Cattlemen's Association created the Dennis Bottem Memorial Scholarship to assist young men and women studying in the field of agriculture.

Dennis Bottem graduated in 1953 from St. James High School and then went on to earn a two-year degree from the University of Minnesota Agriculture School. He served in the National Guard for five years and married wife Karin in 1965. They farmed and raised a family in the St. James area. Dennis was very active in the local community, where he taught Sunday school, and was a trustee and president of the congregation. He was a steadfast promoter of the agriculture industry and in particular beef production. Dennis worked hard to resolve the many state and national issues that challenged the beef industry. Fellow cattlemen recognized Dennis as a statesman who tirelessly promoted and protected the industry he loved. During his many years of involvement in the cattle industry Dennis helped shape the resilient and independent operating environment the cattle industry enjoys today.

The scholarship is presented to the recipient at the Minnesota State Cattlemen's Association and Cattlewomen's Association Annual Convention and Cattle Industry Trade Show.

The Dennis Bottem scholarship form can be found at [www.mnscac.org](http://www.mnscac.org) and is due November 17th. Completed scholarship applications can be mailed to Dennis Bottem Memorial Scholarship: c/o Karen Bottem, 27571 700<sup>th</sup> Ave., St. James, MN 56081

## Minnesota Agriculture Highlights

- **\$75 billion/year in economic activity**
- **Creates 340,000 jobs**
- **Ranked 5<sup>th</sup> in the nation for total production**
- **2<sup>nd</sup> largest industry in Minnesota**
- **79,800 farms, 14,000 of them are beef**

-Source: Minnesota Department of AG



# SIMPLY THE BEST!

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[www.newconceptnutrition.com](http://www.newconceptnutrition.com)

## 2014 Cattlemen of the Year Award

The Minnesota State Cattlemen's Association (MSCA) through the Minnesota Cattleman of the

Year award annually recognizes an individual cattleman that has demonstrated outstanding leadership and personal dedication to Minnesota's cattle community. MSCA accepts nominations for the honor and presents the nominations to a selection committee consisting of individuals that are past recipients of the award. The announcement of the selection is made public at the Annual Cattlemen's and Cattlewomen's Dinner Banquet at the MSCA convention.

Qualities and achievements shared by recipients of the Cattleman of the Year Award include, but are not limited to the following.

- Demonstrated leadership and organizational skills that have made a positive and lasting contribution to Minnesota's cattle community.

## 2014 MSCA Beef Industry Service Award

The purpose of the Minnesota Beef Industry Service Award is to publicly 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. MSCA accepts nominations for the honor and the MSCA Executive Committee annually reviews and makes a determination as to the merit of each nomination. If merited an individual or individuals may be selected from the nominees. The announcement of that selection is made public at the MSCA Annual Convention and Beef Industry Trade Show in December of each year.

Qualities and achievements shared by recipients of the "Minnesota Beef Industry Service Award," include, but are not limited to the following.

- Demonstrated leadership and organizational skills that have made a positive and lasting contribution to Minnesota's Beef Industry.

## New Scientific Review Concludes No Adverse Effects of Genetically Engineered Feeds in Livestock Diets

An article published in the peer-reviewed Journal of Animal Science concludes feeding livestock diets that contain genetically engineered (GE) crops has no impact on the health or productivity of those animals. In a thorough review of scientific literature and field data sets, the article documents evidence that the performance and health of food-producing animals fed GE crops are comparable with those of animals fed non-GE crops.

Since their introduction in 1996, GE feed crops have become an increasing component of livestock diets. Today, more than 95 percent of U.S. food-producing animals consume feed containing GE crops. Studies that involve feeding GE crops to livestock are used to evaluate the safety of these crops.

Recently, University of California, Davis researchers reinforced the consistency of these studies in an unprecedented review article that examines nearly 30 years worth of livestock-feeding studies, representing more than 100 billion animals.

In the review, posted online September 24 in the Journal of Animal Science, Alison Van Eenennaam, Cooperative Extension Specialist in Animal Biotechnology in the Department of Animal Science at the University of California, Davis, and research assistant Amy Young examine feeding data from 1983 (13 years before GE crops were introduced) through 2011 (when GE feed use exceeded 90 percent).

The review also examines the composition of products derived from animals fed diets containing GE feeds. "No study has revealed any differences in the nutritional profile of animal products derived from GE-fed animals," state the authors.

The review, entitled "Prevalence and impacts of genetically engineered feedstuffs on livestock populations," will appear in print and open-access in the October 2014 Journal of Animal Science. Due to the high level of interest in the article, ASAS has elected to make the full article immediately available in open-access form at [www.asas.org](http://www.asas.org).

- Source: Beef Feedlot Magazine

- Strong record of active promotion of the beef industry and a willingness to speak out publicly on behalf of the industry.
- Served in a variety of volunteer, appointed and elected positions of responsibility within Minnesota's beef sector and at the national level.
- Served in volunteer, appointed and elected positions of responsibility within their local community and at the state and national level.
- Well respected by fellow cattlemen, local community leaders, and government officials.
- An active participant in and supporter of the Minnesota State Cattlemen's Association.

The Cattlemen of the year award form can be found at [www.mnscsa.org](http://www.mnscsa.org) and is due November 3<sup>rd</sup>. Completed award applications can be mailed to 23722 230<sup>th</sup> ST., Hutchinson, MN 55350 or emailed to [mnscsa@mnscsa.org](mailto:mnscsa@mnscsa.org).

## Drought 2014

The Beef Industry Service award form can be found at [www.mnscsa.org](http://www.mnscsa.org) and is due November 3<sup>rd</sup>. Completed award applications can be mailed to 23722 230<sup>th</sup> ST., Hutchinson, MN 55350 or emailed to [mnscsa@mnscsa.org](mailto:mnscsa@mnscsa.org).

## Drought 2014

The U. S. Drought Monitor, released on September 25, indicated that Abnormally Dry conditions exist over a small portion of south central Minnesota.

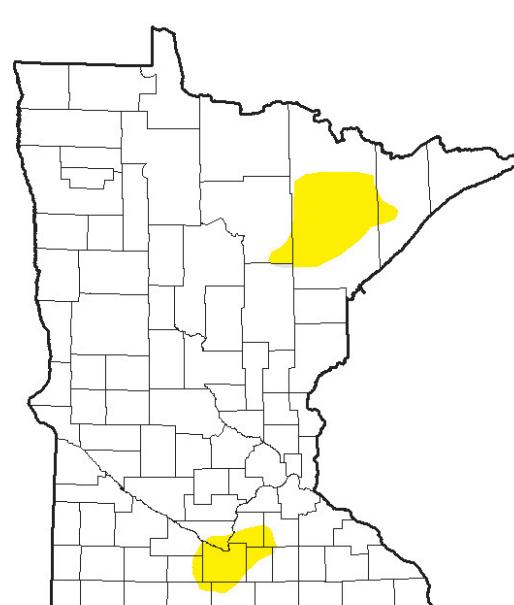
According to the Minnesota Agricultural Statistics Service, subsoil moisture across 10 percent of Minnesota's landscape is said to be Short or Very Short. 6 percent of recent reports indicate Short or Very Short topsoil moisture.

Minnesota was free of drought designation from June 17 through August 5, the longest span of drought-free dates since 2006. On August 12, 2014, Abnormally Dry conditions appeared on the map for south central Minnesota. This season's late summer dry spell has been a common occurrence in recent years. Very dry conditions were reported across Minnesota in July and August 2013, and an extended period of dry weather occurred from mid-summer through autumn in 2012.

### U.S. Drought Monitor Minnesota

September 30, 2014  
(Released Thursday, Oct. 2, 2014)

Valid 8 a.m. EDT



	Drought Conditions (Percent Area)					
	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
Current	93.68	6.32	0.00	0.00	0.00	0.00
Last Week 9/23/2014	98.04	1.96	0.00	0.00	0.00	0.00
3 Months Ago 7/2/2014	100.00	0.00	0.00	0.00	0.00	0.00
Start of Calendar Year 1/23/2013	49.22	50.78	23.00	0.00	0.00	0.00
Start of Water Year 10/1/2013	27.29	72.71	46.69	8.94	0.00	0.00
One Year Ago 10/1/2013	27.29	72.71	46.69	8.94	0.00	0.00

Intensity:  
█ D0 Abnormally Dry      █ D3 Extreme Drought  
█ D1 Moderate Drought      █ D4 Exceptional Drought  
█ D2 Severe Drought

The Drought Monitor focuses on broad-scale conditions.  
Local conditions may vary. See accompanying text summary for forecast statements.

Author:  
Richard Heim  
NCDC/NOAA



<http://droughtmonitor.unl.edu/>

# 2015 National Beef Ambassadors Selected

30 of the nation's best beef industry youth spokespersons competed.

Rachel Purdy (Wyoming), Will Pohlman (Arkansas), Alicia Smith (Texas), Kalyn McKibben (Oklahoma), Demi Snider (Ohio) were chosen as the 2015 National Beef Ambassador Team at the annual National Beef Ambassador competition, which is funded in part by the Beef Checkoff and managed by the American National CattleWomen, Inc, contractor to the beef checkoff. 20 senior contestants ages 17-21, were judged in the areas of consumer promotion, education and outreach strategy, media interview technique and issues response at the event held in Denver.

Contestants from throughout the country vied for a place on this elite team of agriculture advocates and \$5,000 in cash prizes sponsored exclusively by Farm Credit. Additionally five educational scholarships totaling \$5,000 were given by the American National CattleWomen Foundation, Inc. and Monsanto. This year's contest also hosted a junior competition for youth beef industry advocates ages 12-16. 10 passionate contestants vied for cash prizes, competing in three judged categories: consumer promotion, media interview technique and issues response. The first place winner was Phillip Saunders (Virginia). The second place

winner was Bret Lee (Louisiana), and the third place winner was Abbey Schiefelbein (Minnesota). They all took home checks sponsored exclusively by Farm Credit for their top scores.

While preparing for this national beef promotion and education competition, youth across the nation learn about beef and the beef industry with support from state CattleWomen and Cattlemen's associations and state beef councils. The preparation highlights industry issues of current consumer interest. Winners of the state competitions compete at the national level where they receive additional training. After the event, the youth ambassadors speak to industry



Minnesota Beef Ambassador, Abbey Schiefelbein placed 3<sup>rd</sup> overall in the Jr. Competition.

issues and misconceptions and educate their peers and meal-time decision makers about beef nutrition, cattle care, safety and more during consumer events, in the classroom and online. Follow the National Beef Ambassadors on Twitter at @beefambassador and visit [www.nationalbeefambassador.org](http://www.nationalbeefambassador.org) or [www.ancw.org](http://www.ancw.org) for more information.



Rachel Purdy (Wyoming), Will Pohlman (Arkansas), Alicia Smith (Texas), Kalyn McKibben (Oklahoma), Demi Snider (Ohio) were chosen as the 2015 National Beef Ambassador Team at the annual National Beef Ambassador competition, which is funded in part by the Beef Checkoff and managed by the American National CattleWomen, Inc, contractor to the beef checkoff.



**Yearly  
Dues:  
\$25**

#### Send Application & Payment to:

Minnesota State Cattlemen's Association (MSCA)  
23722 230th ST  
Hutchinson, MN 55350  
[www.mnsca.org](http://www.mnsca.org)

#### JOIN THE MINNESOTA STATE CATTLEMAN'S JUNIOR ASSOCIATION TODAY!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**Questions: Call (612) 618-6619 or  
E-Mail: [mnsca@mnsca.org](mailto:mnsca@mnsca.org)**

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

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](mailto:mnsca@mnsca.org)

**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 \_\_\_\_\_**