



**WISCONSIN
CATTLEMEN'S**
ASSOCIATION

CATTLE TRAILS

To promote the Wisconsin beef business through advocacy, leadership, and education.

December 2017



President's Path

*Jena Swanson, WCA
President
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It's hard to believe 2017 is coming to a close as we celebrate the Holidays through gift giving, traveling and spending time with family and friends. For the Wisconsin Cattlemen's Association, 2017 has marked another busy and productive year.

Our Farm Technology Days committee hosted another successful Beef Tent event at Farm Technology Days in July. The beef tent is our opportunity to showcase industry information, producer and consumer educational opportunities, new technology and several different beef breeds. It also allows for peer networking and face time with industry representatives.

Our Steak Trailer also had a positive year, serving nutritious beef to customers at the WPS Farm Show, Midwest Horse Fair, Wisconsin State Fair, World Beef Expo and World Dairy Expo. The Steak Trailer is a crucial piece to the success of the Wisconsin Cattlemen's Association, as it serves as the main source of revenue for our association. The Steak Trailer helps allow us to protect the interests of our states' beef producers in Madison.

We also had an increased focus on membership, and striving to clearly communi-

cate the benefits of the Wisconsin Cattlemen's Association to current and prospective members. Membership will continue to be a key driver for 2018, and finding ways to show value to prospective members.

As we look towards 2018, we are gearing up for our Annual Winter Conference. This year's event will be held at Chula Vista resort in Wisconsin Dells on February 9-10, 2018. The Winter Conference is a time of producer educational opportunities, peer networking and important meetings for our association. Please make plans to attend this important event and look for more information on our website, www.wisconsincattlemen.com.

Lastly, with New Year's Eve right around the corner, I challenge you to set your New Year's resolution to become more involved in the Wisconsin Cattlemen's Association. We welcome new members and their thoughts and opinions in making our association even stronger.

For more information or to become a member of the Wisconsin Cattlemen's Association, visit our website at www.wisconsincattlemen.com or call our office at 608-228-1457.



WI Cattlemen's Association

Executive Committee

Jena Swanson– President
Eric Johnson– President Elect
Austin Arndt– Past President
Mackenzie Cash– Secretary
David Delong– Treasurer

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Protecting Your Investment

John Freitag, Wisconsin Beef Council
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There has been a lot of chatter lately on the future of meat, meat grown in lab technology, cultured meat and so on. What has led to this interest in our product or would you say the bashing of our product?

Starting in 2006, when the Food and Animal Organization of the United Nations (FAO) released the report "Livestock's Long Shadow". This report stated that livestock producers created 18 percent of all human-related greenhouse gas, a larger share of emissions than what is created by all of transportation. I believe that it has been proven by numerous groups and studies. This statement is not valid. However, this article isn't about those inaccuracies, it is about how the beef checkoff has stepped up and taken action demonstrating how the beef industry complements the environment showing how the beef industry is making improvements in reducing our imprint. The consumer wants to KNOW!

The beef community has recognized the important role that it plays in contributing to a more sustainable food. As a first step, the Beef Checkoff Program launched a comprehensive assessment in 2011 to benchmark environmental, social, and economic aspects of the beef industries sustainability. It all started at the Meat Animal Research Center (MARC) in Clay Center, Nebraska and expanded to include data from seven individual cattle producing regions across the country.

Wisconsin is part of the Midwest region which also includes the states of Minnesota, Iowa, Missouri, Illinois, Indiana, and Michigan. Why did they break it up into regions? They wanted to incorporate "region specific" information so as to pro-

vide a better representation of the whole beef industry and be better able to tell the beef story through accurate science. Learnings from this regional approach showed that a one-size-fits-all approach is not sustainable. Different parts of the country have different climates, soils, regulations and so on. Every producer also has a different business model or labor availability. This regional model then allows for greater defense against regional critics and defends your freedom to operate. Regional also identified region-specific opportunities to ensure the ability to tell a beef sustainability story that demonstrates continuous improvement.

Wisconsin had three beef producers that participated in the farm regional data collection. Others participated and contributed just by answering surveys. The three farms participating in the survey included a seedstock operation, a cow-calf-feed lot operation and a stocker-backgrounder operation. These three operations helped to substantiate that no-one-size-fits-all solutions to sustainability, rather each producer needs to balance the resources they have available to meet the goals of their operation, responsibly raise cattle, provide for their families, and produce food for others.

Checkoff dollars have been used to produce videos of less than 2.5 minutes in length highlighting at least four producers/families and/or feeding operations across the US. The over-riding goal of these videos will be to bring the regional data that has been collected to life and build consumer trust. Rather than comparing regions, these videos will serve to provide a general consumer/influencer audience concrete examples of what producers are currently doing day-to-day on their operation to be good stewards of the land, contributors to their communities, and responsible caretakers of their animals. By having these videos of producers and their operations from different regions across the US, these complexities of beef sustainability will be illuminated to audi-

ences unfamiliar with the intricacies of the US beef production system.

These videos can be found at this link, <https://www.beefresearch.org/beefsustainabilityvideos.aspx>. When talking with consumers, share these links that will help them better understand our beef production story while at the same time, taking away some of the confusion that is being spewed on different types of social media platforms.

BEEF INDUSTRY SUSTAINABILITY; meeting growing global demand by balancing environmental responsibility, economic opportunity and social diligence throughout the beef supply chain. How are you making your beef operation sustainable? BEEF, IT'S WHAT'S FOR DINNER!!!!



Double Check Pesticide Labels Before Using Cover Crops for Forage

Bill Halfman
Agriculture Agent
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Cover crops have gained popularity over the past 4 to 5 years in Wisconsin, not only for conservation purposes and soil health, but also for use as an additional forage source.

If you plan to use a cover crop as a forage source, be aware there may be some limitations due to previous pesticide use on those fields, herbicides in particular. It is important for farmers to read and follow the rotation and grazing restrictions listed on the pesticide label.

The label is the law, and we want to prevent the feeding of any pesticide residues that are not cleared for consumption to livestock. Not doing so is not good for the livestock or for consumer confidence in their food supply, is not following Beef Quality Assurance guidelines and can give the beef industry a “black eye”.

Just as importantly, some herbicides may create problems for successful establishment of some potential cover crops depending on rotational restrictions.

The University of Missouri has information available about the relative sensitivities of several cover crop species to different herbicides. Dr. Kevin Bradley, U of M weed scientist, did three seasons of cover crop establishment work in which he applied full rates of herbicides in late June or early July and drilled cover crops into plots in early or mid-September. He then evaluated plant stand and biomass after 28 days. The results are posted on his website “The Effects of Herbicide Carryover on Cover Crops” (pdf) <https://tinyurl.com/y9embobc>.

Generally speaking, radish is considered to be one of the most sensitive species to herbicides, and cereal rye is considered to be one of the most tolerant across a variety of situations. The researchers noted more significant issues were documented in years with less rainfall. In years with little rainfall after all herbicide applications, species choice may be limited.

Check out these useful resources for help in looking up herbicide or other pes-

ticide labels to see if you can legally graze or use your cover crop as a forage source.

Crop management Data System: Look up pesticide labels by brand name or manufacturer on this website <http://www.cdms.net/Label-Database>.

After checking that you can legally graze your cover crop, do the pluck test to help determine when to turn cattle out to graze this fall or next spring. This test checks to see if plants are firmly rooted, so animals won’t pull them out of the ground as they graze. To do the pluck test, simply use your thumb and forefinger to pull on the plants. If you pull the plants out of the ground, it is too early to start grazing. Wait to turn out until the plant roots hold the plant in the ground.



University of Wisconsin-Extension



Membership Shoutout!

David Lee Schneider, Membership Committee Chairman
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Growing WCA membership throughout the state creates a strong cattlemen's association. Every member adds value to the association through the annual membership fee, and from volunteer contributions of time and talents on different projects. WCA highly values affiliate organizations and sponsorship. In 2018 some of our focus will be to strengthen our relationships with affiliates and increase our membership through in-person face-

to-face conversations.

Renew your annual membership with WCA today, and tell your neighbors to join too. Thank you for being a member of WCA.

Contact David Lee Schneider at davidleeschneider@yahoo.com or (920)321-6701 for details.



FOR YOUR INFORMATION:

As of October 1st, 2017, NCBA annual membership dues increased from \$125.00 to \$150.00. Please plan accordingly when updating your NCBA membership after this date.

WI Cattlemen's Association

Upcoming Events

National Cattle Industry Convention

Phoenix, AZ

January 31st– February 2nd

2018 WCA Winter Conference

Wisconsin Dells, WI

February 9th-10th

Don't Forget to Register for the 2018 Winter Conference!

Adam Hartfiel
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The 2018 Wisconsin Cattlemen's Association Winter Conference is approaching fast and we are very excited for what is in store for this year. Scott Hoffman, cow/calf producer, Soldiers Grove, WI says "The WCA conference elevates my bovine IQ". Book your rooms and register early to save money! We have worked hard to put together a great program on Friday for you.

On Friday Morning, the Cattlemen's College will present educational breakout sessions sponsored by Zoetis and UW Extension. These breakout sessions will include topics on raising healthy calves, decision tools for beef producers, grazing management for the beef herd and Ag law 101 for beef farms. The Cattlemen's College is designed for all levels of beef cattle production.

Friday afternoon will include several keynote speakers. An update will be shared on state legislative issues facing WI beef industry and WCA's response and advocacy for WI beef producers. Current NCBA President Kevin Kester will deliver an update on national legislative efforts. Then, Janeal Yancy, a trained meat scientist, but also a mom will share her experiences with moms about questions at the meat counter. Finally, advocate Ryan Goodman will share lessons he has learned in advocacy at the grass-roots level. Ryan has been recognized as an advocate of the year by several agriculture organizations and has written numerous publications through his blog,

AgricultureProud.com.

Friday evening will be a great networking opportunity with also great beef and local beer. The Beef and Brews tradeshow reception will be sponsored by Sand Creek Brewing and the Wisconsin Beef Council and will pair beef recipes with Sand Creek brews. Local bluegrass band Soggy Prairie Boys will be providing great entertainment to wrap up a fantastic day. Finally, a silent auction will be held during the night to raise funds for young cattle producers to attend the NCBA Conference.

"The Winter Conference has something for everyone...from larger scale producers to those involved with show cattle to people who have a few head of cattle as a hobby. The conference provides a great blend of education, exposure to new and innovative products via the trade show, and plenty of opportunities to learn something new from the speakers and producer panels." Matt Ludlow, Rush Creek Ranch, Viroqua, WI.

Early registration is key to save money. You will save at least \$10 registering before February 1st. First time members will get an automatic \$20 off and students will get into the event for only \$25! Also book your room at Chula Vista early for more savings. By booking before Jan. 9th you can save up to \$70 per night. Reserve your room at Chula by calling 844-801-9359 with Booking ID: F88615. We hope to see you there. Conference registration and schedule can be found at www.wisconsincattlemen.com/events/winter-conference.



Open Position at the Wisconsin Beef Council

Austin Arndt
WCA Board Member
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The Wisconsin Beef Council is looking for talented creative candidates in their search for a new Executive Director.

"Beef. Its What's for Dinner", beeftips.com, and the Beef Quality Assurance (BQA) are signature programs to grow demand for beef in Wisconsin and around the world. The Executive Director is the chief staff officer of the Wisconsin Beef Council (WBC) headquartered in Madison, WI. This position reports to the WBC Board of Directors and elected Executive Officer Board.

WBC works independently or as a team to promote beef and beef products with intent of improving beef's competitive position and to stimulate demand for beef. The WBC is funded by a \$1 per head checkoff by cattle producers on all cattle sold in the State of Wisconsin and operates under the Federal Beef Promotion and Research Act and Order.

Qualifications, expectations, and a detailed job description can be found at beeftips.com or on the Wisconsin Beef Council website. Applications will be accepted until March 1, 2018. To apply email resume, cover letter, salary history and a list of references with contact information to wisconsinbeefcouncil-board@gmail.com. For more information please contact Arin Crooks at beefguy75@yahoo.com or Matt Bayer matt@countryfreshmeats.com



Environmental Issues, 2017

Craig Uden, NCBA President

Submitted by NCBA

When President Trump and his administration put federal regulatory burdens in the crosshairs, American cattlemen and women welcomed the news. If you ask Team Beef, our leaders in the White House should have started taking the issue seriously long ago. Thankfully, 2017 has seen a number of positive developments on the regulatory front – particularly related to the environment. Scott Pruitt, the new Administrator of the Environmental Protection Agency (EPA), has taken concrete action to alleviate some of the regulatory burdens facing producers. But the environmental regulation world – replete with its many acronyms and detailed compliance forms – can be difficult to follow. Here are some of the key provisions we are watching as we head into 2018.

2015 Waters of the United States (WOTUS) Rule

Proposed by the Obama Administration's EPA, the 2015 WOTUS rule instantly became a lightning rod for the agricultural community. Producers were rightly concerned about handing broad powers to the federal government. Administrator Pruitt was clear from the beginning: The 2015 WOTUS rule needed to go. Thanks to his leadership, the rule is all but consigned to the dustbin of history. However, when the 2015 rule is gone, the federal government will need to develop a definition for "waters of the United States" that protects water quality and respects private property. Establishing a concrete definition will provide clarity and reduce uncertainty for cattle producers.

Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA) and Emergency Planning and Community Right-to-Know Act (EPCRA)

Both CERCLA and EPCRA require certain reporting requirements for hazardous chemicals, allowing the efficient cleanup of dangerous releases. The legislation was intended for major oil spills, large-scale chemical explosions, or industrial waste accidents (think: fertilizer plant explosions), but activists successfully extended the regulations to animal waste emissions through the courts. The regulations were supposed to come into effect on Nov. 15, but further litigation is delaying implementation for now. Ultimately Congress will need to act to provide a durable, lasting solution. After all, it is hard to see why we should burden our first responders with reports of low-level emissions from cow manure. Producers with questions about their potential obligations under CERCLA/EPCRA are invited to contact NCBA for further information.

Farm Regulatory Certainty Act

Introduced by Rep. Dan Newhouse (D-WA), the Farm Regulatory Certainty Act is a direct response to a regulatory nightmare that happened in Newhouse's own backyard. After agreeing to an environmental management plan with the EPA, four dairy producers were sued by activists under the Resource Conservation and Recovery Act, subjecting them to additional punitive penalties and costing them millions of dollars. The bill would safeguard producers from activist attacks by preventing third-party lawsuits if a producer is participating in an agreement with the EPA or another competent authority. This bill makes so much sense that it has garnered bipartisan support – a rarity in today's Congress.

2015 Greater Sage Grouse Land Use Plan Amendments

Found across the 11 Western states, the greater sage grouse is a bird that is subject to a fierce habitat management debate. The 2015 Greater Sage Grouse Land Use Plan Amendments represent the latest regulatory effort.

Characteristic of a top-down, bureaucratic process, the plan failed to incorporate local input and attempted to impose unnecessary restrictions on grazing. Thankfully, NCBA and the Public Lands Council have been leading a campaign to get ranchers some reprieve; both the BLM and Forest Service are now taking steps to amend the flawed 2015 Plan. We are hopeful these steps will include a thorough review of the plan's impacts that ultimately allows the agencies to make critical corrections. A study recently released in the Journal for Wildlife Management found that grazing did not pose a threat to successful development of sage grouse populations and could benefit the species – further confirming what ranchers have been arguing for years.



Steak Trailer

Dave Koning, Steak Trailer Manager
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Excellent evaluations from state fair on product, services, promptness & visuals! Need more workers at most events to fill shifts. Looking into upgrading some equipment for 2018. All trailers clean and in storage until March.

Next years events: WI Power Show - March 27-29; Oshkosh Midwest Horse Fair - April 20-22; Madison State Fair - August 3-13; West Allis Beef Expo - September 28-30; West Allis Dairy Expo - October 2-6; Madison

Thank you to those that helped out promptly when I needed workers! And to our dedicated staff for the endless hours of commitment!! Hope to see all in 2018!



Legislative Summary

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After almost 12 months of legislative action, the Wisconsin State Legislature is heading into the home stretch of the 2017-18 legislative session. This session began in January 2017 and it will conclude sometime in early spring of 2018.

The Wisconsin Cattlemen's Association's state advocacy program has been busy this session with the state budget bill, legislation to provide certainty to existing high capacity well owners, and participating in the development of multiple administrative rules related both to environmental standards for Wisconsin livestock farms. Although there are still several months left in this legislative session, below is a summary of what we have been working on for Wisconsin cattle farmers this session.

ENACTED - 2017-19 State Budget Bill.

The 2017-19 biennial budget contained a number of provisions that are important for Wisconsin farmers including preserving the implements of husbandry no-fee permit system; providing \$500,000 for producer-led watershed protection grants; funding the Wisconsin Livestock Identification Consortium (WLIC) with \$500,000 over the 2017-19 biennium (or \$250,000 per year); providing an additional \$114,600 annually for two full-time positions assigned to work on wastewater permitting activities for concentrated animal feeding operations (CAFOs); and providing \$400,000 from the DNR's environmental fund to conduct the hydrologic evaluation and modeling of the impacts of high capacity wells on specific areas designated in 2017 Wisconsin Act 10 (see below.)

ENACTED - High Capacity Well Legislation – 2017 WI Act 10. On June 2, 2017, Governor Walker signed legislation creating a framework for the treatment of EX-

ISTING high capacity wells that will *no additional DNR review or approval* to repair, replace, reconstruct or transfer ownership of an existing high capacity well. In addition, the legislation requires the DNR to study the hydrology of three lakes in the central sands area of Wisconsin. This legislation was enacted as **2017 Wisconsin Act 10**. This new statute provides much needed certainty for farmers with high capacity wells and irrigated farmland.

PENDING - Revision of Wis. Admin. Code ATCP 51 – Livestock Facility Siting Rule Revisions. At their July 20, 2017 meeting, the DATCP Board reviewed proposed revisions to ATCP 51 in the form of a draft rule change. However, the Board has not yet taken action on the draft rule. The Board directed DATCP to conduct several stakeholder meetings to get feedback on the proposed changes and report back to the Board with additional information. Accordingly, no hearings have been set for this rule draft. The revised Livestock Facility Siting Rule (ATCP 51) revises several aspects of the siting rule including incorporating revised ATCP 50 (the new "590"), creating new setbacks from property lines and roads, and creating a new system for evaluating odor from livestock structures, which is based on setback distances, as opposed to the current "odor scoring" method. WCA is closely evaluating these proposed changes for effects that the revisions could have on new or expanding hog farms in Wisconsin.

PENDING – Development of New Targeted Performance Standard for Application of Manure Over Karst – Revision of Wis. Admin. Code s. NR 151. The DNR has proposed revisions to Wis. Admin. Code s. NR 151, Wisconsin's non-point source pollution performance standards and prohibitions as a mechanism to address pathogens in groundwater in certain areas of the state. The draft rule establishes an area for implementation of a new targeted performance standard for the application of manure over "Silurian bedrock," which is found in a 15 county area in

the northeast and eastern part of the state. In this area, the rule creates new performance standards where there is 20 feet or less of soils over Silurian bedrock but defers development of the methodology that will be used to verify soil depth to the DATCP corresponding rule – ATCP 50, which will have to be developed if this revision to NR 151 is adopted. Hearings were held on the draft rule in September 2017 and the final rule is expected to be presented to the Natural Resources Board for approval in time for the rule to move ahead during this legislative session. WCA has participated in the development of this rule at every opportunity for public input and will continue to do so as it moves through the administrative rule process.

PENDING – Wetlands Reform Legislation. Recently, Senator Roger Roth (R-Appleton) and Representative Jim Steineke (R-Kaukauna) introduced legislation aimed at providing additional wetlands reform. Assembly Bill 547 would reform Wisconsin's wetland permitting statutes by making the following changes:

Nonfederal Wetlands Permit Exemption – Mitigation Required. Under this legislation, any discharge of dredged or fill material to nonfederal wetlands would no longer require a permit. Rather, the wetland impact would simply be subject to mitigation requirements, which requires at least a 1.2 acre to 1.0 acre mitigation ratio. In order to determine whether a wetland is nonfederal, a landowner would have to get a jurisdictional determination from the Army Corps of Engineers determining that a wetland is *not* federal.

Artificial Wetlands – Not Wetlands. Under this bill artificial wetlands are NOT wetlands and, therefore, are not subject to any permitting or mitigation requirements. If the determination that the wetland is truly artificial (*i.e.*, the wetland was created by human action and has no prior stream history), then the fill is simply permitted because this land formation is *not* a wetland.

Adherence to Federal Mitigation Criteria. There is an attempt to improve the mitigation program. Under this bill, the DNR is prohibited from imposing any requirements or conditions under their mitigation program that exceed the federal standards in 33 USC 332. This should help us get mitigation banks approved. We do have members who are interested in developing banks as an additional income stream, so this could be a benefit to them.

In addition, Senator Van Wanggaard (R-Racine) and Representative Andre Jacque (R-DePere) have also introduced **legislation that would remove artificial wetlands from the permitting requirements and mitigation requirements under current law.** [Assembly Bill 388](#) / [Senate Bill 320](#) would exempt discharges to any “artificial wetland” from wetland permitting requirements. Under this legislation, an artificial wetland as a wetland inadvertently created by human modifications to the landscape or hydrology and for which there is no prior wetland or stream history, but excludes from the definition a wetland that is subject to federal jurisdiction and a wetland that serves as a fish spawning area or a passage to a fish spawning area. It remains to be seen which, if either, of these legislative proposals moves ahead this session, but the topic of wetland reform is once again being discussed in the State Capitol.

NEW – Proposed Move CAFO Permitting Program from DNR to DATCP. Gov. Scott Walker recently made an announcement as a part of the roll-out of his [Rural Agenda](#) that he would be looking at transferring regulatory authority of CAFOs to the Department of Agriculture, Trade and Consumer Protection from Department of Natural Resources. A similar provision that called for a study of transferring that authority from DNR to DATCP was removed from the budget earlier this year as a non-fiscal policy item. This proposal is of keen interest to WCA and our farmer members who support having adequate and skilled staff members review WPDES applications for livestock farms. WCA will be following the development of this proposal closely as it moves ahead.



Meet Cattleman Mackenzie Cash

Ten years ago, Mackenzie purchased her first Shorthorn heifer and from that a passion for the beef industry flourished. Currently, Mackenzie and her husband Joe have a small herd of mostly Shorthorn cows in southern WI, sell value-added seedstock and show calves each year starting in July, and exhibit cattle on a national level. Additionally, they run corn, soybeans, and a small amount of hay ground. Mackenzie also works at ABS Global in the Genetic Management Systems Department where she works with herds on 6 different continents.

Mackenzie is currently serving as the Wisconsin Shorthorn Association representative to the WCA board and the WCA Secretary. Mackenzie is helping with marketing and promotion of WCA where she spends a lot of time working on WCA social media content, is helping put together a clothing order, and working on strategic planning.

When asked how WCA has impacted her, Mackenzie responded, “Before becoming a member of WCA, I think we lived with our head in the sand a little bit on political issues involving agriculture. We thought we would never have to worry about “those issues” because we were small. WCA has opened my eyes to the fact that we may be a small operation, but there is huge potential for ag policy to affect us. One of those recent issues was electronic logging devices. We thought they would just be for big operations with semi’s. We were wrong. We found out through WCA and NCBA that in our farm truck hauling a trailer to multiple cattle shows in a month across state lines could require us to install in ELD and put our cattle at risk for injury and welfare concerns if the policy isn’t amended. The fact that I know I have two organizations looking out for our operation eases my mind.”





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