



MISSOURI CATTLEMEN'S ASSOCIATION  
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Your PRIME Source for Cattle Industry News

**June 6, 2008**

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**Past President's Steak Fry a Rousing Success!**

The 2008 MCA Past President's Steak Fry took place Thursday, June 5th at the Missouri Beef House in Sedalia. The event was a great opportunity for cattlemen from throughout the state to gather and enjoy one another's company and honor our Past President's for their humble contributions to our association.

The event kicked-off with a social from 4:00-6:30pm, which was immediately followed by a wonderful steak dinner prepared by the Pettis County Cattlemen's Association.

Jeff Windett, MCA Executive Vice President, introduced MCA and MBIC staff, Past MCA Presidents, and state congressmen in attendance after dinner. Jeremy Anstine, Kingsville Livestock Auction, provided his services for a very successful auction to raise funds for MCA to support future legislative efforts and other causes.

MCA would like to thank the following people/organizations for their contributions to the evening:

Pettis County Cattlemen's Association  
Robert Gregory  
Jim Anderson  
County Distributing  
Rusty Kahrs  
Jeremy Anstine  
Dr. Merrill Townley  
Chris Schoen, Pfizer  
Monteau County Cattlemen's Association  
Brent Bryant  
Dallas County Cattlemen's Association  
Missouri Department of Conservation  
Lafayette County Cattlemen's Association  
Tri-County Cattlemen's Association  
Larry & Andy Atzenweiler, Missouri Beef Cattleman  
Boone County Cattlemen's Association

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Mark Wellman, NCBA  
Macon County Ag. Alliance  
Randolph County Cattlemen's Association  
Lewis/Marion County Cattlemen's Association  
Representative Brian Munzlinger  
Macon County Cattlemen's Association  
Bates County Cattlemen's Association  
Missouri Beef Industry Council  
St. Clair County Cattlemen's Association  
Cass-Jackson County Cattlemen's Association  
Polk County Cattlemen's Association  
Shering-Plough  
FCS Financial  
Jeff Windett  
John Roberts, MFA Incorporated  
WK Chevrolet

**Attention Junior Cattlemen!**

The MCA All Breeds Junior Show is right around the corner, and that means it's time to elect new Missouri Junior Cattlemen's Association Board members! If you are 16 or older and have an interest in serving this association, please apply! You can find more information and the application at [www.mocattle.com](http://www.mocattle.com) under the "Juniors" tab. We will be accepting applications up until Friday, June 13th. If at all possible, please mail your application to the MCA Office, attention Travis Arp.

Also with the coming of the Junior Show is the annual MJCA Scavenger Hunt. The event will take place on Friday, June 13th. Teams must have 4 members. If you would like to participate, round up your friends and meet in the Youth Building Sales Arena at 3:00 pm on Friday! The MJCA Board of Directors looks forward to seeing you all there!!

**New Member Spotlight - Smokin' Chick's BBQ**

New MCA members "Chick" and Lissa Orscheln started Smokin' Chick's BBQ in Columbia based on some advice from a trusted friend. After selling one business, they were looking for something new to fill their time. The advice was to do something they loved. Being that Chick loved to BBQ and his food was always a big hit at gatherings, opening a BBQ restaurant seemed like a good fit.

There are two Smokin' Chick's BBQ locations in Columbia, MO. The original restaurant is located at 4603 John Garry Drive, located across the street from Rock Bridge high school and football field. The newest restaurant location is in The District in downtown Columbia at 22N 9th St. The south location has a full service dine in restaurant with a private banquet room.

"We chose to become members of the MCA because we felt it was a good opportunity to support an association affiliated with our business," says Lissa Orscheln, Vice President of Smokin' Chick's BBQ.

Smokin' Chick's BBQ prepares their smoked meat with a dry rub then smokes it for hours for an authentic BBQ flavor. Stop in soon to support your fellow MCA members and try their wonderful smoked brisket or the burnt ends just added to their menu!

*This new addition to Prime Cuts, the "New Member Spotlight" will appear in the 2nd and 4th editions of every month. If you have a suggestion of someone to spotlight, e-mail Rachel Bartholomew at [rachel@mocattle.com](mailto:rachel@mocattle.com).*

### **NCBA Monitoring USDA's Return to Total Downer Ban; Stresses Proper Enforcement**

U.S. Agriculture Secretary Ed Schafer has announced that USDA will end the practice of allowing cattle to be re-inspected and approved for slaughter after becoming non-ambulatory. Currently, an animal that becomes disabled after passing pre-slaughter inspection may be re-inspected and approved for slaughter by a supervising veterinarian. While this practice was applied to less than 1000 of the roughly 34 million head of cattle slaughtered last year, Schafer says the change is necessary to restore public confidence in the nation's meat processing system.

"To maintain consumer confidence in the food supply, eliminate further misunderstanding of the rule and, ultimately, to make a positive impact on the humane handling of cattle, I believe it is sound policy to simplify this matter by initiating a complete ban on the slaughter of downer cattle that go down after initial inspection," Schafer said.

NCBA will review and monitor the proposed rule change when it is published by USDA. NCBA policy strongly supports exclusion of any disabled cattle from the commercial food supply that may be diseased or that could represent a threat to the safety or quality of the food supply. NCBA supported the modified rule on downer cattle, because it was viewed as a way that healthy cattle could be examined and deemed eligible for slaughter after sustaining a specific injury that did not threaten the safety or quality of the meat derived from the animal. The secondary inspection requirement was specifically designed to ensure this result, and would have done so if it had been properly enforced. -- *released by NCBA, Cattlemen's Capitol Concerns*



## Checking in on the Checkoff

Running ads to remind health-conscience consumers that beef is a passion that is permissible.

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*Ads run in over 30 national publications like Health, Real Simple, Parents, Mens Fitness and many more. They also run in several Missouri publications.*

### What to Expect from Mandatory COOL

With a new farm bill now on the books, USDA soon should be rolling out all of the important info on mandatory country-of-origin labeling (COOL) so that producers can begin preparing for the implementation data. While important, deadlines and details probably aren't what most producers are really curious to know, however.

The most obvious question is: "Will mandatory COOL decrease the importation of beef from foreign countries?" That's primarily feeder cattle from Mexico and fed cattle from Canada.

Certainly, in the short term, nobody wants to be holding inventory if that inventory might be devalued, but I've had trouble with the cause and effect for quite some time.

For one thing, a very small percentage of the retail case consists of imported beef, the segment to which mandatory COOL applies. And with about 50% of our product moving through non-retail marketing channels, if there was a consumer preference for the "made in the USA" label, the non-USA product would likely be just shifted through the Hotel, Restaurant and Institutional (HRI) trade, which is exempt from the law.

The cost and benefits to the industry of the law's implementation have been hotly disputed, and at least we'll finally get a handle on those numbers.

But the reaction of our trading partners to implementation of mandatory COOL is likely to be the most interesting. As one analyst put it: "If there's no negative impact on Canada and Mexico, it hurts U.S. producers. And if there is a negative impact on those countries, then mandatory COOL will be challenged through NAFTA and the World Trade Organization (WTO)."

Once in the WTO, the U.S. will either win or lose. But by winning, we'll virtually ensure our other trading partners will restrict access to their markets by establishing other marketing programs/non-tariff trade barriers that aren't science based.

I tend to feel that the worst- and best-case scenarios being advanced are both detached from reality.

Will mandatory COOL mean an end to imported product from our neighbors? Probably not.

Will it mean billions of dollars in additional expenses that lead to dramatically lower prices for the cattle received? Probably not. It does mean that we'll have to have our calves tagged at the time we sell them, which is something that likely would have occurred anyway in today's world.

Will it overthrow trade agreements and adherence to science-based principles by allowing countries to circumnavigate trade rules through what has euphemistically been called "marketing programs?" Probably not.

We certainly will be able to do a cost/benefit analysis over time, and there may be some short-term market implications that could be significant, even if short lived. But in the end, mandatory COOL will not have a significant impact on the price received for cattle because of the loopholes that were always in the law.

The new farm bill did eliminate some of the negative repercussions of the first bill, however, and ultimately we'll be able to answer the questions: Did it make us more competitive in a global beef market? Did it increase the value of the calves we sell? Did it add costs, value or some combination thereof?

And, finally, given the political capital and clout that the industry expended on it, was the effort justified, or would both sides have been served to direct their efforts in other areas? My instincts tell me the value or cost of mandatory COOL will be debated for some time.

I hesitate to say mandatory COOL was never really what the debate was about, because many feel very strongly that the law will either benefit producers or kick us down the slippery slope of government intervention in the marketplace.

I would say that mandatory COOL was just symbolic of debate on a greater industry question that probably needed to be held and still is largely undecided. That is, do we want to be a leader in a global beef industry, or do we want to have protected access to our domestic market? Are we willing to give up control for protection from the marketplace? If our goal is to meet consumer needs, and protect our viability and sustainability, do we believe the marketplace is the best mechanism to achieve that? Or do we believe government intervention and control is the solution?

The answer is critical to how each producer develops his or her business model for the future. With the industry dealing with the costs of ethanol subsidization, the increasing political power of the environmental movement, and the consequences of forced consolidation, this question must be answered. -- *released by Troy Marshall, BEEF Magazine*


### **Competition Turns to Cooperation**

In response to the concerns of some South Korean consumers, several U.S. beef processors have offered to voluntarily implement a temporary labeling program to help ensure the reopening of the South Korea market and help rebuild the confidence of South Korean consumers in the safety of U.S. beef.

Thus far, Tyson Foods, Inc.(NYSE: TSN), JBS Swift & Co., Cargill Meat Solutions Corp., National Beef Packing Co. and Smithfield Beef Group, Inc. have stated their willingness to place special labels on boxes of beef they ship to South Korea. The labels, which would be used for up to 120 days, would indicate whether the product is from cattle under 30 months, or from cattle 30 months of age and over. It would subsequently be left up to South Korean customers to decide which product they want to purchase.

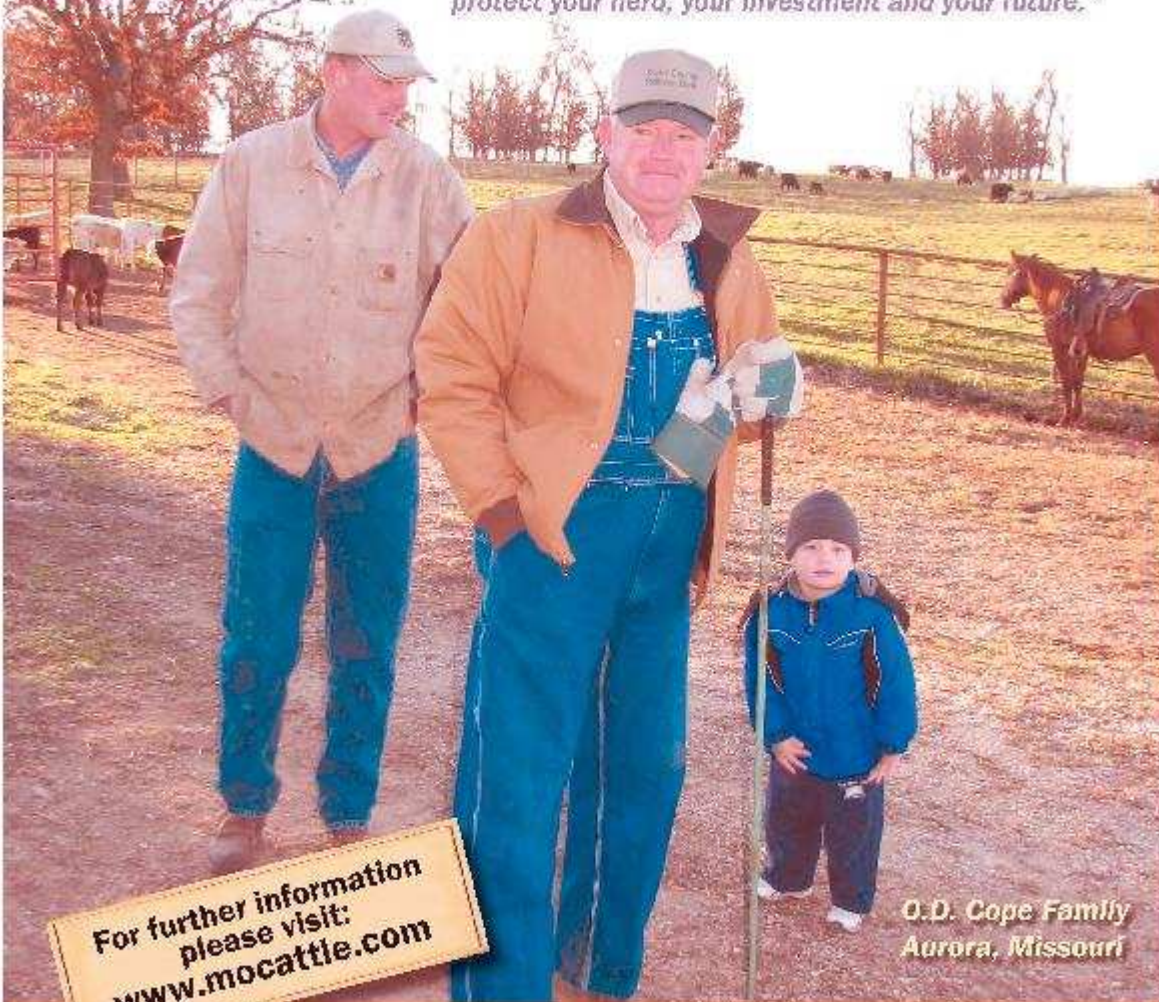
Most of the product shipped by these U.S. processors is from cattle under 30 months of age. All of these companies take a wide range of preventative measures to ensure the safety of product produced from all cattle of any age. However, they have agreed to take this additional step as they recognize the sensitivities of their South Korean customers at this time. With this label the customers can be assured they can choose, and purchase, the product they want.

All of these U.S. processors have previously exported product to South Korea and stand ready to resume shipments to their South Korean customers under these terms. All U.S. beef processors may also offer product under the same conditions. *-released by Tyson Food Service & Drivers Alert*



# PROTECT

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

*O.D. Cope Family  
Aurora, Missouri*

## REGISTER TO PROTECT

### YOUR ANIMALS. YOUR LIVELIHOOD. YOUR FUTURE.

**USDA Announces Deadline for Livestock Producers to Seek Aid**

**USDA ANNOUNCES DEADLINE FOR 2005-2007 LCP AND LIP SIGN-UP**

WASHINGTON, May 23, 2008 - U.S. Department of Agriculture Farm Service Agency (FSA) Administrator Teresa Lasseter today announced that livestock producers have until July 18, 2008, to enroll in the 2005 - 2007 Livestock Compensation Program (LCP) and Livestock Indemnity Program (LIP). Signup began on Sept. 10, 2007, for the two

programs that provide aid to livestock producers who suffered eligible livestock or livestock feed losses between Jan. 1, 2005, and Dec. 31, 2007, because of a natural disaster.

"The deadline to enroll in the 2005 - 2007 Livestock Compensation Program and Livestock Indemnity Program is rapidly approaching," said Lasseter. "I encourage all eligible producers to enroll soon because sign-up ends on July 18, 2008."

The LIP provides payments to eligible livestock owners and contract growers who incurred the death of livestock because of a natural disaster. The LCP provides payments to eligible livestock owners and cash lessees who suffered feed losses or increased feed costs because of a natural disaster.

More information about LCP and LIP is available online at: <http://disaster.fsa.usda.gov>. For more information on FSA programs, visit your local USDA Service Center or the agency's Web site, <http://www.fsa.usda.gov>.

*--submitted by Kerry Humphrey, Farm Service Agency*

### **Missouri Master Farmer Award**

Do you know a top farm or ranch manager -- someone with innovative ideas, sharp business skills, sound conservation practices, agricultural leadership and community service? The Missouri Master Farmer Award program wants to recognize these individuals and is taking applications for its inaugural awards. The deadline is July 1.

Missouri Ruralist, along with University of Missouri Extension, the Missouri Department of Agriculture and FCS Financial, have launched the Missouri Master Farmer Award program. Four Master Farmers will be named each year, with \$1,000 prizes to each. Organizers plan an awards banquet for the next Missouri Governor's Conference on Agriculture, along with an educational roundtable discussion with representatives from young farmer organizations.

This is a program for all Missourians involved in agriculture - whether you are a crop farmer, livestock producer, vegetable or fruit grower, tree farmer or vineyard owner.

For an application form, visit the Web site [www.missouriruralist.com](http://www.missouriruralist.com) and click on the Missouri Master Farmer Award link. Forms are also available at MU Extension Centers and at FCS Financial offices. Got questions? Contact Ron Plain at 573-882-0134; [PlainR@missouri.edu](mailto:PlainR@missouri.edu).

### **MBIC Board of Directors Election - VOTE!**

The Director of Agriculture will be conducting an election to fill three positions on the Missouri Beef Industry Council Board of Directors. One regional council member will be elected from each of regions 2, 3, and 4. The elected individuals will serve for three years.

Any cattle producer within these regions of Missouri who produces cattle for market and is the legal owner of one or more head of cattle is eligible to vote in this election. There are MCA members running for each region and we encourage all of our producers in those regions to register. Registration can be completed at Farm Service Agency (FSA) offices prior to July 18, 2008. If you have participated in MBIC elections within the last five years, it is not necessary to register.

The MDA will mail ballots to the producers registered by August 15, 2008. Ballots must be postmarked no later than August 29, 2008 to be valid.

Any qualified producer may be nominated and have his or her name placed on the ballot. An independent nomination accompanied by a petition of at least 100 producers in the

nominee's region and written permission of the candidate are required. Petitions must be delivered to the MDA Director's office by no later than July 18, 2008.

Register to vote!

Current Nominees:

Region 2 (NE)	Region 3 (SE)	Region 4 (SW)
Blue Geier*	Jim Freeman*	Jay Stahl*
Sally Angell	Mike Kasten	Chris Cloud

\*Denotes incumbent

## **2nd Annual Lunch and Learn Program News**

The Missouri Lunch and Learn Program began in 2007 as a tool to educate local community influencers about the value of agriculture, particularly in Missouri. The program is sponsored by nearly every commodity group in the state.

You can now visit the Missouri Lunch and Learn Program website by clicking on the link in the "Quick Links" Section of Prime Cuts or going to [www.lunchlearn.com](http://www.lunchlearn.com). On this site you can learn the sites being visited through the program this year, Missouri producer profiles, and more.

The Missouri Lunch and Learn Program is sponsored by the following commodity groups: Missouri Cattlemen's Association, Missouri Cattlemen Foundation, Missouri Beef Industry Council, Midwest Dairy Association, Missouri Agribusiness Association, Missouri Corn Merchandising Council, Missouri Dairy Association, Missouri Department of Agriculture, Missouri Egg Council/American Egg Board, Missouri Farm Bureau, Missouri Pork Association, Missouri Soybean Merchandising Council, The Poultry Federation, and the University of Missouri Extension - Commercial Agriculture Program.



## Checking in on the Checkoff



# FUEL FOR THE FINISH

*Promoting beef's nutrients to health-aware consumers at the Heart Walks in key metro areas like Springfield and St. Louis.*

Learn more at [www.mobeeff.org](http://www.mobeeff.org)  
or email [john@mobeeff.com](mailto:john@mobeeff.com)

### Missouri Beef House Schedule Posted

It's that time of year again! The Missouri State Fair is right around the corner and that means it's time to start planning to volunteer at the Missouri Beef House! We encourage all of you to volunteer at the Beef House some time during the fair, it's never too early to start putting those dates into your calendars!

To see a schedule of assigned county shifts, please visit our website at [www.mocattle.com](http://www.mocattle.com) or look for it in the July issue of the Missouri Beef Cattleman.

*If your county will be unable to fulfill their shift or bring their allotted number of people please contact MCA as soon as possible at (573) 499-9162.*

### Goat Brush Tour Coming to Jenkins

The Barry County UM Extension and the Barry County Commission are sponsoring the 2008 Goat Brush Tour in Jenkins, MO. The event will emphasize the methods of controlling brush ranging from herbicides to goats. Cattlemen can learn how to gain more acres for beef cattle grazing.

The Goat Brush Tour will be held June 16, 6:30 pm at the Cope Farm in Jenkins. For more information, contact Barry County Extension at (417) 847-3161.

### Cattlemen's Meetings

**June 10 - Bates County Cattleman's Association**  
Mo-Kan Livestock Barn - 7:00 pm

**June 12 - Henry County Cattlemen's Association**  
Shelter #2 Artesian Park - 6:30 pm

**June 12 - Polk County Cattlemen's Association**

Smith's Restaurant - 7:00 pm

**June 13-15 - MCA All Breeds Junior Show**

Missouri State Fairgrounds, Sedalia

**June 16 - Benton County Cattlemen's Association**

4-H Building, Lincoln - 7:00 pm

**June 20-22 - MO Limousin Breeder's Assoc. Field Day**

For More Information visit: [www.missourilimousin.com](http://www.missourilimousin.com)

**June 30-July 3 - 2008 Beef Improvement Federation**

Annual Research Symposium & Annual Meeting

Calgary, Alberta, Canada

*Looking for a program to present to your members during a county meeting?  
MCA provides Beef Quality Assurance training programs for county cattlemen. More more  
information contact (573) 499-9162.*

**MCA Summer Events**

**MCA All-Breeds Junior Show**

The 2008 Missouri Cattlemen's All-Breeds Junior Show will be held June 13-15th at the Missouri State Fairgrounds in Sedalia. Please note the schedule changes from in previous years. Entries were due on May 16th. Late entries are accepted up until the show for \$30 per head. For more information on the MCA All-Breeds Junior Show, please visit the Junior page on teh MCA website or call the office.

**BIF Annual Research Symposium & Annual Meeting**

The 2008 Annual BIF Conference will be June 30-July 3 in Calgary, Alberta, Canada. The Canadian Beef Breeds Council will host the event. Leading-edge Canadian genetic advancements will be showcased and discussed by industry leaders and innovators. In addition, United States industry leaders will discuss additional progress and current developments. More than 500 attendees will travel to Calgary, representing all aspects of the beef industry. For more information visit [www.canadianbeefbreeds.com](http://www.canadianbeefbreeds.com) or [www.beefimprovement.org](http://www.beefimprovement.org).

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Do you have questions, comments or suggestions?

Would you like to advertise in our newsletter ?

If so, please contact Rachel Bartholomew at (573) 499-9162 or [intern@mocattle.com](mailto:intern@mocattle.com).