



Thanksgiving Edition **November**
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COOL Implementation: The First 45 days

After much controversy and confusion about the rules for COOL it is appropriate to look at impacts on producers and consumers after roughly six weeks of mandatory COOL. USDA-AMS has previously indicated that the first six months of COOL will be devoted to education and implementation of COOL before the focus shifts to enforcement. The final rules for COOL have not been published so there is still a chance of more changes to the rules.

In Oklahoma, general indications are that COOL is not resulting in major difficulties for cattle producers. Most cattle auctions in the state are providing affidavit forms for their customers, usually as continuous affidavits which are filed with the auction. It is less clear that cattle buyers are aware that they need to be asking for COOL documentation for purchased cattle although in many cases the documentation is included in routine documentation of the transaction. In private treaty sales, both buyers and sellers need to make the effort to make sure that COOL documentation is passed from seller to buyer. The affidavits developed by the industry seem to be successful in minimizing the burden on producers to provide required COOL documentation. It remains to be seen how effective and complete the paper trail will be if and when there is an attempt or need to verify origin back to the producer from retail.

At the consumer level, most retailers are now providing the required COOL information on retail beef sales. In Oklahoma, it appears most beef is utilizing the "Product of USA, Canada and Mexico" label initially. However use of

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Register Your Premise

As cattlemen we encourage all producers to take part in premise registration as it is the best method for immediate notification in case of a disease outbreak. MCA takes animal health very seriously in order to protect the state's livestock industry. Registering your premise is a primary step in accomplishing this goal. To register your premise visit the [Missouri Department of Agriculture website](#).

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the "Product of USA" label may increase in the future. There have been only a few reports of any consumer reaction of any sort to whatever label is being used. Although some retailers have a preference for using a particular product and label, several retailers have indicated that they are more concerned with using only one type of label (regardless of which label it might be) to avoid the expense of tracking multiple product categories.

Much of the cost of COOL has always been presumed to occur at the packer level where it is most difficult to segregate product of different origins. Most major beef packers have designated certain plants and shifts to process mixed label cattle and minimize these costs. This results in some additional shipping costs for some producers. The magnitude of these additional costs for packers and producers is not yet clear.

The major bone of contention about COOL has always been whether the potential benefits would outweigh the costs of implementation. It is clear that it will take more time before either the costs or benefits of COOL will be known. *Source: Derrell S. Peel, OSU Extension Livestock Marketing Specialist*

Kingsville Livestock Market to hold Regional Auctioneer Contest

The 2008 Regional Auctioneer Contest will be held on Tuesday, December 2, 2008 at Kingsville Livestock Market in Kingsville. The event will kick-off on December 1, 2008 at 6:30 p.m. with a Dinner Banquet for the auctioneers and their families.

On December 2, the contest will begin opening ceremonies at 9:00 a.m. Matt Lowery, the 2008-09 World Champion Auctioneer, will be Master of Ceremonies. KMZU will be on site with a live remote broadcast. Also on Tuesday, a Customer Appreciation Dinner will be held from 10 a.m. to 5 p.m.

For more information call Kingsville Livestock Market (816) 597-3331.

MCA Points System: Breed and Top 10 Winners- Congratulations!

The 2008 MCA Points Program has drawn to a close for the year and winners have been

determined in each division! Congratulations to the following individuals:

Breed Award Winners

Heifers

Angus - Collin Barker, Kearney and Kealsi Romeiser, Chillicothe
Brangus - Austin Thomas, Madison and Josie Vaughn, Monett
Branvieh - Travis Ball, Jasper
Charolais - Melinda Houttuin, Hallsville and Parker Henley, Eugene
Chianina - Shiana Meyer, Hughesville and Molly Tallman, Archie
Foundation Simmental - Cash Prestin, Lake Ozark and Whitley Bailey, Mt Vernon
Gelbvieh - Shelby Rush, Ulman and Kyleigh Mitchell, Appleton City
Hereford - Amanda Phillips, Richmond and Bailey Pope, Lathrop
Limousin - Reggie Thomas, Fulton
Maine Anjou - Jesse Bastain, Mexico and MaKinley Brooks, New Bloomfield
Maine Tainer - Collin Barker, Kearney and Kaitlin Fifer, Harrisonville
Salers - Neal Barnett, Wellington and Sarah Bush, Blairstown
Shorthorn - Evan Kempker, Jefferson City and Derek Schulze, Warrenton
Shorthorn Plus - Derek Schulze, Warrenton and Brianne Abromovitz, Columbia
Simmental - Brittany Early, Leeton and Chelten Fricke, Hermann
Crossbred - Melinda Houttuin, Hallsville and Shiana Meyer, Hughesville

Steers

Angus - Bryana Binkley, Jefferson City and Melinda Houttuin, Hallsville
Charolais - Mallory Early, Leeton and Parker Henley, Eugene
Chianina - Seth Baker, Nevada and Molly Tallman, Archie
Gelbvieh - Carter Mitchell, Appleton City and Kaitlin Mitchell, Appleton City
Hereford - Cameron Williams, Cuba and Brianne Abromovitz, Columbia
Limousin - Reggie Thomas, Fulton and Scott Edwards, Corder
Maine Anjou - Evan Kempker, Jefferson City and Trey Neill, Shelbyville
Salers - Miranda Zumbahl, New Bloomfield and Neal Barnett, Wellington
Shorthorn - Madeline Neill, Shelbyville and Jenna Robertson, Bourbon
Shorthorn Plus - Lindsey Hicks, Tarkio and Caroline Sicht, Ashland
Simmental - Randy Schlesselman, Cole Camp and Callie Mawson, Archie
Crossbred - Callie Mawson, Archie and Paul Dehn, Marshall
**Note: Champion Breed Winner is listed first, Reserve Champion Breed Winner is listed second.*

Top 10 Award Winners

Heifers

Evan Kempker, Jefferson City - Shorthorn
Amanda Phillips, Richmond - Hereford
Melinda Houttuin, Hallsville - Crossbred
Brittany Early, Leeton - Simmental
Collin Barker, Kearney - Maine Tainer
Reggie Thomas, Fulton - Limousin
Collin Barker, Kearney - Angus
Derek Schulze, Warrenton - Shorthorn Plus
Derek Schulze, Warrenton - Shorthorn
Jesse Bastain, Mexico - Maine Anjou

Steers

Callie Mawson, Archie - Crossbred
Seth Baker, Nevada - Chianina
Evan Kempker, Jefferson City - Maine Anjou
Paul Dehn, Marshall - Crossbred
Randy Schlesselman, Cole Camp - Simmental
Madeline Neill, Shelbyville - Shorthorn
Claire Martin, Curryville - Crossbred
Bryana Binkley, Jefferson City - Angus
Molly Tallman, Archie - Chianina
Cameron Williams, Cuba - Hereford

Overall Winner - Callie Mawson, Archie

Please help us in congratulating these individuals for their accomplishments. A recognition and awards ceremony will take place at the 2008 MCA Cattle Industry Convention and Trade Show on December 13th. Full details about the Convention and the Points Program can be found at our website at www.mocattle.com. Award winners will be receiving official notification and details within the next week. Thank you to all who participated in this year's program! We look forward to next year.

2008 Missouri Cattle Industry Convention & Trade Show

December 12 & 13

University Plaza Hotel/Springfield Expo Center - Springfield, MO
"Succeeding During Challenging Times"

National Cattlemen's Beef Association President, Andy Groseta

will be at Convention both Friday and Saturday!!!

REGISTER TODAY!!!

Register by November 28th and automatically be entered to win a 1-year membership to Missouri Cattlemen's Association. The membership will be good for 2009.

ATTENTION COUNTY AFFILIATES: Be sure to complete the new and improved Awards for Excellence Application. The application is due December 1st.

If your county has not received the application please contact the MCA Office.

The winner of the Award for Excellence will receive the choice of Portable Scales (Donated by MFA Inc. and True Test) or MCA Engraved Lever Action Rifle.

Be sure to save your Ralgro Wheels & Magnum Strips

The Schering-Plough "Wheels for Bucks" program, Missouri Cattlemen's Association and Missouri's Cattlemen Foundation join together to raise money for the Missouri's Cattlemen Foundation Scholarship Fund and the Missouri Cattlemen's Association Leadership, Education and Youth Programs.

For every 10 used Ralgro wheels, and every 5 used Magnum Strips, Schering-Plough will donate 1 full Ralgro wheel to be auctioned off during the Foundation Auction on the evening of December 12th at the Missouri Cattle Industry Convention.

Please encourage your veterinarian, neighbors, and friends to save Ralgro wheels and Magnum strips and bring them to the MCA Office or to the Convention prior to noon on Friday, December 12.

For more registration or convention information please contact Lesley at the MCA Office (573) 499-9162 or by email at lesley@mocattle.com.

BSE Case Confirmed in British Columbia

The Canadian Food Inspection Agency has confirmed bovine spongiform encephalopathy (BSE) in a 7-year-old dairy cow from British Columbia. No part of the animal's carcass entered the human food or animal feed systems.

The animal's birth farm has been identified, and an investigation is underway. The CFIA is tracing the animal's herd-mates at the time of birth and examining possible sources of infection. The age and location of the infected animal are consistent with previous cases detected in Canada.

This case was detected through the national BSE surveillance program, which has been highly successful in demonstrating the low level of BSE in Canada. The program continues to play an important role in Canada's strategy to manage BSE.

Canada remains a Controlled Risk country for BSE, as recognized by the World Organisation for Animal Health. Accordingly, this case should not affect exports of Canadian cattle or beef.

Released by Drovers.com on 11/19/08.

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Do your holiday shopping ONLINE!!

Your MCA Membership will get you a 5% discount on all online purchases at Dungarees.net.

To take advantage of this membership benefit visit www.dungarees.net. Add your order to the cart and when proceeding through the check out process there is a "Comments" box under the "Bill to" information. In the "Comments" box be sure to note:
5% discount per Missouri Cattlemen's Association membership along with your membership number.
(You must provide your membership number to receive the discount.)



Schafer Announces Cattlemen's Beef Board Appointments

Agriculture Secretary Ed Schafer today announced 32 appointments to the Cattlemen's Beef Promotion and Research Board. All appointees will serve 3-year terms beginning Jan. 31, 2009.

Newly appointed members representing cattle producers are: Ted A. Greidanus, Calif.; Phyllis Snyder, Colo.; Kimberly B. Brackett, Idaho; Roland W. May, Kan.; Daniel C. Smith, Ky.; Jay O. Stovall, Mont.; Chris L. Schluntz, Neb.; Wesley L. Grau, NM; Joyce A. Bupp, Pa.; Michael V. Stahly, SD; G. Hughes, Abell, Texas and F. Henry Maxey, Jr., Va.

Reappointed members representing cattle producers are: Thomas S. Jones, Ark.; Roger L. West, Fla.; Terrell D. Handke, Kan.; Daniel J. Kerschen, Kan.; Charles J. Bassett, Mo.; James J. Eschliman, Neb.; Lyndell W. Whipps, Sr., Neb.; Margie B. Hande, ND; Joe B. Drake, Okla.; Andrea D. Hutchison, Okla.; Daryl R. Berlier-Owen, Texas; Robert L. Bruner, Texas; Daniel B. Dierschke, Texas; and Bryant W. Fisher, Texas.

Newly appointed members representing importers are: Dorith Marom, Conn.; Stephen A. Orodener, NJ and Kelvin W. Whall, Va.

Reappointed members representing importers are: Ronald G. Allen, Pa.; Michelle A. Gorman, Md. and John J. O'Carroll, Kan.

The board oversees collection of \$1 per head on all cattle sold in the United States and \$1 per head equivalent on imported cattle, beef and beef products. In addition, the board contracts with established national, non-profit, industry-governed organizations to implement programs of promotion, research, consumer information, industry information, foreign marketing and producer communications.

The 106-member board is authorized by the Beef Promotion and Research Act of 1985. The Secretary of Agriculture selects the appointees nominated by beef, veal, dairy and importers certified organizations.

USDA's Agricultural Marketing Service monitors operation of the board.
Released by USDA on 11/18/08.

Liquidation Cow Slaughter Pace Continues

Slaughter cow prices were down \$2 to \$5/cwt across the country last week and are within two or three weeks of finding their seasonal lows. Prices on a US average are expected to be near \$46/cwt for a fall low. So far during 2008 beef cow slaughter is up 14 percent compared to 2007, and 23 percent above the five-year average. Total cow slaughter including dairy cows is up 9 percent for the year. Annual prices on Utility cows are averaging 6 percent above year ago levels so far this year.

Looking into 2009 cow slaughter is expected to slow in relation to 2008 levels. Current forecasts are expecting a 3 to 5 percent decline in total cow slaughter for the first half of 2009. Prices will have the potential to be very explosive as demand for grinds remains elevated. Look for prices to trade from \$60 to \$65/cwt at their highs next spring. Producers are encouraged to look for ways to carry "cull" cows from this fall into next spring.

Released by Cattle-Fax, November 7, 2008 issue.

Beef Quality Assurance

EVERY producer's responsibility.

Looking for a county meeting program?
Try MCA's Beef Quality Assurance Program!



For more BQA information visit:
www.mocattle.com/BQA/bqa.htm
or www.bqa.org

To get certified online, visit:
www.mocattle.com/BQA/certification.htm

For more information on BQA programs contact Missouri Cattlemen's Association
at (573) 499-9162 or cattleinfo@mocattle.com

Farmers' Market Workshop Schedule

Upcoming Missouri Farmers' Market Workshops Local direct marketing provides growers with a lucrative opportunity to sell directly to consumers at retail prices. Farmers' markets are growing in popularity and in number, as consumers are becoming more health conscious and aware of the benefits of buying fresh, locally grown produce.

Farmers' Market Workshops will be held in seven cities across the state. The schedule is as follows:

Nov. 21: Direct Marketing: Finding the Salesman in YouHannibal, Quality Inn and Suites

Dec. 4: Direct Marketing: Finding the Salesman in YouSt. Joseph, Buchanan County Extension Office

Dec. 11: Growing for a Farmers' MarketFredericktown, Eagles Lodge

Jan. 20: Food Safety, On the Farm and At MarketColumbia, Courtyard by Marriott

Jan. 27: Direct Marketing: Finding the Salesman in YouBlue Springs, Courtyard by Marriott Kansas City East/Blue Springs


Feb. 10: Food Safety, On the Farm and At MarketSt. Peters, St. Charles County Extension Office

March 6: Growing for a Farmers' Market Springfield, Springfield Library Center

Workshops are \$15 per person and includes lunch and snacks. For an information brochure or to obtain a registration form, contact Lane McConnell, marketing specialist with MDA, at (573) 751-4339 or Lane.McConnell@mda.mo.gov.

2009 Go! St. Louis Family Fitness Weekend


Your beef checkoff is a major sponsor of the 2009 Go! St. Louis Family Fitness Weekend, which includes a marathon, half-marathon, marathon relay (4 person team), 5K, and children's fun runs, and we're looking for runners to help us showcase the power of protein! The races are held the weekend of April 18th and 19th - Great race courses, high-quality runner amenities, and an impressive expo are all part of the weekend! Email alane@mobeef.com if you're interested in participating in one of the events. Due to the popularity of the events, a race maximum has been set at 15,00 runners for all events, so sign up early! Visit www.gostlouis.org for more info.



Checking in on the Checkoff

Training senior dietetic students from across the state about media basics- from mastering the interview to key message tracks regarding the benefits of beef in a healthy diet.

Not only does this secure beef's relationship with future dietitians; but it also gives us third-party spokespersons.



To learn more about the checkoff's efforts to work with key influencers to keep beef center of the plate, visit us at www.mobeef.org or call 573-817-0899.

Beef Idol Competition

During the 2008 Missouri Cattle Industry Convention and Trade Show in Springfield,

Missouri, the Missouri CattleWomen will host their 2nd Annual Beef Idol Competition. The competition is open to all ages and types of performances. Although each contestant does not have to be a MCA member they must be sponsored by a county affiliate of the Missouri Cattlemen's Association.

The grand prize for the competition will be 50% of the entry fees. 2nd place will receive 25% and 3rd will receive 15%.

For more information on Missouri CattleWomen's Beef Idol Competition please call (573) 499-9162.

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Contact MCA Office at (573) 499-9162 or e-mail jeff@mocattle.com.

Upcoming Cattlemen's Events & Meetings

Polk County Board Meeting- December 1, 7:00 p.m.
Smith's Restaurant, Bolivar

Southwest Cattlemen- December 2, 7:00 p.m.
Round Grove Baptist Church, Miller

Boone County- December 2, 6:30 p.m.
MCA Building, Columbia

Polk County Christmas Party- December 4, 7:00 p.m.
Smith's Restaurant, Bolivar

Missouri Livestock Symposium- December 5 & 6
Kirksville, MO
For details visit: www.missourilivestock.com

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Would you like to advertise in our newsletter?

If so, please contact Maureen Hamill at (573) 499-9162 or maureen@mocattle.com.

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