



September 26, 2008

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Stokes resigns as CEO of NCBA

Terry Stokes, chief executive officer of the National Cattlemen's Beef Association (NCBA), announced today he will resign from his position following the 2009 Cattle Industry Convention, January 31, 2009.

Stokes said representing cattlemen and championing their cause has been the greatest honor and the most fulfilling job of his career, but he explained it also is all-consuming. He said he is looking forward to spending time with his family and exploring new opportunities.

"Terry shared his news with the NCBA officers this morning. I speak for all of them when I say we want Terry to stay. His leadership and commitment to the beef industry are incomparable. Yet, personally, we respect and honor Terry's decision to make this life change. We only hope he continues to contribute to the industry; his leadership is that valuable," said Andy Groseta, cattle producer, Cottonwood, Ariz., and president, NCBA.

Stokes joined NCBA 12 years ago, in 1996, as chief financial officer. He was appointed CEO in 2002. During his tenure as CEO, NCBA grew revenues 41 percent. Membership grew more than 17 percent in the past three years.

"So much of Terry's work has been behind the scenes. He is not a 'look-at-me' kind of leader. So I'm not sure how many people realize what a difference he has made to NCBA and the beef industry. That said, I respect his personal decision to find the next mountain to climb," said Gary Voogt, cattle producer, Marne, Michigan, and

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[Missouri Department of Agriculture](#)

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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](#).

president-elect, NCBA. "NCBA deals with every issue the cattle industry faces, and Terry can speak to every single issue. He is amazingly adept at knowing what's going on and what needs to be done," said Voogt.

Stokes led the NCBA team in its response to the discovery of bovine spongiform encephalopathy in the United States, a response that has been credited for maintaining consumer confidence in beef. Since that discovery late 2003, Stokes has dedicated countless hours to working with the U.S. government convincing world leaders to open their borders to U.S. beef.

"Those who have worked with Terry know he is, above all else, a collaborator. He can bring a room of opposing interests and personalities together and find common ground. And that's because Terry is always focused on doing the right thing," said Steve Foglesong, cattle producer, Astoria, Illinois, and vice president of NCBA. "NCBA has been Terry's extended family, and we are extremely thankful to his family for sharing him as long as they have. This industry and NCBA are better for it," said Foglesong.

Stokes also directed the development of a strategic plan for NCBA efforts funded by the beef checkoff, focusing on product innovation, nutrition and safety, what he calls the three pillars of demand. Most recently, Stokes ensured the 2008 Farm Bill included cattlemen's top priorities, minimizing the record-keeping burden of Country of Origin labeling on producers and securing increased funding for conservation programs.

"NCBA is a stronger association today because Terry has been at the helm. He leaves it with a clear vision: to create a growing, profitable and sustainable beef industry. We will miss his leadership, commitment and passion both to the industry and NCBA," said Groseta.

"Working with Terry through January next year, we will ensure a seamless transition," concluded Groseta. NCBA's officers will begin work on a search plan for the next CEO of NCBA.

Released by NCBA 9/25/08.

House Judiciary Passes H.R. 6598

Late Tuesday the House Judiciary Committee passed, via a party line voice vote, H.R. 6598 - the "Prevention of Equine Cruelty Act of 2008."

Next, the Committee will be finalizing their report for submission to the Rules Committee.

The bill did pass with an amendment offered by Congressman Bob Goodlatte (R-VA). This amendment added a requirement that the U.S. Attorney General's office work in consultation with USDA on this matter.

NCBA will continue to work against this bill on the Hill with hopes to prevent it from being considered on the House floor.

We do face some strong proponents on this bill that are coming at us with everything they have. HSUS, AWI and the other anti-groups thought they were going to get a walk in the park - but we have given them a good fight so far and let's continue the attack by keeping the calls rolling into the congressional offices!

Released by NCBA, September 24, 2008.

COOL Recordkeeping Now Necessary Part of Livestock Marketing

Country of Origin Labeling (COOL) for retail packages of beef, chicken, goat, lamb and pork will become mandatory in the U.S. on Sept. 30. Beef, lamb and pork were included in the 2002 farm bill. Chicken and goat meat were added in the 2008 farm bill.

The U.S. Department of Agriculture has issued an Interim Final Rule for the implementation of COOL and is taking comments on the rule until Sept. 30. To view the rule or make or view comments, go to www.ams.usda.gov/COOL.

COOL applies to meat retailers and packers who supply meat to consumers. The rule does not apply specifically to livestock, but since retailers must maintain records that document the origin of meat products, livestock producers will be expected to provide country-of-origin documentation whenever livestock are sold.

On Aug. 26, a broad-based group of livestock and meat organizations developed several affidavit/declaration statements that can be used to verify the origin of animals as they move from farms and ranches through various production and marketing channels. The affidavits were presented by the industry groups to the USDA on Sept. 5. A printable version is available at www.beefusa.org/uDocs/countryoforiginaffidavit453.pdf.

It is expected that these affidavits will receive widespread use in livestock marketing channels. However, producers should be aware that individual retailers, packers or markets may require paperwork specific to their business.

Livestock producers are urged to contact the market where they plan to sell livestock several weeks in advance to see what paperwork may be required.

Producers also will need to keep records that document the country of origin of livestock that they are selling. Language in the farm bill states that "records maintained in the normal conduct of business" is sufficient. Records, such as calving, farrowing or lambing books; sales receipts; health records; or purchase affidavits should be kept for at least one year after the livestock are sold. See the previously mentioned USDA Web site for specific examples of records that may apply.

Producers who participate in the National Animal Identification System (NAIS) are considered to have sufficient documentation of an animal's origin. However, the farm bill

prohibits the USDA from requiring mandatory participation in NAIS for COOL compliance.

In addition, USDA verification programs, such as the USDA Process Verified Program and the Quality Systems Assessment Program, that contain a source verification component also are considered acceptable for COOL compliance.

The interim rule states that all livestock present in the U.S. on or before July 15, 2008, and once present in the U.S. and remain continuously in the U.S., are considered of U.S. origin. Therefore, it is suggested that producers keep an inventory record of all animals in their possession on July 15.

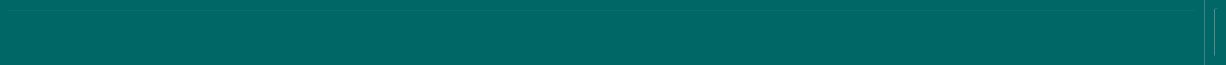
Producers also should request a signed affidavit for all livestock that they purchase, even if it is only one breeding bull, for example.

Backgrounders and feedlots that commingle animals from multiple sources into larger lots that have the same origin, such as the U.S., may issue a single affidavit when the animals are sold. Of course, the appropriate records from the multiple sources must be kept.

Marketing livestock with accompanying records that satisfy COOL compliance is new to all livestock and meat marketing channels, so patience will be necessary during the next few months as details are finalized.

Written by Tim Petry, Livestock Marketing Economist

Released by NSDU Extension Service on 9/26/08.



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5% discount per Missouri Cattlemen's Association membership along with your membership number.
(You must provide your membership number to receive the discount.)



Hurricane Ike Hammers Gulf Coast Cattlemen

As of last Wednesday, according to various sources, about 15,000 head out of an estimated 40,000 head had been accounted for following Hurricane Ike. That was in only two Texas counties on the Gulf Coast. In Louisiana parishes from Cameron to St. Bernard an estimated 7,000 head were trapped in water or on levies.

"Reliable numbers of dead or stranded livestock are not yet available, as additional carcasses and animals are detected as the water recedes and roads are cleared in the hard-hit counties along the coast, allowing access to remote areas," said Bob Hillman, executive director of the Texas Animal Health Commission on Friday.

"We don't really have good numbers on actual death losses, but they appear to be substantial," explained Jason Cleere, beef cattle specialist with Texas AgriLife Extension, talking with Burt Rutherford, BEEF magazine senior editor.

Producers in affected areas are scrambling for everything from fresh water, to feed, to fencing supplies.

In-state relief efforts are being led by the Texas and Southwestern Cattle Raisers Association, the Independent Cattlemen's Association of Texas and the Texas Cattle Feeders Association, as well as the Louisiana Cattlemen's Association.

Nationally, the National Cattlemen's Beef Association (NCBA) is spearheading relief efforts for cattlemen caught in Ike's path. As well, the National Cattlemen's Foundation (NCF) is coordinating its efforts with NCBA.

"People from all over the country have always been generous when it comes to offering assistance to those farmers and ranchers who have been devastated by Mother Nature," says Bob Josserand, NCF Chairman and a cattleman from Hereford, TX. "We're hoping that will be the case during this devastation to their neighbors to the South." The NCF donated \$10,000 to relief efforts on Friday.

Tax-deductible contributions can be made to the relief effort through the NCF by calling 866-BEEF-USA (866-233-3782) or by visiting the foundation's website at www.nationalcattlemensfoundation.org.

Contributions of hay and fencing and other supplies are also welcome. To make arrangements for hay contributions to Louisiana producers, contact Bob Felknor, executive vice president of the Louisiana Cattlemen's Association, at 225-343-3491.

Likewise, tax-deductible cash or credit card donations for Texas cattlemen, can be made through the "No Fences" Hurricane Ike Horse and Cattle relief effort. Call 979-845-2604 or go to agrilifevents.tamu.edu and follow the prompts. To make a donation of hay and feed, call the Texas Department of Agriculture's Hay Hotline at 877-429-1998 or 800-835-5832 and press 0. To donate materials for fencing, panels, water troughs and other non-feed and non-cash items, contact Tim Niedecken at the Texas and Southwestern Cattle Raisers Association at 800-242-7820, Ext. 147.

Released by Beef Stocker Trends.

National Cattlemen's Foundation Lends Financial Hand to Hurricane Ike Victims

\$10,000 to Help Save Cattle & Restore Texas, Louisiana Operations

A \$10,000 donation to assist cattlemen affected by Hurricane Ike has been made by the National Cattlemen's Foundation. Use of the money for feed, water, fencing and other materials will be coordinated by cattlemen's organizations in Texas and Louisiana.

Serious challenges remain for producers in the two states, especially in the Texas counties of Jefferson and Chambers, as well as in Louisiana Parishes stretching from Cameron to St. Bernard. Among the needs are hay, troughs for fresh water, feed and fencing materials.

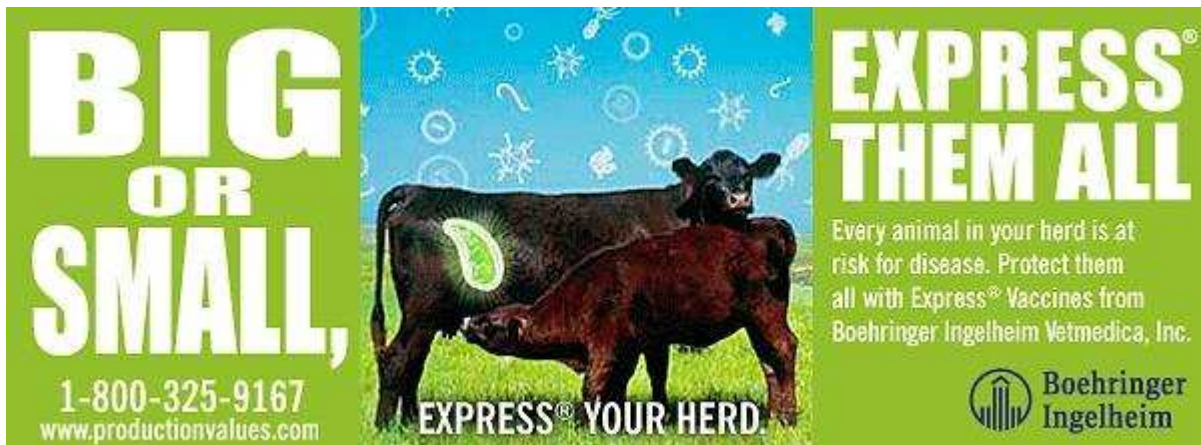
In-state relief efforts for cattle producers have been aggressively conducted by the Texas and Southwestern Cattle Raisers Association, the Independent Cattlemen's Association of Texas and the Texas Cattle Feeders Association, as well as the Louisiana Cattlemen's Association. The National Cattlemen's Beef Association has also been involved in the effort.

"An important part of the National Cattlemen's Foundation mission is to assist our fellow producers in their time of crisis. However, our contribution is only a small portion of the need in these areas," says Bob Josserand, a beef producer from Hereford, Tex., and chair of the National Cattlemen's Foundation Board of Trustees. "We trust that people from across the country will open their hearts and checkbooks to help these cattlemen save

their cattle and their livelihoods."

Tax-deductible contributions can be made to this relief effort through the National Cattlemen's Foundation by calling 866-BEEF-USA (866-233-3782) or by visiting the foundation's Web site at www.nationalcattlemensfoundation.org.

Direct contributions of hay, fencing and other supplies are welcome. To make arrangements for hay contributions to Louisiana producers, contact Bob Felknor, executive vice president of the Louisiana Cattlemen's Association, at 225-343-3491.
Released by NCF 9/19/08.



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Checkoff Election Results

Missouri Beef Industry Council's board of directors is the group that makes the decisions on how checkoff dollars are spent in the Show Me State. This board is made up of 13 individuals with direct ties to the beef industry either as producers or as industry partners. Nine positions are beef producers elected by fellow cattle producers with eight of those representing specific regions and one elected as an 'at large' position. The other four positions are appointed by the Missouri Cattlemen's Association (past-president serves a one-year term), Missouri Dairy Association, Missouri Livestock Marketing Association and the Missouri Association of Meat Processors.

Elected directors serve a three-year term and are eligible for re-election only once. To vote in the Beef Council elections, any person who owns one or more head of cattle may register at their local Farm Service Agency office. Registration is a necessity in order to participate in the election and vote.

The 2008 elections had contests in three of the four regions. The results are as follows:

Region 2 (Northeast): Sally Angell, Centralia

Region 3 (Southeast): Jim Freeman, Salem (incumbent, Treasurer)
Region 4 (Southwest): Chris Cloud, Carthage

These board members will be seated at the October 16th, 2008 meeting of the Missouri Beef Industry Council, and will begin their task of assisting with setting priorities for beef research, promotion and education, as well as making funding decisions regarding checkoff program expenditures.

Other board members include:

Region 1 (Northwest):

- John Redman, Amity
- Pat Wood, Sedalia (Secretary)

Region 2 (Northeast):

- Leon James, Hurdland (Vice Chair)

Region 3(Southeast):

- Gerald Campbell, Licking

Region 4 (Southwest):

- James Rickman, Stockton (Chair)

At-Large:

- Matt Reynolds, Huntsville
- Andy Cloud, Carthage (Representing Missouri Assn. of Meat Processors)
- Merrell Breyer (Representing Missouri Cattlemen's Association)
- John Browning, Palmyra (Representing Livestock Marketing Assn.)
- Kevin Frankenbach, Hannibal (Representing MO Dairy Assn.)

To learn more about the decisions made by this group of cattle producers and projects funded through the \$1 per head beef checkoff program, visit

www.missouribeefcouncil.com or www.mobeeff.org.



Missouri Beef Industry Council presents: *Checking in on the Checkoff*

Offering grants to
local FACS teachers
for beef nutrition &
cooking lessons.



For more information about the "Beef for the Classroom" program or the other materials provided to Missouri's school teachers at no cost to them, visit our website! (www.mobeeff.org)

LAST CHANCE!!!

Application Deadlines Approaching for MCF Scholarships & Beef Queen Contest

Missouri Cattlemen's Foundation Scholarships

Missouri's Cattlemen Foundation scholarship program provides financial assistance to young students in pursuit of a college education. The program is open to graduating high school seniors and college students. With the rising costs of higher education, these scholarships get students a step closer to achieving their college goals.

Each year, students submit an application for the chance to receive one of twenty \$1,000 scholarships. In response to the large number of qualified applicants, MCF developed the Community Support Scholarship program to provide financial assistance to more students.

Students who are provided with the Community Support Scholarship accepted the opportunity to acquire \$250 from outside sources and then MCF will contribute \$500 to the award to round out the \$750 scholarship.

In addition, six endowment scholarships were awarded, each valued at \$1,000. These endowed scholarships permanently link the name of special people to a young person striving to succeed.

The MCF scholarship program is supported by endowments, a variety of fundraising projects and private donations. Recipients are announced at the annual Missouri Cattle Industry Convention and Trade Show in Springfield, MO.

Applicants must be nominated by a current Missouri Cattlemen's Association member. Previous recipients are ineligible to re-apply. Applications are available online as well as from each Missouri Extension office and FFA chapter, most state colleges and universities, county cattlemen's association presidents and state directors and the MCF

office.

2007 marked ten years for the Foundation's scholarship program. Since 1997, 396 scholarships totaling \$398,500 have been awarded to young people in 80 counties across the state. A new scholarship will be presented this year to a deserving student. The Dr. Wayne Smith Scholarship was developed with funds provided by the Sullivan County Cattlemen's Association.

Due September 30th.

For more information visit: <http://www.mocattlemanfoundation.org/scholarships.htm>

2009 Missouri Beef Queen Contest

One lucky young woman will receive a \$1,000 scholarship as the winner of the Missouri Beef Queen contest. The first runner-up will receive a \$500 scholarship and the second runner-up, a \$250 scholarship. The contest is sponsored by the Missouri CattleWomen (MCW) in cooperation with the Missouri Cattlemen's Association (MCA), Missouri's Cattlemen Foundation (MCF) and the Missouri Beef Industry Council (MBIC). The scholarships are provided by the MCW, MCA, and MCF.

The contest is open to single females, between the ages of 16-21 (by December 31, 2007). Contestants must have a farm background, have an interest in Beef and the Beef Industry, be a Collegiate or Junior member of MCA or her parent(s) must be an MCA or MCW member and must be sponsored by her county Cattlemen's Affiliate. The contest will be held Saturday, December 13th, during the 2008 Missouri Cattlemen's Association and Missouri CattleWomen's Annual Convention and Trade Show, at the University Plaza Hotel and Springfield Expo Center in Springfield, Missouri. The contestant will be judged on an oral presentation and a personal interview. Judges will be scoring the contestants on knowledge of Beef, presentation, appearance, personality, and their entry application.

To obtain an application or more information about the Missouri CattleWomen's Queen Program, contact Michele Koelling 2438 Fowler Road, Hermann, MO 65041, 573-943-9929 (e-mail: mkoelling@mariesr2.org).

The application deadline is October 1, 2008.

For more information visit: http://www.mocattle.org/MCW/2008_beef_queen.htm

2009 Missouri Beef Ambassador Contest

The 2009 Missouri Beef Ambassador Contest will be held on December 13th at the Missouri Cattle Industry Convention & Trade Show in Springfield, Missouri. The Missouri Beef Ambassador program is open to all youth, including 4-H, FFA, FHA and other youth organizations. Participants must be at least 16 years of age and no older than 19 on January 1, 2009. The contest is made up of a speech, question session and an interview panel. Winner of the Ambassador Contest will receive a \$250 cash award and a expense paid trip to the National Contest in the fall of 2009 to compete for over \$5,500 total cash awards.

The deadline for entry is November 1st.

For more information and the entry form please visit:

http://www.mocattle.org/MCW/2008_beef_ambassador.htm

Students Encouraged to Apply for Beef Industry Scholarships

Applications are being accepted for the 2009 Beef Industry Scholarship program,

sponsored by the National Cattlemen's Foundation and the CME Group. **All entries must be postmarked by October 1, 2008.**

Ten scholarships of \$1,500 will be awarded to young people pursuing careers in the beef industry. The program encourages talented and thoughtful students who have demonstrated a commitment to a career in the beef industry, either through classes, internships or life experience. Graduating high school seniors or full-time undergraduate students enrolled at a two-year or four-year college for the 2009-2010 academic school year are eligible to apply.

Applications must include a 750-word essay that identifies a key issue confronting the beef industry and suggests a solution. Applicants must also submit a letter expressing future career goals and two letters of recommendation. A full description the scholarship program and submission requirements and an online application can be found at the National Cattlemen's Foundation website: www.nationalcattlemensfoundation.org/scholarship.aspx , or by calling 303-850-3372.

In addition to a scholarship, the first-place winner will receive airfare and lodging to attend the Cattle Industry Annual Convention and Trade Show in Phoenix, Ariz., January 28-31, 2009.

The Beef Industry Scholarship program is a cooperative effort of the CME Group and the National Cattlemen's Foundation that was launched in 1989 to celebrate the 25th anniversary of the Live Cattle Futures Contract on the Chicago Mercantile Exchange. The CME Group has been a leader in the live cattle market since 1964, and the Beef Industry Scholarship Program exemplifies their commitment to the beef industry.

An Evening in the West

An Evening in the West will take place on **October 18, 2008 at Show Me Farms Sale Arena in Columbia, MO.** This event has been organized by the Missouri Cowboy Poet's Association. A chuckwagon meal will be served at **5:30** and will be followed by an evening of cowboy entertainment beginning at 7:30.

The evenings featured singer and poet, Del Shields, is the co-host on Best of America on Horseback, which airs nationally on RFD-TV. Del has also appeared at many theaters across the nation and performed on numerous national and international radio stations.

The event is \$20 for the meal and show. All proceeds from this event will benefit the Missouri Cowboy Poet's Scholarship Program.

This event is sponsored by Flying T BAR E Ranch of Colony, MO and Show Me Farms of Columbia, MO.

Tickets are available at **MFA locations** in Boonville, Centralia, Columbia, Fulton, Jefferson City, Kirksville, LaPlata, Macon, Mexico and Moberly. Tickets must be purchased by **October 1st.**

For further information please call Don at (660) 434-6519.

Convention 2008 - "Succeeding During Challenging Times"

2008 Missouri Cattle Industry Convention & Trade Show

December 12 & 13

University Plaza Hotel/Springfield Expo Center - Springfield, MO

"Succeeding During Challenging Times"

For more information and a schedule of events please visit www.mocattle.org.

ATTENTION 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.

We are **currently accepting nominations** for 2nd Vice President and Regional Vice Presidents as well as for the Cattleman of the Year and Pioneer Awards.

Be sure to save your Ralgro Wheels.

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.

If you would like to be an exhibitor in our Trade Show or know someone who would please contact Lesley at the MCA Office (573) 499-9162.

Upcoming Cattlemen's Events & Meetings

September 29 - Benton County

Trinity Lutheran Church, Cole Camp - 7:00 pm

September 30 - Dallas County

Simm's Restaurant, Buffalo - 6:30 pm

Be sure to invite your neighbor and friends to your county meetings. We appreciate all the hard work our membership puts into getting to people to join MCA. Membership is the backbone of our association and provides us the strong voice we have on issues concerning Missouri's agricultural industry.

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