



July 3, 2009

In This Issue

[Celebrate July 4th with a BOOM!](#)

[Time to fire up for the Beef House!](#)

[\[Ohio\] House approves ballot issue on livestock treatment](#)

[Dead Animal Disposal Issues](#)

[Bank of America offers HSUS checking and credit cards](#)

[Register for Beef Check-off Elections](#)

[Members to receive discount with Mellor Trailers](#)

[Did you know?](#)

[The Cost of BRD](#)

[MCA opposes the Clean Energy and Security Act](#)

[Agritalk Interview with HSUS President](#)

[Exciting IRA opportunity](#)

[Join Our Mailing List!](#)

Celebrate July 4th with a BOOM!

Released by [Beef Retail](#)

July 4th Is a Top Beef Holiday

Among all holidays, Fourth of July comes in second (behind Memorial Day) for highest beef sales. Check out the [list of top beef holidays](#) to put it in perspective.

As high temperatures reach their peak, your customers will be active in all sorts of summer activities including hosting Independence Day cookouts. Make sure to provide your customers everything they need to celebrate the red, white and blue, starting in the meat department with ground beef. When customers think of the Fourth of July, thick, juicy burgers on the grill come to mind. Prepare your staff to answer their questions to help them create memorable July 4th meals.

Spark Sales with a Fourth of July Promotion

Kraft®A.1.® Steak Sauce and Anheuser-Busch® are partnering to offer savings on beef purchases. Many stores will receive in-store coupons available in tear pads featuring steak and burger recipes. Amounts and offers vary according to location. [Take a look at additional details about our partnership with A.1. and Anheuser-Busch.](#)

Keep Those Grills Hot!

Fourth of July falls on a Saturday this year; this means your customers' cookouts will be more likely to extend later into the day and may cover lunch and dinner. This provides an opportunity for you to target two meals that day!

Provide recipes to give them ideas for two meals, perhaps burgers for lunch and steaks or kabobs for dinner.

- Spice up ordinary burgers! [The Firecracker Burger](#) recipe, pairs ground beef patties with curry powder and Caribbean jerk seasoning and is sure to be a hit.

- Customers can create a well-balanced steak dinner on the grill for their

Upcoming Events & Meetings

Texas County

July 7, 6 p.m.

Golden Hills Trail Ride/Resort
Raymondville, Mo.

Saline County

Providing meal for REA
Meeting

July 14, 10:30 a.m.

Missouri State Fair Grounds
Sedalia, Mo.

NCBA Summer Meeting

July 14-18

Denver, Colo.

St. Clair County

July 15, 7 p.m.

Valley Center Church
Deepwater, Mo.

Missouri State Fair: Missouri Beef House

August 13-23

Missouri Beef House
Sedalia, Mo.

MCF Charity Weekend

Sept. 25-27

Golden Hills Trail Ride/Resort
Raymondville, Mo.

guests while putting some delicious summer vegetables to good use when they make [Grilled Sirloin and Farmers Market Skewers](#).

- A new recipe in our arsenal, the [Onion Lover's Grilled Steak Kabobs with Crumbled Blue Cheese](#) is an easy-to-prepare crowd-pleaser, perfect for a backyard gathering.

With increased traffic to your meat case, your associates will want to be prepared to assist customers with quick answers to grilling questions in the days leading up to July 4th.

Share these resources with all meat department employees so they'll be ready to confidently answer any questions your customers have:

- The Beef Training Camp [Beef Training Camp](#) section on Ground Beef includes preparation pointers, safety guidelines, merchandising options and cooking methods.

- [Beef Fast Facts on Grilling](#) gives specific tips on grilling, information about promotions, additional resources and merchandising suggestions.

- The [Beef for Grilling section](#) of Beef Training Camp includes a diagram showing where beef grilling cuts come from, lists of steak favorites and tips on marinades and rubs.

- Check out the [Top 10 Grilling Cuts from the 3rd quarter of 2008](#) so you'll know how to stock your case heading into July based on last year's performance. Total US and regional rankings are provided.

Burgers are a Sizzling Favorite

As you know, ground beef is at the heart of many Independence Day celebrations, so sales of this category will be great leading up to the holiday. Why not take it to the next level? Generate even higher ground beef sales by setting up a Fourth of July Burger Center.

- In addition to the [Firecracker Burger recipe](#), mentioned above, [Calypso Burgers](#) (new recipe) can be a hit on a hot summer day, and the [Brew Burger](#) is an ideal choice for party goers on the Fourth.

- Offer customer handouts like [July 4th Perfect Burgers](#) to provide tips on making burgers and grilling them to perfection.

- Remind customers of food safety by placing disposable coolers near ground beef displays with signage reminding them to keep ground beef cold until ready to cook.

- Promote related items! Don't forget to place a display of other cookout necessities like buns, condiments and paper plates near the meat case.

- Encourage participation in the [Build a Better Burger® contest](#) with a display near the ground beef section of your meat case. Customers could throw a huge party if they win the grand prize of \$50,000!

· Direct your customers to SafeAndSavory160.com, a Web site that provides consumers with the know-how to safely cook burgers while also directing them to delicious burger recipes.
By implementing the Fourth of July merchandising ideas discussed above, you can generate booming sales in the heart of this summer season.

Time to fire up for the Beef House!

The State Fair (August 13-23) will be here before we know it. MCA is contacting county leaders to schedule each county's work shifts during those 10 days. MCA can use as many volunteer as a county can offer, so **please contact your county leader to sign up for your county's shift at the Beef House.**

[Ohio]House approves ballot issue on livestock treatment

*By Jim Provance, Blade Columbus Bureau Chief
Released 6/25/09*

COLUMBUS - Despite arguments it was moving too quickly, the Ohio House yesterday overwhelmingly approved a proposed constitutional amendment that would beat a Washington animal-rights group to the punch in addressing livestock confinement conditions.

The Senate is expected to act on a separate but identical resolution today, virtually assuring that the question will appear on the Nov. 3 ballot.

Sen. Bob Gibbs (R., Lakeville), sponsor of the Senate resolution, said lawmakers had to "take the bull by the horns" to address the issue before the Humane Society of the United States could put its own issue on the ballot.

"Ohio consumers can be assured that Ohio agriculture will not tolerate those farms that are not willing to follow commonly accepted best management practices," he said.

Rep. Mike Skindell (D., Lakewood) accused his House colleagues of moving at "lightning" speed to promote a "broad" and "overreaching" constitutional amendment that he suggested they may regret. The resolution was introduced last Thursday, had a single House hearing yesterday, and was voted out the door hours later.

"We are creating a fourth branch of government that is not elected, that does not have adequate checks and balances, which under the constitutional provisions completely divest the Ohio General Assembly from its legislative powers relating to the care and well-being of livestock, poultry, and food safety," he said.

Rep. Peter Ujvagi (D., Toledo) joined him in opposing the bill in the final 84-8 tally.

Voters will be asked to approve creation of a 13-member Ohio Livestock Care Standards Board to develop best-practice standards for the confinement of animals in food production. The state director of agriculture would be the chairman of the panel, and his department would enforce the resulting standards.

The governor would appoint 10 members - a family farmer, a food-safety

expert, a veterinarian, the state veterinarian, a college agricultural dean, a county humane society member, two representatives of statewide farming organizations, and two consumer group representatives. The House and Senate each would add a family farmer.

The move, endorsed by most state agricultural organizations and Gov. Ted Strickland, is designed to head off an attempt by the humane society to add Ohio to the list of states where it has succeeded in passing laws affecting animal confinement either through legislation or the ballot box.

The society has accused lawmakers of seeking to stack this board to maintain agricultural practices.

It is considering a 2010 ballot issue targeting the confinement of calves for veal, breeding hogs, and laying hens.

It proposes a requirement that those animals have enough room to stand, lie down, turn around, and extend their limbs in their cages or pens.

"It's not often that the agricultural community requests additional regulation over the way we conduct our businesses," said Mark Watchman, a Napoleon farmer and president of the Ohio Wheat Growers Association.

"So it should be obvious to this [Senate Agriculture] committee, the Ohio Senate, and Ohio consumers that agriculture is confident in the way we raise livestock, and we invite this board of Ohio experts to be the check and balance on behalf of Ohio consumers," he said.

Contact Jim Provanca at: jprovanca@theblade.com or 614-221-0496.

Dead Animal Disposal Issues

Please contact your MCA staff with any dead animal disposal issues you may be having as a result of the FDA's Enhanced Feedband Rule. MCA will take your information and pass it on to NCBA.

Call at (573)499-9162

Or email at cattleinfo@mocattle.com

Bank of America offers HSUS checking and credit cards

Released by NCBA 6/26/09

Internet communities of farmers and ranchers are buzzing with news the [Bank of America](#) is partnering with the [Humane Society of the United States](#) (HSUS). The bank's MyExpression program is offering an HSUS checking account and associated Visa check card as well as an HSUS Visa credit card. Both of these products financially support HSUS.

According to the Bank of America Web site, it will donate 25 cents to the animal rights organization for every \$100 in purchases made with the HSUS WorldPoints Platinum Plus Visa credit card. Wayne Pacelle, president and CEO of HSUS, is quoted as saying "This is a great way to support the work of The Humane Society of the United States. When you open your account, and each time you make an eligible purchase with your Bank of America VISA check

card, you'll support our mission to combat animal cruelty and care for animals in need."

[CattleNetwork](#) yesterday issued a template letter for livestock producers to submit to Bank of America expressing their concerns about providing financial support to HSUS. Trained beef industry spokespeople alerted one another to the news via the Masters of Beef Advocacy program alumni site yesterday. Several reported sending letters to local Bank of America branches.

A Bank of America senior vice president in Amarillo, Texas, issued a [letter to the cattle industry](#) today. CattleNetwork posted and circulated the letter, which references the importance of the industry to Bank of America and says "the matter has been elevated and is being looking into so that we can further address your concerns."

Concerned producers should contact Bank of America using the template letter or materials about HSUS from the [Center for Consumer Freedom](#).

Bank of America can be contacted by mail (Bank of America Corporate Center, 100 North Tryon Street, Charlotte, NC 28255) or e-mail (Nicole Nastacie, BOA Corporate Philanthropy - nicole.nastacie@bankofamerica.com). Comments also can be posted to the bank's blog (<http://futurebanking.bankofamerica.com/>), shared with the official Bank of America representative on Twitter (http://twitter.com/BofA_help) or posted to the bank's Facebook page (<http://www.facebook.com/home.php?#/pages/Bank-of-America/25163544074?ref=s>).

Funded by The Beef Checkoff

Register for Beef Check-Off Elections

Be sure to register for the Beef Check-Off Elections before July 20, 2009. This can be done at your county Farm Service Agency office.

This election determines the Missouri Beef Industry Council Board of Directors. This board allocates Missouri's check-off funds. This will be your chance to elect board members who represent your voice in the allocation of those funds.



Members to receive discount with Mellor

Trailers

Mellor Trailers in Booneville, Mo. is offering a discount to all Missouri Cattlemen's Association members (with proof of membership). Membership forms are available at the time of sale.

Discounts include:

10% discount off parts and accessories

\$100 off trailer purchases **upto \$5,000**

\$200 off

trailer purchases **from \$5,000 to \$10,000**

\$300 off trailer purchases **from \$10,000 to \$15,000**

\$400 off trailer purchases **from \$15,000 to \$20,000**

\$500 off trailer purchases **from \$20,000 and up**

Discounts may not apply to certain items already discounted or on promotions. Please call for details.

PLUS! The free use of an Elite trailer for one year will be given at the Missouri Cattle Industry Convention and Trade show. To be eligible for this reward, an MCA member must pre-register for the MCA Convention and Trade Show. Furthermore, the member must be present at the convention awards banquet to win.

Mellor Trailer Sales

1550 West Ashley Road
Boonville, Missouri 65233
877-882-8433

Open Monday -Saturday
7:30 am - 5:30 pm

I-70 Exit #101 and
1 mile north on Hwy 5

For more information, contact MCA at (573)499-9162 or at cattleinfo@mocattle.com.

New: Did you know?

The Humane Society of the United States (HSUS) now has plans to educate the next generation of anti-hunting, animal rights activists. The HSUS recently announced that it had received "a license as a higher education degree-granting institution by the District of Columbia Education Licensure Commission."

Source: BEEFmagazine.com on [Humane Society University](#)

The Cost of BRD

Released by Drovers News Source 5/11/09

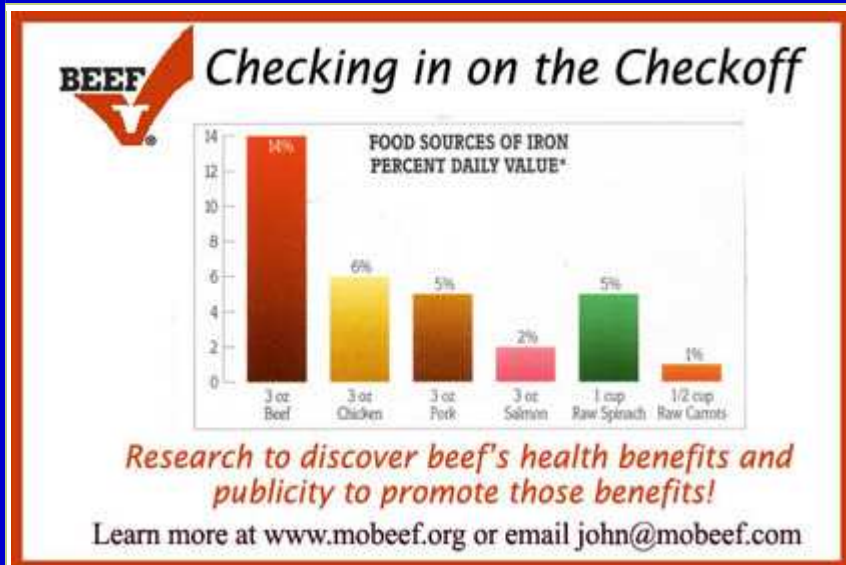
Research from Iowa State University, recently reported in the Journal of Animal Science, shows the economic impact of bovine respiratory disease on performance and carcass value in feedlot cattle. Researchers tracked almost 6,000 cattle fed in 10 feedlots over four years, with the cattle originating

from across the Midwest and Southeast.

They observed BRD in 8.2 percent of all cattle and found evidence of lung lesions in nearly 62 percent of a subsample of 1,665 carcasses. Cattle treated for BRD gained an average of 0.81 pounds per day less than non-treated cattle during the four- to six-week starting period and 0.15 pounds per day less during the full feeding period.

At slaughter, treated cattle averaged 24 pounds lighter than non-treated cattle. The treated cattle had lighter carcass weights, smaller ribeye areas, less fat cover and less marbling. Compared to non-treated cattle, carcass value was \$23.23 per head lower for those treated once, \$30.15 for those treated twice and \$54.01 lower for those treated three or more times.

For extensive information on how to prevent, treat and control bovine respiratory disease, visit our BRD Resource Center at www.Drovers.com/BRD.



Missouri Cattlemen's Association opposes the American Clean Energy and Security Act of 2009

Released by MCA to Missouri legislators 6/26/09

On behalf of the Missouri Cattlemen's Association, I would like to express our deep concern over the "American Clean Energy and Security Act of 2009." While we appreciate the work House Agriculture Committee Chairman Peterson, Chairman Waxman and Speaker Pelosi did to improve the act, our members have significant concerns with this legislation.

Missouri Cattlemen's Association's members are very responsible environmental stewards of the land, air, water and animals that sustain our way of life. Our members are very concerned over the effects this legislation would have on their costs of fuel, electricity, feed, fertilizer, equipment and the many other inputs that are necessary to producing an abundant food

supply for our nation. Economists have estimated the climate change bill would cause farm income to drop from \$8 billion in the short term to \$50 billion in the long term.

Given the economic pressure agriculture is under at the present time, we are concerned about the long-term viability of some of our businesses. Our producers work hard every day to provide the food and fiber for consumers and will continue to protect the environment that provides the resources for our way of life. However, MCA opposes this legislation that will cause undo harm to our producers.

Sincerely,

Jeff Windett
Executive Vice President
Missouri Cattlemen's Association



Humane Society of the United States - Agritalk Interview

Released by Farm Policy 7/1/09

Wayne Pacelle, the Humane Society of the United States President and CEO, was a guest on [yesterday's AgriTalk Radio program with Mike Adams](#). Mr. Pacelle and Mike Adams discussed animal agricultural issues for the entire show and covered several important issues.

In this audio clip from yesterday's program (MP3-4:54), Mike Adams asks Mr. Pacelle to sort out the differences between "animal rights" and "animal welfare."

And in this clip (MP3, 10:00) Mike Adams sought additional detail with respect to HSUS action in the state of Ohio.

Mr. Pacelle also [updated his blog](#) yesterday with a post that began by saying: "There are two groups that politicians fawn over in ways that make sensible

people shake their heads: the gun lobby and agribusiness."

The update added that, "[I]n Ohio, The HSUS has publicly discussed the prospect of launching a campaign to phase out the confinement of veal calves, breeding pigs, and laying hens in small crates and cages on Concentrated Animal Feeding Operations (CAFOs), or as they're more commonly called, factory farms-similar to our ballot initiative, Proposition 2, which both rural and urban Californians overwhelmingly approved last year. Despite entreaties from The HSUS, the Ohio Farm Bureau refused to engage in any negotiations to find a political solution to the conflict over these confinement systems, unlike more foresighted agriculture groups in Colorado and Maine where they engaged in actual compromise."

For perspective on this issue from the Ohio Farm Bureau listen to this clip (MP3-10:00) from Monday's AgriTalk program where host Mike Adams discussed this debate with Jack Fisher, the Executive Vice President of the Ohio Farm Bureau.

Time is running out!

Are you 70 1/2 or older? Do you know someone who is 70 1/2 or older? Do you or they own an IRA or other tax qualified asset? Time is running out!

You only have until December 31, 2009 to make the most tax efficient donation to the Missouri Cattlemen Foundation that the IRS has probably ever allowed.

You will probably never have this chance again to help to children of Missouri with the help of the IRS. Yes, the IRS will help you contribute to the foundation.

Call your tax preparer and call our partners at APEX Financial LLC to find out if you qualify for this exciting opportunity. Call 800-843-9429 or 573-876-6011 and tell them you want to talk about a Missouri Cattlemen Foundation Contribution.

Remember time is running out! You have until December 31 to take advantage of this opportunity.

As always, MCA Membership is the key to the success of the organization. Without producers who back our association our voice is not as strong. Ask your friend, neighbor and fellow cattlemen to join the thousands of cattlemen in supporting the Missouri Cattlemen's Association.

For more industry news visit:

[Missouri Cattlemen's Association Website](#)

[Missouri's Cattlemen Foundation Website](#)

[Missouri Beef Industry Council Website](#)

[National Cattlemen's Beef Association Website](#)

[Missouri Department of Agriculture Website](#)

This newsletter is a publication of the Missouri Cattlemen's Association. All rights reserved - this newsletter may not be reproduced, in whole or in part, without permission of the Missouri Cattlemen's Association.

Do you have questions, comments or suggestions?

	<p>Would you like to advertise in our newsletter? If so, please contact Kaity Kerwin at (573) 499-9162 (Ext. 233) or kaity@mocattle.com.</p>

