



August 21, 2009

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Upcoming Events & Meetings

Support your Industry! Eat at the Beef House!

The State Fair is finally here! Be sure to stop by the Beef House for a juicy beef burger or delicious steak dinner to support agriculture and the beef industry.

Plus: Please contact your county leader to sign up for your county's shift at the Beef House.

Senate hold lifted on Sunstein's nomination

Released by Livestock Marketing Association 8/18/09

Feedstuffs Online has reported that a second "hold" on the controversial nomination of Cass Sunstein to be director of the office of information and regulatory affairs, in the White House Office of Management and Budget, has been lifted. That clears the way for the Senate to approve the nomination, Feedstuffs said.

The hold was lifted by Sen. John Cornyn (R-Texas) after he met with Sunstein and was assured he will not pursue an animal rights agenda in his office, which approves, rejects or returns for modification all proposed federal rulemaking. Sunstein said in a letter he would not use his position to promote animal standing in civil litigation, because such standing would "indeed be an intolerable burden on farmers, ranchers and hunters," Feedstuffs reported.

Sunstein's views that animals should have the right to sue humans led to the first hold on his nomination, by Sen. Saxby Chambliss (R-Ga.). However, Chambliss lifted his hold last month, after receiving the same sort of assurances given to Cornyn.

Did you know?

The Beef House at the Missouri State Fair is open every day from 10

**Missouri State
Fair: Missouri Beef House**

August 13-23

Missouri Beef House

Sedalia, Mo.

Benton County

August 31, 7 p.m.

Benton County Extension
Office

Southwest Cattlemen's

Sept. 1, 7 p.m.

Southwest Missouri Center

Mt. Vernon, Mo.

Cooper County Field Day

Sept. 12

Cooper Co. Fairgrounds

Boonville, Mo.

MCF Charity Weekend

Sept. 25-27

Golden Hills Trail Ride/Resort

Raymondville, Mo.

[Join Our Mailing List!](#)

a.m. to 9 p.m.

Items on the menu include:

Ribeye Dinner

Ribeye Sandwich

Steak Salad

Cheese Burger

Beef Burger

BBQ Beef Sandwich

Beef Hotdog

*Be sure to stop by the Beef House during your time
at the Missouri State Fair.*

NCBA members vote on policies to address cattle industry challenges

Released in NCBA's Top Bulletin 8/5/09

DENVER, CO (July 18, 2009) - Members of the National Cattlemen's Beef Association (NCBA) today approved a number of policy resolutions and directives to further critical industry priorities. The resolutions were passed by vote during the membership meeting at the culmination of the annual Cattle Industry Summer Conference.

"In this unprecedented economic and political climate, it's more important than ever that we have a clear strategy in place as we move forward to address the challenges facing the cattle industry," said Gary Voogt, NCBA president. "I'm extremely pleased with our discussions this week and I'm confident that these new policies will set us on the right course for a more profitable industry."

Animal identification was one of the most popular topics of discussion at the conference. NCBA's members voted to work towards an efficient national animal identification system (NAIS) that meets the needs of beef producers, while minimizing additional costs and maintaining confidentiality of producer, animal and premises information. NCBA will also work to ensure the system operates at the speed of commerce, integrates private-sector databases, and is phased-in within and between species. NCBA policy continues to support a voluntary NAIS and strongly encourages all producers to acquire premises IDs.

Members also voted to amend current policy with regard to the H-2A Jobs Program. NCBA policy continues to call for meaningful immigration reform and supports passage of "The Agricultural Job Opportunities, Benefits and Security Act" (AgJobs) which would streamline the current H-2A program and make it more workable for the cattle industry. The amended policy recommends that provisions in the AgJobs bill ensure that all livestock workers are treated fairly and that the legislation retains provisions to address the unique and specialized occupations required for livestock production.

Members also approved a new policy to learn more about an emerging cattle virus with similarities to Bovine Viral Diarrhea (BVD) recently discovered in South America and southeast Asia to determine if surveillance is needed in the U.S. The policy encourages the U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) to adhere to and implement strict international biosecurity measures for pestiviruses, addressing shipment of animals and animal products.

In public lands news, as the number of big game animals increases in certain regions, state game management agencies have been unsuccessful in maintaining targeted population numbers. Because these big game can damage private pastures used for grazing cattle, maintaining a level population is important for cattle production. Big game animals tend to seek habitats on wildlife refuges and parks during hunting season, which prevents them from being hunted, and prevents game management agencies from managing their populations. For this reason, NCBA's members voted to request that the Department of the Interior authorize hunting of big game on these refuges and parks, similar to the programs currently in place for water fowl.

In order to increase efficiency in the purchase and sale of livestock, it's critical that certified local scale facilities are readily available. The Packer & Stockyard Administration mandates that livestock weights for purchase and sale must be from a scale certified twice per calendar year. Members resolved to work to streamline this process by urging the Packer & Stockyard Administration to allow all channels of trade on certified scales officially inspected within the previous 12 month period or in accordance with individual state statutes.

"There was lively discussion of all issues facing our industry, from government regulations to food safety," said Voogt. "Meetings like this provide a forum to share knowledge and reenergize our industry as we work together to address the challenges that lay ahead."

Nearly 800 cattlemen and women attended this year's conference, held July 14 - 18 in Denver, Colo.

Tiger Ag Classic is approaching

The MU Ag Alumni Association's 18th Annual Tiger Ag Classic Golf Tournament is set for Friday, Sept. 11, 2009 at L.A. Nickell Golf Course in Columbia. Registration will begin at 10:30 a.m., followed by lunch at 11 a.m. Tee time is set for 11:45 a.m.

The steak fry will follow the tournament at about 6 p.m. at Dexheimer Pavilion, Cosmo Park, which is next to the golf course.



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

\$100.00 off trailer purchases **upto \$5000.00**

\$200.00 off trailer purchases **from \$5000.00 to \$10,000.00**

\$300.00 off trailer purchases **from \$10,000.00 to \$15,000.00**

\$400.00 off trailer purchases **from \$15,000.00 to \$20,000.00**

\$500.00 off trailer purchases **from \$20,000.00 and up**

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

PLUS! In conjunction with Elite Trailers and Mellor Trailers, MCA is rewarding one member with the free use of an Elite trailer (as shown above) for one year, which 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
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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.

Foundation Charity Weekend and Trail Ride

Whether you like horseback riding or just want to relax and enjoy a beautiful fall weekend, the Texas County Cattlemen's Association, Golden Hills Resort and Missouri's Cattlemen Foundation want you to escape to southern Missouri for a great fall getaway.

Contact Katie Steen with Missouri's Cattlemen Foundation for more information at katiesteen@mocattle.com or at (573) 449-4923. Or visit www.mocattlemenfoundation.com for a registration brochure.

Small producers need NCBA, and vice versa

Released in NCBA's Top Bulletin 8/5/09

By Becky Bennett, Lexington, Ky., ranked 3rd in the 2009 Membership Contest

As an employee of the Kentucky Cattlemen's Association I encounter small producers on a daily basis. Our small producers in the Southeast are classified as those with 50 cows or less, our average herd size being 25 or less in Kentucky. In this state our small producers are usually the only employee on the operation and sometimes also work off the farm.

Many producers here don't realize there are organizations in the industry that exist to help them stay current with industry trends and be their voice on the national level. For these small producers it can be challenging to stay current with local marketing requirements that enable them to take advantage of market premiums. Producers may not have time to communicate with their congressional members about current rules or regulations that can affect their operations and bottom line.

As Top Hand recruiters we need to remember to encourage these producers that their voice can be heard and there is an advantage for all producers to belong to NCBA. Not only can NCBA strengthen them as cattle producers, but their membership strengthens NCBA as the national voice of cattlemen.



Checking in on the Checkoff



Thanks to the beef producers who volunteered their time to serve on the "Pasture to Plate" panel of experts for Missouri culinary educators.

The checkoff is working to build relationships between food professionals and cattlemen, in an effort to answer common consumer questions regarding beef production.

Learn more at www.mobeeff.org or email dawn@mobeeff.com

Save your Ralgro Wheels

Wheels for Bucks: Turn those empty wheels into cash!

For every 10 empty wheels (or every 5 empty Magnum Strips) received, Schering Plough will donate a full wheel of Ralgro! These full wheels will be auctioned off Friday evening, Dec. 12 during the Cattlemen's Foundation Fund-Raising Auction.

The proceeds will be split equally between the MCF Scholarship Fund to assist young people achieve a higher education and leadership and youth development activities supported by the Missouri Cattlemen's Association.

So get with your neighbors and start saving those wheels NOW!!!
Get them to the Cattle Industry Headquarters or bring them with you to the Convention! Just don't forget to turn them in!

Labelling beef nutrition leads to increased sales

Released by TheBeefSite.com 8/7/09

US - While many consumers are aware that beef is a great source of protein, most are unaware it contains many other beneficial nutrients.

With the goal of determining how best to educate consumers on beef's nutritional value, a checkoff-funded study on nutrition labeling was conducted.

In the first phase, consumer focus groups were conducted to determine opinions about the current nutrition info on beef products. The results show consumers want more info on beef's nutritional content than what's currently found in most supermarkets.

More than 25 per cent of participants said they frequently read meat nutrition labels and use the info in purchase decisions. Consumers also expressed confusion when 0 per cent Daily Values appeared on the nutrition label. They would prefer a label on beef products that lists the Daily Value of only those nutrients found in beef. In addition, the respondents would prefer to see labels on the front of the package while still maintaining a clear view of the meat.

To explore the premise that consumer perceptions about beef's health benefits could be positively impacted by a comprehensive labeling and point-of-sale retail program, an in-store test was conducted. The goals were to:

- Educate consumers on the benefits of beef.
- Work with retailers to launch an on-pack nutrition-labeling program that lists the key nutrients found in beef, including zinc, protein, iron and B-vitamins.
- Provide retailers with additional supporting nutrition-education materials including point-of-sale signage and media support.
- Analyze results to see if and how consumer perceptions and sales were impacted.

To save space on the front of the package, the nutrition facts label was integrated into the scale label, and only nutrients contained in beef were included. To conserve label space, those micronutrients mandated by the government to be included on the Nutrition Facts Label but not found in beef

were listed at the bottom of the label prefaced with a "Not a significant source" statement.

In addition to the nutrition adjustments, key callouts were included on labels and many point-of-sale materials. The callouts include the following:

- Beef, a good source of zinc, iron, protein and many B-vitamins.
- Zinc helps fight colds and maintains a healthy immune system.
- Iron is important to your children's mental development.
- Protein acts as a building block for muscles, which helps your metabolism.
- Many B-vitamins help turn your food into energy.

The results of this four-month test proved to be significant for consumer attitudes. Before the in-store test was conducted, only 7 per cent of respondents believed the nutrition information available in the store positively impacted their perception of the healthiness of beef. After the in-store test, that number increased to 52 per cent. These results show that a multi-faceted nutrition campaign with nutrition labels and POS can significantly improve consumer attitudes about the healthiness of beef.

This research suggests there is significant potential to increase value by providing more nutrition info on fresh beef products. The nutrition label provides not only a great business and marketing opportunity for retailers, but also positive beef nutrition education for consumers, which in turn can stimulate purchases.

TheCattleSite News Desk

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

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for more industry news and events

NCBA Legislative Conference

Released by NCBA 8/17/09

The National Cattlemen's Beef Association (NCBA) will be holding its 2009 NCBA Legislative Conference from September 14-17, 2009, in Washington, D.C. Housing and most meetings will be held at the newly renovated The Liaison Capitol Hill, An Affinia Hotel.

Attending the NCBA Legislative Conference will provide the opportunity to meet with key congressional and agency influencers and articulate policy priorities of our industry for 2009 and beyond. A strong showing of NCBA members in Washington is vital to our Association and to the beef industry.

We also encourage you to bring young producers to this conference. Participation by future industry leaders is key to maintaining a strong position in Washington.

Additional details and schedule updates are posted here as they become available and can be accessed by utilizing the links on the right portion of the page. If you have questions or would like more information, contact the NCBA Washington, D.C. office at (202) 347-0228 or e-mail meetings@beef.org.

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](#)

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Do you have questions, comments or suggestions?

Would you like to advertise in our newsletter?

If so, please contact Kaity Kerwin at (573) 499-9162 (Ext. 233) or kaity@mocattle.com.