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MCF Charity Weekend

Sept. 25-27

Golden Hills Trail Ride/Resort

Raymondville, Mo.

Climate change bill won't pass Senate this year: Lincoln

Released by Livestock Marketing Association 9/22/09

The newly-named chairwoman of the Senate Agriculture Committee, Sen. Blanche Lincoln, last week said controversial climate change legislation, also known as the "cap and trade" bill, will not pass the Senate this year.

"We've got our plate full" with other important issues, she said, such as health care reform and several appropriations bills. And, the Arkansas Democrat said, "There are too many unanswered questions about the bill," which aims at reducing greenhouse gas emissions by 17 percent by the year 2020. Lincoln's comments came on the national radio program "AgriTalk."

The complex bill narrowly passed the House in June by a vote of 219-212. It will put a cap on greenhouse emissions from large industries, while exempting agriculture from any emission limits. At the same time, "capped" industries, like coal-fired electric utilities, will be able to buy offsets from more efficient industries, and from farmers and forest landowners who capture carbon in trees and soil.

Dozens of agriculture groups lined up on both sides of the issue; however, a study by the Heritage Foundation said the bill would reduce farm income by 57 percent between 2010-2035. And many House lawmakers from rural districts who oppose the bill describe agriculture as an energy-intensive industry, that would be hurt by higher costs for fuel and fertilizer.

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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**

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\$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.

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Checking in on the Checkoff

Pat Wood, Sedalia (re-elected)

John Ridder, Marthasville

Gerald Campbell, Licking (re-elected)

*Congratulations to these newly elected board members!
There are a total of 13 board members from across the state
that oversee the checkoff funded programs in Missouri*

Learn more at www.mobeeff.com, www.mybeefcheckoff.com or email john@mobeeff.com

Rep. Slaughter wants new study on animal antibiotics use

Released by Livestock Marketing Association 9/22/09

Rep. Louise Slaughter (D-N.Y.) has asked the General Accountability Office (GAO) to conduct a new study on the government's tracking and monitoring antibiotic use in animals, and the government's efforts to assess and lessen the human health risk related to that use. Slaughter is the author of H.R. 1540, which would end the non-therapeutic use in livestock of seven antibiotics often used to treat human disease.

In her Monday letter to the GAO, Slaughter noted that federal agencies, including USDA, have worked for almost 20 years to track and monitor drug use in livestock, to assess the human risk of that practice, and to help lessen that risk. But in a 2005 report, GAO said that data were not being collected on the types and amounts of antibiotics used in different species of food animals "or whether they were used to promote growth, prevent...or treat disease."

Slaughter asked that the GAO study address several areas, including:

...What further data do federal agencies believe is needed to assess and lessen human risk from antibiotic use in animals, and what's being done to collect the data.

...To what extent is USDA monitoring food animals and meat for the emergence of antibiotic-resistant strains of pathogens like E. coli, salmonella and others.

...How effectively is FDA overseeing industry compliance with currently approved animal antibiotics and uses for them.

...What efforts have federal agencies, like USDA and FDA, taken to assess the human health risks related to antibiotic use in animals, and what have those assessments shown.

Stop being nice, animal ag activist says

Released by High Plains Journal 9/21/09

A leading lobbyist thinks farmers and ranchers are "too nice" to those who oppose them and that more needs to be done to fight their influence.

"Our voice in Washington is shrinking and the unfortunate thing is we can't do a damn thing about it," said Steve Kopperud, senior vice president of Policy Directions, Inc., a Washington, D.C.-based lobbying firm specializing in agriculture issues.

Kopperud, who for 18 years served as executive vice president of the American Feed Industry Association and is the founder of the Animal Agriculture Alliance, spoke at the recent Nebraska Governor's Ag Conference at Kearney.

"The problem we face is that of all critical industries we have, agriculture is being told to go backwards," Kopperud said. "Why is agriculture not being praised for embracing safe and modern technology for feeding not only this country but most of the known planet?"

The reality of U.S. and world food production is that two-thirds of North America cannot support crop production, Kopperud said, meaning a switch to a vegetable-based diet, as animal activists insist on, cannot be physically done.

"This is why we have animal agriculture. It is the single most efficient protein conversion unit we can come up with. That does not absolve us from professional, top-notch production practices."

Kopperud then described the opposition to those practices producers face from groups like the Humane Society of the United States, People for the Ethical Treatment of Animals, Consumers Union, the Center For Food Safety and the Union of Concerned Scientists.

"These groups demand the abandonment of technology that keeps you profitable and on the farm. It is the loss of production equipment, loss of antibiotics to keep animals healthy, to biotechnology, to you name it, they believe that these things will tip the planet on its axis," Kopperud said.

Talk to everyone

Producers are weak against these groups, he said, because they are not talking to consumers, processors or retailers.

"We have lost relationships that in previous decades kept us all together and moving forward. We now have wedges and chasms between all parts of the food chain. That has to be addressed.

"What happens if we don't address them? We have to know that Nebraska is one of nine states that is not in serious meltdown. If we lose this battle, the success story ends."

Kopperud credited producers as part of an entire food chain in Nebraska driving the rest of the state's economic machine that is Nebraska, which is why returning livestock production to 1930s technology is a mistake.

"It is bizarre. What is ironic is that the groups I've listed and scads of others are the ones who have denounced consolidation in the agriculture sector," Kopperud said. "What they want is that consumers should only purchase from small producers, local producers meaning from under 100 miles of where you live. These people are called locovarians. It should also be natural and organic. I can guarantee you that if we switch to this system it will be hellaciously expensive."

Kopperud targeted much of his remarks against HSUS for its work toward initiating a U.S. horse slaughter ban and PETA for its work in developing tactics against food retailers and restaurant chains.

"The unintended consequences of this national campaign to ban horse slaughter waged by HSUS is that we now have over 110,000 neglected and abandoned horses in this country. There has not been one word from any activist organization as to how we will care for these animals," Kopperud said.

"HSUS, with their leader Wayne Pacelle, is a very savvy organization. They go up on the Hill and say, 'We're not like PETA. We're a dog and cat spay and adoption group. We advocate animal adoption, so don't listen to the crazies, we're the moderates. When you cut away the rhetoric, the agenda of HSUS is similar to that of PETA. There's an old axiom in the animal welfare industry. If you cannot regulate producers out of business, you can cost them out of business, make it so expensive to do business that they'll have to get out."

Kopperud blasted the Quizno's sandwich shop chain for its recent move to sell products from crate-free pork and free-range eggs as part of a green initiative, saying the firm caved in to pressure from PETA on these issues.

"You want to explain to Quizno's that free-roaming animals dump everywhere," Kopperud said. "You can't control it and it's an environmental

hazard. How green is that? I bet what happened is that PETA walked into their offices and threatened them with pickets, negative ads and boycotts.

"McDonalds at least has grown up and takes action according to science, but that the world's largest fast food chain even responds to some of these idiots drives me nuts."

Stand with, in front

Kopperud said producers and their groups need to stand with those being attacked by activists.

"It should be the automatic response of any restaurant chain that gets a contact from these people to call the Farm Bureau or Cattlemen or Pork Producers. We have a moral obligation to stand with them and, in a sense, to stand in front of them," Kopperud said. "Nobody can battle activists like the men and women in this room. You do for a living every day what is being attacked."

But, he also said producer groups should abandon current practices of using celebrity endorsers for food products.

"When you do the polling, nobody comes out looking better than farmers and ranchers for production practices as well as quality and safety. Yet, we hire celebrities to sell product and spent not one lousy dime to put your face on the product and the process," Kopperud said. "The public wants to know their food doesn't come from some faceless, nameless factory."

Kopperud calls this a battle for hearts and minds.

"If you wish to stay in business, you need to get off your butt and start talking to consumers, politicians and the media. This is not about educating anyone," Kopperud said. "What they want and deserve is assurance that the people who produce food in this country are responsible and professional.

"They deserve that assurance and we're not giving it to them. When we are attacked, we normally call the PR agencies and ad agencies and make these yahoos go away."

It's understandable for food companies and restaurants to behave this way, because all they have is their brand. Producers need to work harder, he said.

"The only people they hear from is the other side. They see documentaries like Death on the Farm and Food, Inc. and wonder what's happening here with their food."

In the end, Kopperud said, producers need to put a face on the food on people's plates.

"We have to fight back. When Paclel opens his mouth, you have to fight back," Kopperud said.

"I'm only good at scaring the crap out of you. You are good at telling your

story. Tell it."

Larry Dreiling can be reached by phone at 785-628-1117, or by e-mail at ldreiling@aol.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!

Operating Committee OKs Beef Board budget of \$42.3 million

Released by Livestock Marketing Association 9/22/09

The Beef Board's Operating Committee recently approved a fiscal year 2010 budget of \$42.3 million to fund 30 national checkoff programs. The approved programs include:

...About \$18.5 million for promotion, including consumer advertising, retail and food service marketing. The Board will also launch a "Northeast Beef Promotion Initiative," to build beef demand in densely populated northeastern states.

...About \$3 million for industry information projects, including the dissemination of accurate industry information "to counter misinformation from anti-beef groups and others," the Board said.

...About \$5.3 million for foreign marketing and education efforts about beef in several countries.

...A total of \$1.8 million for producer communications. The Operating Committee asked that the program emphasize the checkoff's Beef Quality Assurance and Issues and Reputation Management programs.

In addition to the budget, other costs to operate the checkoff program in FY2010 include \$220,000 for program evaluation; \$130,000 for program development; \$255,000 for USDA oversight, and \$2.1 million in administration. This last figure includes costs for all Board and committee meetings, along with office rental, supplies and equipment and salaries.

The budget must still be approved by USDA. For more information on the checkoff, go to www.beefboard.org.



End of the Great Recession? Maybe

Released by BEEFmagazine.com 9/20/09

"...as painful as this recession has been, I believe that we succeeded in avoiding the second Great Depression that seemed to be a real possibility," said Janet Yellen, president and CEO, Federal Reserve Bank (FRB) of San Francisco last Monday. "Much of the recent economic data suggest that the economy has bottomed out and that the worst risks are behind us. The economy seems to be brushing itself off and beginning its climb out of the deep hole it's been in... This summer likely marked the end of the recession and the economy should expand in the second half of this year."

Among the signs pointing to economic growth rather than contraction:

Industrial growth and capacity - Industrial output rose 0.8% in August, following an upwardly revised increase of 1.0% in July. The gain in July for manufacturing was revised up 0.4%, to 1.4%. In August, the capacity utilization rate for total industry advanced to 69.6%, albeit a level 11.3% below its average for the 1972-2008 period.

Personal savings rate, which averaged about 10% in the mid 1980s, plunged to 1.5% in recent years. So far this year, consumers have reversed course by choice and necessity to lift personal savings rate to about 4.5%.

Home sales and prices - Though still negative, average home sales and prices in most major markets have gained the past couple of months, according to the most recent S&P/Case-Shiller Home Price Indices.

A day after Yellen's speech, FRB Chairman Ben Bernanke spoke at the Brookings Institution. During questions and answers after his speech, Bernanke is widely reported to have said the Great Recession was over, at least from a technical standpoint.

Wall Street surged on the news. Though markets caught their breath Friday, by Wednesday, both the Dow and S&P 500 closed at the highest levels since Oct. 6. Likewise, the NASDAQ rose to its highest level since Sept. 29.

That's the good news, but both Bernanke and Yellen cautioned that there is plenty of economic hardship ahead.

"...The gradual expansion gathering steam will remain vulnerable to shocks," Yellen explained. "The financial system has improved but is not yet back to normal. It still holds hazards that could derail a fragile recovery. Even if the economy grows as I expect, things won't feel very good for some time to come. In particular, the unemployment rate will remain elevated for a few more years (9.7% currently), meaning hardship for millions of workers.

"Moreover, the slack in the economy, demonstrated by high unemployment and low utilization of industrial capacity, threatens to push inflation lower at a time when it is already below the level that, in the view of most members of the Federal Open Market Committee, best promotes the Fed's dual mandate for full employment and price stability.

"The slow recovery I expect means that it could still take several years to return to full employment. The same is true for capacity utilization in manufacturing. It will take a long time before these human and capital resources are put to full use," she said.

Similarly, in his Brookings Institution speech, Bernanke emphasized, "Although we have avoided the worst, difficult challenges still lie ahead. We must work together to build on the gains already made to secure a sustained economic recovery, as well as to build a new financial regulatory framework that will reflect the lessons of this crisis and prevent a recurrence of the events of the past two years. I hope and expect that, when we meet here a year from now, we will be able to claim substantial progress toward both those objectives."

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