



November 13, 2009

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Upcoming Events &

The Beef Checkoff is starting a food fight!

Released by CattleNetwork.com 11/12/09

With a virtually constant flow of anti-meat rhetoric in mainstream media of late, it's easy to get frustrated when you (beef and dairy producers) are working the land and cattle in environmentally sound and caring ways. Of particular concern is the fact that so many of the attacks on our industry are based on unfounded information and emotional pleas rather than facts or science.

So in addition to all the positive research, messages and tools your checkoff investment provides, WE NEED YOUR VOICES as producers to tell your story. Starting Nov. 16, your checkoff-funded issues and reputation management team is working to organize a one-week 'food fight' to activate beef producers and dairy farmers to speak up and help Americans realize what they have to be thankful for as they prepare for the Thanksgiving holidays. You need to get your voice heard in the debate and put a face on your industry.

That's where you and your checkoff come in! Your checkoff shares the scientific results of research about beef products and safety, but that's not enough against the onslaught of Internet and other electronic platforms that allow anti-meat brigades to spread information far and wide in the blink of an eye.

For the most part, the folks delivering the anti-beef messages have no idea what it's like to be a farmer or rancher, and they are contributing to the ignorance about how you raise their food. We CANNOT leave consumers on their own to dig through the clutter and draw their own conclusions. And checkoff-funded research shows that consumers have faith in producers - so your stories represent one of the best ways to show consumers the truth about how you raise your animals.

You can get involved through sending a viral e-mail (ask your friends to pass it along and participate, too!) and letters to the editor, posting on Facebook and Twitter, ads placed in local newspapers or online, and ideas and messages you might want to deliver. Get involved by contacting your state beef council or find more tools and a timeline here.

Join in the Food Fight!

2009 Convention Info

42nd Missouri Cattle Industry Convention and Trade Show

Meetings

Pettis County
Nov. 14, 6 p.m.

Vernon County

Nov. 19, 7 p.m.

Vernon County Fairgrounds

Greene County

Nov. 19, 7 p.m.

Rutledge Wilson Farm

St. Charles County

Annual Meeting

Dec. 3, 6 p.m.

VFW Hall

New Melle, Mo.

MCA Convention and Trade
Show

Dec. 11 & 12

University Plaza
Hotel/Springfield Expo Center
Springfield, Mo.

Young Cattlemen's
Conference

Feb. 23 & 24

MCA Headquarters

Columbia, Mo.

[Join Our Mailing List!](#)

Dec. 11 & 12

University Plaza Hotel/Springfield Expo Center - Springfield, Mo.

For a schedule of events, visit www.mocattle.com.

See below for information on the Mellor Trailer partnership information.

We are now accepting recommendations for award recipients-

- Cattlemen of the Year
- Pioneer Award
- Beef Industry Award.
- Candidates for officers and Regional VP's for 1,3,5, and 7.
 - Regional VP's for 1 (Steve Kreuger), 5 (Gary Copenhaver) and 7 (Ben Fizette) are eligible for re-election to finish out their two year terms.
- 2nd Vice President

All nominees should be turned into the office by Nov. 17.
FINAL CALL: Any resolutions need to be submitted to the office **prior to Nov. 20th.**

Foundation/PAC Bull Auction

- The first-ever Foundation/PAC Bull Auction will be at 3 p.m. Saturday.
- Donors have given a live animal, buyer's choice or credit in their respective production sales.
- Proceeds of this auction will benefit Missouri's Cattlemen Foundation, MCA's Political Action Committee, and Missouri's Junior Cattlemen.

We are now accepting donations for the MCF live auction on Friday evening and the PAC silent auction during the trade show on Saturday.

2009 Awards for Excellence Program

Grand Prize: Portable Scales

Donated by MFA Inc. and Tru-Test.

The grand prize will be awarded to 2009's most outstanding county organization from the Missouri Cattlemen's Association during the Missouri Cattlemen's Association Annual Convention & Trade Show in Springfield on December 12th.

Contact the MCA office for more details at (573)499-9162.

Attention 2009 Top Hand Recruiters!

MFA is giving away a Mira Fount Waterer to one top hand recruiter!

The drawing will take place during Convention and the prize will be awarded during the Awards Banquet on Saturday night.

Missouri Cattlemen's Association would like to thank MFA

Inc. and Tru-Test, two long-time supporters of MCA.

Your continued support is greatly appreciated.

Thank you MFA & Tru-Test!

County affiliates may go online to print off Awards for Excellence forms. These forms are due by Dec. 1.

Pre-Registration Brochures are also available online. These forms are due by Nov. 17.

Remember that members must be pre-registered to be eligible to win the one-year use of an Elite Trailer from Mellor Trailers in Boonville. See below for more information.

Cattlemen's College

- 8 to 11 a.m. on Friday, Dec. 11
- BVD-PI Workshop - Dr. Linda Hickam, MDA
- International Trade - Gregg Dowd
- Market Outlook/Cattle Fax Update - Randy Blach



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

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.

Beef is consumers' favorite protein, A&M research shows

Released by Livestock Marketing Association 11/11/09

Beef is the consumers' favorite protein, according to research done by West Texas A&M University. About half of consumers surveyed listed beef as their protein of choice, and 97 percent said they ate beef between one and 12 times a week. Other highlights from the consumer survey:

...Sixty-five percent preferred some type of branded beef, with the largest number, 28 percent, preferring their steaks branded as Angus beef. The name Angus outweighed any other branding terms, including prime, tender and grass-fed in consumers' perceptions, but branding with words is not enough, researchers said. Consumers are looking for quality behind those terms.

...Eighty-three percent of consumers buy beef at a supermarket, and their concerns are price, color of the meat, amount of edible product and marbling.

...Researchers said the survey shows misperceptions that need to be corrected: one-third of consumers thought that eating meat from animals treated with antibiotics would make them resistant to antibiotics; another 57 percent said they were concerned that mistreatment of animals is widespread within the industry.



Join the Checkoff in a FOOD FIGHT!

For information or to participate, contact
Dawn at the Missouri Beef Council
dawn@mobeef.com

The damaging myths about beef production are everywhere. These myths are degrading what we do for a living. It's time we fight back. "Food Fight" is a five-day fight for the future of the industry. It's about having a voice in the debate, putting a face on the industry.

The campaign will encourage consumers to take a minute this holiday to **give thanks** for the food on their plates - making the connection that those meals at the center of their celebrations, start on a farm!

NCBA testifies on Estate Tax Reform at House Small Business Committee

Released by NCBA 11/4/09

NCBA Tax and Credit Committee Chairman, Arthur Uhl gave testimony to the House Small Business Committee during a hearing, held today, to review, "Small Businesses and the Estate Tax: Identifying Reforms to Meet the Needs of Small Firms and Family Farmers." Attached documents include: NCBA testimony, press releases and supporting documents on estate tax legislation in the 111th Congress.

Arthur's testimony centered on the onerous impact the estate tax has on cattle producers and their families. Highlights from his testimony are included in the press release below.

NCBA is operating on a dual track strategy regarding estate tax reform. We support efforts to increase exemption levels, decrease tax rates, index for inflation - basically calling for additional relief on top of current 2009 law. We are also making a strong push to exempt agriculture from the overall estate tax. We continue to work with coalitions of like-minded agricultural and small business groups pushing for additional relief from the estate tax. As you know, our policy supports this dual track effort. Currently in congress there are two key bills addressing some, but not all of our concerns on the estate tax. These bills are described below along with talking points for you to weigh in with your member of congress. It is expected that the House of Representatives will act on the estate tax following their vote on health care reform. Congress's legislative clock is ticking and time to address meaningful estate tax reform is limited.

NCBA will keep you updated to the progress of estate tax legislation moving in Congress. In the meantime, if you have any questions, please do not hesitate to contact me, Jill Davidsaver, at 202-347-0228 or Jdavidsaver@beef.org

Please contact your members of Congress and let them know where you stand on the Estate Tax.

Currently, the tax is set at 45% for estates worth more than \$3.5 million (or \$7 million for a couple). The President's budget proposed freezing the estate tax at this level so it could be dealt with at a later date. If Congress does nothing, in 2011, it would revert to pre-2001 tax levels, and estates worth more than \$1 million would be taxed at a 55% rate.

We don't want to end up fighting to save the death tax. If congress does nothing and the tax levels revert back, we'll lose all the ground we've gained to raise the exemption levels to current law.

NCBA currently supports two key bills in the House of Representatives which address estate tax reform:

H.R. 3524, "Family Farm Preservation and Conservation Estate Tax Act, sponsored by Congressman Mike Thompson (D-1-CA), and Congressman John Salazar (D-3-CO).

This bill would exempt farms and ranches from the estate tax so long as the land continues in farming/ranching. The exemption from estate taxes lasts as long as the land stays in farming/ranching but is subject to taxation if used for or sold for other purposes.

Additionally, land with conservation easements would be exempt from the estate tax.

HR. 3905, "Estate Tax Relief Act of 2009" sponsored by Representative Shelley Berkley (D-NV), Representatives Kevin Brady (D-TX), Devin Nunes (R-CA), and Artur Davis (D-AL), The bill establishes a phase-in of a \$5 million estate tax exemption in 10 years and a phase-out of the tax to 35% in 10 years. Specifically, the phase-in starts at \$3.5 million in 2009 and increases by \$150,000 each year until 2019 when the exemption becomes \$5 million. The phase out of the tax works the same way: decreasing from 45% to 35% by 1% increments from 2009 to 2019. The bill maintains step up in basis and is indexed for inflation after 2019.

Tell Congress Why They Need to Support Agriculture and provide additional relief from the Death Tax -

Farmers, ranchers and small businesses deserve more than just a simple extension of current law. Helping American family farms and businesses grow and be successful is not political. It is the right thing to do.

Congress should provide additional relief on the estate tax during a time when agriculture and small businesses are being hit from all angles of regulation.

For asset-rich and cash-poor family businesses, the appraised value of rural land is extremely inflated when compared to its agricultural value.

Estate planning is expensive. Family businesses deserve more certainty in the tax code in order to plan for the estate tax.

The estate tax is one of the leading causes of the breakup of multi-generation family farms and ranches. According to the U.S. Department of Agriculture's (USDA) Economic Research Service (ERS)

Farm estates are 5-20 times more likely to incur estate taxes than other estates. In fact, according to ERS estimates, one in ten farm estates (farms

with sales of \$250,000 or more annually) are likely to owe estate taxes in 2009. Most of the time, these assets have already faced taxes two or three times over the course of a lifetime. Specific agricultural relief would benefit the American public through greater food security, maintenance of vital open space and environmental resources while also helping preserve valued traditions and lifestyle.

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!

Withholding medication may harm livestock

Released by Livestock Marketing Association 11/10/09

This month's issue of For the Record outlines how "natural" and "organic" livestock production might make consumers feel good, but withholding antibiotics could be harmful to the animals. The publication describes itself as providing "straight talk about antibiotic use in food animal production, presented by ALPHARMA Inc., Animal Health." Key points from the current issue include:

...Withholding antibiotics from livestock to earn a marketing premium has not been shown to improve the health of people who regularly eat milk, meat or eggs from those animals - and researchers are now questioning whether the practice is any better for the animals' health, as well.

...Because organic and all-natural producers risk losing that premium if they medicate a sick animal, the system builds in an incentive for them to avoid medication when it may be needed.

...Unlike the rest of the world, U.S. organic farmers are prohibited from using antibiotics at all. That means in most cases, they are using less effective "natural" remedies, and livestock welfare may suffer as a result. These natural remedies are seldom researched in order to establish safe use guidelines, unlike federally-approved antibiotics. To read the entire issue, go to www.antibiotictruths.com

Visit Missouri Farmer Today!

NCBA Worked to delay mandatory Greenhouse Gas reporting for livestock operations

Released in NCBA November Edition 11/09/09

Thanks to NCBA's efforts, the final Fiscal Year 2010 Interior, Environment and Related Agencies Appropriations Act included language to: 1) provide a one-year delay in the implementation of any rule requiring mandatory reporting of greenhouse gas emissions from manure management systems, and 2) prevent the EPA from implementing any regulation of greenhouse gas emission under Title V of the Clean Air Act (also referred to as the "cow tax"). This is a huge victory in NCBA's fight against increased environmental regulation of cattle operations. Under current EPA regulations, livestock operations that emit more than the equivalent of 25,000 tons of carbon dioxide are required to calculate and report the level of those emissions. According to the EPA, GHGs from all livestock manure management systems in the U.S. account for less than 1% (.8%) of all U.S. GHG emissions, and manure management systems from the beef sector emit only .12% of total emissions. As such a minor emitter, this type of reporting by the livestock sector will not provide useful data in addressing EPA's long-term goal of reducing major sources of GHG emissions, and would be a significant financial and administrative burden on cattle operations.

Central Missouri Feed and Supply offers members discount

Central Missouri Feed and Supply is partnering with Missouri Cattlemen's Association to offer a 5 percent discount to all MCA members when they purchase electronic fence supplies. Plus, every time that 5 percent discount is

used, another 5 percent goes to MCA.

For more information, contact Brian Lease, owner of Central Missouri Feed and Supply.

2707 W Rt. F
Clark, MO 65243

(573) 641-5639

(800) 641-5629

threbarl@socket.net

'Good Morning America' looks at beef safety on Monday program

Released by Livestock Marketing Association 11/10/09

The meat industry has made great strides in the last decade reducing E. coli related illnesses, American Meat Institute President and CEO J. Patrick Boyle said on ABC-TV's "Good Morning America" on Monday. The segment, which included a discussion of ground beef safety, was the first in a three-part series, "What's In Your Food?", which is also expected to look at poultry and leafy green vegetables.

"You have to recall we are dealing with a fresh product," Boyle said. "But as we have tried to comply with zero-tolerance standards, we've made enormous progress over the past 10 years." Boyle countered a spokeswoman for the anti-beef Center for Science in the public interest who said the fact that recalls happen, means the industry and USDA aren't doing enough to prevent the problem.

Dr. Elisabeth Heger, USDA's chief medical officer, said while the risk of contracting food-borne illness is low, the key to preventing E. coli related illness is in the cooking. To make sure your meat is properly cooked, "use a meat thermometer," she said.

The segment included a discussion of why ground beef often contains meat from multiple sources. The program had purchased six packages of all-ground beef patties at a supermarket, and lab testing found that meat from at least four cows had been found in each patty tested. Boyle pointed out that "our ground beef supply is a combination of different types of meat, in proportion to certain levels of fat. So one has to have multiple sources of the raw material, to make the finished product Americans enjoy so much."

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.