

Missouri Cattlemen's Association



December 11, 2009

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New MCF Web site

Be sure to check out the new Missouri's Cattlemen Foundation Web site!

www.mocattlemenfoundation.org.

Saddle up to San Antonio

Released by NCBA

Join your fellow cattlemen in San Antonio, TX January 27-30, 2010. Check out the newly revised and enhanced scheduled for 2010! Registration and housing are now open and can be found online at www.beefusa.org/convregistration.aspx For more information visit www.beefusa.org or call 303-694-0305.

2009 Convention Info

42nd Missouri Cattle Industry Convention and Trade Show

Dec. 11 & 12

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

Trade Show Exhibitors

- Accu-Steel
- ADM Alliance Nutrition
- Alpha
- American Angus Association
- American Maine-Anjou Association

Trade Show

Dec. 11 & 12

University Plaza
Hotel/Springfield Expo Center
Springfield, Mo.

MCA Board Meeting

Dec. 11, 12 to 2:30 p.m.

University Plaza Hotel
Springfield, Mo.

MCA Annual Meeting

Dec. 12, 8 to 10 a.m.

University Plaza Hotel Expo
Center
Springfield, Mo.

Henry County

Jan. 5, 6:30 p.m.

American Legion, Post 371
Urish, Mo.

Young Cattlemen's Conference

Feb. 23 & 24

MCA Headquarters
Columbia, Mo.

[Join Our Mailing List!](#)

- Apex Financial
- Bayer Animal Health
- Boehringer Ingelheim Vetmedica, Inc.
- Cattle Stats, LLC
- Circle A Angus Ranch
- Central Life Sciences
- Elanco Animal Health
- FCS Financial
- Helfter Feeds, Inc.
- Hitch Feeders
- Hoop Beef Systems, LLC
- Giant Rubber Water Tanks
- Global Animal Management
- Green's Welding & Trailer Sales
- Idexx Laboratories
- Intervet/Schering Plough Animal Health
- Joplin Regional Stockyards
- Larson Farm & Lawn
- Merial
- MFA, Inc.
- The Midwest Cattlemen/The Word's Out
- Missouri Department of Ag-Animal Health
- Missouri Department of Conservation
- Missouri Ag Small Business Development Authority
- Missouri State Fair
- MultiMix-USA, Inc.
- Nemo Feed
- New Generation Feeds
- Norbrook, Inc.
- Novartis Animal Health
- Ozark Farm & Neighbor
- Pennington Seed
- Pfizer Animal Health
- Prairie Pride, Inc.
- Pioneer Hi-bred International, Inc.
- Quality Liquid Feeds, Inc.
- Quick Covered Buildings
- Ragland Mills, Inc.
- Ralco Nutrition
- Soil Works, LLC
- Stockade Brands, Inc.
- T & B Welding & Trailers, LLC
- Triple C, Inc.
- University of MO Extension-Commercial Ag Program
- University of Missouri - Food Defense Grant
- United Producers, Inc.
- USDA-Missouri Ag Statistics
- US Premium Beef
- Walco International
- Yungwirth & Forck

Convention Sponsors

- Alltech
- Benton County Cattlemen's Association
- Circle A Angus Ranch
- FCS Financial
- Hoop Beef Systems, LLC
- IDEXX Laboratories
- MFA, Inc.
- Missouri Beef Industry Council
- Missouri Corn Merchandising Council
- Missouri Soybean Association
- Missouri Wine & Grape Program
- Pfizer Animal Health
- Tru-Test
- U.S. Premium Beef

MCA Livestock Market Partners

- United Producers, Maryville
- Farmers Livestock Auction, Boonville
- Central Missouri Sales Company, Sedalia
- Green City Livestock Market
- Callaway Livestock Center, Kingdom City
- Eastern Missouri Commission Company, Bowling Green
- Joplin Regional Stockyards
- Springfield Livestock Marketing Center
- MO-Kan Livestock Market
- St. Joseph Stockyards
- Kingsville Livestock Market
- South Central Regional Stockyards, Vienna
- F&T Livestock Market, Palmyra
- Buffalo Livestock Market
- Livestock Marketing Association
- Windsor Livestock
- Unionville Livestock Market

Special Thanks to:

Convention Committee

- Lonny Duckworth
- Rose Massengill
- Dennis Meyer
- Teresa Carlson
- Thomas D. Kent
- Steve Willard
- Jimmy Long
- Jim McCann
- Glen Waters
- Lynda Blades
- Howard Hardecke
- Josh Worthington

Special Convention Help

- Mickey & Eugene Buxton
- Virginia & Dale Watson
- Amy Bellis
- Josh Worthington
- Craig Payne
- Mizzou Collegiate CattleWomen
- MJCA Board of Directors



Checking in on the Checkoff



The Missouri Beef Industry Council has supplied over 200 Missouri grocery stores with Holiday Point of Purchase Materials

If your local grocery store or meat shop would like posters or brochures promoting a beef roast for the holidays, contact us at dawn@mobeef.com

2009 Convention Info

42nd Missouri Cattle Industry Convention and Trade Show

Dec. 11 & 12

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

Friday, December 11

6:00 a.m. - 6:30 p.m. « Registration at Hotel

7:00 - 8:00 a.m. « Council Meetings & Breakfast

Cow/Calf - Colorado A

Seedstock Council - Colorado B

Feeder/Backgrounder Council - Texas

8:00 - 11:00 a.m. « Cattlemen's College - Kansas/Oklahoma

9:30 - 10:30 a.m. « CattleWomen Executive Committee Meeting - John Q

10:30 a.m. - 1:00 p.m. « CattleWomen Board Meeting - John Q

11:00 a.m. - 12:00 p.m. « Lunch - Illinois/Colorado

12:00 - 2:30 p.m. « MCA Board Meeting - Kansas/Oklahoma

2:00 - 4:00 p.m. « CattleWomen programs - John Q

3:00 - 5:30 p.m. « Legislative Update/Policy & Resolutions - Kansas

6:00 p.m. « Doors open for Cattlemen's Dinner social hour

and viewing of auction items - Illinois/Colorado

7:00 p.m. « Cattlemen's Dinner and Foundation Auction

Speaker: Steve Willard, MCA President

Top Hand Awards Presentation

Saturday, December 12

6:30 a.m. - 6:00 p.m. « Registration at Expo Center
7:00 - 8:00 a.m. « MCA Past President's Breakfast - Texas
7:30 a.m. « CattleWomen Annual Meeting & Breakfast - Oklahoma
8:00 - 10:00 a.m. « MCA Annual Meeting - Expo C
9:00 a.m. - 5:00 p.m. « Trade Show Open - Expo A & B
9:00 a.m. « Beef Ambassador & Beef Queen Contests begin - Expo
10:00 a.m. - 3:30 p.m. « Silent Auction - Expo
10:00 a.m. « Junior Cattlemen's Workshop - Expo
11:00 a.m. « MCA Junior Point System Awards Presentation - Expo Stage
12:00 noon « Trade Show Lunch - Expo
1:00 p.m. « Beef Ambassador & Beef Queen Contests continue
2:00 p.m. « Cattlemen's Jeopardy-Sponsored by Alpharma - Expo Stage
3:00 p.m. « Foundation/PAC Bull Auction - Expo Stage
6:00 p.m. « Cattlemen's Awards Banquet - Arizona/Georgia/Iowa
Beef Ambassador Contest Results
Beef Queen Coronation
Foundation Scholarship Presentations
Award Presentations
Presentation of New Officers
Awards for Excellence Announcement
9:00 - 11:00 p.m. « President's Reception - Arkansas



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.

EPA Greenhouse Gas ruling could be devastating to agriculture

Released by NCBA 12/8/09

The National Cattlemen's Beef Association (NCBA) is extremely concerned about the potential impacts that the Environmental Protection Agency's (EPA) recent greenhouse gas (GHG) ruling could have on agriculture operations. EPA's decision, announced yesterday, claims that GHG emissions are an endangerment to public health and the environment. This sets the stage for greenhouse regulation under the Clean Air Act (CAA) and would give the EPA unprecedented control over every sector of the U.S. economy.

"It's premature to issue this kind of finding, especially given the recent controversy surrounding the scientific validity of alleged human contributions to climate change," said Tamara Thies, NCBA chief environmental counsel.

"Regulation of greenhouse gases should be based on science, and it should be thoughtfully considered and voted on by Congress through a democratic process, not dictated by the EPA."

The endangerment finding does not itself regulate GHGs; but unless Congress acts, it sets in motion EPA regulation of GHGs from stationary sources and the setting of new source performance standards for GHGs. On October 27, 2009, EPA proposed a rule designed to regulate GHG emissions from sources that emit 25,000 tons per year or more, instead of the statutory 250 tons per year threshold for pollutants which is included in the Clean Air Act. The extent to which EPA can change statutory permitting requirements, however, is unclear. Only time will tell how our federal courts will address citizen suits to force regulation of all sources that emit GHGs in excess of the statutory thresholds. EPA indicated that it also would be developing an approach to regulate GHGs from hundreds of thousands of small operations, including farms and buildings.

While agricultural sources are currently generally not required to obtain permits for greenhouse gas emissions, regulation of GHGs under the CAA may for the first time trigger such regulation. Given the fact that America currently has over 2,000,000 farms, it would be virtually impossible to permit a majority of them. It would also impose massive regulatory compliance costs on producers, which could force many operations out of business.

"Congress never intended for the Clean Air Act to be used for greenhouse gas regulation," said Thies. "While the Act has done a good job of cleaning up pollutants, it is not adequately equipped to address global climate change. Any attempts to use it for this purpose would be devastating to U.S. agriculture."

According to the EPA, in 2007, GHG emissions from the entire agriculture sector represented less than 6% of total U.S. GHG emissions in Tg CO₂ Eq. At the same time, land use, land use change, and forestry activities resulted in a net carbon soil sequestration of approximately 17.4% of total U.S. CO₂ emissions, or 14.9% of total U.S. greenhouse gas emissions.

"Agriculture actually provides a significant net benefit to the climate change equation," said Thies. "Rather than being subject to overly-burdensome regulations, agriculture should be rewarded for the carbon reductions we provide."

NCBA submitted comments in opposition to EPA's proposal in April.

The National Cattlemen's Beef Association (NCBA) has represented America's cattle producers since 1898, preserving the heritage and strength of the industry through education and public policy. As the largest association of cattle producers, NCBA works to create new markets and increase demand for beef. Efforts are made possible through membership contributions. To join, contact NCBA at 1-866-BEEF-USA or membership@beef.org.



Visit [Missouri Farmer Today!](http://www.missourifarmertoday.com)

Carcass disposal method creates 'liquid cow'

Released by Livestock Marketing Association 12/8/09

An Alberta, Canada company, Biosphere Technologies Inc., has developed a new method to safely dispose of livestock carcasses and other organic waste. It has experimented with thermal hydrolysis, which breaks down organic

material with high-temperature, saturated steam and pressure in what the firm calls the Biorefinex system. What emerges from this process is a "liquid cow," and the company is assessing its market potential. The molasses-like substance can be used as organic fertilizer, or it can be broken down into biochemical products like fatty acids, amino acids, minerals and other elements. It might also be used to create biogas, which in turn could generate electricity and thermal energy, according to Canadian news reports.

The system kills microorganisms and bacteria, and was recently shown to be effective in destroying the infectious proteins responsible for transmissible brain-wasting diseases like mad cow disease.

Press Release: Foundation/PAC Bull Auction

Missouri Cattlemen's Association to host first-ever Foundation/PAC Bull Auction

The Missouri Cattleman's Association will hold a fundraising Bull Auction at their annual Missouri Cattle Industry Convention and Trade Show on Dec. 11 & 12, 2009. The proceeds of this auction will go toward the funding of three MCA programs: Missouri's Cattlemen Foundation, Missouri Cattlemen's Association's Political Action Committee (PAC) fund, and the Missouri Junior Cattlemen's Association.

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The following donors have graciously given a live animal, buyer's choice or credit in their respective production sales.

- Fox Run Farms
- Circle A Ranch
- Mead Farms
- Weiker Angus Ranch
- Reynolds Herefords
- Glengrove Farm
- Sydenstricker Genetics
- Wright Charolais
- Briarwood Angus Farms
- Grindstone Creek Farms

The lots will be sold randomly at the benefit auction. Each donor's offering will be displayed in a three-ring binder during the convention and will contain all necessary information, including descriptions of the farm or ranch and of lot itself.

Settlements between buyer and seller must be made immediately following the sale. The winning bidder of each lot will receive a certificate signifying the value of the offering. That certificate must be taken to the donor's production sale and presented prior to purchasing. The value of the certificate will be used towards the purchase.

MCA would like to thank all the donors for their commitment to the Missouri Cattlemen's Association, Missouri's Cattlemen Foundation and the beef industry at this inaugural event. Also, MCA encourages anyone in need of a bull to support all members of the agriculture and beef industries by participating in this sale and purchasing a lot.

Please contact us by phone, (573) 499-9162, if you have any questions about

the Missouri Cattlemen's Association Bull Sale.

Legislation for pathogen-free food introduced

Released by *BEEFmagazine.com* 12/8/09

"Food producers must be obligated to produce food that is free of pathogens. It is the responsibility of the food producer, not the consumer, to make sure our food is safe to eat," said Sen. Dianne Feinstein (D-CA) as she introduced a bill (S. 2819) last week that would prohibit the sale of any food not certified to be pathogen-free.

Among other things, the legislation would:

- Amend the Poultry Products Inspection Act, the Meat Inspection Act and the Food, Drug and Cosmetic Act to prohibit the sale of any processed poultry, meat and FDA-regulated food that hasn't undergone a pathogen-reduction treatment or been certified to contain no verifiable traces of pathogens.
- Require labels on ground beef, or any other ground-meat product, to specifically name every cut of meat contained in the product.
- Do away with loopholes in current laws that allow producers to add coloring, synthetic flavorings and spices to their products without informing the consumer.

According to Feinstein's press statement, "By enacting these simple changes, the Processed Food Safety Act will drastically reduce the presence of pathogens in our food and improve the ability of the consumer to make informed choices about the products they wish to eat."

Feel free to question the oversimplification, the circular logic, the apparent lack of scientific knowledge, the implications that consumers need not be responsible for anything as long as someone else can be blamed, etc. It's a glaring reminder of what agricultural producers are up against and why pro-agriculture advocacy is a necessity.

LAST CHANCE to take advantage of this exciting IRA opportunity!

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.

Don't blame cows for climate change

Released by CattleNetwork.com 12/8/09

Despite oft-repeated claims by sources ranging from the United Nations to music star Paul McCartney, it is simply not true that consuming less meat and dairy products will help stop climate change, says a University of California authority on farming and greenhouse gases.

UC Davis Associate Professor and Air Quality Specialist Frank Mitloehner says that McCartney and the chair of the U.N.'s Intergovernmental Panel on Climate Change ignored science last week when they launched a European campaign called "Less Meat = Less Heat." The launch came on the eve of a major international climate summit, which runs today through Dec. 18 in Copenhagen.

McCartney and others, such as the promoters of "meatless Mondays," seem to be well-intentioned but not well-schooled in the complex relationships among human activities, animal digestion, food production and atmospheric chemistry, says Mitloehner.

"Smarter animal farming, not less farming, will equal less heat," Mitloehner said. "Producing less meat and milk will only mean more hunger in poor countries."

Mitloehner traces much of the public confusion over meat and milk's role in climate change to two sentences in a 2006 United Nations report, titled "Livestock's Long Shadow." Printed only in the report's executive summary and nowhere in the body of the report, the sentences read: "The livestock sector is a major player, responsible for 18 percent of greenhouse gas emissions measured in CO₂e (carbon dioxide equivalents). This is a higher share than transport."

These statements are not accurate, yet their wide distribution through news media have put us on the wrong path toward solutions, Mitloehner says.

"We certainly can reduce our greenhouse-gas production, but not by consuming less meat and milk.

"Rather, in developed countries, we should focus on cutting our use of oil and coal for electricity, heating and vehicle fuels."

Mitloehner said leading authorities agree that, in the U.S., raising cattle and pigs for food accounts for about 3 percent of all greenhouse gas emissions, while transportation creates an estimated 26 percent.

"In developing countries, we should adopt more efficient, Western-style farming practices, to make more food with less greenhouse gas production," Mitloehner continued. In this he agrees with the conclusion of "Livestock's Long Shadow," which calls for "replacing current suboptimal production with advanced production methods -- at every step from feed production, through livestock production and processing, to distribution and marketing."

"The developed world's efforts should focus not on reducing meat and milk consumption," said Mitloehner, "but rather on increasing efficient meat production in developing countries, where growing populations need more nutritious food."

Mitloehner particularly objects to the U.N.'s statement that livestock account for more greenhouse gases than transportation, when there is no generally accepted global breakdown of gas production by industrial sector.

He notes that "Livestock's Long Shadow" produced its numbers for the

livestock sector by adding up emissions from farm to table, including the gases produced by growing animal feed; animals' digestive emissions; and processing meat and milk into foods. But its transportation analysis did not similarly add up emissions from well to wheel; instead, it considered only emissions from fossil fuels burned while driving.

"This lopsided 'analysis' is a classical apples-and-oranges analogy that truly confused the issue," Mitloehner said.

Most of Mitloehner's analysis is presented in a recent study titled "Clearing the Air: Livestock's Contributions to Climate Change," published in October in the peer-reviewed journal *Advances in Agronomy*. Co-authors of the paper are UC Davis researchers Maurice Piteskey and Kimberly Stackhouse.

"Clearing the Air" is a synthesis of research by the UC Davis authors and many other institutions, including the U.N. Food and Agriculture Organization, U.S. Environmental Protection Agency, U.S. Department of Agriculture, California Environmental Protection Agency and the California Air Resources Board. Writing the synthesis was supported by a \$26,000 research grant from the Beef Checkoff Program, which funds research and other activities, including promotion and consumer education, through fees on beef producers in the United States.

Since 2002, Mitloehner has received \$5 million in research funding, with 5 percent of the total from agricultural commodities groups, such as beef producers.

Source: UC Davis

Member Discounts

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

Norbrook Inc.

December 1, 2009 through June 1, 2010

- New members of MCA will receive One 100ml unit of Noromycin 300 LA - \$15 Value

- Any MCA member that recruits three new MCA members will receive One 250ml unit of Noromycin 300 LA - \$35 Value
- First 500 MCA members that renew their MCA membership will receive One 100ml unit of Noromectin Plus - \$40 Value

For more information, contact Robert Barron, manager of MCA partnership for Norbrook Inc.
9733 Loiret Blvd
Lenexa KS 66219
(314) 805-4692
robertbarron@charter.net

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.