



May 15, 2009

In This Issue

[Legislative Updates](#)

[MCF Cattlemen's Classic Golf Tournament](#)

[US Trade Representative Announces Agreement with EU in Beef Hormones Dispute](#)

[CWT Herd Retirement Announcement](#)

[ATTENTION: Junior Cattlemen](#)

[March Beef Exports Remain Solid but Pace Slows in some Markets as Inventories Rise](#)

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

[Bright Futures Scholarship Initiative Invests in Future of the Beef Industry](#)

[Radio "Grilling Tour" Kicks off Beef Month](#)

Upcoming Events & Meetings

Greene County
May 21, 7:00 PM

Legislative Updates

Omnibus Crimes Bill Passes in both Chambers

The legislature has been very busy on its last day in session. Both the senate and the house have pushed through the Omnibus Crimes Bill which includes tightening restrictions on those who are involved in cattle theft. This has been one of the main focuses of MCA during this legislative session and we are very excited to see it pass with three hours left. This bill will raise the penalty for cattle theft from a class c to a class b felony which requires a sentence of 5-15 years in prison. This bill also requires the convicted persons to serve a minimum of 80% of their sentence.

Cattle theft has become a large problem in Missouri. Since 2004, over 3,300 head of cattle have been stolen and over \$1.2 million in property, panels, 4 wheelers, trucks, trailers, and cattle have been stolen.

SCR 8: Horse Slaughter Plants

This resolution opens the door for Missouri to process unwanted horses. This resolution has passed both chambers and will go to Congress to reestablish funding for federal inspection for horse slaughter plants.

HB 228: Petitioning Process

This ballot initiative would require only Missouri residents to be allowed to gather signatures with no compensation and it would also require an increase in the number of signatures before any ballot initiative could reach a ballot. As the Humane Society of the United States has recently targeted Missouri to spread their animal rights agenda this is an important issue to the agriculture industry in the state. HSUS has used the ballot initiative process to circumvent the legislative process by going directly to the citizens. They have used this process in Florida, Arizona, Colorado, California, and most recently in Ohio. In each of these states, HSUS has used petition signature gatherers from out of state and compensated them for each signature they obtain. HB 228 passed in the House but died in the Senate.

MCF Golf Tournament

The Missouri's Cattlemen Foundation will host their annual golf

Rutledge-Wilson Farm,
Springfield

Vernon County

May 21, 7:00 PM

Vernon County Fairgrounds

**MCF Cattlemen's Classic
Golf Tournament**

May 20, 9:00 AM

Railwood Golf Course, Holt
Summit

Join Our Mailing List!

Cattlemen's Classic Golf Tournament at Railwood Golf Course in Holts Summit, MO on **Wednesday, May 20, 2009**. Registration will begin at 9:00 am and the tournament will have a shotgun start at 10:00 am. Entry fee is \$75 per person. For registration information visit www.mocattlemenfoundation.com.

The Missouri's Cattlemen Foundation raises money for scholarships funds, farm safety and education as well as provide assistance to farm kids injured in a farm related accidents. The Cattlemen's Classic Golf Tournament is a great way to help support the agricultural youth of Missouri.

Foundation License Plates are still available for purchase.

For more details contact MCF office at (573) 499-9162.

United States Trade Representative Announces Agreement with EU in Beef Hormones Dispute

Released by U.S. Trade Representatives 5/13/09

Wednesday United States Trade Representative Ron Kirk announced the signing of a Memorandum of Understanding (MOU) between the United States and the European Commission (EC) in the beef hormones dispute. The agreement, which was signed in Geneva, will provide U.S. producers significant additional access, at zero duty, to the European Union (EU) market for high-quality beef produced from cattle that have not been treated with growth-promoting hormones. The EU import quota would be set at 20,000 tons in each of the first three years, and this would increase to 45,000 tons in the fourth year. Under the MOU, the United States and the EC will seek to use experience gained in the first phase to enter into the second phase. Before the end of the second phase, they would seek to conclude a follow-on agreement that will extend the arrangement for a number of additional years.

"I am very pleased that we've found a way to get substantial quantities of high-quality U.S. beef back into an important market that has for too long been largely closed for far too long," said Ambassador Kirk. **"This agreement will give U.S. beef producers substantially increased access to the EU market. And in contrast to the existing access, which is subject to a 20 percent duty, the new access will be duty-free.**

"The agreement gives us an opportunity to add the EU to the leading export destinations for high-quality U.S. beef, which will provide a substantial boost for U.S. ranchers and meat packers and their employees. The EU remains one of the few markets to ban beef from cattle given growth-promoting hormones - beef that is perfectly safe to eat - but we see this agreement as a pragmatic way forward," said Ambassador Kirk.

"This agreement also shows what we can accomplish when we adopt a practical, problem-solving approach to trade barriers," continued Ambassador Kirk. **"Our ability to conclude this agreement was enhanced by the excellent cooperation of the U.S. beef**

industry. I appreciate the industry's engagement and support. I'm also grateful for the strong work of the U.S. Department of Agriculture, which was our partner in these negotiations, and for the skilled contributions of EU Trade Commissioner Catherine Ashton, who worked hard to get this agreement done."

U.S. Secretary of Agriculture Tom Vilsack also applauded the beef agreement. **"The agreement signed today will provide America's cattle producers with critical new market access to one of the world's most affluent markets,"** said Secretary Vilsack. **"After 20 years of disputes over this issue, it appears we have found a way forward that creates economic opportunity here at home and benefits consumers in Europe. I commend the USTR-USDA team for their tireless efforts to reach this agreement, which I am hopeful will lead to a long-term agreement that will benefit us for years to come."**

Background on the Memorandum of Understanding

The new MOU provides for three phases.

Phase 1: In the first phase, which will last three years, the EU will open an annual TRQ of 20,000 tons, at zero duty, for beef produced without growth-promoting hormones. The United States may maintain the additional import duties currently applied to certain EU products, and will not impose the new duties that were announced in January 2009.

Phase 2: The agreement provides for the opportunity to enter into a second phase, lasting one year, in which the EU would further expand the TRQ to 45,000 tons. During this phase, the United States would suspend the application of all additional import duties imposed on EU products. For the United States, a decision on whether to move to Phase 2 would depend on the existence of conditions at the end of Phase 1 that would allow the U.S. beef industry to make full use of the additional quota.

Phase 3: The agreement provides for the opportunity to enter into a third phase at the end of the fourth year. In this phase, the EU would maintain the 45,000-ton TRQ and the United States would continue not to apply any increased import duties. A decision on whether to move to Phase 3 would be made following negotiations on several issues, including duration, withdrawal, and the status of WTO litigation on the EU's compliance with the WTO ruling in the *Beef Hormones* dispute.

Suspension of Litigation: For at least the first 18 months of the agreement, neither party will move forward with WTO litigation on the EU's compliance with the WTO's ruling in the *Beef Hormones* dispute. After 18 months, either or both parties would be free to request a WTO panel. If either party makes this request, compliance litigation would commence and move forward until the panel is ready to issue its interim report (i.e., the report that reveals to the parties for the first time the panel's findings and reasoning). At that point, the parties would instruct the panel not to issue the interim report to the parties and request that the panel suspend its work until at least the end of the fourth year. The status of any such interim report, including whether it would ever be disclosed, and the status of the panel would be the subject of the consultations that occur at the end of Phase 2.

Background on U.S. Import Action

On May 8, USTR announced that, in light of the provisional agreement with the European Commission on the MOU, the United States was delaying until August 15 the imposition of additional duties on a modified list of EU products and member States that had been scheduled to enter into effect on May 9, 2009. Now that the provisional agreement with the European Commission has been signed, USTR will take further steps to prevent the

application of those additional duties for the duration of the agreement. As noted above, the agreement provides for an initial period of three years, with the opportunity to extend for a fourth year and then to negotiate a more lasting extension. The duties that have been in effect since March 23, 2009, on a reduced list of EU products (products for which additional duties were initially imposed in 1999) may remain in effect for the first three years of the agreement, after which they may be suspended. The products that were removed from the retaliation list on March 23 will not be affected.

The details of the delay in the trade action are set out in a notice that has been posted on the USTR website and published in the May 13, 2009 edition of the Federal Register.

CWT Herd Retirement Announcement

Released by NCBA 5/13/09

Cooperatives Working Together (CWT) announced today that it has tentatively accepted 388 bids representing 102,898 cows and 2 billion pounds of milk production capacity in the first of a series of herd retirements planned over the next twelve months. Cows should begin moving off dairies by late May.

This amounts to roughly 40-45 million pounds of beef, which if brought to market over a three-month period, would be roughly 8,000 head of cows per week. This compares to a weekly cow slaughter figure of 110,000 head last week (1,998,000 head/18 weeks) and a 111,000 head/week average for the year to date. An across the board (live cattle) market impact would be less than \$0.50/cwt using these assumptions.

Today's announcement is almost perfectly in line with private analysts' expectations of a 100,000 CWT announcement. The expected May-July time period for marketing these cows is certainly preferred to a period closer to fall. Milk futures appeared higher upon today's announcement. Going forward, the marketplace will be watching for any weakness in the milk market that could prompt dairymen to liquidate more cows on their own (like they were in January and February) now that the CWT bids have been announced. NCBA has been in close contact with the Milk Producers and we'll keep you apprised of further developments regarding this issue.

Heading North...

As many of you may know I am leaving my position at the Missouri Cattlemen's Association. Although I have thoroughly enjoyed my time here, I have decided to take on a new opportunity after my college graduation tomorrow. At the end of the month I will be moving to Des Moines, Iowa to work for Helena Chemical Company as their Intern Coordinator. Although I'm a little hesitant to move north, I am very excited about the position. I feel this opportunity will build upon what I have learned here at Cattlemen's and provide me with a new view of the agriculture industry.

This will be my last edition of Prime Cuts, as this is my last day at MCA. I can not express how much I have loved this opportunity with MCA and the chance to get to know all the people who make it so great. It has been a

pleasure working with all of you. I hope you have enjoyed my weekly emails, I will miss sending them out.

Missouri Cattlemen's Association is very excited to welcome Kaity Kerwin to fill my position. Kaity is a native of Gentry County in northwest Missouri and attends the University of Missouri-Columbia pursuing a bachelors degree in Agricultural Journalism with a minor in Agricultural Economics. As a good friend of Kaity's I'm very excited to have her take my place here. She will do a great job!

I want to thank all of you for being a part of my experience with MCA, it has been a great time!

Thanks again,
Maureen Hamill

ATTENTION: Junior Cattlemen

All-Breeds Junior Show & Missouri Beef Leadership Conference around the corner

The **2009 MCA All-Breeds Junior Show** will take place June 12-14th at the Missouri State Fairgrounds in Sedalia. Registration information was mailed out this week so be looking out for it in your mail box and it is also available online at www.mocattle.com/jrshow.htm. Again this year we will be doing the "Design a T-shirt" contest where the winner of the contest will see their creativity on the shirts of all the exhibitors during the weekend.

Deadline for pre-entry is May 15.

The first **Missouri Beef Leadership Conference** is also scheduled for this coming June in Columbia, Missouri. There is still space available, so if you haven't signed up yet be sure to do so. This event will be full of educational, informational and fun events. This year's MBLC theme is "Show-Me Beef Leadership" and will be held on June 4-6. For more information visit

<http://mocattle.org/jrleadersconf.htm>.

March Beef Exports Remain Solid but Pace Slows in Some Markets as Inventories Rise

Released by USMEF 5/13/09

Exports of U.S. pork and beef registered a solid performance in March, led by extremely strong pork sales to Mexico and a surge in beef exports to Vietnam, Japan and the Middle East.

Pork plus pork variety meat exports rose 16 percent in volume and 17 percent in value over March 2008. Compared to the first quarter of 2008, pork exports have risen by 8 percent in volume to 489,348 metric tons (1.08 billion pounds) and by 10 percent in value to \$1.12 billion. More than 23 percent of first quarter pork and variety meat production was exported.

Beef plus beef variety meat exports for the month jumped by 5 percent in volume over March 2008, but declined by about 1 percent in value. This was due in large part to a 17 percent decline in variety meat export value, offsetting a 4 percent increase in muscle cut value. In the first quarter, beef exports increased 3 percent in volume to 203,475 metric tons (448.6 million pounds) and by 1 percent in value to \$690.9 million. Exports accounted for 9.5 percent of beef and variety meat production in the first quarter.

Beef exports fight to overcome declines in top two markets

Reduced first-quarter beef exports to both Mexico (down 21 percent in volume and value) and Canada (down 13 percent in volume and 20 percent in value) have placed increased pressure on other international markets in maintaining growth for U.S. beef. Some have responded remarkably well, however, including the ASEAN region, Japan and the Middle East.

Beef exports to the ASEAN region increased 68 percent in volume in the first quarter to 19,645 metric tons (43.3 million pounds) and doubled in value to \$64 million. Vietnam led this charge, recording a 93 percent increase in volume and a jump in value of 146 percent.

"Southeast Asia and the Greater China Region continue to perform extremely well for U.S. beef," said Joel Haggard, USMEF senior vice president for the Asia-Pacific region. "USMEF has really laid the groundwork for growth in these markets, introducing new cuts and engaging in extensive training in the retail and foodservice sectors. It's gratifying to see these efforts yielding such positive results."

March beef exports to Japan climbed 58 percent in volume and 53 percent in value over last year, leading to increases for the first quarter of 32 percent and 29 percent respectively. The additional surge in March was due in part to the availability of more cattle eligible for export to this market under the 20-month age restriction - an advantage that will continue through the summer months.

Total beef exports to the Middle East actually declined slightly in the first quarter, but muscle cut exports to the region jumped by 84 percent in volume and 41 percent in value. While these gains were somewhat offset by a decline in beef liver exports to Egypt, the surge in muscle cut exports suggests the region is developing into an attractive destination for higher-value products.

"Although some industries have slumped recently in the Middle East, economic conditions have held up fairly well overall during the global recession," said John Brook, USMEF regional director for Europe and the Middle East.

"While this market has always been a mainstay for beef variety meats, we are clearly cultivating some broader opportunities there at this time."

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.

Bright Futures Scholarship Initiative Invests in Future of the Beef Industry

Released by National Cattlemen's Foundation 5/13/09

The National Cattlemen's Foundation is launching a new initiative to strengthen the future of the beef industry. The Bright Futures Scholarship fund will help develop future leaders and inspire young people to pursue careers in agriculture and the beef industry.

"The Bright Futures Scholarship fund will help ensure a bright future for deserving students and for the beef industry in the United States," said Bob Josserand, chair of the Board of Trustees for the National Cattlemen's Foundation. "A Bright Futures contribution is an investment. The return on that investment is helping preserve our legacy."

The National Cattlemen's Foundation is seeking contributions from individuals, corporations, associations and foundations with a vested interest in supporting young people that will strengthen the beef industry. Every single gift, no matter its amount, is important to the success of the program. The true reward will be attracting bright new minds to careers in agriculture and beef production.

"As a student experiencing the ever increasing costs of living and higher education, scholarships recognizing academic achievement and leadership experiences have been a tremendous blessing in my life," said Dale Woerner, 2007 W.D. Farr scholarship recipient, of Greeley, Colo. "With generous contributions by caring individuals and companies, organizations like the National Cattlemen's Foundation have been able to invest in the lives of young men and women striving to earn degrees and occupations in the agricultural and food industries. Beef industry scholarships have helped direct and develop my path to become an assistant professor in the Department of Animal Sciences at Colorado State University."

The goal of the Bright Futures initiative is to raise several million dollars for an endowed general scholarship fund. Revenue generated from the fund will be awarded as academic scholarships in undergraduate and graduate programs, veterinary medicine and culinary arts.

"We are launching Bright Futures with a sense of urgency," said Josserand. "We will be facing a crisis within the next decade if we don't act now to help young people turn their passion for agriculture into a viable career. We cannot afford to lose them to another industry because they couldn't afford to follow their heart into the beef industry."

For information on the Bright Futures initiative or to provide your support, visit www.nationalcattlemensfoundation.org or call 303-694-0305.

Radio "Grilling Tour" Kicks off Beef Month

Released by MBIC 5/12/09

The Missouri Beef Industry Council has partnered with Clear 99, the leading radio station in Mid Missouri, to host the "Uncle Scotty Grilling Tour" to officially kick off grilling season in the minds of our consumers! The grilling tour features over fifty promotional announcements per week for the entire month of May, an online recipe contest, and four live broadcasts at partnering grocery stores in Columbia and Jefferson City.

Consumers who enter the online recipe contest are instructed to submit recipes which include certain ingredients that are being highlighted during the grilling tour. Every online recipe entry receives one entry for a gas grill, sponsored by HyVee, one of the participating grocery stores. The specified items will be offered at a promotional price point through the duration of the contest, and the retailers will be tracking beef sales to help evaluate if the promotion was an effective use of checkoff dollars.

The first week of the promotion featured the Greek Burger- a traditional hamburger topped with feta cheese, black olives and onions. That week was used to inform consumers about the "Safe and Savory at 160" initiative to ensure proper food safety practices are used when handling beef. In addition to tips on using a meat thermometer, the grilling tour also used the first week to highlight the 29 lean cuts of beef and basic grilling tips. Grilling tips, such as always cook beef over medium heat and turn with tongs not a fork, were continued into the second week when the tour showcased ribeye steaks and possible marinades and basting sauces.

Many of the recipes are now featured on the recipes and cooking section of www.mobeeff.org and some may appear at the Missouri State Fair Beef Showcase. To learn more about partnerships to keep beef top of mind with consumers, visit the Missouri Beef Blog at www.missouribeefcouncil.com.

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?

Would you like to advertise in our newsletter?

If so, please contact Maureen Hamill at (573) 499-9162 (Ext. 233) or maureen@mocattle.com.

