



February 13, 2009

Young Cattlemen's College- February 24 & 25

The Missouri Cattlemen's Association annual Young Cattlemen's College will be held February 24 and 25 at the Missouri Cattle Industry Headquarters in Columbia, Missouri.

As in previous years each county may select one producer to attend. The event is limited to the first 25 registered.

This year's YCC is packed full with sessions on how to better your county organization and how to be successful in the industry. From media training to meeting with your legislator the two-day college is full of useful and informative sessions. **Don't miss out, register NOW!**

There are still spaces available to attend. The only cost to the participant is getting to Columbia. All meals and the cost of the hotel are included in the program. Please register by next Wednesday, February 18.

For more information please contact Lesley Snodgrass at (573) 499-9162 or by email at lesley@mocattle.com.

Cattlemen's Foundation Offering Beef License Plate

Cattle producers and beef industry enthusiasts alike can now show their pride in Missouri's beef industry while helping the Missouri's Cattlemen Foundation insure future programs such as college scholarships, farm safety and youth education programs. Missouri's first-ever livestock specific vehicle license plate needs a minimum of 200 plates for the Department of Revenue to begin production; and they are well over half way there. Now is definitely the time to act if you want to show your pride in the beef industry.

The plate's colors and design depict the rich heritage of Missouri's cattle industry and the

dawning of a new day in Missouri with a cow silhouetted on the horizon. For a minimum of a \$25 per year donation to the Missouri Cattlemen's Foundation in addition to the standard \$15 per year Department of Revenue reservation fee, you can either personalize your plate or transfer over your existing plate configuration.

According to Gary Ryan, a board member for the Foundation, "This is every beef and agriculture enthusiasts chance to show off your heritage and your business as well as support the next generation of beef producers and agribusiness professionals." He went on to add that "this is a great gift idea- and a great way to subtly promote our industry while traveling on the road ways. It is also an excellent opportunity for the 587 scholarship recipients over the years to stay connected."

To learn more about how you can get the license plate on your vehicle, contact the Missouri Cattlemen's Foundation at info@mocattlemenfoundation.org or Gary Ryan At 573-592-0202. The Missouri's Cattlemen Foundation is a 501 (c) 3 charitable entity and donations may be deductible for tax purposes.

MCA Protecting Your Interests

Since the start of the legislative session in January, the Missouri Cattlemen's Association has been an unvarying voice in the state capitol. MCA has testified on several issues affecting producers and the agricultural industry in the state.

Some of the items on MCA's agenda have been:

- Cattle Theft,
- Missouri Department of Agriculture funding,
- Dairy Buyout (federal),
- Agricultural Budget hearing which focused on international trade, beef tax credits, market reporting, and animal health division;
- Veterinary Student Assistance Program, opposing moving it from the Missouri Department of Agriculture to the Department of Higher Education;
- and opposed FDA's enhanced feed ban rule and dead animal disposal (federal).

MCA works hard to protect the interest of its members and cattle producers all over the state. It is our belief that producers should be tireless in the protection of their rights and their businesses.

Reach out to your congressmen and tell them what issues are important to your livelihood by calling, writing or participating in Cattlemen at the Capitol. Cattlemen at the Capitol is a great way to talk face to face with your legislator. Cattlemen at the Capitol is held every Wednesday during the session. To sign up contact the MCA office.

Fraudulent McDonald's rumor circulating again

A false rumor about McDonald's once again is circulating via e-mail and the Internet. The

rumor claims McDonald's refuses to buy U.S. beef, and imports potentially unsafe beef from South America. The email asks recipients to boycott McDonald's. NCBA recently has received a number of inquiries about the e-mail and Web posts, Several producer inquiries surfaced during the Cattle Industry Convention last week as well.

This rumor has been circulating in various forms for at least seven years and makes the claim that the Texas Cattle Feeders Association (TCFA) originated the e-mail. This is not true and some time ago TCFA issued the following statement in regard to the rumor:

"Texas Cattle Feeders Association is not connected in any way with the email you received. The email, which has been in wide circulation in various forms for several years now, makes a false claim when it identifies Texas Cattle Feeders Association as the original source of the message. No such message has ever been put out by our organization. Unfortunately, we do not know the identity or motive of the person or persons making this improper use of our name."

The e-mail also represents Dr. David Forrest at Texas A&M University as the e-mail originator. This also is untrue. Dr. Forrest does not know how his name got associated with the rumor and, in regard to the e-mail, Dr. Forrest has said:

"I had nothing to do with composing this e-mail, the information it contains is false, and I do not support any of the actions called for in the e-mail."

The phone number listed for Dr. Forrest in the e-mail is, indeed, the number for the TAMU animal science department but please do not call the number.

More information about the e-rumor can be found at the following links:

<http://www.snopes.com/politics/business/mcdbeef.asp>

<http://www.truthorfiction.com/rumors/f/foreignbeef.htm>

The genesis of the false e-rumor may have been an announcement by McDonald's in 2002 that, due to competitive issues, it was going to pilot test imported lean trim product from Australia and New Zealand in about 400 of its U.S. stores. Most major quick-service chains use imported lean trim because, while there is a surplus of 50% lean trim in the U.S., there is a shortage of 80% - 90% lean trim. Imported lean beef is blended with trimmings from U.S. fed cattle to make beef patties for quick-service restaurant chains.

In regard to beef from South America, only Uruguay can export fresh beef to the United States; all other South American beef must be in cooked or canned form due to Foot and Mouth Disease concerns.

The United States has traditionally been the largest customer for beef from Australia, New Zealand, Central America and Uruguay. Almost all of these imports are in the form of lean trim used either in quick-service hamburgers or case-ready frozen hamburger.

All plants that export beef to the United States are approved by the U.S. Department of Agriculture (USDA) and must maintain the same (equivalent) Hazard Analysis and Critical Control Points (HACCP) standards as U.S. packing plants. USDA's Food Safety and Inspection Service regularly audits these facilities.

Funded by The Beef Checkoff

Released by NCBA 2/2/09.

MCA Expands Membership Benefits with APEX Financial

MCA has recently increased membership benefits by partnering with APEX Financial. Programs provided for membership through APEX are:

- College 1, 2, 3: Preparation for college
- Long-term Care
- Discount Vision Plan
- Identity Theft Protection
- Agri-Plan

For more information contact Rick Henderson at (573) 876-6011.

Beef Quality Assurance

EVERY producer's responsibility.

Looking for a county meeting program?
Try MCA's Beef Quality Assurance Program!



For more BQA information visit:

www.mocattle.com/BQA/bqa.htm

or www.bqa.org

To get certified online, visit:

www.mocattle.com/BQA/certification.htm

For more information on BQA programs contact Missouri Cattlemen's Association
at (573) 499-9162 or cattleinfo@mocattle.com

NCBA Requests Extension of Feed Ban Implementation Date

On February 3, NCBA joined with 11 other national agriculture organizations in sending a letter to Food and Drug Administration (FDA) Acting Commissioner Frank Torti requesting an extension of the pending implementation date of the final bovine spongiform encephalopathy (BSE) Ruminant Feed Ban rule. Specifically, the letter requests a 60-day extension of the implementation date and an additional 30 days of public comment period

in order to give affected industries ample time to provide FDA with current data and evidence of the ban's impact on their operations. The request for a 60-day extension is pursuant to a January 20th memo, issued by the Obama administration, directing Federal agencies to suspend pending regulations for 60 days.

NCBA has opposed the enhanced feed ban rule since the original proposal was published in October 2005 due to its failure to pass a cost/benefit analysis and the lack of statistically valid improvements to animal health and food safety.

The final rule is effective on April 27, 2009, approximately 12 months from date of publication in order to allow the livestock, meat, rendering, and feed industries time to adapt their practices to comply with the new regulation. NCBA is already seeing negative consequences of this rule months before it goes into effect. Beginning as early as December 2008, many renderers discontinued picking up dead livestock because of the severe economic realities of this proposal.

Approximately three billion pounds of ruminant carcasses result annually from typical production mortalities and natural weather variations. NCBA and other organizations are hearing from producers and veterinarians across the country that no longer have legal methods to dispose of dead livestock. This affects all species and communities across the U.S., and exacerbates already existing challenges in the proper disposal of livestock carcasses.

The final rule amends FDA's existing regulations to prohibit the use of certain cattle origin materials in the food or feed of all animals.

Released by USDA 2/5/09.

USDA Releases 2008 Beef Export Statistics

According to a U.S. Department of Agriculture (USDA) report released earlier this week, the U.S. totaled \$3.62 billion in beef, beef variety meat, and processed beef-product exports in 2008. This is the highest level the U.S. has seen since the 2003 (pre-BSE) level of \$3.86 billion.

The top 10 countries in U.S. beef exports in 2008 were:

1. Mexico (\$1.399 billion)
2. Canada (\$716 million)
3. Japan (\$383 million)
4. Korea (\$294 million)
5. Vietnam (\$131 million)
6. Taiwan (\$128 million)
7. EU-27 (\$111 million)
8. Egypt (\$93 million)
9. Russia (\$90 million)
10. Caribbean (\$79 million)

Of the top 10, every country other than Japan and Korea imported a new record-level of U.S. beef and beef products in 2008. The top 10 countries account for 95% of total U.S. beef export dollars, with Mexico and Canada accounting for 58% of the total.

The U.S. is still capable of an additional \$1 billion in annual beef exports to Japan, which is why regaining access to this country continues to be a top priority for NCBA. NCBA members recently passed a policy to further efforts to increase access to Japan through a staged or multi-step approach. While we continue to press for full OIE compliance with Japan and all of our trading partners, we recognize the necessity in some cases of using a staged approach to increase market access. Regaining access to Japan is critical to the economic livelihood of U.S. beef producers, and this policy is an important step in the right direction.

Released by NCBA.



The image shows a screenshot of the Missouri Farmer Today website. At the top left is the logo "Missouri Farmer Today" with a map of Missouri. To its right is a banner for "Happy Cows Come From CattleSeller!" featuring a cow and the text "Buy, Sell & Advertise Your Cattle On CattleSeller.com". Below the banner is a navigation bar with links: Home, News, Weather, Featured Ads, Classifieds, Features, Subscribe, Advertise, About Us. There are search boxes for "Search Ads" and "Search News". The main content area includes sections for "Farm Cooks", "CropWatch Blog", "Corn Cam", "Local News", "Regional News", "Net'l News", "Comments", and "Most Popular". A large "Missouri Farmer Today" logo is overlaid on the bottom half of the screenshot, with the website URL "www.missourifarmertoday.com" and the text "for more industry news and events" below it.

USDA Releases 2007 Agriculture Census and Cattle Inventory Report

On February 4, the United States Department of Agriculture's (USDA) National Agriculture Statistics Service (NASS) released results of the 2007 Census of Agriculture. The census is conducted every five years.

The census counted 2,204,792 farms in the United States, a 4 percent increase from 2002. The number of farms nationwide has been on a declining trend since World War II. The latest figure indicates a leveling of this trend, with a net increase of 75,810 farms.

Despite the overall growth in farm numbers nationwide, not all states showed an increase. Eleven states saw declines in the number of farms while 39 states saw their farm numbers increase. Most of the growth in U.S. farm numbers came from small operations, where sales of no specific commodity accounted for more than 50 percent of the total value of production.

Even though the total number of farms increased nationwide, many individual sectors of production - including grains and oilseeds, horticulture, cattle and hog operations - saw a decline in farm numbers.

Other figures of interest include:

- Beef cattle are raised on 764,984 farms in the U.S. This is down from 796,437 in 2002.
- Fifty-seven percent of farmers either work in town (36%) or are retired (21%).
- 900,327 (41%) of these farms have annual receipts of less than \$2,500.
- Only 357,159 farms have annual sales greater than \$100,000, although this is up from 311,388 in 2002.
- Number of farms with cropland:
 - over 500 acres: 266,112
 - over 1000 acres: 145,032
 - over 5000 acres: 16,559
- There are currently 69,890 U.S. dairy farms, down from 91,989 five years ago.

In addition, according to the NASS cattle inventory report released last week, U.S. cattle inventory is down 2% from last year. According to the report, cattle and calves in the United States as of January 1, 2009, totaled 94.5 million head, down from 96.0 million on January 1, 2008. Of the approximately 31.67 million total U.S. beef cows that have calved, here are the top ten states, ranked by number of beef cows:

- 1) Texas = 5,170,000
- 2) Oklahoma = 2,038,000
- 3) Missouri = 1,992,000
- 4) Nebraska = 1,851,000
- 5) South Dakota = 1,616,000
- 6) Kansas = 1,508,000
- 7) Montana = 1,494,000
- 8) Kentucky = 1,114,000
- 9) Tennessee = 951,000
- 10) Florida = 942,000

*Source: USDA/NASS

Released by NCBA 2/5/09.

Looking for buyers who value your cattle?

In the current environment of high production costs and tight margins, beef producers need to pursue every option for improving economic returns. Toward that goal,

Drovers and food360° introduce the Prime Value Beef Resource Center, an online, interactive tool to help producers identify production and marketing systems that add value to their cattle.

CattleFax outlined the benefits of value-added production and marketing systems in their 2008 report titled Stair Steps to Profitability. According to their data, performance history from the feedlot or packer adds \$2 to \$5 per hundredweight to the value of calves. Certified health, weaning and preconditioning programs add another \$4 to \$8 per hundredweight. Source and age verification add \$10 to \$25 per head, and qualification for natural- or premium-beef programs stack on another \$3 to \$7 per hundredweight. During 2005 and 2006, weaned, preconditioned calves brought \$35 to \$40 per head premiums over bawling calves.

The premiums are there, and various alliances, auction barns, branded-beef companies and other value-added marketing systems offer producers opportunities to receive top prices for their cattle. A challenge for many producers, though, is identifying programs or marketing channels that best suit their cattle based on type, management systems and other details.

Drovers' research shows that 85 percent of producers surveyed look for premiums over market price as a parameter when marketing through an alliance or value-added calf program, and 83 percent of respondents say they would find an online resource offering information on multiple alliances and value-added calf programs useful.

The Prime Value Beef Resource Center aims to help producers find programs that fit, by allowing them to search our growing list of alliances, sales and value-based systems using simple parameters such as breed and location. Users then can "drill down" to compare detailed requirements for each program, such as health protocols, animal identification requirements and restricted practices, as well as information on price premiums available through these programs.

For your link to markets that fit your cattle and your needs, visit the Prime Value Beef Resource Center at www.drovers.com/PrimeValue.

This unique resource is sponsored by Fort Dodge Animal Health, Overland Park, Kan.
Released by Drovers, 2/11/09.

Missouri Breeder Re-Elected to Simmental Board, will serve as Vice-Chairman

Gregg Bailey, Mt. Vernon, MO, has been re-elected to a three-year term on the 16-member Board of Trustees of the American Simmental Association (ASA). A member of the Board's Executive Committee, Bailey has been elected Vice-Chairman of the Board, succeeding Jim Skillestad, Glendive, MT, who assumed the position of Chairman.

Owner and operator of Breezin' B Simmentals, Bailey markets his bulls by private treaty and females are sold through the Simmental Association of the Ozarks and the Missouri Simmental Association sales.


A graduate of Southwest Missouri State University with a degree in Agricultural Education, Bailey taught high school agriculture for four years before moving into agriculture finance.

He presently serves as President of Community National Bank, Aurora, MO. Bailey and his wife, Sandy, are the parents of two daughters, Whitley and Ashley.

Bailey was formally seated during ASA's 41st Annual Meeting held January 31, in Fort Worth, Texas. Also seated were Chairman Jim Skillestad, Glendive, MT, and Treasurer Dr. John Harker, Hope, IN. Rounding out ASA's five-member Executive Committee are Tommy Brown, Clanton, AL, and Mike Mallett, Lampasas, TX.

The American Simmental Association is headquartered in Bozeman, Montana, and maintains the breed registries for the Simmental and Simbrah breeds of cattle. ASA has an active adult and junior membership of nearly 8,000.

Released by American Simmental Association on 2/9/09.



Checking in on the Checkoff

**FOOD SOURCES OF IRON
PERCENT DAILY VALUE***

Food Source	Percent Daily Value
3 oz Beef	14%
3 oz Chicken	6%
3 oz Pork	5%
3 oz Salmon	2%
1 cup Raw Spinach	5%
1/2 cup Raw Carrots	1%

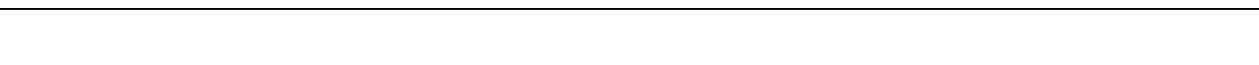
Research to discover beef's health benefits and publicity to promote those benefits!

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

Macon County Cattlemen's to Host Texas Hold 'Em Tournament

The Macon County Cattlemen's Association will hold their annual Scholarship Banquet on Saturday, February 21 starting at 6:30 pm at the Macon County Fairgrounds. The banquet will include a Prime Rib Dinner and a Texas Hold 'Em Tournament. To date over \$52,000 have been awarded in scholarships to area students.

Dinner tickets are \$15 each and seating is limited. Advance tickets are available at Lolli Livestock Market or any Macon County Cattleman member.



For more information contact Jerry Beckley at (660) 651-3641 or jbeckley@sydenstrickers.com.

Lewis and Marion County Cattlemen to Host Cattlemen's Banquet

Members of the Lewis and Marion County Cattlemen's Association are raising money for local scholarships and are offering a tasty way for people to help add to the scholarship fund. The association is hosting a Cattlemen's Banquet on February 21, 2009 at the American Legion building in Palmyra. The banquet will feature a complete steak dinner for only \$17 per person. Youth meals will be available for \$8 for ages 12 and younger.

The evening will begin with a social hour and trade show at 5:00 p.m., followed by dinner at 6:30 p.m. In addition to a great meal, a silent auction will be open throughout the evening and a live auction will take place after dinner. Recipients of the 2009 Lewis and Marion County Cattlemen's Association scholarships will also be honored during the banquet. Another highlight of the event will be an appearance by University of Missouri mascot, Truman the Tiger.

"The Cattlemen's Banquet is an opportunity for cattle producers and friends of the industry to enjoy an evening of great food, fun, and fellowship - all while supporting a local scholarship program," said Dr. Dan Goehl, president of the Lewis and Marion County Cattlemen's Association. "We encourage everyone in the area to attend, regardless of their involvement in the cattle industry," Goehl continued.

Money raised at the banquet will help fund scholarships for local students with an interest in agriculture. Students may apply for the local scholarships by completing an application for the Missouri's Cattlemen Foundation (MCF) scholarship program. More than \$14,000 will be awarded to local students for the 2009 academic year. The local scholarships offered by Lewis and Marion County Cattlemen are in addition to fifteen \$1,000 scholarships awarded statewide by MCF. Applications for next year's scholarships will be available in June from county cattlemen's associations, extension offices, and FFA advisors.

For more information on the Cattlemen's Banquet, contact Ken Disselhorst, event chair, at (573) 769-3486 or (573) 822-3850. Scholarship applications may be obtained by contacting the Missouri's Cattlemen Foundation at (573) 449-4923.

MJCA to Host Missouri Beef Leadership Conference

The Missouri Junior Cattlemen's Association will be hosting the first Missouri Beef Leadership Conference "Show Me Beef Leadership" on June 4th through 6th in Columbia, Missouri. The conference will have a leadership and industry focus and will be open to teens entering the 8th grade through 12th grade.

Registration will open March 1st and is limited to the first 60 applicants.

If your business or county organization is interested in help sponsoring this youth event please contact Rachel Bartholomew at (573) 499-9162 Ext. 235 or by email at

rachel@mocattle.com.

Be watching for more information and registration on the MCA website www.mocattle.com.

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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.