



January 16, 2009

NCBA Analyzing Final COOL Rule Implications

NCBA is pleased that the United States Department of Agriculture (USDA) announced details of the final regulation for country of origin labeling (COOL) yesterday. The final rule will be published in the Federal Register on January 15 and will go into effect 60 days from publication on March 16, 2009.

"What markets hate most is uncertainty," explained Andy Groseta, a cattle producer from Arizona and NCBA president. "The final rule will allow beef markets to adjust to the new regulations and make the six month implementation period more meaningful. Its permanency allows dedicated resources for educating producers, processors, retailers, and consumers."

NCBA submitted comments to USDA requesting the use of visual inspection to determine the origin of cattle. Cattle from Canada and Mexico are branded with either a CAN or M, respectively, and are also given additional forms of identification (including animal identification ear tags for Canadian animals) upon entering our country. The lack of such markings should be sufficient to prove U.S. origin.

NCBA also requested that USDA clarify record-keeping requirements in the final rule. For instance, because live animals are not "covered commodities," NCBA believes that any USDA audit should end with the packer or processor that initiated the origin claim, and not go further down the production chain to the cattle producer.

Additionally, NCBA has concerns regarding confusion over Category B labeling.

The final rule addresses many of these issues, and NCBA is currently analyzing the rule to determine exactly what is required of our producers. We will provide further information and analysis as soon as possible.

Copies of the final rule and additional information are on display on line at <http://www.ams.usda.gov/COOL>.
Released by NCBA on 1/13/09.

Rule Change Provides Exemptions from Reporting Requirements for Air Releases of Hazardous Substances from Farm Animal Waste

EPA has finalized a rule providing a full exemption for reporting air releases of hazardous substances from animal waste at farms to the federal government and a partial exemption of reporting the releases to state and local governments. This new rule exempts all farms from reporting air releases under the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA). The new rule requires only large animal feeding operations to report certain types of releases to local and state agencies, as directed by the Emergency Planning and Community Right-to-Know Act (EPCRA).

Animal waste is a source of ammonia and hydrogen sulfide releases to the air. These are hazardous substances that, when released into the environment above certain quantities, trigger notification responsibilities under federal regulations. The reportable quantity for ammonia and hydrogen sulfide is 100 pounds within any 24-

hour period. Prior to the exemption, all operations that had releases exceeding the reportable quantity were required to notify federal, state and local governments.

The exemption created by the new rule does not impact EPA's authority to respond to citizen complaints or requests for assistance from state or local government agencies to investigate releases of hazardous substances from farms. Releases of anhydrous ammonia greater than 100 pounds in a 24-hour period, must still be reported no matter the size of the farm. Also, the rule does not apply to animal waste that is not associated with farms, such as from meat packing and research facilities.

The full text of the new rule exemption can be found at:

http://www.epa.gov/emergencies/docs/chem/CERCLA_EPCRA_final_rule_unsigned.pdf

Released by EPA on 1/16/09.

Reflecting His Expertise and District, Luetkemeyer Named to Small Business, Agriculture Committees

Reflecting his past experience and expertise as a farmer and small businessman, U.S. Rep. Blaine Luetkemeyer (MO-9) today was named to the House Committee on Small Business and the House Committee on Agriculture.

"Our farmers and small businesses are vital to the prosperity of the 9th District and I am honored to be able to serve on these committees to ensure that these hard-working folks have a strong voice in Washington, D.C. on issues critical to our quality of life," Luetkemeyer said. "As a farmer and small businessman, I understand these issues extremely well and will use that experience to best serve the thousands of farmers and small business people throughout the 9th District."

The House Small Business Committee supports new and small businesses through open access to loans, capital and credit, and advocates for fair and true tax relief for small businesses. The committee is also dedicated to open markets to entrepreneurs, reduce paperwork and give small companies the tools needed to take care of their employees and build their companies.

"I am extremely pleased to have Blaine on the committee because of his experience as a small businessman and his dedication to our shared common-sense Missouri values," said U.S. Rep. Sam Graves (MO-6), the ranking Republican on the Small Business Committee. "I look forward to working with Blaine to ensure that Missouri small businesses have two strong voices in Washington on vital issues to our state and our districts."

The Agriculture Committee deals with issues as diverse as agriculture itself, including renewable energy, rural development, disaster assistance, nutrition, crop insurance, conservation, international trade, futures market regulation, animal and plant health, agricultural research and development, bioterrorism and forestry.

"I am pleased to have Blaine join us on the Agriculture Committee. As a livestock producer who represents more than 20,000 farms in his district, Blaine will bring real world experience and perspective to the committee. He will be a valuable addition who will know firsthand how the laws we pass in the Agriculture Committee will impact the livelihood of our producers. I look forward to working with Blaine and welcome him aboard," said U.S. Rep. Frank Lucas of Oklahoma, the committee's ranking Republican.

Released by U.S. Representative Luetkemeyer 1/9/09.

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To get certified online, visit:
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For more information on BQA programs contact Missouri Cattlemen's Association
at (573) 499-9162 or cattleinfo@mocattle.com

KMZU Farmer Appreciation Week

Next week, January 19th through the 24th, the KMZU Farm Department will host their KMZU Farmer Appreciation Week.

Throughout the week KMZU will host three events around the listening area.

On Tuesday, January 20 KMZU will be in Salisbury at the Knights of Columbus Hall. Doors open at 5:30 pm and dinner will begin at 6:30 pm.

On Wednesday, January 21 KMZU will be in Odessa at the Community Center in Dyer Park. Doors will open at 5:30 pm and dinner will begin at 6:30 pm.

Both evenings will feature guest speaker from the Missouri National Guard who will discuss the National Guard's effort to improve agriculture in Afghanistan.

Saturday, January 24 KMZU will host a party at the country club in Carrollton. Only appetizers and a cash bar will be available. Doors will open at 7:00 pm with a dance floor ready and the band, Sweetwater, to entertain from 8:00 pm to midnight.

All producers are welcome to attend these free events, have some fun before the spring work season sets in. Please RSVP no later than Monday, January 20 to farmdept@kmzu.com or by calling (660) 542-0404 during business hours.

NCBA Applauds USTR Action in Beef Hormones Dispute

NCBA applauded the United States Trade Representative (USTR) decision to modify the list of European Union (EU) goods subject to increased tariffs in the ongoing trade dispute over beef treated with growth promotants.

NCBA has been working closely with industry and USTR for the past several years to resolve this dispute to the

satisfaction of U.S. beef producers. In comments to USTR, NCBA vigorously advocated this action as a means to promote a resolution of this long-standing trade dispute. "There has been very little progress in removing the EU's unscientific ban," explained Andy Groseta, a rancher from Arizona and NCBA president. "NCBA encouraged these tariff modifications in the hopes that renewed pressure would urge a resolution to this dispute. This decision is not meant to erect more barriers to trade-it is meant to remove them."

"The new products subject to retaliatory tariffs have great economic and political significance to the EU," said NCBA Chief Economist Gregg Doud. "We hope this will substantially increase the pressure on the EU to reverse its unfair trade policy."

As recently as October 16, 2008, the World Trade Organization (WTO) Appellate Body confirmed that the U.S. has the right to continue imposing retaliatory sanctions until the dispute over the EU ban on hormone-treated beef is resolved. The EU has been unable to scientifically justify the reasons for imposing this unfair trade barrier, which has been in place for more than 20 years. The WTO has ruled multiple times that they have failed to satisfy the requirements of the WTO agreement on Sanitary and Phytosanitary Measures. This was the first case heard by the WTO and it is still unresolved.

Doud explained why new action is needed: "The WTO ruled that this ban costs the U.S. more than \$116 million in trade each year, but that doesn't take into account the many new nations that have since joined the EU or the increase in demand we have seen globally." Doud continued, "A seismic shift occurred in 2003 when the EU went from a net exporter of beef to a net importer. Today, the EU imports almost as much beef as the U.S. exports to the entire world. The potential market for U.S. beef in Europe could be substantially higher without this trade barrier."

Numerous U.S. and international scientific studies have shown that the hormones used in beef production are safe. "The U.S. produces high-quality, safe, wholesome, affordable beef which is in great demand worldwide," said Groseta. "We follow strict, science-based guidelines for trade, and we expect our trading partners to do the same."

The growth promotants used in cattle production are vigorously tested by the Food and Drug Administration for safety - both for the animals' well-being and for the trace amounts that may be in meat consumed by humans. The hormones, many of which occur naturally in other foods, have all been scientifically proven safe.

"The scientific questions have been asked multiple times and the answer is always the same," said Doud. "U.S. beef is safe." He continued, "The EU is the only entity that bans the use of these hormones. Our other trading partners all recognize the safety and quality of our products, which is why we are seeing increased demand for U.S. beef in countries around the world. Without this trade barrier, we would no doubt see similar gains in Europe."

Growth-promoting hormones help stimulate growth by increasing the efficiency in which feed is converted to muscle. Certain products, when administered to animals in very small amounts, supplement cattle's natural hormone production and improve growth rates by allowing the animal to produce more muscle and less fat. This helps the industry produce leaner beef for consumers.

Groseta added, "It is unfortunate that American cattle producers are being hurt by this dispute. Trade adds approximately \$180 to each head of cattle marketed by U.S. producers. NCBA will continue our work to remove barriers to trade and allow our producers to sell U.S. beef around the world."

The full list of EU products subject to tariffs in this dispute is available online at:

[http://www.ustr.gov/assets/Document_Library/Federal_Register_Notices/2009/](http://www.ustr.gov/assets/Document_Library/Federal_Register_Notices/2009/January/asset_upload_file64_15289.pdf)

[January/asset_upload_file64_15289.pdf](http://www.ustr.gov/assets/Document_Library/Federal_Register_Notices/2009/January/asset_upload_file64_15289.pdf)

Released by NCBA on 1/16/09.

APHIS Proposes Rule for ID Numbers

The USDA's Animal and Plant Health Inspection Service has proposed to amend the domestic livestock regulations to require that when animal identification numbers are used, only those numbers beginning with the 840 prefix will be recognized as official.

The policy would take effect one year or more after the date on which the proposed rule is finalized. In addition,

APHIS proposes to require that all new premises identification numbers (PIN) that are issued on or after the effective date of this rule use the seven-character alphanumeric code format. Official eartags that use a premises-based numbering system issued after a one-year phase-in period will be required to use the seven-character alphanumeric code format as well. The agency also proposes several changes pertaining to the use of the U.S. shield on official eartags, numbering systems that use such eartags, and the correlation of those numbering systems with the PIN.

For more go to <http://edocket.access.gpo.gov/2009/E9-353.htm>.

Released by Drovers.com on 1/14/09.

Barnitz Farms to Host Distillers Grains Field Day

Included in the ethanol process is the production of distillers grains, a feed product high in energy, protein and phosphorus. To help livestock producers better understand how to access, utilize and store this ethanol co-product, the Missouri Corn Merchandising Council (MCMC) is partnering with University of Missouri Extension and South Ozarks Premier Beef Marketers, LLC to host an educational field day at Barnitz Farms near Lake Spring, Mo.

WHAT: This field day will feature a tour of storage facilities, feeding equipment and a backgrounding cattle operation where ethanol co-products are currently being used and evaluated. Lunch will be provided by MCMC.

WHEN: Saturday, Jan. 17, 11:00 a.m.

WHERE:

Barnitz Farms, Dent Cty Rd 2070, Lake Spring, Mo.

Directions:

From Rolla - take Hwy 72 east approximately 13 miles to CR 2080, turn right on CR 2080. Continue 2 miles; bear left at fork and Barnitz Farms will be on the right.

From Salem - take Hwy 72 west approximately 10 miles to CR 2080, turn left on CR 2080. Continue 2 miles; bear left at fork and Barnitz Farms will be on right.

From Licking - from Hwy 63/32 junction, take Hwy 32 east 3/4 mile to Hwy C. Turn left on Hwy C and travel 9.2 miles to Anutt. Turn right on Hwy C at Anutt and go approximately one mile to CR 2070. Turn left on CR 2070, continue 2.5 miles to Barnitz Farms on left.

WHO: The following industry representatives will be on hand to answer questions:

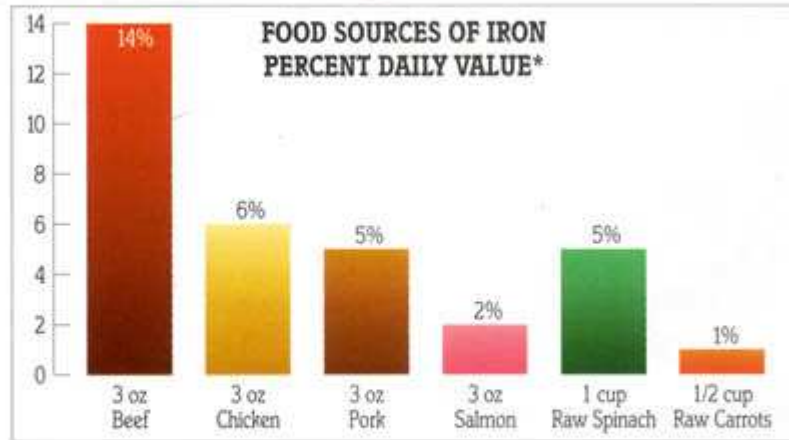
- State Senator Frank Barnitz, Cattle producer
- Ted Cunningham, MU Extension livestock specialist
- Justin Sexten, MU Extension state beef nutrition specialist
- Gary Wheeler, Missouri Corn Merchandising Council

RSVP: Please contact Ted Cunningham at (573) 729-3196 or cunninghamtc@missouri.edu to reserve your space.

If you would like more information on distillers grains, call Becky Frankenbach, Missouri CornGrowers Association Director of Communications at (573) 893-4181 or email bfrankenbach@mocorn.org or visit www.mocorn.org.



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Government Estimates one in 200 children are vegetarians.

A recent Centers for Disease Control and Prevention (CDC) study found one in 200 U.S. children under 18 years of age are vegetarians. According to the study, a vegetarian diet is one totally devoid of meat - red or white.

The study is the government's first estimate of vegetarianism in children. "Complementary and Alternative Medicine Use Among Adults and Children: United States, 2007" used data from the 2007 National Health Interview Survey to report estimates of complementary and alternative medicine use among U.S. adults and children, including estimates of diet-based therapies. When reporting on vegetarianism in the adult population, the study found adults following a vegetarian diet decreased 0.1 percent from 2002 to 2007.

<http://www.cdc.gov/nchs/data/nhsr/nhsr012.pdf>

The Associated Press ran a piece about the study, which was picked up by the Pittsburgh Post-Gazette, the Charlotte Observer and the Chicago Tribune. According to the Associated Press piece, vegetarians say its animal welfare, not health, that most often causes kids to stop eating meat. According to the article, "Anecdotally, adolescent vegetarianism seems to be rising, thanks in part to YouTube animal slaughter videos that shock the developing sensibilities of many U.S. children."

http://www.nbcnewyork.com/health/tips_info/NATLveggies.html

Additionally, 31 states and the District of Columbia aired at least one broadcast segment about the report findings. Most segments discussed the number of children vegetarians, what it means to be vegetarian and the potential nutrient deficiencies associated with vegetarianism. Broadcasts often noted most youths turn to a vegetarian diet for animal welfare reasons. The study also has received significant attention online. The Associated Press article was posted to several vegetarian-themed blogs including "Healthy Lifestyle with Vegetarian," "Miami Vegan Blog" and "The Vegan Treehouse."

An article by the Center for Consumer Freedom highlighted the fact that the percent of vegetarian children appears to have decreased from 2 percent of Americans aged 6 to 17 in 2001 to the current estimate from CDC of 0.5 percent. According to the article, "An Associated Press story is making the rounds this week concerning a CDC report on vegetarianism among American kids and teens. It's being touted as evidence that meat-free

dieting is on the upswing for youths, but guess what? History shows the data mean just the opposite."

http://www.consumerfreedom.com/news_detail.cfm/headline/3805

Although the percent of vegetarian children appears to have decreased in recent years, this study may spark questions about children and meatless diets or about animal welfare. We encourage you to monitor pickup of the Associated Press article in your local newspaper and respond online or in print, as appropriate. In addition, we are mobilizing online response to the piece by producers and third-party experts. Please refer to the messages below to respond to questions about vegetarianism in children. As a reminder, animal welfare talking points are available on the <http://extranet.beef.org/issuMessages9030.aspx>.

Funded by The Beef Checkoff. Released 1/14/09.

Monroe County Cattlemen's Suffers Great Loss

The Monroe County Cattlemen's Association suffered the unexpected loss of their president-elect, Steve Forbis (49) Saturday, January 10th. Steve and his wife Linda enjoyed raising Charlois cattle and have been active members in Monroe County for many years. Steve is the father to Lance Forbis of Columbia and Taylor Forbis of Clayton. He was the step-father to Kyle Wilkerson of St Louis and Kristen Wilkerson of Paris. Steve also served his Paris, Missouri community as the General Manager of the Monroe County Co-op. Memorials may be made to the Stephen D Forbis Scholarship Fund.

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.

Mizzou Livestock Judging Workshop - January 31, 2009

The Mizzou Livestock Judging Workshop will be held January 31, 2009 at Trowbridge Livestock Center in Columbia, Missouri. The workshop has 3 levels open to all ages.

The first level is designed for coaches who want to have 100% of the responsibility of coaching their team. These coaches will place the class with the appropriate cuts. The coach will also have the flexibility to make up any performance data they wish for the class.

The second level is designed for teams whose coach would prefer the classes and appropriate cuts are made by Chip Kemp, the University of Missouri Livestock Judging Team coach. This is his only responsibility at this level. The coaches will take over at this point. Both levels will be using the same cattle in their workshop.

The third level is for novice participants who need to learn the basics of livestock evaluation.

Current and former livestock judging team members will discuss topics such as conformation, body composition, structural soundness, frame and breeds. They will spend the morning learning these topics and using this new knowledge to place classes in the afternoon. Because of the structure of this event, any student with a desire to learn can participate. They do not need to be on a team. However, we need to know how many of your participants will be at Level 3 so we can be sure to have enough help.

Chip Kemp will also provide instruction on giving reasons to novice participants. The anticipated time will be 9:30-10:30.

Cattle for the classes will be provided by local producers. Many breeds will be represented including Angus, Hereford, Charolais, Simmental, Gelbvieh, SimAngus, Balancers, Brangus and Braunvieh. We also expect a class of club calf replacement heifers and a class of feedlot steers. The breeding stock is mostly yearling heifers

or yearling bulls.

The cattle will be in place by 9:00 am and will be leaving by 3:30 pm. The Graduate Student Association is planning to provide lunch from 11:00-1:00.

Please RSVP with total people attending and how many will be participating at the Level 3 event to Dennis Fennwald at fennwald@missouri.edu by Monday, January 19.

We will do our best to provide a quality experience. However, it does require a lot of work and we reserve the right to cancel the Judging Workshop and Beef Clinic if interest is insufficient.

Upcoming Cattlemen's Events & Meetings

Bates County - January 17, 6:00 PM
Adrian Optimist Building

Warren County - January 18, 5:00 PM
First State Community Bank, Warrenton

Cooper County - January 19, 6:00 PM
Pilot Grove Community Building

Newton County - January 20, 7:00 PM
Crowder College, Rm 103

Monroe County - January 22, 6:30 PM
Senior Center, Paris

Missouri's Cattlemen Foundation Board Meeting - January 22, 10:00 AM
Missouri Cattle Industry Headquarters, Columbia

Benton County - January 26, 7:30 PM
4-H Building, Lincoln

Moniteau County - January 27, 6:30 PM
Centennial Hall, Moniteau County Fairgrounds

Gentry County - February 7, 5:30 PM
Hundley Whaley Learning Center, Albany

Henry County - February 10, 6:30 PM
First Baptist Church, Clinton

For more industry events visit the [Missouri Farmer Today Website](http://www.missourifarmertoday.com).

(www.missourifarmertoday.com)

[Missouri Cattlemen's Association](#) - [Missouri's Cattlemen Foundation](#)
[Missouri Beef Industry Council](#) - [National Cattlemen's Beef Association](#)
[Missouri Department of Agriculture](#)

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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.

