



The Minnesota Cattlemans

The Official Newspaper of the Minnesota State Cattlemen's Association ®

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Cattlemen's Association Announces Leadership Change

Maple Plain, MN – The Minnesota State Cattlemen's Association (MSCA) executive director Ashley Kohls has announced plans to leave the organization at the end of October to pursue other opportunities within the beef industry. Kohls joined the organization in 2014 and became the fifth executive director to lead the Minnesota State Cattlemen's Association during its 47-year history. Her last day will be October 31st, 2019.



"I'm grateful for all of the people I've met during my time with MSCA. The network of cattlemen and professionals I've gotten to work with has done great things for the members of the Minnesota State Cattlemen's Association." Said Kohls, "I'm excited for the next chapter of my life and plan to remain an active part of the association!"

"Though we are sad to see Ashley moving on to other opportunities, we are thankful for the strides we have made during her tenure with our organization." Said MSCA President Mike Landuyt, "As we begin the search to fill the Executive Director position, we are excited to find a candidate that can help continue to build upon our strong past."

MSCA will immediately begin the search for a new executive director. The Executive Director serves as chief staff of the Minnesota State Cattlemen's Association and reports directly to the MSCA Board of Directors. Current priorities of the Executive Director include, but are not limited to, working with MSCA's contract lobbyist in managing state issues, monitoring state and federal policy issues, organizing meetings and events, and connecting with and recruiting new members. This is a contract-based position. For a complete job description and information about how to apply for the Executive Director position visit www.mnsca.org.

In the interim, MSCA business inquires can be directed to MSCA Business Manager, Katie Davis, at 763-479-1011 or at membership@mnsca.org. Policy and media inquiries can be directed to MSCA President Mike Landuyt at 507-382-0084 or landuytfarm@gmail.com.

2019 Minnesota Cattlemen Industry Convention

The 2019 Minnesota Cattle Industry Convention is less than 2 months away!! Get registered TODAY and join the Minnesota State Cattlemen's Association on December 13rd-14th at the Willmar Conference Center, Willmar, MN. The Minnesota Cattle Industry Convention and Trade Show will once again feature the quality lineup of educational sessions, business meetings and fun that you expect from the Minnesota State Cattlemen. Our agenda will better accommodate you and your goals as a producer at our convention! We also have trade show vendors to showcase technology and tools to make your work easier. There will be ample opportunity to network and have fun with friends and colleagues from across the industry, as well as elect new leaders and weigh-in on MSCA policy priorities for 2020.

EDUCATION HIGHLIGHTS:

FRIDAY, DECEMBER 13TH

(12:00pm-1:00pm) Lunch & Keynote Address: Dr Sara Place

Dr. Sara Place is one of the leading voices when it comes to telling the cattle industry story about sustainability. She's the Technical Consultant in Sustainability. On a regular basis, she is in front of stakeholder groups proactively providing information about the sustainable story for the beef cattle producers of this country.

(1:30pm - 2:00pm) Ask an Attorney: Matt Berger - Agriculture Attorney, Gislason & Hunter, LLP.

In this Session members will receive updates on BMPs for protecting yourself from activists and nuisance lawsuit and open discussion/questions about current challenges.

(2:15pm- 2:45pm) Keeping it Real

A panel of industry experts will take the stage to discuss how they have combated lab grown, synthetic or other substitutes posing as equals. Industries include diamonds, dairy, sugar, beef and cotton.

(3:00pm-3:30pm) Soil Health Sit Down

SWCD will lead conversation and demonstration displaying the soil health impacts of over grazing. This session will feature a rain simulator on representative pasture samples from various parts of the state.

(5:30 pm - 8:20 pm) Banquet & President's Auction

This year, we'll wrap up the first night of convention with our Best of Beef Banquet. During the banquet, MSCA will recognize members who have gone above and beyond to support their organization.

(8:30pm-10:30pm) Entertainment

Join us for a fun evening listening to Nashville recording artist Kayla Daniels. Kayla is a singer/songwriter from Tracy, Minnesota.

WEDNESDAY, DECEMBER 14TH

(7:30 am - 9:00 am) Breakfast Briefing

Wednesday morning's breakfast will feature industry updates from state and national leaders including Bruce Kleven, MSCA Legislative Advisor and Kent Bacus, NCBA Senior Director of International Trade and Market Access.

(9:30am - 12:00pm) Annual Membership Meeting

During the Annual Membership Meeting, all MSCA members have the opportunity to set the future direction for the MSCA. We'll get to business, adopt policy resolutions, and elect leaders to represent MSCA members throughout the coming year. If you're a member, do not miss this opportunity to lend your voice to the future direction of our association!

(12:00pm-1:30pm) Lunch & Keynote: Minnesota Millennial Farmer

Known to his 300,000+ followers on YouTube as the "Millennial Farmer", Zach is a 5th-generation farmer who's spent his life growing, working, and learning on his family's farm. With growing consumer awareness about where their food comes from, Zach has identified the need for an independent voice from the front lines of agriculture. Zach actively promotes agriculture by sharing his day-to-day experiences in the agriculture world while providing farmer-to-farmer education to help facilitate a collaborative conversation between farmers and the public.

REGISTER TODAY for the 2019 Minnesota Cattlemen Industry Convention on December 13rd-14th at the Willmar Conference Center, Willmar, MN. Visit www.mnsca.org for full convention details and to register. Registration forms can also be found on pg 12 of the newspaper.



NEWS - TIME SENSITIVE MATERIAL



MIKE LANDUYT
President, Minnesota State Cattlemen's Association

Rain has again delayed harvest as I write this month's column. After a couple hard pushes between rain events

we were able to get all the feed made and the soybeans harvested. We are now working on the rest of the corn harvest. I hope you all are making progress with your harvests, feed, and all other fall jobs made difficult by this weather.

We are quickly approaching winter meeting season. State convention is just over a month away. We have a great line up of events and speakers to look forward to. I hope to see you all at convention. Soon we will also have local producers' meetings start to pick up. Contact us if you would like a board member to attend.

As most of you have heard

by now Ashley has decided to move on to other interests. We are saddened by this but wish her the best with her new adventures. Katie Davis our business manager is handling things as we look for a new Exec. If you need something from MSCA you can contact her at 763-479-1011 or myself at 507-382-0884. I would like to take some time and go over some of the things our organization has accomplished the last five years while she was here. The team dynamic and the way we have all functioned together has made this all possible. I will start with the one closest to me. We have had

three regional Environmental Stewardship winners. I will also note that the two years we didn't have a winner we didn't have anyone apply. She was three for three the years we had applicants. Three national BQA award winners. Two in the same year. We went from the beef tent to the beef barn for serving meals at FarmFest. This year we had over 115% membership increase in NCBA. Our state membership has also grown. We have a Minnesota Cattleman serving as policy chair of NCBA and one on the nomination committee helping guide future NCBA leadership. Our relationship with the beef

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JAKE THOMPSON
Chairman, Cow/Calf Council

Hello fellow Cattlemen and Cattlewomen,

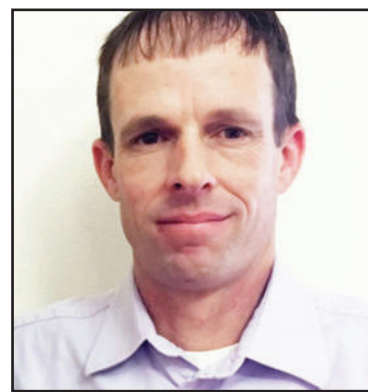
This fall has turned out to be an extremely challenging one, for that matter this whole year has been a struggle. From rain to snow to cold temperatures to late maturing crops back to rain. I hope everyone can make it safely with minimized break downs during these difficult times. I know here on our farm beet harvest has been a sleepless drawn out one, sneaking in a couple of days of bean harvest when we can. We have been weaning calves and moving cows back from pasture to fall grazing paddocks with residue grazing looking a long ways out. As of today we are uncertain if there will be any corn combing this fall or if we will have to pick away at it through the winter.

One small bright spot is that cattle markets have come up a little in both the feeder and live cattle. Hopefully we see this trend continue through the marketing season. I know here we have typically been selling calves directly off the cow. I am considering this year to background our calves for 45 days or more. With the weather conditions we have been getting and a late surge in feeder calf price, I think calf health will greatly benefit from them staying at home for 45 days and maybe it will let the market come up some more.

I hope everyone is looking forward to Minnesota State Cattlemen's Association Convention and Trade Show which will take place December 13th and 14th at the Willmar Conference center in Willmar, MN. It is shaping up to be an awesome event filled with great information and trade booths. This is an event packed couple of days, every cattleman can find something to take back home weather that be knowledge or products.

On a different note we are having a leadership change here at MNSCA as Ashley Kohls has decided to seek other opportunities. I personally would like to thank Ashley for such a wonderful job that she has done, this association has

benefitted greatly from her passion and talents. Ashley will be a hard one to replace but if you know of anyone that might be interested please have them visit the MSCA website



JOE WAGNER
Chairman, Feeder Council

Greetings,

I hope this letter finds everyone happy and healthy. As I write this, the month of October is winding down. The weather has been a challenge to say the least with the amount of moisture we have had. It's made harvest, manure hauling and getting to pasture cattle quite a challenge. Fortunately, the extended forecast looks cold but somewhat drier. The harvest in our area of west central Minnesota has been a slow process. The soybean harvest is around 60-70% done

with all the details and ways to apply or have them call one the executive team members.

Until next time, good luck getting all your fall harvest and work done.

with the corn crop not having received much attention from the combines. Test weights are a growing concern on the corn with the lack of GDU's during the growing season. The silage harvest is well wrapped up. The cattle markets have rebounded very nicely lately. They are at or slightly better than where they were before the Holcomb fire. Going into this fall the calf market was expected to be off last fall's prices by 5-10%. The trade agreement with Japan should be a big positive long term for the beef market. Last winter and spring we did some diagnostic work with the feedlot and spring born calves through the U of M. We found that coronavirus was present in quite a few of the samples. Consequently, we added a coronavirus vaccine to the protocol. This is something new for us. We will monitor the health status and see if it will become part of the permanent protocol. Let's hope for a dry and warm winter.

Until next time.



DEBBIE CHUTE
Cattlewomen President

Hello from Central Minnesota! While many of you are amid fall harvest and having to battle the weather to get your crops out of the field just as you did to get them planted, we are focusing on fall cattle work. Weaning, pregnancy checks,

vaccinating, sorting cattle to keep or sell all need to be done before winter hits.

Our area of this great state of Minnesota is the transition area between crop land and the timber and mining areas. We have very little cash crops grown here. Most corn or soybeans are grown for the farmer's use. We have an abundance of lakes, rivers and trees so are a popular recreation area. Many Minneapolis/St Paul metro area citizens come "up north" for R&R - hunting, fishing, walking and riding the many trails we have through the woods. We may not face the challenges of planting and harvesting crops, but every area of Minnesota has its challenges and its rewards.

Minnesota CattleWomen were busy during MN Beef Expo weekend. Saturday morning, October 19 we held our annual MN Beef Ambassador competition. We had 10 amazing and very knowledgeable young people compete in media and consumer interviews. They also were judged on blog and social media posts. The 2019-2020 Minnesota State Ambassador Team members are: Bailee Schiefelbein of Kimball, MN is our

Senior Team Lead. Joining Bailee on the Senior Team are Kenzie Kutney of Cambridge, MN and Charlie Severeid of Owatonna, MN. Our Junior Team is Haley Mouser of Tenstrike, MN and Theresa Gustafson of Puposky, MN. Please congratulate these young people if you see them. We look forward to keeping this team busy for the coming year and watching them share their love of beef. I would like to encourage those contestants who did not make the team to please try again. You would all be a great asset to the MN Beef Ambassador team.

Following the MN Beef Ambassador competition, we held our fall quarterly MN CattleWomen's meeting and had a booth at the Beef Expo.

I want to extend an invitation to all to attend the Minnesota Cattle Industry Convention on December 13 and 14 in Willmar. It will be a very informative couple days. Join us Saturday morning for our annual MN CattleWomen's meeting.

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Minnesota State Cattlemen's Association
PO Box 12
Maple Plain, MN 55359
(612) 618-6619
www.mnsca.org
mnsca@mnsca.org

Executive Committee

- President - Mike Landuyt**
14523 140th ST, Walnut Grove, MN, 56180
(507) 382-0884 landuytfarm@gmail.com
- President Elect - Grant Breikreutz**
38270 Kenwood Ave., Redwood Falls, MN 56283
(507) 430-0607 gdbreikreutz@hotmail.com
- Vice President - Mark Pankonin**
23620 CoRd4, Lamberton, MN, 56152
(507) 220-1412 mpank8@yahoo.com
- Past President - Krist Wollum**
3912 County Rd 109, Porter, MN, 56280
(507) 296-4471 kkwoollum@yahoo.com
- Cow-Calf Council Chair - Jake Thompson**
14610 230th St S, Barnsville, MN, 56514
(218) 329-9293 fourhillfarms2@yahoo.com
- Feeder Council Chair - Joe Wagner**
20490 CoRd 7 NW, Brandon, MN, 56315
(320) 760-4608 joehope@midwestinfo.net
- Legislative Chair - Glen Graff**
26114 470th Ave, Sanborn, MN, 56083
(507) 920-6705 grafffeedlots@gmail.com
- Membership Chair - Dennis Sleiter**
50495 250th Street, Morris, MN, 56267
(320) 589-4119 sleitercattle@yahoo.com
- Secretary/Treasurer - Kevin Hoge**
32413 - 280th Place, Aitkin, MN, 56431
(218) 549-3337 flatrock@frontiernet.net
- Interim Executive Director & Membership & Accounting Services - Katie Davis**
PO Box 12 • Maple Plain, MN 55359

MSCA Regional Directors

- Region - 1 Patrick Hackley**
29769 380th Ave. NE, Grygla, MN, 56727
(406) 478-1004 hackleylandlivestock@gmail.com
- Region - 2 & 3 Eric Mousel**
11493 CR 448, Jacobson, MN, 55742
(218) 398-1916 emmousel@umn.edu
- Region - 4 Chuck Hoffman**
1875 260th ST., Porter, MN, 56280
(507) 530-1814 choffman@mvtwireless.com
- Region - 5 Darvin Keehr**
22810 175th Ave, Little Falls, MN, 56345
(320) 630-6337 dkeehr@brainerd.net
- Region - 6 John Appel**
33475 Dove. St., Aitkin, MN, 56431
(218) 927-3215, roseapple@yahoo.com
- Region - 7 Angie Ford**
437 141st St., Lake Wilson, MN, 56151
(507) 360-7937 angieford7937@gmail.com
- Region - 8 Steve Wesley**
51717 147th Ave, Waterville, MN, 56096
(507) 838-5109, srwesley@frontiernet.net
- Region - 9 Ted Brenny**
47211 Co Rd 11 BLVD, Mazeppa, MN, 55956
(320) 761-6614 brennyfarms@hotmail.com

Minnesota Cattleman

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For Advertising Contact:
Aimee Sitter, aimee@mnsca.org
(269)804-9185

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Mike Landuyt . . . continued from page 2

council has never been better. We are collaborating on many projects for the betterment of the beef industry in the state. Our reputation in St Paul and DC has to my memory has never been higher. All this is possible when you get a great group of people working together in the right place at the right time. As we move forward with our search for our next Executive Director, we will be looking for the right fit to continue to highlight the great people that make out organization what it is.

I personally would like to thank Ashley for a great five years. I have so many great memories of your time with MSCA. We have had so many trips to Denver, DC, and NCBA convention together as well as all of our travels across the state meeting with member groups. I think my favorite overall was our lighting trip to DC for the presidential inauguration. Not only did we take in office visits to our legislative delegation we were able to witness one of the greatest things about our country, the peaceful transition of power from one President to another. Our trip to Washington D.C. was an amazing two days.

You have become a good friend I appreciate all your help while serving as our Exec.

Debbie Chute . . . continued from page 2

Wanda Pinnow, President of the American National CattleWomen (ANCW) will be joining us for the convention and speaking at our meeting. Wanda and her husband Craig own and operate a third-generation ranch in Baker, Montana. They run a cow/calf operation and have a few sheep. Wanda has been involved with Montana CattleWomen since 1996. She has held several positions including District Director, Beef Education Director, Vice President, and President. Prior to being elected as ANCW President, Wanda served as Membership Chairman and manager of the Legislative Policy and Resolutions Working Group. In Wanda's spare time you will find her with their eight grandchildren or on the golf course! Please say "Hi" to Wanda, visit with her about their Montana cattle ranch and give her a great Minnesota welcome!

Wishing you and yours a Happy Thanksgiving and Merry Christmas! May your holiday season be filled with family, friends, safe travels and many blessings

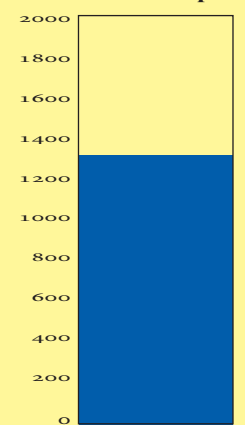
Don't Forget to Renew Your Membership!

Thank you for being a member of the Minnesota State Cattlemen's Association. Your membership matters and allows our collective voices to be heard on the issues in St. Paul and Washington D.C.

The MSCA saw many successes in terms of our priority issues in 2019. Looking forward to 2020, we will also be closely monitoring many issues affecting Minnesota cattlemen.

Be sure to send in your membership renewal as soon as you can so we can continue having cattlemen working for cattlemen! (See membership form on back page)

MSCA Membership Goal



Minnesota Beef Alliance Members

THANK-YOU to the following businesses that have committed to support members of the Minnesota State cattlemen's Association as part of the Minnesota Beef Alliance for 2019. If you are interested in learning more about the Beef Alliance program, contact the MSCA office at 612-618-6619 or visit www.mnsca.org.

Prime

American Foods*
Carlson Wholesale
Wulf Cattle
Minnesota Beef Council
Minneosta Corn Growers Association*

Choice

Central Livestock
Wieser Concrete
Artex Manufacturing
Elanco
Zoetis

Select

Summit Livestock Facilities
Purina Animal Nutrition
Phileo Lasaffre*
Anez Consulting, Inc

* Indicates giving above base level for that category!

MSCA Boots on the Ground

The MSCA members and board of directors have been busy over the past few months! To keep up with the daily activities of MSCA and the MSCA board of directors - like us on Facebook, follow us on Twitter (@CattlemenMN) and sign up for our E-Newsletter by emailing aimee@mnsca.org. Be sure to use the MSCA hashtag #CattlemenMN when sharing your story!

Upcoming Events/Important Dates:

For more details on events listed below, visit www.mnsca.org.

December 12-14 – 2019 Minnesota Cattle Industry Convention and Tradeshow – Willmar Area Convention Center - Willmar, MN

2020 MSCA Summer Beef Tour – Hosted by Rock-Nobles Cattlemen

2021 MSCA Summer Beef Tour – Hosted by Three Rivers Cattlemen

Ruminant on That - Commentary from Dr. Joe.

The success of each group in the feedlot is dependent on their cumulative stress. I think of stress in cattle as a cup filling up with water. Each stressor adds water to the cup, and eventually, it overflows, correlating to the group breaking with a disease. Stress is unavoidable, but cattle have a remarkable capacity to cope (large cup) and often only break when overwhelmed by an excessive amount of stress (many stressors together leading to the cup overflowing). Not all stressors are under our control, the weather being a prime example, but many stressors are. We should reduce stress at every opportunity for the best chance of success. Reducing the stressors, we are able to control provides a buffer (extra space in the cup) for those that we cannot.

Treatment of sick animals is incredibly important and having the proper protocols in place is something every feedlot should strive to accomplish. However, feedlot teams need to distinguish between treating sick cattle and identifying the cause of the disease outbreak. Prevention is preferable to treatment; finding and fixing the root problem will reduce the chance of the outbreak in the future.

I will list the things you should consider in the order I would ask questions to a client. I usually start broad, then work my way to specifics of each farm and group.

1. Expectations

Unrealistic expectations for the performance of a group are relatively common. Each animal is incredibly important, we all know that, but each high-risk group is likely to lose a small percentage despite our best efforts. If you have two dead in 500 head (0.4%) of high-risk cattle throughout their feeding period, is there a problem? Set your expectations for each group appropriate to their risk and the historical performance of your feedlot. Keeping records is the best way to find your feedlot performance and can help you have realistic expectations. It will also help you to know



Dr. Joe . . . continued on page 9

DON'T FORGET TO RENEW YOUR MEMBERSHIP!

Thank you for being a member of the Minnesota Cattlemen's Association. Membership matters and allows our collective voices to be heard on issues in St Paul and Washington DC.

Remember to renew your membership for 2020 and help us to monitor issues affecting Minnesota Cattlemen

MINNESOTA BEEF COUNCIL

Beef Promotion, Education & Research
www.mnbeef.org • www.meatmnbeef.com •

Minnesota Top of Class

On September 18 & 19, the 2019 Minnesota Top of Class had their second session of training. They were challenged to each put together a 10-minute introduction presentation, which they then presented to the class. They also had media training to help them build confidence in their daily conversations, as well as potential media spokespeople. To experience how different grocery stores market different food items, the class went on a field trip to Whole Foods to view and discuss their different marketing messages. The class also participated in a personality test to gain self-awareness when working with others. Bruce Kleven came and explained

to the class how a bill becomes a law. The second day, the class met at The Good Acre in Falcon Heights. The Good Acre connects and strengthens farmers, food makers, and communities through good food.

The first day, the chef in the class helped them to make their own lunch with a strip loin. On the second day, they learned from the chef at The Good Acre to create their lunch of Carne Mechada (a Venezuelan dish with either flank steak which is braised along with peppers, carrots, onions, garlic and a full-bodied red wine) and Bulgogi Beef (a Korean dish with top sirloin which is cut very thinly so that it can take on the flavor from a sweet and savory marinade consisting of soy sauce, sesame oil, rice wine vinegar, brown sugar, garlic, ginger, and scallions).



Dietetic Intern Tour

On October 15, Midwest Dairy and Minnesota Beef Council partnered to take forty-three dietetic interns from the University of Minnesota, Master Public Health Program, and the VA on a beef and dairy farm tour. We visited Brenny Farms near Mazeppa and Wolf Creek Dairy in Dundas. The interns learned how cattle are raised, as well as topics including beef nutrition, rotational grazing and farming practices. At Brenny Farms, Katie and Ted Brenny shared their story and they had invited Jared Luhman from Dry Creek Red Angus to come and talk too, so that the interns could learn that each producer raises their cattle the way that works best for. The interns asked many questions and Katie, Ted and Jared did a great job answering them. We heard some great comments from the interns on the bus about how impressed they were with the beef farm and with their business sense. We have already been told by one of the instructors that they are interested in the tour again next year.

MBC Board Meeting

The next Minnesota Beef Council board of directors meeting is scheduled for Monday, November 18 in Maple Plain, MN.

Minnesota Beef Council Events

- October 24 - Iron Fork Competition – Minneapolis, MN
- November 18 – Minnesota Beef Council Board of Directors Meeting
- December 13 & 14 – Minnesota Cattlemen’s Convention



MSCA is Seeking Nominations for the 2019 Cattlemen of the Year

Purpose

The purpose of the Minnesota Cattleman of the Year Award is to publicly recognize and reward an individual cattleman that has made a substantial contribution to Minnesota's beef cattle community.

Background

The Minnesota State Cattlemen's Association (MSCA) through the Minnesota Cattleman of the Year award annually recognizes an individual cattleman that has demonstrated outstanding leadership and personal dedication to Minnesota's cattle community. MSCA accepts nominations for the honor and presents the nominations to a selection committee consisting of individuals that are past recipients of the award. The announcement of the selection is made public at the Annual Cattlemen's and Cattlewomen's Dinner Banquet at the MSCA convention.

Qualities and achievements shared by recipients of the Cattleman of the Year Award include, but are not limited to the following.

Demonstrated leadership and organizational skills that have made a positive and lasting contribution to Minnesota's cattle community.

Strong record of active promotion of the beef industry and a willingness to speak out publicly on behalf of the industry.

Served in a variety of volunteer, appointed and elected positions of responsibility within Minnesota's beef sector and at the national level.

Served in volunteer, appointed and elected positions of responsibility within

their local community and at the state and national level.

Well respected by fellow cattlemen, local community leaders, and government officials.

An active participant in and supporter of the Minnesota State Cattlemen's Association.

Eligibility Criteria

1. Be a resident of the State of Minnesota and member of the Minnesota State Cattlemen's Association.

2. Be or have been a cattle producer within the State of Minnesota.

3. Be nominated by a fellow MSCA member or affiliated with local cattlemen's association.

Mail completed nomination form & any supporting documents to:

Minnesota State Cattlemen's Association

Attn: Cattlemen of the Year Award

P.O. Box 12, Maple Plain, MN 55359

Email: ashley@mnsca.org

If you prefer a PDF of the nomination form, please let me know!

Cattleman of the Year Nomination Form

Nominee's Name _____

Phone: _____

Mailing Address _____

City _____ State _____ Zip _____

Spouses name (if married) _____

Children's Name(s) _____

(1) Resident of the State of Minnesota? Yes No

(2) Member of the Minnesota State Cattlemen's Association? Yes No

(3) Is currently or has been an active cattle producer in the State of Minnesota?
 Yes No

(4) Is nominee a member of a local cattlemen association? yes

If yes association name? _____

(5) Brief description of nominee's current cattle related operation, business or past operations that qualify them as a cattle producer.

Note: Attach additional pages if necessary to fully answer the following question.

(6) Significant contribution(s) to the cattle industry made by this individual that would merit selection as Cattleman of Year.

Note: Attach additional pages if necessary to fully answer the following question.

(7) Provide examples of the nominee's promotion of the Beef Industry.

Note: Attach additional pages if necessary to fully answer the following question.

(8) Provide examples of positions of responsibility held in the Beef Industry by nominee.

Note: Attach additional pages if necessary to fully answer the following question.

(9) Provide examples of positions of responsibility held in the local community by nominee.

Note: Attach additional pages if necessary to fully answer the following question.

(10) Attach copies of any letters of support, references, testimonials, honors or other information that would have further bearing on this candidate's worthiness for selection as Cattlemen of the Year.

Individual or Cattlemen's Association making nomination: _____

Address _____

City _____ State _____ Zip _____

Phone Day _____

Email _____

I certify that to the best of my knowledge the info provided herein is accurate and correct.

Signature _____

Date _____

The Minnesota State Cattlemen's Association invites you to join them at the 2019 Minnesota Cattle Industry Convention

December 13 & 14, 2019 at the Willmar Conference Center in Willmar, MN

The Minnesota Cattle Industry convention is an event that brings together cattlemen and beef industry partners for educational opportunities, cattle focused policy discussion and development, and a cattle focused trade show.

We look forward to seeing you in December!

Hotel Information

A block of rooms have been reserved for Dec. 12 - Dec. 14, 2019. MSCA special block rates are available until Nov. 12th or when the block is sold-out.

When making reservations over the phone, please mention that you will be attending the Minnesota Cattle Industry Convention and Trade Show.

Best Western (320-235-6060):

Holiday Inn (320-231-2601):

Thank you 2019 convention sponsors

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 Minnesota Corn Growers
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 MN Department of Ag- Water Quality Certification Program
 MN Farm Bureau
 MN State Cattlemen's Association/ NCBA
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Meet your 2019 Convention Speakers

Emily Wilmes – U of M Extension as an Extension and Director of the Rural Stress Task Force

Sponsored by: University of Minnesota

About Emily Wilmes: Emily grew up on her family's dairy farm near Le Sueur, Minnesota. She works for University of Minnesota Extension as an Extension Educator in Stearns, Benton, and Morrison counties and as the Director of the Rural Stress Task Force. Her county programming focuses on dairy, beef, and farm safety & health; her work with the Rural Stress Task Force includes leading Extension's statewide effort to address rural stress issues such as farmer mental health, the opioid crisis, and access to care. Working in both positions has given her a unique and intimate view at the stresses farm families especially experience. Emily and her family have experienced the stresses of farming firsthand including selling the dairy herd in April 2018. A passion of Emily's is working in farmer suicide prevention; she was recently certified as a QPR instructor and is also certified in Mental Health First Aid. She has a BS in Animal Science and a Masters in Agricultural Education from the University of Minnesota.



Matt Berger – Agriculture Attorney, Gislason & Hunter, LLP

Sponsored by: Gislason & Hunter, LLP

About Matt Berger: Recognizing the importance that farmers, agricultural businesses, community banks, and other small businesses play in supporting and sustaining rural communities, Matt has focused his practice on serving and protecting the interests of these businesses. Matt regularly represents these clients in administrative and regulatory proceedings, civil litigation, and appeals involving a variety of disputes, including environmental and permitting issues, land use and zoning issues, contractual disputes, corporate governance and shareholder rights, and collection and bankruptcy. Matt received his Juris Doctor, magna cum laude in 2007 from University of St. Thomas School of Law.



Outside of the courtroom, Matt assists clients with issues involving business formation and governance, acquisitions and sales, financing, regulatory compliance, food safety and animal welfare, marketing, trademarks, and other transactions and business issues.

Sara Place – Technical Consultant in Sustainability

Sponsored by: Minnesota Beef Council

About Sara Place: Sara is a Technical Consultant in Sustainability. She previously held the role of Senior Director of Sustainable Beef Production Research at the National Cattlemen's Beef, Her role is to oversee The Beef Checkoff funded sustainability program, including using life cycle assessment to benchmark the US beef industry's sustainability. Prior to joining NCBA, she was an Assistant Professor of Sustainable Beef Cattle Systems at Oklahoma State University for four years, with a split research and teaching appointment. From 2014-15, she served on the National Academies of Sciences Committee on Considerations for the Future of Animal Science Research that published the report, Critical Role of Animal Science Research in Food Security and Sustainability. She received her Ph.D. in Animal Biology from University of California, Davis, a B.S. in Animal Science from Cornell University, and an A.A.S. in Agriculture Business from Morrisville State College.



Zach Johnson – Millennial Farmer

Sponsored by: Agcountry Financial

About Zach Johnson: Known to his 300,000+ followers on YouTube as the "Millennial Farmer", Zach is a 5th-generation farmer who's spent his life growing, working, and learning on his family's farm. With growing consumer awareness about where their food comes from, Zach has identified the need for an independent voice from the front lines of agriculture. Zach actively promotes agriculture by sharing his day-to-day experiences in the agriculture world while providing farmer-to-farmer education to help facilitate a collaborative conversation between farmers and the public.



His wit and dry sense of humor appeal to children and adults alike. A product of the millennial generation, his appreciation of new technology blends with his old-fashioned work ethic, and he offers a unique ability to deliver his message in a way that resonates with lifelong farmers as well as those with no knowledge of agriculture.

Kent Bacus – NCBA Director of International Trade and Market Access

Sponsored by: National Cattleman's Beef Association

About Kent: Kent Bacus serves as the Director of International Trade and Market Access and is based in Washington, DC. Kent is NCBA's lead advocate on trade issues including NAFTA, restoring access to China, expanding access to Japan and other Pacific-Rim markets. In this position Kent works with Congress, the White House, and foreign governments to advance the U.S. beef industry's trade priorities. Bacus previously served as the Associate Director of Legislative Affairs where he represented NCBA on tax, trade, and transportation issues. Kent joined NCBA in September 2010 after serving on several political campaigns in Texas and working for several years as the agriculture and appropriations legislative assistant to U.S. Senator Elizabeth Dole from North Carolina. Kent is originally from Wichita Falls, Texas, and holds a degree in history and political science from Texas Tech University.



Bruce Kleven – MSCA Legislative Advisor

Sponsored by: Minnesota State Cattlemen's Association

About Bruce Kleven: Bruce has extensive skills and experience as a lobbyist, attorney and mediator, political strategist, speaker, and parliamentarian. His areas of focus include agriculture, the environment, energy, and transportation. He works with clients ranging from individuals to multi-national corporations.



Bruce is a native of west-central Minnesota where his family of fifth-generation farmers emigrated from Norway in the 1870s. He grew up working on the family farm, which produces sugar beets, soybeans, and corn. He currently lives in the Twin Cities with his family.



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With nearly 7,000 members, the Minnesota Corn Growers Association (MCGA) is one of the largest grassroots farm organizations in the United States. Join MCGA today! Visit mncorn.org.



Membership Spotlight: Katie & Ted Brenny

Across Minnesota, new leaders are bringing new personal experiences and knowledge to member organizations and joining the conversation to make a difference. Ted and Katie Brenny are members of the MSCA that are doing just that; bringing unique backgrounds and experiences to the organization to help foster growth. The Brenny's live in Mazeppa, Mn and are actively involved with the Wabasha cattlemen's group and the Three Rivers cattlemen's group. Katie and Ted Brenny are both 5th generation farmers and are the owners of Brenny Farms, raising cattle consisting of Angus and Charolais genetics. The Brenny's strive to raise quality cattle, through their involvement in local, state and national associations, they advocate for the industry they love.



Katie and Ted both have different paths that led them to the Association. Katie became involved with the Minnesota State Cattlemen's Association as a teenager, serving as a Minnesota Beef princess. She is actively involved in the Beef Checkoff and serves as an advocate for the cattle industry. She graduated with her masters in Agricultural Leadership from Iowa state in 2013 and uses her time and talent to further the voice of Minnesota agriculture. Ted became actively involved in the association after the couple got married, focusing on policy. He is the regional director for the MSCA representing region 9.

Katie and Ted partake in many different aspects of the MSCA. They volunteer at FarmFest in the Beef Booth every year. This gives them a chance to talk about cattle production in Minnesota as well as help with one of the association's largest fundraisers. They have also travelled to St. Paul for Day on the Hill to meet with legislators and discuss the priorities of the Minnesota State Cattlemen's Association. Katie and Ted have also taken their passion overseas to China and Japan. They had the opportunity to go on a trade mission with other cattlemen to talk trade and give a face to beef producers. The couple also knows that due to daily work and responsibility to their farm, there is not always the opportunity to be in St. Paul everyday sharing their story. That is where the MSCA comes in, Ted indicated "Policy and legislation effects us on a daily basis. The MSCA staff keeps us informed and helps when we don't have time."

When it comes to getting members actively participating in the MSCA, starting the conversation and getting involved is key. Ted encourages action "By getting involved, you truly see what your money goes to. You get a chance to work with

older members who have been here, you have an opportunity to capture that knowledge." Becoming more involved is easy, take a position on at your local level, volunteer at FarmFest or run for a position on the state level. Becoming involved shows that you care about the future of the association, Minnesota and the cattle industry. Being involved also helps you voice your opinion and take advantage of our grass root organization to create change.

New Minnesota Beef Ambassador Team Selected at Beef Expo

Congratulations to the new Minnesota Beef Ambassador team. Theresa Gustafson from Nebish and Hayley Mouser from Tenstrike make up the Junior team. For the Senior team representatives are Charlie Severeid from Owatonna, Kenzie Kutney from Cambridge and Bailee Schiefelbein from Kimball.

The Minnesota Beef Ambassador Contest was held in conjunction with the Minnesota Beef Expo on Saturday, October 19, 2019 at the CHS Miracle of Birth Center located at the Minnesota State Fairgrounds. Contestants were put through a series of media and consumer interviews, as well as judged on their blog and social media posts that addressed industry misinformation and hot topics.

The Minnesota Beef Ambassador Program provides an opportunity for youth ages 13-19 to educate consumers and students about beef nutrition, food safety and stewardship practices of beef farmers and ranchers. The Minnesota Beef Ambassadors will be participating in consumer events and sharing the story of beef farming throughout their yearlong term.



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Dr Joe ... continued from page 3

your breakeven price when buying a group.

2. Source

Buying cattle that are incredibly high risk is like starting with a cup that is already almost full - one added stress, and the cup overflows. High-risk animals can be brought into a feedlot, but the expectations should be realistic for your farm. Success with high-risk cattle depends on the ability of the feeder to do everything (besides sourcing) to perfection.

Low risk: One source that has been together for more than 45 days, vaccinated more than three weeks ago, short travel distance, clean health records

High-risk: Multiple sources, comingled recently, unvaccinated, long travel

3. Bunk Space

Newly received cattle should ideally have 18 inches of bunk space per head. Cattle should not have less than 12 inches of bunk space per head. Competition at the bunk is real, and you can reduce stress if everyone has a spot to stand without having to fight. If you don't have enough bunk space, consider trying to add more or reducing numbers in the pen. You might be surprised to find that fewer cattle could mean more profit if you minimize pulls and performance increases.

4. Pen Space

Recommended square footage per animal indoors is set at 40 sq ft per head. Some facilities get away with much less, but this should be considered an added stress regardless. When combined with inadequate bunk space, you have a group that is ready to break.

5. Nutrition

We could spend days discussing this topic, but the big keys are timing, consistency, and adjustments. Feed should be delivered at the same time every day. Feed should have consistent ingredients and be mixed appropriately to provide a uniform delivery along the bunk. Bunks should be called daily to track a group's intake and to catch errors in the feeding protocol. If you aren't working with a nutritionist, you should consider working with one to help you be as efficient as possible.

6. Husbandry

Husbandry is a broad topic; here, I am mostly referring to bedding. I look for the amount of "tag" on animals when I am on a farm. "Tag" refers to the amount of manure and mud stuck to the hair of the animals. Clean, dry, cattle are high performing cattle.

7. Water

Water is the most crucial nutrient and drives dry matter intake. The beef and dairy industries often overlook water quality and availability. Feedlots are not an exception. I love to see 1 inch of linear water space per head in a pen. Consider



investing in portable stock tanks for your summer months.

8. Ventilation

Ventilation in a building can have a drastic effect on cattle health. Most notably, poor ventilation hinders the mechanism the immune system uses to move unwanted pathogens out of the airway. Proper ventilation will keep cows healthy, while improper ventilation can override even the best vaccine protocol. Make sure you understand the ventilation of your system, especially with naturally ventilated barns. Remember, fresh air has to come into the system somewhere, so locking everything down tight is a problem.

9. Vaccine Protocol

Most of you probably thought the veterinarian writing this article would put this at the top of the list. The truth is, there are so many things that matter just as much as your vaccination protocol. Don't get me wrong, vaccines are essential, and they play a vital role in the health of your cattle, but they aren't a silver bullet and cannot make up for problems in basic animal care. Also, remember that vaccines do cause stress - vaccinating at the incorrect time can make the cattle worse. Consult your veterinarian for different protocols appropriate to your system. Make sure to ask about delayed vaccine protocols for incoming animals.

10. Money

You can do everything right with the health of the cattle and still lose money. Taking care of cattle well and making money are connected but not necessarily mutually exclusive. If you pay too much at the beginning, chances are that no matter how well the group performs, your margin will be small or nonexistent. This ties in with expectations. Know your system, have realistic expectations, set a breakeven, and mitigate your risk when possible.

Joe Armstrong DVM | Cattle Production Systems | Extension Educator | University of Minnesota

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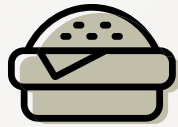
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MNAA CONTACTS

Neil Johnson..... 507.215.1114

Glenn Johnson.....507.820.1502

What the Checkoff is doing to drive demand for beef.



BEEF DEMAND

Strong consumer beef demand is expected to continue through 2019 with the USDA predicting consumers in the United States will eat 8.9% more beef this year than in 2015. Much of beef's demand is driven by ground beef and loin cuts, which are particularly popular with consumers at the grocery store.



NUTRITION & HEALTH

The Beef Checkoff participated in the 2019 NBC4 Health & Fitness Expo in Washington D.C., the nation's largest gathering of health and fitness professionals in the U.S., to educate consumers on the nutritional value of beef.



SAFETY

The Beef Checkoff congregated at the 8th annual Antibiotic Symposium, attracting nearly 150 stakeholders from the "one health" community – including experts from animal health, human health and environmental health – to discuss antimicrobial resistance in the human population, and how our food plays a role in that issue.



EXPORT GROWTH

Through support from the Beef Checkoff's subcontractor, U.S. Meat Export Federation, U.S. beef exports grew 15% in 2018 to more than \$8 billion, adding more than \$320 per head of fed cattle.



INNOVATION

The Beef Checkoff recently launched Chuck Knows Beef, an all-things-beef personality powered by Google Artificial Intelligence. Chuck Knows Beef can be found on the web and mobile devices and through smart speakers by Amazon Alexa and Google Home. Chuck can provide all information found on the "Beef. It's What's for Dinner." website.



CONSUMER TRUST

Team BEEF is a Beef Checkoff project which enlists athletes around the country to spark conversations and provide beef education to consumers and other athletes at running and fitness events regarding beef's unique nutritional benefits.

U.S. Department of Agriculture, November 2018 • USDA ERS Livestock & Meat Domestic Data; USDA WASDE, July 2018 • Tonsor, Schroeder, Creating and Assessing Candidate Food Service and Retail Beef Demand Indices, January 2017. IRI/Freshlook, Total US MULO ending 10/26/18; Categorized by VMMeat System • USDA data compiled by the U.S. Meat Export Federation



Read about these and other successes at DrivingDemandForBeef.com.



Producers Gain Valuable Insights to Japanese Market and Consumers Courtesy of NCBA's National Cattlemen

Japan has long been one of the most crucial export markets for beef produced in the United States. In September, more than 30 farmers and ranchers from across the country had the opportunity to visit Japan and see the impact their products have in the market and the competition faced by U.S. agricultural commodities in the global marketplace. The Heartland Team tour also presented the opportunity to interact directly with retailers and consumers who have a profound appreciation for the high-quality beef produced in the United States.

Dan Hanrahan, a cow-calf producer from Iowa who participated in this year's trip, explained the importance of the market.

"U.S. beef is very important in the Japanese market, adding around \$85 per head in terms of market value to our fed cattle," Hanrahan explained. "Our products are very well received in the Japanese market. Consumers here have a tremendous sense of quality and U.S. beef fits into their expectations for high quality extremely well. Their Wagyu is a very high-end product that's often out of reach to a typical Japanese consumer, so we're able to provide a quality product at a price that's attractive to them."

U.S. Meat Export Federation (USMEF) organized and led the trip showcasing the organization's efforts, which are partially funded by the Beef Checkoff, to increase exports to Japan.

USMEF opened its first office in Japan more than 40 years ago and continues to conduct a wide variety of promotion and education programs aimed at growing Japanese demand for U.S. beef. Those programs are supported by USDA foreign marketing dollars, as well as U.S. producers, through the Beef Checkoff and investments of state beef councils.

From the outset, USMEF's Japan office helped participants better understand the challenges of marketing to consumers there. Even small nuances stood out as the group toured Tokyo restaurant and retail sectors. An early example came during a grilling event when beef producers partnered with Japanese consumers to grill some outstanding steaks sourced from the United States. With an urban population of approximately 127 million people, space is at a premium and there are few barbecue grills in the country.

USMEF's Japan office organized the grilling event to allow social media influencers to interact with beef producers and help both groups better understand one another.

Former Federation of State Beef Councils Chairman and current USMEF Chairman-elect Cevin Jones, from Eden, Idaho, said the event was one of the trip's many highlights.

"We had a whole bunch of our team here, and we all split up, and helped grilling with the Japanese consumers. And all had a good time, even with the language barrier, we managed to work around that, had a good time introducing them to the whole concept of barbecue," said Jones. "When you think about it, Japanese consumers aren't used to the barbecue in the same way we know it in the United States.

"They don't have a back yard. They don't have barbecue grills. So, they have to go somewhere to use a grill. In this case it was a shopping center up

on the roof level, but we all learned from each other. It was great to see them enjoying U.S. beef and having a great time learning to grill."

While in Japan, the Heartland Team also saw firsthand how U.S. beef is positioned in retail coolers, often right next to products from countries like Australia and even Spain. Clark Price, North Dakota rancher and ex officio member of the North Dakota Beef Commission, noted that U.S. beef stacks up favorably to competitors from around the globe.

"On a quality basis, U.S. beef is superior to beef from countries like Australia, simply because of our marbling. The grain-fed product we're producing is far superior to most of our global competitors," said Price, noting that the price point for U.S. beef being sold at retail in Japan is also a positive, allowing it to be featured by retailers more often.

However, he pointed out that tariff advantages enjoyed by Australian producers is beginning to pose challenges for U.S. products.

"From a tariff standpoint, U.S. beef faces a 38.5 percent tariff today, while Australia's tariff is 12 percent lower," Price said. "If we can get back to a level playing

field, it's going to be huge for our opportunity to bring more beef into Japan. Once we get on a level playing field on price, we are very much the superior product."

The opportunity to experience the Japanese culture and gain a better understanding of how U.S. beef is being utilized by consumers overseas was cited by many participants as a highlight of the trip.

"It's enlightening to me to see that the Japanese consumer has a lot of room for growth of beef consumption, especially U.S. beef," said Price. He noted that there is significant upside potential to increase market share and per capita consumption of beef, which stands at just over 20 pounds annually. Checkoff-funded promotions to introduce concepts such as gourmet burgers and thick-cut steaks to the market are helping boost U.S. beef's opportunities.

"Buyers here are very loyal to U.S. beef. It's a value to them and they see it as superior in both quality and reliability year-round," said Jones. "We're hearing the same things in Japan that I've been hearing from domestic consumers in the U.S. Consumers here are focused on quality and I think the American producer is hearing that loud and clear."

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