



The Minnesota Cattlemans

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

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Volume 21 | Edition 1 | February 2020

Cattlemen Meet in Willmar for 2019 Annual Convention.

Maple Plain— Nearly 300 cattlemen, cattlemen, and cattle industry members gathered in Willmar, MN for the 2019 Minnesota Cattle Industry Convention. This premier networking, policy and educational event in the Minnesota cattle industry featured speakers and an industry leading tradeshow that gives cattlemen and women the tools to connect, learn and thrive into 2020.

“This year’s convention was a great combination of celebrating the past years successes and charting the policy direction for the upcoming year,” said President Mike Landuyt.

Opening this year’s event, attendees heard from Dr. Sara Place, one of the leading voices when it comes to telling the cattle industry story about sustainability. She’s a 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.

During the 2019 “Cattlemen’s College Educational Series”, attendees were updated on BMPs for protecting themselves from activists and nuisance lawsuits during the “Ask an Attorney” session. Emily Wilmes, from the U of M Extension Rural Stress Task Force, discussed practices for handling stress and the resources available within the state. The education series ended with the Soil & Water Conservation District led conversation and demonstration displaying the soil health impacts of overgrazing. The “Cattlemen’s College Educational Series” was sponsored in part by the National Corn Growers Association, Gislason and Hunter, LLP, the University of Minnesota-Extension and Minnesota Soil & Water Conservation District.

Attendees also heard from state and national cattle industry and political leaders about current efforts to grow and defend the cattle industry in Minnesota and across the country. Bruce Kleven, MSCA Legislative Advisor, and Kent Bacus, NCBA Director of International Trade and Market Access, shared insight on current policy trends and looked forward into 2020. Members of the MSCA resolution committee set new policy on carcass weight reporting, trade, climate change and biosecurity.

During Friday evening’s “Best of Beef Banquet”, Tim and Rita Nolte were awarded the 2019 Minnesota Cattlemen of the Year award for their commitment to the association through their time as members. The Industry Service Award recipient for 2019 was past Minnesota State Cattlemen’s Association Executive Director Ashley Kohls, for her dedication to the Minnesota beef industry. Ashley served as the Executive Director of the association for six years and has been a valued advocate for the Minnesota beef industry.

The convention wrapped up with a keynote on Saturday from Zach Johnson. He is known to his 300,000+ followers on YouTube as the “Minnesota Millennial Farmer.” Zach is a 5th-generation farmer who’s spent his life growing, working and learning on his family’s farm. Zach disused how he actively promotes

agriculture by sharing his day-to-day experiences while providing farmer-to-farmer education to help facilitate a collaborative conversation between farmers and the public.

The Minnesota State Cattlemen’s Association newly elected leadership team includes: Joe Wagner of Brandon, MN as Feeder Council Chairmen and Jake Thompson of Barnsville, MN as Cow/Calf Council Chairmen. Regional directors include Eric Zeltwanger of Morris, MN as Region 4 Director, Tyler Tramm of Isle, MN as Region 6 Director and Tom Helfter of Le Sueur, MN as Region 8 Director. The MSCA executive committee for 2020-2021 will consist of Mike Landuyt, Walnut Grove, MN as President, Grant Breikreutz, Redwood Falls, MN as President-Elect, Mark Pankonin, Lamberton, MN as Vice President and Kevin Hoge, Aitkin, MN as Secretary.



Cattlemen listen to Dr. Sara Place discuss her research on sustainability in agriculture during the opening keynote

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NEWS - TIME SENSITIVE MATERIAL



Ashley Kohls received the 2019 Industry Service Award during the Best of Beef Banquet



Tim and Rita Nolte were awarded the 2019 Minnesota Cattlemen of the year award



MIKE LANDUYT
President, Minnesota State Cattlemen's Association

It was great to get to see everyone that was able to attend convention! It is a highlight of the year when we get to celebrate

all of the wonderful people that make up our organization. The Wilmar location was very accommodating to us, and the weather cooperated. Thanks to the Noltes and Ashley! We are all very grateful for everything you have done to move MSCA forward. Congratulations on your awards. So many people need to be thanked for making convention a success. I fear I will leave someone out if I listed you all individually. So much work goes in to planning and preparation. Logistics when the event begins, keeping everything flowing and the

meetings on time. Plus the extra work put in by the various committees to have things ready to bring to membership. Thank you to everyone that helped make convention a success.

A lot of things have been happening this winter on the trade front. Many of the trade deals that have been in the works for years are moving forward, passing congress and being signed by the respective countries. We have been busy trying to get the beef related news on these deals out you all.

Hopefully by the time this paper hits your mailbox, we are

close to having a new Executive Director hired.

Your officer team has been busy this winter getting around to all of your membership meetings. We always enjoy getting to travel the state meeting with you all. We have also been busy going to different agency meetings to keep up on all the issues that could affect you.

Thank you everyone that is working to produce, promote, and protect our beef industry in Minnesota!



JAKE THOMPSON
Chairman, Cow/Calf Council

Hello fellow cattlemen and cattlemen,

This winter seems long already, and it's only the middle of January. With calving right around the corner for us, preparations are on the way.

The winter may be long, but there is some optimistic bright spots in the trade markets. Phase 1 of the China Trade Deal has been signed. There are some key wins for the beef industry in this agreement. First, China will expand the scope of beef products allowed to be imported. China will establish maximum residue levels of three synthetic hormones legally used in the U.S. for decades. China immediately recognizes oversight of the U.S. meat and processed meat

facilities by the USDA's FSIS, thereby eliminating any unique registration requirements. China will also establish a protocol for importation of live cattle/breeding stock. USDA is estimating a \$1 billion in beef exports annually. USMCA which is the trade agreement between U.S., Mexico and Canada is expected to pass by Senate.

A reminder that there is grant money available to Minnesota livestock owners for prevention of wolf attacks. The deadline to apply for this grant is January 31, 2020. The application can be found at www.mda.state.mn.us/wolfgrants, but is only available to those who are in the MN wolf range determined by the MN DNR. Also, don't forget about U of M cow/calf days that are approaching with 10 different meetings ranging throughout the state from Jan 21st - Jan 31st.

I know the search for a new Executive Director for the MNSCA is to the interview process. It is very exciting to know that the future of this association looks bright. If you are located in region 2/3, we are still looking for a regional director. If you are interested,

get ahold of President Mike Landuyt.

Well I hope everyone stays

warm and until next time keep those feeder tractors plugged in!



JOE WAGNER
Chairman, Feeder Council

Greetings, Happy New Year! It is quite a frigid day as I write this article at -17 degrees. This is the coldest weather of the year to date. Not too bad, considering it's mid January. The above average temps to date should have allowed all the drainage systems to "catch up" on all the moisture we received last summer and fall. We had our annual convention in December in Willmar. I thought the hospitality was excellent. It was great to see a lot of people and catch up on how the fall went. The convention went well. There were a lot of great speakers and

the overall attendance was good. In the near future, we will have a new Executive Director hired. This position will be shared with the Beef Council for some duties and should allow for the two groups to work towards finding a great individual. The trade agreement was just signed with China on January 15th. It's not clear as of yet what ag products and when China will start these purchases. I am not sure on how the China deal will impact beef demand but we can rest assured that the Japan deal is and will be a major factor for beef demand moving forward. Also the Canada/ Mexico and European Union deals will be big for agriculture. It seems as if though there has been a tremendous amount of progress made in the last few months to open the doors considerably wider for a lot of ag products. Let's hope this will bring added prosperity to all of us in the ag community moving forward. Stay warm and be safe.



DEBBIE CHUTE
Cattlewomen President

As I am writing this, it's been a month since our 2019 MN Cattle Industry Convention. As always, it was two days spent learning from speakers, from fellow cattle people, visiting the trade show exhibitors and

of course enjoying delicious beef meals. Thank you to all who planned the convention and to all who attended.

We were very fortunate to have our American National CattleWomen President, Wanda Pinnow of Baker, Montana, join us at the convention and for our annual meeting. Wanda updated our members and guests with the status of ANCW, the activities herself and others on ANCW leadership team have been involved in and invited all to attend ANCW Annual Meeting in San Antonio February 3rd - 5th.

We also recognized two of our members with very deserving honors. Gail Johnson was recognized as 2019 CattleWoman of the Year. Gail serves as our Education Chair. During 2019, she attended many county fairs, always going through their agriculture education booth or buildings for ideas on how beef is being promoted. Education is very near and dear to Gail. She is an elementary teacher and serves

on the Minnesota State Fair Board.

Shari Boyum was honored with a Lifetime Achievement Award. Shari has been an intricate part of the Minnesota CattleWomen for years. Shari was a long-time treasurer for our organization. She volunteered as the Country Store chairperson, keeping track of the inventory and purchasing new items as needed. Shari was at numerous ANCW region meetings and national conventions, Minnesota Cook-Off events, and Beef Ambassador programs. Wherever and whenever help was needed, Shari was there!

Congratulations to both of these amazing CattleWomen!

Our spring quarterly meeting is being planned. Location and date have yet to be determined. Details will be emailed out to our membership as soon as they are finalized and will also be posted on Minnesota CattleWomen's

... continued on page 3

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Minnesota Cattleman
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Debbie Chute . . . continued from page 2

Association Facebook and website page. We welcome anyone to our meetings and events. If you would like more information or have questions, you can reach me at 218-330-0042 or dchute59@gmail.com.

“Beef – it’s What’s for Dinner. And Lunch and Breakfast and anytime you are hungry!”



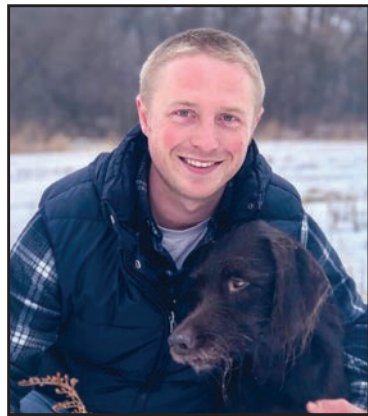
Shari Boyum received her Lifetime Achievement Award from Vicky Fick during the Best of Beef Banquet”



Gail Johnson received the 2019 CattleWoman of the Year Award

Ruminant on That - Commentary from Dr. Joe.

Calf scours can be a major problem for any cow-calf operation. Controlling the disease is a complex issue and has many variables. While we can identify specific agents of disease that cause scours, it is important to remember that the control of the disease often requires a system-wide approach of prevention rather than individual treatment to solve the problem.



What causes calf scours?

Scours has many causes. We often focus on the infectious causes, which are significant, but it is important to note that there are also non-infectious causes of calf scours.

Infectious

Rotavirus, Coronavirus, or Cryptosporidium cause 95% of infectious calf scours cases. These three agents can also be present in combination. All calves are exposed to these pathogens; it is unavoidable. The deciding factor in whether or not a calf gets sick is often dose-dependent, meaning the more pathogen a calf receives, the more likely they are to have scours.

Rotavirus

This virus infects cells essential to the absorption of nutrients in the small intestine. The lack of small intestine nutrient absorption causes nutritional deficiencies for the calf and interferes with the rest of the digestive tract’s ability to absorb water. The result is diarrhea, with an added complication of missing nutrients for the calf.

Coronavirus

This virus infects cells in a similar way to Rotavirus. However, instead of just interfering with absorption, the virus actively kills cells in the lining of the intestine. The result is widespread destruction of the lining of the small intestine. The calf cannot absorb any nutrients, the inflammation is massive, and severe diarrhea occurs.

Cryptosporidium

Cryptosporidium, often referred to as Crypto, is a protozoan. Protozoa are microscopic animals. The most important thing to remember is that Crypto is not bacteria. Crypto implants itself in the wall of the intestine and causes severe inflammatory damage to the lining of the intestine. This damage results in diarrhea for the calf. Crypto infections are incredibly painful for the calf. Outside of the body, Crypto has a thick shell that allows it to

Dr. Joe . . . continued on page 11

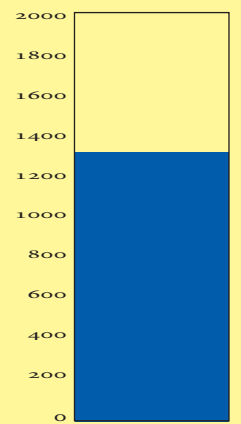
Don't Forget to Renew Your Membership!

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 2020. If you are interested in learning more about the Beef Alliance program, contact Aimee Sitter at 269-804-9185 or email aimee@mnsca.org

Prime

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

Choice

Elanco
Wieser Concrete

Select

Zoetis

Presidential

Purina Animal Nutrition
Phileo Lasaffre*

* Indicates giving above base level for that category!

Upcoming Events/Important Dates:

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

February

- 3: Rock Nobles Cattleman Meeting
- 5-7: Cattle Industry Convention & NCBA Trade show, San Antonio, TX
- 8: Midwest Cattleman Meeting, 6:00 pm Dawson, MN
- 19: BQA Certification, 5:30 pm, Mable Community Center, Mable, MN

March

- 17: Murray County Cattleman Meeting, Hadle, MN
- 28: Pipestone County Cattleman Meeting
- TBA: Quarterly Board of Directors Meeting

July

- 13: Quarterly Board of Directors Meeting, Luverne MN
- 14: 2020 Rock Nobles Cattlemen’s Association Summer Tour, Worthington, MN

August

- 4-6: FarmFest, Morgan, MN

September

- 12: September Quarterly Meeting, Walnut Grove, MN

December

- 3-5: MSCA Annual Convention, Hinckley, MN

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!



Cattlemen gathered on January 10th for the Northwestern Stockman Meeting in Roseau, MN



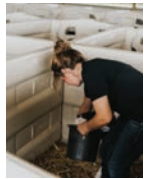
MSCA Leadership talks Asian trade with the Cottonwood Cattle producers at their January Meeting



Minnesota Beef Council 2019 Annual Report

PROMOTION

MN Beef Goes Viral: Social media is a great way to engage consumers with delicious beef recipes, educational content, and to showcase the outstanding beef farmers and ranchers in our state who are raising high quality beef. We produced a video called “Meet Bennett, a 5 Year Old Cattle Feeder” that went viral. The video gained 246,000 views, 1,600 reactions, 351 comments and 2,600 shares, making it our best performing post ever!



Farmer Feature Videos: We also featured several beef farm and ranch families to connect consumers with producers. We reached over 15,700 additional viewers on three full-length videos. The main goal was to increase awareness and traffic to our website, where we house additional beef production information.

Food Preparation Videos: The MBC staff frequently share beef preparation videos, recipes, tips and tricks. These videos generate thousands of views and interactions and continue to be well received by viewers.



Nourish Move Love Partnership: A partnership outside of the box, but so fitting for sharing our “Beef for Strength” message. Lindsey Bomgren of ‘Nourish, Move, Love’ has been an outstanding consumer spokesperson to work with. Lindsey is a young millennial mom focused on fitness, nutrition and healthy living for sustained mental and physical strength.



Our first video project included the “7 Day Meal Plan with Beef” and the “30 Minute Pyramid Beef Strong Workout.” To date, the “Beef Strong” workout video has been voted by her followers as the “most challenging” workout, and it has proved to be her most frequently viewed workout video with over 14,800 views from her blog alone!

12 Days of Holiday Giving: Through a holiday promotional campaign, MBC featured great beef-related gift ideas, which generated 17,000 views, 2,300 comments and 547 shares.

Digital Advertising Monthly: Each month, MBC staff are designing new creative digital advertising strategies that are on-trend, seasonal and click-bait worthy. As a result, we have seen overall increased traffic and session duration on our website and social media platforms. Having a strategy all year long has been very beneficial in reaching a wider consumer audience right where they are and across several platforms and devices.



Health & Nutrition Influencers: Through several health professional conferences, meetings and beef immersion farm tours, MBC directly connected with influencers and shared information on beef production practices, beef nutrition evolution and common misperceptions related to the nutrition of beef through science and research findings.



Culinary Partnerships: The MBC staff works to foster relationships with chefs, restaurant owners and culinary students. We do this through meat cutting demonstrations with culinary schools and through the Minnesota Chapter of the American Culinary Federation. Each year, we name a Minnesota Restaurant of the Year. This year’s “Food Service Beef Backer of the Year” was Pittsburgh Blue Steakhouse in Maple Grove and Edina.

Retail Partnerships: Grocery stores, meat markets and convenience stores serve a vitally important role as the point of purchase for consumers to connect with our amazing beef products. Activities this year included support and education to meat managers, marketers and dietitians at Hy-Vee and Coborn’s, along with continued partnership with the Minnesota Association of Meat Processors (MAMP) to connect with many of our local butchers and meat markets. This year’s “Retail Beef Backer of the Year” was Steve’s Meat Market in Ellendale.

Twin Cities Live: MBC makes a monthly appearance on Twin Cities Live, an afternoon program that airs daily on KSTP. Each segment is posted on our YouTube Channel after the air date. In 2018, we had over 800,000 household viewer impressions.



International Marketing: Prominent media representatives from Japan visited Minnesota to learn more about the U.S. beef industry. As guests of the MBC and the U.S. Meat Export Federation, attendees learned how cattle are raised and how meat is marketed through both retail and foodservice channels.

As of October 2018, the value of exports to the beef industry amounts to \$6.92 billion, up 17% from 2017. This equates to a value of \$320 per head of fed slaughter cattle for January – October 2018.

A major project this past year has been supporting the USMEF’s U.S. beef promotion efforts in Asia. In May, representatives of MBC and Minnesota State Cattlemen’s Association traveled to Japan and China to meet with important industry leaders. They also connected with consumers at the retail counter and through influencer grilling events.



Beef Quality Assurance: MBC’s Beef Quality Assurance Program hosted 20 trainings in 2019. In Minnesota, nearly 5,600 farmers and ranchers have an active BQA certificate.

Advocacy Training: The Minnesota Top of the Class program is a dynamic, year-long educational experience featuring both in-state and out-of-state seminars. The goal of the program is to equip participants with the training, knowledge and experience they need to be sources of information for local, state and national media outlets, journalists and consumers looking for information about beef production. In 2018 and 2019, 16 members of the Minnesota beef community completed the program.

Local Producer Promotion: MBC contributed nearly \$8,000 through the Local Producer Promotion Program to local organizations promoting beef to consumers. This is a great way for us to extend our efforts to local communities throughout the state of Minnesota.

Research: Checkoff funds are allocated to various research projects related to beef product enhancement, beef nutrition, beef safety and beef sustainability.

To keep up to date with the Minnesota Beef Council activities:

On air: Linder Network (Mondays at 12:45 p.m.), RRFN (Wednesdays at 12:35 p.m.), KASM (Mondays at 12:20 p.m.), KDHL (Tuesdays at 6:00 a.m.) and WNAX (Wednesdays at 8:30 a.m.)

Online: www.mnbeef.org



MBC Board of Directors

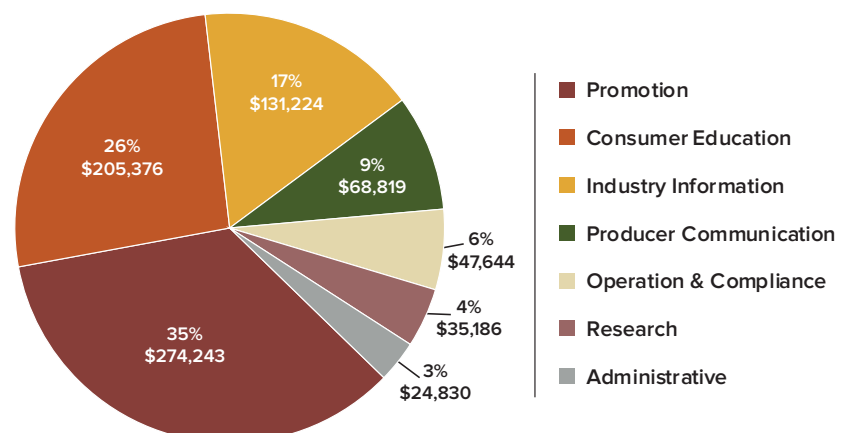
- District 1: Patricia Erickson, Dan Larson
- District 2&3: Tom Olson
- District 4: Kami Schoenfeld, Davis Wulf
- District 5: David Glessing, John Schafer, Dave Marquardt
- District 6: Duane Munsterteiger
- District 7: Travis Reith, Neil Johnson, Mark Malecek
- District 8: Lori Beckel, Jeri Hanson
- District 9: Katie Brenny, Jeff Pagel



MBC Staff

- Karin Schaefer, Executive Director
- Katie Davis, Business Manager
- Royalee Rhoads, Director of Industry Relations
- Becky Church, Communications Director

Minnesota Beef Council Fiscal Year 2019 Expenditures by Category Total Expenses: \$787,322





Dear Fellow Producers,

Cattle producers have their feet firmly planted in two worlds: The world of tradition, using knowledge and skills handed down through the years that help result in vibrant, healthy animals producing the best beef in the world, and the world of technology, using the most up-to-date information to help us manage our businesses, market our animals and stay abreast of our situations.

Truth be told, most of us are probably more comfortable in the first world. After all, knowing and caring for animals comes naturally. Technology can be intimidating and moves so quickly these days that it's just difficult to stay current.

Stay current we must, however, especially when it comes to marketing beef. Consumers no longer get their information about beef from friends or the sales flyer in the weekly newspaper. The internet, social media, smart phones, artificial intelligence and other emerging technologies are influencing how we must talk with and educate those who buy our products.

Our Beef Checkoff is staying abreast of new technologies, using them effectively to reach both current and potential beef buyers. Thanks to your checkoff investments, we're able to keep beef front-and-center with those who consume our product and those who market it.

Research suggests we're on the right track. A recent independent evaluation of the national Beef Checkoff found that for every dollar invested, \$11.91 is returned to the beef communities' profitability. That's technology we can take to the bank.

Yours truly,

Laurie L. Munns

Laurie Munns
Hansel Valley, Utah
Chairman, Federation of State Beef Councils



Funded by Beef Farmers and Ranchers

Riding Technology Into the Future

Twenty-five years ago, having a website meant you were on the cutting edge of technology. No longer. Today a website is merely the foundation. In 2018 there were more than 1.8 billion websites globally, competing for the attention of consumers.

The Beef Checkoff's *Beef. It's What's For Dinner.* brand has successfully attracted a following of consumers through many channels, including an updated www.BeeftsWhatsForDinner.com digital website, which answers questions consumers have about beef from pasture to plate. Since its relaunch more than 15 million people have visited the new website. But that's just the beginning of the Beef Checkoff's technological footprint.



To keep up with the evolving marketing landscape a new tool called Chuck Knows Beef was introduced in 2019. Powered by Google Artificial Intelligence, Chuck Knows Beef is a guide to all things beef – recipes, cooking tips, cut information, production background – helping source its customized responses from content found on the BeeftsWhatsForDinner.com website.

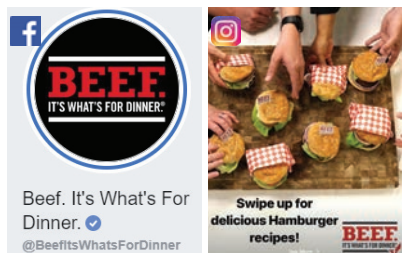
Chuck Knows Beef is based on the emerging trend toward smart speakers, such as the Google Home and Amazon Alexa. It can help the 70 percent of consumers who say technical support would help them when shopping for beef. Like the BeeftsWhatsForDinner.com website, Chuck Knows Beef represents a prime opportunity for the beef industry to utilize technology to help increase consumer demand, giving consumers confidence in selecting and preparing beef.

Maximizing Millennial Reach



In 2014 Beef Checkoff advertising went 100 percent digital primarily to reach older millennial parents, who are more digitally connected. A new "Keep Sizzlin'" collection of online beef advertising, for instance, shows beef being cooked by grilling, smoking, stir-fry, sous vide and cast iron. In addition to providing consumers with drool-worthy content, the ads lead consumers BeeftsWhatsForDinner.com, where they learn to prepare the perfect beef meal.

New videos utilize the "Nicely done, beef" slogan and highlight the attribute consumers say distinguishes beef from other protein options: its great taste. Appearing on popular websites and social media platforms, Nicely Done advertising uses tongue-in-cheek humor and beef's swagger to help position beef as the top protein. Nicely Done through social media, search or display ads have had more than 98 million video views, creating more than 4 million engagements, and resulted in more than 500 million consumer impressions.

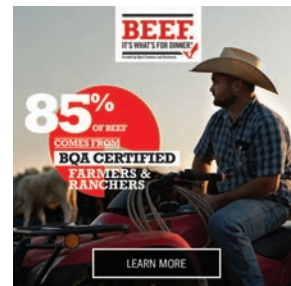


Beef. It's What's For Dinner. has also made a significant impact on Facebook and Instagram. Thirteen Facebook Live videos, featuring recipes and cooking tips from checkoff culinary experts were produced and posted over the past year, with almost 65,000 views. These videos continue to live on the *Beef. It's What's For Dinner.* Facebook page. In addition, six Instagram TV videos were posted in 2019 reaching thousands more consumers.

Technology also influences how the Beef Checkoff educates and motivates those who market beef. A test last year with Instacart, an online delivery service available to more than 80 percent of American households, demonstrated that *Beef. It's What's For Dinner.* ads at digital point-of sale increased beef purchases among users and proving to retailers the program's greater-than-average return on investment.

Partnering with other third-party content sites can also be useful in addressing complex beef issues. For instance, the Beef Checkoff has worked with Quartz, Greenbiz and Nativo to ensure consumers see balanced information about how beef is both healthy and sustainable. Articles with these groups have garnered almost 8.5 million impressions.

Technology is also helping improve international marketing. To share beef farming and ranching with audiences across the globe, *Beef. It's What's For Dinner.* is making its virtual ranch tours available in Korean, Japanese, and Spanish. The 360-degree videos virtually transport the viewer to a U.S. ranch to show how cattle are raised and cared for. Originally created by NCBA as part of checkoff-funded Beef. It's What's For Dinner. Rethink the Ranch outreach, the videos are giving audiences around the world a chance to experience U.S. beef production practices.



The Beef Checkoff-funded Beef Quality Assurance program has utilized technology to enhance success with cattle producers. More than 50,000 individuals have gone online to obtain BQA certification since 2017. Free online training and certification is accessible 24/7, making it a convenient option for busy farmers and ranchers. BQA certifications are also available at in-person training events. An estimated 80 percent of the U.S. fed beef supply is touched by BQA-certified operations.

Boosting International Demand

Of course, current technology will not be a component of all Beef Checkoff programs, such as international programs that boost international beef demand. U.S. beef exports, in fact, reached a record-shattering \$8.3 billion in 2018, a year-over-year increase of 15 percent. While Japan solidified its position as the leading international destination for U.S. beef, much of the year's growth was driven by South Korea and Taiwan. 2019 has seen continued momentum for these two markets, with both achieving double-digit growth through the first half of the year.



The U.S. Meat Export Federation, a subcontractor to the Beef Checkoff, uses checkoff support to promote the unique attributes of U.S. beef worldwide, including to key buyers in the Korean and Taiwanese foodservice sectors, where dry-aged U.S. beef is increasingly popular.

In the United States, many other efforts not requiring enhanced technology – including personal and face-to-face interactions – reach both consumers and those who influence them, such as farm-to-fork tours for influencers, discussions with dietitians and health professionals, farm-to-fork tours for chefs and other influencers and dozens of other outreach efforts.

Being on the front line in today's marketplace, however, requires the beef industry to keep pace with the needs of consumers who buy its products. Thanks to beef producer investments in the Beef Checkoff, technology and beef can go hand-in-hand.

| Cattlemen's Beef Board Fiscal Year 2019 Expenditures | |
|---|--------------------|
| Promotion..... | \$10,580,409 |
| Research | \$9,891,043 |
| Consumer Information..... | \$7,571,245 |
| Industry Information | \$3,357,876 |
| Foreign Marketing | \$8,347,484 |
| Producer Communications | \$1,637,234 |
| Evaluation | \$158,875 |
| Program Development | \$435,772 |
| USDA Oversight | \$596,367 |
| Administration | \$1,729,852 |
| TOTAL EXPENSES | \$44,306,15 |

Unaudited Numbers

Trade Deals Done Well

By: Colin Woodall
NCBA CEO

NCBA has delivered some big wins for our industry this past year, but perhaps none are bigger than the trade deals we've delivered to close out 2019. We're proud to work closely with the Trump Administration to deliver these major victories that will certainly boost our markets in the year ahead. International markets have been adding an additional \$300 per head in value to fed cattle prices this year. That money flows back through our industry and helps support prices for every animal sold, at every level, whether you realize it or not. In just the past few weeks, we've managed to finalize a trade deal with Japan that places us on a level playing field with participants in the TransPacific Partnership. Because of NCBA's dedication to working with the Administration, America's cattle producers will no longer be at a competitive disadvantage in our largest export market. That means our current market of \$2 billion a year – nearly \$100 per head sold – is likely to grow in the years



to come, as the tariffs imposed on U.S. beef decline from the current 38.5 percent to 9 percent. Starting Jan. 1, U.S. beef will be sold at the same tariff level as production from Australia, Canada, Mexico, and other countries. We also saw movement on the U.S.-Mexico-Canada trade deal in December, with the announcement that the U.S. House of Representatives will soon vote on this crucial agreement that will maintain our duty-free access with two of our largest and most important markets. NCBA has been working closely with the office of U.S. Trade Representative (USTR) and the Administration to navigate the difficult complexities of a multilateral trade deal that impacts countless commodities and industries and we're extremely pleased with the outcome. If you haven't already done so, it's imperative that you reach out to your members of Congress and urge them to support swift passage of this critical trade deal. In addition to these two important trade deals, NCBA also worked to expand access to the market in the European Union. The deal negotiated by USTR established a duty-free quota for high-quality U.S. beef from non-hormone treated cattle. Once implemented, the annual quota will increase from 18,500 metric tons in year one to 35,000 metric tons in year seven. The country-specific quota will benefit U.S. beef producers

who participate in

USDA's non-hormone treated cattle program that was established in 1999; no longer will producers see quota consumed by competing nations in the future. In all, this deal will increase annual U.S. beef sales in Europe from \$150 million to \$420 million in year seven, a significant win. Finally, as we're preparing for the Christmas Holiday, we received word of major progress in a market that U.S. producers have long targeted for access. Negotiators announced Dec. 13 that they have reached a phase one deal with China. Although we're currently awaiting details of the agreement, we're optimistic that this is a positive step forward for our industry. In order to develop meaningful trade with the growing Chinese market, we must overcome the retaliatory tariffs China has placed on agricultural products for much of the past year. We must also ensure that China's unjustifiable non-tariff barriers and restrictions on science-based production technologies are addressed in any eventual agreement. By doing so, we'll ensure long-term access for U.S. beef that will allow Chinese consumers to enjoy the same high-quality, safe and sustainable U.S. beef that consumers around the globe have enjoyed for decades. To add China to the growing list of trade wins NCBA has notched in 2019, we'll continue to work closely with the Administration to ensure the U.S. continues to benefit from these important overseas markets.

Preview Of The 2020 Minnesota Legislative Session

Minnesota lawmakers will convene for the start of the 2020 legislative session at noon on Tuesday, February 11. The 2020 session will be shorter in length than the 2019 session, which was the longer, budget-setting year. Anything up for debate this year will be addressed in the context of three overall drivers that will influence the direction of the entire session.

The first session driver will be the upcoming elections. Republicans took control of the Minnesota Senate in 2016 while Democrats took control of the House and kept control of the Governor's office in 2018. Governor Walz has almost three years left on his current term, but all 67 Senate seats and 134 House seats will be on the ballot this fall. Senate Democrats will spend much of the 2020 session trying to gain advantages over incumbent Republicans in an effort to win back control of the Senate in November. Meanwhile, House Republicans will do the same in the House.

The second session driver will be the \$1.33 billion projected budget surplus.

... continued on page 7



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The November budget forecast indicates that at the end of the next two-year budget cycle the State of Minnesota will have a \$1.33 billion budget surplus. The projected surplus is not the equivalent of having money in the bank, but rather represents what the State Economist thinks the books will look like at midnight on June 30, 2021, when the next two-year budget ends, assuming revenue and spending patterns are not changed by the legislature and the Governor. Although this is not the budget year, legislators will likely discuss allocating the projected surplus through tax cuts, additional spending, or a combination of both.

The final driver of the 2020 legislative session will be the debate and passage of the capital bonding bill. The capital bonding bill is usually passed every two years and it provides funding for major construction projects around the State. It's worth noting that the bonding bill is the one bill that requires support from both parties - 81 votes are needed to pass the bill in the House (there are 75 Democrats and 59 Republicans) while 41 are needed in the Senate (there are 35 Republicans and 32 Democrats). The main issue in the bonding bill will be the overall size of it: Governor Walz supports a bill totaling \$2 billion that focuses heavily on preserving

current infrastructure while Republican legislators are inclined to support a much smaller bill.

Other major issues on the table this year could include health care costs, education funding, opioid addition, guns/school safety, and possible legalization of marijuana. There might also be a debate about transportation funding. Transportation funding has wide support but because there are so many stakeholders – voices for roads, bridges, light rail, buses, transit, even bike lanes – getting a package together that everyone can agree on is difficult.

General agriculture issues of interest to cattlemen include climate change legislation, efforts to restrict seed treatments and spraying, fertilizer use, and additional water quality regulations. Ag groups will also work to correct an unintended consequence in the 2019 tax bill that resulted in some farmers receiving retroactive tax bills from the Minnesota Department of Revenue on equipment that was previously traded.

The 2020 session must adjourn no later than midnight on Monday, May 18.

Thank You To All Of The Vendors And Sponsors

A special thank you to all of the vendors and sponsors for the 2019 Minnesota Cattle Industry Convention. Without the generous support of these sponsors, this event would not be the event that it is today. Please be sure to take time and thank them for their continued commitment

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Cattlemen tested their corn hole skills at the trade show during breaks at the convention



Ashely Kohls accepting the Industry Service Award from MSCA Leadership during the "Best of Beef Banquets"



2019 NCBA Policy Division Chairman Don Schiefelbein gave a presentation during the "Best of Beef Banquets" Saturday night.



University of Minnesota Extension Agent Emily Wilmes shared strategies to help with farm stress during the Cattlemen's Education series, sponsored by the National Corn Growers Association

Defending Beef Against Meat Substitutes

New plant-based protein products are gaining a lot of attention in the news media and are showing up in retail and foodservice outlets to great fanfare. Research shows that consumers overwhelmingly choose beef and other animal proteins as their top choice for protein. And, through NCBA's continued checkoff-funded efforts, we are working to position beef as the top protein through ongoing efforts.

Proactively though, NCBA, as a contractor to the Beef Checkoff, manages the Beef. It's What's For Dinner. Brand, and is reaching millions of consumers with ads like the ones shown below that are running on popular digital and social media platforms around the country that aim to "steak" beef's claim as the top protein. To date, these ads have been viewed more than 3.3 million times and have driven more than 10,000 clicks back to the Beef. It's What's For Dinner. website for consumers to learn more about real beef.

When a consumer hears about these meat substitutes—whether it's on the news or from a friend or an advertisement—they might Google for information about these products. So, Beef. It's What's For Dinner. looks for creative ways to position beef as that top protein. In June, the team started running a Google search campaign that would serve up a Beef. It's What's For Dinner. ad to consumers when they Google new plant-based burger options and then give them a link back to Beef. It's What's For Dinner.com to get a mouthwatering real beef recipe. Since that effort started in June, BIWFD search ads have appeared in over 75,000 searches for Meat Sub-related queries, resulting in more than 1,000 clicks back to the Beef. It's What's For Dinner site.

In late August, a webinar for supply chain professionals attracted more than 350 supply chain professionals from the retail, foodservice, manufacturing, distributing and packing industries. The webinar, "Getting to the Meat of the Matter: Do Meat Substitutes Stack Up to Beef?", featured updates regarding the regulatory and labeling landscape for meat substitutes by NCBA's policy experts, insights from consumer research and channel intelligence teams, and facts about beef's nutrition and environmental sustainability. The webinar attracted decision makers from leading consumer-facing brands and reinforced the fact that meat substitutes may be driving headlines, but beef drives sales. The webinar and other content were supported through digital sponsored content in industry trade publications, such as a commissioned article and infographic in Winsight Grocery Business, Restaurant Dive, Grocery Dive, and others. In total, the paid supply chain trade media efforts reached more than 185,000 business-decision makers with important information about beef.

In October, a new fact sheet that shows how ground beef and meat substitutes stack up when it comes to nutrition profile and ingredients was developed and

posted on BeefItsWhatsForDinner.com, under the Infographic Library section. This infographic has been shared with a variety of audiences, including media and influencers as they ask questions about meat substitutes.

On Nov. 22, one of the newer meat substitute companies that manufacturers a soy-based burger commented on a Beef. It's What's For Dinner. Twitter post which featured the Beef Holiday Drool Log, which is a video of a delicious Beef Prime Rib Roast slowly cooking over an open flame—for 2 hours! Inspired by the classic yule log video and a social experiment that found that more than 33 million people watched a 2.5-minute video of a beef steak cooking in a cast-iron skillet, the Beef Drool Log is a reminder that the holidays just aren't the same without the perfectly cooked beef roast. The meat substitutes company commented on the Beef Holiday Drool Log video on Twitter saying, "Okay, boomers." For those of you who don't speak Twitter-slang, "Ok Boomers" has basically become a social media insult for Millennials to say to "older generations." Beef. It's What's For Dinner. took it as an opportunity to defend the brand that farmers and ranchers are behind and posted a response that said, "Don't be so salty... oh, wait..." and a LOT of people took notice to the response—in fact, that response had a reach of more than 160,000 and more than 24,000 impressions, 70+ retweets and 400+ likes. The meat substitutes company hasn't responded again.

This is just a sample of the efforts NCBA has made on behalf of the Beef Checkoff. Follow Beef. It's What's For Dinner. on Twitter and other social media properties to stay up-to-date on the latest information.



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January 15th Signing of a Phase-One trade agreement with China

“We are pleased that the Phase One trade deal with China was signed. This agreement removes several nontariff trade barriers including the ban on production technologies, the extensive traceability requirements, and the 30-month BSE restriction,” stated MSCA President Michael Landuyt

WASHINGTON (Jan. 15, 2020) — The National Cattlemen’s Beef Association applauded the signing of a Phase-One trade agreement with China, saying this agreement will lay the groundwork for American-produced beef to be highly competitive in the world’s most populous market.

“The Phase-One Agreement with China will be a game-changer for the U.S. beef industry,” said NCBA President Jennifer Houston, who joined President Trump at the White House for today’s event. “For many years, Chinese consumers have been denied access to high-quality U.S. beef—the same U.S. beef we feed to our families. Non-scientific trade barriers like the ban on production technologies, the extensive traceability requirements, and the 30-month BSE restriction have greatly limited our ability to tap into growing beef demand in China. The removal of these massive trade barriers gives Chinese consumers access to the U.S. beef they desire, and it gives America’s cattlemen and cattlemen the opportunity to provide U.S. beef to a growing consumer-base that represents one-fifth of the global population and a middle-class that is greater than the entire U.S. population.

“We cannot begin to express our thanks to President Trump for fighting for America’s cattle producers,” Houston continued. “Restoring U.S. beef access to China was the top agenda item resulting from the Mar-a-Lago summit in 2017, and our negotiators have never stopped working to reopen the Chinese market for U.S. beef. The Trump Administration did not allow the odds to dictate the outcome, and because of their hard work and dedication, America’s cattle producers and Chinese consumers will have a stronger relationship that will benefit both countries for generations. Today is a great day for the U.S. beef industry and the National Cattlemen’s Beef Association.”

When American-produced beef was banned from China for 14 years, NCBA worked with the U.S. government for more than a decade to reopen access to the market of nearly 1.4 billion consumers. American producers scored an initial victory in June 2017, when the Chinese market was reopened for the first time since 2003. NCBA joined U.S. Agriculture Secretary Sonny Perdue and American Ambassador to China Terry Branstad in Beijing to celebrate and mark the official reopening of the Chinese market.

However, many non-science-based, non-tariff trade barriers remained in place, which limited the amount of American-produced beef that qualified for China. NCBA says that this Phase-One Agreement will begin knocking down those trade barriers and significantly improve access to what is potentially a top export market for U.S. beef producers.

History of China’s Ban on U.S. Beef

2003: U.S. beef was banned in China in 2003 following the classical BSE case.

2006: China unilaterally re-opened the market to de-boned beef from cattle under 30 months of age in 2006 as long as U.S. beef met 22 requirements that included traceability and the exclusion of meat from cattle that were of Mexican-origin. The 22 requirements were non-science based and commercially restrictive, and compliance with all 22 requirements would be extremely difficult for U.S. beef to meet.

2007: A year later, in 2007, China expanded access for U.S. beef to include bone-in beef from cattle under 30 months of age, subject to the same 22 conditions it had introduced in 2006. With these “conditions” in place, China maintained an effective ban on U.S. beef imports, even with conceptual market access on the books.

2012: United States received negligible risk status for BSE from the World Organization for Animal Health (OIE). Even with a negligible risk designation, China did not modify its BSE restrictions on U.S. beef and U.S. beef remained banned in China.

2016: China announced it would “lift ban” on U.S. beef, but only when technical discussions concluded.

2017: April: Mar-a-Lago Summit leads to 100-Day Action Plan—U.S. Beef Access at the top of the list.

May: U.S. negotiators returned from China with protocol for U.S. Beef. Protocol maintains

restrictions on use of production technologies like hormones and beta agonists. Protocol also maintains BSE restriction at 30 months and requires “book-end” traceability. Exports primarily limited to beef from NHTC program.

June: First shipment of U.S. beef arrives in China, beating the July 16 deadline.

July: NCBA joined Secretary Perdue and Ambassador Branstad in Beijing for ceremony to re-open the market to U.S. beef.

July – December: U.S. beef sales total \$30 million.

2018: Trump Administration continues to negotiate for greater market access for U.S. agricultural products including U.S. beef. Trump Administration also announced 25 percent tariffs on \$50 billion of Chinese goods as result of China’s theft of U.S. intellectual property. China threatened to respond with retaliatory tariffs on U.S. goods including U.S. beef. On July 6, as U.S. tariffs kick in, China’s retaliatory tariffs on U.S. beef kick in, raising the tariff from 12 percent to 37 percent. When you add the 10 percent Value Added Tax (VAT), that brings the effective tariff rate to 47 percent on U.S. beef. That tariff rate remains in effect today. Total U.S. beef sales in China for 2018 = \$60 million.

2019: After months of negotiations, the Trump Administration announced that a tentative agreement had been reached with China, dubbed as “Phase One”. Details of the agreement were not released, but it was announced that the agreement will be signed in January 2020.

Total U.S. beef sales in China for 2018 = \$70 million

2020: On January 15, the United States and China signed a trade agreement referred to as “Phase One”. This agreement includes changes to China’s policies on a lengthy list of trade barriers and an agreement to purchase large sums of U.S. agricultural products. Further talks on “Phase Two” will continue with hope of reaching a second agreement later in 2020.

NCBA Seeks Consistency in Beef Origin Labeling Practices

In December, NCBA reaffirmed its policy which supports voluntary country-of-origin labeling (COOL). Because the association takes the concerns of its members and stakeholders seriously, its Executive Committee unanimously approved efforts to work with USDA’s Food Safety Inspection Service (USDA FSIS) to address the Agency’s longstanding policy on geographic origin statements.

Specifically, NCBA is seeking solutions to the labeling requirements and verification procedures in place for beef products labeled as “Product of the U.S.A.,” “Made in the U.S.A.,” or similar origin claims, which will resolve the concerns of beef producers, work at the speed of commerce, meet America’s trade obligations and prevent confusion among consumers.

Since Summer Business Meeting, at the direction of its members and in response to a request brought forward by members of the Oregon Cattlemen’s Association, NCBA has been studying origin claims being made on some beef product labels. In July 2019, NCBA leaders formed a producer-led working group to examine the extent of these concerns and

the federal regulations governing such practices. Although the working group has not determined whether such practices are occurring on a widespread basis, concerns remain that consumer expectations relative to beef product labels bearing origin claims may not be consistent with FSIS’s current policy.

“NCBA recognizes that product labels are a defining feature of the shopping experience for consumers. While the majority of beef products currently advertised, marketed, or labeled as ‘Product of the U.S.A.’ are likely compliant with current FSIS regulations, the potential for consumer confusion exists,” said NCBA CEO Colin Woodall. “The core mission of FSIS is to ensure all meat and poultry products are safe, wholesome, not adulterated, and properly marked, labeled, and packaged. While FSIS has policy regarding origin labels, ultimately origin claims are marketing claims and should be regulated as such.”

NCBA said it and its state affiliates are committed to working together with USDA to bring forward a meaningful solution to ensure that any voluntary

country-of-origin claims are verified by USDA’s Agricultural Marketing Service (AMS) prior to the approval of labels by USDA-FSIS. NCBA believes that beef labels with voluntary country-of-origin labeling marketing claims should be verified through existing USDA framework that is market-based and respects international trade commitments. It is critically important that any changes not trigger retaliatory tariffs from Mexico or Canada that have already been approved by the WTO.

NCBA believes that other recent efforts to address these concerns by Congress or other industry groups — while well-intentioned — miss the mark and don’t go far enough to address the situation.

“We look forward to working with USDA and other stakeholders — something NCBA is uniquely positioned to do — to ensure that accurate and voluntary origin labels are in place to benefit beef producers and consumers,” Woodall said.

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Dr. Joe . . . continued from page 3

survive for long periods in the environment.

Non-infectious

Inadequate Nutrition

Calves need to eat. They are trying to grow in addition to fighting off any pathogens that could be present. To gain weight and still have the energy to provide an adequate immune system, calves must have energy stored in the form of fat. With beef calves, infectious agents are likely to blame, but you should also check on the dam to make sure she is providing enough milk. Mastitis, big teats, low milk production, and poor maternal instinct (calf rejection) are all potential causes of inadequate nutrition that could lead to scours.

How to diagnose scours

Manure

Just like any mammal ingesting a primarily liquid diet (think human infants), a calves feces should not be solid. Scours is not defined as loose feces. A calves feces should be slightly loose.

- Normal calf manure should be semi-formed to loose and sit on top of straw bedding.
- Scours manure will have a consistency close to water and will run immediately through straw bedding.
- Unless the manure has blood in it, the color of the manure usually has little to no diagnostic value.

Calf

A visual and physical exam, in combination with manure consistency, can help you put the pieces together. Visually, the calf should be bright and alert with clear eyes and upright ears. Sick calves are depressed and lethargic, with droopy ears and dull eyes. Watch for calves that remain lying down when most other calves have stood up. Not eating can also be a sign of a sick calf, but the goal should be to pick out the calf that is struggling before they have stopped eating. Many calves with scours will breath faster than usual with increased effort. Make sure you are not misdiagnosing scours cases as respiratory infections.

How to treat scours

As with almost anything on a farm, prevention is preferable to treatment. Having treatment protocols is essential for proper calf care, but the primary goal is always to identify the root of the problem and prevent scours. Even with excellent prevention in place, scours cases will occur. Here are the things to consider when treating.

If the calf is unable to stand, call your veterinarian. The calf may need IV fluid

therapy in addition to the treatments below.

Dehydration

Dehydration is what kills calves, and correcting with supplemental electrolytes is the most crucial part of any treatment protocol. Electrolyte feeding should be given in addition to milk feedings. If you can, leave the calf with mom whenever possible. Work with your veterinarian to decide what electrolytes to use and how often to treat.

- If you are bottle feeding, DO NOT stop feeding the calf milk. Leave the calf with the dam whenever possible and monitor the calf to make sure it is continuing to drink milk. The calf needs the nutritional value of the milk to help fight off the disease.
- Always mix electrolytes according to package instructions. Feeding electrolytes that are too concentrated can make things worse by causing more scours.

Pain/Discomfort

Scours is incredibly uncomfortable and painful for calves. There are several options for anti-inflammatory use in calves. Providing pain relief helps calves get back on their feet faster. Work with your veterinarian to determine what and how much to use.

Antibiotics

As discussed above, 95% of scours cases are not caused by bacteria, meaning in 95% of cases, antibiotics will not treat the cause of the disease. Scours can result in secondary bacterial infections. The only way to know if antibiotics are necessary is to examine the calf.

- Every exam should include a rectal temperature.
- Use antibiotics in a set protocol you develop with your veterinarian.
- Antibiotics are usually reserved for when a temperature is too high (above 102.5 F) or too low (below 101 F).

How to prevent calf scours

The cow

Preventing calf scours starts even before the calf is born. A healthy cow produces a healthy calf. We can influence the health of the calf by making sure the cow has a proper body condition score, adequate nutrition (including minerals), and a clean, dry environment. We can also use vaccines to influence what antibodies a cow puts into her colostrum (first milk) that are then passed to the calf. By vaccinating at the correct time while the cow is pregnant, we can improve the quality of the colostrum and target specific scours causing pathogens. Work with

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OptiSaf[®]BEEF

What is OptiSaf[®]BEEF ?

OptiSaf[®]BEEF is a feed additive cattle supplement manufactured by Phileo Lesaffre. OptiSaf[®]BEEF is a proprietary product containing Phileo Lesaffre's technologies and expertise in a premium feed additive formulated to aid in the general health and performance of beef cattle. It is intended for use in all classes of beef cattle including cows, calves, stocker/receiving cattle, and growing finishing cattle.

How do I feed OptiSaf[®]BEEF ?

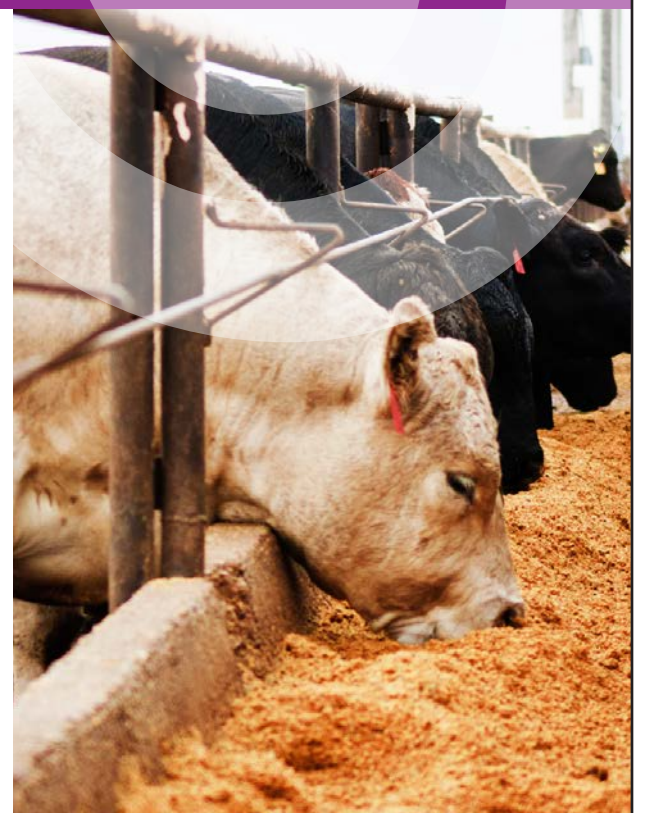
OptiSaf[®]BEEF is designed to be *user friendly*. It can be fed through computerized micro machines, can be added to dry supplements, or mineral mixes. It can also be added as a top-dress in feed bunks.

Potential Benefits of feeding OptiSaf[®]BEEF

- Helps support natural defenses
- Helps increase rumen pH
- Helps promote increased feed intake
- Helps to improve Average Daily Gain (ADG)
- Helps reduce negative impacts of heat stress

For more information:

Contact your local Phileo representative



Member spotlight

At this year's Minnesota State Cattle Industry Convention, Krist Wollum brought along a few folders filled with newspaper clippings, pictures and documents. These folders contained the history of the Minnesota State Cattlemen's Association. The wealth of knowledge Krist knows about the history of the association and his enthusiasm to share with others was apparent through the entire convention. The folders were brought to help answer some questions during one of the meetings during the weekend, but they also helped to create a clear picture of where we have been, who we are and where we will go in the future.

Krist is a third generation farmer from Porter, MN, where he and his family have a feedyard as well as raise commercial cows, corn, soybeans, wheat and alfalfa. Krist grew up on the family farm and moved away for a few years to work in Brookings before returning home and marrying Kari. In 2002, they bought the family farm and currently live there with their three children, Alicia, Joseph and Karlie. Krist has been actively involved in the Minnesota State Cattlemen's Association since his youth, when his father, Harvey Wollum, served as the MSCA president from 1995-1996. The reason Krist is a member of the association is simple "If you are not at the table, you will be on the table! We need to have members of our association to make sure the law makers know we are here and intend on being here for generations to come. We want to be able to pass our operations on to the next generation and hope they have a chance to make a life without being overburdened by regulations."

Krist has held many different positions in the state association over the years, recently holding the position of president from 2017-2018, currently he holds the leadership position of immediate past president. He is also active in his local association, Midwest Cattlemen. During Krist's time as association president he had the opportunity to work on issues, including ditch mowing regulations, that make it easier for cattlemen to create quality feed and comply with the DOT. He also commented on behalf of the association on issues such as the call for the repeal of WOTUS and the modernization of the Endangered Species Act and the management of the gray wolf population.

Krist helps to promote the Minnesota State Cattlemen's Association in his volunteer efforts with the beef booth at Farmfest. Krist helps organize and run this event which provides cattlemen a chance to promote beef with consumers young and old. The MSCA serves beef sandwiches out of a monoslope



style barn on the Farmfest grounds, sharing how producers create a positive impact on the state's economy. The MSCA beef barn is a busy place during the three-day event, serving a sandwich every six seconds. The high traffic that comes through the booth allows volunteers to share their story and connect with neighbors, legislators and members of the ag community from across the state. Krist encourages members to volunteer at Farmfest, whether it is a couple hours or the day. The event allows members to connect with fellow cattlemen in a different and exciting setting, fostering relationships and making our association stronger.

The Minnesota State Cattlemen's Association is more than just a group, in Krist's eyes, they are like family. The more you are actively involved, attending events, volunteering and seeking out leadership opportunities, the stronger your family bond becomes. When cattlemen work together and form strong bonds, the association is truly able to make a difference and truly be heard in St. Paul and Washington D.C.

Dr. Joe . . . continued from page 11

your veterinarian to develop a vaccine protocol.

Colostrum

A calf should drink good quality, clean colostrum within the first two hours of life. Every hour after birth, the calf's ability to absorb the protective antibodies in colostrum decreases. Receiving colostrum is the single biggest predictor of calf survival and health. Make sure you have some colostrum replacer on hand during calving season. If a calf is unable to drink colostrum from the dam, feed a replacer. If you are unsure if the calf drank colostrum from the dam, feed a replacer.

Calving area

Exposure to scours causing pathogens starts the moment the calf is on the ground. If the calving area is not clean and dry, the exposure to pathogens is more likely. Make sure your cows are calving in a clean environment. Mud is your biggest enemy. If you cannot avoid mud in your current system, you need to change your system or change the time of year you start calving.

Pathogen build up

In general, scours causing pathogens transfer from older animals to younger animals. Additionally, many of the pathogens (especially crypto), persist in the environment for an extended period. This means that over time disease causing organisms can build up in an area making exposure and disease more likely for calves.

- A 45-60 day calving period (calving window) keeps a large majority of calves the same age within a system which minimizes disease transfer between calf age groups.
- Sorting and separating cows by calving date can minimize disease transfer between calf age groups.
- Designating a pasture, concrete pen, or barn for calving and minimizing cattle traffic at all other times of the year can prevent pathogens from building up.

Vaccine

In the order of importance, vaccines given to calves are towards the bottom of the list. Colostrum, nutrition, clean environment, and cow health are all more critical factors. There are products when given at birth under label instructions that can reduce scours, but they are not a cure-all solution. Work with your veterinarian to develop a vaccination protocol.

Sign Up a New Member Today - Help MSCA Grow!

Minnesota State Cattlemen's Association/National Cattlemen's Beef Association

MSCA/NCBA Partnered Membership Application Form

Name _____ Phone _____ Email _____

MN State Cattlemen's Association Dues \$50
Junior Dues \$25

Local Cattleman Association Dues (Optional)

Local = _____ (Local Dues →) _____

NCBA Membership Dues (Optional)

(Select the appropriate classification and add to MN State Cattlemen dues)

| | |
|----------------------|--|
| 1-100 - \$150 | Stocker/feeder - \$150 + \$0.38/head |
| 101-250 - \$300 | |
| 251-500 - \$450 | Associate Dues |
| 501-750 - \$650 | Individual - \$150 (NCBA Dues →) _____ |
| 751-1000 - \$900 | Business - \$200 |
| 1001 -1250 - \$1150 | Student (24 or younger) - \$50 |
| 1251 - 1500 - \$1400 | |
| 1501 - 1750 - \$1600 | |
| 1751 - 2000 - \$1900 | Total Dues Enclosed This Membership _____ |

Address _____

City _____ State _____ Zip _____

Type Ops: Feeder Cow-Calf Seedstock Stocker Dairy Associate

Method of Payment: Check Credit Card Invoice Me

Credit Card Type: Master Card Visa Discover

Card # _____

Expiration Date ____/____/____ Signature _____

Make Checks Payable to: "MSCA" (No Cash Please)

Return Form & Payment To: MSCA Treasurer

PO Box 12, Maple Plain, MN 55359

Recruited By: _____

Questions Call: ☎ (612) 618-6619 or email: ✉ mnsca@mnsca.org