



The Minnesota Cattleman

The Official Newspaper of the Minnesota State Cattlemen's Association



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Chuck Feikema Selected as Cattleman of the Year

The Minnesota State Cattlemen's Association (MSCA) selected Chuck Feikema, Feikema Farms, Luverne, MN as the 2013 Cattleman of the Year.

"Chuck has devoted over 35 years to the Minnesota State Cattlemen's Association and continues to be a leader in the association," said President Dar Giess. He has a passion for the cattle industry and a great love for his cattle.

Feikema was born and raised in southwest Minnesota where he farmed with his father and brother on the family farm his father started in 1950. He was instrumental in growing the family farm into a progressive operation and was able to turn the farm over to his sons. He continues to be involved.

Ted Reichmann, the 2012 Cattleman of the Year said in the presentation speech, the Minnesota State Cattlemen's Association can truly be considered a family affair for Feikema. His father was very active in the organization for many years and now the next generation is following in his footsteps, with his son being involved in the organization at both the local and state levels. Feikema served the association in many different capacities over the years, said Reichmann. He began attending the state meetings when the organization was called the Stockgrowers Association.

His service with the cattleman's association began as the National Cattlemen's Beef Association director delegate from Minnesota. Next, he became the feeder council chairman, served on various board positions and was vice president and president from 2003-2006. He has travelled many miles on trips to Washington DC, mid-year meetings in Denver and has also attended the National Cattlemen's conventions every year since 1989. His family stated that all of the trips gave him many great friendships and memories over the years. The best memories came from the many great people he travelled with as well as the many good restaurants and steak houses they ate at. He often commented that "they always ate good" on the trips they took. The Minnesota State Cattlemen's Association has become his second family, they said.

NEWS - TIME SENSITIVE MATERIAL

In 2011, Feikema was diagnosed with Alzheimers disease. His family stated that the disease has presented many new and difficult challenges for him. However, he continues to face this challenge like he has faced any challenge in his life, by trusting God for the grace to face each day and maintaining a positive determination to keep trying and never give up, they said.

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MSCA Holds Successful Annual Convention

The Minnesota State Cattlemen's Association (MSCA) hosted the 2013 Minnesota State Cattlemen's Association Convention and Trade Show at Arrowwood Resort in Alexandria on December 13-14, 2013.

Large crowds attended the meetings and sessions that included a diverse set of industry leading speakers including: Warren Weibert, owner of the Decatur County Feed Yard, John Lundeen, Senior Executive Director of Market Research at the National Cattlemen's Beef Association, Colleen Zenk, Director of Consumer Information and Nutrition for the Minnesota Beef Council, Dr. Blaine Corners, Nutritionist and Cattle and Equine specialist for Zoetis, Lee Leachman, owner of Leachman Cattle Company of Colorado, Dr. Ryan Cox, Assistant Professor of Meat Science at the University of Minnesota, Dr. Eric Mousel, Cow/Calf Educator at the University of Minnesota and Sara Colombe, Minnesota Cattle Women's President Elect. Special entertainment was also provided by Gary McMahan, Bellvue, CO.

Leadership

During council meetings, John Chute of Aitkin was re-elected as chair of the cow-calf council and Mike Landuyt of Walnut Grove was re-elected as feeder council chairman. The executive committee will continue for another year and includes, Dar Giess of Pierz as president, Tim Nolte of Sebeka as president-elect and Krist Wollum of Porter as vice president of the MSCA.

"We have a great leadership team that represents diverse interests in the cattle sector; and I'm looking forward to continuing to work with them to further expand the Minnesota State Cattlemen's Association and address important issues facing Minnesota cattle producers," said MSCA President Dar Giess.

Awards

The Cattleman of the Year award was presented to Chuck Feikema from Luverne .

The Beef Industry Service Award was presented to the American Foods Group, accepted by Dan Rentschler, Vice President of Cattle Procurement for their support of the Minnesota State Cattlemen's Association.

Jennifer Scharpe from Arlington was awarded the Cattlewoman of the Year.

2014 Convention

The MSCA Board of Directors has chosen the Grand Casino in Hinckley as the site of the 2014 Minnesota Cattle Convention and Trade Show on December 4-6, 2014.



MSCA President Dar Giess, (right) presents Chuck Feikema with the 2013 Minnesota Cattleman of the Year award.



Conrad Kvamme, BQA coordinator serves beef sticks at the Minnesota Beef Council booth during the 2013 MSCA Annual Convention and Trade Show.

New Holland Tractor Raffle Won by Reichmann Family

In 2012 the Minnesota State Cattlemen's Association (MSCA) was in the top five states that increased their National Cattlemen's Beef Association membership significantly. All five states were entered into a drawing for a year's lease on a New Holland T6-75 tractor (400 hours) or a BR7090 round baler (1,500 bales). Minnesota drew the winning ticket and received the lease.

The MSCA conducted a year-long raffle and the winning ticket was drawn at the 2013 MSCA Convention and Trade Show by Maxwell Reichmann. The Reichmann family donated the lease back to the MSCA and purchased it for \$9,000, with all proceeds going towards the support of the Minnesota State Cattlemen's Association.



The winner of the New Holland Tractor Raffle was Maxwell Reichmann. Pictured from left to right: Ted Reichmann, Dar Giess, MSCA President, Maxwell Reichmann, Myles Reichmann, Kate Maher, NCBA Director of Member Services and Joe Martin, past MSCA Executive Director.

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The MSCA brought in the beginning of 2014 with many obtainable goals in sight, plus the opportunity to lead the Minnesota cattle industry through many challenges facing our industry here in the state. The MSCA takes our goals and challenges very seriously with the hopes of positive outcomes forthcoming.



DAR GIESS
President, Minnesota State Cattlemen's Association

The MN Department of Agriculture has updated us on the elk damage and wolf depredation losses. The numbers have exceeded their expectations and it appears the funding for these producer losses will likely fall short. MSCA will lead a charge to assure the funding will be distributed fairly to cattle producers in our state.

The Executive Committee continues to define and restructure the executive director position. It is our goal to find a long-term solution that will benefit everyone in our membership. We have been reaching out to other Region 3 states and learning from their successes. The knowledge of their experiences and the insight they are providing us into their organization will help us as we look for a long-term solution.

It is our intent to continue growing membership, increase representation while adding new programs to further strengthen our member's ability to raise and sell cattle profitably in the state.

The livestock markets continue with a very strong demand for fed cattle, as well as calf prices continuing historically high. The calf prices for 2014 should be strong, with a smaller calf crop available to feedlot operations. We should have another year of strong markets and good demand for beef.

Thank you to everyone who attended the 2013 MSCA Convention and Trade Show. The speakers brought forth many sound ideas for profitability in the feedlot and cow/calf sectors. The auction was very strong again with a lot of support from everyone. Thank you to Glen Graff for heading up the South Dakota Rancher Relief benefit auction. Generous contributions totaled over \$22,000 for that effort. Thank you to Darrell and Dawn Regnier and volunteers for running a smooth and successful auction.

Special thanks go to the Reichmann family. Maxwell Reichmann had the winning ticket for the New Holland Tractor raffle. They donated the lease back to the association and repurchased it with all of the proceeds going to the Minnesota State Cattlemen's Association. Thank you for your support.

In closing we ask all of you for a Yes vote on the Beef Referendum. Help promote beef here in Minnesota and protect our way of life.

I would like to begin this column with a thank-you to all who were involved in the planning of our annual Minnesota Cattle Convention and to all speakers and exhibitors. Once again I thought it was a great convention with a lot to be learned and a lot of good conversation with other cattlemen and cattlemen.



CAROL HOGE
President, Minnesota CattleWomen

I hope the New Year so far has been good (weather aside!) for you. As I start another year as President of the Minnesota Cattlewomen I started thinking about some New Year's Resolutions we need to make as cattlemen. Here are a few for you to think about.

1. We need to continue to tell our story about the beef industry and agriculture. We need to let consumers know who we are and how we do things on our farm or ranch.

2. We need to educate consumers and remind them of facts such as: a 3 oz. serving of beef provides us with 51% of the daily value for protein or that there are 29 cuts of beef that meet the government guidelines for lean beef.

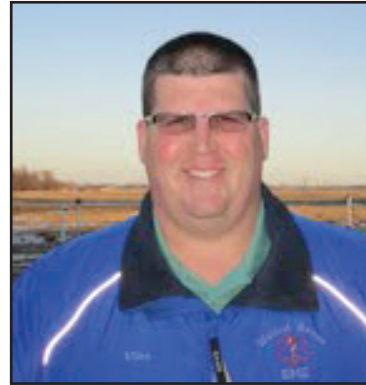
3. We need to continue to educate youth through programs such as "Read into my World" or Ag in the Classroom. Contact local elementary schools and arrange for times when you can go into the classroom and either read a book or talk to the students about raising cattle and agriculture. Many students are far removed

from farms and like to hear our stories and learn about farming or ranching.

4. We need to support our Minnesota Beef Ambassador team as they do their job of advocating for the beef industry. They are an important link for us in getting their story out to consumers, students and their own peers.

If you are already a Minnesota CattleWomen member I thank you for the time you give to our industry. If you aren't a member of the Minnesota CattleWomen I encourage you to think about joining us. Whether you are able to give a lot of your time or just squeeze in a few minutes here and there, we are all in this "Beef Business" together and together we can get our message out there. Please visit our website at <http://minnesotacattlewomenassociation.weebly.com/> click on the membership tab and download a membership form or contact our membership chair, Linnea Wencil at minnesotacattlewomen@gmail.com.

Sitting in the office this morning after chores reflecting back on what I have been involved with as your Feeder Council Chairman this last year, I can't help but feel good about all the great projects MSCA is involved with and to tell the truth I did not know there would be so many.



MIKE LANDUYT
Chairman, Feeder Council

A perennial favorite of mine is Cattleman at the Capital. I always enjoy going to St. Paul and talking to the members of our Legislature about important issues facing cattle producers. We proved again this year when issues arose on grazing that the connections we made paid off later in the session. Watch for the dates to attend this year's event. Over the winter I also got to attend many local meetings and I learned a lot. If you have a meeting coming up and would like state representation let us know and we will work to be there. In February I attended my first NCBA convention and it was good to represent MSCA's interests at a national level.

Early in July I got to learn about the cattle in Northern Minnesota when we went to Roseau for the summer tour. It was a great family experience and I learned a lot about what to do

Landuyt . . . continued on page 3

Greetings from Central Minnesota. The past year as your cow/calf chair has been rewarding and I am looking forward to another good year in the beef business and for MSCA! Thanks to those who re-elected me.



JOHN CHUTE
Chairman, Cow-Calf Council

The MSCA annual convention had many good programs, time with friends and always something to learn, from the speakers or other members. Realizing the level of detail professional feed yards use in record keeping, to know how calves perform and profit or loss traced back to the individual calf, thus knowing which ones to buy and how much to pay next year. One way we cow calf producers can influence higher returns is to align ourselves with a reputable breeders program, from buying bulls to selling calves. Another point shared about feed products and feeding methods. The take away question, "Can I or should I try this on my farm?" We need to learn the details then decide. Other items included economics, cow size, antibiotic issues, and a trade show with many vendors.

Upcoming Events be sure to check out:

The annual cow calf days around the state. There is always something to learn. I encourage cattle feeders to attend as well, learn about the cow/calf side of things and share the feeders view. It's not "us against them." The beef industry will do best when we work together.

Watch for and attend a Cattlemen at the Capital event.

Beef check-off referendum vote is coming soon. I support this important issue. Do your homework, get the details and I believe you will support it also.

Comment: MBC funds are dedicated to research and **Chute . . . continued on page 3**

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Landuyt... continued from page 2

this July when the tour comes to Redwood area and my family's feedlot is one of the stops.

In August I was able to spend two days helping at the food tent at Farm Fest. The dedication that the committee has for working there is unbelievable. It is a huge fundraiser and I highly recommend spending some time helping out next summer if you can. You will get to work with some great cattle producers.

In the fall I was able to be part of a committee including MSCA, the U of M Beef Team, MN Beef Council, and Minnesota Corn Grower Association. We were able to work together and find some great research topics that are beneficial to MN Corn Growers and MN cattleman. The amount of money that the Corn Growers use to fund research to better use their product is quite large and we are lucky to have them as partners.

December came and you again choose me for another term at what I thought was a great convention. Now tonight as I finish this column (because I can't ever get it done all at one time) I look ahead to what we can accomplish this next year and the sky is the limit if everyone could grab on to something that excites them within the MSCA and puts a little extra effort in to it. Whether it is going to St. Paul, helping with the summer tour, or working at Farm Fest I'm confident you will enjoy yourself while doing it and you'll help a great organization. In closing, I will offer each of you a challenge; recruit at least one new member. We have over 1100 members in 2013, if each one of us adds one that pushes us over 2200. The cattle industry in MN is growing lets grow our membership also. I hope you all have a great year and I look forward to seeing you along the way.

Chute... continued from page 2

promotion only. The regulatory and political issues must be addressed by the membership dues organization MSCA; renew/join today! The list of issues MSCA deals with could use most of my "400 word limit" by itself.

MSCA is a membership driven organization, members are encouraged to call any board member, share your thoughts, come to events, and help give direction for the beef industry through MSCA.

Until next time; count your hay bales, feed your cattle, get ready for calving, and keep warm.

Minnesota Beef Alliance Members

Thanks to the following businesses that have already joined the Minnesota Beef Alliance in 2014. If you are interested in learning more about the alliance, contact the MSCA office at 320-634-6722 or 320-249-2130 or visit www.mnsca.org.

Prime Level
Minnesota Corn Growers Association

Perham Stockyards
Purina Animal Nutrition
Carlson Wholesale, Inc.
American Foods Group

Choice
Central Livestock Association
Zoetis

Basic
Summit Livestock Facilities
Arrex Manufacturing

Don't Forget to Renew Your Membership!

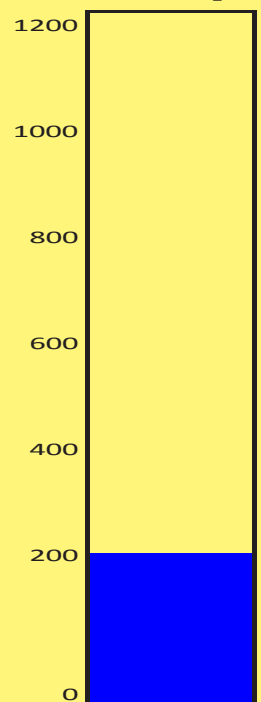
Thank you for being a member of the MSCA and the National Cattlemen's Beef Association (NCBA). Your membership matters and allows our collective voices to be heard on the issues in St. Paul and Washington D.C.

You should have recently received, or will be receiving shortly a letter in the mail asking for you to renew your membership for 2014. Please be sure to send your dues in early so we can conserve important resources in not having to send out a reminder notice.

The MSCA saw many successes in terms of our priority issues ranging from wolf management, expanded grazing access on conservation lands, reasonable animal identification requirements, opening up CRP and other conservation lands for emergency haying and grazing and improving the environmental permitting process. Looking forward to 2014, the MSCA will be focused on many of the same issues, but we will also be closely monitoring many other 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!

MSCA Membership Goal



MSCA Membership Recruitment and Benefits

The MSCA relies heavily on a grassroots process of local cattlemen's associations and volunteer leaders to recruit and retain members. The MSCA looks to reward recruiters with the following benefits.

Recruiter incentives are as follows: 3 members: complimentary registration to state convention; 5 members: two complimentary registrations to state convention; 10 members: two complimentary registrations to state convention and a \$120 gift card; 20 members: two complimentary registrations to state conventions, \$200 gift card and a plaque; 25 members: two complimentary registrations to state convention, \$200 gift card, plaque and two nights stay at state convention.

Cattlemen at the Capitol set for March 5

MSCA will be hosting Cattlemen at the Capitol on March 5. The day will begin with meetings at the Best Western Kelly Inn near the Capitol starting at 9:00 a.m., followed by visits with legislators and key agency officials. For additional details, call the MSCA office at 320-634-6722 or 320-249-2130. Everyone who is interested in supporting Minnesota's cattle sector, ranging from producers, supporting businesses, or other advocates is welcome to attend.

NCBA Membership Benefits

Annual Subscription to NCBA's National Cattlemen newspaper and National Cattlemen Directions magazine.



New Members receive
1L Dectomax Pour On
**Allow 8-12 weeks for delivery*



15% off Gift Cards



Discounts up to \$1,000



Discounts on Equipment



25% Off Coupons



Discounts up to \$1,000

Upcoming Events/Important Dates

Southern Tour U of M Cow/Calf Days

- Feb 10: Mora, MN
- Feb. 11: Willmar, MN
- Feb. 13: Pipestone, MN
- Feb. 14: Rochester, MN
- Feb. 15: Montgomery, MN

Northern Tour U of M Cow/Calf Days

- Feb. 18: Staples, MN
- Feb. 18: Bagley, MN
- Feb. 19: Lancaster, MN
- Feb. 20: Warroad, MN
- Feb. 21: Grand Rapids, MN
- March 5: Cattlemen at the Capitol
- March 8: MSCA Quarterly Board Meeting, Morton, MN
- April 8-10: NCBA Legislative Conference, Washington, DC
- July 7-8: MSCA Summer Tour, Redwood Area
- July 30: NCBA Summer Conference, Denver, CO
- Aug. 5-7: Farmfest
- Sept. 6: MSCA Quarterly Meeting, Pierz, MN
- Oct. 16-19: Minnesota Beef Expo
- Dec. 4-6: MSCA Annual Convention & Trade Show, Hinckley, MN



Mission: To enhance opportunities for growth and success in the beef industry.



Consumer Information Influencer Tours and Engagement

Minnesota cattle are raised with pride, handled with care. A priority for the Minnesota Beef Council (MBC) is to

showcase the wonderful cattle farmers and ranchers in our state to influential consumers. This year, that included several farm tours for health professionals, dieticians and dietetic interns. For some influencers, such as culinary professionals, and other members of the foodservice and retail industry, we brought our lessons into the classroom. This included cutting demonstrations, beef merchandising tips, and discussion about the consumer trends surrounding our beef products.



K-12 Youth Outreach

Through cooperation with dozens of producer leaders, MBC distributed 200 beef books entitled, "Beef: The Story of Agriculture" and "Beef: From A to Z." Many of these books were read in classrooms across the state and used at youth events throughout the year.

Retail Beef Promotion

MBC partnered with many retail markets during 2012-2013 for in-store grilling demonstrations. The Summer Grilling Tour kicked off at Teersteg's in Redwood Falls in April. Conrad Kvamme, MBC consultant, conducted grilling and sampling sessions at several retail stores in Minnesota outstate MN. MBC also participated in a local promotion with Lunds & Byerly's during May and a national promotion with Costco in the fall.



Promotion Beef Backer Awards

MBC selected three Beef Backer Award Winners for 2013. This is an excellent way to recognize beef's partners in the food chain. Congratulations to our winners!

- Metro Area Foodservice: The Lake Elmo Inn, located in Lake Elmo owned by John and Chris Schiltz
- Rural Foodservice: Lange's Café, located in Pipestone owned by Steve and Peg Lange
- Retail Beef Backer: St. Joseph Meat Market located in St. Joseph owned by Harvey Pfannenstien



May Beef Month

MBC's mission for May Beef Month was to promote beef to metropolitan millennial consumers. Our staff and Beef Backer partners were featured on all four major metro television stations with segments promoting beef. MBC also partnered with the Lunds & Byerly's grocery chain to feature a \$1 off beef coupon. Along with radio advertising, targeting this new demographic and participating in a grilling enthusiast event, Grillfest, we achieved tremendous results with our May Beef Month promotion.

Minnesota beef checkoff contributions were also matched with South Dakota Beef Industry Council and Minnesota Corn Growers support.



Minnesota State Fair

With the opportunity to reach 1.7 million fair-goers each year, MBC exhibited in the Dairy Building at the Minnesota State Fair. The exhibit put producers at the forefront with interactive methods of engaging consumers. Educational

materials were distributed throughout the fair and technology was also used for beef trivia and to share web-based resources. Nearly 8,000 consumers entered for a chance to win a daily drawing of beef bucks and a grand prize drawing for a grill.

The Fair was also a wonderful way to address consumer concerns and questions about beef's nutritional attributes and production methods. The MBC promoted our fair activities during the "Twelve Days of Grilling" on KSTP's Twin Cities Live program in early August.





Local Producer Promotion

MBC worked with local producer organizations to build beef demand. The council contributed nearly \$8,000 in support of local events conducted by local cattlemen's and dairy associations, the Minnesota CattleWomen's

Association, and local farm organizations.



Beef Ambassador Team

The Minnesota Beef Ambassador Program awards the top youth in the beef industry. Beef ambassadors are charged with a year of beef promotion through projects outlined by the Minnesota

CattleWomen and MBC. The 2012-2013 Minnesota Beef Ambassador team consisted of Senior winner Kelly Morrison of Belle Plaine, teammates Shelby Schiefelbein of Kimball and Jenna White of Wadena. The Junior winner was Zack Klaers of Arlington with finalist John Morrison of Belle Plaine.

Industry Information

Beef Quality Assurance (BQA)

MBC conducted Dairy Beef Quality Assurance workshops at several Minnesota locations during 2013. As a result of educational efforts initiated by a variety of groups, including the MBC, the incidence of positive residue samples in market cows in Minnesota and Wisconsin has declined significantly.

National Program Investments

The MBC contributes to U.S. Meat Export Federation which will work to promote and market beef internationally, adding significant return on investment to the beef checkoff. MBC also contributes annually to the Federation of State Beef Councils, which builds beef demand by inspiring, unifying and supporting an effective state/national checkoff partnership.

Research

Beef Nutrition Research

MBC supported a research project at the University of Minnesota with Professor of Food Science and Nutrition Dr. Joanne Slavin. The study is entitled: "Beef Patty is More Satiating, and Better Tolerated, than Nutrient Matched Soy and Protein Smoothie." Results should be available in early 2014.

Minnesota Beef Council operates through its board of directors. The board is made up of 16 producers who are elected to serve 3 year terms. They provide overall direction, determination of policy and supervision of its execution for the beef checkoff program in Minnesota. The staff that carries out the directives of your elected board is:

- Karin Schaefer, Executive Director
- Colleen Zenk, Director of Nutrition & Consumer Information
- Audrey Rodvold, Accounting & Compliance Director
- Brian Preiner, Office Manager
- Conrad Kvamme, Consultant



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TENDER IRON

BEEF

IT'S WHAT'S FOR DINNER.

Convention Auction Raises Over \$18,000

Thank you to all the auction donors and bidders that contributed to the 2013 Annual Auction held at the MSCA Annual Convention and Trade Show in Alexandria, MN. Over \$18,000 was raised to support the activities of the MSCA. This event is one of the organizations largest fundraisers of the year which allows the MSCA to continue the important work of the association. As is customary, the MSCA provided a percentage of proceeds to the Minnesota Cattle Women to assist in their promotional needs.

Auction Donors

Ag Country FCS
John & Rose Appel
Arnold's Equipment
Beckeland Holsteins
Bergen Bar & Grill
Bergen Meats
Brett Bergan
Bernloehr Ranch
Mary & Eli Berry
Blue Hilltop, Inc.
Boehringer/Ingelheim
Boeckenhauer Cattle
Bottem Farms
Paul & Shari Boyum
Grant & Dawn Breikreutz
Bush Mills Ethanol
Canby Farmers Grain
Central Bale & Grind
Central Livestock
Chute Family Farm
Conrad's Truck & Tractor
Cottonwood Cattle Producers
Dekalb Seed
Mark Erdahl
Famo Feeds
Farmers Coop Association
Emery Fick
Vicky Fick
Fillmore Cattlemen
F & M Bank Minnesota
MK Franz
Genesis
Gorham Family
Graff Feedlots
Hammell Equipment
Kevin & Carol Hoge
Hubbard Feeds
Hy Vee Windom
Independent Oil Company
Warren & Delinda Jansma
Jeffers Implement Service
Kerndt Livestock Products
Kibble Equipment
Kockelman's Construction
Conrad Kvamme
Mark Larson
Dale & Linda Lueck
Mark Malecek
Merck Animal Health
Midwest Machinery Company
Miller Sellner Implement
Minnesota Cattle Women
Minnesota Beef Expo

Moberg Meat Center
Multimin USA
Marlow Nickel
Tim & Rita Nolte
Jon Olson
Progressive Feedlot Management
Tom & Denise Pyfferoen
RDO Equipment
Reichmann Land & Cattle
Rockin H Simmentals
Royalee Rhoads
Gary & Nancy Sampson
Gene Schuman
Schuneman Equipment
Kami Schoenfeld
Sioux Nation Vet Supply
Slayton Vet Med Center
Smith's Implement
SMI Hydraulics
St. Joe Meat Market
Sturdervants
Ed Thornton
Tri County Vet
West Central Cattlemen
Krist & Kari Wollum

Auction Bidders

Janell Akerson
Ben Albert
Tod Adams
Dan Anderson
John Appel
Eli Berry
Juanita Boniface
John Boon
Paul Boyum
Grant Breikreutz
Karin Bottem
Patti Buck
Keith Carlson
Central Bale & Grind
John & Debbie Chute
Clear Springs Cattle Company
Grant Crawford
Scott Dethlefsen
Casey Fanta
Dan Fedders
Chuck & Char Feikema
Wendell Fredin
Emery Fick
S. Flanagan
Froslee Stock Farms
Pamela Gardner
Jeremy Geske
Lynn Giess
Roger Gilland
Mark Goodrich
Glen & Val Graff
Brady Gramm
Ted Gramm
Ron Hanson
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Chuck Hoffman
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Frank Jackson
Arvid Janson
Larie Jordahl
Butch Kerkhoff
Dick Kerndt
Lyle Landowski

Steve Lanoue
Dawn Larson
Mike & Bridget Klein
Conrad Kvamme
Mike Landuyt
Ron Lindeen
Kate Maher
Joe Martin
Kim & Doris Mork
Marlow Nickel
Rob Oster
Mark Pankonin
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Minnesota Beef Ambassadors, Sydney Zehnder (left) and Shelby Schiefelbein assist with the 2013 MSCA Benefit Auction at the annual convention, auctioneered by Darrell Regnier.

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American Foods Group Presented with Beef Industry Service Award

The Minnesota State Cattlemen's Association (MSCA) presented the Beef Industry Service Award to American Foods Group. Accepting the award for the organization at the annual MSCA banquet was Dan Rentschler, vice president of cattle procurement.

"The American Foods Group has always been supportive of the MSCA" said President Dar Giess. "They are instrumental in the huge success of the MSCA food booth at the annual Farmfest."

American Foods Group is owned by the holding company, Rosen's Diversified Inc. Rosen's was founded in 1946 by Elmer Rosen and Ludwig Rosen. They began buying livestock in rural areas and hauling it to

St. Paul, Omaha, Sioux City and beyond. In the late 1950s, they began selling feed, fertilizer and chemicals to farmers. In 1974 the company expanded again by purchasing a packing facility, which marked the company's entrance into the beef-processing industry. Thereafter, was the purchase of the beef processor, American Foods Group and the trucking line, America's Service Line. Rosen's Diversified has grown into a vertically integrated family of companies that provides products from the farm to the table.

"Our growth in the beef industry has made us an efficient partner to our customers. We remain a privately-held family business and through the years one thing has remained the same: we are a tight-knit group of hard working people who care about our customers and each other," said Tom Rosen, CEO American Foods Group.

American Food's Group is the 5th largest beef processing company in the country, processes and delivers over 6.5 million pounds of beef products a day and exports to over 38 countries. They are a leading provider of beef products to the American military personnel world-wide, a leading provider of Kosher and Halal beef for the U.S. and export markets and are one of the largest suppliers of beef products to the federal school lunch program.

We are proud to support the Minnesota State Cattlemen's Association in their efforts to promote beef and protect the interests of cattlemen in the state, said Rentschler.



The 2013 MSCA Beef Industry Service Award was presented to American Foods Group. Pictured from left to right, the Farmfest organizers and Dan Rentschler, vice president of cattle procurement for AFG, Mark Malecek, Jay Bakken, Dar Giess, Dan Rentschler, Krist Wollum, Dick Pesek and Mike Landuyt.

Special Thanks to our 2013 Speakers . . .

- Warren Weibert, Decatur County Feed Yard
- Dr. Ryan Cox, University of Minnesota
- Colleen Zenk, Minnesota Beef Council
- John Lundeen, National Cattlemen's Beef Association
- Dr. Blaine Corners, Zoetis Animal Health
- Dr. Eric Mousel, University of Minnesota
- Lee Leachman, Leachman Cattle Company of Colorado
- Sara Colombe, MN Cattle Women's President Elect
- Gary McMahan
- Patti Buck, ANCW President Elect

Stai Wins MSCA Reid and Bottem Memorial Scholarships

The Minnesota State Cattlemen's Association (MSCA) presented the Reid Mason and Dennis Bottem Memorial Scholarship to Alissa Mae Stai, a student at the University of Minnesota majoring in Animal Science and Agricultural Education.



Alissa Stai

"I have a passion for animals," said Stai. "This helped me choose an Animal Science degree. I was raised on a small farm with beef cattle. I showed my first heifer when I was five. I have raised and shown beef, goats, poultry, llamas and sheep."

"I won a heifer through the Minnesota Youth Beef Experience Program (MYBEP). I have built my herd from this heifer and continue to raise beef," she said. "It is a challenge for the younger generation to get involved and be a part of the beef industry, without help. I would not be here if it had not been for the MYBEP heifer and my parents."

"I had the opportunity to watch this young woman, with virtually no background in beef cattle production, develop into a confident and self-reliant cattle person," said Dr. Alfredo DiCostanzo. "I believe that Alissa will achieve her dream of starting her own cowherd and be quite successful. Further, I believe she will become a leader in the industry that she has demonstrated so much interest and appreciation in."

Stai is a member of the American Angus Association, North America Shetland Sheep Association, Lambda Delta Phi Sorority, Block and Bridle Club, National Angus Association and the Minnesota Angus Association.

Stai is the daughter of Gary and Kathy Stai from New London, MN.

MSCA Supports South Dakota Rancher Relief

The Minnesota State Cattlemen's Association raised over \$22,000 at their recent annual convention for the South Dakota Rancher Relief Fund. Generous individuals from across the state, including many regional cattlemen's associations and trade show vendors contributed from \$25 to \$1000 increments to the fund. The MSCA membership is committed to helping the cattlemen and women involved in the early October blizzard that affected Nebraska, Wyoming and South Dakota.

- Cottonwood Cattle Producers
- West Central Cattlemen
- Redwood Area Cattlemen
- Rock Nobles Cattlemen
- Glacial Ridge Cattlemen
- Midwest Cattlemen
- Fillmore County Cattlemen
- Northwest Stock Growers
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Work Continues on 7020 Feedlot Rule Revisions

In response to the Administrative Law Judge's (ALJ) report on the MPCA's proposed amendments to the 7020 feedlot (and related) rules, issued in December, the agency is currently addressing the ALJ's recommendations.

The report is available on the Office of Administrative Hearings webpage. Within it, the ALJ approved a majority of the amendments as initially proposed; however, certain defects were also found, together with suggestions for correcting those.

Staff who are working on the rule anticipate bringing the Order Adopting the Proposed Amendments to the MPCA Citizens' Board for a decision during their March meeting. Presuming a favorable Board determination, and after completing a few more procedural steps with the Governor's Office and the Office of Administrative Hearings, the Notice of Adoption of the amended rules could then be published in April or May.

As identified on the Feedlot Rulemaking webpage, the MPCA has proposed these amendments to align the rules with statutory changes made by the legislature in 2011, to remove obsolete rule requirements and address other statutory changes, and to provide clarification to certain existing rules.

NPDES Permit Annual Reports Due March 1

Annual report forms for livestock farms with National Pollutant Discharge Elimination System permits are now available on the MPCA feedlot program website. Completed forms, including land application records, are due March 1.

Links to the form are located on the feedlot program main page, and permits and forms webpage, or download the document. Paper copies of the report may be requested by contacting the MPCA regional offices.

The office phone numbers are listed on page 5 of the report. For farms that do not transfer manure the land application records can also be generated using the MPCA excel based Manure Management Planner under Create Crop Year Records. These record forms may be used and submitted instead of the Records for 300 or More Animal Units form. A link to the planner is located on the feedlot program Nutrient and Manure Management webpage.

Winter Prohibits Liquid, Restricts Solid Manure Land Application

All feedlot owners and operators with National Pollutant Discharge Elimination System (NPDES) permits are encouraged to check their permits for applicable requirements for manure application onto frozen and snow-covered soils.

After Dec. 1, NPDES permits prohibit applying liquid manure to frozen or snow-covered soils unless there is an emergency situation beyond owner control. If an emergency occurs and liquid manure is applied to frozen or snow covered soils, the feedlot owner must call the State Duty Officer within 24 hours of the application. The field where the emergency application of manure occurred must be identified in a manure management plan previously approved by the MPCA.

NPDES-permitted sites applying solid manure on frozen and snow covered soils after Dec. 1 must not apply manure when there is active snowmelt or when there is a probability of more than .25 inches of rain forecast. There is a 300-foot setback from sensitive areas, and fields must be pre-approved in the manure management plan.

All producers should plan ahead and apply manure in the fall (when it can be incorporated into the soil) in the 300-foot setback zone around sensitive areas. Several websites provide information about soil temperature for the 50-degree or below requirement at a depth of six inches: Department of Agriculture, U of M-Waseca, U of M-Lamberton, and U of M-Crookston.

Official Identification Required for Livestock at Exhibitions

Board of Animal Health offers free ear tags

The Minnesota Board of Animal Health reminds exhibitors of livestock that animals entering all classes of exhibition need to be officially identified. The Board is offering free official ear tags to help exhibitors meet the requirement.

The Board of Animal Health rules require official identification of all exhibition animals, except for swine entering slaughter classes and water fowl. Exhibitors are responsible for officially identifying their animals before bringing them to the fair. Additionally, anyone placing official ID in livestock must keep records. These rules provide better protection of animals and people at the fair by enabling the Board to more quickly locate potentially affected animals during a disease event.

"Showing livestock at the fair is a great learning opportunity," said Dr. Beth Thompson, senior veterinarian at the Board of Animal Health. "By keeping records and bringing your animal to the fair with official ID, you are doing your part to make this year's exhibition season run smoothly."

The Board has coordinated efforts with the University of Minnesota Extension to provide free ear tags to 4-H exhibitors. Individuals showing animals through the 4-H program should contact their local extension office for more information.

Birds and poultry entering exhibition may be identified with a wing or leg band.

Exhibitors showing livestock in all other classes may obtain free official ID by calling the Board at (651) 296-2942 or ordering on-line.

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Referendum Vote Set for March 18

The Minnesota Beef Research and Promotion Council is proposing to increase the amount of the current state check off by an additional \$1.00 per head on all bovine animals marketed within Minnesota by each producer or feeder. The additional \$1.00 per head is voluntary and is subject to the Minnesota Beef Research and Promotion Order. Dairy cows purchased by a dairy producer specifically for milk production is not subject to the check off. Dairy cows and veal calves sold by a dairy producer for the purpose of slaughter is subject to the check off.

Certified producers can cast their ballots postmarked for return on or before March 18. Results of the referendum vote will be released April 7. The ballot language will read, Yes or No as follows:

YES, I agree that the Minnesota Beef Research and Promotion Order should be amended to allow for collection of an additional voluntary \$1.00 per head on all bovine animals marketed by each producer or feeder. Dairy cows purchased by a dairy producer specifically for milk production are not subject to the check off. Dairy cows and veal calves sold by a dairy producer for the purpose of slaughter is subject to the check off.

NO, I do not want an additional \$1.00 per head to be collected, in accordance with the Minnesota Beef Research and Promotion Order, on all bovine animals marketed by each producer.

The dates for the referendum are as follows:

- **January 17, 2014** – Deadline to request a ballot
- **March 3, 2014** – Referendum ballots mailed to producers
- **March 18, 2014** – Ballots cast must be postmarked for return
- **April 7, 2014** – Results of referendum released

If you have questions contact the Minnesota Beef Council, 952-854-6980 or log on to:

<http://www.mda.state.mn.us/food/business/commodityballot/beefballotdetails.aspx>

Cattlemen Discourage Deer Feeding in Minnesota

In 2005 Bovine Tuberculosis was discovered in cattle in Northwestern Minnesota. Subsequently it was also detected in wild deer in the same area. Twelve cattle herds were found to be infected and had to be depopulated. Twenty-seven wild deer were found to be infected over the next six years. Deer feeding was a common practice in the area prior to 2005.

“It is likely that deer feeding led to the spread of the disease in deer and possibly cattle herds as well,” said Dr. Bill Hartmann, Minnesota Board of Animal Health. “There is no way to be certain that the disease does not exist in deer in this area today.”

Millions of dollars were spent eliminating the disease from cattle and deer. A similar situation in Michigan has developed into an endless nightmare, partly because they continue to feed deer, said Hartmann.

Managing Cold Stress in Cattle

By: Mike Boersma, Extension Educator & 4-H Program Director, Murray & Pipestone Counties

The recent snow and cold temperatures bring with them a host of challenges and special considerations for those with livestock. For cattle producers whose livestock are predominantly outdoors, one of those extra considerations is that animals' energy needs will increase as the temperature decreases. Wind, snow, and cold temperatures have additive effects on the increase in energy requirements for the animals to simply maintain their normal body functions.

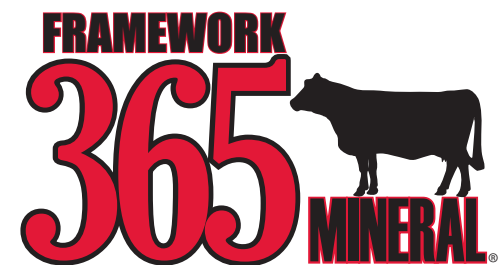
As a general guideline, cattle will experience a 1% increase in their energy requirement for every 1 degree of wind chill below 32 degrees F. In other words, if the wind chill is 10 degrees, a cow's energy requirement would increase by 22% (32 minus 10). This increase nearly doubles if the animal is wet.

To take the concept one step further, the Lower Critical Temperature (LCT) of an animal is the lowest temperature that animal can experience before their body needs to burn more energy to stay warm. For a cow with a winter coat, the LCT is approximately 32 degrees. However, that same cow with a wet hair coat will have a LCT of 60 degrees.

Therefore, it is important for producers to take the necessary steps to protect their livestock from



Cattle . . . continued on page 16



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Wolf Depredation Claims Process Outlined

Discovery: Farmer finds evidence of wolf killed or injured livestock and reports to investigator (usually a Conservation office, USDA Wildlife Services official or sheriff) or University extension agent (EA) within 48 hours. Investigator conducts an on farm investigation and establishes likely cause of damage. While conducting investigation, claim form is completed at least getting farmer's portion and signature.

Once the on farm portion of the claim form is complete it is sent to MDA. Claim is scanned and emailed to U of MN Extension to establish market value of livestock. This has been determined to be the typical first point of sale or replacement cost for the specific livestock lost.

Once EA has established the estimated market value, completed and signed the claim it is returned to MDA.

1-3 Weeks: When the claim form is received by MDA is dependent on how timely the on-site inspection is completed. Upon receipt the claim is date stamped and reviewed for completeness and required signatures and approval to pay from the on farm investigation. If any information is missing phone calls are made to obtain it and entered on the form. If there is insurance for the lost livestock, MDA must have the insurance settlement amount before the claim can be processed. Claims are usually processed once a week or when a batch has been received. Claims that are complete and uncomplicated typically are processed in 1-3 weeks.

6-8 Weeks: Incomplete claims are delayed due to required information collection. Missing data such as failure to check approval box or date of investigation may be obtained fairly quickly. More complicated data requests such as missing signatures or no on farm inspection data may extend the completion time to 6 weeks to 8 weeks.

Insurance claims necessarily delay claims processing until insurance claim is settled. Generally rare, claims with insurance settlements and other missing signatures or on farm inspection documentation may take 3 months or longer to process.

Once all needed information including insurance settlement if any has been obtained, claim form is submitted for final signature. Claims are usually batched and submitted only once a week for approval by Plant Protection Division Director.

The claims are forwarded to Financial Management Division for payment. Claims are usually entered within 1-2 weeks. Once entered in the payment system a check is sent out at the next processing cycle usually less than a week.

Examples of processing delays: Incomplete forms such as missing on farm investigation information or missing signatures. Insurance coverage on livestock where we must have a copy of the insurance settlement and the resulting documentation of no settlement, to process the claim. When the compensation fund account balance is exhausted.

Before the MDA can process a claim both Investigator and EA are required to sign off on wolf claims, the former relative to the on farm investigation and the latter to determine market value.

The time from loss of livestock to MDA receiving a claim varies greatly from as quickly as 3 weeks to a number of months and missing information and incomplete applications can take weeks to get completed.

Wolf Attacks Affect Entire Herd

Cattle producers losing a member of the herd to an attack by a predator don't just lose one animal, a recent study shows how the rest of the herd is affected.

Attacks on the herd by predators, namely wolves, have been a hot topic in recent years as wolf populations in northern states have increased. States have reimbursed cattle producers for livestock attacked by predators, but faculty and graduate students at the University of Montana have found producers incur more financial losses in reduced weight gain by the rest of the herd following the attack.



The University of Montana reports the recent study found wolf predation of cattle contributes to lower weight gain in calves on western Montana ranches. The calves weren't affected by the presence of wolves with territory overlapping the ranch, but once an attack occurred, the average weight of the calves on the ranch decreased by 22 pounds.

The study calculated the financial losses for a ranch with 264 head of calves to total \$6,679.

Derek Kellenberg, a co-author on the study and UM associate professor and chair of the Department of Economics, said the calculated costs are much steeper than the one animal lost in the attack, which the producer was given \$900 in reimbursement on average.

Wolf attacks weren't the only factor impacting the weights of calves. Precipitation, temperature and other environmental variables also played a role in a calf's ability to gain weight.

Faculty and graduate students at the University of Montana worked with the Montana Department of Fish, Wildlife and Parks and considered 15 years of ranch husbandry.

Wolf attacks on cattle herds declined in 2013 compared to the year before, however they were near totals from 2011.



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1484	War Iron Mountain 048-204	AAA17360624	Weigel Angus Ranch-Kintyre, ND
1468	Bar 12 Connealy 1723(3yr old)	AAA17021243	Bruner Brothers-Drake, ND
1465	Arrow Timeless 2316	AAA17355728	Luhman-Gladstone, ND
1467	MCC Juanda Gold 219	AAA17370313	Metzger Cattle-Towner, ND
1480	War Traveler 903-276	AAA17358605	Weigel Angus Ranch-Kintyre, ND
1479	TNT 901 Onward 277	AAA17347167	Evenson Angus Farm-Hettinger, ND
1485	Far X Factor 982	AAA17278739	Frey Angus Ranch-Granville, ND
1476	Far X Factor 328Z	AAA17278792	Frey Angus Ranch-Granville, ND
1474	MCC Vindicator 211	AAA17393583	Metzger Cattle-Towner, ND
1469	Bar 64L Alliance 1816 (3yr old)	AAA17021268	Bruner Brothers-Drake, ND
1481	LA Alliance 192	AAA17221109	Luhman-Gladstone, ND
1466	SPR Impression 228	AAA17355519	Sprunk-Chaffee, ND
1470	JJ Aberdeen 208	AAA17322136	Amundson Angus-New Salem, ND
1486	War VRD 949-238	AAA17378650	Weigel Angus Ranch-Kintyre, ND
1471	War Mentor 419-289	AAA17362629	Weigel Angus Ranch-Kintyre, ND
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Monday, Feb 17, 2014

Monday, Feb 24, 2014 • Dairy Sale

March

Monday, March 3, 2014

Monday, March 10, 2014

Monday, March 17, 2014

Monday, March 24, 2014

Monday, March 31, 2014 • Dairy Sale

Farm Bill Approved by House, Expected to Pass Senate

On Wednesday, Jan. 29, 2014 the House of Representatives passed a bill authorizing nearly \$1 trillion in spending on farm subsidies and nutrition programs. The passage by the House set the stage for the final passage of a new five-year bill that has been stalled for over two years.

The bill passed the House by a vote of 251 to 166 and is expected to save about \$16.6 billion over the next 10 years. Wednesday's vote was largely bipartisan. "This is legislation we can all be proud of because it fulfills the expectations the American people have of us," said Representative Frank D. Lucas, Republican of Oklahoma, who led House efforts to pass the farm bill.

The new farm bill makes changes to both nutrition and farm programs. It cuts the food stamp program by \$8 billion and about 850,000 households will lose about \$90 in monthly benefits. The bill does provide a \$200 million increase in financing food banks.

Farm programs were not spared from cuts in the new bill. The most significant change to farm programs is the elimination of a subsidy known as direct payments. These payments which add up to about \$5 billion a year are paid to farmers whether they grow crops or not. The new bill cuts this subsidy and adds money to the government-subsidized crop insurance. The government pays 62 percent of premiums for the \$9 billion-a-year insurance program. Lawmakers said the elimination of the direct payments ensures that only those who actually farm would receive subsidies and only when affected by a disaster.

NCBA Opposes Farm Bill

The National Cattlemen's Beef Association announced that they will oppose the Agricultural Act of 2014, the farm bill conference report. NCBA sent a letter to the Hill, expressing the opposition to the bill. The following is a statement by Scott George, NCBA president and Cody, Wyoming cattleman:

"NCBA has worked on this farm bill for over three years now. First as the 2012 Farm Bill, then the 2013, and now with the actions of a few in Congress, it has become the 2014 Farm Bill. After all of this, the bill that the conference committee released Monday is not one that addresses the priority issues that our members had for this farm bill.

"We are calling on Congress to fix the mistakes they have made, mistakes that are costing cattlemen and women money every day. Mistakes like Mandatory Country-of-Origin Labeling, which has already resulted in steep discounts to our producers and caused prejudice against our largest trading partners. This program was created without the consent of producers and has been a failure by every measure.

"We are disappointed in all members of Congress and especially the members of the Conference Committee for allowing this process to go this far without a solution. Failure to fix MCOOL at this juncture will lead to retaliatory tariffs on a host of commodities and it is only a matter of time before the World Trade Organization rules in favor of Canada and Mexico. Once that happens, producers will realize the full costs of this failed legislation.

"This farm bill is foundationally flawed and the livestock sector is standing shoulder-to-shoulder in opposition of a farm bill that will only serve to cause greater harm to rural America."

The National Beef Cook-Off® Winning Recipes Available

The newest National Beef Cook-Off® Winning Recipes brochure and twenty-one individual winning recipe cards are now available for download on the Extranet.

Printed Cook-Off collateral material will not be available as in past years due to decreased budgets; however, the good news is that design files are available to all of our beef industry affiliate partners. These files will allow you to print the amount you need, plus the brochure can even be personalized.

The 48-page recipe brochure collection is built around foods from the "Making the Most of MyPlate" food groups, including lean beef. Recipes in this brochure are nutritious and echo how consumers are preparing beef, because all recipes included within this brochure were home cooking finalists from the last Cook-Off contest.

Belt-tightening beef recipes are nutritious and are great values to prepare. Semi-homemade beef recipes are perfect to promote to millennials, as they combine beef and fresh ingredients with pre-packaged food products. Real-worldly, real simple beef and potato recipes are easy to make and feature international flavors. Craveable fresh beef and fresh California avocado recipes are easy and highlight California cuisine and cooking trends. For more information contact Sherry Hill, shill@ancw.org.

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U.S. Hay Prices Declining

U.S. hay prices were at record high levels last spring, and have been declining since. The USDA National Agricultural Statistics Service (NASS) reports average monthly hay prices by state on a crop year (May-Apr) basis. Prices are reported for alfalfa hay, other hay, and the combined all hay categories.

Hay prices in the U.S. generally increased throughout the last crop year, and other hay prices ended the year in April at a record high \$157 per ton. Prices have declined this crop year to \$130/T recorded in December. The reported prices are averages and the range can be wide given varying quality and geographic supply and demand conditions. For example, the highest other hay price in December was \$230/T in Colorado, the lowest average price of \$68/T was in North Dakota.

Hay supplies declined in the U.S. for the last several years. Both the competition for land due to historically high crop prices, and the 2011 drought in the Southern Plains and more widespread drought in the U.S. in 2012 were major causes of the decline. However, better moisture conditions for 2013 in much of the U.S. caused much needed improvement in hay supplies.

In the annual Crop Production Summary report released on Jan. 10, 2014; NASS reported state and total U.S. hay area harvested, yield per acre, and production for alfalfa, other hay, and all hay categories on a calendar year basis. All hay harvested in the U.S. at 58.3 million acres in 2013 was a 3.5% increase over the 56.3 million harvested in 2012. The average U.S. yield per acre for all hay in 2013 was 2.33 tons. That compares to the drought reduced 2.13 T/A in 2012, which was the lowest since the 1.94 T recorded in the 1988 severe drought year.

All U.S. hay production in 2013 at almost 136 million tons was a 13.4% increase over the record low 119.9 million produced in 2012. For comparison with other drought years, 120.1 million tons were produced in 1976 and 125.7 million was recorded in 1988.

NASS also reports May 1 and December 1 hay stocks on U.S. farms in its monthly Crop Production report. Dec. 1, 2013, hay stocks at 89.3 million tons were 16.7% above the historically low Dec. 1, 2012, stocks of 76.5 million.

The May 1, 2013, stocks were also historically low so that is why record prices occurred. Even though Dec. 1 stocks improved, they were still about 9% below the previous 10 year average.

The Western U.S. is experiencing very dry conditions, with much of California in severe to extreme drought. Lack of forage is forcing supplemental feeding

Hay . . . continued on page 16



Highway Changes Could Benefit Cattle Producers

Jim Handley, Executive Vice President of the Florida Cattlemen's Association, talked about the potential impact of increasing truck weights on the beef industry in a weekly Beltway Beef interview with the National Cattlemen's Beef Association.

The NCBA and state affiliates submitted comments on the U.S. Department of Transportation's comprehensive truck size and weight limit study. Handley says most cattle are transported on highways and increasing the weight limits would be vital to Florida cattle producers who ship most of their animals north or west.



Highway . . . continued on page 16

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Bayer Introduces New Product for Long-Term Insect Control

Bayer HealthCare

Bayer HealthCare LLC Animal Health Division has announced the introduction of a broad-spectrum premise spray called Annihilator Polyzone. The product provides livestock producers with long-term control of crawling, flying and wood-infesting pests. Bayer's proprietary technology allows the product to withstand aggressive surfaces, weather and wash-off conditions for up to 90 days. This residual enables users to maintain control with fewer applications which can result in reduced labor.

"Calf facilities in the summer are one of the worst places you could be for flies," said Dairy Manager Benny Rector from Hilmar, Calif. "We sprayed calf pens before we put calves in them, and we sprayed the surrounding area. The residual effects lead to less labor for me to put it on. And, it's a constant, maintained control over those 8-12 weeks — that's the big thing — it's a constant kill."

The proprietary technology within Annihilator Polyzone forms a protective layer between the active ingredient particles and the applied area adhering them to the surface. As the Polyzone crystals erode over time, the active ingredient, deltamethrin, is slowly released, leading to effective control for up to 90 days. This residual gives users the ability to apply the product in many areas, as well as hard-to-spray areas.

"With Annihilator Polyzone, we are providing livestock producers an effective long-term premise spray," says Cary Christensen, DVM, Director, Food Animal Business Unit, Bayer. "This is part of the Bayer Defense Point System, an integrated pest control management system designed to help protect animal operations from pests. Because of the significant economic impact — and health and wellness affect — flies have on livestock operations, producers need additional tools to help manage flies."

Annihilator Polyzone is one of the latest innovations in a portfolio of brands that help make Bayer a leading provider of pest management solutions. Annihilator Polyzone is sold by the pint and distributed by Bayer HealthCare and available through Bayer-approved distributors. For more information about Annihilator Polyzone, or to obtain a product label, call Bayer Veterinary Services at +1 (800) 422-9874 or visit bayerlivestock.com.

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Efficiency Key to Profitability for Minnesota Cow-Calf Sector in 2014

By Eric Mousel
North Central Research & Outreach Center
University of Minnesota Beef Team

Although calf prices have reached historical levels over the past several years, many cow-calf producers are left wondering where the profit has gone in the primary level of the industry.

This is not a unique feeling to Minnesota; cow-calf producers all over the country are wondering how market prices can be so high and profits so paltry. Even with historically high prices (at the time) in 2012, average profit in Minnesota was less than \$100 per cow. It seems impossible, but that is the reality we live in.

It is hard to imagine calf prices going much higher at this point (this is the 5th time I've said that), but one has to wonder whether the consumer can continue to absorb higher retail prices.

Additionally, increasing annual costs have been a primary source of pain for most cattle outfits over the last several years. The average annual cow cost in Minnesota for 2012 was over \$700. That is up 8.7 percent over 2011 and up 36.5 percent from 2005. That is an annual cow cost increase of about 4.5 percent per year.

For many, the question is how to squeeze more profit from an economic structure that is pushing costs up as fast as market prices?

There are four primary factors that determine profit potential in any business, including the cow business: capital investment, production efficiency, market value and cost of production. How these factors are balanced in any business provides a road map for increasing profitability.

On average, capital investment in Minnesota cow herds has been fairly flat since 2007. This is not surprising since there was a 28 percent increasing in average capital investment expenditures following the first big jump in calf prices in 2005.

However, as costs caught up with market prices during the 2007-2008 production years, overall profitability has been fairly flat since. This has resulted in stagnation of capital investment into cow herds across the state, but also has kept fixed costs fairly consistent.

Production efficiency in Minnesota, measured as weaning percentage, weaning weight and pounds of calf weaned per cow exposed, has been mediocre when compared to regional averages.

From 2005-2012, average weaning percentage, defined as the percentage of calves weaned compared to the number of cows exposed at breeding, has hovered around 88 percent compared to a regional average of 92 percent.

Average weaning weight in Minnesota has been pretty consistent over the last 8-years at 540 pounds and is on par with the regional average. However, pounds weaned per cow exposed, calculated as weaning percentage times weaning weight, has averaged 477 pounds from 2005-2012.



As a comparison North Dakota, South Dakota and Iowa average 500 pounds of calf weaned per cow exposed. Pounds of calf weaned per cow exposed is the primary measure of efficiency for cow-calf operators and it appears that there is a real opportunity for Minnesota cow-calf producers to increase profitability through increased efficiency.

One of the biggest contributors to a low efficiency cow herd is poor producing cows. Once the cows that came up open during preg-check are shipped, there remains that group of cows that always manage to breed and calve, but usually seem to have small, under-performing, or late calves.

These cows are profit killers. Mostly because they stick around all year, incurring all the same costs as the other cows, but their calves are worth substantially less than their contemporaries.

Identifying and removing these cows from the herd and replacing them can instantly increase herd efficiency and profitability with little effort or expense.

Another contributor to low efficiency cow herds is propagating poor genetics. Either through sire selection or replacement female selection, poor genetics will steal profits. Calving problems, poor growth and poor fertility all contribute to inefficiency in the cow herd and can easily be corrected through selection.

As Minnesota cow-calf producers look to the next year, markets will likely stay strong but costs will go up again so efficiency will be the key to maintaining or improving profitability in 2014 and beyond.

If you would like to visit more about improving the efficiency and profitability of the cow herd, call Eric Mousel at 605-690-4974 or email emmousel@umn.edu.

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Cattle... continued from page 10

adverse weather conditions. While it usually isn't possible to keep them out of the cold, there are many ways livestock owners can protect animals from wind and falling snow. This can be done by providing shelter or windbreaks for the animals. When providing shelter to cattle, make sure that there is still adequate air exchange so that humidity and moisture do not accumulate as these can actually compound the problem by making the animals wet and increasing their Lower Critical Temperature.

At the same time, producers can take steps to increase the animals' energy intake during adverse weather conditions. While the surest way to increase energy is to add grain to the diet, this could cause digestive upsets in animals on a high roughage diet. A more subtle and practical approach for these animals is to save the best quality hay for bad weather and perhaps feed this hay for a couple days after the storm has passed to make up for any weight lost. Remember that any dietary changes must be gradual to avoid digestive upsets.

With the bitterly cold wind chills of the past few weeks, simply supplying enough dietary energy for the animals to maintain normal body function, without needing to burn stored fat, can be a real challenge. Taking steps to reduce the effects of the cold while increasing energy intake should help cattle overcome these environmental stresses of winter.

Mike Boersma is a County Extension Educator & 4-H Program Director with the University of Minnesota Extension in Murray and Pipestone Counties.

Hay... continued from page 13

of beef cows that would normally be grazing. Lack of irrigation water in California will hamper hay and silage production, and it is expected that dairies will need to import hay from other states. Much of the Great Plains has had a very cold winter with higher beef cow maintenance requirements.

So hay supplies will likely remain historically tight and prices will be impacted as the potential for 2014 hay crop production starts to materialize.

Highway... continued from page 13

The increased load limit would mean fewer shipments, saving producers fuel costs and other shipping expenses and reducing the use of resources impacting the environment.

The study considers the effect of added weights on highway safety. Handley says the change would not impact safety.

Past occurrences where heavier shipments were allowed show the additional load weight didn't translate to a heightened risk. Handley says emergency executive orders in Florida during a period of hurricanes in 2004 and 2005 allowed trucks to carry up to 95,000 pounds. He notes there wasn't an increase in safety issues during that 24-month timeframe.

According to Handley, the cattle industry is willing to make long-term changes to shipping procedures, should load limits increase. He mentions adding a sixth axle to trailers to maintain the current weight-to-axle ratio and keep the same braking power trailers currently have.

Handley pointed to the savings the heavier trucks would have for cattle producers. Calculating a shipment of cattle, he says a 1,750-mile trip could save \$11 per head on a 500-pound calf.

Cattle producers are encouraged by the NCBA to contact local representatives to ask to grant states the authority to establish their weight limits on the federal highways within their given state. The increased weight load would make industry practices more efficient and help the environment with fewer shipments.

Handley said the increased weight guidelines would save feeder calf producers by sending at least 1,600 fewer truckloads over the highways per year. The change would save Florida's producers \$8.8 million yearly, in addition to the savings by cattle producers in other states.

Scharpe Named 2013 CattleWoman of the Year



Jennifer Scharpe

The Minnesota CattleWomen's 2013 CattleWoman of the Year is Jennifer Scharpe. Her award was announced at the annual Minnesota Cattle Convention this last December. Jennifer was unable to attend the convention because of her job as Director of Communications for the American Gelbvieh Association in Denver. She did however send her acceptance speech saying that she was truly grateful to accept the award and the honor of being named CattleWoman of the year.

Jennifer's involvement with the CattleWomen goes way back to 1996 when she was named the MN Beef Ambassador and a year later she was crowned the Minnesota Beef Queen. Jennifer attended the University of North Dakota pursuing a degree in Animal and Range Science and background in Food Safety. She also spent time in the Peace Corps as a volunteer, and then earned her Masters Degree in Communication and Journalism from Iowa State University at Ames. It was during these years that Jennifer served as Vice President and President Elect of the CattleWomen. During Jennifer's first year as MNCW President she started working for the American Gelbvieh Association. Jennifer says her job with the AGA can be attributed to her involvement with the CattleWomen. "During my time as the Minnesota Beef Ambassador and the Minnesota Beef Queen I realized I wanted a career in

communication in the beef industry. Those experiences of representing Minnesota's beef farmers and ranchers helped shape who I am today and helped develop the skills I use in my job."

During Jennifer's term as president she planned and implemented the "Read into my World" program, where beef advocates go into elementary school classrooms and read stories about agriculture and raising cattle to students. Along with Minnesota many other state cattlemen's groups have been involved in this program and have reached many students. Jennifer continues to be a strong advocate for the beef industry and for the last three years has been a member of the National Beef Speakers Bureau sponsored by the American National CattleWomen and the Beef Checkoff. Through this program she has had the opportunity to tell the beef story to many groups of people including civic organizations, families and school aged children.

Jennifer would like to leave us with the one thought she used in her speech when she competed for Beef Queen 15 years ago and it remains true today. AGRICULTURE: America's Greatest Resource is Cattle Using Land That Undoubtedly Replenishes the Environment. We think Jennifer has also been a great resource to the Minnesota CattleWomen!

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- 1-100 Head = \$100
- 101-250 Head = \$200
- 251--500 Head = \$300
- 501-1000 Head = \$400 + Fair Share
- 1001 - 1500 Head = \$550 + Fair Share
- 1501 Head & Up = \$750 + Fair Share
- Fair Share is \$0.25 per stock cow & \$0.125 per stocker/feeder
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