



The Minnesota Cattlemans

The Official Newspaper of the Minnesota State Cattlemen's Association

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Volume 26 | Edition 7 | November 2023

Alexandria to Host Annual Minnesota Cattle Industry Convention

By MSCA Executive Director Kaitlyn Root

The Annual Minnesota Cattle Industry Convention (MCIC) and Trade Show brings together cattle producers from across Minnesota and surrounding states for a fun-filled weekend with educational speakers, silent and live auction, the Best of Beef Banquet, trade show and plenty of networking.

The MCIC will be held at the Arrowwood Resort in Alexandria, Minnesota, on Dec. 15-16, with a Resolutions Meeting on Dec. 14 from 2-6 p.m. This meeting is designed

for members to bring forward their policy resolutions which will guide the Minnesota State Cattlemen's Association (MSCA) policy.

This year's convention theme is "Creating a Dynasty, Leaving a Legacy," and many sessions are geared towards creating and maintaining a successful business operation on the farm.

Friday morning, Kali Flower and Aaron Erickson, farm marketing consultants for Hurley & Associates, will educate

producers on marketing cattle with a business mindset.

Flower and Erickson will discuss impactful tools for cattle producers to utilize including puts and calls; when/how to use Livestock Risk Protection; and hedging.

"During these times of profitability, there are so many options for producers to be locking in revenue and profitability," says Flower. "Ultimately, our goal would be to challenge some mindsets on how we look at the markets, and additionally help producers understand the marketing tools available to them."

The trading of derivatives may not be suitable for all investors. Derivatives trading involves substantial risk of loss, and you should fully understand those risks prior to trading.

The convention will also include a presentation by National Cattlemen's Beef Association (NCBA) Director of Producer Education Michaela Clowser on the 2022 National Beef Quality Audit (NBQA) results. The NBQA is a comprehensive survey evaluating beef industry efforts to im-

prove beef quality.

Conducted every five years since 1991, the checkoff-funded audit assesses progress the industry makes on a variety of production issues which ultimately affect consumer demand for beef.

"The NBQA is an important tool for the industry to identify where improvements are being made and additional opportunities for producers to capture more value," says Clowser. "Overall, the cattle industry is producing a really high-quality product that consumers want

and enjoy, and that is something cattle producers can hang their hat on."

MSCA President Jake Thompson and American National CattleWomen President Pam Griffin will welcome attendees during lunch on Friday, and the Keynote Address includes briefings from NCBA President Todd Wilkinson and U.S. Meat Export Federation Senior Vice President, Industry Relations John Hinners.

Convention ... continued on page 7

MSCA

MSCA is a grassroots organization consisting of over 20 local cattlemen's groups, providing the greatest opportunity for producer input and policy recommendations

Minnesota State Cattlemen's members, did you know you can pay your local affiliate dues online? Use the link below to renew your membership for the state and local association!

<https://www.mnsca.org/become-a-member/membership-application>

MINNESOTA STATE CATTLEMEN'S ASSOCIATION
DISTRICT MAP & LOCAL AFFILIATES

1. Central Minnesota Cattlemen	12. Mower County Cattlemen
2. Cottonwood Cattle Producers	13. Murray County Cattlemen
3. Three Rivers Cattlemen	14. Northwestern Stockmen
4. Fillmore County Cattlemen	15. Redwood Area Cattlemen
5. Freeborn County Cattlemen	16. Rock/Robles Cattlemen
6. Glacial Ridge Cattlemen	17. Snake River Cattlemen
7. Houston County Cattlemen	18. South Central Cattlemen
8. Le Sueur County Area Cattlemen	19. Southwest Cattlemen
9. Midwest Cattlemen	20. Tri-County Cattlemen
10. Minnesota Cattlemen	21. Wabasha County Cattlemen
11. Mississippi Valley Cattlemen	22. West Central Cattlemen
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What do you get with a \$75 convention registration?

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NEWS - TIME SENSITIVE MATERIAL



Cattle: The Ultimate Upcyclers

Every day, cattle graze and unknowingly turn natural resources like solar energy and pastureland into high-quality proteins and other invaluable products. They're upcyclers that take otherwise useless materials, add nutritional and environmental value, and transform them into something more — a better product in disguise.

What is Upcycling?

- A little bit of "reduce, reuse, recycle" and a lot of cattle's unique digestive system.
- About 90% of what cattle eat can't be digested by humans.
- Cattle convert things that humans can't eat, like grass and other forages, into high quality, nutrient-rich protein.

How Do Cattle Upcycle?

Cows don't eat as much as they "snack." They graze on the copious plants native to their surroundings that humans can't eat. They use their unique, four-compartment stomachs and digestive systems to gain nutritional value from the feed and forage. Their digestive systems house trillions of microbes that share a symbiotic relationship with the animals, allowing them to benefit from low-quality feed and forages that other animals can't digest.

#DYK

Corn going to the beef cattle finishing sector represents only **7%** of harvested corn grain in the U.S. or **5.5 million acres**.¹

By comparison, **34.8%** of corn acreage in the U.S. is used for producing fuel ethanol.²

Approximately **29%** of the land in the U.S. is pasture or rangeland that is too wet, rocky, steep, or arid to support cultivated agriculture.³ This land is able to support cattle, sheep, and goats — and protein upcycling.

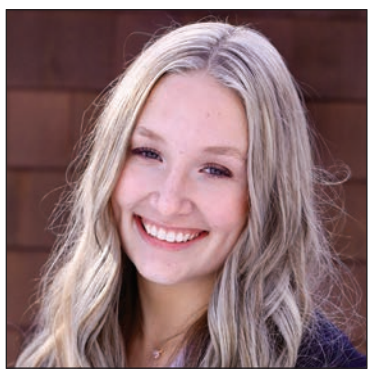
Impact: A Circular Economy

The real value in upcycling is adding renewed value to products. Chief among those benefits are:

- 1. Reduced Landfill**
Cattle can feed on byproducts from biofuel and food production industries, such as distiller grains and wheat millings, reducing the volume of waste going to landfills.
- 2. More than Meat**
More than 44% of an animal's live weight transforms into other goods such as:
- Leather
- Pharmaceuticals
- Cosmetics
- Pet food
- 3. An Improved Ecosystem**
Properly managed cattle grazing can improve rangeland and wildlife habitats. As the global population continues to grow, ruminant animals like beef cattle can help us make more protein with less.

1. NASS. 2021. Steers and Heifers Commercial Slaughter GE 500, 2019/2020. Found on USDA/NASS QuickStats Ad-hoc Query Tool.
2. U.S. Bioenergy Statistics 2019/2020, 2021. Found on USDA ERS - U.S. Bioenergy Statistics.
3. USDA ERS. 2021. 2012 ERS Major Uses of Land. Found on USDA ERS - Major Land Uses.

To learn more about the upcycling process and cattle's role in sustainability, visit BeefItsWhatsForDinner.com.
Funded by Beef Farmers and Ranchers



KAITLYN ROOT
Executive Director
Office: 763-479-1011

Hello, and happy convention season!

I can hardly believe it is November, and the Minnesota Cattle Industry Convention and Trade Show is a month away! The Minnesota State Cattlemen's Association (MSCA) is so excited for this year's convention, and the Convention Committee consisting of MSCA Business Administrator Heather DeLong, MSCA Membership and Industry Relations Chair Angie Ford, MSCA Vice President Rachel Gray and myself have been hard at work planning for a great convention.

This year's convention theme is "Creating a Dynasty, Leaving a Legacy." And that's

what it's all about – right?

What is the reason you all work on your operation every day? Especially on those freezing cold blizzard days or extremely hot and humid summer days?

Many of you would say you have a family to provide for. Not only do you have a family to provide for today and tomorrow, but many of you are working to provide for your family for generations to come.

You are literally creating a dynasty that will be left as a legacy. Whether you think about this each day on the operation or not, what you do today will affect your grandchildren and their children.

So, as we plan this convention, we have kept this concept in mind. Our speakers are geared towards improving cattle operations and building your business so you can leave a legacy.

In this paper, you will find an updated schedule, registration details and hotel information. We cannot wait to see you all Dec. 15-16 in Alexandria!

For more information, visit mnsca.org/convention.

Cheers to another convention!



JAKE THOMPSON
President

Hello fellow cattlemen and cattlemen,

Sure is amazing how fast the weather conditions change from fall to winter. I hope you were able to accomplish everything you set out to get done before freeze up.

I know here we were not ready for winter yet, and it makes for some long days trying to catch up.

I hope everyone is planning to attend the Minnesota State Cattlemen's Association Convention and Trade Show and Annual Meeting on Dec. 15-16 at the Arrowwood Resort in Alexandria, MN.

We have lined up a great trade show with a lot to look at and a lot of networking to

happen! There will also be some informational speakers throughout the weekend that you won't want to miss.

Registration opens at 8 a.m. on Friday with the trade show opening at 10:30 a.m. You can find a full schedule of events at mnsca.org/convention.

The Resolutions Meeting will be Thursday, Dec. 14, 2-6 p.m. in the Minnewaska Room at the Arrowwood Convention Center. Be sure to bring resolutions from your local associations – all ideas are welcomed here, and these resolutions guide the decisions made by the MSCA throughout the year.

There will be Regional Caucus Meetings for Regional Director nominees for regions two/three, four, six and eight Friday morning. I cannot stress enough the importance of these meetings so that we have the right person in place to represent your region at our state quarterly meetings. Make sure to attend these meetings if you are in one of these regions.

Let's make this year's convention one of the best! I hope to see you Dec. 15-16.

Cheers!



RACHEL GRAY
Vice President

Greetings from northern Minnesota,

What a busy season! We have cattle shipping, cattle coming in, harvest is finishing and of course we are getting ready for winter.

I don't know about your

house, but it is also the season of kids getting sick at school and daycare! I think in the last two weeks, one or both of my grandkids has been home from daycare or kindergarten almost every day. That certainly adds another element to ranching.

Having them with me in the tractor doing chores and while feeding has made me think of all the ranch moms, dads and grandparents toting their littles around while we work. While most of my articles are about markets or cattle care, this one is about childcare.

I think sometimes we don't spend enough time talking about how we manage those little people while we work. Of course, the first thing we need

to do is keep them safe. Always make sure they are buckled and make sure that if you are getting out of equipment that they cannot start it and put it in gear.

I was shocked at how quickly Jaxon, the three-year-old, knew how to start the tractor and knew how to put it in gear. It reinforced the idea that they are always watching and learn so fast. Remember, safety first!

Of course, tractor rides and feedings are fun, but can get long for kids. A few tricks I have used the past couple of weeks are a bag of dry erase markers to write on tractor windows, an extra old sheet that can be tied up in the cab to make a little hammock, snack

bags, coloring books and of course, tractor books.

While it is not always easy to have them along, they learn so much by being with us. Ranching with kids is so rewarding.

They are not only learning to care for cattle and work hard, but they are also learning to love this life. Time in the tractor with my grandkids will be something I treasure for a lifetime.

If you are coming to convention, I would love to hear your creative ideas about how you care for your kids and grandkids while you are taking care of your cattle. Look me up at the MSCA booth.

Hope to see you at the annual convention!



ERIC ZELTWANGER
Cow/Calf Council Chair

Greetings fellow cattlemen, As you read this, Turkey will

have just finished the one day a year we allow them to be on top! Harvest will be wrapping up, and we as cattlemen will be looking to stay ahead of weather for the next couple months, as winter is fast approaching.

This time of year brings us together for events such as the Minnesota State Cattlemen's Association convention. This year's convention will be in Alexandria, and Kaitlyn has lined up a nice list of speakers and entertainment for us all.

If anyone has any items they

would like to include in the auctions, reach out to any of us on the board and we will make sure we get them added to the fun.

Also, along with the convention is the Resolutions Meeting. For anyone unfamiliar with this, it is the meeting where MSCA brings ideas that we would like to see legislation made about.

This meeting is a very important part of what we do at the state level to give direction to people like MSCA Legislative Consultant Bruce Kleven and those watching out for us at the

legislative level.

We set guidelines we would like to see followed and write language to prevent changes in a system. It may not be as fun as the auction or the comedian, but it is definitely important, and I encourage everyone to take the time to sit in on it if you can or at the very least send your ideas to the board and we can work on the language to make the idea known.

Zeltwanger ...
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Minnesota Cattleman

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ROSEMARY GUSTAFSON
CattleWomen President

Harvest is winding down, and the MN Beef Expo is behind us. The 32nd Annual State Beef Ambassador Competition was held, and a team of three ambassadors was chosen: Alicia Holtz – Little Falls, MN; Matalyn Martinson – Otsego, MN; and Aubree Paplow – Sanborn, MN. Rachael Dose – Arlington, MN will serve as the team’s peer advisor.

We had a very strong pool of candidates with 10 youth applying. Judges from the industry joined together to select the 2023-2024 team with representation from the Minnesota State Cattlemen’s Association (MSCA), MN CattleWomen, MN Beef Council, the U.S. Department of Agriculture, Red River Farm Network and Minnesota Ag in the Classroom.

Kevin Hoge was on hand to award the Senior Lead Scholarship which is partially funded by the MSCA. We are excited to see the energy and passion the team will bring as they ad-

vocate for the Minnesota beef industry.

If you have an event that you would like to have an ambassador participate in, please contact us by emailing MNBeefAmbassadors@gmail.com.

New this year at the Minnesota Beef Expo, the Minnesota CattleWomen added additional youth educational activities aimed at young people under the age of 14 to encourage them to get involved as ambassadors in the making! In addition to the educational materials in the booth, we held a coloring contest reintroducing the Beef Industry Mascot Beefman, and we had over 90 entries in from ages two to 13.

We will wrap up the end of the year with the MSCA Convention on Dec. 15-16. The Minnesota CattleWomen’s annual meeting will be held Saturday, Dec. 16 at noon, to allow all CattleWomen with dual memberships the ability to fully participate in the MSCA convention.

Registration is open at <https://www.mncattlewomen.org/events>. There is no cost to attend, but we ask that you register so we can properly plan.

Nominations are open for the CattleWoman of the Year, Friend of the CattleWomen and Lifetime Achievement Awards. Deadline to submit a nomination is Nov. 28.

Please log in to your Members Only account for more information on the program guidelines, and to submit a nomination.

Minnesota CattleWomen is a community of women who share a common passion for raising beef cattle and giving back to the industry that drives us. We believe in the power of women in agriculture and the positive impact we can make together.

By becoming a member of Minnesota CattleWomen, you will gain confidence and knowledge to bring back to your farm or ranch. Our educational events are designed to empower women with the latest industry insights and best practices.

Additionally, you will find a place and platform to put your ranching dreams into action. We provide opportunities for you to showcase your skills, talents and ideas. As a member, you

will also receive exclusive discounts on all our educational events and access to a network of like-minded women with similar goals and mindsets.

The connections you make within our community

will be invaluable in your personal and professional growth. To take the first step towards joining Minnesota CattleWomen, I en-

Gustafson ...
continued on page 13

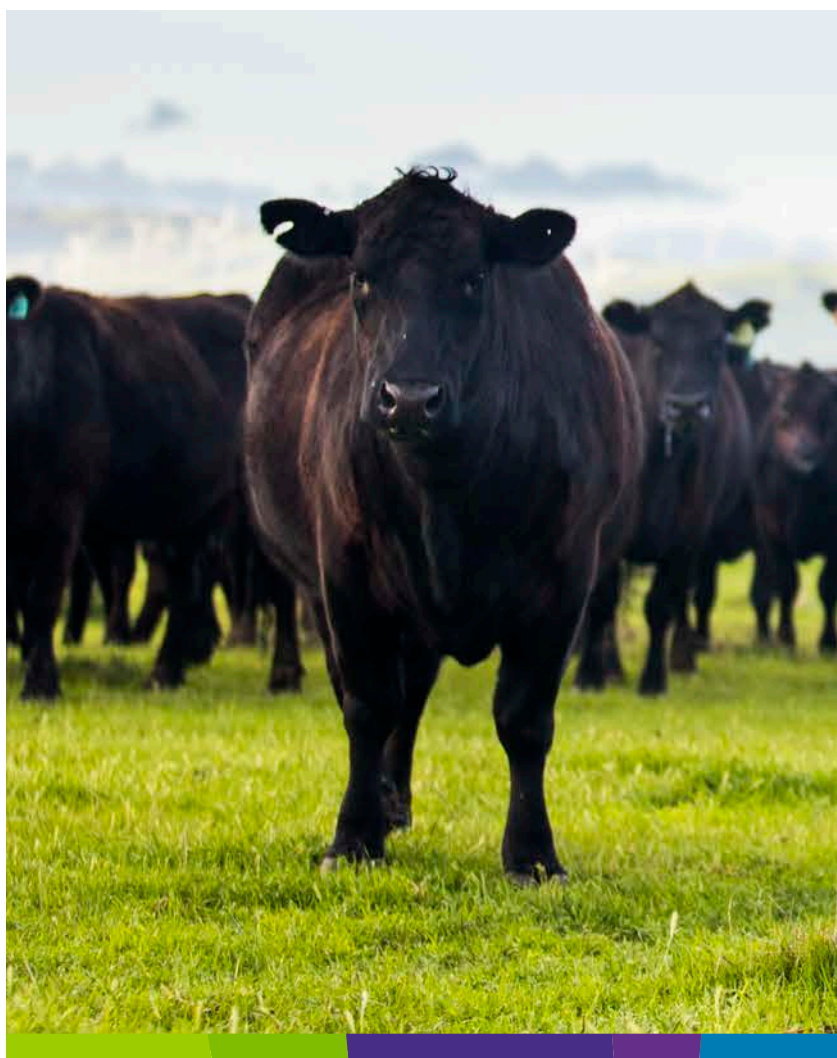


Thank you, 2023 Beef Alliance

THANK YOU to the following businesses that have committed to support members of the Minnesota State Cattlemen’s Association as a part of the Minnesota Beef Alliance Program for 2023. If you are interested in learning more about the Beef Alliance program, contact Angie Ford at mnscamembership@gmail.com.

<p>Prime</p> <ul style="list-style-type: none"> American Foods* Carlson Wholesale Merck Animal Health* Minnesota Beef Council 	<ul style="list-style-type: none"> Minnesota Corn Growers Association* Zoetis/Performance Beef Roto-Mix 	<p>Choice</p> <ul style="list-style-type: none"> Purina (Land O’Lakes) Vaxxinova Artex Dry Creek Trucking
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* Indicates giving above base level for that category!



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2023 Minnesota Top of Class

The second session of the 2023 Minnesota Top of Class was held on Oct. 25-26. Our 2023 Minnesota Top of Class is comprised of seven participants and the Minnesota State Beef Ambassador team. The mission of this program is to develop the skills of Minnesota's beef industry leaders so that they may maximize their impact in local, state, national and international arenas.

On Oct. 25, the group got to hear from Craig Gundersen, an economist from Baylor University, on food insecurity in the U.S. We also toured Rancher's Legacy Meat Company and U.S. Foods Stock Yards in South St. Paul.

On the second day, the group learned about "The History of Meat" from Dr. Ryan Cox at the University of Minnesota (UMN) Meat Lab. After learning about the history, with help from Dr. Cox and Jordan McCallum, UMN meat lab supervisor, the class cut three separate sub-primals, and we cooked some of the meat for lunch.

About the Federation of State Beef Councils

Created in 1963, the Federation of State Beef Councils represents the 43 Qualified State Beef Councils and is committed to its vision, which is to build beef demand by inspiring, unifying, and supporting an effective and coordinated state and national Checkoff

partnership. State beef councils voluntarily invest in the Federation to enhance the national Checkoff and leverage producer dollars through a coordinated partnership. Housed at the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, the Fed-

eration is a grassroots organization run by producers across the country.



Beef Checkoff Program - Private Treaty Sales Checkoff Investment Form

The Beef Checkoff program was created by the Beef Promotion and Research Act of 1985 (7 U.S.C. §§2901-2911) and the Beef Promotion and Research Order (7 CFR §§1260.101-640). Information is required by 7 CFR 1260.201. Failure to report can result in a fine. All information reported is confidential under 7 CFR §1260.203.

Both the seller and the buyer are responsible for making sure that the \$1-per-head assessment collected and remitted to the Cattlemen's Beef Board or the State beef council in the State where you live. If the seller is using this form to report cattle sold to multiple buyers, then the buyer section of the form can be left blank.

Date _____

Seller's Name _____ Buyer's Name _____

Address _____ Address _____

City _____ State _____ Zip _____ City _____ State _____ Zip _____

Seller's Signature _____ Buyer's Signature _____

Total Number of Cattle Sold _____ X \$1.00 per Head = _____

Date of Sale _____ State of Origin _____

Person remitting assessment Seller Buyer

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Building a Stronger State and National Partnership

Superheroes from across the country gathered in Denver on Oct. 11-13 for the annual Partnerships in Action (PIA) Conference. Coordinated by the Federation of State Beef Councils and funded by the Beef Checkoff, PIA brings state beef councils together to build a stronger state and national partnership.

The theme of "Superheroes in Action" packed a powerful punch as attendees learned about national Beef Checkoff programs and discussed ways those efforts could be expanded in Minnesota. Topics discussed during the event highlighted how the "dynamic duo" of the Beef Checkoff and state beef councils work together to drive demand for beef.

Attendees learned about program strategy, current consumer trends and preferences and upcoming Beef. It's What's For Dinner. promotions. More than 80 state staff from 32 state beef councils participated in the event, including Kelly Schmidt, Minnesota Beef Council (MBC) chief executive officer; Ashley Kraemer, MBC communications director; and Jon Dilworth, MBC director of industry relations.

"Connecting with other state beef councils and learning what national programs we can implement in our state is essential," said Dilworth. "These partnerships help us effectively leverage Beef Checkoff funds and create programs that have the greatest impact to our producers."

The MBC is part of the Federation of State Beef Councils and voluntarily invests in the Federation to enhance the national Checkoff and leverage producer dollars through a coordinated partnership. The Federation was established in 1963 by grassroots producers as a more concerted and focused effort to conduct national beef research and promotion programs.

For more information about how the MBC is driving the demand for beef, visit mnbeef.org.

MBC Board Meeting

The next Minnesota Beef Council Board of Directors Meeting is scheduled for Monday, Nov. 13, 2023. This meeting will be held at the Beef Council office in Maple Plain, MN.

Minnesota Beef Council Events

December 15 & 16, 2023 – MN Cattle Industry Convention – Alexandria, MN

January 9-12, 2024 – MN Top of Class – Denver, CO

January 31-February 2, 2024 – Cattle Industry Convention & NCBA Trade Show – Orlando, FL



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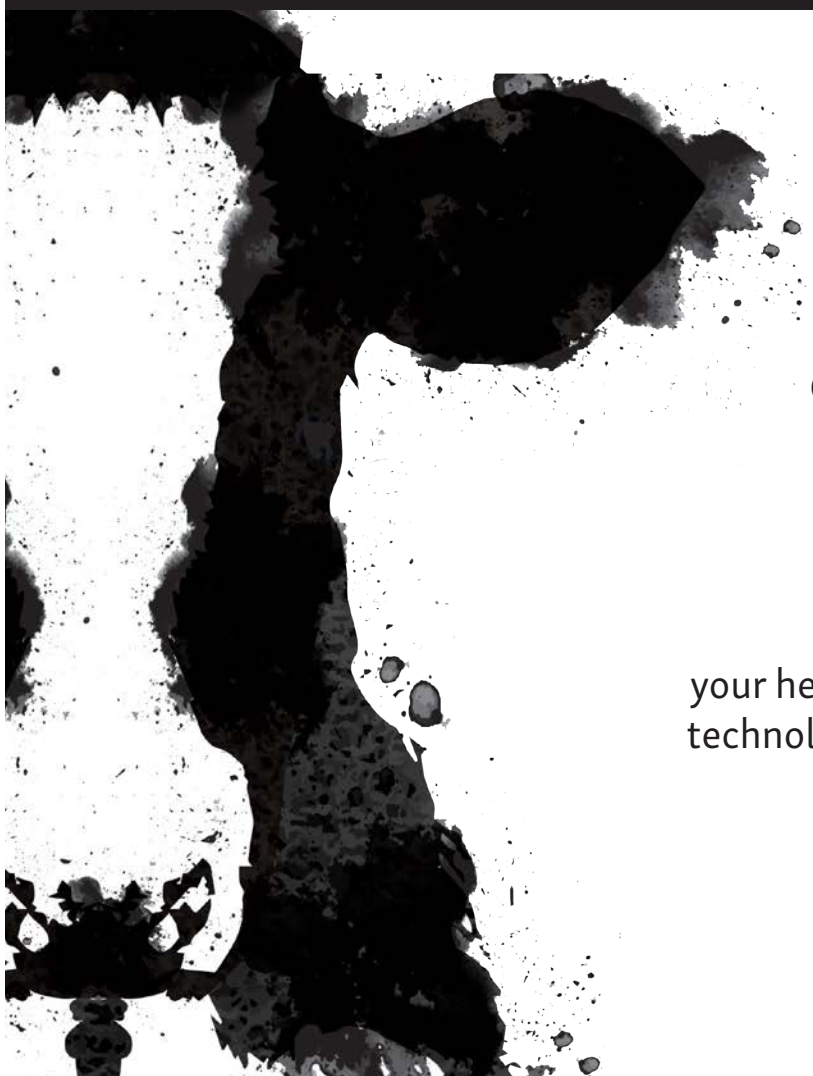
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**Convention ...
continued from page 1**

MSCA Legislative Consultant Bruce Kleven will provide a policy update Friday afternoon, followed by the Best of Beef Banquet featuring a beef dinner, live auction and entertainment by Comedian C. Willi Myles.

MCIC kicks off Saturday morning with a presentation on "Creating a Successful Grazing Cover Crop System" by Renovo Seed Direct Sales Lead Colin Geppert, followed by the Breakfast Panel featuring

distinguished panelists including MSCA Past President Grant Bretkreutz, Minnesota Soil Health Coalition Chairman Ben Dwire, University of Minnesota Extension Beef Systems Management Specialist Eric Mousel and Geppert.

The panel will include discussion on economically managing cattle herds and feed during drought years and implementing cover crops into a grazing system.

The MSCA Quarterly and Annual Meeting close out the MCIC Saturday morning, and the Minnesota CattleWomen will host their annual meeting beginning at noon.

The Minnesota Angus Association is hosting their annual meeting 1-2:30 p.m. at the resort. For more information, visit the Minnesota Angus Association webpage.

For more information and to register for convention, visit mnsca.org/convention. To book a hotel room, call the Arrowwood Resort at (320) 762-1124 and mention the MSCA to receive a discounted rate. Make sure to book your hotel room by Nov. 17 to ensure you are staying in the MSCA room block.



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DOSAGE & ADMINISTRATION: Inject subcutaneously as a single dose in the neck at a dosage of 2.5 mg/kg (1.1 mL/100 lb) body weight (BW). Do not inject more than 10 mL per injection site.

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2023

MINNESOTA CATTLE INDUSTRY CONVENTION

DECEMBER 15-16

ARROWOOD RESORT, ALEXANDRIA, MN

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Thursday, December 14

2 - 6 p.m. Policy and Resolutions Meeting

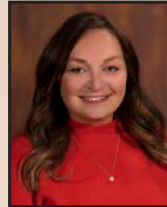
Friday, December 15

8 a.m.-6 p.m. Registration Open
 9 a.m. Silent Auction Opens
 9:30 a.m.-10:30 a.m. Regional Caucus Meetings for new director nominees (2/3, 4, 6, 8)
 10:45-11:45 a.m. Cow/calf Council Meeting
 Speaker Topic: "2022 National Beef Quality Audit Results"
 10:30 a.m. Trade Show Opens
 Noon-1:30 p.m. Lunch & Welcome
 NCBA CattleCon 2024 Info
 Keynote Address:
 NCBA President, ANCW & USMEF
 Feeder Council Meeting
 Speaker Topic: "Marketing Cattle With a Business Mindset"
 2-3:00 p.m. Break
 3-3:15 p.m. Minnesota Legislative Update
 3:15-4:15 p.m. Tradeshow & Networking
 4:15-6 p.m. President's Social – Tradeshow
 5-5:45 p.m. Best of Beef Banquet
 6-10 p.m. Entertainment & Live Auction

Saturday, December 16

7:30 a.m. Registration Opens
 8-8:20 a.m. Speaker Topic: "Create a Successful Grazing Cover Crop System"
 8:20-9:30 a.m. Breakfast Panel
 Topic: Economically Managing Your Herd and Feed
 9 a.m.-Noon Trade Show Open
 9:30-11 a.m. MSCA Quarterly & Annual Meeting
 11 a.m.-Noon Dedicated Trade Show Time
 11:30 a.m. Grab & Go Lunch
 11:30 a.m. Silent Auction Closes
 Noon (12 p.m.) Minnesota CattleWomen's Annual Meeting

2023 CONVENTION SPEAKERS



Michaela Clowser, NCBA Director of Producer Education



John Hinners, Senior Vice President, U.S. Meat Export Federation



Todd Wilkinson, NCBA President



Pam Griffin, ANCW President



Aaron Erickson & Kali Flower Hurley & Associates



Bruce Kleven, MSCA Legislative Consultant



Entertainment, Comedian C. Willi Myles

Breakfast Panel



Grant Breikreutz, MSCA Past President



Ben Dwire, Minnesota Soil Health Coalition



Colin Geppert, Renovo Seed



Eric Mousel, UMN Extension

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**Zeltwanger ...
continued from page 2**

Minnesota has taken many ideas to the national level and have some on the books at this time.

With the state convention just around the corner, don't forget the NCBA convention down in Florida in February. This is a great chance to get away (if you have help

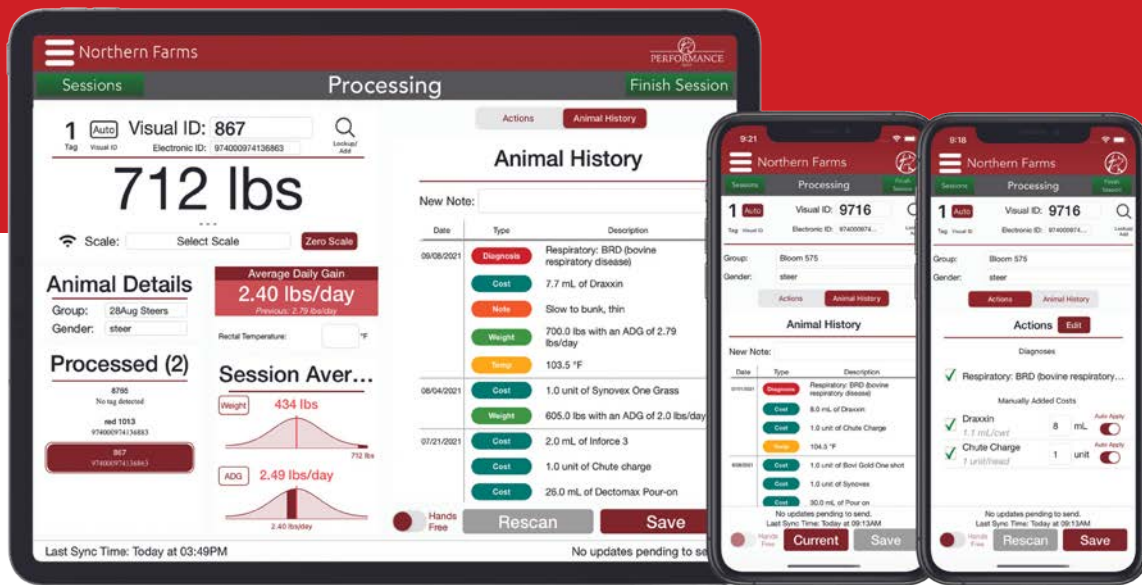
at home) to learn new things in the industry and connect with a great group of like-minded individuals.

I ask that all producers please stay safe as we head into another Minnesota winter and that both you and the animals we care for look forward to a new start in a spring that may feel a long way off some days. Hope to catch you all at one of the great events we have coming up!

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Call for Resolutions

The Minnesota Cattle Industry Convention is rapidly approaching. As such, it is time to review the Minnesota State Cattlemen's Association policy.

At our Resolutions Meeting on Dec. 14 from 2-6 p.m. in the Minnewaska Room at the Arrowwood Resort, members will have the opportunity to review expiring policy, vote on interim policy, submit resolutions and discuss this policy with other producers around the state.

To view our current and expiring policy, visit mnsca.org/resources/policy.

Please submit any resolutions you plan to bring to convention by Nov. 27 to Kaitlyn at kaitlyn@mnsca.org. If you have any questions regarding current or expiring resolutions, reach out to Kaitlyn or your MSCA leadership team.

Meet Your 2023 Minnesota Cattle Industry Convention Speakers

Michaela Clowser

NCBA Director of Producer Education

Michaela Clowser serves as the director of producer education at the National Cattlemen's Beef Association (NCBA). She leads the development and implementation of NCBA's educational programs, including the Cattlemen's Colleges – held in conjunction with the annual convention, the Stockmanship & Stewardship program, the National Beef Quality Assurance program and the National Beef Quality Audit.

Michaela earned her B.S. from the University of Nebraska - Lincoln in agricultural economics and her M.S. from Oklahoma State University in agricultural economics and international agriculture. A native Nebraskan, Michaela grew up on her family's registered Angus and Simmental operation.

Michaela will present during the Cow/calf Meeting on Friday.



Kali Flower and Aaron Erickson

Farm Marketing Consultants, Hurley & Associates

Founded in 1988, Hurley & Associates operates under the mission "to help our clients realize economic stability while maintaining the dignity and value of the farm family." They do this by partnering with ag producers across the country to help them understand what profitability looks like for their farm. They believe it is vital to understand a farm's break-evens, debt schedules and future goals for the operation.

Kali Flower has been with Hurley & Associates for six years. She has seen first-hand the positive impact the Hurley program has on farm families. Kali and her husband Seth own and operate Cottonwood Cattle, a herd of registered Simmentals focused on providing quality genetics to commercial cattlemen.

Kali works as a farm marketing consultant for Hurley & Associates out of Glenwood, MN.

Aaron Erickson grew up around agriculture in rural Starbuck, MN. Through many different life experiences, Aaron has been able to see many sides of production agriculture. He puts a significant value on building lasting relationships, which is one of the qualities that drew him to Hurley & Associates. His passion for agriculture, and genuine interest in people, has led him to be very successful in his role with Hurley.

Aaron and his wife Jennifer live near Lowry, MN with their three children.

Aaron works as a farm marketing consultant for Hurley & Associates out of the Glenwood, MN, office. He works with both grain and livestock operations throughout Minnesota.

The trading of derivatives may not be suitable for all investors. Derivatives trading involves substantial risk of loss, and you should fully understand those risks prior to trading.

Kali and Aaron will present during the Feeder Council meeting on Friday.



NCBA President Todd Wilkinson

Todd Wilkinson is a co-owner and operator of a commercial cow/calf operation with his son, Nick, in De Smet, South Dakota. He is also a co-owner of Reedstone Feeders, a family-owned cattle feeding and finishing operation.

In addition, Wilkinson has practiced law for more than 40 years, specializing in estate planning and agricultural law. He is a graduate of Augusta College and USD School of Law. His firm, Wilkinson & Schumacher, is sought after by landowners (cow/calf, stocker and feeder segments) across the state when they are facing legal challenges.

Over the years, Wilkinson has been heavily involved in local, state and national leadership roles. During his time on the South Dakota Cattlemen's Association board, he had many roles including presidential in 2015-2016.

Wilkinson has also served on numerous NCBA committees as well as the Environmental Working Group, Traceability Working Group and Cattle Marketing Working Group.

Wilkinson served as NCBA Region VII policy vice president for two years. Wilkinson is a founding member and current vice president of the South Dakota Cattlemen's Foundation.

Todd will present during lunch on Friday.



USMEF Senior VP, Industry Relations, John Hanners

John J. Hanners, Jr. joined the U.S. Meat Export Federation (USMEF) in 2001. As the senior vice president, industry relations, Hanners is responsible for the financial aspect of USMEF's export marketing programs, new business development, membership and industry relations.

In addition, Hanners leads many USMEF member delegations and grassroots trade groups to international markets where they can witness firsthand the efforts of their financial investments in building U.S. red meat demand.

Along with his USMEF colleagues, Hanners also hosts numerous teams of red meat buyers with U.S. suppliers.

Headquartered in Denver, Colorado, the USMEF has over 100 staff members stationed in 18 offices around the world and carries out red meat market development activities in more than 100 countries.

Prior to his employment at USMEF, John worked 13 years for state and national livestock trade associations. He was raised on a diversified cattle, hog, corn and soybean farm near Carroll, Iowa, and has a bachelor's degree in animal science from Iowa State University.

John will present during lunch on Friday.



MSCA Legislative Consultant Bruce Kleven

Bruce has extensive skills and experience as a lobbyist, attorney and mediator, political strategist, speaker and parliamentarian. His areas of focus include agriculture, the environment, energy and transportation.

He works with clients ranging from individuals to multinational corporations. Bruce is a native of west-central Minnesota where his family of fifth-generation farmers emigrated from Norway in the 1870s. He grew up working on the family farm, which produces sugar.

Bruce will speak during the afternoon on Friday.



ANCW President Pam Griffin

Pamela was born in Anaheim, California surrounded by strawberry fields and orange groves. In 1974, the family moved to Glendale, Arizona then settling in Carefree. Both parents left agricultural roots. Her father's family ran a farming and meat operation, and her mother's side ran the family's grain operation. Pamela grew up on what she considers a hobby farm with an array of livestock. As an adult, she worked in the legal field as well as commercial and residential real estate development. John and Pam live on his family's third-generation 110-year-old cow/calf operation in Globe, Gila County, Arizona. Over a decade ago they began their own cow/calf business, X4 Cattle Company, LLC. They are also actively pursuing the custom beef industry.

She has served in numerous capacities, including President-Elect, Vice President of ANCW, past Region VI Director, Chairman of the Membership Committee, previous service on the Nominating Committee, sat on a sub-committee of Ways and Means, served as Arizona State Cowbelles President, Gila County Cowbelles President, and various committee member or board seats in the cattle industry within Arizona. She was appointed and served under past Secretary of Agriculture, Sonny Purdue as Chairman of the Arizona Farm Service Agency. Pam is a graduate of Project CENTRL for Arizona Rural Leadership Class XXIII. In 2019, she was the inaugural recipient of the Governor's Award for Outstanding Arizona Woman Rancher.

Pamela currently serves as ANCW President, a Bylaws/Policies and Procedures Committee Member, Board of Trustees member for Arizona Cattle Industry Research and Education Foundation, President of Gila County Cowbelles, County Planning and Zoning Commissioner and a member of the Southern Gila County Economic Development Corporation.



Colin Geppert

Direct Sales Lead, Renovo Seed

A cover crop and soil health enthusiast, Colin Geppert's passion is to educate others about regenerative agriculture, assisting with their goals along the way.

Colin grew up on a cow/calf operation in south central South Dakota. There, his family grew corn, soybeans, wheat, oats, rye and cover crops. The lessons learned on his family's farm about no-till, crop rotation and holistic grazing management have helped Colin become the sixth generation in his family to own and operate ground in his home area.

Colin now works for Renovo Seed, previously Millborn Seeds, as a direct sales lead in Brookings, SD. There, he leads a team that works with farmers and ranchers on a forage, cover crop, native grasses and turf grass selection.

A 2018 graduate of South Dakota State University, Colin holds a B.S. Degree in agricultural sciences. He and his family live in Estelle, SD, where they are active in the community and church.

In Colin's free time, he likes spending time with his family, exercising and being outdoors.

Colin will provide a short presentation Saturday morning and participate on the panel afterwards.



Breakfast Panel

Economically Managing Your Herd and Feed

Panelists will discuss topics including planting and grazing cover crops, managing feed during drought years, different types of crops to grow multiple times per year, etc.

Grant Breikreutz

Panelist, Minnesota State Cattlemen's Association

Grant Breikreutz and his wife Dawn are the third generation of farmers on their operation, which is located on the bluff of the Minnesota River northwest of Redwood Falls. They work tirelessly through the implementation of numerous conservation practices to ensure the natural resources entrusted to them are well cared for and will remain productive for many years to come.

Efforts made in conjunction with NRCS and the DNR have helped them demonstrate to their community and peers that producers can sustainably increase production on their land with the implementation of strategic practices which will result in improved soil health.

Over the past 20 years, they have converted a conventional crop and cow/calf operation into a multi-enterprise regenerative family business. Their crops have changed from a corn and soybean rotation to at least a three-crop rotation, with cover crops incorporated whenever and wherever possible in their 100 percent no-till cropping system.

The Breikreutzes have received numerous awards in the past years for their conservation efforts, including the Region Three Environmental Stewardship Award Program winners in 2016. They received their MN Ag Water Quality Certification in 2016.

Grant currently serves as the Minnesota State Cattlemen's Association past president.



Ben Dwire

Panelist, Minnesota Soil Health Coalition

Ben Dwire serves as the MN Soil Health Coalition chairman. Ben and his family farm in both Lincoln and Lyon counties, near Arco, MN. His wife Kari is a pharmacist, and Ben farms full time.

Kristi and Ben are both graduates of South Dakota State University. They have two daughters, Sara and Madison, who are both in elementary school.

The Dwires farm cropland and hay and pasture land. The crops are 100 percent no-till and non GMO. They raise soybeans, oats, wheat, corn and various annual forage crops. The Dwires usually try to have at least two or three of their acres or more receive cover crops each year.

Their farm was enrolled in the Minnesota Clean Water Certification program in the fall of 2016. On their pasture, they practice management intensive grazing, where animals are moved either daily or at three-day intervals, depending on time of year and management objectives. They raise beef, pork and chicken, all on pasture.



Eric Mousel

Panelist, University of Minnesota

Eric Mousel is a beef systems management specialist with the University of Minnesota Extension.

He organizes several statewide educational programs including Cow/Calf Days, the Minnesota Grazing School and the Fall Beef Roundup.

Eric is a native of Nebraska and attended the University of Nebraska - Lincoln.

Eric and his wife Alaina raise Red Angus seedstock on their farm near Jacobson, MN.



Colin Geppert

Panelist, Renovo Seed

View bio above.



Grant Money Available to Minnesota Livestock Owners for Prevention of Wolf Attacks

Applications due Jan. 5, 2024

New money is available to Minnesota livestock producers to help prevent wolf attacks. A total of \$95,000 will be awarded by the Minnesota Department of Agriculture (MDA) through the Wolf-Livestock Conflict Prevention Grants. Applications are due January 5, 2024.

The grants provide reimbursement for costs of approved practices to prevent wolf-livestock conflicts. Only costs incurred after entering into a grant agreement with the MDA are eligible for reimbursement. Eligible expenses for the grant program will include:

- Purchase of guard animals
- Veterinary costs for guard animals
- Wolf-barriers which may include pens
- Fladry and fencing
- Wolf-detering lights and alarms
- Calving or lambing shelters

Eligible producers must live within Minnesota's wolf range, as designated by the Minnesota Department of Natural Resources, or on property determined by the Commissioner of Agriculture to be affected by wolf-livestock conflicts. Any animal species produced for profit and documented to have been killed by wolves in Minnesota in the past is eligible. This includes bison, cattle, chicken, deer, donkey, duck, geese, goat, horse, llama, mule, sheep, swine, and turkey.

The funding also requires an 80:20 matching cost-share, meaning 80 percent of eligible project costs will be reimbursed by the grant and the remaining 20 percent will be paid for by the grantee.

The grant application must be emailed or postmarked by 5 p.m. on Jan. 5, 2024. Work for this grant must be done and expenses reported by Aug. 31, 2024. The application and more information can be found at mda.state.mn.us/wolfgrants.

This round of funding for the Wolf-Livestock Conflict Prevention Grants is made possible by monies appropriated by the Minnesota Legislature and funding awarded by the U.S. Fish and Wildlife Service to the MDA for grant distribution.

Gustafson ... continued from page 3

courage you to fill out our membership application at mncattlewomen.org.

If you have any questions or would like more information, please feel free to email us at minnesotacattlewomen@gmail.com. We are more than happy to assist you.

If you are not a member - thank you for considering Minnesota CattleWomen. We believe that together, we can make a significant impact in the beef industry.

We hope to welcome you into our community soon. If you are a member - I look forward to seeing you at convention and at our annual meeting Dec. 16!



MINNESOTA'S FARMER TO FARMER NETWORK

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REMINDER!

Book your hotel room for MSCA Convention by **Nov. 17!!** Make sure to mention the MSCA Convention when you book in order to secure the discounted rate.

Call the Arrowwood Resort at (320) 762-1124 to book your room. Mention the MSCA Convention for the discount.

MINNESOTA STATE CATTLEMEN'S ASSOCIATION

Minnesota Beef Alliance Program

By contributing to the MN Beef Alliance program, you are listed as an Associate member of the MN State Cattlemen's Association. You have the opportunity to participate in the association's educational seminars, events and various membership opportunities throughout the year.

<p>Prime Level - \$5,000 +</p> <ul style="list-style-type: none"> • Advertising opportunities <ul style="list-style-type: none"> ◦ Advertisement in the Minnesota Cattleman Newspaper <ul style="list-style-type: none"> ▪ 6 half page or 3 full page advertisements ◦ Linked logo on the MSCA website page for 1 year • Event Sponsor <ul style="list-style-type: none"> ◦ Summer Tour and trade show <ul style="list-style-type: none"> ▪ Standard trade show booth ▪ Bus sponsor ▪ Half page color ad in program ▪ 2 registrations ▪ Sponsor recognition in tour program ◦ Minnesota Cattle Industry Convention and Trade Show <ul style="list-style-type: none"> ▪ Prime trade show booth space ▪ Meal sponsor ▪ 2 individual registrations • Listed as Associate Member in directory and newspaper <p style="text-align: center;">\$6,000 Value</p>	<p>Choice Level - \$4,000</p> <ul style="list-style-type: none"> • Advertising opportunities <ul style="list-style-type: none"> ◦ Advertisement in the Minnesota Cattleman Newspaper <ul style="list-style-type: none"> ▪ 4 half page or 2 full page advertisements • Event Sponsor <ul style="list-style-type: none"> ◦ Summer Tour and trade show <ul style="list-style-type: none"> ▪ Standard trade show booth ▪ Half page color ad in program ▪ 2 registrations ▪ Sponsor recognition in tour program ◦ Minnesota Cattle Industry Convention and Trade Show <ul style="list-style-type: none"> ▪ General trade show booth space ▪ General sponsor ▪ 2 individual registrations • Listed as Associate Member in directory and newspaper <p style="text-align: center;">\$5,000 Value</p>	<p>Select Level - \$1,500</p> <ul style="list-style-type: none"> • Advertising opportunities <ul style="list-style-type: none"> ◦ Advertisement in the Minnesota Cattleman Newspaper <ul style="list-style-type: none"> ▪ 3 half page advertisements • Event Sponsor <ul style="list-style-type: none"> ◦ Summer Tour <ul style="list-style-type: none"> ▪ Sponsor recognition in tour program ◦ Minnesota Cattle Industry Convention and Trade Show <ul style="list-style-type: none"> ▪ General trade show booth space ▪ General sponsor ▪ 2 individual registrations • Listed as Associate Member in directory and newspaper <p style="text-align: center;">\$2,000 Value</p>	<p>Presidential Level - \$900</p> <ul style="list-style-type: none"> • Advertising opportunities <ul style="list-style-type: none"> ◦ Advertisement in the Minnesota Cattleman Newspaper <ul style="list-style-type: none"> ▪ 3 half page advertisements ◦ Advertisement in the MSCA e-newsletter (Policy Pen) <ul style="list-style-type: none"> ▪ 4 ads in the Policy Pen newsletter • Listed as Associate Member in directory and newspaper <p style="text-align: center;">\$1,200 Value</p>
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Mission: To create and maintain an economic and political climate that provides individual members the opportunity to sustain and grow the cattle industry

Interested in being more involved as an MSCA sponsor? Looking for more advertising opportunities with MSCA? Then the Beef Alliance Sponsorship is the perfect choice for you! Contact Angie Ford at mnscomembership@gmail.com for more information.



Representing America's Cattle Industry on the World Stage

By Todd Wilkinson, NCBA President

Last month, I had the opportunity to travel to the Netherlands to attend the 2023 World Meat Congress. This was the first meeting of the World Meat Congress since 2018 due to COVID-19, and it was an opportunity for global livestock producers, trade associations, exporters and meat processors to discuss the major issues facing the meat industry.

The World Meat Congress is held by the International Meat Secretariat (IMS), an international non-profit organization of meat industry stakeholders, and this meeting could not have come at a more important time. Livestock producers around the world face many of the same challenges that we face in the U.S., from anti-meat climate regulations to the rise of cell-cultured proteins. Unfortunately for many of our neighbors, they have few allies in their home governments to defend their way of life.

At one session, we heard from a Dutch animal rights organization trying to convince attendees their animal welfare labeling scheme was the only

viable option for meat products. What struck me was how the Dutch animal rights representatives told cattle producers that consumers had no faith in producers' ability to provide a high level of animal welfare for their animals, but their labeling scheme was the solution. Meanwhile, this same organization was attacking livestock producers on social media and sowing seeds of doubt in consumers. Creating a problem and then offering the "only viable solution" is the definition of a protection racket!

This experience reminded me why it is so important for cattle producers to have a seat at the table during every discussion. Without our engagement in Washington, D.C., and across the world, American cattle producers could easily face similar challenges in the future with anti-agriculture activists calling the shots.

At a different meeting, we heard from Mosa Meats, a Dutch cell-cultured protein company that claims to have the ability to manufacture 80,000 ham-

burger patties from one sample of cells harvested from live cattle. This cell-cultured company is bankrolled by celebrity investors like Leonardo DiCaprio who hope to eliminate traditionally raised cattle by replicating the intellectual property of real cattle in factories with bioreactors to develop a product mimicking ground beef. Thankfully, NCBA had a chance to hold their feet to the fire and ask questions about how they planned to compensate cattle producers for the intellectual property of their cattle when they were to harvest samples from cattle. The company had never considered that issue and once again, we were at the forefront of discussions about how emerging technologies will impact our industry.

I am pleased to report that after these meetings, NCBA gained new leadership roles in the IMS. Moving forward, we will have a representative on the IMS Board of Directors and Executive Council, and NCBA will chair the Beef Committee too. We will be guiding future cattle and beef discussions on the

world stage, and I am proud that NCBA will be in this leadership role.

Traveling to these overseas meetings always reminds me why it's so important to fight for the cattle industry here in the U.S. Anti-agriculture misinformation runs rampant in Europe and other parts of the world where activists drive politicians to push non-scientific, anti-agriculture regulations in the name of protecting the climate or improving animal welfare. That could be our fate if we fail to engage. Attending international forums and keeping constant pressure on Congress is vital to our work as an organization in protecting your farm or ranch. NCBA was the only U.S. cattle organization in attendance at the World Meat Congress and the only organization with a prospective of the cattle producers and feeders. If we bury our heads in the sand and say what happens in the rest of the world doesn't matter, we will become irrelevant in shaping world opinions. I, for one, would rather be at the table than on the menu.



The Importance of Research

By Colin Woodall, NCBA CEO

When you think of the Checkoff, your mind usually goes straight to the *Beef. It's What's For Dinner.* advertising campaign. However, beef promotion is just one component of the work done with your Checkoff dollars. In fact, there would be no Checkoff-funded beef promotion or education programs without the research to provide the information that is shared with consumers and producers. A solid foundation of knowledge built with our research work is how we improve our operations and our product and continue to provide nutritious and high-quality beef to our customers.

NCBA's Scientific Affairs team consists of scientists and industry experts who have developed research roadmaps in four distinct priority areas. Pre-harvest beef safety is one area where our goal is to facilitate and communicate solution-based, pre-harvest research to improve beef safety. This research area looks at mitigation strategies, harbors and physiology. Mitigation strategies are those actions we can take in the cattle production system to reduce the number of pathogens carried into the beef supply. The best thing we can do to improve the safety of our product is to prevent the vectors from ever entering our system from the outside. There are multiple ways pathogens and vec-

tors can impact the safety of our product which is why we also must look at those areas or factors that can carry or transfer pathogens within the system. Evaluating areas that can harbor pathogens such as lymph nodes, the gastrointestinal tract and the production environment will help us to better identify and manage those pathogens. Knowing our enemy is the third part of this road map because the only way to manage these pathogens is to know how they work, how they are transferred and the problems they present to public health. Maintaining the consumer's faith in the safety of our beef is paramount to their continued demand for our product.

The next priority area is human nutrition research where our goal is to understand beef's role in a healthy diet to nourish and optimize Americans' health at every life stage. Our team of nutrition scientists and Registered Dietitians works to manage original scientific research evaluating beef's role in optimal human health and well-being and the prevention of chronic disease. This research focuses on human growth and development, metabolic health such as heart disease, muscle health, and how beef fits into a balanced diet. We also spend a tremendous amount of time evaluating and interpreting research done by other groups to see if that work

can support our goal. It also means we evaluate work from detractors so we can expose their work, correct the record, and protect beef's reputation. Taking this knowledge and educating the scientific community is key to getting others to promote beef's role in a healthy diet, to improve scientific methods, and allowing us to partner with leading scientific organizations and individuals to further our credibility.

Product quality research is the next roadmap with a goal of utilizing science to drive understanding of, and improvement in, product quality and consistency. The quality of our beef has continued to improve, and this research area aims at continually improving industry practices or actions impacting the consistency of beef flavor, tenderness, juiciness, color, shelf life and the yield of total red meat from each carcass. Research is being conducted that considers pre-harvest cattle management practices, technology to measure or predict palatability and product size, and looks at the quality of beef versus meat alternatives. This research area also provides technical services to the industry. Our team of meat scientists share our knowledge of beef muscles and cuts, fabrication methods, nomenclature and more with retailers, food service, restaurant groups and other

companies in the beef supply chain.

The final research priority area is sustainability. The goal of this research roadmap is to advance the field of beef sustainability research, benchmark industry sustainability, identify opportunities for improvement, and communicate industry progress while maintaining a holistic focus on the three pillars of sustainability. The first of those three pillars is the work we do on environmental research which looks at greenhouse gas emissions, nutrient cycling, ecosystem services and water quality. Economic research is the second pillar, and it evaluates the importance of keeping beef cattle operations in business while evaluating beef's role in driving local and national economies. The third pillar evaluates the social sustainability of cattle producers and their impact on personal, social and community dynamics.

All four of these research roadmaps help to build on the solid foundation of knowledge that exists through previous work. These areas continue to evolve, however, so we must continually work to lead research that helps our industry become even better. In the coming months, I will dive deeper into each of these four research areas to showcase the great work being done with your Checkoff dollars.

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