



The Minnesota Cattlemans

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

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Volume 21 | Edition 3 | June 2020

2020 Summer Beef Tour Postponed



Summer Beef Tour 2021

We'll See You There!

In light of the current events surrounding COVID-19, its effect on our membership and the beef industry, and on large events such as the 2020 Summer Beef Tour, it has been decided to POSTPONE the 2020 Summer Beef Tour ONE YEAR to July 12-13, 2021. There has been much thought to the current situation both locally and regionally and it has been decided that it is best to postpone this event. We feel that with the uncertainty right now, and for the safety of all that would like to attend the tour, the most responsible thing to do is to postpone the event. The Rock Nobles Cattlemen want to put together the best possible tour for both producers and consumers, as well as sponsors and vendors attending. They plan to do that in July of 2021. The MSCA Summer Tour has been a staple of the MN beef industry for 40 years and will most certainly be missed when the second Tuesday in July rolls around. Please understand that we have the best interest of everyone involved in mind. The Rock Nobles Cattlemen's Association and the Minnesota State Cattlemen's Association looks forward to seeing you all on July 13, 2021 in Worthington.

MSCA Covid-19 Update

These are challenging times; The Minnesota State Cattlemen's Association has been working together to determine the best course of action for the ongoing benefit of all segments of the Beef Industry. As we move forward through this crisis, it is important for MSCA to hear from members. As a grassroots organization, member input is key and it helps us fulfill our mission: "To create and maintain an economic and political climate that provides individual members the opportunity to sustain and grow the cattle industry in Minnesota."

Below is a list of things that these organizations have been working on in recent days/hours. Please know this list is rapidly changing.

- MSCA signed on to a multi-state letter asking the U.S. Department of Justice to investigate packer actions surrounding both the Tyson packing plant fire of last fall and the COVID-19 related cattle market disruption. MSCA thanks President Trump for asking the DOJ to investigate this week as well.

- MSCA is grateful for processing plant employees who are working to keep the beef supply chain moving forward! President Trump signed an executive order that orders beef packing plants to remain open and employees in those plants to remain at work through the COVID-19 pandemic.

- MSCA signed onto a letter with 22 other state cattlemen's associations late last month also encouraging an investigation by the Department of Justice.

- MSCA has been in constant communication with Minnesota members of the U.S. Congress and Senate, sharing with them concerns over the market volatility and COVID-19 concerns, as it relates to hours of operation, the need for FSIS inspectors in packing plants, and support for Minnesota beef farmers, ranchers and livestock markets.

- A major source of communication has also been regarding support of the Coronavirus Aid, Relief, and Economic Stabilization (CARES) Act. The bill provides USDA's Office of the Secretary with \$9.5 billion in funding "to prevent, prepare for, and respond to Coronavirus" by providing support for agricultural producers impacted by Coronavirus, including livestock producers (to include dairy), specialty crop producers, and producers that supply local food systems (farmers markets). In addition, the bill replenishes \$14 billion in funding for the Commodity Credit Corporation, which is often used to stabilize, support and protect farm income and prices.

- We have had several meetings with state and national leaders discussing what work should be deemed 'essential' and how the crisis is being felt on farms and in rural parts of our state.

- Our team is having ongoing discussions with members of the supply chain, to better understand barriers that may exist in sourcing beef products and reassuring consumers that beef will be available as soon as deliveries can be made.

- The Department of Transportation issued an emergency declaration today waiving Hours of Service regulations for all hauling of livestock during this pandemic. No documentation in the truck is needed. We continue to work on a waiver for truck weights as well.

- We have been working closely with state and national contacts to provide comments on the Coronavirus Food Assistance Program (CFAP) We have been communicating with state agencies to stay up to date on the program to provide members with proper resources.

- MSCA signed onto a letter with other states to open up CRP land for grazing or haying and is continuing to meet with Minnesota DNR leadership exploring opportunities to opening up additional public lands for grazing and haying for cattle farmers and ranchers who may need to hold cattle.

- MSCA Board members as well as staff have been on multiple calls and meeting a week with MN Department of Agriculture and other agricultural commodity organizations and NCBA to discuss a variety of issues such as cattle marketing options. As bills are proposed to the U.S. House of Representatives and the U.S. Senate, we are in constant communication with the Minnesota Delegation on where MSCA stands on certain issues.

This unprecedented pandemic is also bringing to light the areas that our association does not have current policy on and our board has met to discuss issues as they arise and determine an interim policy strategy for these topics. The board and staff are working hard to sort through these issues to determine what is best for longer term MN cattle production. this crisis is being felt on farms and in rural parts of our state.

We need to hear from you as well. If you know of things happening in the industry that you do not think are being addressed, please let us know. A web page <https://www.ncba.org/coronavirus.aspx> has been created to help you stay up to date on what the beef industry is doing during this crisis.

NEWS - TIME SENSITIVE MATERIAL

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Join Today

When you choose to invest in a membership, you choose to help create a more favorable business climate for beef and beef producers.

Lobbying

Grass Roots Policy

Informing

Promoting

We are providing a voice and education to those that are running our state and we need everyone's voice so we know what to tell them



ALLISON VANDERWAL
Executive Director

Hello members!

I am excited and happy to finally share I have started as the Executive Director at the Minnesota State Cattlemen As-

sociation and I appreciate your patience while I transitioned roles. The few short weeks I have been with the MSCA have been a roller coaster.

From learning the ways and interactions between the Minnesota Beef Council and Minnesota Cattlemen's Association and understanding the resources MSCA has on the national level. It has been a fast start to say the least.

However, despite the current climate, I am still excited to work with all of you and represent the cattlemen and women of Minnesota. I am excited to bring my background of cattle feeding and the sci-

entific method to the MSCA. While completing my Master's degree I was fortunate that my program was very applied. In the three research trials I conducted for my degree I was responsible for those groups of cattle. Although I was raised on a feedlot and have been exposed and participated in the fundamentals and ways of cattle feeding my whole life, there is a difference in being responsible and being a farm hand as you all know. That fear of making a poor decision is stressful and usually a daily occurrence. Not to mention one decision could result in a long term effect. I truly have a passion to

learn and will always have a listening ear for your concerns. I understand cattle production is not just one segment, and I am here to represent the whole cattle industry.

I encourage you all to get involved. The Minnesota State Cattlemen's Association is here to represent the cattle producers of Minnesota and if we don't hear concerns or problems you are having, we cannot do anything to solve them. Do not hesitate to contact myself or any board member with questions, comments or concerns you may have.

Email: Allison@mnsca.org
Office: 763-479-1011



JAKE THOMPSON
Chairman, Cow/Calf Council

Hello fellow cattlemen and cattlemen,

I hope that everyone is keeping up to date on all the different program opportunities. The Policy Pen emails are

a great way to stay informed. The sign up for the Coronavirus Food Assistance Program (CFAP) starts May 26th. Here is the chart to follow.

If you sold cattle between Jan 14, 2020 - April 14, 2020 you would qualify for the Cares Act part 1. The CCC payment would be for what your inventory was on May 15th.

The sign up happens at your local county FSA office.

Good luck with the up and coming breeding season and make sure to stay up to date on any further programs by reading the weekly Policy Pen updates on Fridays.



JOE WAGNER
Chairman, Feeder Council

Greetings from Central Minnesota.

The planting season came and went with very few issues. The field conditions were as good as we have seen in several years. Hopefully we receive timely rains and plenty of GDU's this summer to allow for a bountiful harvest this fall. We have been busy with AI'ing our heifers. We utilize the MGA protocol and have been averaging around a 65% conception rate. I feel the real benefit in the tremendous genetics achieved through AI is in the heifer calves. These genetics placed into the herd as replacements will give you a return on investment for 7-10

years. Top quality herd bulls are then turned in for 48 days after the AI period. A confined breeding season offers many benefits including a more uniform calf crop, less disease pressure and natural elimination of infertility.

These high quality calves eventually make it to grow yards and feedlots. The genetics carried by these calves help with the risk management of the respective yard. They perform better for ADG, conversion and have less days on feed to harvest. Harvest premiums paid are also to be expected. Once you add all these benefits up, it's close to a \$100/hd differential returned to the great genetics. Take the \$100/hd times 7-10 years in the herd and you have some great incentive to chase great genetics.

We can always use these returns especially on a year like this with all the economic damage caused by mandatory shut downs. On a state level we have went from a \$1.5 billion surplus to a \$2.4 billion deficit in 8 weeks. Where will we be if we leave it shut down for a few more months?

Until next time.

Livestock	Eligible Livestock	Unit of Measure	CARES Act Part 1 Payment Rate	CCC Part 2 Payment Rate
Cattle	Feeder Cattle: Less than 600 Pounds	Head	\$102.00	\$33.00
	Feeder Cattle: 600 Pounds or More	Head	\$139.00	\$33.00
	Slaughter Cattle: Fed Cattle	Head	\$214.00	\$33.00
	Slaughter Cattle: Mature Cattle	Head	\$92.00	\$33.00
Hogs and Pigs	All Other Cattle	Head	\$102.00	\$33.00
	Pigs: Less than 120 Pounds	Head	\$28.00	\$17.00
Lambs and Yearlings	Hogs: 120 Pounds or More	Head	\$18.00	\$17.00
	All Sheep Less than 2 Years Old	Head	\$33.00	\$7.00



DEBBIE CHUTE
Cattlewomen President

Greetings from Central Minnesota! As I am writing this article, I hope your spring calves have all been born, are healthy and growing. I hope your mama cows are doing their job of raising a nice-looking calf that will bring you a profit when you sell it. I also hope your spring field work is

complete and your crops are growing.

Even though COVID-19 has closed much of our state and the nation, we all know farmers and ranchers continue to work each and every day. We may be able to "stay home" but we are not able to stay in our houses. Cattle need tended to every day and crops need planted so America and the world can eat. We have seen how the COVID-19 pandemic has affected our fellow livestock producers, not only in our beef family but also our friends in the hog industry. We need to offer our support to all those in agricultural production during these difficult and trying times.

It seems that every day we hear about more events and activities being postponed or cancelled - county fairs, ANCW Region III and VII meeting, our 2020 Summer Beef Tour, graduations, weddings, and the list goes on. I am sure by the time you read this article, you will know that our Great Minnesota Get Together, the 2020 State Fair, has been cancelled. This is just one more event in the long list. When I sent a notice out to our Minnesota CattleWomen members, one reply I received put a very positive twist on this notification. In summary it was - "Look on

the bright side. We have a whole year to come with some FUN ideas". Here is to a whole year of planning and preparation to make 2021 Minnesota Great Get Together the BEST one ever!!

At this time, we hope our summer meeting can be held in person. The date is Monday, July 13 at 10:00 a.m. I do not have a definite location yet. Please check our Facebook page or our website - Minnesota CattleWomen's Association - for updates. If we have your email address, we will send updates via email. You can also contact me directly at 218-330-0042 or dchute59@gmail.com. We welcome anyone to our meetings and events. If plans need to change to keep everyone safe or to be following Governor Walz's orders, we will make that decision by early July.

If you are not yet a member of this amazing organization and would like to be, please contact me. Our mission - "To promote, support, and encourage women involved in the beef industry." And we have fun doing this!

Stay healthy, keep safe and check on your family, friends, and neighbors. You may be the only person they hear from today.

"Beef - it's What's for Dinner! Breakfast, lunch or anytime you are hungry!"

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MIKE LANDUYT
President, Minnesota State Cattlemen's Association

As I sit down to write this article, it is Memorial Day weekend: time to reflect and pay homage to all who paid the highest of prices for our freedom. May the Lord grant peace to all our Gold Star families.

As the Covid crisis lingers on I want to give special thanks to the board and staff at MSCA and the MN Beef Council. This group of people truly deserve our thanks! They have worked countless hours, talking to members, attending zoom meetings and answering phones calls and emails from members of Congress and their staff. They also took extra time spent teaching consumers how to cook more meals at home, sometimes with cuts of beef they were not accustomed to purchasing. This group did all of this while keeping a watchful eye on what was happening in St. Paul. As you will read in the paper a lot has been going on including PPP payments, CFAP paperwork and more. We all have been working to fully understand the new programs as they are released and do our best to pass on to members how the programs can benefit their operations. We know not everyone feels the programs have been administered correctly, from dates to dollars the programs could have been just a little different and had a huge difference to your operation. We have spent a lot of time giving as much information and guidance as possible, however it is congress and the agencies that write the programs. We are trying to help as many of you as possible.

It was hard on the summer tour committee to postpone the summer tour this year. Some of you will question why that decision was made. However, we had to have the best interest of our members and the tour stops in mind as the decision was being made. We thank the Rock Nobles Cattlemen for the thought and effort put into it. We look forward to coming to that area next year at the 2021

Summer Beef Tour.

May 1st was an exciting Day for MSCA. Allison VanDerWal had her first day on staff as Minnesota State Cattlemen's Association Executive Director. All of the members should be pleased to know she hit the ground running and is already impressing people. I have no question that she will be a valuable asset to our members and organization. Since the last paper, we have learned that Karin Schaefer, the Minnesota Beef Council CEO is leaving the Beef Council for Farm Bureau. Karin has been invaluable in helping us through this period of time. We looking forward to continue working with her at her new job. We look forward to meeting the search committees' choice for the job.

Our Bylaws state that each local affiliate gets a spot on the board. We can only send you information for board meetings if we have a current list of emails. Please take time to send Katie an updated list of board members and the main contract person who will be voting on your behalf. Her email is mnsca@mnsca.org.

We have several ways that we try and keep you all as up to date as possible. We are constantly updating our Facebook page www.facebook.com/CattlemenMN/ our website mnsca.org. Also, we have our weekly Friday email "The Policy Pen". It contains the latest information to update you on what we have been working on. Occasionally, we send out a special addition of the Policy Pen if we feel that the information is time sensitive and needs to get to you sooner. Please contact our membership coordinator to get signed up if you haven't already done so.

In closing I hope all of you had a good spring to get your work done and that your cattle and calves are loving the weather. May the summer be warm with just the right amount of rain for all of you. Stay safe and remember to call someone to talk about anything that might be bothering you, because you are important to us and your family.

**CHECK US
OUT ON THE
WEB AT www.mnsca.org**

Minnesota Beef Alliance Members

THANK-YOU to the following businesses that have committed to support members of the Minnesota State Cattlemen's Association as part of the Minnesota Beef Alliance for 2020. If you are interested in learning more about the Beef Alliance program, contact Aime Sitter at 269-804-9185 or email aimee@mnsca.org

<p>Prime American Foods* Carlson Wholesale Wulf Cattle Minnesota Beef Council Minnesota Corn Growers Association*</p>	<p>Choice Artex Elanco Wieser Concrete</p> <p>Select Haggenmiller Lumber</p>	<p>Presidential Phileo Lasaffre* Purina Animal Nutrition Summit Livestock Facilities</p> <p>* Indicates giving above base level for that category!</p>
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Upcoming Events/Important Dates:

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

July: 13: Quarterly Board of Directors Meeting, at Minnesota Beef Council Office in Maple Plain, MN - 5469 Hwy. 12, Maple Plain, MN 55359

August: 4-6: FarmFest, Morgan MN
September: 12: September Quarterly Meeting, Walnut Grove.

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

MSCA Boots on the Ground

The MSCA leadership has been busy over the past few months on Zoom and conference calls. During this time, our board has also been working hard #stillrasingcattle. It looks like they have had some great help from some of the youngest cattlemen on their operations!



"MSCA President Mike Landuyt's daughter takes some time to check on the cows at the feed bunk"

"Cow-Calf Council Chair Jake Thompson has had help checking fences with youngest Cheyenne. His daughter Shelby shows a miniature version of her kindergarten teacher how to work cows."

Keep up with the daily activities of MSCA and the MSCA Board of Directors - Like us on Facebook, follow us on Twitter (@CattlemenMN) and sign up for our E-Newsletter by emailing aimee@mnsca.org. Be sure to use the MSCA hashtag #CattlemenMN when sharing your story!

The Unintended Consequences of a Mandate

Colin Woodall, NCBA CEO

The COVID-19 crisis has highlighted the challenges we face in the cattle markets and elevated conversations about solutions to the national stage. NCBA leadership understands that these conversations, and any future solutions, will have a long-term effect on the livelihoods of our members and the future of their farms, ranches and feedlots. That's why we are working hard to make sure we promote the right solutions, to protect the industry from unintended consequences.

There is a great deal of sensitivity and emotions surrounding Senator Grassley's bill, and we know it is particularly difficult because NCBA policy differs from the policies in place in some states. The NCBA Cattle Marketing Working Group is working diligently to address the need for better price discovery, through our grassroots policy process. We are committed to working through these issues and allowing everyone who wants a say the opportunity to weigh in. We know we won't always agree, but we want to make sure the industry engages in the conversation before there is a decision about how to best move ahead.

The cattle industry is very complex and not all cattle are the same. For years we produced "commodity cattle," the market for which is based on the production of pounds rather than quality. These cattle come in all colors and sizes, some with horns, some without, and there is little reason to focus on the characteristics consumers value because producers are paid by live animal weight, not carcass quality.

Consequences of Mandate . . . continued on page 7

MINNESOTA BEEF COUNCIL



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

The Real Food Dietitians

The Minnesota Beef Council has been working with The Real Food Dietitians, Stacie and Jess, two influencers who are both registered dietitians that grew up in Minnesota. They have a following of 188k on Instagram alone. We are excited to be creating beef recipe content with them through their blog, social media and “Tasty-style” videos featuring beef comfort food recipes lightened up. The recipes include different cooking methods and flavor combinations, making them fun for consumers to try at home no matter their skill level in the kitchen. We look forward to continuing this partnership to help consumers gain confidence in beef nutrition. All of the recipes can be found at mnbeef.org/recipes, as well as on our social media channels.



Korean Fried Beef (KFB): Who needs fried chicken when you can enjoy fried beef at home? Acclaimed NYC chef Esther Choi showed how to make this classic dish with a beefy Korean twist.

Cowlamari: For this tasty treat, beloved Chicago chef and Food Network regular, Lamar Moore, replaced the surf with turf and turns Calamari into Cowlamari.



“We hope these dishes will inspire home cooks to experiment in the kitchen and get creative with the ingredients they have on hand,” said Alisa Harrison, senior vice president of Global Marketing and Research at the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff. “With many of us spending more time at home than ever before, a little fun in the kitchen can keep the family busy and make mealtime even more enjoyable.”

Beef is a great option to include in any meal because it not only tastes great, but is also packed full of important nutrients. Beef is a great source of 10 essential nutrients like high-quality protein, zinc, iron, selenium and B-vitamins, all of which are important for maintaining good health through all life stages.

For those looking for even more beefy tips and tricks for the kitchen, Chuck Knows Beef - the first all-knowing beef virtual assistant powered by Google Artificial Intelligence, is the perfect solution. “Chuck” can help home cooks with everything from cuts and nutrition information to recipes and cooking tips.

The “beef substitute” recipes and “Chuck” can be found at BeefItsWhatsForDinner.com. Also on BeefItsWhatsForDinner.com, are hundreds more scrumptious recipes and a series of digital cooking lessons with detailed instructions and tips for a dozen different cooking methods. From grilling to pressure cooking, these cooking lessons are a great resource for all levels of home chefs.

Twin Cities Live

We have been conducting our recent Twin Cities Live segments via Skype, from our Minnesota Beef Council kitchen to yours! In April, segment topics were focused on kid-friendly beef recipes in effort to get children involved in the kitchen during remote learning. We capitalized on using common ingredients consumers have on hand, plus budget-friendly and available beef options. In May, we featured recipes from our partnership with The Real Food Dietitians to show consumers how they can revamp their favorite comfort foods for spring. These recipes included Shredded Slow Cooker BBQ Beef, Mini BBQ Meatloaf Muffins and Taco Hotdish – all of which can be found on our website at mnbeef.org/recipes. View the segment replays on Facebook and our website.

Celebrity Chefs Beef Up Classic Dishes

Beef. It’s What’s For Dinner. partnered with celebrity chefs to put a beefy twist on some of America’s favorite dishes.

While people everywhere have been looking to spice up their cooking routine and use ingredients they have on hand, the experts at Beef. It’s What’s For Dinner. have partnered with three leading chefs to provide restaurant-level inspiration to the home cook.

As home cooks stock up on staples, like beef, and get creative with what they have on hand, why not make beef the substitute and use it in place of other popular proteins in family favorite dishes? To show just how easy these fun recipe twists can be, Beef. It’s What’s For Dinner. partnered with three nationally recognized chefs inviting each to find a creative way to substitute beef for a more commonly used protein in one of their favorite dishes. The delectable resulting recipes include:

Peking Chuck: In this nod to Peking Duck, Top Chef finalist, Joe Sasto replaced the duck with a Chuck Roast for a unique Asian-inspired beef meal.



I am Proud to be a Beef Farmer Videos

For May Beef Month, we featured “Faces of Beef Farming” on Facebook to celebrate our beef farmers and show a glimpse into their lives at home on their farm or ranch. This was a great opportunity for creating a connection between our farmers and consumers. We asked beef farmers young and old to submit a selfie video answering why they are proud to be a Minnesota Beef Farmer. You can view the videos on our Facebook page, Minnesota Beef.



The Beef Checkoff: The Truth Is In Plain Sight

Op/Ed Cattlemen's Beef Board CEO Greg Hanes

We've never seen anything like this current beef situation; actually, in our lifetimes, we have never seen an economic situation like this that's affected every industry, including ours. All aspects of the economy are reeling, and yet beef producers continue to be a strong, resilient breed who weather what life throws at them. Still, in the current environment, it is easy to get frustrated, to want to point fingers and lay blame, or to just be downright angry at the situation itself. We understand that.

With frustration often comes misunderstanding. There has been more and more misinformation floating around about the Beef Checkoff in recent weeks as producers seek answers to questions about the state of our industry. But remember, while the Beef Checkoff does so many great things, it can't do everything. It is important to remember that we are built on a law that squarely focuses our programs on beef promotion, research, and education to drive consumer demand. No lobbying. No stance on possible political actions or laws. No backroom dealings. Nothing to hide.

We want to have transparent, open, and honest conversations about the way we operate. We welcome questions, and we have heard our share of those in recent weeks. We're always working to find ways to clearly communicate with producers about the Beef Checkoff's mission and programs – including where your dollars are spent – with information that is both transparent and simple to find. Here's some key information about the Beef Checkoff and the Cattlemen's Beef Board that may help you better understand how our programs work.

Answers to the Five Most Frequently Asked Questions About the Beef Checkoff

Who sits on the Cattlemen's Beef Board?

The Beef Checkoff was first organized and built by fellow producers, and the law reflects their desire to have a program led by cattlemen and women from around the country. The Cattlemen's Beef Board consists of 99 board members, appointed by the Secretary of Agriculture, representing nearly every state in the country. By law, both producers and importers pay into the checkoff, and are therefore represented on the board. The number of board members from each state is determined by the cattle population there, and importers are represented by a cattle equivalent of the beef imported. Currently the CBB has 92 beef producers (cow/calf, feeders, stockers, veal, and dairy) and 7 importers. There are no packer representatives on the CBB. Our CBB officer team is elected annually by their peers, and they are producers from all over the country. Meet our current CBB members here: <https://www.beefboard.org/beef-board/about-beef-board/>

How do Beef Checkoff funds get distributed?

By law, only beef industry governed organizations who have been in existence for more than two years may apply for Beef Checkoff funding. We call these organizations "checkoff contractors", and they must "apply" for checkoff funds annually through proposals called Authorization Requests. These requests are vetted through large, producer-led committees throughout the year. The Beef Promotion Operating Committee, a 20-member producer body, ultimately makes the funding decisions for contractors every September for the following fiscal year. Again, no checkoff dollars can be used for lobbying or influencing politics. Contractors to the Beef Checkoff are reimbursed for their work on a cost-recovery basis after a full review of their expenses through the internal financial controls at the Cattlemen's Beef Board. This is watched VERY carefully. Learn more about our checkoff contractors and their requests: <https://www.beefboard.org/authorization-requests/>

What specific projects are currently being funded with Beef Checkoff dollars?

We understand producers want to know specifics about the programs and projects being funded with their checkoff dollars. We created The Drive, an email, print and online information source for producers about every aspect of the checkoff. Sign up for your complimentary subscription to The Drive: <https://www.beefboard.org/the-drive-sign-up-form/>. In addition, follow the Beef Checkoff on Facebook and Twitter, where we share timely updates, too.

Where can I find the annual audited financials of the Cattlemen's Beef Board?

We are required by law to provide our annual audited financials to the public. To reach as many producers as possible, these documents live on the Cattlemen's Beef Board website. It is important to note that every fall, an independent, outside auditing firm thoroughly reviews all financials of the CBB / Beef Checkoff. The contract for this firm is renewed each year, voted on by producers on the Budget and Audit Committee. Read the annual audited financials. <https://www.beefboard.org/wp-content/uploads/2020/02/PDF-Final-Financial-Statements-CBB-FY19-1.30.pdf>

How can a producer get involved with the Cattlemen's Beef Board?

Please join us! The Cattlemen's Beef Board meetings are open to every producer and we encourage your participation. While some meetings are the full 99-member board, others are smaller committees and groups. Find specific information on upcoming in-person and teleconference meetings: <https://www.beefboard.org/beef-board/meeting-center/>

While we continue to promote beef to consumers, we are also here to provide transparent information to you, our stakeholders. We invite you to visit <http://DrivingDemandForBeef.com> to find all the information listed in this column,

plus frequently asked questions, member directories, annual reports, contractor information, and so much more. If you cannot find the answers to your questions there, give us a call or send us an email. We are a program built by producers, and we remain dedicated to transparent, open, and honest communication with you.

MBC Board Meeting

The next Minnesota Beef Council board of directors meeting is scheduled for Monday, July 13.

Minnesota Beef Council Events

- July 13 – Minnesota Beef Council Board of Directors Meeting

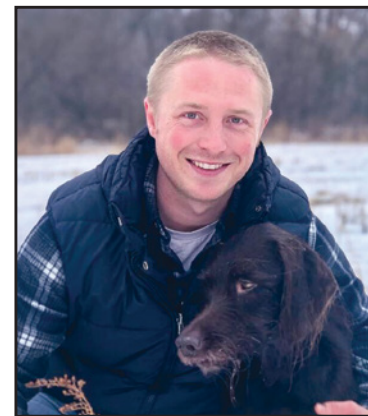
Ruminating on That - Commentary from Dr. Joe.

At the time this article is published, many of you may have already had your bull tested, but many of you still have not yet had this critical service performed. I like to think of the bull breeding soundness exam (BSE) as the cheapest insurance you will ever pay for. A cow/calf operation is dependent on making calves and ideally making calves in a short time window at the same time every year. All of that cannot happen without pregnancies from your bull, and it pays to make sure he is ready to go.

As you are all aware, we are continuing to learn more about the health and management of our production animal systems. Part of this continuing education is the evaluation of current practices to ensure we as veterinarians provide services that conform to what we see as the most current evidence-based medicine.

The Society for Theriogenology published new guidelines in 2018, which provide updated information about how to properly evaluate bulls for breeding soundness. Most notably, the changes to guidelines have provided veterinarians with specific criteria that allow us to confidently state a bull will meet particular benchmarks. These minimal benchmarks allow veterinarians to weed out bulls that are fertile but not at a productive level. The new criteria and methods will be significantly more valuable than stating if a bull can provide pregnancies or not. The goal is to evaluate bulls and confidently say they will be able to breed 60% of cows in the first 21-day cycle, and 90% of the cows within the first 42 days.

Also, specific morphologic observations (distal droplets and abaxial implantation of the tail) will no longer be considered abnormal due to new evidence. New classifications for morphologic abnormalities were also introduced. Veterinarians will no longer use the primary/secondary system and will instead classify as head, mid-piece, or tail abnormalities. Gross motility will no longer be evaluated. If you have heard your veterinarian talk



about the swirl created by moving sperm before, that is gross motility, and it is no longer considered a valid measurement.

This is probably the most important statement I have about BSE's – the bull must still pass a basic physical exam.

Feet, legs, eyes, heart, lungs, body condition, testicular health, accessory sex gland health, and penile health are all significant factors in determining whether or not a bull is a satisfactory potential breeder. For example, if he gets off the trailer limping, he fails. If he can't breathe, he fails. If he is significantly over-conditioned, he fails. If one testicle is half the size of the other, he fails. If he can't see, he fails. These are not new criteria, just a reminder that sperm evaluation is not the whole equation.

Below is a list of the relevant changes and how they may affect your breeding soundness exam experience with your veterinarian.

Benchmarks

Yes, we are looking for bulls that are 100% infertile, but we are also looking for bulls that are fertile but not fertile enough. If the bull does not meet the new guidelines for morphology and motility of sperm, he will fail the exam even though he may be able to provide some pregnancies. We are trying to weed out bulls that will not give operations successful levels of production.

More Time

Exams are expected to take longer due to the need to evaluate semen at a higher magnification and look for specific abnormalities. The veterinarian will count at least 100 sperm for each exam and record the abnormalities. A passing bull must have at least 70% normal sperm and 30% progressive motility. Depending on the bull's cooperation, expect a full exam to take between 10 and 15 minutes once he is secure in the chute.

New equipment and electronic forms

Dr. Joe . . . continued on page 12

TOP PRICES PAID
FOR YOUR CATTLE

YOUR MARKET FOR

**HOLSTEIN STEERS • BULLS
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» OUR TEAM «

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Tim Schiefelbein
Kimball, MN » 320-398-2700
Holstein Contracting

Collin Lyndorff
Long Prairie, MN » 763-377-0034
Holstein Steers • Bulls • Fed Cows • Lean Cows

Cody Ritter
Long Prairie, MN » 320-293-5212
Holstein Steers • Bulls • Fed Cows • Lean Cows

Brandon Van Havermaet
Long Prairie, MN » 320-290-9220
Holstein Steers • Bulls • Fed Cows • Lean Cows

Dean Derricks
Green Bay, WI » 920-436-6529
Holstein Steers • Fed Cows • Lean Cows

Chad McQuade
Yankton, SD » 605-668-4275
Lean Cows • Bulls

Mike Baczwaski
Gibbon, NE » 800-445-0042
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Saint James, MN



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Member Spotlight

Across Minnesota, leaders are bringing new personal experiences and knowledge to member organizations and joining the conversation to make a difference. Eric Zeltwanger is a member of MSCA and doing just that, bringing his unique background and experiences to the organization to help foster growth. Passion and dedication are two words that truly describe Eric and his connection to the beef industry. Eric has been a dedicated MSCA member for over two decades. Eric encourages young producers to join and get involved, stating that “we need as many voices as we can get to make a difference and be heard in St. Paul”.

Eric has been involved in the beef industry his entire life, starting with his upbringing on a feedlot near Morris, Mn followed by his work on a purebred cow calf operation in Hancock, MN. Eric still lives in Morris, MN with his wife Jenny and three children where he currently works for Spring Valley Farms, a diversified operation in Morris, MN. He also stays busy running 30 cows within Dan Jenniges’ herd. He manages the pastures during the summer, focusing on creating good soil health and grass management.

As a member of the Minnesota State Cattlemen’s Association, Eric’s journey started when he joined the Association at the age of 17. He has since been a member for 20 years and has had the opportunity to serve in leadership positions at the local and state level. He currently holds the position of the West Central Cattlemen’s Association President, a spot he has held for 15 years. During his time as president, his affiliate has hosted two summer beef tours, held annual meetings and served up an impressive number of hamburgers to surrounding schools and communities. Last year alone, the group served 28,500 burgers. The West Central Cattlemen’s Association owns a grill trailer and normally attends 75-100 events a year and grill at places such as schools, county fairs, graduation parties and weddings. It is one of the group’s biggest fundraisers and offers a great way for members to get involved and in front of consumers. Eric gives credit to the great volunteers that help keep this grill running all year long.



ERIC ZELTWANGER
Regional Director

This past December, Eric was voted in as a Regional Director, serving Region 4. Eric wanted to become a Regional Director to gain hands-on experience with the Association at a state level. He had the opportunity to be a part of the Red River Valley Emerging Leaders program recently and this sparked his desire to pursue a leadership position. The Red River Valley Emerging Leaders program is a University of Minnesota Extension program that helps to create and sustain a network of community leaders in Northwest and West Central Minnesota. During the program, the class covers leadership training, communication building, and public recognition. One trip that the class takes is to St. Paul to visit legislators. While at the capitol, Eric visited with Bruce Kleven, the Minnesota State Cattlemen’s Association legislative expert. This fostered his interest in state level involvement. During his short time as Regional Director, Eric has had the opportunity to attend affiliate meetings and has participated in leadership zoom calls.

Eric’s dedication to serve cattlemen is apparent through his actions and words. Serious issues affecting livelihoods are being brought to light through the work of a true grassroots movement. Local associations have the opportunity voice concerns and be heard from a place that matters. Eric encourages members to speak out about the benefits of being a member of this association “State cattlemen and the NCBA accomplishes more together than we can do on our own. We can split that time and with the association get in front of our legislators in the avenues we are passionate about.”

Beef Is On The Grill This Summer

This summer, Beef. It’s What’s For Dinner., funded by the Beef Checkoff and managed by the National Cattlemen’s Beef Association (NCBA), is encouraging families across the country to unite... in their love of beef. From the farmers and ranchers who raise beef to the consumers who enjoy it, Beef. It’s What’s For Dinner. will be encouraging consumers to put beef on the grill all summer long. A multi-pronged summer grilling campaign will roll-out in late May, running through Labor Day, with a variety of key moments to make sure that consumers around the country continuously see timely and relevant content that inspires them to make their own beef meals on the grill.

Beef Consumption

Beef has long been the number one grilling protein of choice among consumers. Even throughout the COVID-19 pandemic, consumers have continued to love beef. In fact, today, consumers are eating beef more frequently

than ever before, with 96 percent of consumers eating beef and more than 70 percent of consumers saying they are consuming beef at least weekly or more, according to the Consumer Beef Tracker managed by NCBA, a contractor to the Beef Checkoff. And, as we roll into grilling season, which kicked off on Memorial Day (May 25), research conducted by NCBA shows that one-third of consumers say that they actually plan to grill more this summer than they have in the past, pointing to a prime opportunity to remind consumers that beef is the protein they should put on the grill.

Summer Grilling Season, Brought to You by Beef Farmers and Ranchers

Kicking off the Beef. It’s What’s For Dinner. summer grilling campaign in late May, Beef. It’s What’s For Dinner. reminded consumers that it’s almost grilling season and that this summer grilling season is brought to you by beef farmers

Grilling . . . continued on page 11

Consequences of Mandate . . . continued from page 3

In fact, for most of the cattle industry’s history, quality was not a factor in the decisions being made by cattle producers. For instance, from 1980 to about 2000 the industry operated on a cash basis. During this period, pounds were the primary factor informing production decisions. The prevailing attitude was “this is the beef we’re producing, so just eat it.”

But we reached a point in time when the consumer didn’t eat it. Demand through the 1980s and early 1990s plummeted. During this time, beef demand was cut in half and the industry lost 400,000 producers because no one was making money. To find profit opportunities, commodity producers must find ways to differentiate themselves. That’s why coffee producers from every region in the world work to distinguish their beans and that’s why beef producers have worked toward branding and alliance programs. This need became very clear for cattle feeders, stocker operators, and cow-calf producers who were in the declining demand market from 1980-2000.

In the mid-90s, leaders in the industry began to take note and make the changes that led to the system we have today. When we started listening to the consumer, we found out they wanted better quality, more consistent beef with less external fat. In response, cattle producers built a new system of value-added programs to reward the cattle producers who were providing what consumers desired.

The beef industry began to focus on improving the genetic qualities of our cattle. The checkoff-funded Beef Quality Assurance program was created to help resolve some quality issues. The industry conducted the first-ever National Beef Quality Audit. We focused on improving our national cattle herd, and as a result, we improved the quality of our beef and consumers began to respond to higher quality and a little advertising campaign known as “Beef. It’s What’s for Dinner.” turned the tide for our industry.

The improvements made by beef producers cost money. The industry made investments in better bulls, better feeding programs, the increased use of preventative vaccines, weaning programs, etc., so the industry needed to find a way to both incentivize the adoption of these practices and pay the producers who implemented them and allow them to manage the risk these increased input costs created. Every segment of the business worked to put Alternative Marketing Arrangements in place to help manage risk and ensure they received payment for these increased costs. These alternatives to the cash market came in the form of rewards or premiums for carcass and yield grade improvements being made by cow-calf and feedlot operations.

The cattle industry saw a major rebound in beef demand in the U.S. and globally as we became focused on delivering the highest quality product in the history of the industry. If this clear signal is lost or is no longer clear because “all cattle are equal” in a cash-based system, it’s just a matter of time before the product quality starts to slip and consumer demand does too.

The popularity of marketing cattle through alternative marketing agreements means fewer cattle are being traded on the cash or spot market, the trading price of which is generally used to set the base for the price of fed cattle in any given week. With fewer cattle trading, there is concern that the base cash price is not a truly representative value for the cattle trading hands in any given week. In addition, the cattle trading in the cash market tend to be highly regionalized, with larger quantities of cattle trading in the cash market in the Upper Midwest, in states like Iowa, Illinois, and portions of Nebraska. In states like Texas, Oklahoma and Kansas, more cattle are traded through alternative marketing agreements, resulting in only about 20 percent of the cattle trading hands in any given week in the cash or spot markets.

The result is a concern that fed cattle prices are not transparent or reflective of the actual value of cattle in any given week because the average volume of cattle trading hands continues to decline. That means the market is challenged to find new ways to ensure producers can price their cattle appropriately. One of the options on the table to increase price transparency is to mandate that packers purchase 50 percent of each plant’s harvest on the cash market each week. We are concerned that an unintended consequence is that feedlots and those who feed cattle would see their ability to participate in grid or formula trade reduced by government mandate, to force cattle out of grid and formula production and back into the cash market. That in turn will make premiums for quality production less attractive as once again producers return to a focus on production of pounds over quality.

Coronavirus Food Assistance Program

The USDA announced details of the Coronavirus Food Assistance Program (CFAP) on May 14th. Board members and Staff have been working diligently to understand these details, how they apply to the MN Cattlemen and how we can guide you to more information and the application process. Below is a high level summary of the program.

Program is eligible to livestock markets that have suffered a five percent – or greater price decline as a result of COVID-19 pandemic. The program is separated into two segments. 1) assessing the loss associated with cattle marketed in the first quarter (Jan 15, 2020 – April 15, 2020) and 2) the risk on inventory between April 16, 2020 and May 14, 2020.

A single payment for livestock will be calculated using the sum of the producer's number of livestock sold in this first quarter (Jan 15, 2020 – April 15, 2020), Multiplied by the payment rates per head as shown in the table, and the highest inventory number of livestock between April 16, 2020 and May 14, 2020, multiplied by the payment rate.

Below are details shared by the NCBA on the eligibility, limits and application.

Producer Eligibility:

To be eligible for a CFAP payment, a person or legal entity must:

Complete a CFAP application form and provide any required documentation (as specified in this final rule); and

Be a producer having a share in the eligible commodity between January 15, 2020, and April 15, 2020, or April 16, 2020, through May 14, 2020.

Payment Limits:

CFAP payments are subject to a per person and legal entity payment limitation of \$250,000. This limitation applies to the total amount of CFAP payments made with respect to all eligible commodities. Similar to the manner in which statutory payment limitations are applied in the major commodity and disaster assistance programs administered by FSA, payments will be attributed to an individual through the direct attribution process used in those programs. The total payment

amount of CFAP payments attributed to an individual will be determined by taking into account the direct and indirect ownership interests of the individual in all legal entities participating in CFAP. Unlike other FSA administered programs, special payment limitation rules will be applied to participants that are corporations, limited liability companies, and limited partnerships (corporate entities). These corporate entities may receive up to \$750,000 based upon the number of shareholders (not to exceed three shareholders) who are contributing substantial labor or management with respect to the operation of the corporate entity.

AGI:

A person or legal entity, other than a joint venture or general partnership, is ineligible for payments if the person's or legal entity's average adjusted gross income (AGI), using the average of the adjusted gross incomes for the 2016, 2017 and 2018 tax years, is more than \$900,000, unless at least 75 percent of that person's or legal entity's average AGI is derived from farming, ranching, or forestry-related activities. The AGI cap is waived for individuals who are able to certify that more 75% or greater of their income is derived from agricultural production.

How to Apply:

FSA will begin taking applications on Tuesday, May 26 and will be open through August 28th. Producers should expect to receive payments 7-10 days after the date of submission. At this point in time, USDA Service Centers are open for business by phone appointment only. Once the application period opens, producers should call their FSA county office to schedule an appointment. FSA has streamlined the signup process and will be working with producers by phone and using email, fax, mail, and online tools like Box to accept applications.

The MNSCA encourage cattlemen to visit farmers.gov/CFAP to learn more about the program and familiarize themselves with the application process. A payment calculator will be published on the website soon followed by the application. The payment process will be pro-rated so 80% of a payment will be paid initially in an effort to make sure those who apply or whose applications take longer to process are able to receive payments, with plans of the 20% being paid at a later date.

MSCA encourage cattlemen to reach out to their local FSA office for any questions you have about the program or help with the application process.

President Donald Trump Addresses Beef Imports During NCBA White House Visit

DENVER (May 19, 2020) – National Cattlemen's Beef Association (NCBA) CEO Colin Woodall issued the following statement in response to comments made by President Donald Trump's about beef imports:

"Today's comment by President Donald Trump demonstrates the complexity of the U.S. beef business. Live cattle imports to the United States only come from Canada and Mexico and will continue to do so under the terms of the President's newly negotiated USMCA. America has not imported live cattle from other nations for several years. However, if President Trump is serious about reconsidering import decisions, NCBA and its members strongly request the White House to take another look at his decision to allow fresh beef imports from nations like Brazil, where there continue to be concerns with foot-and-mouth disease and USDA's decision to reopen the American market to Brazilian beef.

"Beef trade is a complex business, and America's cattle producers rely on safe and reliable international trading partners, both as a destination for the undervalued cuts we produce here, such as hearts, tongues, and livers, and for importation of lean trim for ground beef production to meet strong consumer demand. Approximately 12 percent of beef consumed in the U.S. is imported product, but that product must meet the U.S. standards for safety before it is allowed into our market.

"President Trump has shown his willingness to negotiate difficult trade deals and take on tough trading partners, and NCBA thanks him for the attention he has given to beef. We encourage him to re-examine the decision to reopen the market to imports from Brazil, Namibia, and any other nation where there are food safety or animal health concerns that could impact American consumers or cattle producers. A re-evaluation of those imports can accomplish his goals of protecting both American cattle producers and American consumer confidence in our own beef supply chain."

11 Minnesota Counties Designated as Primary Natural Disaster

Eleven Minnesota counties have been declared as primary natural disaster areas. Producers who suffered losses caused by six separate disaster events may be eligible for U.S. Department of Agriculture (USDA) Farm Service Agency (FSA) emergency loans.

Producers are eligible to receive emergency credit from natural disasters occurring in 2019. These emergency loans can be utilized to meet recovery needs for the replacement of essential items. Emergency support is also available for producers in surrounding counties and border state counties.

Listed below list the qualifying counties and natural disaster events.

Drought

Producers in Kittson County who suffered losses due to drought that occurred May 1 through Oct. 30, 2019, are eligible to apply for emergency loans.

Producers in the contiguous Minnesota counties of Marshall and Roseau, along with Pembina County, North Dakota, are also eligible to apply for emergency loans.

Excessive Rain

Producers in Cottonwood, Jackson, Stevens, and Traverse counties who suffered losses due to excessive rain that occurred March 12 through Nov. 11, 2019, are eligible to apply for emergency loans.

Producers in the contiguous Minnesota counties of Big Stone, Brown, Douglas, Grant, Martin, Murray, Nobles, Pope, Redwood, Swift, Watonwan, and Wilkin, along with Dickinson, Emmet, and Osceola counties in Iowa; Richland County, North Dakota; and Roberts County, South Dakota, are also eligible to apply for emergency loans.

Excessive Rain, High Winds, and Hail

Producers in Grant County who suffered losses due to excessive rain, high winds, and hail

that occurred Sept. 2 through Oct. 22, 2019, are eligible to apply for emergency loans.

Producers in the contiguous Minnesota counties of Douglas, Otter Trail, Pope, Stevens, Traverse, and Wilkin are also eligible to apply for emergency loans.

Excessive Rain, Flash Flooding, and Excessive Moisture

Producers in Nobles County who suffered losses due to excessive rain, flash flooding, and excessive moisture that occurred April 10 through Nov. 11, 2019, are eligible to apply for emergency loans.

Producers in the contiguous Minnesota counties of Cottonwood, Jackson, Murray, and Rock, along with Lyon and Osceola counties in Iowa, are also eligible to apply for emergency loans.

Excessive Snow, Freeze, Excessive Rain, Flooding, High Winds, and Hail

Producers in Norman County who suffered losses due to excessive snow, freeze, excessive rain, flooding, high winds, and hail that has occurred since July 1, 2019, are eligible to apply for emergency loans.

Producers in the contiguous Minnesota counties of Becker, Clay, Mahnomon, and Polk, along with Cass and Traill counties in North Dakota, are also eligible to apply for emergency loans.

Excessive Rain, Flash Flooding, and Flooding

Producers in Koochiching, Lake of the Woods, and Roseau counties who suffered losses due to excessive rain, flash flooding, and flooding that occurred from Sept. 20 through Dec. 1, 2019, are eligible to apply for emergency loans.

Producers in the contiguous Minnesota counties of Beltrami, Itasca, Kittson, Marshall, and St. Louis are also eligible to apply for emergency loans.

The deadline to apply for these emergency loans is Oct. 19, 2020.

Telemedicine in the Cattle Industry

Courtesy of NCBA's National Cattlemen

By Julia Herman, DVM, MS, NCBA Beef Cattle Specialist Veterinarian

COVID-19 has been the catalyst for change in many aspects of our lives, one of which is the increased utility of technology. The beef production community has been integrating technology for decades. Such opportunities include applying quality record keeping systems available as a phone app that links to your computer or having your nutritionist log in to the feed mill system to adjust the week's ration.

Calving season is underway and remote camera systems allow virtual log-in so near-calving heifers can be monitored without disturbances. There are several advantages to using technology to better your practice and optimize care for your animals. Within veterinary medicine, the opportunities around telemedicine are increasing. While practicing veterinary medicine has traditionally been completed in person, telemedicine allows veterinarians to work with clients remotely via telephone or computer.

Veterinary telemedicine is not a new concept, as telephone communication is considered telehealth and is used commonly between producer and practitioner. What is new is how various practices are using video capabilities and electronic records to improve communication with clients, efficiently share records, and make it easier for clients to receive services for their animals. Ideally, a veterinarian-client-patient relationship (VCPR) has already been established so the veterinarian has connected with the producer/owner and understands their operation's capabilities and limitations with at-home treatments.

Veterinarians use telemedicine to establish a form of electronic communication to gain access to the patient. This could be to maintain communication as a recheck to a laceration repair, calving, or other call. Alternatively, it could aid the owner and veterinarian in deciding what constitutes an emergency or if a problem might wait until the next day. Video exchange can help to improve the quality of care to the animal and provide peace of mind to the producer. Importantly, in each situation the veterinarian uses his or her expertise to decide if telehealth is sufficient or if an in-person appointment would provide better quality of care. There are many opportunities for this type of practice with collaboration between the veterinarian and the producer.

To aid the veterinarian in diagnosing the animal, producers should be prepared to convey some basic physical exam results in order to provide as much information to the veterinarian as possible. Minimally, this includes counting respirations (i.e., breaths) per minute, taking the heart rate, and obtaining a rectal temperature. Having a detailed history of the animal's or herd's behavior, diet, and clinical signs of disease is also important. Many veterinarians have worked with cattle producers to build a medical first aid box so the producer may complete basic first aid or treatments at the farm or ranch. Preparing for the virtual visit could be valuable for the future.

As our country and world continue to navigate the social distancing guidelines brought on by the COVID-19 pandemic, it has certainly changed our everyday lives. The cattle industry, and all of agriculture, continue to work diligently to pro-

vide quality care for our animals and provide a constant supply to our food chain. The U.S. Food and Drug Administration (FDA) recognizes the vital role veterinarians play in protecting public health and are providing guidance to expand the use of telemedicine for the care of animals while also allowing for social distancing to limit potential spread of COVID-19 in the community.

The FDA announced that it intends to temporarily suspend enforcement of the animal examination and premise visit portion of the VCPR requirements for specific situations including Extra-label Drug Use in Animals (ELDU) and Veterinary Feed Directive (VFD) drugs. As such, veterinarians will be allowed to prescribe or authorize drugs for ELDU or VFD use without direct examination of the patients, which will limit human-to-human interaction and safeguard human health. Veterinarians will still need to consider any state VCPR requirements that may exist in their practice area in relation to the FDA action.

There are various circumstances where a group of animals or an individual animal might need an exam in person and other circumstances where telemedicine would suffice. At this time, telemedicine is not appropriate for the issuance of Certificates of Veterinary Inspection (CVIs) or health certificates or for other regulatory work that must be performed by a licensed, accredited veterinarian. A valid VCPR remains an important aspect to ensure the health and well-being of our cattle. Veterinarians will need to be licensed in the same state in which they are giving advice or will need to build a relationship with a veterinarian in the same state as the animals. We encourage cattle producers to work with their veterinarian who will best determine if telemedicine is appropriate. Additionally, veterinary telemedicine services are professional veterinary services and producers should expect to be charged a professional service fee.

To meet the needs of animals during this crisis, telemedicine is being considered more often by veterinarians for individual or herd-based assessments. A temporary guidance document developed by the American Association of Bovine Practitioners, NCBA, and the National Milk Producers Federation can be found on NCBA's website under Coronavirus information. Together, cattle producers and veterinarians will continue to provide high quality care to their herds for which the cattle industry is known.

Moving Ahead

Courtesy of NCBA's National Cattlemen, Colin Woodall, NCBA CEO

People in the cattle business have every right to be angry right now. The market issues we're facing are hard to swallow, but they also demonstrate that we need to change the way we do things and move forward with some new ideas to ensure cattle are being valued correctly in our business. You'll notice I intentionally reference "new ideas" in that statement. That's because we don't need or want to drag this industry backward to solve the problems we face.

This industry began down the road of formula and grid trade more than 30 years ago when cattle producers tired of the volatility and issues that were present in cash markets. At the time, the industry was producing beef that consumers didn't want. We were producing big cuts of beef with little marbling, less tenderness and an eating quality that was inconsistent. The result was driving consumers away in

droves while chicken and pork were gobbling our share of the protein market.

To respond to the issue, it became critical to make certain that consumer signals were passed back down the supply chain more rapidly. That, in part, is how and why the industry began the shift from the cash market to a preference for pricing that rewarded quality. Consumers demanded higher quality beef and a better eating experience. With that consumer demand came a willingness to pay more for beef that delivered those attributes they wanted.

To meet the demand, the beef industry needed a way to transmit desires in the form of a financial incentive through the feedlots back to the cow-calf level. That signal, when received, encouraged cow-calf producers to focus on improving carcass genetics and increasing the number of

MYTH

MYTH of the Month

The Federation of State Beef Councils is controlled by packers and large producers who are members of NCBA.

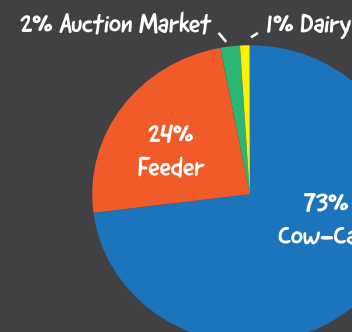
FACT

There are no packers on the Federation board. The Federation, a division of NCBA, is directed by and managed for state beef councils throughout the country. Federation board members need not be NCBA members but must be state beef council board members or ex-officio board members.

There are 101 votes on the Federation Division Board which come from more than 700 individuals who are members of state beef council boards, the vast majority of whom are cattle producers, making this state/national partnership a truly grassroots mission.

2020 NCBA Federation Division Demographics

The Federation Division Board is comprised of 101 votes from State Beef Councils. This graphic shows the segment representation.



Moving Ahead . . . continued on page 12

SPREADING AWARENESS



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A collection of various yellow and red Ritchie livestock watering products is displayed against a textured, yellowish background. The products include long troughs, individual fountains, and multi-head fountains. Each product has the "Ritchie" logo on it.

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Bringing the Beef to FarmFest August 4th-6th, 2020



Minnesota State Cattlemen's Association will be returning to FarmFest at the Gilfillan Estate near Morgan this year. Make sure to mark your calendar for Aug 4th-6th, 2020 to stop down and check out the barn at space C146S and C513N. The Minnesota State Cattlemen will be serving beef sandwiches at their food booth and sharing how cattlemen and producers are creating positive impact on the state's economy. The booth made a record number of sandwiches last year with 5,500 sold over the three day event. The booth set a record for efficiency as well, serving a sandwich every 4.9 seconds.

Make sure to stop by the MSCA barn to learn how the cattlemen's association has been advocating for policy changes

this year at the state and national level. Attendees also have the opportunity to stop by the barn to renew or become an MSCA member. The barn is a great gathering place for producers and consumers alike, providing tasty food and education. The Beef Barn gives members a chance to discuss the monoslope barn that was chosen as the style of the barn located on the FarmFest grounds.

"The barn gives us a chance to talk about how we feed cattle while we are feeding people"- Mike Landuyt, MSCA President

The MSCA would like to encourage members to volunteer next year. As the number of sandwiches served continues to increase, so does the need for volunteers.

Without volunteers, we couldn't make it work as well as we do," said Krist Wollum, Beef Booth organizer. The amount of time and effort the Beef Booth volunteers put into this event is remarkable and the benefit it provides the association is truly priceless.

Mark your calendar now for the 2020 FarmFest, August 4th-6th, and plan on coming for a day to help serve and share the story of cattle producers in Minnesota.

Grilling . . . continued from page 7

and ranchers. Beef farmers and ranchers have continued, as they always have, to work day-and-night to ensure that their families, and families around the country, continue to have access to beef. A new video, which features beef farmers and ranchers from around the country, was released on social media to showcase that beef farmers and ranchers are helping keep beef on grills this summer grilling season. Follow Beef. It's What's For Dinner. on Facebook to be sure to see the video.

Declaring May 28 as National Beef Burger Day

Beef. It's What's For Dinner. reminded consumers that real burgers are made with beef by declaring May 28, 2020 the first official National Beef Burger Day. A press release announcing this official day was shared with national media, as well as ag media partners. In celebration of this event, Beef. It's What's For Dinner. encouraged consumers and producers alike to grill their favorite beef burgers and share photos on social media using the hashtag, #BeefBurgerBrag, to be entered into a giveaway to win Beef. It's What's For Dinner. schwag. Beef burger content, including recipes and images on how to build the perfect burger, were shared through Beef. It's What's For Dinner. social media platforms, while nationally-known bloggers also shared their own beef burger content on their blogs and Instagram Live platforms. In addition, a new infographic was created showing how consumers are actually supporting a large part of the agriculture community when they chow down a delicious beef burger thanks to the bun and toppings that accompany the star of the show—beef.

United We Steak

In June, Beef. It's What's For Dinner. will encourage Americans to unite around a shared love of beef on the grill as consumers around the country declare in unison, United We Steak. Whether it means enjoying a grilled beef meal with just the people in your household or with family and friends, the summer rallying cry this year will be "United We Steak."

The centerpiece of the campaign is 50 hand-carved state-shaped steaks, beautifully featured in a variety of Beef. It's What's For Dinner. content, including still photographs and a new series of videos that will be served to consumers on social media platforms, as well as through Connected TV and YouTube advertising. The campaign will drive users to BeefItsWhatsForDinner.com or UnitedWeSteak.com, where they can find an interactive map of all 50 state-shaped steaks that form the entire nation. Each state will have a state profile page, complete with state-themed beef recipes, a "meet your state beef producer" section and other fun and informative facts about the state. A new series of radio ads will also be released and shared both nationally and locally through state beef council efforts. More online influencer activations will help consumers learn how to best grill beef at home, while earned media stories will be pitched both nationally and locally to ensure that beef has positive and prime media coverage.

These are just a few examples of how NCBA and Beef. It's What's For Dinner. are continuously ensuring that beef is the top protein. Follow Beef. It's What's For Dinner. on Facebook, Instagram, Twitter, YouTube, LinkedIn, Pinterest and visit BeefItsWhatsForDinner.com to continuously see new content.

The Importance of Mineral Supplementation

Courtesy of NCBA's National Cattleman

By Jesse Fulton, M.S. - Director of Producer Education

Many producers are getting ready to move or have already moved their cattle to summer pastures, which hopefully means they already have a mineral nutrition plan ready for summer. If you have not considered mineral nutrition of your cows while out on grass, I strongly suggest thinking about it. Not all mineral supplements are created equal. Mineral supplementation programs can range from salt to a complete mineral program and everything in between. And while mineral supplementation costs money, not supplementing minerals in a way and at a level that will meet requirements costs much more. Generally, pasture forages do not meet all the mineral requirements of grazing cattle. Forages, water, and soil all serve as dietary mineral sources; however, the quantity of trace minerals ingested from these sources may not be sufficient to meet the animal's requirements without additional supplementation. Additionally, not all trace minerals are easily taken up by plants and available to the animal through forage consumption. Several factors can affect mineral uptake by plants, including soil pH, plant species, stage of maturity, yield, pasture management, and precipitation. In general, as plants mature their nutrient content tends to decline. Additionally, regional deficiencies are common; however just because an area is deficient does not mean that all forages in that area will be deficient. Minerals are classified into two different categories: macro and micro minerals. Macro minerals are required by the animal in large concentration and are measured as a percentage of the diet since requirements for these minerals are much greater than those of micro minerals. Calcium (Ca), phosphorus (P), potassium (K), sulfur (S), magnesium (Mg), sodium (Na), and chlorine (Cl) compose the macro minerals. Micro minerals, also known as trace minerals, are required in the diet at small concentrations, usually as parts per million. Copper (Cu), zinc (Zn), iodine (I), manganese (Mn), selenium (Se), cobalt (Co), and iron (Fe) compose the trace minerals and are also vital to beef cattle because they perform functional roles within the body. When these macro and micro mineral requirements are not met or alternatively are consumed at toxic levels, adverse consequences can result. Sometimes symptoms may not be present. However, performance issues that occur in grazing beef cattle production systems are frequently linked to minerals. More specifically, adequate intake and absorption of trace minerals are important in the body because they are required for numerous metabolic functions, optimal production, and performance. Deficiencies in trace minerals can result in a reduction in forage intake and digestibility, decreased reproductive efficiency, decreased immune function, limited daily gains, a reduction in feed conversion and compromised enzyme function. Understanding the consequences of not feeding mineral supplements demonstrate why many producers choose to supplement their cattle. To find out more about testing your cattle's feed or forage mineral content, contact your local beef cattle extension expert. This July, the Cattlemen's Webinar Series will conduct a four-part series focused on Mineral supplementation. The first webinar will give producers a general understanding of minerals and their role in cattle diets. The second webinar will provide producers with a better understanding of reading mineral bag tags and what exactly the mineral tag is telling them. This webinar will also cover how to manage consumption to meet mineral requirements, and matching minerals to the current environment (i.e. can you feed the same mineral year-round). The third webinar will take a deeper dive into the importance of mineral nutrition on cattle reproduction, and the fourth webinar will explore the importance of mineral nutrition on cattle immunity. Keep an eye out for registration for the Cattlemen's Webinar Series – Mineral Nutrition at [NCBA.org/producer.aspx](https://ncba.org/producer.aspx).

Nebraska Webinar Series

The Nebraska Cattlemen, Minnesota State Cattlemen and Kentucky Cattlemen are presenting a webinar each first Tuesday of the month. The latest webinar was presented on June 2nd and covered Risk Management

The recent Black Swan Events brings light to the fact that beef producers of all sectors have a reason to learn more about risk management. We are encouraging feeders, backgrounders as well as cow/calf producers to join us in deepening your knowledge of the futures market, alternatives for risk management, and tools to utilize when creating your risk management plan going forward.

We are busy working with CIH and FCStone, University of Nebraska and University of Kentucky to present another educational webinar. If you wish to submit a question prior to the webinar, please email info@necattlemen.org and we will forward to our speakers.

Keep an eye out in the Policy Pen for upcoming webinar announcements and registration

Catch up on our past webinar series. <https://nebraskacattlemen.org/coronavirus/>



Moving Ahead . . . continued from page 9

calves being born with a genetic predisposition toward better marbling, more tenderness, etc. By marketing fed cattle with formula pricing and adding premiums, cattle feeders were rewarded for producing fed cattle which delivered the type of carcass that provided the beef consumers wanted. In turn, cattle feeders were able to source those genetics from the cow-calf producers who were raising the type and kind of calves that fed well and produced a high-quality carcass at the end of the process. To source those calves, feeders were willing to pay a premium to the cow-calf producer, completing the chain and transmitting that demand signal back to the start of the production cycle.

This is the process we've come through. It was done by the industry, without government mandates or massive regulations to dictate how, where or when cattle were marketed. Formulas, grids and contracts were all developed by cattle producers from every sector of the industry, who were intent on solving problems by sitting down together and figuring it out. They recognized that every link in the chain was relying on the link above and below it for the strength of the entire chain. They didn't create their solutions by separating the links, pitting segments against each other or proclaiming they'd go it alone. But that was then.

This is now, and today we face problems that are different but just as dire. There are some who think one segment can go it alone and solve the problems on their own island. Those folks are wrong. Uniting the entire supply chain and solving the problems we face moving forward is exactly why NCBA was built. We aren't going to support dragging the industry backward to answer the complex problems of tomorrow by drawing up solutions on the back of an envelope tonight. NCBA is already uniting the full supply chain, studying the problem and formulating solutions. We must continue to meet the demands of the consumer and provide opportunities for profit, while remembering the past and looking to the future. We're in this together, we hope you're committed to coming with us.

Dr Joe . . . continued from page 5

A high-quality microscope is necessary to accurately count and identify sperm morphology. Some veterinarians may need to upgrade their microscope. A phase-contrast microscope is not required, but a quality light microscope is.

Many veterinarians are choosing to incorporate microscope camera systems to record images and video as added documentation. The camera also provides an educational opportunity for producers as they can see the same thing the veterinarian is seeing in the microscope.

Electronic exam forms provide a more easily accessible database and standardization of documentation. Veterinarians may choose to move to electronic forms, so if you would prefer your forms emailed, ask if this is an option.

Cost of BSE

This one is for each veterinary clinic to decide. The need for new equipment and potentially added time for every exam may mean prices increase. Check with your veterinarian.

Shameless plug for veterinarians

I hope many of you have an excellent relationship with your veterinarian and find value in their services. Following standardized, evidence-based guidelines has significant value for breeding soundness exams and will give producers the best chance of success. Use a veterinary clinic for your bull BSE's to make sure the service you receive is as up to date as possible.



With the fast changing times, it's important to stay up to date on industry news.

The Policy Pen is the MSCA weekly email providing a round up of news and events that have happened around the state and country. The email is delivered directly to your inbox every Friday afternoon.

Sign up today on our website!

<https://www.mnsca.org/news-events/the-policy-pen>



Sign Up a New Member Today - Help MSCA Grow!

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

MSCA/NCBA Partnered Membership Application Form

Name _____ Phone _____ Email _____ YES I would like to receive the Policy Pen E-Bulletin

Address _____

City _____ State _____ Zip _____

Type Ops: Feeder Cow-Calf Seedstock Stocker Dairy Associate

Method of Payment: Check Credit Card Invoice Me

Credit Card Type: Master Card Visa Discover

Card # _____

Expiration Date ____/____/____ Signature _____

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

Return Form & Payment To: MSCA Treasurer

PO Box 12, Maple Plain, MN 55359

Recruited By: _____

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

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

Local Cattlemen Association Dues (Optional)

Local = _____ (Local Dues →) _____

NCBA Membership Dues (Optional)

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

1-100 - \$150 Stocker/feeder - \$150 + \$0.38/head

101-250 - \$300

251-500 - \$450

501-750 - \$650

751-1000 - \$900

1001 -1250 - \$1150

1251 - 1500 - \$1400

1501 - 1750 - \$1600

1751 - 2000 - \$1900

Associate Dues

Individual - \$150

Business - \$200

Student (24 or younger) - \$50

(NCBA Dues →) _____

Total Dues Enclosed This Membership _____