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Animal rights groups score victory in Michigan

Released by the Livestock Marketing Association 1/14/09

Pressured heavily by the Humane Society of the U.S., and other animal rights groups, the state of Michigan now has a law on the books similar to Proposition 2, passed last year in California. Michigan Gov. Jennifer Granholm Monday signed legislation that bans veal crates for calves, cages housing laying hens and gestation crates for sows. Swine and poultry growers will have 10 years to comply with the regulations, veal producers will have three years.

Michigan has a large poultry, swine and veal calf industry. The threat of a California-like campaign by HSUS led the state's pork and poultry industries to agree to what some are calling a housing standards "compromise," that is anything but.

HSUS President Wayne Pacelle, commenting on the Michigan law, appears to confirm livestock industry concerns - that HSUS has a state-by-state strategy for imposing impractical, unscientific livestock handling and housing regulation. "We must move in the direction of improved animal welfare standards, and this legislation provides a roadmap to move us in that direction," he said.

HSUS also noted on its website that Michigan becomes the seventh state to ban gestation crates, the fifth to ban veal crates and the second to ban battery cages. "Arizona, California and Florida have passed similar measures through ballot initiatives, and Maine, Colorado and Oregon have passed related laws in their state legislatures," HSUS said.

2009 Convention Info

42nd Missouri Cattle Industry Convention and Trade Show

Dec. 11 & 12

University Plaza Hotel/Springfield Expo Center - Springfield, Mo.

For a schedule of events, visit www.mocattle.com.

See below for information on the Mellor Trailer partnership information.

Upcoming Events & Meetings

Moniteau County

Oct. 20, 6:30 p.m.

Centennial Hall

Moniteau County Fairgrounds

Randolph County

Oct. 22, 6:30 p.m.

Sheltered Workshop

Moberly, Mo.

Rustlin' & Romancin' the West

Oct. 24, 6 p.m.

Boone County Fairgrounds

(660) 434-6519

Columbia, Mo.

Boone County

Oct. 27, 6:30 p.m.

Perche Creek Cafe at Little General

Texas County

Oct. 29, 6:30 p.m.

Golden Hills Trail

Raymondville, Mo.

Stockmanship and Stewardship Tour

Nov. 9, 6 p.m.

cfoster@ytex.com

St. Joseph, Mo.

We are now accepting recommendations for award recipients-

- Cattlemen of the Year
- Pioneer Award
- Beef Industry Award.
- Candidates for officers and Regional VP's for 1,3,5, and 7.
 - Regional VP's for 1 (Steve Kreuger), 5 (Gary Copenhaver) and 7 (Ben Fizette) are eligible for re-election to finish out their two year terms.
- 2nd Vice President

Any resolutions need to be submitted to the office **prior to Nov. 20th.**

Foundation/PAC Bull Auction

- The first-ever Foundation/PAC Bull Auction will be at 3 p.m. Saturday.
- Donors have given a live animal, buyer's choice or credit in their respective production sales.
- Proceeds of this auction will benefit Missouri's Cattlemen Foundation, MCA's Political Action Committee, and Missouri's Junior Cattlemen.

We are now accepting donations for the MCF live auction on Friday evening and the PAC silent auction during the trade show on Saturday.



Members to receive discount with Mellor Trailers

Mellor Trailers in Booneville, Mo. is offering a discount to all Missouri Cattlemen's Association members (with proof of membership). Membership forms are available at the time of sale.

Discounts include:

10% discount off parts and accessories

Benton County

Nov. 11, 4 p.m.
Lutheran School Gym
Cole Camp, Mo.

MCA Executive Meeting

Nov. 12, 10 a.m.
Cattle Industry Headquarters
Columbia, Mo.

Pettis County

Nov. 14, 6 p.m.

MCA Convention and Trade Show

Dec. 11 & 12
University Plaza
Hotel/Springfield Expo Center
Springfield, Mo.

Young Cattlemen's Conference

Feb. 23 & 24
MCA Headquarters
Columbia, Mo.

[Join Our Mailing List!](#)

\$100.00 off trailer purchases **upto \$5000.00**
\$200.00 off trailer purchases **from \$5000.00 to \$10,000.00**
\$300.00 off trailer purchases **from \$10,000.00 to \$15,000.00**
\$400.00 off trailer purchases **from \$15,000.00 to \$20,000.00**
\$500.00 off trailer purchases **from \$20,000.00 and up**

Discounts may not apply to certain items already discounted or on promotions. Please call for details.

PLUS! In conjunction with Elite Trailers and Mellor Trailers, MCA is rewarding one member with the free use of an Elite trailer (as shown above) for one year, which will be given at the Missouri Cattle Industry Convention and Trade show. To be eligible for this reward, an MCA member must pre-register for the MCA Convention and Trade Show. Furthermore, the member must be present at the convention awards banquet to win.

Mellor Trailer Sales

1550 West Ashley Road
Boonville, Missouri 65233
877-882-8433

Open Monday -Saturday
7:30 am - 5:30 pm

I-70 Exit #101 and
1 mile north on Hwy 5

For more information, contact MCA at (573)499-9162 or at cattleinfo@mocattle.com.

Checking in on the Checkoff

Pat Wood, Sedalia (re-elected)

John Ridder, Marthasville

Gerald Campbell, Licking (re-elected)

*Congratulations to these newly elected board members!
There are a total of 13 board members from across the state
that oversee the checkoff funded programs in Missouri*

Learn more at www.mobeeff.com, www.mybeefcheckoff.com or email john@mobeeff.com

Missouri livestock producers encouraged to put on the pounds

Released by the Missouri Department of Agriculture 10/9/09

The Missouri Agricultural and Small Business Development Authority (MASBDA) is reminding livestock producers interested in backgrounding or finishing cattle that they can still apply for the Missouri Qualified Beef Tax Credits. The credits, first effective in Aug. 2008, provides a ten cent per pound tax credit to producers who put an extra 200 pounds or more on their calves prior to market. Livestock producers already backgrounding or

finishing their cattle can also qualify by adding additional cattle to their operations.

"Missouri farmers have been faced with unprecedented difficult economic times. This program is a tool that can help Missouri livestock producers put more money in their pockets. The ten cent per pound minimum could mean at least \$20 per head for cattle and that could be the difference between profit and loss for some farmers," said Dr. Jon Hagler, director of the Missouri Department of Agriculture. "Missouri beef cattle continue to be the best in the country and this opportunity also allows cattle producers to expand their operations."

Applications for the Missouri Qualified Beef Tax Credits are being accepted now. The first tax credits will be issued March 31, 2010. For a credit application or to learn more about financial assistance offered by the Missouri Department of Agriculture, visit mda.mo.gov or call MASBDA at (573) 751-2129.

HSUS attempts christian public relations stunt

Released by BEEFmagazine.com 10/14/09

Since I started my agriculture advocacy work three years ago, I have made it a point to monitor the activities of the Humane Society of the United States (HSUS), an extremist animal rights powerhouse determined to eliminate animal agriculture and promote a vegan lifestyle for all Americans. Through my observations, I have noticed that most of the leaders and members within this organization have no real connection with God; in fact, many of them point out that they are atheists. To me, this makes sense. Because they equal the life of a human being to the life of an animal, it's impossible to envision these folks as God-fearing citizens. In debates with HSUS and PETA advocates over the years, I have always been able to reference Biblical verses as proof that God created the animals for us to care for and for us to use as food. In their latest public relations stunt to manipulate money from consumers, it seems that HSUS is finally catching onto the game and are trying to create a Christian image for themselves.

In a recent press release, the Humane Society of the United States started the "All Creatures" nationwide music tour featuring The Myriad that kicked off Tuesday, Sept. 29 in Washington, D.C. The tour will proceed with more than 35 stops at clubs and Christian universities around the country. Christine Gutleben, director of The HSUS faith outreach program, will accompany the tour and speak to audiences about the work of The HSUS. According to Gutleben, the faith outreach program of The Humane Society of the United States seeks to engage people and institutions of faith with animal protection issue on the premise that religious values call upon us to act in a kind and merciful way towards all creatures.

In a recent article written by the U.S. Sportsmen's Alliance, HSUS has begun manipulating religion to advance a cause that is radically out of step with the majority of Americans and, certainly, America's sportsmen. This tour is a further example of the clever tactics being employed by those that seek to do away with American outdoor traditions.

I couldn't agree more. The HSUS is a ruthless organization that is molding their own image to appeal to an audience that has been overwhelmingly against their policies in the past. As these extremists advance their agendas and peddle more money away from honest citizens, I have come to realize that they really will stop at nothing to put farmers and ranchers out of business. As a God-fearing Christian and a cattle rancher, myself, I'm proud to say that I care for God's creatures on a daily basis, and I understand the

circle of life, that animals were created to nourish people. What do you think? How will the religious community regard this latest publicity stunt by the HSUS? What can we do to reinforce our own beliefs and get the American consumer to understand the hidden agendas of this dangerous organization?

BEEF Daily Quick Fact: Every moving thing that lives shall be food for you. And as I gave you the green plants, I give you everything. -Genesis 9:3

Central Missouri Feed and Supply offers members discount

Central Missouri Feed and Supply is partnering with Missouri Cattlemen's Association to offer a 5 percent discount to all MCA members when they purchase electronic fence supplies. Plus, every time that 5 percent discount is used, another 5 percent goes to MCA.

For more information, contact Brian Lease, owner of Central Missouri Feed and Supply.

2707 W Rt. F

Clark, MO 65243

(573) 641-5639

(800) 641-5629

threebarl@socket.net

Baltimore becomes "Meatless Monday" school system

Released by NCBA 10/8/09

The Johns Hopkins' Bloomberg School of Public Health announced via a press release earlier this month the Baltimore City Public School System is the first "Meatless Mondays" school system in the United States. The 82,500 young people served in the school system will begin each week with a meatless menu. According to the release, "The school system introduced a wide variety of projects to ensure its students eat and learn about healthy, environmentally friendly choices."

This week, PETA presented the school system with a "Proggy" [Progress] Award for Most Progressive Public School District of 2009. PETA President Ingrid Newkirk said, "Baltimore should be proud that its schools are considering how our food choices affect us - as well as the world around us."

To date, the announcements have received limited consumer news coverage. Reuters reported Monday about the district's move to a Meatless Monday menu, and the Baltimore Sun issued a short article about PETA's "Proggy" announcement. Trade media covering the topic include MeatingPlace, Meat International, Hoosier Ag Today and Pork Magazine. Tony Geraci, the school district's food and nutrition director was quoted in the Baltimore Sun as saying: "Tapping into a national campaign, the 'Meatless Monday' program is

intended to make lunches more healthful, stretch the district's food budget and raise awareness about the environmental impact of large-scale meat production."

We are leveraging relationships with third-party childhood nutrition experts and groups like the Center for Consumer Freedom to respond to this issue on a national level and will continue to monitor for media attention. If you receive media inquiries about this issue, please use the talking points below about beef and healthy diets and the environment. Also remember there are environment messages and other tools, including a "Meatless Mondays" response letter, on the Extranet.

Meatless Monday Talking Points

Environmentally conscious consumers should continue to enjoy lean beef with confidence, knowing they are doing the right thing for their bodies and for the environment.

- Eating less lean beef will not solve the greenhouse gas problem, but it will negatively affect our diet quality by restricting a rich source of important nutrients.
 - Iron deficiency is the most common nutritional deficiency worldwide, and beef provides the most readily available and easily absorbed source of iron.
- A substantial body of evidence shows the nutrients in lean beef help maintain a healthy weight, build muscle and fuel physical activity - all of which play an important role in a healthful lifestyle and disease prevention.

America's farming and ranching families are committed to leaving the environment in better shape for the next generation. Preserving, conserving and restoring this country's natural resources like open space, grasslands, wetlands, clean air and wildlife habitat are as important to us as they are to you.

- For America's farming and ranching families, our land is not just where we raise cattle, it's also where we raise our families. That means we have a personal stake in the quality of our environment; we always are looking for new ways to improve the air, land and water on or near our property.
- When you eat beef, you support an American family farmer or rancher who gets up every day to care for the land. That's what we do. We are everyday environmentalists.



Livestock and Farm Protection Task Force forms to fight cattle theft

When Gov. Nixon signed House Bill 62 and increased penalties of cattle theft, the former Cattle Theft Task Force was expanded to the new Livestock and Farm Protection Task Force.

The task force consists of local and county law enforcement officers, state highway patrol officers, livestock market employees and Missouri Cattlemen's Association representatives.

With two meetings done, the task force's mission is to look at successes and downfalls and to increase communication in law enforcement training of law enforcement and producers.

The task force is making great strides to catch the perpetrators more quickly and encourages producers to be more vigilant in taking inventory and quickly reporting any stolen cattle.

For more information or to report stolen cattle, call 1-866-AG-THEFT.

--Jeff Windett

Mexico joins Canada in WTO complaint against U.S. COOL *Released in NCBA's Cattlemen's Capitol Concerns 10/15/09*

The Mexican government announced yesterday that it will join Canada in moving forward with a World Trade Organization (WTO) dispute settlement process against U.S. mandatory country-of-origin labeling (COOL). Canada and Mexico are our top two trading partners, together accounting for 59% of total U.S. beef, beef variety meat and processed beef product export revenues last year. The National Cattlemen's Beef Association (NCBA) is extremely concerned that these WTO cases could lead to damaging retaliatory actions against U.S. beef.

NCBA is continuing to urge the U.S. Department of Agriculture (USDA) to reinstate a joint Agricultural Marketing Service (AMS)/Economic Research Service (ERS) study to help gain a better understanding of COOL's effects on U.S. producers and the entire beef chain. The study entitled, "Economic Analysis of Country of Origin Implementation Costs for Producers and Processors in the Beef, Pork and Lamb Industries," was to be completed in cooperation with the Livestock Marketing Information Center (LMIC). Unfortunately, the FY 2010 Agriculture Appropriations Bill did not direct USDA to reinstate the funding for this purpose.

Save your Ralgro Wheels

Wheels for Bucks: Turn those empty wheels into cash!

For every 10 empty wheels (or every 5 empty Magnum Strips) received, Schering Plough will donate a full wheel of Ralgro! These full wheels will be auctioned off Friday evening, Dec. 12 during the Cattlemen's Foundation Fund-Raising Auction.

The proceeds will be split equally between the MCF Scholarship Fund to assist young people achieve a higher education and leadership and youth development activities supported by the Missouri Cattlemen's Association.

So get with your neighbors and start saving those wheels NOW!!! Get them to the Cattle Industry Headquarters or bring them with you to the Convention! Just don't forget to turn them in!

McC Campbell, Geier recognized as NCBA's 2009 Top Hand Club Champions

Released by NCBA 10/14/09

Denver, Colo. -Dr. Hugh McC Campbell, Sweetwater, Tenn., is the National Cattlemen's Beef Association (NCBA) top recruiter for fiscal year 2009. McC Campbell signed up 82 new NCBA members between Oct. 1, 2008 and Sept. 30, 2009. This is his rookie year as a recruiter in the Top Hand Club. An NCBA member and a charter member of the Tennessee Cattlemen's Association, McC Campbell will receive several prizes, including a gift card to Cabela's, for his efforts.

"I appreciate the fact that the NCBA does a lot to educate the public about beef production," says McC Campbell. "It's unfortunate that the general American public is so far removed from agriculture. It is important for every single member of NCBA to renew his or her membership, and recruit others, to keep beef on the table and cattle in the pastures."

Reserve champion Top Hand is Charles "Blue" Geier, California, MO. A

member of NCBA and the Missouri Cattlemen's Association, Geier is no stranger to the Top Hand Club, having recruited at least three NCBA members for many years running. He was also the 2008 reserve champion.

McC Campbell, Geier and all of the other 187 Top Hand Club members from 33 states will be recognized at the 2010 Cattle Industry Convention Jan. 27-30, 2010 in San Antonio, Tex. Fifty-five Top Hands will be awarded an exclusive Top Hand belt buckle for recruiting at least 10 members each.

NCBA's Top Hand Club was created to recognize outstanding NCBA producer-recruiters for their commitment to building a strong national organization. For more information, or a complete list of this year's 187 Top Hands and their home towns, email pruhland@beef.org.

Time is running out!

Are you 70 1/2 or older? Do you know someone who is 70 1/2 or older? Do you or they own an IRA or other tax qualified asset? Time is running out!

You only have until December 31, 2009 to make the most tax efficient donation to the Missouri Cattlemen Foundation that the IRS has probably ever allowed.

You will probably never have this chance again to help to children of Missouri with the help of the IRS. Yes, the IRS will help you contribute to the foundation.

Call your tax preparer and call our partners at APEX Financial LLC to find out if you qualify for this exciting opportunity. Call 800-843-9429 or 573-876-6011 and tell them you want to talk about a Missouri Cattlemen Foundation Contribution.

Remember time is running out! You have until December 31 to take advantage of this opportunity.

As always, MCA Membership is the key to the success of the organization. Without producers who back our association our voice is not as strong. Ask your friend, neighbor and fellow cattlemen to join the thousands of cattlemen in supporting the Missouri Cattlemen's Association.

For more industry news visit:

[Missouri Cattlemen's Association Website](#)

[Missouri's Cattlemen Foundation Website](#)

[Missouri Beef Industry Council Website](#)

[National Cattlemen's Beef Association Website](#)

[Missouri Department of Agriculture Website](#)

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Do you have questions, comments or suggestions?

Would you like to advertise in our newsletter?

If so, please contact Kaity Kerwin at (573) 499-9162 (Ext. 233) or kaity@mocattle.com.

