



November 20, 2009

In This Issue

[Climate Bill approval not expected in 2009](#)

[Convention Info](#)

[Members to receive discount with Mellor Trailers](#)

[Foundation/PAC Bull Auction](#)

[Senate marks up Food Safety Bill](#)

[Exciting IRA opportunity](#)

[2010 Ag Unlimited set for February 6](#)

[What's the outlook for beef consumption?](#)

[Save your Ralgro Wheels](#)

[WTO to rule on Canada, Mexico COOL complaints](#)

[Member Discounts](#)

Upcoming Events & Meetings

Boone County

Climate Bill approval not expected in 2009

Released by the CattleNetwork.com 11/11/09

A climate bill aimed at cutting greenhouse gas and other harmful emission will most likely not be voted on until next year according to the Wall Street Journal.

Energy-intensive industries and agricultural industries are affected by the bill and Senators representing these groups are hesitant to rush the bill fearing they may alienate voters at the next election.

The Senate Environment Committee approved a version of the bill last week, but aspects of the bill will face criticism from moderate Democrats. Because climate change is a major issue, many Senators will take their time writing and reviewing the bill.

[Click here](#) for more information.

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.

We are now accepting recommendations for award recipients-

- 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.

Dec. 1, 6:30 p.m.
MCA Headquarters
Columbia, Mo.

Southwest Cattlemen's

Dec. 1, 7 p.m.
Southwest Center
Mt. Vernon, Mo.

St. Charles County

Annual Meeting
Dec. 3, 6 p.m.
VFW Hall
New Melle, Mo.

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.

- 2nd Vice President

All nominees should be turned into the office by Nov. 30

FINAL CALL: Any resolutions need to be submitted to the office **prior to Nov. 20.**

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

2009 Awards for Excellence Program

Grand Prize: Portable Scales

Donated by MFA Inc. and Tru-Test.

The grand prize will be awarded to 2009's most outstanding county organization from the Missouri Cattlemen's Association during the Missouri Cattlemen's Association Annual Convention & Trade Show in Springfield on December 12th.

Contact the MCA office for more details at (573)499-9162.

Attention 2009 Top Hand Recruiters!

MFA is giving away a Mira Fount Waterer to one top hand recruiter! The drawing will take place during Convention and the prize will be awarded during the Awards Banquet on Saturday night.

Missouri Cattlemen's Association would like to thank MFA Inc. and Tru-Test, two long-time supporters of MCA.

Your continued support is greatly appreciated.

Thank you MFA & Tru-Test!

County affiliates may go online to print off Awards for Excellence forms. These forms are due by Dec. 1.

Pre-Registration Brochures are also available online.

Remember that members must be pre-registered to be eligible to win the one-year use of an Elite Trailer from Mellor Trailers in Boonville. See below for more information.

Cattlemen's College

- 8 to 11 a.m. on Friday, Dec. 11
- BVD-PI Workshop - Dr. Linda Hickam, MDA
- International Trade - Gregg Dowd
- Market Outlook/Cattle Fax Update - Randy Blach

Join Our Mailing List!



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

\$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.

Foundation/PAC Bull Auction

The Missouri Cattleman's Association will hold a fundraising Bull Auction at

their annual Missouri Cattle Industry Convention and Trade Show on Dec. 11 & 12, 2009. The proceeds of this auction will go toward the funding of three MCA programs: Missouri's Cattlemen Foundation, Missouri Cattlemen's Association's Political Action Committee (PAC) fund, and the Missouri Junior Cattlemen's Association.

The following donors have graciously given a live animal, buyer's choice or credit in their respective production sales.

- Fox Run Farms
- Circle A Ranch
- Mead Farms
- Weiker Angus Ranch
- Reynolds Herefords
- Glengrove Farm
- Sydenstricker Genetics
- Wright Charolais
- Briarwood Angus Farms
- Grindstone Creek Feeds

The lots will be sold randomly at the benefit auction. Each donor's offering will be displayed in a three-ring binder during the convention and will contain all necessary information, including descriptions of the farm or ranch and of lot itself.

Settlements between buyer and seller must be made immediately following the sale. The winning bidder of each lot will receive a certificate signifying the value of the offering. That certificate must be taken to the donor's production sale and presented prior to purchasing. The value of the certificate will be used towards the purchase.

MCA would like to thank all the donors for their commitment to the Missouri Cattlemen's Association, Missouri's Cattlemen Foundation and the beef industry at this inaugural event. Also, MCA encourages anyone in need of a bull to support all members of the agriculture and beef industries by participating in this sale and purchasing a lot.

Please contact us by phone, (573) 499-9162, if you have any questions about the Missouri Cattlemen's Association Bull Sale.

Senate marks up Food Safety Bill

Released in NCBA's Cattlemen's Capitol Concerns 11/20/09

The Senate Health, Education, Labor and Pensions Committee held a markup yesterday on S. 510, The FDA Food Safety Modernization Act, introduced by Senators Durbin (D-IL) and Gregg (R-NH). The bipartisan bill would increase funding for Food and Drug Administration (FDA) food safety activities through increased appropriations and targeted fees for food facility reinspection, mandatory food recalls, and the voluntary qualified importer program.

We're pleased that the bill in its current form maintains clear jurisdictional boundaries between the FDA's and U.S. Department of Agriculture's regulated products.

While America has the safest food supply in the world, America's cattle producers are constantly looking for ways to increase the efficiency and the effectiveness of our current food safety system.

During the markup, the Committee indicated the bill could be revised further before it heads to the Senate floor. We'll continue to monitor it closely to ensure the final version will achieve the goal of increasing food safety without detracting from the strong processes we have in place. For more information on the beef industry's safety efforts, visit:
<http://www.beefusa.org/uDocs/foodsafetyleavebehind.pdf>

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.

2010 Ag Unlimited set for February 6

Released by MU Ag Alumni Association 9/24/09

Alumni and friends mark your calendars for a new date!

The MU Ag Alumni Association today announced the 2010 Ag Unlimited silent and live auctions will be held February 6, 2010. Alumni and friends are asked to mark their calendars for the fun-filled evening and to consider donating items for the event, which raises funds for students in the College of Agriculture, Food and Natural Resources (CAFNR).

The 2010 Ag Unlimited silent and live auctions, raffle and banquet will once again be held at the Holiday Inn Expo Center in Columbia, Mo. Brian Norton, the Ag Unlimited chairman, hopes alumni and friends make plans early to attend.

"We hope that people will utilize this event to bring together old friends who share a common passion for Mizzou's College of Agriculture Food and Natural Resources," said Norton. "In doing so, we hope to rekindle old friendships and create a fun-filled evening."

All proceeds from the auctions go toward scholarships and student programs in CAFNR. The event is also a way for former students to stay involved in the future success of the college.

"Our experiences with the CAFNR and Mizzou have made life-changing impacts on all of us," said Norton. "Your support of this year's Ag Unlimited event will allow students to continue to have this type of world class experiences."

If you are interested in donating items or providing financial support for the silent and live auctions, contact Brian Norton at 620-724-7545, or email brian.norton@syngenta.com; Dennis Henks at 816-716-0081 or e-mail dfhenks@gmail.com ; or Dana Brown-Haynes at 573-999-5749, or email

brownds@missouri.edu.

The deadline for donations for the silent and live auctions is Dec. 1, 2009.

You can also find information on the event and on donating items by visiting the Ag Unlimited webpage at <http://cafnr.missouri.edu/alumni/aqunlimited>.

The College of Agriculture was established in 1870 and was renamed the College of Agriculture, Food and Natural Resources. Today it remains the only college of its type in Missouri. As a land-grant university, they are dedicated to teaching, research and extension.



**Join the Checkoff
in a FOOD FIGHT!**

For information or to participate, contact
Dawn at the Missouri Beef Council
dawn@mobeef.com

The damaging myths about beef production are everywhere. These myths are degrading what we do for a living. It's time we fight back. "Food Fight" is a five-day fight for the future of the industry. It's about having a voice in the debate, putting a face on the industry.

The campaign will encourage consumers to take a minute this holiday to **give thanks** for the food on their plates - making the connection that those meals at the center of their celebrations, start on a farm!

What's the outlook for beef consumption?

Released in BEEFmagazine.com's Cow-Calf Weekly 11/13/09

There's a lot of talk about lower production, higher exports and lower imports, but it all comes down to this: how many pounds of beef, pork or chicken will the U.S. consumer decide to put away in 2010 and what do those levels of consumption imply for overall U.S. meat prices going forward?

The decline in U.S. per-capita meat consumption so far this year and the further declines expected for 2010 are unprecedented. If the USDA forecast for next year holds up, and some think it may be even a bit too optimistic, combined beef, pork and poultry per-capita consumption in 2010 at 205.2 lbs. (retail wt. basis) will have declined for the third consecutive year and be the smallest since 1993.

The broad and deep decline in per-capita consumption is reflected in the outlook for individual species. USDA slightly lowered its estimates of U.S. beef per-capita consumption in 2009 and 2010. The November estimate of 2009 beef consumption was 61.3 lbs., compared with 61.5 lbs. in the October estimate. For 2010, USDA projects beef consumption to be 60 lbs., a 2.1-lb. decline from the already low 2009 levels and a full 10% lower than the 10-year average of 1998-2007.

The decline in consumption for 2009 reflects USDA's lowered estimates of U.S. beef imports for 2009 by 45 million lbs., and its raised estimates of U.S. beef exports by 95 million lbs. This implies a net 140 million lbs. that won't be

available for consumption in the domestic market.

USDA increased its estimate of U.S. beef production for 2009 by 69 million lbs. to 25.976 billion lbs., which helped offset some of the reduction in domestic supply. The upward revision in beef exports was likely influenced by the positive developments in access to the Taiwan market, as well as improved sales to a number of other trading partners. A weak U.S. currency, improved credit markets and an expected global economic recovery should be supportive of U.S. beef exports in 2010.

USDA raised its 2010 beef export forecast by 80 million lbs. to 1.925 billion lbs., a 5.5% increase from 2009 levels. On the other hand, 2010 beef imports were lowered by 80 million lbs. to 2.795 billion lbs., which still represents a 3% increase from 2009 levels.

-- CME Group Daily Livestock Report

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!

The image shows a screenshot of the Missouri Farmer Today website. At the top left is the logo "Missouri Farmer Today" with a cow illustration. To the right is a banner for "Happy Cows Come From CattleSeller!" and "Buy, Sell & Advertise Your Cattle On CattleSeller.com". Below the header is a navigation menu with links: Home, News, Weather, Featured Ads, Classifieds, Features, Subscribe, Advertise, About Us. A search bar is present. The main content area includes sections for "Farm Cooks" (Recipes from the best country cooks), "CropWatch Blog" (Crop specialists with the ISU Corn and Soybean Initiative track the growing season and answer questions), and "Corn Cam" (Check out CornCam for a current photo of a cornfield). There are also advertisements for "Clear the way with new snow equipment!" and "FARM EQUIPMENT CENTER www.farmequipmentcenter.com". A "Local News" section is visible with a sub-menu: Local News, Regional News, Nat'l News, Comments, Most Popular. A large "Missouri Farmer Today" logo is overlaid on the bottom half of the screenshot, with the URL "www.missourifarmertoday.com" and the text "for more industry news and events" below it.

Visit [Missouri Farmer Today!](#)

WTO to rule on Canada, Mexico COOL complaints

Released by the Livestock Marketing Association 11/20/09

The World Trade Organization Thursday decided to establish a dispute settlement panel to rule on the legality of the U.S. country of origin labeling (COOL) law, following complaints by Canada and Mexico. The WTO panel will decide whether COOL rules comply with U.S. WTO obligations. According to Canadian officials, the panel is expected to issue its report next summer or in early fall. News reports indicate the panel will make a joint decision on the complaints of the two countries.

Canada and Mexico both claim COOL is hurting their livestock industries because U.S. packers are declining to buy their livestock, rather than go through the task of sorting them and labeling their meat according to COOL rules.

Member Discounts

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

Norbrook Inc.

December 1, 2009 through June 1, 2010

- New members of MCA will receive One 100ml unit of Noromycin 300 LA - \$15 Value
- Any MCA member that recruits three new MCA members with receive One 250ml unit of Noromycin 300 LA - \$35 Value
- First 500 MCA members that renew their MCA membership will

receive One 100ml unit of Noromectin Plus - \$40 Value

For more information, contact Robert Barron, manager of MCA partnership for Norbrook Inc.

9733 Loiret Blvd

Lenexa KS 66219

(314) 805-4692

robertbarron@charter.net

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](#)

This newsletter is a publication of the Missouri Cattlemen's Association. All rights reserved - this newsletter may not be reproduced, in whole or in part, without permission of the Missouri Cattlemen's Association.

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.