

Missouri Cattlemen's Association



December 18, 2009

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Upcoming Events & Meetings

Lewis-Marion Counties

Dec. 29, 7 p.m.

Highland High School

Reminder:

There will be no Prime Cuts newsletter Friday, Dec. 25 or Friday, Jan. 1. Please look for the next edition on Friday, Jan. 8.

Merry Christmas and Happy New Year from MCA!

McCann chosen to lead Missouri Cattlemen's Association

During the 42nd Annual Meeting held in Springfield, Missouri on Dec. 12, Jason McCann was elected president of Missouri Cattlemen's Association for 2010.

McCann of Miller, Mo. served as first vice president in 2009 and second vice president in 2008. He has been a past director of the Southwest Cattlemen. He has also chaired the membership and convention committees.

Lonny Duckworth of Butler, Mo. was elected first vice president and Jimmie Long of Cole Camp, Mo. was voted in as second vice president. Ryan Bailey of Curryville, MO. was re-elected Secretary/Treasurer.

In addition during the Annual Meeting, the membership elected new regional vice presidents to serve the membership across the state. Regions 1, 3, 5 and 7 were up for re-election. The new board includes: Region 1-Steve Krueger, Kahoka, Mo.; Region 2-Sheryl Brewe, Marthasville, Mo.; Region 3-Wayne Nichols, Pamina, Mo.; Region 4-Carl Messner, Albany, Mo.; Region 5-Gary Copenhaver, Lexington, Mo., Region 6-Mark Sconce, Walnut Grove, Mo.; and Region 7-

Cafeteria

Henry County

Jan. 5, 6:30 p.m.

American Legion, Post 371

Urish, Mo.

Cooper County

Jan. 19, 5 p.m.

**Young Cattlemen's
Conference**

Feb. 23 & 24

MCA Headquarters

Columbia, Mo.

Crawford County

Feb. 27

Golden Echoes

Steelville, Mo.

Join Our Mailing List!

Ben Fizette, Golden City, Mo.

A Special Convention Thanks to:

Trade Show Exhibitors

- Accu-Steel
- ADM Alliance Nutrition
- Alpharma
- American Angus Association

- Apex Financial
- Bayer Animal Health
- Boehringer Ingelheim Vetmedica, Inc.
- Cattle Stats, LLC
- Circle A Angus Ranch
- Central Life Sciences
- Elanco Animal Health
- FCS Financial
- Helfter Feeds, Inc.
- Hitch Feeders
- Hoop Beef Systems, LLC
- Giant Rubber Water Tanks
- Global Animal Management
- Green's Welding & Trailer Sales
- Idexx Laboratories
- Intervet/Schering Plough Animal Health
- Joplin Regional Stockyards
- Larson Farm & Lawn
- Merial
- MFA, Inc.
- The Midwest Cattlemen/The Word's Out
- Missouri Department of Ag-Animal Health
- Missouri Department of Conservation
- Missouri Ag Small Business Development Authority
- Missouri State Fair
- MultiMix-USA, Inc.
- Nemo Feed
- New Generation Feeds
- Norbrook, Inc.
- Novartis Animal Health
- Ozarks Farm & Neighbor
- Pennington Seed
- Pfizer Animal Health
- Prairie Pride, Inc.
- Pioneer Hi-bred International, Inc.
- Quality Liquid Feeds, Inc.
- Quick Covered Buildings

- Ragland Mills, Inc.
- Ralco Nutrition
- Soil Works, LLC
- Stockade Brands, Inc.
- T & B Welding & Trailers, LLC
- Triple C, Inc.
- University of MO Extension-Commercial Ag Program
- University of Missouri - College Veterinary Medicine
- University of Missouri - Food Defense Grant
- United Producers, Inc.
- USDA-Missouri Ag Statistics
- US Premium Beef
- Walco International
- Yungwirth & Forck

Convention Sponsors

- Alltech
- Benton County Cattlemen's Association
- Circle A Angus Ranch
- FCS Financial
- Hoop Beef Systems, LLC
- IDEXX Laboratories
- MFA, Inc.
- Missouri Beef Industry Council
- Missouri Corn Merchandising Council
- Missouri Soybean Association
- Missouri Wine & Grape Program
- Pfizer Animal Health
- Tru-Test
- U.S. Premium Beef

MCA Livestock Market Partners

- United Producers, Maryville
- Farmers Livestock Auction, Boonville
- Central Missouri Sales Company, Sedalia
- Green City Livestock Market
- Callaway Livestock Center, Kingdom City
- Eastern Missouri Commission Company, Bowling Green
- Joplin Regional Stockyards
- Springfield Livestock Marketing Center
- MO-Kan Livestock Market
- St. Joseph Stockyards
- Kingsville Livestock Market
- South Central Regional Stockyards, Vienna
- F&T Livestock Market, Palmyra
- Buffalo Livestock Market
- Livestock Marketing Association
- Windsor Livestock
- Unionville Livestock Market

Special Thanks to:

Convention Committee

- Lonny Duckworth
- Rose Massengill
- Dennis Meyer
- Teresa Carlson
- Thomas D. Kent
- Steve Willard
- Jimmy Long
- Jim McCann
- Glen Waters
- Lynda Blades
- Howard Hardecke
- Josh Worthington

Special Convention Help

- Mickey & Eugene Buxton
- Virginia & Dale Watson
- Amy Bellis
- Josh Worthington
- Craig Payne
- Mizzou Collegiate CattleWomen
- MJCA Board of Directors

MCA honors members of Missouri's cattle industry

Jimmie Long of Cole Camp, Mo., was selected as the 2009 Cattleman of the Year. Long has just been selected as the second vice president of Missouri Cattlemen's Association and has also served as chair of the feeder/backgrounder council. Long works each year to bring in livestock market partners for MCA's Convention and Trade Show.

Rick Henderson of Columbia, Mo., was presented with the Beef Industry Award. Henderson works for Apex Financial, which partners with Missouri's Cattlemen Foundation and Missouri Cattlemen's Association throughout the year. Henderson has put in countless hours to improve the IRA tax program, 1-2-3 College program, and long-term disability.

Don Bledsoe and Roy Houston, both of Olean Livestock Market, were recognized with Pioneer Awards. These two men are considered pioneers because together they built the first state-of-the-art sale barn of its kind. Don Bledsoe has been in marketing livestock his entire life, beginning with his Grandfather in Olean, Mo. Roy Houston joined Bledsoe in 1977

to create the precursor to all other sale barns in central Missouri. Bledsoe and Houston have always been very strong in the livestock marketing association.

Morgan Kueckelhan of Boonville, Mo., was crowned Missouri Beef Queen. Kueckelhan was raised in Boonville, MO on a commercial cattle and diversified crop production farm. She has shown Charolais and crossbred cattle and is a member of the MCA junior board and Missouri Junior Charolais Association.

She is a sophomore agricultural economics major at the University of Missouri, where she is the student council representative of Collegiate CattleWomen, president of Block and Bridle, and recruitment chair for Sigma Alpha professional agriculture sorority. She was also recently chosen as CCW's Classy Cowgirl.

Kristen Wright, 2009 Beef Queen, crowned Kueckelhan at the Awards Dinner during the MCA Convention.

MCA awarded 10 legislators with the new "A Friend of the Missouri Beef Industry" award. Those honored were Senator Frank Barnitz, Senator Dan Clemens, Rep. Jim Viebrock, Rep. Joe Aull, Rep. Steve Hobbs, Rep. JC Kuessner, Rep. Brian Munzlinger, Rep. Charlie Schlottach, Speaker of the House Ron Richards and Rep. Terry Witte.

These legislators given the award because of they are dedicated public servants and because they recognize the importance of beef production as a major economic sector of agriculture.

Lynette Miller was named the top overall recruiter. Miller received a trip to the NCBA convention in January. Other top hand recruiters included Jake Hostetler, Blue Geier, Shirley Wilmesher, Luke Jackson, Kenny Beltz and St. Clair County Cattlemen's Association.

Dallas County Cattlemen's Association won the first place Award for Excellence. Overall Affiliate Runner Up was St. Clair County Cattlemen's Association, Outstanding Affiliate Beef Promotion went to Boone County Cattlemen's Association and Outstanding Affiliate Activity/Event went to Lafayette County Cattlemen's Association. Also, Southwest Cattlemen's Association was recognized for having the most MCA members, with 158 members. Dallas County was recognized for having the most new MCA members, with 93 members and also for the largest percent increase, with a 373% increase in membership.

2009 Junior Points System

Breed Award Winners

Heifers:

Angus: Paige Wallace, Stotts City and Haylee Reid, Owensville
Brangus: Josie Vaughn, Monett
Charolais*: Teanna Simpson, Thayer; Katelyn Shaffer, Carthage and Dylan Bonacker, Cedar Hill
Chianina: Shiana Meyer, Hughesville and Layne Robinson, Wellsville
Gelbvieh: Emma McDonald, Rolla and Brynn Myers, Oak Ridge
Hereford: Nicole Pohlmann, Owensville and Amanda Phillips, Richmond
Limousin: Reggie Thomas, Fulton and Cody Heavin, Springfield
Maine Anjou: Shiana Meyer, Hughesville and Kaitlin Fifer, Harrisonville
Maine Tainer: Holly Bellis, Orrick and Hannah Lea, Cuba
Salers: Lexie Nolting, Stover and Sarah bush, Blairstown
Shorthorn: Jenna Robertson, Bourbon and Austin Thomas, Cuba
Shorthorn Plus: Claire Martin, Curryville and Derrick Davidson, Fulton
Simm Solution: Collin Barker, Kearney and Kaitlyn Lee, Columbia
Simmental: Zachary Lee, Columbia and Briana Hixson, Jamesport
Crossbred: Cassidy Barker, Kearney and Jared McCauslin, Chillicothe

Steers:

Angus*: Laura Keesaer, Sweet Springs; Zachary Kempf, Boonville and Elizabeth Otte, St. Mary
Charolais: Brad Storck, Concordia and Parker Henley, Eugene
Chianina: Ashlyn Richardson, Lincoln and Sidney Wear, Shelbina
Hereford: Nicole Pohlmann, Owensville and Brianna Abromovitz, Columbia
Limousin: McKenzie Mawson, Archie and Katie Pinnell, Cuba
Maine Anjou: Lexie Nolting, Stover and Callie Mawson, Archie
Salers: Sarah Bush, Blairstown and Melanie Barnett, Wellington
Shorthorn: Seth Walters, Kirksville and Madeline Neill, Shelbyville
Shorthorn Plus: Luke Wells, Sullivan and Jacob Wells, Sullivan
Simmental: Randy Schlesselman, Cole Camp and Tanner Reid, Owensville
Crossbred: Claire Martin, Curryville and Jessica Weigand, Warrensburg

*Note = Tie for Reserve Champion

**Note = Champion Breed Winner is listed first, Reserve Champion Breed Winner is listed second

Top 10 Award Winners

Heifers

Paige Wallace, Stotts City - Angus
Nicole Pohlmann, Owensville - Hereford
Shiana Meyer, Hughesville - Maine Anjou
Collin Barker, Kearney - Simm Solution
Shiana Meyer, Hughesville - Chianina
Reggie Thomas, Fulton - Limousin
Lexie Nolting, Stover - Salers
Cassidy Barker, Kearney - Crossbred
Haylee Reid, Owensville, Angus
Kaitlyn Lee, Columbia, Simm Solution

Steers

Claire Martin, Curryville - Crossbred
Nicole Pohlmann, Owensville - Hereford
Jessica Weigand, Warrensburg - Crossbred
Laine Martin, Curryville - Crossbred
Callie Mawson, Archie - Crossbred
Lexie Noltin, Stover - Maine Anjou
Callie Mawson, Archie - Maine Anjou
Zac Morris, Owensville - Crossbred
Ashlyn Richardson, Lincoln - Chianina
Evin Dilly, Deerfield - Crossbred

Overall Winner: Nicole Pohlmann, Owensville

Nicole is a MJCA member from Gasconade County. She successfully exhibited four heifers, two Charolais and two Herefords and one Hereford steer during the 2009 show season. Nicole's efforts earned her more points within the program than any other exhibitor!

A special Thank You to all of the 2009 MCA Junior Points Program

SPONSORS

Angus Heifer

Naylor's Angus & Shorthorns
Gary and Pam Naylor
Buffalo, MO

Branqus Heifer

Jim's Motors
Jim Cape
Cuba, MO

Charolais Heifer & Steer

Missouri Charolais Breeders Association
Annette Bonacker
Cedar Hill, MO

Chianina Heifer

Missouri Cattlemen's Association
Jeff Windett
Columbia, MO

Gelbvieh Heifer

Roger's Valley Farm Gelbvieh
Ron Rogers
Mendon, MO

Hereford Heifer

Missouri Hereford Association
Matt Reynolds
Huntsville, MO

Limousin Heifer

Arator Valley Farms
Tom & Rosalee Smith
Smithton, MO

Maine Anjou Heifer & Steer

Martin Livestock & Grain

Nathan Martin
Centralia, MO

Maine Tainer Heifer

Cody Tebbenkamp
Columbia, MO

Simmental Heifer & Steer

Missouri Simmental Association
Terri Belcher
Columbia, MO

Simm Solution Heifer

Lee Simmental Farm
Tommy & Karen Lee
Columbia, MO

Shorthorn Heifer

Meadow Lane Farms
Harold Bertz
Mayview, MO

Shorthorn Plus Heifer & Shorthorn Steer

Missouri Junior Shorthorn Association
Haley Alden
Hamilton, MO

Salers Heifer

Show-Me Salers
Bruce Loewenberg
Clark, MO

Crossbred Heifer

John and Patsy Watt
Rocheport, MO

Angus Steer

Dan & Connie Sayre
Stotts City, MO

Chianina Steer

Gregg Alsup
Fair Grove, MO

Hereford Steer

Missouri Junior Hereford Association
Tricia Erickson
Maysville, MO

Limousin Steer

Baker Farms
Rhad & Leah Baker
Fulton, MO

Salers Steer

Missouri Cattlemen's Association
Jeff Windett
Columbia, MO

Shorthorn Plus Steer

Sho-Me Shorthorns
Don Mayse
Columbia, MO

Crossbred Steer

Riley Farms
Tim Riley
Harrisonville & Marshall, MO

General Sponsors

Mac's Vet Supply
Monett, MO

Monroe County Cattlemen

Mary Beth Ray
Paris, MO

Signs by L & J

Rich Murnahan
Mayview, MO

Northeast Veterinary Service, Inc.

Shelbina, MO

Briarwood Angus Farms

Dr. Curtis and Ann Long
Butler, MO

Missouri Cattlemen's Association

Columbia, MO

Missouri Junior Cattlemen's Association

Columbia, MO

First-ever Foundation/PAC Bull Auction is a huge success

The first-ever Foundation/PAC Bull Auction brought in \$19,550 to Missouri's Cattlemen Foundation and the Missouri Cattlemen's Association Political Action Committee(PAC) fund.

MCF and MCA thanks sellers and buyers for their participation and support of the auction. Everyone is encouraged to participate in the auction again next year. Keep in mind that the 43rd Annual Convention and Trade Show will be Dec. 17 and 18 in Columbia, Mo.

Want to become a stronger advocate for the beef industry?

Earn your MBA and become an everyday advocate by telling your story!



After you complete the online MBA (Masters of Beef Advocacy) course, you have the option of joining the "Speaking of Beef" speaker's bureau.



Now, more than ever, our industry needs to be on top of the game!

Enroll today by contacting John Kleiboeker at john@mobeef.com

Funded by the \$1 per head beef checkoff



US counting on cows to reduce emissions

Released by CattleNetwork.com 12/15/09

The United States is counting on cows to save the planet.

U.S. Secretary Tom Vilsack announced an agreement with the American dairy industry Tuesday to reduce the industry's greenhouse gas emissions 25 percent by 2020, mostly by convincing farmers to capture the methane from cow manure that otherwise would be released into the atmosphere.

"This historic agreement, the first of its kind, will help us achieve the ambitious goal of drastically reducing greenhouse gas emissions while benefiting farmers," Vilsack said at the U.N. climate talks. "(The) use of manure of technology is win for everyone."

Agriculture accounts for about 7 percent of the greenhouse gas emissions in the United States.

The plan calls for persuading more American farmers to purchase an anaerobic digester, which essentially converts cow manure into electricity. The problem is that until now, only 2 percent of U.S. dairy farmers are using the technology, mostly because it is too costly for family farmers.

There are more than 60,000 dairy farms carrying for about 9 million dairy cows in the United States, but 77 percent of those farms have fewer than 100 cows, according to Dairy Farming Today, an industry group. Farms that would be interested in this new green technology would likely have more than 100 cows.

Thomas Gallagher, the chief executive officer of the Innovation Center for U.S. Dairy and Dairy Management Inc., which signed the agreement with the government, said the commitment shows that U.S. farmers are concerned with making their operations increasingly sustainable.

"This memorandum came about because of the commitment of U.S. dairy farmers and the dairy industry to a sustainable future," Gallagher said. "Sustainability goes hand-in-hand with our heritage of taking care of the land and natural resources while producing nutritious products that consumers want."

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Visit Missouri Farmer Today!

Think outside the barn at the 2010 Missouri Governor's Conference on Agriculture

Released by Missouri Department of Agriculture 12/15/09

(JEFFERSON CITY, Mo.) - If you haven't registered for the 42nd Missouri Governor's Conference on Agriculture, it is not too late. The Jan. 7-9, 2010 agriculture event at the Hyatt Regency St. Louis at The Arch is shaping up to be one of the most interesting and exciting events in recent history. Governor Jay Nixon will join Missouri farmers and industry leaders in a critically important dialogue on the future of agriculture in Missouri and across the U.S.

"The future of Missouri agriculture relies on our ability to think outside the barn and envision new opportunities particularly through innovation and technology. Whether you are a farmer, an agribusiness, an industry leader or someone interested in agriculture, the Governor's Conference on Agriculture will set the stage for addressing challenges and solutions as we look to the future of agriculture," said Director of Agriculture Dr. Jon Hagler. "Agriculture is the lynchpin to our state's economy. As we look ahead, we must link common sense solutions to our ability to envision new

opportunities in the agriculture industry."

In addition to Governor Nixon's message, an outstanding lineup is being assembled featuring speakers on many of today's relevant issues and topics including animal welfare issues facing agriculture, a debate on national animal identification, the future of renewable energy, agritourism opportunities, agricultural science discussion from national leaders, a roundtable discussion from the Midwest's ag directors, commissioners and secretaries and many other important current topics facing Missouri producers. Other special entertainment will include Cowboy Poet Baxter Black, seven-time Female Vocalist of the Year and Missourian Rhonda Vincent and Missouri's own Lofton Creek Recording Artist Chris Filer. The Conference will also host *A Salute to U.S. Senator Christopher "Kit" Bond*, sponsored by Monsanto, to honor his accomplishments and longstanding commitment to agriculture.

The Missouri Governor's Conference on Agriculture is open to the public. Registration materials are available now online at mda.mo.gov. The Missouri Governor's Conference on Agriculture is funded through sponsorships and registration dues.

LAST CHANCE to take advantage of this exciting IRA opportunity!

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.

Animal agriculture must speak up

Released by Livestock Marketing Association 12/11/09

Animal agriculture has come under increasing attack by animal rights groups for everything from management practices to their very existence. The most visible action has been by the Humane Society of the United States and their state-by-state crusade to outlaw the use of gestation stalls, calf crates and battery cages. While those in animal agriculture see these as management

tools designed for the health and protection of the animal, animal activists see them differently.

Charlie Arnot is CEO of the Center for Food Integrity, a non-profit organization which works to build consumer trust and confidence in the U.S. food system. He says this is going to be an on-going challenge because with each generation, consumers are further removed from the farm. "So everybody has to take a personal responsibility, whether it's educating your neighbor, being involved in a spokesperson program or participating in a more formal program to help tell the story who we are and what we do today in a way that is compelling and meaningful for consumers."

In a case such as the Westland-Hallmark animal abuse video, Arnot says animal agriculture needs to be the first voice those consumers hear saying; "That is not acceptable, that is not consistent with our standards, we won't accept it, we won't tolerate it."

Another area Arnot says agriculture needs to change is to get away from the iconic images of farming in years gone by, "They're completely inconsistent with what we use today." He says when we promote those images and then consumers see hidden camera videos of today's farm, "It creates greater suspicion about what we are doing in today's operations."

One tool that CFI has become involved with is Farmers Feed US. It is a website which offers consumers the chance to win free groceries for a year. Consumers select the state in which they live then select a farmer to meet. That farmer then introduces themselves, explains more about their farm and even invites them to visit. Arnot says the response from consumers is great and it really does increase their level of understanding modern production. "Anything we can do to become more transparent, to show more of what we do, benefits all of agriculture."

Member Discounts



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.

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.

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](#)

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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.