



April 3, 2009

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### Upcoming Events & Meetings

#### Boone County

April 6, 6:30 PM

Copper Kettle Restaurant,  
Ashland

## Senate Passes Lincoln Kyl Death Tax Amendment

*Released by NCBA 4/2/09*

Thursday evening, the Senate voted 51 to 48 in PASSING the Lincoln - Kyl Death Tax Amendment to the FY2010 Budget Resolution. This amendment would raise the exemption levels for the Death Tax to \$5 million per individual and \$10 million per couple.

THANK YOU to everyone who made phone calls and sent emails. This really was a tremendous effort from everyone. We knew this was going to be extremely close and that every vote mattered. In floor debate before the amendment, Senator Kent Conrad (D-ND) (chairman of the Budget Committee) and Senator Harry Reid (D-NV) both spoke against the Amendment.

Of note, while this vote was symbolic and raises awareness for tax reform, the amendments to the budget do not have the force of law, but are guidelines for committees that have jurisdiction over the policies in the amendments.

Also, following the consideration of the Lincoln-Kyl Amendment, Senators passed, by a vote of 53-46, the Durbin Amendment to prohibit the further consideration of death tax measures within the FY 2010 Budget Resolution unless the amendment provides for tax relief for Americans earning under \$100,000 per year.

The vote count by yeas and nays are organized by states and posted below. PLEASE THANK your Senators for supporting this important step in death tax relief.

Again, THANK YOU for all your help on passing this amendment. If you need any additional information or have any questions, please feel free to contact me, Elizabeth Bostdorff, at 202 879 9128 or ebostdorff@beef.org.

#### YEAS - 8 D / 41 R

Alabama: Sessions (R-AL), Yea; Shelby (R-AL), Yea  
Alaska: Murkowski (R-AK), Yea  
Arizona: Kyl (R-AZ), Yea; McCain (R-AZ), Yea  
Arkansas: Lincoln (D-AR), Yea; Pryor (D-AR), Yea  
Florida: Martinez (R-FL), Yea; Nelson (D-FL), Yea  
Georgia: Chambliss (R-GA), Yea; Isakson (R-GA), Yea

**Macon County**

April 6, 7:30 PM

Lolli Livestock Market, Macon

**Southwest Cattlemen**

April 7, 7:00 PM

MU Southwest Research Center, Mt. Vernon

**Dallas County**

April 14, 6:30 PM

Prairie Grove School, Buffalo

**Texas County**

April 9, 7:00 PM

Golden Hill Trail Rides

**Dallas County**

April 14, 6:30 PM

Prairie Grove School, Buffalo

**St. Clair County**

April 14, 7:00 PM

Smith's Restaurant, Collins

**Johnson County**

April 17, 6:30 PM

Phelp's Charolais Ranch

**Facts & Figures**

**Costco Survey: Should animals have rights?**

**Out of 27,248 votes:**

**25,428 NO (93.3%)**

Idaho: Crapo (R-ID), Yea; Risch (R-ID), Yea  
 Indiana: Bayh (D-IN), Yea; Lugar (R-IN), Yea  
 Iowa: Grassley (R-IA), Yea  
 Kansas: Brownback (R-KS), Yea; Roberts (R-KS), Yea  
 Kentucky: Bunning (R-KY), Yea; McConnell (R-KY), Yea  
 Louisiana: Landrieu (D-LA), Yea; Vitter (R-LA), Yea  
 Maine: Collins (R-ME), Yea; Snowe (R-ME), Yea  
 Mississippi: Cochran (R-MS), Yea; Wicker (R-MS), Yea  
 Missouri: Bond (R-MO), Yea  
 Montana: Baucus (D-MT), Yea; Tester (D-MT), Yea  
 Nebraska: Johanns (R-NE), Yea; Nelson (D-NE), Yea  
 Nevada: Ensign (R-NV), Yea  
 New Hampshire: Gregg (R-NH), Yea  
 North Carolina: Burr (R-NC), Yea  
 Ohio: Voinovich (R-OH), Yea  
 Oklahoma: Coburn (R-OK), Yea; Inhofe (R-OK), Yea  
 Pennsylvania: Specter (R-PA), Yea  
 South Carolina: DeMint (R-SC), Yea; Graham (R-SC), Yea  
 South Dakota: Thune (R-SD), Yea  
 Tennessee: Alexander (R-TN), Yea; Corker (R-TN), Yea  
 Texas: Cornyn (R-TX), Yea; Hutchison (R-TX), Yea  
 Utah: Bennett (R-UT), Yea; Hatch (R-UT), Yea  
 Washington: Cantwell (D-WA), Yea; Murray (D-WA), Yea  
 Wyoming: Barrasso (R-WY), Yea; Enzi (R-WY), Yea

**NEAS - 48 D**

Alaska: Begich (D-AK), Nay  
 California: Boxer (D-CA), Nay; Feinstein (D-CA), Nay  
 Colorado: Bennet (D-CO), Nay; Udall (D-CO), Nay  
 Connecticut: Dodd (D-CT), Nay; Lieberman (D-CT), Nay  
 Delaware: Carper (D-DE), Nay; Kaufman (D-DE), Nay  
 Hawaii: Akaka (D-HI), Nay; Inouye (D-HI), Nay  
 Illinois: Burris (D-IL), Nay; Durbin (D-IL), Nay  
 Iowa: Harkin (D-IA), Nay  
 Maryland: Cardin (D-MD), Nay; Mikulski (D-MD), Nay  
 Massachusetts: Kennedy (D-MA), Nay; Kerry (D-MA), Nay  
 Michigan: Levin (D-MI), Nay; Stabenow (D-MI), Nay  
 Minnesota: Klobuchar (D-MN), Nay  
 Missouri: McCaskill (D-MO), Nay  
 Nevada: Reid (D-NV), Nay  
 New Hampshire: Shaheen (D-NH), Nay  
 New Jersey: Lautenberg (D-NJ), Nay; Menendez (D-NJ), Nay  
 New Mexico: Bingaman (D-NM), Nay; Udall (D-NM), Nay  
 New York: Gillibrand (D-NY), Nay; Schumer (D-NY), Nay  
 North Carolina: Hagan (D-NC), Nay  
 North Dakota: Conrad (D-ND), Nay; Dorgan (D-ND), Nay  
 Ohio: Brown (D-OH), Nay  
 Oregon: Merkley (D-OR), Nay; Wyden (D-OR), Nay  
 Pennsylvania: Casey (D-PA), Nay  
 Rhode Island: Reed (D-RI), Nay; Whitehouse (D-RI), Nay  
 South Dakota: Johnson (D-SD), Nay  
 Vermont: Leahy (D-VT), Nay; Sanders (I-VT), Nay  
 Virginia: Warner (D-VA), Nay; Webb (D-VA), Nay  
 West Virginia: Byrd (D-WV), Nay; Rockefeller (D-WV), Nay  
 Wisconsin: Feingold (D-WI), Nay; Kohl (D-WI), Nay

**CAPWIZ is Up and Running**

The Missouri Cattlemen's Association's CapWiz page is now up and running. CapWiz is a interactive way to learn about current legislation and reach out to

1820 YES (6.7%)

(as of 3/23/09)

your legislators.

This week on CapWiz find:

H.B. 228 - Missouri Petitioning Process

SCR 8 - Horse Slaughter

Senate Omnibus Crimes Bill, Section 261 - Cattle Theft

Reach out to your legislators and let them know what is important to you!  
Visit <http://www.capwiz.com/beefusa/mo/home/> for more information.



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Through your checkoff investment, last year millions of children around the country learned how lean beef brings ZIP—Zinc, Iron and Protein—to a healthy diet.

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## Final COOL Rule is in Effect

*Released by NCBA's Cattlemen's Capitol Concerns 3/26/09*

The final rule on Country of Origin Labeling (COOL) went into effect as scheduled on Monday, March 16.

On March 31, 2009, the six-month education and outreach program operated by the Agricultural Marketing Service (AMS) will come to an end, and COOL will be actively enforced by AMS as per the final rule issued on January 15, 2009.

NCBA is pleased that the U.S. Department of Agriculture (USDA) is implementing the final rule as scheduled, as its permanency allows NCBA and our partners throughout the industry to dedicate resources for educating producers, processors, retailers, and consumers.

Although the final rule has gone into effect as written, in February, Secretary Vilsack sent a letter to the packing industry outlining voluntary recommendations for more detailed labeling. Specifically, he has asked that processors include information about which production step occurred in each country when multiple countries appear on the label.

NCBA will monitor USDA's implementation process to see if any aspects of this program have a negative impact on domestic beef demand or international trade.

## NCBA Continues to Push for Delay of Enhanced Feed Ban Rule

Released by NCBA Cattlemen's Capitol Concerns 4/2/09

NCBA continues to urge the Food and Drug Administration (FDA) to delay implementation of the "Enhanced Feed Ban." As the April 27 implementation date quickly approaches, we are growing increasingly concerned that the FDA will move forward despite requests from Congress and industry that the rule be put on hold until serious outstanding concerns are addressed.

NCBA producers are already suffering negative consequences of this rule months before it goes into effect. Beginning as early as December 2008, many renderers discontinued picking up dead livestock because of the severe economic realities of this proposal. For several months, NCBA has received numerous reports of producers having difficulty in getting dead animals picked up, and if they are able to find pick-up services, the prices charged by the haulers and renderers is significantly higher than it ever has been.

Since 1997, the U.S. has prohibited ruminant feed from including parts of other ruminants. This proactive "ruminant to ruminant" feed ban, combined with other government and industry safeguards, has proven to be highly successful in preventing the occurrence of Bovine Spongiform Encephalopathy (BSE). The "Enhanced Feed Ban" would prohibit certain cattle-derived risk materials from all animal feed. While the enhanced ban would provide negligible benefits to animal health or food safety, it would create tremendous costs, exacerbate disposal issues, and generate environmental concerns.

FDA estimates the new regulations would generate an additional 28 million pounds of prohibited cattle-derived material at the slaughter plant level and will create an estimated 26.2 - 41.6% decrease in cattle carcasses being picked up by rendering services, which translates into an additional 369 - 577 million lbs annually that will have to be disposed of by some other means (this is in addition to the approximately 3 billion pounds of ruminant carcasses resulting annually from natural causes). While FDA acknowledges these very real concerns, it has yet to identify any viable solutions.

These concerns have been echoed by a bipartisan group of members from the Hill. In February, 18 Senators joined together in sending a letter to the FDA requesting the rule be delayed for 60-days and the comment period reopened.

"Many in the agriculture industry are concerned that the final rule will be implemented without regard to viable alternatives for safe, economical disposal of deceased livestock," the letter stated. "While the safety of our food supply is the top priority for all of us, we are concerned about the potential for this rule to cause unnecessary economic hardship for farmers and ranchers."

This was followed by a similar letter last month, signed by 30 members of the U.S. House of Representatives, urging the FDA to "suspend implementation of the rule until a disposal plan is implemented."

NCBA has been opposed to the enhanced feed ban since it was originally proposed in 2005. We continue to urge the FDA to delay the implementation

of the rule to allow time to fully evaluate its impacts.

## USDA Releases Final Rule on Handling of Non-Ambulatory Cattle

*Released by NCBA Cattlemen's Capitol Concerns 3/26/09*

The U.S. Department of Agriculture's (USDA) Food and Safety Inspection Service (FSIS) yesterday released the final rule on the "Disposition of Cattle that Become Non-Ambulatory Disabled Following Ante-Mortem Inspection." The rule addresses ante-mortem inspection and humane handling related to non-ambulatory disabled cattle at commercial processing plants.

The rule will continue to require that plant personnel notify FSIS when cattle become non-ambulatory at an official establishment, including those that become non-ambulatory disabled after passing ante-mortem inspection. It also requires that these cattle be euthanized, marked "U.S. Condemned," and not be allowed into the commercial food supply.

NCBA has strongly supported the exclusion of any non-ambulatory cattle from the commercial food supply since the ban was first implemented in 2003 after a detection of bovine spongiform encephalopathy (BSE). NCBA also supported the modified rule in July of 2007 which provided a way for healthy cattle to be examined and deemed eligible for slaughter after sustaining a specific injury that did not threaten the safety or quality of the meat derived from the animal. The secondary inspection requirement was specifically designed to ensure that result, and would have done so if properly followed and enforced.

NCBA fully supports strict compliance and accurate, complete, and consistent enforcement of the Humane Methods of Slaughter Act and the Federal Meat Inspection Act.

The United States has the safest food supply in the world. Additionally, we believe FSIS should have all necessary tools and resources to enforce food safety regulations. NCBA supports constant improvement of the practices and procedures that ensure safety. Over the past two decades, industry and government have worked together to put in place science-based measures which have proven to be highly successful in providing for the health and well-being of cattle and maintaining a safe food supply for consumers.



## Cattle Producers Call for Transportation Infrastructure Reform

Released by NCBA Cattlemen's Capitol Concerns 4/2/09

NCBA members from across the country visited Capitol Hill this week to urge support for legislation to increase the efficiency and productivity of our nation's transportation infrastructure.

"Cattle producers want to do business as safely and efficiently as possible, but non-uniform transportation regulations are having a severe impact on their ability to run productive operations," said Jill Davidsaver, manager, NCBA legislative affairs. "While highway safety remains our top priority, agricultural commodities compete in a world market against other countries which enjoy less stringent government regulations, giving them a competitive advantage in many areas including trucking efficiency."

Currently, a number of states have varying truck load limits that hinder the interstate hauling of cattle. By increasing load-limits, truckers would be able to decrease the number of trips required to haul their goods, thus saving on fuel and shipping costs. These savings would be passed on to U.S. manufacturers, farmers, retailers and, ultimately, consumers.

Additional axles and braking capacity used in new trailer designs would offset the extra weight, and eliminate any additional safety concerns and negative impacts on pavement.

The cattlemen were joined in their Hill visits by representatives from several other industries including beer wholesalers, agricultural products, food manufactures, and forest products in pushing for reform and standardization of our nation's truck weight regulations.

## Cargill Begins Remote Video Auditing in US Plants

#### Cargill news release

Cargill says it expects to have third-party, 24/7 video auditing in place in all its U.S. beef harvesting plants by year's end. The aim is to "further enhance the company's animal welfare protection systems," a Cargill news release says.

Developed and managed by Arrowsight, in collaboration with Temple Grandin, Colorado State University animal scientist/behaviorist and the nation's foremost designer of animal-handling systems, the program is designed to help plant operators teach and monitor performance in animal handling. "This additional investment gives us the objective input we need to effectively train our people and improve our processes," says John Keating, Cargill Beef president.

Besides implementing the remote video auditing service, Cargill created an industry-leading, humane animal-handling training and certification program for employees, Cargill says. The company believes its commitment and actions demonstrate Cargill's "drive to be the industry leader in evaluating, developing and continuously improving animal welfare protection programs."

## Japan is Prime Target of US Middle Meat Promotions

Released by USMEF 4/1/09

While the sluggish U.S. economy places downward pressure on middle meat prices, USMEF has been undertaking efforts to promote an expanded range of beef cuts in targeted overseas markets to help maximize the cutout value for producers.

Japan has certainly been a key audience for USMEF's promotional efforts given that nation's historic appetite for U.S. beef, including the desire for delicious steaks. Given the strength of the Japanese yen in the international currency market as well as its relatively strong economy despite the current global economic challenges, USMEF is working to take advantage of the competitive pricing of U.S. middle meats by aggressively working to expand the presence of U.S. steak on Japan's dinner menus. This focus is consistent with the goals of the Beef Checkoff Program and the Beef Promotion Operating Committee, which have been evaluating new methods of driving up demand for high-quality middle meats.

"Seeing the demand for middle meats in the domestic market soften, we are looking for every way to enhance their appeal in the eyes of overseas consumers," said USMEF President and CEO Philip Seng. "Although Japan certainly has economic concerns of its own, it remains strong compared to most other nations and the market sets up very well for the promotion of high-end beef cuts."

These targeted efforts in Japan began in earnest last year with chef competitions that enticed chefs from Japan's leading hotels to take a fresh look at U.S. steak items. These competitions yielded very positive results, with several high-profile hotels expanding their steak selections. For example, the Rib Room restaurant at Hotel New Otani - one of Tokyo's most traditional and upscale hotels - expanded its beef menu last year to include U.S. Prime tenderloin and sirloin.

Similarly, the Solaria Nishitetsu Hotel, a regional luxury hotel located in Japan's westernmost major city of Fukuoka, conducted a Great American Food Fair in January and February. The event utilized U.S. tenderloin and sirloin as the main course item on special lunch menus. The hotel's

restaurant chef also hosts a cooking program on the local television station which featured several U.S. beef items and provided excellent publicity during the promotion.

Several major restaurant chains are also focusing on U.S. steak in new promotional campaigns. After a very successful August 2008 promotion with USMEF, Lawry's The Prime Rib is following up with a second round of "Discover U.S. Beef" fairs. The first event was held in Osaka in March and has been extended for two weeks due to its success. The next event is being held in Tokyo in April. These events feature authentic U.S. Prime ribeye roll. Other restaurant highlights include:

- > Wolfgang Puck, which serves "California casual" cuisine, is featuring U.S. ribeye on the regular menu at six of its eight Japanese locations.
- > Jonathan, a family-style restaurant chain with 369 outlets in Japan, is aggressively promoting U.S. steak on the spring menu to be featured in April and May. Jonathan's menu also displays the "We Care" campaign logo to highlight the quality and safety of U.S. beef.
- > Casual steakhouse chain Steakhouse Volks had so much success with a December-January U.S. steak promotion that it is now featuring U.S. sirloin in a spring menu promotion running at 50 locations through April 30. Steak no Don, a similar chain operated by the same parent company, is also conducting an American beef spring fair featuring U.S. Choice steak items at its 96 outlets.
- > Vicky's, a casual restaurant located at the Tokyo Dome, is offering U.S. middle meat items to Japan's baseball fans during a special promotion through May 10. The menu will feature five U.S. steak items as well as a U.S. short rib.
- > Since it opened its first Tokyo location in December 2007, Ruth's Chris Steakhouse has worked actively with USMEF to promote U.S. Prime steaks, including promotional support and development of new menu items.

On the retail side, USMEF began a new round of promotions in December with 28 major chains encompassing 1,200 locations. These partnerships included Daiei, Ito Yokado and Seiyu/Wal-Mart, with a campaign focused on the U.S. striploin as a party-dish item for Japan's holiday season. The marketing effort capitalized on steak's popularity in Japan as a holiday dish by promoting striploins in conjunction with, or in place of, chuck-eye roll steaks. USMEF developed special holiday promotional materials featuring a "sizzling" holiday atmosphere, and organized tasting demonstrations at more than 200 participating outlets. Sales results totaled 228 metric tons (about 503,000 pounds), which represented a 49 percent increase in comparable sales from the previous holiday season.

"The results of this retail campaign are extremely gratifying," Seng said. "While the tendency in this economy has been for consumers to 'trade down' by choosing less expensive cuts of beef, this promotion offered a motivation for them to upgrade to the striploin. That's exactly the type of strategy we need in order to keep moving high-quality middle meats."

Other recent retail promotions have included:

- > USMEF organized a one-day U.S. steak promotion on March 1 with Ito Yokado, one of the largest supermarket chains in Japan. The event was highly successful, totaling sales of 22.5 metric tons (almost 50,000 pounds). Because of these positive results, Ito Yokado is already planning similar future promotions, which are also being planned at other large retailers such as Daiei, York Benimaru and York Mart.
- > In a unique promotional opportunity, USMEF targeted retail consumers by offering a special tenderloin meal as a sweepstakes prize in a campaign conducted at Comodi Iida, an influential regional retail chain in the Tokyo area. This event capitalized on the crossover appeal of USMEF-sponsored chef competitions and foodservice promotions by showcasing the quality and versatility of U.S. middle meats for retail consumers.

"Although consumers are being more cautious with their spending, good food and dining are a key part of the Japanese culture, says USMEF Japan Director Gregory Hanes. "Rather than splurge on Wagyu, they are seeing that U.S. beef provides great quality and enjoyment at a more reasonable price. In long run, we view the current economic situation as a huge opportunity to reintroduce the many benefits of U.S. beef and expand the reach of U.S. middle meat items into these targeted growth sectors of the market."

Competitive pricing also sparks interest in other Asian destinations USMEF is also reemphasizing the value of U.S. middle meats in other Asian markets. This week, USMEF is conducting training for chefs and purchasing managers from Macau's leading hotels and casinos, emphasizing the record yields of U.S. Choice beef and the purchasing opportunities for middle meats such as striploins and ribeyes.

"Even in a weak economy, customers will turn to the predictability and higher value of a U.S. Prime ribeye or tenderloin," said guest training chef Adam Levin, a Las Vegas native who recently served as executive chef at Hong Kong's Dakota Prime steakhouse.

USMEF also recently held a classic steakhouse promotion at the Bangkok Sheraton, featuring U.S. Prime chilled middle meats. Ribeye dishes were also recently featured in a USMEF cooking demonstration for chefs, restaurant owners and culinary school instructor sat the Hyatt Hotel and Casino in Manila, as the competitive pricing of middle meats has generated renewed interest in these cuts in the Philippines.

## National Cattlemen's Foundation Scholarship Programs

APPLY NOW! Deadline April 15th.

### **W.D. Farr Scholarship**

The National Cattlemen's Foundation is honoring the successful career of the late W.D. Farr of Greeley, Colorado through two annual \$12,000 graduate scholarships bearing his name. We lost a true industry leader and friend with W.D.'s passing on August 13, 2007, at the age of 97. Farr, a third generation Coloradan, pioneer rancher, statesman and banker is known for his extraordinary vision. His dedication to improving agriculture, livestock and water development has resulted in significant changes in farming methods that have influenced the practices of ranchers and farmers throughout the nation. All submissions must be postmarked by April 15, 2009.

More information and applications are available at [NCF Website: W.D. Farr Legacy Scholarship](#).

### **Fort Dodge Animal Health Legacy Scholarship**

The National Cattlemen's Foundation and Fort Dodge Animal Health are proud to announce the 2009 -2010 Fort Dodge Animal Health Legacy Scholarship. Through producer participation, Fort Dodge Animal Health will sponsor five scholarships of \$5,000 each. Three scholarships will be directed to veterinary school students who have designated an emphasis in beef production. Two scholarships will be directed to undergraduate students enrolled in an animal science program. The 2009-2010 Fort Dodge Animal Health Legacy Scholarship applications must be postmarked by April 15, 2009.

More information and applications are available at [NCF Website: Fort Dodge Animal Health Legacy Scholarship](#).

Join Our Mailing List!

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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