



May 29, 2009

In This Issue

[11th Annual Stockyards Club Dinner and Auction](#)

[Last Chance: MCF License Plates](#)

[Jason McCann Represents MCA at YCC](#)

[Article Headline](#)

[Animal Agriculture](#)

[ATTENTION: Junior Cattlemen](#)

[Video Feature: State of the Beef Cattle Industry: Quality Considerations](#)

[Article Headline](#)

[Climate Change - Role for Agriculture](#)

[MCF Cattlemen's Classic Golf Tournament](#)

Upcoming Events & Meetings

Benton County
June 1, 6:30 PM

HSUS Video Uncovered

Video posted on Classical Values 5/23/09

Originally released by WSB-TV

In last week's Prime Cuts, you tried to click on the links to watch the video on HSUS, the videos were gone. After a short time, HSUS had pulled the video off almost every outlet of the Internet. After some searching, we were able to find the video to show you all again.

If nothing else, the quick pull HSUS did on this video shows the power they truly have. All videos were removed and instead said the video "is no longer available due to a copyright claim by Georgia Television Co. d/b/a WSB-TV." It had even been taken of WSB-TV's station, the station that created the video.

It is hard to say how long this video will be on this Web site. The article contains different opinions and pieces on the video being pulled. The video sits at the bottom of the article.

[HSUS Money Misconception](#)

Register for Beef Check-Off Elections

Be sure to register for the Beef Check-Off Elections before July 20, 2009. This can be done at your county Farm Service Agency office.

This election determines the Missouri Beef Industry Council Board of Directors. This board allocates Missouri's check-off funds. This will be your chance to elect board members who represent your voice in the allocation of those funds.

Cattle on Feed Report - May 2009

Warsaw City Park

St. Clair County

June 9, 7 PM

Appleton City Park Shelter
House

**Show-Me Beef Leadership
Conference**

June 4-6

Columbia, MO

**MCA All-Breeds Junior
Show**

June 12-14

Missouri State Fair Grounds
Sedalia, MO

**MCA Board of Directors
Meeting and Steak Fry**

June 25

Missouri Beef House
Sedalia, MO

[Join Our Mailing List!](#)

Released by CattleNetwork 5/23/09

US. Apr. Cattle on Feed	11,162,000	Change
(+) Placements	1,600,000	-208,000
(-) Marketings	1,871,000	47,000
(-) Other Disappearance	69,000	19,000
(=) May Cattle on Feed	10,822,000	-340,000
U.S. Total Capacity	16,700,000	
Feedlot Occupancy	64.5%	

11th Annual Stockyards Club Dinner and Auction

The 11th Annual Stockyards Club Dinner and Auction will be held June 5-6 at the Ramada Inn in St. Joseph, MO.

Friday, June 5:

Social Hour @ 5:30 p.m.

Dinner @ 6 p.m.

Saturday, June 6:

Auction viewing @ 8 a.m.

Auction @ 9 a.m.

Table rental is \$15 each, and setup begins at 4 p.m. Friday.

Public is welcome to come view and attend the auction.

Dinner reservations are \$17.50 at the Ramada. Reservations were due May 15, but call Chris Booher for last minute reservations.

This event is hosted by Gene Salmons of St. Joseph.

(816)390-6470

Hotel contact is Chris Booher.

(816)236-0305 or (800)748-0036

For other questions, contact John Kalsem.

(515)597-2610

Quality Grade - Has it really declined?

Released by Texas A&M University's Beef Cattle Browsing Newsletter 5/09

We're just not producing as much high quality beef as we used to. How many

times have you heard that? Texas A&M researchers investigated that idea. In 1960, about 65% graded Choice. In 1987, that was over 90%. In 2005, it was 55%. That is based on the percentage of carcasses submitted for grading. Why was the percent so high in 1987? Prior to that, the grade below Choice was Good. Consumers had apparently decided that Good wasn't good enough. Retailers found no benefit from selling Good grade beef. Consequently, packers had just about quit having Good carcasses graded; they marketed them under house brands or just sold them ungraded. In 1987, Good was changed to Select, retailers started marketing with that name, so packers submitted more Select carcasses for grading.

A better picture of changes in carcass quality could be obtained by looking at the total amount of beef produced, not just the amount submitted for grading. Using as the base the total amount of beef inspected, Choice made up about 33% in 1960. (That was before large scale commercial feedyards came on the scene, so a much lower percentage of beef came from fed cattle.) In 1987, Choice made up about 50%. In 2005, it was about 46%. So, the authors concluded there is little evidence of declining amounts of Choice beef. Rather, the amount of Select has increased because more beef of that quality is now submitted for grading.

(Prof. Anim. Sci. 24:619)

Last Chance: MCF License Plates

Foundation License Plates are available through July 1. Time is running out, so don't miss this deadline!

For more details contact MCF office at (573) 499-9162.

Jason McCann Represents MCA at NCBA's Young Cattlemen's Conference

Jason McCann, an active member of the Southwest Cattlemen is representing Missouri Cattlemen's Association this week at NCBA's Young Cattlemen's Conference. YCC runs from May 28, starting in Denver, CO to June 4, ending in Washington D.C.

More information on Young Cattlemen's Conference:

Background

With the beef industry changing so rapidly, identifying and educating leaders to help guide and strengthen the industry has never been so important. Because NCBA serves the grassroots trade association representing the U.S. beef cattle industry, it is our responsibility to see that leadership development is successful. That is why we continue to offer Young Cattlemen's Conference (YCC). The YCC tour has proven to be an effective vehicle in identifying and developing potential leaders. Over 950 cattlemen and women have graduated from the YCC program since its inception in 1980. Many of these alumni participate in committees and councils and even more serve on the board of directors. Several presidents and officers of NCBA and predecessor organizations have also participated in YCC. This

program has become and will continue to be the cornerstone of leadership training efforts within the cattle industry.

Purpose

The primary objective is to develop leadership qualities in young cattlemen and expose them to all aspects of the beef industry. The tour helps these young leaders understand all areas of our industry ranging from industry structure to issues management, from production research to marketing. We would also request the participant commit to staying the entire trip.

Qualifications

2009 will be the twenty-ninth year the tour has been conducted. This program has developed to such a level that these young men and women are heavily screened and only a few young industry leaders are able to attend. For an individual to participate in the YCC, he or she must be nominated by one of NCBA's affiliate members, be between the ages of 25 to 50 and be an NCBA member.

Program

Historically we've done the following and anticipate this for 2008. The tour will begin in Denver with a comprehensive overview of the industry. The group will take an in-depth look at many of the issues affecting our industry and what NCBA is doing to address these issues on behalf of its members, plus receive a comprehensive view of market information from Cattle-Fax. The group will then travel to western Kansas to visit various cattle producing operations in the area. From there, the group will travel to Sioux City, Nebraska to tour Tyson Fresh Meats, one of the largest beef packing and processing plants in the world. Tyson will host the group and will be sharing with them their views of the beef industry from a processor standpoint. Chicago is the next destination. Here the group will visit the Chicago Board of Trade and the Bruss Company- a large meat purveyor. The participants will then travel to the nation's Capitol. Here they will get a chance to meet with their respective congressmen and senators. In addition, the group will visit with a number of regulatory agencies that make decisions affecting agriculture.

Missouri Farmer Today
www.missourifarmertoday.com
for more industry news and events

Animal Agriculture

Excerpt of an article released by Farm Policy 5/26/09

Full article title:

Global Food Security; Animal Agriculture; Dairy Issues; Biofuels-Indirect Land Use; Climate Change; and Farmland Values

As global food needs and staple commodity prices garner attention, issues impacting animal agriculture production have also been noted.

A news release issued on Friday by the Food and Agriculture Organization (FAO) of the United Nations stated that, "A new internet portal has been launched today by FAO that will serve as a one-stop-shop for individuals and organizations searching for the latest information about the welfare of livestock.

"The Gateway to Farm Animal Welfare is designed to provide a reliable information conduit on legislation and research findings in the sector, as well as on animal welfare standards, practices and policies. Expected users are farmers and government officials, lawmakers, researchers, the livestock and food industry and non-governmental organizations."

The FAO news item pointed out that, "It will provide an important forum for animal welfare issues related to activities such as transport, slaughter and pre-slaughter management, animal husbandry and handling and the culling of animals for disease control.

"Livestock production accounts for 40 percent of the value of world agricultural output and products of animal origin provide one-third of humanity's protein intake. Animals also contribute income, social status and security to roughly one billion people, including many of the world's poor."

ATTENTION: Junior Cattlemen

All-Breeds Junior Show & Missouri Beef Leadership Conference around the corner

The **2009 MCA All-Breeds Junior Show** will take place June 12-14th at the Missouri State Fairgrounds in Sedalia. Registration information was mailed out this week so be looking out for it in your mail box and it is also available online at www.mocattle.com/jrshow.htm. Again this year we will be doing the "Design a T-shirt" contest where the winner of the contest will see their creativity on the shirts of all the exhibitors during the weekend.

Deadline for pre-entry was May 15.

The first **Missouri Beef Leadership Conference** is also scheduled for this coming June in Columbia, Missouri. There is still space available, so if you haven't signed up yet be sure to do so. This event will be full of educational, informational and fun events. This year's MBLC theme is "Show-Me Beef Leadership" and will be held on June 4-6. For more information visit

<http://mocattle.org/jrleadersconf.htm>.

Video Feature: State of the Beef Cattle Industry: Quality Considerations

Released by *The Beef Blog* 5/28/09

NCBA's Cattlemen to Cattlemen

Lee Leachman discusses why quality and added value programs are important to the beef cattle industry during these tough economic times. Our experts have tips on how producers can work to improve their bottomline.

[Video Feature: State of the Beef Cattle Industry: Quality Considerations](#)



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Missouri Beef Industry Council | 800-441-6242
www.mobeeff.org

Climate Change - Role for Agriculture

Excerpt released by *Farm Policy* 5/28/09

Full article title: **Biofuels- (Interview with Lee Terry (R-Neb.)); Climate Change; Doha; Food Safety; Ag Credit-Income Issues; and Crop Insurance**

Tom Steever reported yesterday at Brownfield that, "**Agriculture provides one of the biggest solutions to climate change and farmers should be provided greater incentives to mitigate climate change.** That's according to Ajay Vashee, president of the International Federation of Agricultural Producers. Speaking from the site of a one-day conference Wednesday in Denmark involving more than fifty countries, Vashee tells Brownfield that a general consensus was reached.

"We believe agriculture does provide major solutions towards mitigation of climate change and we need to include agriculture as one of the stand alone pillars within any post-Kyoto international agreement," said Vashee, during an interview following the meeting Wednesday in Copenhagen.

"The conference Wednesday was so that farmers, researchers and negotiators could reach a consensus viewpoint in preparation for the December Climate Change Conference also to be held in Copenhagen. Vashee says that viewpoint supports what agriculture is currently doing."

In a related item, a news update released on Tuesday by the International Food & Agricultural Trade Policy Council indicated that, "Ahead of the June 1-12 Climate Change Talks taking place in Bonn, the International Centre for Trade and Sustainable Development (ICTSD) and the International Food & Agricultural Trade Policy Council (IPC) are releasing the following statement and recommendations on the need to incorporate agriculture in a new international climate change regime. ICTSD and IPC are doing so on behalf of the Platform on Climate Change, Agriculture and Trade, which convenes climate change, agricultural trade and development experts in order to promote policy coherence on international climate change, agricultural trade and development policies.

"The agricultural sector will be profoundly impacted by long-term, slow onset climate change as well as increased climatic variability, including extreme events. Adaptation efforts for this climate-sensitive sector will be a priority. At the same time, the agricultural sector contributes some 14% of global greenhouse gas emissions but also offers relatively low cost mitigation potential. With global food demand expected to double by 2050 and some 70% of the world's poor living in rural areas, the agricultural sector also plays a vital role in food security and economic development. The sector therefore requires a special emphasis in a Copenhagen Agreement across the four areas of the Bali Action Plan: mitigation, adaptation, technology and financing. Given the sector's importance, attention must also be paid to potential unintended spillover effects of climate change policies."

Exciting times! Do not miss the deadline!

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!

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.