

ACTIONGRAM

Newsletter of the Livestock Publications Council, an international organization serving the dynamic livestock communications industry.

How to Volunteer for 2019



Carey Brown
2018-19
LPC President

“Volunteers do not necessarily have the time; they just have the heart.”

Elizabeth Andrews

The Ag Media Summit committee met back in September in Minneapolis and never has the quote above been so evident to me. The Ag Media Summit would never be possible without the countless hours that many volunteers donate. Volunteers are the ones who make things happen with everything from speakers to tours and sponsors. We will host the International Federation of Agricultural Journalists in 2019 and adding two

hundred people and a few days on for this group will require a lot of attention.

I participated the last time we hosted the IFAJ in the United States by serving on the Hospitality Committee. We had a great time preparing for the attendees and making sure they would have everything they needed during the Congress. It really did not take a lot of my time and the relationships built from that experience will last a lifetime.

In 2019, I have volunteered to Co-Chair the AMS/IFAJ meeting along with **Kurt Lawton**. We can always use more volunteers as many of the plans will be underway over the coming year. Here are a few spots where we will definitely need people, but read on for the full list of Committees and please let us know if you are interested in helping.

1. Tours – The committees have nailed down most of the tour stops already but we are going

LPC Executive Committee

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to need a lot of help to carry them out. We will need people to ride on the buses to answer questions and keep things on time, especially if you are from the Minneapolis area, but really anyone can help out on these. They are a lot of fun and will give you the chance to speak one-on-one with ag journalists from around the world.

2. Buddy System – Once registration is open we would like to have our buddy system in place. This is really a fun committee to sit on as you will be assigned a country and be the “buddy” to everyone coming from that country. You will be in contact with them after registration and will

be their “go to” for questions about the meeting and what to expect. Once they arrive you will get the opportunity to meet and learn from them, which is always a lot of fun.

3. Marketing and Communications – Have a knack for social media and/or marketing? We would love to have some people working on our social media account over the next year to promote the event and United States agriculture.

Those are just a few of the committees that we need help with but there are lots more! I encourage you to find one that interests you and let myself or Kurt Lawton know and we will get you added to the group. Please email



either of us to let us know at cbrown@kycattle.org or kurt.lawton@gmail.com. If you have already signed up, we thank you! As the committees get moving on their tasks they will be in touch with those already signed up.

IFAJ Committees/Chairpersons

Airport Greeting

Angie Denton, Scarlett Hagins

Buddy System

Kathy LaScala, Lisa Perrin Dubravec

Hospitality / Appreciation

Laurie Bedord

Marketing and Communications

Christy Lee, Kelly Schwalbe

Master Class / Boot Camp

Jessie Scott

Photography / Multi-Media

Jenn Carrico, Elaine Shein

Tours

Kurt Lawton, Greg Lamp, Karen Simon

Program

Kenna Rathai

Sponsorship

Gregg Hillyer, Karen McMahon, Willie Vogt

Transportation

Molly Schoen

MARK YOUR CALENDAR LPC ANNUAL LUNCHEON

Thursday, January 31, 2019 • 11:30 am - 1 pm

during the National Cattlemen's Beef Association

Cattleman Industry Convention

New Orleans, Louisiana

Exact hotel location and room name will be announced in January

Sponsored by:



National Cattlemen's
Beef Association

One of the winners of the 2018 Don Norton Professional Development Scholarship was **Jennifer Carrico** who used her \$1,000 scholarship to attend the International Federation of Agricultural Journalists Congress, in July 2018, in the Netherlands. Her daughter, **Kassidy**, was able to accompany and they are shown on the right.



Meat production varies worldwide

By Jennifer Carrico

When someone from the United States thinks about what the beef feeding industry looks like, we think of large feed-yards in the Midwest and High Plains area of our country, but when you take a look at the beef industry in the Netherlands, it's a totally different picture.

The trip to the International Federation of Agricultural Journalists Congress, in July 2018, in the Netherlands showed me how industries vary worldwide.

Since the dairy industry is so prevalent in the Netherlands and surrounding countries, the Dutch beef industry includes cattle from dual-purpose breeds used for both milk and meat, and male calves from most dairies are fed out for veal meat. The farm of Hans and Marloes Luijterink showed a great picture of the veal industry, with 4,500 calves fed out each year for white and rosé veal meat. The types of veal are



named by the color of the meat. White veal is fed only milk for about seven weeks, at which time they are harvested. Rosé veal is fed milk for the first seven weeks and then fed a total mixed ration for about eight more months or until the cattle are 900 pounds, when they are harvested. Different feedstuffs are available for the later part of the feeding process. Some corn is used, but mostly imported soy and rapeseed, as well as palmed and rice. Straw is also a big part of the forage diet.

Most of the calves are purchased from German dairies in groups of about 560 head at a time, every few weeks. The main market for the rosé veal is to France and Italy since the prices are better. Some rosé meat is also sent to Germany



and Spain or sold in Holland. The Luijterink's production is 50-50, rosé and white veal.

Interestingly, none of the calves are castrated or dehorned. Hans said they don't have problems with either of those and the main reason for that type of management is from an animal welfare demand of the consumers in the European Union.

"We often have tours of our farm because we want to show the people what we are doing and that the calves are treated well and the meat is good to eat," said Hans.



Calves are raised in a confinement situation with slatted floors and manure collection. Manure has to be carefully managed, and Hans said they must pay to have it taken away since they don't have enough ground for utilization. The manure has to be dried prior to trucking to other sites, mostly in Germany to utilize as fertilizer.

"Our production is people, profit and planet. We need the profit to be viable and to be able to help the people and planet," said Hans.

This family operation has gradually grown since beginning in 2002. They hope to have some of their five children continue to be involved in the operation in the future.

While there are many similarities in the actual cattle and people in the Netherlands and the U.S., there are also some clear differences. Traveling to other countries helps us learn about different practices and how consumers around the world demand different management. Producers have learned how to make these methods work on their operations to raise animals to meet the needs of their customers.

