



LIVESTOCK PUBLICATIONS COUNCIL

# NCBA LUNCHEON

February 5, 2025  
San Antonio, TX



LIVESTOCK PUBLICATIONS COUNCIL

# Membership Meeting

July 19, 2022

Raleigh, North Carolina

# 2022 LPC MEMBERSHIP MEETING AGENDA

## 1. Call to Order

## 2. Approval of Minutes

## 3. Officer Reports

- a. President (Molly Schoen)
- b. Secretary/Treasurer (Shelia Grobosky)
- c. Executive Director (Lindsay Runft)

## 4. Committee Reports

- a. Ag Media Summit (Shelia Grobosky, Erin Worrell)
- b. Awards/Contests (Anne Kimmey)
- c. Education (Jennifer Shike)
- d. Engagement (Codi Mills)
- e. Fundraising (Katrina Huffstutler)
- f. Marketing (Lindsay Kennedy)
- g. Membership Services (Anne Kimmey)
- h. Student Development (Julie Mais)
- i. Vision Committee (Autumn Fuhrman)

## 5. Old Business

## 6. New Business

- a. By-laws change
- b. Vote Approval: 2022-2023 Executive Committee Slate
- c. Vote Approval: New Board Members

## 7. Recognition of Outgoing President and New President Announcement

## 8. Adjourn

## 2022 BY-LAWS CHANGE

Repeal or alteration of these by-laws may be made either in full or in part by a majority vote of the members present or electronic at an annual meeting or special session called by the Board of Directors.

# 2022 LPC MEMBERSHIP MEETING AGENDA

## **Vote Approval: 2022-2023 Executive Committee**

Jennifer Shike, Farm Journal's PORK

## **Vote Approval: New Board of Directors Member**

Cassie Godwin, Seedstock EDGE



LIVESTOCK PUBLICATIONS COUNCIL

# Best of the Bunch

July 19, 2022

Raleigh, North Carolina

# BEST OF THE BUNCH: PEOPLE



Third Place  
"Sage"  
Autumn Fuhrman

# BEST OF THE BUNCH: PEOPLE



2nd Place  
"Branding"  
Bart Ashford

# BEST OF THE BUNCH: PEOPLE



First Place

"Janie"

Bart Ashford

# BEST OF THE BUNCH: SCENIC



Third Place  
"Sunset in Wyoming"  
Abbie Lankitus

# BEST OF THE BUNCH: SCENIC



Second Place  
"Sunrise in Wyoming"  
Abbie Lankitus

# BEST OF THE BUNCH: SCENIC



First Place  
"Early Morning Gather"  
Katy Holdener

# BEST OF THE BUNCH: GENERAL



Third Place

"After the Show"

Lisa Perrin Dubravec

# BEST OF THE BUNCH: GENERAL



Second Place  
"Cowboy Steak"  
Katy Holdener

# BEST OF THE BUNCH: GENERAL



First Place

"Howdy"

Megan Silveria

# BEST OF THE BUNCH: LIVESTOCK



Third Place  
"Follow Me"  
Katy Holdener

# BEST OF THE BUNCH: LIVESTOCK



Second Place  
"Tall and Proud"  
Megan Silveria

# BEST OF THE BUNCH: LIVESTOCK



First Place

"The Curious Jersey"

Brooker Bobendrier



LIVESTOCK PUBLICATIONS COUNCIL

# Awards Contest

| July 19, 2022

| Raleigh, North Carolina

# GENERAL EXCELLENCE: PUBLICATION

## **Honorable Mention**

The American Quarter Horse Journal, AQHA

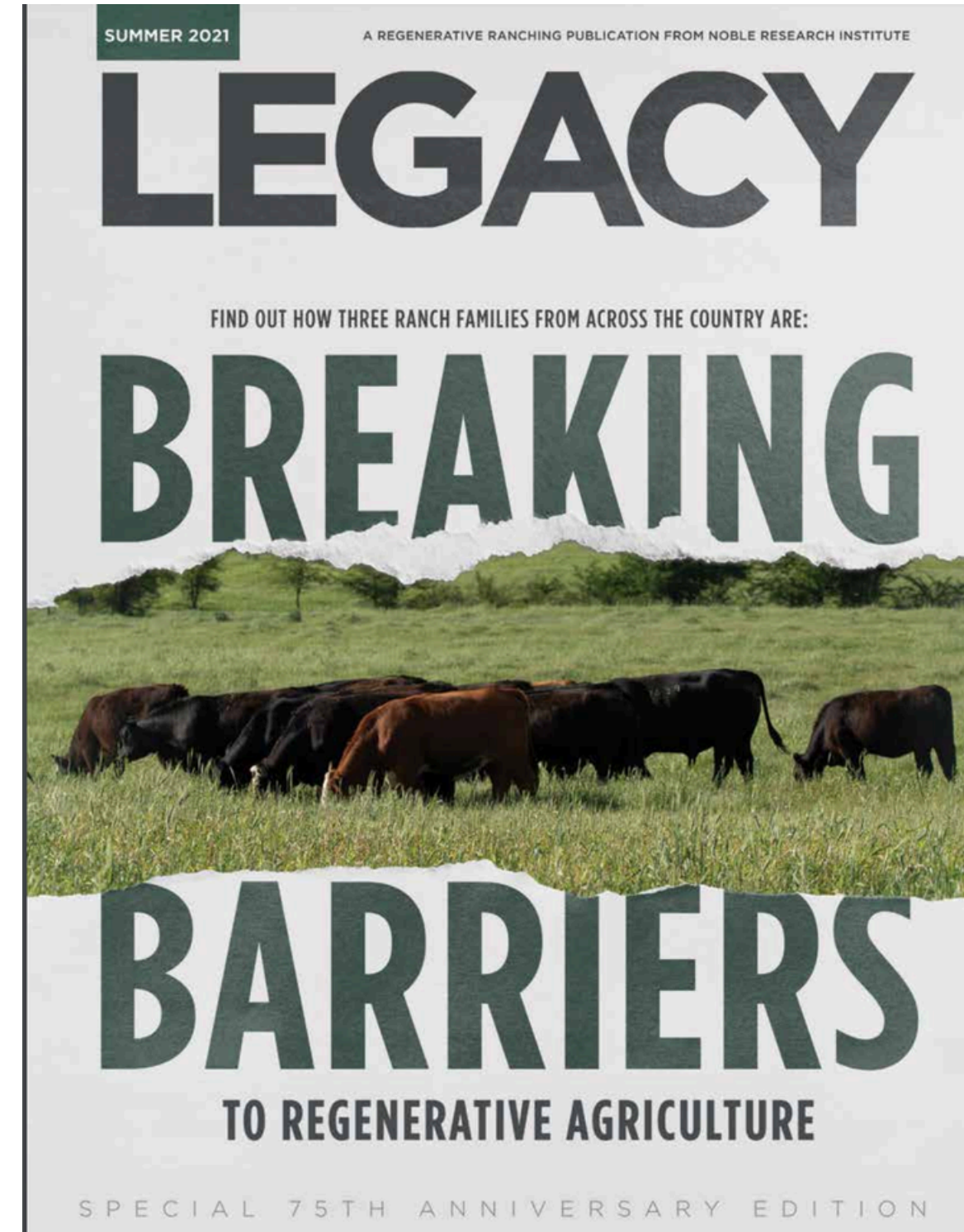
## **Second Place**

National Cattlemen Directions, NCBA

# GENERAL EXCELLENCE: PUBLICATION

CONGRATULATIONS

LEGACY  
NOBLE RESEARCH INSTITUTE



**Second Place**

Western Livestock Journal

# GENERAL EXCELLENCE: NEWSPAPER



APR 2021 • Vol. 37, No. 7 • NCBA.org

MARKET SNAPSHOT	
WEEK OF 3/22/2021 (Prices vs. 1 year ago)	
SOUTH CENTRAL 500-600 LB. STEERS	
\$163.90	↑12.7%
\$146.26	
LIVE FED STEERS	
\$114.25	↑4.0%
\$109.89	
CHOICE BOXED BEEF	
\$227.75	↓6.2%
\$243.03	
OMAHA CASH CORN	
\$5.31	↑63%
\$3.26	

- IN THIS ISSUE**
- 3 LEADERSHIP COMMENTS**  
NCBA continues to work on transportation issues along with sharing beef production's sustainability story with science and facts.
  - 4 POLICY**  
Transportation touches on a variety of issues important to farmers and ranchers, from costs to animal welfare.
  - 12 MARKET MATTERS**  
Prime and Choice grading occurring at higher percentages, what higher corn, larger exports, lighter supplies mean for producers.
  - 14 FEDERATION**  
State programs highlight beef bringing communities together.
  - 15 CHECKOFF**  
Trending topics in food and beef. Beef Industry Safety Summit provides excellent value for participants.

PRIME BEEF  
U.S. Prime  
Dinner  
CO  
Per lb. (N. 92)

NATIONAL CATTLEMEN'S BEEF ASSOCIATION  
3101 E. NICHOLS AVENUE, SUITE 300  
CENTENNIAL, CO 80112



## A Tax on the Next Generation - Why It's a Problem and The Need to Engage

Preparing to transition the farm or ranch to the next generation is a complicated process. Considerations for keeping the operation viable in the immediate term must be taken into account along with a look into the future as burdensome taxes threaten the farm or ranch a family already owns before it's passed on. This is a challenging scenario for cattle producers and NCBA is committed to fighting for the needs of family-owned businesses across the country with lawmakers in Washington, D.C.

Misty Bonds of Bonds Ranch, a commercial cow-calf, stocker and feeder cattle operation headquartered in Saginaw, Texas, knows all too well the challenges tax laws present to farms and ranches. From a young age, Bonds knew that she wanted to take over the ranch.

"When I was about eight years old, we were all standing in the kitchen and I looked at my dad and said, 'I want to be a rancher just like you daddy,'" Bonds reflected.

However, since Misty has taken an active role in the business decisions of the operation, she has experienced firsthand the headache that comes with navigating the extensive list of tax issues that affect her family's operation daily. One of those tax issues is the Death Tax, also referred to as the estate tax.

The federal estate tax is a tax that applies to property transferred at death when the value of that property exceeds the estate tax exemption limits. While the estate owner is technically responsible for the tax, their heirs are often the ones obligated to pay the payments when taxes are due after the death of a primary owner. This tax is a familiar burden for farm and ranch families across the U.S., when considering generational transfer.

The situation that Bonds and her family are dealing with is familiar to a vast number of farm and ranch families around the country. It is very clear that the Death Tax creates an uncertain environment for producers when thinking about the future of their operation. This tax is one that causes such financial burden that producers have to make tough decisions to ensure that the next generation is set up for success.

The Death Tax disproportionately harms cattle producers because with few options to pay off tax liabilities, many farm and ranch families are forced to make tough choices at the time of death - and in worst case scenarios, must sell off land to meet their federal tax burden," said NCBA President Jerry Bohm.

In its present form, the estate tax is an obstacle to keeping family-owned ranches and farms intact and viable during generational transfers. Ranching is a debt intensive business, forcing cattle producers to rely on a land-rich, cash-poor business model. According to the U.S. Department of Agriculture (USDA), 91 percent of farm and ranch assets are illiquid. As a result, families are often forced to sell off land, farm equipment, parts of the operation or the entire ranch to pay off tax liabilities at the time of death.

In order to avoid the devastating experience of selling the family business, some families have started planning for how they will handle the estate tax well before they actually have to pay it. This process causes families who are already operating on razor thin margins to take on a significant financial burden as a result of having to pay for the legal services to establish insurance policies and a business model that will allow the next generation to experience a smooth farm transfer.

"If you haven't done the extensive estate planning, the next generation is going to risk losing the operation," Bonds said. "You need more than just a will, you need a way for the next generation to pay for it. With what we have done, with the amount of money that we have paid to put all of this stuff in place, we could have hired two other employees," she continued.

With more than 40 percent of farmland expected to transition in the next two decades, Congress must prioritize policies that support land transfers to the next generation of farmers and ranchers.

"As small business owners, environmental stewards, and the economic backbone of rural communities across the country, U.S. cattle producers understand and appreciate the role of taxes in maintaining and improving our nation. However, they also believe that the most effective tax code is an equitable one," Bohm said.

NCBA believes that the estate tax policy is in direct conflict with the desire to preserve and protect our nation's family-owned ranches and farms. While the Tax Cuts and Jobs Act of 2017 (TCJA) temporarily extended estate tax relief by increasing the exemption amount to \$10 million per individual/\$20 million per couple - indexed for inflation - and maintained a rate of 40 percent, this increase is only effective until Jan. 1, 2026. The exemption levels will revert to \$5 million per individual/\$10 million per couple when the legislation sunsets.

Absent full, permanent repeal, the estate tax will continue to be a major burden on cattle producers across the U.S. NCBA continues to work with members of Congress to convey the fact that not only does the agriculture industry deserve certainty in the tax code, they need it to ensure the success of the next generation of agriculturalists.

The Death Tax Repeal Act of 2021 was introduced to the 117th Congress by U.S. Senator John Thune of South Dakota and U.S. Representatives Sanford Bishop (D-GA) and Jason Smith (R-MO). While NCBA stands behind this legislation, full repeal was not able to be achieved in tax reform that happened back in 2017 and there are far more barriers to achieving full repeal in this political climate. However, NCBA is committed to continue the fight on behalf of producers.

"Cattle producers deserve certainty in the tax code. They deserve to be able to make plans for the next generation of producers. The TCJA sunsets and conversations happening currently about potential changes in the tax code do volatility has a detrimental impact when you're talking about generational transfer," said Danielle Beck, senior executive

Continued on Page 4



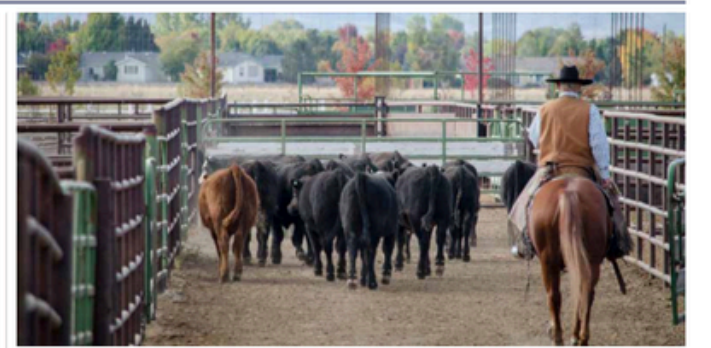
AUGUST 2021 • Vol. 37, No. 11 • NCBA.org

MARKET SNAPSHOT	
WEEK OF 7/19/2021	
CURRENT VS. LAST YEAR	
SOUTH CENTRAL 500-600 LB. STEERS	
\$171.87	↑12.9%
\$152.26	
LIVE FED STEERS	
\$122.80	↑27.4%
\$96.36	
CHOICE BOXED BEEF	
\$271.81	↑31.1%
\$201.24	
OMAHA CASH CORN	
\$6.24	↑26.8%
\$3.13	

- IN THIS ISSUE**
- 3 LEADERSHIP COMMENTS**  
Updates from NCBA CEO and NCBA President on policy issues and progress in D.C. and what NCBA is prioritizing.
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See what cattle producers are struggling with as EPA fights to keep animals on the endangered species list.
  - 6.10.19.22 ADVOCACY**  
See how NCBA members are speaking up and promoting cattle as individuals and through state partnerships.
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Where do producers stand in the coming months of heat.
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Our members are changing the way we raise and market cattle.
  - 18 MARKET MATTERS**  
By-Product values are improving but corn yields aren't.
  - 20 FEDERATION**  
State partners make strides in promoting beef.

PRIME BEEF  
U.S. Prime  
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Per lb. (N. 92)

NATIONAL CATTLEMEN'S BEEF ASSOCIATION  
3101 E. NICHOLS AVENUE, SUITE 300  
CENTENNIAL, CO 80112



## Continuing to Support Animal Disease Preparedness and Protection from Foreign Animal Disease

To fulfill NCBA's mission of "serving the cattle and beef industry by improving the business climate, growing beef demand, and increasing the world's access to beef," it is imperative that cattle and beef producers have resources and programs available to give them flexibility and support to be better prepared for a foreign or emerging animal disease outbreak.

NCBA's cattle health policy team in Washington, D.C., is led by Allison Rivera, executive director of government affairs and includes Dr. Kathy Simmons, NCBA's chief veterinarian, and Chase DeCalle, director of animal health and food safety policy. Together, this team focuses on issues involving cattle health and welfare, animal disease traceability, foreign animal disease preparedness, antimicrobial stewardship, animal disease research, international animal health and food safety.

"Having watchdogs in D.C. handling issues for us is huge because we don't have the time. We are too busy doing the actual cattle work and we've got to have someone watching out for us," said Kansas rancher and Chair of the Cattle Health and Well Being Policy Committee Mary Ann Kriebel.

One of the issue areas that has seen a lot of focus recently is foreign animal disease preparedness and response. In the 2018 Farm Bill, NCBA was able to advocate to secure funding and authorization for the first ever Farm Bill animal health provisions, which included the National Animal Vaccine and Veterinary Countermeasures Bank (NAVVCB), commonly known as the Foot-and-Mouth Disease Vaccine Bank, the National Animal Disease Preparedness and Response Program (NADPR), and the National Animal Health Laboratory Network (NAHLN). NAVVCB is a "United States Only" vaccine bank that protects U.S. producers from the significant economic hardships arising from the introduction of FMD or other foreign animal diseases occurring on U.S. soil. The vaccine bank also gives producers a much-needed tool in their toolkit to control the spread of a foreign animal disease.

"Our producers needed an FMD Bank that could provide a much-needed risk management tool so that if we ever experience an outbreak of FMD, we can mitigate the damage as quickly as possible. We need to be prepared, and this bank does just that," said Allison Rivera, who worked diligently to get NAVVCB across the finish line in Congress. NCBA, and specifically the cattle health policy team, will continue to push for reauthorization and continued funding for the NAVVCB through the next Farm Bill which needs to be passed by Congress in 2021.

NCBA Chief Veterinarian Dr. Kathy Simmons also spends a significant amount of time working on another 2018 Farm Bill initiative, the National Animal Disease Preparedness and Response Program. This program allows U.S. Department of Agriculture Animal and Plant Health Inspection Service (USDA-APHIS) to provide funds to eligible entities to conduct high-value projects designed to mitigate the introduction and spread of foreign and emerging animal diseases that threaten U.S. agriculture. The NADPR Consultation Board is made up of invited entities that provide advice to the program and is exempted from the rules of the Federal Advisory Committee Act (FACA). Dr. Simmons is NCBA's representative on this board. In 2021, USDA-APHIS elected to fund projects at a level of \$20 million for NADPR and NAHLN. The 2021 project areas for foreign animal diseases include development of point-of-care diagnostic testing, vaccination planning to control outbreaks, animal movement decisions for outbreaks, and outreach and education projects on animal disease prevention, preparedness and response topics to targeted audiences.

NCBA's cattle health team members also participate in the USDA Veterinary Services, National Training and Exercise Program to develop foreign animal disease drills and vaccination planning. NCBA actively supports continued research and funding for the prevention and control of foreign and emerging animal diseases, working closely with researchers at USDA Agricultural Research Service and USDA National Institute of Food and Agriculture.

"Our biggest issue is always going to be emerging diseases. We've seen the havoc that's been wreaked on other species and what's happened to them because of all these foreign animal diseases that have come in - so we just work constantly to try to keep them out," Kriebel said.

"Since 1888, the National Cattlemen's Beef Association has worked to represent the needs of the cattle and beef industry. The cattle health policy team continues to work hard on a slate of issues such as continuing industry success in antimicrobial stewardship and our continued work on animal disease traceability, and we look forward to continuing this work on behalf of our members who we work to support every day," Rivera said.

As an organization, NCBA understands that cattle production is an essential part of a steady food supply chain and serves as the backbone of rural economies across the United States. We are committed to protecting your ability - and the ability of generations to come - to continue the legacy of producing high-quality beef to feed an ever-growing population. 🐾

**HAVE A CONVENTION RELATED QUESTION?**  
Scan the QR code and ask Antonio!

I'm Antonio, the AI Chatbot for CattleCon21 sponsored by Dell Technologies!

# CONGRATULATIONS

# THE NATIONAL CATTLEMAN, NCBA

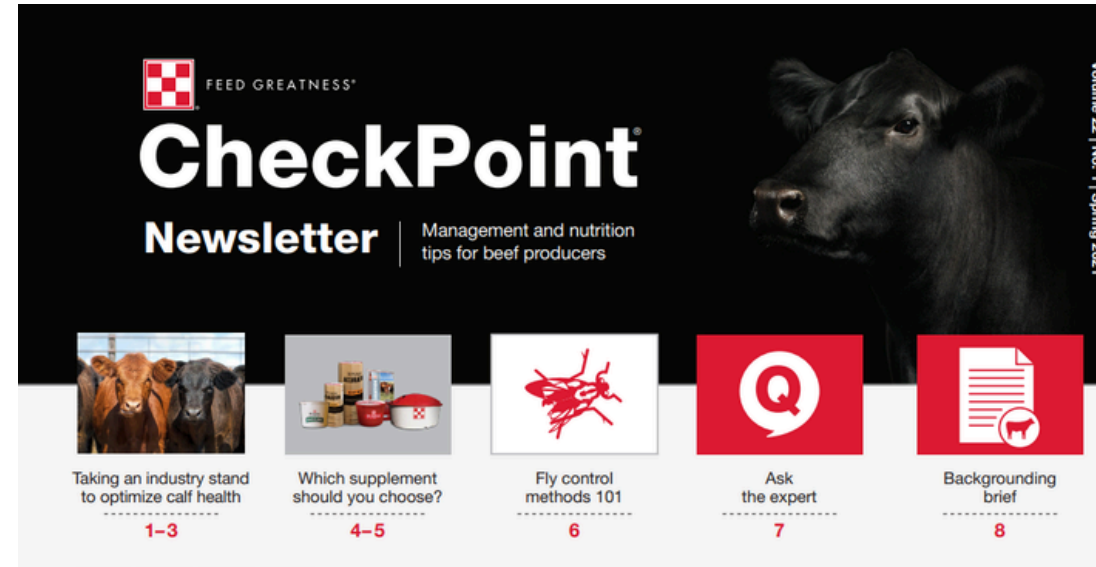
**Honorable Mention (TIE)**

The Advantage, American Hereford Association  
Angus Beef Bulletin EXTRA

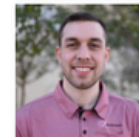
**Second (TIE)**

The Drive, Swanson Russell  
NCBA Beef Bulletin

# GENERAL EXCELLENCE: NEWSLETTER



## Taking an industry stand to optimize calf health



The new Purina® Plus value-added feeder calf program helps build a strong nutritional foundation for long-term calf health.  
Brady Klatt,  
cattle nutritionist

The entire beef production chain stands to benefit from healthier calves. For the cow/calf producer, buyers are willing to pay a premium for low-risk calves primed to stay healthy in the feedlot. And, buyers have confidence they're getting a calf that is set up for a healthy, efficient future.

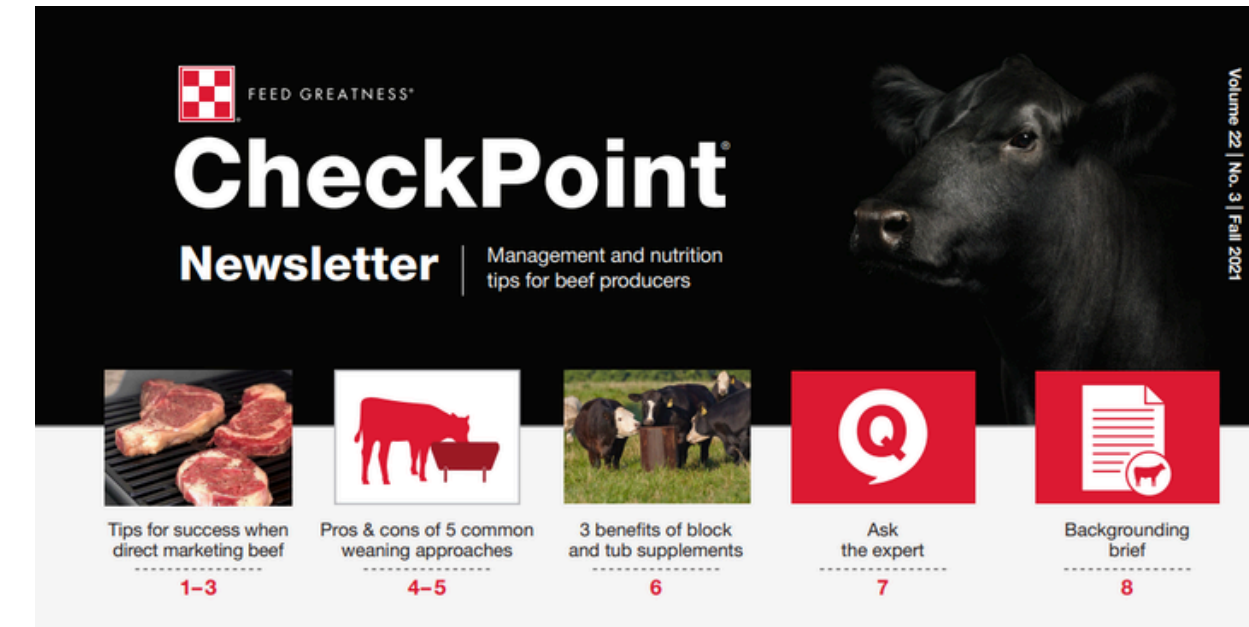
It's time calf health improved. Feedlots have seen the percentage of sick calves trend up over the past two decades.<sup>1,2</sup> Reversing the trend must start at the cow/calf level with weaning and backgrounding.

The new Purina® Plus feeder calf program delivers calves given quality nutrition, vaccinations and dewormers. The result? An opportunity for you to wean more valuable calves, and sell a product that buyers will seek out.<sup>3,4,5</sup>



# CONGRATULATIONS

# Purina® CheckPoint® Newsletter Filament



## Tips for success when direct marketing beef

Capture more potential revenue from your cattle by marketing beef locally.



Amy Radunz, Ph.D.

Drew Shain, Ph.D.

Feeding cattle to sell locally isn't new, but it became more appealing during the past year as consumers searched for more local products. You may have found yourself looking into direct marketing your beef to help capture a new revenue stream from your cattle. But, it's not as simple as just diving in – it takes some smart planning to get your freezer beef program up and running.

Here are three tips to consider when getting into direct marketing beef to consumers:



Keep reading on page 2

## **Honorable Mention**

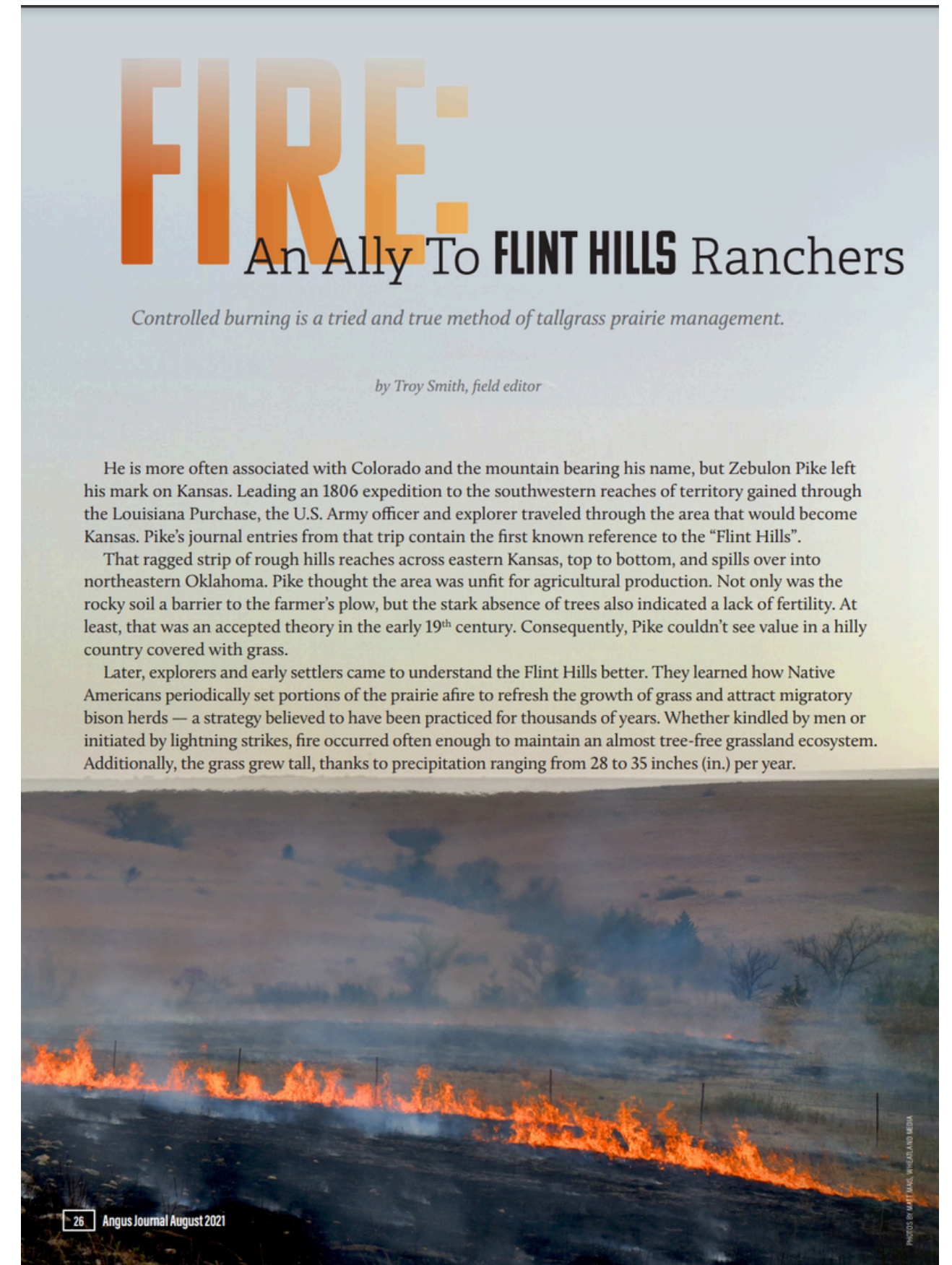
Annual Report: Hemme Brothers,  
Noble Research Institute

## **Second Place**

San Rafael Cattle Company,  
Certified Angus Beef

## CONGRATULATIONS

## FIRE: AN ALLY TO FLINT HILLS RANCHERS, ANGUS JOURNAL



# GENERAL EXCELLENCE: PR CAMPAIGN

## **Honorable Mention**

Purina<sup>®</sup> Plus Launch, Filament

## **Second Place**

Dairy Max PR Campaign, Cultivate Agency

CONGRATULATIONS

PURINA® OPERATION FRESH EGG,  
FILAMENT



## SPECIAL ISSUE

### **Honorable Mention (TIE):**

2021 Feeder-Calf Marketing Guide, Angus Beef Bulletin  
Western Ag Reporter

### **Second (TIE):**

Cattle Business 2021-2022 Herd Reference Guide,  
Cattle Business Weekly  
Western Livestock Journal

SPECIAL ISSUE

CONGRATULATIONS

GEA DAIRY ILLUSTRATED,  
FILAMENT



**Honorable Mention:**

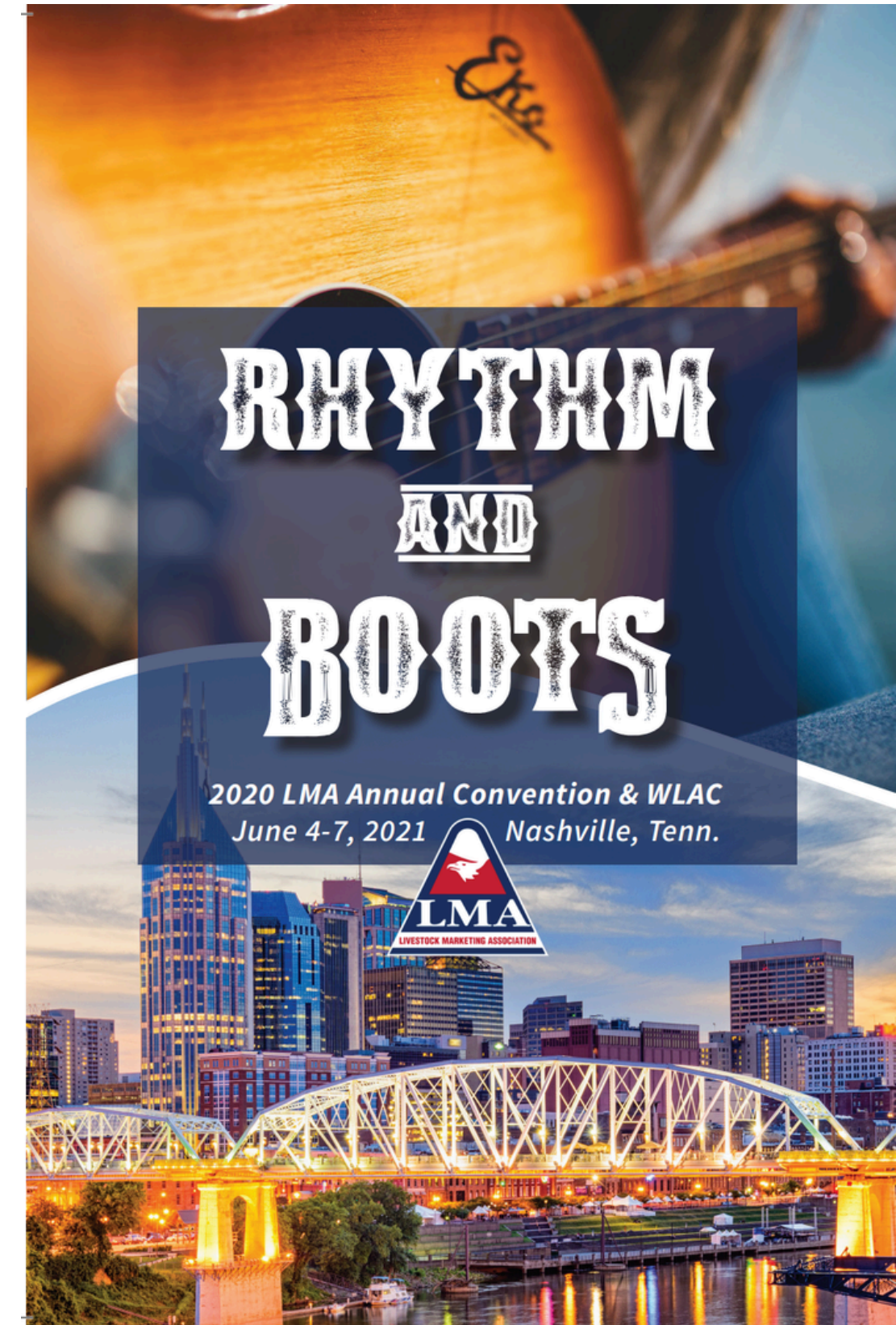
Junior National Hereford Expo Official Show Program,  
American Herford Association

**Second Place:**

Art of the Cowgirl, 2021 Summer Event Program,  
Grant Company

# CONGRATULATIONS

RYTHM & BOOTS, 2021 LMA  
ANNUAL CONVENTION & WLAC  
PROGRAM,  
LIVESTOCK MARKETING  
ASSOCIATION



**Second Place:** Hereford World

NATIONAL SHOW COVERAGE

**CONGRATULATIONS**

ANGUS JOURNAL



**Honorable Mention (TIE):**

Brazilian Flair, American Quarter Horse Journal

Be the Bison, American Quarter Horse Journal

**Second Place:**

Madonna Inn, the Pink Palace,

American Quarter Horse Journal

## CONGRATULATIONS

# TWISTING TRADITION, AMERICAN QUARTER HORSE JOURNAL



## Twisting Tradition

DOUGLAS KRAUSE'S  
MANE-HAIR MECATES GIVE LIFE TO A  
TRADITIONAL PIECE OF GEAR.

Story by Holly Clanahan  
Photography by Steven Meckler

“Feel” is such an important word in our horse-world lexicon. There’s the feel between horse and rider, as when the gentle pulse of a rein sends a subtle signal to a willing mount. Sometimes, the rein itself can have feel, especially if it’s a mane-hair mecate that transmits a rider’s smallest movements with refinement and accuracy. And, though we don’t often think about this aspect, there’s also the feel of a skillful maker, who knows just how to twist a finely made mecate that brings all these elements together.

Douglas Krause of Patagonia, Arizona, has been making hair ropes since 1995, when he purchased shop equipment from a man known as “Blind Bob.” Bob Mills with the help of his wife, Pauline, had been using his sense of feel to make mecate since 1958, when Bob bought the business from another blind man, Sam Champlin—known as “Blind Sam”—who had been in business for two decades before that, having learned from a Mexican craftsman in the mid-1930s. Douglas, with the added gift of sight and the remarkable handiness that he had already been cultivating as a braider, saddle maker and horsehair hitcher, fell right into the lineage of great mecate makers.

A mutual friend had told Douglas that Bob and Pauline were thinking about selling their business, and when Pauline called him back to say they were ready, Douglas flew out to Kettleman City, California, and sealed the deal. He drove the shop equipment back to Colorado, where he was living at the time, in a rented U-Haul truck. Some

of the aging equipment needed new bearings and other tune ups, and Douglas was able to re-engineer some of it, to improve the efficiency of the purpose-built machinery that incorporated parts off a Model T and other odds and ends. And then Douglas had to tune on his own skills.

“I had seen (fellow craftsman) Larry Schutte twist a couple of ropes, but that’s all I knew about making ropes,” Douglas says of the steep learning curve he faced. One of Bob’s family members had made a VHS recording of him making ropes, and that was what Douglas referred to. “I would put it in the VHS player, watch just a few minutes of it, and then I’d run out to the shop and try to mimic what he was doing. I just did that, back and forth. And the first rope I ever twisted up, I was so excited. It was not very good, but it didn’t matter; I was so excited. Making good ropes really captured me.”

That equipment, which automates parts of the centuries-old craft, allows Douglas to make enough hair ropes to satisfy his wholesale accounts, while also selling direct to the public. Over the years, he estimates, he has produced more than 15,000 mecate.

### The Spice of Life

For a man whose life now revolves around artistic endeavors, Douglas, 64, didn’t start out that way. In the early ’70s, he was a bull rider who hadn’t gotten in touch with his creative instincts until a friend invited him to learn how to braid bull ropes out of manila and polypropylene. “I

# COVER

## **Honorable Mention:**

October 2021,  
Angus Journal

## **Second Place:**

February 2021,  
American Quarter Horse Journal

COVER

**CONGRATULATIONS**

**DECEMBER/JANUARY 2021  
AMERICAN QUARTER HORSE  
JOURNAL**



# NEWSPAPER COVER

**Second Place:**  
December 2021,  
Western Livestock Journal

# NEWSPAPER COVER

# CONGRATULATIONS

# AUGUST 2021, HEREFORD WORLD



## Range Worthy Bulls; Rail Worthy Steers

Retaining ownership in their Hereford-influenced calves helps Harrell Hereford Ranch and Sierra Ranches improve their genetics and commercial customers' bottom lines.

By Katie Maupin Miller

Running cattle along the West Coast challenges ranchers. Whether it is high desert rangeland flanked by mountains or craggy foothills, Western cattle need to be rugged, sound and hardy to thrive in this sometimes unforgiving climate. This year's unprecedented drought adds an extra layer of complexity for cattlemen as water from snowpack and local reservoirs begins to run dry.

As Bob Harrell, Jr., owner of Harrell Hereford Ranch, Baker City, Ore., says, "This year will really test our resolve and the type of cattle we have."

Harrell has been testing his cattle for decades, both in their high-country home and on the rail. Now, the carcass data and pure performance backing his herd of Hereford cattle create significant returns for his commercial bull buyers.

Likewise, Sierra Ranches of Modesto, Calif., added seedstock Herefords to their own 700-head commercial cattle operation in the mid-'90s to make the perfect commercially oriented herd sires to pair with their straightbred, black-hided females. Today, the operation's commercial roots pay off in big ways for their Hereford seedstock customers.

### Harrell heritage

Harrell Hereford Ranch lies sandwiched between the Elkhorn and Eagle Cap mountain ranges in eastern Oregon. Traces of the Oregon Trail can still be found on the family's third-generation ranch, which started as an 80-acre homestead.

The Harrell family's foray into the Hereford breed started with Harrell's parents, Bob and Edna. The couple purchased Line 1 and Mark Donald genetics from Harold Thompson of TT Herefords in the '70s, followed by additional cattle selected from Stone Herefords in Oregon.

Today, Harrell runs 900 cattle in the high country. The family retains ownership of their commercial calves through harvest.

For two decades, Harrell has collected carcass data on his Hereford-influenced fat cattle. This data serves as an invaluable guide for the seedstock side of their operation.

"I think running commercial cows gives you a real-world perspective when you retain ownership all the way to the finish," Harrell says.

Initially, the family fed cattle as part of Country Natural Beef (CNB), an all-natural branded beef program. Harrell received

*continued on page 20.*

**Honorable Mention:**

Tomas Garcilazo and His Rope,  
American Quarter Horse Journal

**Second Place:**

Into the Fog,  
American Quarter Horse Journal

PUBLISHED EDITORIAL PHOTOGRAPHY

**CONGRATULATIONS**



COWBOY MOUNTED SHOOTING,  
AMERICAN QUARTER HORSE  
JOURNAL

**Honorable Mention:**

That Blue In-Line Trailer with Matching Riviera,  
American Quarter Horse Journal

**Second Place:**

A Hard Journey,  
American Quarter Horse Journal

# CONGRATULATIONS

# HIGH COUNTRY DREAM, DTN/PROGRESSIVE FARMER



TRAVIS AND SARAJANE SNOWDEN  
TOPONAS, COLORADO

*This ranching couple is building a cattle operation on rich mountain grass and the generosity of their families.*

## HIGH-COUNTRY DREAM »» By Dan Miller, @DMillerPF Photos By Joel Reichenberger

**T**ravis and Sarajane Snowden unload a pair of saddled quarter horses. The fourth-generation Colorado ranchers are checking late-summer pasture at 9,000 feet—hay meadows of the Egeria Valley spread out below, the snow-bare Flat Tops Mountains framing their horizon. Blue grama, wild rye and highly palatable mountain brome produce rich forage packing 2 pounds per day onto their Angus-cross calves. Now, as early-season snows dust the summits of Colorado's towering mountains, it's time to move the Snowden Cattle LLC herd to greener meadows and, soon, several hundred miles east to Holyoke to winter on cornstalks. One season flows into another.

"This lease pasture is paramount for cattle operation," Travis says. "The pasture fits directly into our rotation, bringing the cattle home from cornstalks, [April] calving, summer grazing and prep to ship in the fall."

The Snowdens manage 500 cow/calf pairs and replacement heifers a few miles outside Toponas, a no-stoplight town in the Yampa Valley with a couple dozen souls, a post office and general store. There is change here. Coal mining, once an economic driver, is a dying industry. A similar story is being written about logging. Wealthy urban refugees are new arrivals, staking out land for ranchettes with homeowner associations. The influx drives up land prices. Property with a good mix of pasture and hay brings as much as \$3,000 per acre. The average value of pasture in Colorado is \$875 per acre.

Travis and Sarajane lend their talents to nearby King Creek Ranch, where they manage a private accumulation of land owned by investors. King Creek is their "nine-to-five job," they explain, providing income to expand their own herd. Sarajane runs a bookkeeping and tax-preparation business.



**Honorable Mention:**

Udder Perfection,  
Angus Beef Bulletin, Kasey Brown

**Second Place:**

New Model Long-term for Grazing Federal Land?,  
Working Ranch, Melissa Hemken

# CONGRATULATIONS

# THE POWER OF A REGENERATIVE MINDSET, LEGACY, COURTNEY LEEPER GIRGIS

4/28/22, 1:45 PM

The Power of a Regenerative Mindset



LEGACY

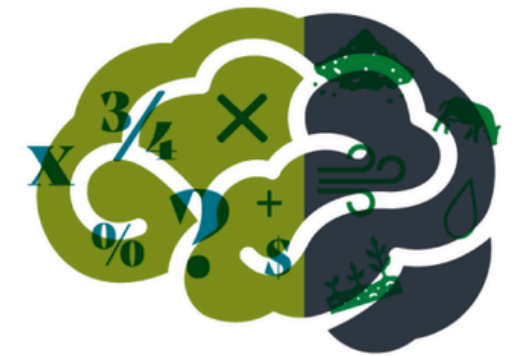
## The Power of a Regenerative Mindset

Regenerative ranchers draw energy from their desire to improve the land and other productive attitudes.

🕒 *Estimated read time: 15 minutes*

Rosie Burroughs is quick to say a regenerative mindset is not made overnight.

She and her husband, Ward, farm and ranch in Merced County in the San Joaquin Valley of California. Through the years, they have built on their family's legacy by bringing their children — Christina, Benina, Zeb and Joe — and their families into the business. Together, through a combination of partnerships and independent enterprises, the members of Burroughs' family operate a grass-based dairy; raise beef, sheep and poultry on native range and in multispecies pastures; and grow almonds, olives and walnuts.



**SUPERCHARGE YOUR  
MINDSET**

**Honorable Mention:**

The Case for AMAs,  
Drovers, Greg Henderson

**Second Place:**

Purina® CheckPoint® Newsletter: Tips for Success When  
Direct Marketing Beef,  
Filament, Wyatt Bechtel

# CONGRATULATIONS

## THE MARKET OR THE MANAGEMENT- WHICH COMES FIRST?

CERTIFIED ANGUS BEEF, LLC,  
MIRANDA REIMAN

### THE MARKET OR THE MANAGEMENT— *which comes first?*

*A modern-day chicken-or-egg question.*

*by Miranda Reiman, senior associate editor*

The crystal ball is nonexistent. There is no magic fortune-teller. No matter how good the market forecast, nobody is right 100% of the time.

That doesn't mean cattlemen have to look at the future as nothing more than a blind guess.

In the ever-changing cattle marketing world, where more information is better and the bar keeps lifting higher, what's the next thing that brings additional revenue? How does a producer know if it's a flash in the pan or a long-term trend?

"You're always trying to understand the future and moving to where the future will be," says Ken

Odde, former Kansas State University (K-State) animal science department head. "But at the same time, you have to recognize if you get too far ahead of the trends, it may be at an economic loss for you as well. I would describe it as a balancing act."

When Scott Whitworth of Silver Bit Angus Ranch near May, Idaho, wants some direction, he takes a look at what's already gaining traction. He turns to feeder-calf sale reports.

"It's kind of like taking a test when you have a copy of what the questions are going to be," he says.

*Continued on page 22*



## **Honorable Mention (TIE):**

Research Says it's Time to Rethink Methane, Kansas  
Stockman, Macey Mueller

A Guide to Grazing Corn Stalks, BioZyme, Inc., Shelia  
Grobosky

Purina<sup>®</sup>: Want thriving calves?, Filament

## **Second Place:**

Above the Bottom Line,  
Angus Beef Bulletin, Troy Smith

## Leading the Way

How leadership works on the ranch.



contributed article by B. Lynn Gordon  
Leader Consulting, Sioux Falls, S.D.  
leaderconsulting.biz

### SELF-CARE FOR YOU AND OTHERS

As I write this column, frigid cold has braced most of the country with extremely low wind chill values across the Dakotas and sub-zero temperatures as far south as Texas, bringing unrelenting ice and snowstorms. No one likes tundra temperatures when ranch work needs to get done.

Much of the country is in full-speed calving mode and busy with the associated tasks of tagging, tattooing, and weighing the new additions, plus fighting the elements to keep the cows fed and bedded. As a result of the widespread cold weather, I've seen several photos on Facebook of creative ways to keep a baby calf's ears from freezing. A cattlemen's practice is to do what they can to keep the calves warm and protected. Extra effort like this takes place every day on our farms and ranches.

Everyone pushes on with less sleep than usual. All hands are on deck. As one stockman told me, "We did everything we could to prepare for what was forecasted." His team worked long hours to put out extra feed ahead of the storm and get cattle access to water, not knowing what the outcome would be or when they could get more feed to the cowherd.

The stress of unwavering cold

occurred on the heels of many seedstock producers hosting their annual bull sale or finding themselves in the final weeks of preparation for the event. Plus, the uncertainty of what impact a new government might have on agricultural policies, regulations, and the trickle-down effect of the pandemic on agriculture, means producers, family members, and employees may be facing stress beyond their threshold.

These events made me recall a webinar I heard last year on "Mental Health Awareness in Agriculture." Ted Matthews, director of the Minnesota Rural Mental Health Center, and Adrienne DeSutter, a behavioral health consultant from Illinois, presented these important take-home messages on the webinar.

**> Persistent Stress.** Dealing with frequent elements out of their control, such as the weather, prices, recurrent financial and business management issues, means ranchers struggle to recognize a time when they don't have stress, and identifying one's stress threshold.

"When do you know how much you can handle," said Ted Matthews. Stress and the need to focus on one's mental health varies from

person-to-person. "Individuals need to know what they are feeling can be and is most likely different from what another person is feeling," he commented.

**> Value Yourself.** DeSutter explained, without the rancher, there is no ranch. It's the individual that matters more than the value of the operation's assets. She further encouraged individuals to give themselves some grace and room to be flexible with the decision-making process and the outcomes. When one is stressed, the brain doesn't function normally, resulting in poor decisions and unfortunate accidents.

**"You are regularly checking on your cattle, when have you checked in on yourself lately?"**

Adrienne DeSutter

**> Selfcare Tools.** "We know what tools we need for fixing things around the farm, but what tools do we need to be good to ourselves, our family, and our business," outlined DeSutter. Tools necessary for individual health include getting enough sleep, balanced nutrition, and allowing time away from the daily routine to focus on hobbies or other interests. Busy schedules can result in forgetting to eat balanced meals, or long hours on the tractor result in limited physical activity to keep your heart healthy. "You are regularly checking on your cattle, when have you checked in on yourself lately?"

**> Supporting Others.** Maintaining a healthy agricultural community means being aware of the changes you see in your friends and neighbors. Recognizing behavioral changes such as sadness,

anxiety, pessimism, irritability, and fatigue may be signs of added stress or other impacts on their mental health. "Be proactive when you witness changes in typical behaviors," said Matthews. "Let others know you notice a change in their actions and ask if everything is okay, but don't stop there."

If the person is not ready to talk, remember to check back with them frequently to demonstrate you are willing to listen when they are prepared to talk. Taking the proactive approach to reach out to someone else may feel uncomfortable, but your goal is to let them know you are concerned. "In the case, you are the one needing help, don't be embarrassed to ask for it or reach out."

**> Identify Resources.** If you are uncomfortable talking to a friend or neighbor about your

situation, there are numerous resources available. Local resources include behavioral health counselors, doctors, clergy, and hotlines. "If you are concerned about someone, and you are struggling with what to do, start researching available resources to learn about services available," said DeSutter, "that way, you will be prepared when and if needed."

Agriculture is one big family with similar passions who understand the toll it can take when life or mother nature throws you a curveball. Practice self-care for yourself, for the benefit of those who rely on you, and your agricultural community. ■

**B. Lynn Gordon, Ph.D., Leader Consulting, LLC, Sioux Falls, S.D.** Lynn is an agricultural freelance writer and leadership consultant with an extensive background in the livestock industry. She can be reached at [lynn@leaderconsulting.biz](mailto:lynn@leaderconsulting.biz) or through her blog at [www.leaderconsulting.biz](http://www.leaderconsulting.biz)

# CONGRATULATIONS

# SELF-CARE FOR YOU AND OTHERS, THE STOCKMAN, B. LYNN GORDON

March 2021

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thestockmanmag.com | THE STOCKMAN



THE STOCKMAN | thestockmanmag.com

March 2021

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Honorable Mention:

**Brazilian Flair,**

American Quarter Horse Journal

**Second Place:**

The Western Troubador,

American Quarter Horse Journal, Jim Jennings

# CONGRATULATIONS

# THE BRONZE AGE, AMERICAN QUARTER HORSE JOURNAL, HOLLY CLANAHAN



## The Bronze Age

OKLAHOMA ARTIST HAROLD T. HOLDEN  
RECORDS HIS STATE'S HISTORY AND  
ITS COWBOY LORE.

*Story by Holly Clanahan  
Photography by Bee Silva*

**O**n the rolling plains around Enid, Oklahoma, cattle graze amidst wind turbines and pumpjacks drawing oil from the ground. Wheat fields and grain elevators are other Oklahoma icons in plentiful view. In town are reminders of the area's history, the Cherokee Strip Land Run that opened the northwest part of Indian Territory to homesteaders in 1893 and the Chisholm Trail that led cowboys and their cattle north to market.

And then, living off a dirt road outside nearby Kremlin, is another celebrated Oklahoma icon: artist Harold T. Holden, better known as simply "H." Working from his studio outside the home he shares with wife Edna Mae, H is a storyteller in three-dimensional clay and on his easel. His paintings, sculptures and 24 monuments tell the story of cowboys, of the West and of Oklahoma, past and present. Some even tell a bit of his own story.

Twin castings of Thank You, Lord, a life-size bronze cowboy with his face uplifted to the heavens and hat over his heart, sit at Emmanuel Enid Baptist Church and the Integris Nazih Zudi Transplant Institute in Oklahoma City—the two institutions that helped H survive a potentially terminal illness called idiopathic pulmonary fibrosis.

H was diagnosed in 2007, the year the Oklahoma Centennial Commission dedicated H's World Champion bronze at the OKC Fairgrounds as a tribute to AQHA and its AQHA World Championship Show, which has been hosted at the OKC Fairgrounds since 1976. At the time, doctors gave him three years to live.

**Honorable Mention:**  
Cataloging Success,  
Hereford World

**Second Place:**  
Beat the 3 Ms,  
Angus Journal

# CONGRATULATIONS

# NINE STEPS TO BETTER GRAZING DTN/PROGRESSIVE FARMER



STORY AND PHOTOS BY *Becky Mills*

## Nine Steps to Better Grazing

*Pasture fundamentals are the key to this 40-year success story.*

**W**edge Barthe pounds the palm of his hand with his index finger repeating: "Fundamentals, fundamentals, fundamentals." The former coach could well be preaching football or basketball, but he's talking rotational grazing. It's a subject the 80-year-old has been practicing for more than 40 years.

Whether it's called "management intensive grazing" (Barthe's preferred term), intensive rotational grazing or even mob grazing, this Norwood, Louisiana, grazier says the idea is to put a lot of animals in a small space for a short time and then move them. He gave management intensive grazing (MIG) a trial run at his small place in Mississippi before bringing it to the family farm in Louisiana in 1989. In that trial, he bought 250- to 300-pound calves and stockered them on three 5-acre plots of ryegrass at approximately 800 pounds per acre. "They gained like crazy," he recalls. As for his neighbors, he says, "They thought I was one crazy Cajun."

**1. REST FORAGES**  
The fundamentals of Barthe's program start with understanding the need to rest forages. "The rest period is more important than the grazing, and it changes across the year. It depends on water, temperature and how many animals are on it. That's a difficult basketball to dribble across a dirt floor," he laughs.

On 250 acres of pasture he manages with his brother, Sammy, that rest period can go from 30 days in the winter down to 16 or 17 days in the summer.

"Quality of grass depends on maturity, and that depends on temperature, water and age. When bahiagrass reaches seed head stage, it's done," he explains. "MIG is nothing more than a high-quality haying operation. If you manage for hay quality, you cut it every 28 to 35 days, then rest it for that long."

**2. TAKE HALF, LEAVE HALF**  
Barthe says they used to graze down to the deck but learned it handicaps grass. "That forage is your solar panel," he says. "Now, we leave 6 to 8 inches."

University of Georgia animal scientist Jennifer Johnson Tucker says the rule they use is take half and leave half. Carbohydrate reserves are in the roots, and they spark regrowth. Deplete them, and regrowth takes longer. She adds this is species-specific.



**3. STOCK BY WEIGHT**  
"We like to have 25,000 to 30,000 pounds of animals per day on a paddock. I don't believe grass really responds with less," Barthe says. His average paddock size is 90 feet wide and up to 300 feet long, depending on the amount of forage available and how many animals are in a group. Cattle are normally only in a paddock one day before they move.

**4. ELECTRIC FENCE CONVERT**  
At one point, Barthe didn't use electric fencing, but a few bulls changed his opinion. "In 1989, we had Brangus bulls and longhorn bulls, and they were out more than they were in," he recalls. He took a tip from grazing gurus like Allan Savory, R. L. Dalrymple and the late Allan Nation, and gave electric fencing a try.

"We've been using it ever since. We won't put a piece of barbed wire on this place. If we have a cow that doesn't respect it, she goes on the trailer."

They carry four herds totaling around 85 Angus-Brangus cows and replacement heifers. Perimeter fences are six to eight wires; permanent interior fences are three wires. They use temporary posts to keep around 150 paddocks in place.

**5. WATER LANES**  
Rather than trying to get water to each paddock, they use lanes to get cattle to water. Two herds water out of ponds, the rest drink from troughs using piped-in water. "That's the most expensive part of the system," Barthe notes. They use 2-inch pipes for trunk lines and storage, and 1-inch pipes for the branches.

**6. MECHANICAL MANAGEMENT**  
Cattle take care of fertility on most pastures, but the exception to a "no commercial fertilizer and plowing rule" is a 20-acre field of ryegrass for replacement heifers. Heifers graze rye by Dec. 1. Cows often won't get into green grass until sometime in January. Starting heifers earlier helps with body condition and conception rates. On paddocks where they aren't in as much of a hurry, they broadcast ryegrass seed. A chain harrow pulled in one direction then 90 degrees back across is enough to incorporate it.

During the gap between when the summer forages will go dormant and winter grazing becomes available, Barthe and Sammy hand-feed purchased supplements at 15 to 20 tons a year, and around 300 rolls of hay.

**7. WEEDS AND INSECTS**  
"We rarely spray a weed," Barthe says. "As soil begins to work, there is a symbiotic relationship between soil organisms. They make good grasses stronger."

As for insects, Barthe puts a lot of store in dung beetles. They feed on fly larvae in manure, keep fly populations down and eliminate a need for insecticides.

**8. SUMMER STOCKPILING**  
They do a lot of summer stockpiling here—mostly bahiagrass, bermudagrass, smutgrass, broomsedge and weeds. They start stockpiling around the first of July and don't use it until first frost. When feeding stockpiled forage, they portion out a 300-foot-wide paddock and give cows around 6 feet a day with no back fence.

**9. KEEP A LID ON COW SIZE**  
Pelvic measurements are done on all potential replacement heifers. The minimum they keep is 130 square centimeters, and Barthe says they've kicked out a 230-square-centimeter heifer. "You can't grow enough grass to fill up a cow over 1,200 pounds. Heat wise, they can't take it either." //



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## **Honorable Mention:**

More with Less,

Certified Angus Beef, LLC, Abbie Burnett Lankitus

## **Second Place:**

Following Nature's Lead,

The Cattleman, Jena McRell

## CONGRATULATIONS

## THE IDEA THAT WORKED, CERTIFIED ANGUS BEEF, MIRANDA REIMAN



**Honorable Mention (TIE):**

Plastic Shortage in Ag?,

DTN/Progressive Farmer, Russ Quinn Stockman

Thinking Hard About Conservation, Angus Beef Bulletin

EXTRA, Troy Smith

**Second Place (TIE):**

Cattle Producers and Lawmakers Delve Into Problems With Markets and Packers, DTN/Progressive Farmer, Chris Clayton

Cattle Groups Present United Front, DTN/Progressive Farmer, Chris Clayton

Hay Prices Sees Regional Difference, DTN/Progressive Farmer, Russ Quinn

# CONGRATULATIONS

# U.S CATTLE MARKETS TIME OF TRANSITION, THE CATTLEMAN, JENA McRELL

## U.S. CATTLE MARKETS TIME OF TRANSITION

Tightened supplies, record demand signals greater profitability.

By Jena McRell

**O**n the main stage during Cattle Raisers Convention and Expo, CattleFax CEO Randy Blach shared a message the crowd longed to hear — there are better times ahead.

The industry-leading market expert said cattle prices are expected to trend higher well into 2024.

“You will see the markets start to transition,” Blach said. “We should see improved industry profitability, which is really needed, particularly back for our cow-calf and stocker operators.”

A look at the supply and demand picture explains the increase.

Blach said the nation’s cattle inventory will be tight for at least the next four years. Severe drought in the western U.S. and Northern Plains is cause for herd liquidation, and there are fewer fed cattle numbers as the industry recovers from 2020’s backed-up supplies.

At the same time, overall beef demand is at an encouraging 33-year high.

“In the last 20 years, we’ve seen significant growth in beef demand,” Blach said. “It’s added \$240 per head to the value of cattle. Why? We started listening to the consumer.”

Answering the call for higher quality and consistent beef products, ranchers have made tremendous strides in genetic improvement and overall carcass quality. Prime and Choice supplies have since increased 60%, Blach said.

As a result, the beef industry gained 8% market

share of total spending from pork and poultry. Total meat spending was \$263 billion in 2020. This shows U.S. consumers and customers around the world are responding with their pocketbooks, and are hungrier than ever for high-quality U.S. beef.

“Don’t forget why you are here,” Blach told the audience of cattle raisers. “The work you do really does matter, and it has a huge impact on this business as we look down the road.”



**Honorable Mention:**

Direct to Consumer Beef,  
Drovers

**Second Place:**

Born in a Barn,  
Seedstock EDGE

## CONGRATULATIONS

# EMBRACE SUSTAINABILITY, DROVERS



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and more on  
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## Embrace Sustainability

Did the COVID-19 pandemic provide a boost to alternative proteins? Shipments of plant-based proteins to restaurants fell 27% in April of last year during the pandemic disruption, reports market research group NPD. That’s similar to what the beef market experienced last year. Now analysts say alternative proteins have bounced back stronger, and much of that is because of price.

Pressure from various pandemic issues upended the pricing formula for both traditional meat and plant-based proteins, making alternative meat a more competitive choice at the grocery store, far more quickly than experts could have predicted. As retail beef prices have risen in the past year due to supply-chain disruptions, making fake meat is becoming easier and less expensive. That helps bring down the cost of soy and pea-protein meats faster.

Last month, a pound of Beyond Meat was reported at \$5.70, while ground beef prices were at \$4.10 to \$6 per pound. The evidence suggests the COVID-19 pandemic aided fake meat to gain market share. But, as the plant-based industry is growing, it is still a minuscule segment of the \$1.4 trillion global meat market.

Alternative proteins accounted for 2% of the global protein market in 2020, so they have not disrupted animal agriculture to a large degree — yet.

“By 2035, every tenth portion of meat, eggs and dairy eaten around the globe is likely to be alternative,” says a new report from Boston Consulting Group and Blue

Horizon Corporation. The report, “Food for Thought: The Protein Transformation,” suggests alternative proteins could account for 11% of the market by 2035.

A key factor in the success of alternative proteins, marketing experts agree, is the growing consumer and investor interest in sustainability.

“Public concern for the climate — and, more broadly, sustainability — is rife,” the report’s authors write. “In addition, fully 85% of investors now incorporate environmental, social and corporate governance into their strategies.”

Yet, predictions of an 11% market share gain for alternative proteins are far from a certainty.

“Consumers tend to be very skeptical of highly processed, artificial foods,” says Alan Bjerga, senior vice president of communications at the National Milk Producers Federation. To counter this, alternative protein companies are sure to leverage their perceived sustainability.

Consumers will be flooded with propaganda about the sustainability of alternative proteins. Whether the livestock industries embrace sustainability and refute such misinformation could determine how much market share is lost to fake meats. ✓

“**COVID-19 helped fake meats become less expensive.**”

“Consumers tend to be very skeptical of highly processed, artificial foods,” says Alan Bjerga, senior vice president of communications at the National Milk Producers Federation. To counter this, alternative protein companies are sure to leverage their perceived sustainability.

**Greg Henderson, Editor**

**Honorable Mention:**

Black Ink,  
Certified Angus Beef, Miranda Reiman

**Second Place:**

Call the Market,  
DTN/Progressive Farmer, ShayLe Stewart

## CONGRATULATIONS

## ON MY MIND,

## FARM JOURNAL'S PORK, JENNIFER

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### On My Mind

## Absent Workers Are No Surprise

When rumors circled recently of pork packing plants refusing loads because of diminished capacity from absent workers, how could anyone be surprised? With COVID-19 and influenza on the rise, the list of reasons continues to grow why workers might not be able to report to work.

**The Reality of Packing Plant Cases**  
But society blaming it all on COVID-19 and saying packing plants aren't trying to protect its workforce simply isn't fair. A new analysis of independent data for November shows reported new COVID-19 infection rates among meat and poultry workers were more than eight times lower than rates in the general population.

According to data from the Food and Environment Reporting Network, the meat and poultry sector was reported to have an average of 5.57 new cases per 100,000 workers per day in November. Infection rates among meat and poultry workers have declined steeply in the past six months, while surging across the U.S.

During this time, the New York Times reports the average new case rate for the U.S. population was 45.36 cases per 100,000 people per day. That's a big difference.

"This new analysis is encouraging evidence that more than \$1.5 billion in comprehensive protections implemented since the spring have reversed the pandemic's impact on the selfless men and women who have kept Americans' refrigerators full and our farm economy working throughout this crisis," says Julie Anna Potts, Meat Institute president and CEO.

**Labor Reform Needed**  
As we move into 2021, it's imperative we find solutions to our labor problems. The U.S. pork industry suffers from a serious labor shortage. We have struggled to solve the problem domestically and need to find alternatives.

The H-2A visa program, created in 1987 under the Immigration Reform and Control Act, allows a foreign national entry into the U.S. for temporary or seasonal ag work. Because this program is designed for seasonal ag, the H-2A visa program can't meet the workforce needs of pig farmers or packing plants.

"We strongly support reform of the H-2A program or creating a new program," says Andrew Bailey, National Pork Producers Council science and technology legal counsel. "For us, the big thing we need is a year-round allowance for temporary agricultural workers. We are a year-round business; a lot of our farms are in very rural areas where the population is either aging or declining."

Livestock production is a year-round job that requires different provisions and support. We need to rally decision-makers to find solutions for livestock production because the labor need is not going away.

"You can raise all the pigs in the world, but if you can't turn them into food, it doesn't really help anybody," Bailey says.

It's time we let legislators know how much this impacts our livelihoods.



Jennifer  
jshike@farmjournal.com

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### On My Mind

## The Pork Industry Needs to Build a Toothbrush

Every day we are flooded with stories that show the disconnect between consumers and farmers. Today's consumers, especially millennials, want to know where their food was raised and how. If we want to improve our market penetration, salience and ultimately, our relevance, we need to start asking ourselves hard questions, says Mohan Sawhney, a professor at Northwestern University, during a recent National Pork Board webinar.

A simple lesson Sawhney learned from Facebook and Google stood out to me: Build a toothbrush.

"If you build a habit, something consumers will do day-in and day-out, you've got a great business. Google is a toothbrush. Facebook is a toothbrush," he says. "We've got to make pork into a toothbrush — not something that's exotic, that you do occasionally."

How can we get more pork products into consumers' weekly habit of go-to meal ideas? He outlines three concepts.

**Innovation That Creates Value**  
"Think about innovation and all of its grand possibilities, not just limited to thinking about product or thinking about how we improve our efficiency in our operations," Sawhney says.

Innovation creates new value — it is useless unless someone wants to pay for it. It's more about new combinations, not radical redefinition. Although you can, and should, borrow innovation ideas, remember it's not copy and paste — it's copy, translate and paste, he says.

**A Focused Growth Mindset**  
Growth is important, but stay focused and disciplined. Don't pursue growth for growth's sake; unruly growth left unchecked can be problematic. Growth should never be a strategy, he warns. It's a tactic. Successful businesses

find ways for growth to be profitable, sustainable and disciplined.



Jennifer  
editors@farmjournal.com

**Honorable Mention:**

Actions Helped Stabilize Meat Industry,  
DTN/Progressive Farmer, Chris Clayton

**Second Place:**

Driven to Sustainability,  
Drovers, Greg Henderson

# CONGRATULATIONS CLOSE ALL THE WINDOWS TO KEEP ASF OUT, FARM JOURNAL PORK, JENNIFER SHIKE

## Close All the Windows



8 SEPTEMBER 2021 / PorkBusiness.com

**W**hen a storm is brewing on the horizon, you don't wait until it strikes to close all the open windows. You figure out which windows are open and start closing them one by one until the house is secure.

So when the news hit on July 28<sup>th</sup> that African swine fever (ASF) had been confirmed in the Dominican Republic, it's no surprise the U.S. pork industry began closing more windows to keep this deadly virus of pigs out of the U.S.

Although ASF is not new, this is the first time ASF has been in the Western Hemisphere in more than 40 years.

"This is a big deal. I'm not going to minimize that having it closer to the U.S. is not something to be concerned about," says Liz Wagstrom, DVM, chief veterinarian for the National Pork Producers Council (NPPC).

But she points out everyone, from government agency leaders to pig farmers, is upping their game to keep this disease out of the U.S. swine herd.

"The Dominican Republic has had classical swine fever (CSF) for some time, and it hasn't spread to Puerto Rico or the other islands," Wagstrom says. "That's somewhat reassuring, but it's not something we can just rest on and say, 'That didn't spread, so we're not worried about ASF. Of course we're worried about ASF, but we have had some success over the past 50 to 60 years keeping CSF from spreading.'"

### An Eye on the Storm

Experts say knowledge and observation are key to preparing for a storm. The same holds true when it comes to ASF.

\*Please check [PorkBusiness.com](http://PorkBusiness.com) for the latest updates on ASF.

Photo: iStock.com/igor88

## to Keep ASF Out

"We're not starting from zero," says Patrick Webb, DVM, National Pork Board's acting chief veterinarian. "This is not a COVID-19 situation." Webb's been paying close attention to foreign animal diseases (FADs) for the past 20 years. He knows the country is always at risk for potentially devastating diseases and says knowing there is only so much we can do to be prepared for a disease to strike gives him a little peace when pressures mount.

"Anytime something is in the news that people haven't been paying attention to, you get this sense of urgency," he says. "However, ASF is a known commodity. It's been moving around slowly, and it's on the radar. With ASF even closer, we have to continue to ramp up prevention and preparedness."

Of course, what would make everyone feel better is not to have the virus in this hemisphere, Webb says. But the virus is present in many countries, and it's a risk we must face as the U.S. pork industry every day.

"Only two viruses have ever been totally eradicated in history," he says. "One is smallpox, and the other is rinderpest. Chances are, ASF eradication is not possible. Prevention and risk reduction become the priority."

ASF was discovered in Kenya in 1921 and stayed within Africa for a while, Webb says. In the late '50s and early '60s, the virus made its way into Portugal and Spain where it was finally eradicated in the mid-'90s. During that time, ASF was discovered in the Western Hemisphere in Cuba, Brazil, the Dominican Republic and Haiti. By

the early '80s, it had been eradicated from the Western Hemisphere. The virus was next observed in Georgia in 2007, from where it spread quickly to other neighboring countries, reaching Poland in 2014 before moving into Asia.

"I don't like that it's been confirmed in the DR, but it's not surprising that it's made a slow burn over here," Webb says.

**What's Different 40 Years Later?** In the past 40 years, the industry has changed tremendously. The Dominican Republic didn't have commercial production in the early

1980s, it had been eradicated from the Western Hemisphere. The virus was next observed in Georgia in 2007, from where it spread quickly to other neighboring countries, reaching Poland in 2014 before moving into Asia.

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—Patrick Webb, DVM

### CREATE A TEACHABLE MOMENT

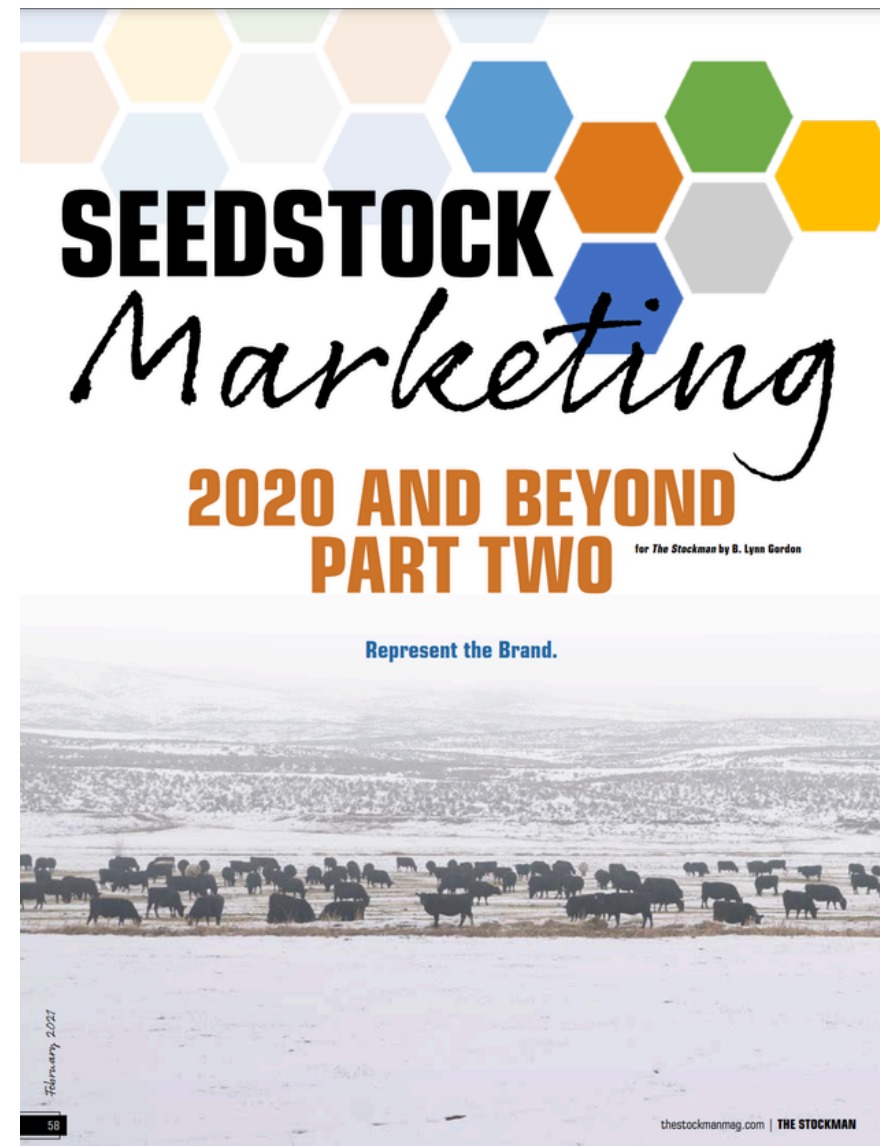
"Information doesn't really do any good unless there's a teachable moment that leads to some result," Paul Sundberg says. "That's what we're all trying to do, to make the information palatable and digestible enough that there's a teachable moment whenever anybody reads it or hears it."

**Second Place:**

Sure Champ: Sharing the Story,  
BioZyme, Inc., Shelia Grobosky

# IN-DEPTH REPORTING (MULTIPLE)

## CONGRATULATIONS SEEDSTOCK MARKETING- 2020 AND BEYOND PARTS 1 - PART 2, THE STOCKMAN, B. LYNN GORDON



Where do we go from here?

2020 was an unprecedented year. Many industries were forced to pivot and change how they do business. The seedstock industry was no different. Decisions had to be made because of shutdowns, restrictions, and concern about the safety and health of customers, family, and friends.

A good portion of the seedstock industry was in full bull sale season mode when talk of COVID-19 started to overtake the daily news. I remember attending a bull sale on March 14, and the focus was unfortunately not on the cattle but how we greeted one another. Do we need to stand far apart when we talk? Should we really be at the event? The sale was successful, but

that was one of the last bull sales held before seedstock producers had to take a new approach to hosting their sales, attending shows, and marketing their programs.

Rachel Cutrer, founder and owner of Ranch House Designs, Inc, Wharton, Texas, and co-owner of B. R. Cutrer, Inc, a registered Brahman cattle operation, is in her twentieth year of business assisting seedstock producers nationwide in developing and implementing marketing plans. Her company has expanded to include sale catalog production, print, and digital advertising campaigns, videos, and other specialty marketing tools.

Cutrer was an early adopter being one of the first to build a

business around designing websites to promote the seedstock industry. She has learned many tips and tools over the years, witnessing the impact of digital marketing and social media and helping producers find the right marketing platforms to reach their customers.

### THE DIGITAL MOVEMENT

The most significant change Cutrer has seen in seedstock marketing is the impact of social media. The industry has rapidly shifted to the development of Facebook pages to market breeding programs, not only because it is free, but the amount of time people spend online continues to increase.

**Honorable Mention (TIE):**

Counting my Beef Industry Blessings,

BioZyme, Inc., Shelia Grobosky

An Impossibly Meaty Commercial,

DTN/Progressive Farmer, Urban C. Lehner

**Second Place:**

My Farming Father Called Home

DTN/Progressive Farmer, Elaine Shein

## CONGRATULATIONS

# THE STRENGTH TO CHANGE, LEGACY, ADAM CALLAWAY

4/28/22, 3:48 PM

The Strength to Change



LEGACY

### The Strength to Change

Working the land makes agricultural producers farm strong, but pivoting to new, unfamiliar practices takes a different kind of strength. The strength to change.

🕒 *Estimated read time: 5 minutes*

There is gym strong and then there is farm strong.

Gym strong looks good. Weights, trainers, protein drinks and persistence sculpt a magazine-ready physique. There's nothing wrong with gym strong.

Farm strong is different, though. Farm strong is functional. The body is not sculpted but hardened. Driving fence posts, throwing hay bales and arm wrestling with Mother Nature causes the body to set like concrete.

My grandfather was farm strong. Like worn bootstrap or sheet metal, you just couldn't break him. He was a Kansas boy, a short fellow whose square frame resembled a block of unchiseled granite.

## MISCELLANEOUS WRITING

### **Honorable Mention (TIE):**

All I Want for Christmas and More,  
DTN/Progressive Farmer, Pamela Smith  
Q&A Series,  
IFT Publications, Jeff DeYoung

### **Second Place:**

The Spirt of the Old West Lives On In Cattle Towns  
High Plains Journals, Lacy Vilhauer

## CONGRATULATIONS

## UNSUNG HEROS OF THE SEEDSTOCK INDUSTRY,

## THE STOCKMAN, B. LYNN GORDON

Join us in celebrating valued folks working behind the scenes at many top operations in our mini-series: **Unsung Heros of the Seedstock Industry.**

# bovine BEAUTICIAN

by B. Lynn Gordon  
photos courtesy Jerry Talsma & Melissa Buehler

Jerry Talsma's capable clipping skill covers thousands of head a year.

It takes a unique talent and devotion to spend more than 320 days a year on the road to impact someone else's marketability and profitability. Add to that a commitment for more than 35 years, and you have an individual who could be referred to as an 'Unsung Hero' of the seedstock industry.

Humble about his talent, Jerry Talsma, Kadoka, S.D., has become a sought-after specialist in preparing cattle for bull and female sales as well as major livestock shows nationwide.

Talsma was raised in southwestern Minnesota, near Edgerton. He started out showing steers in 4-H. His dad was very knowledgeable

about feeding, but it was new territory for the family when it came to fitting. While at college, Talsma accepted weekend work along with his friends, clipping sale bulls to make a little extra cash. He knew his buddies were more experienced with clipping than he was, so he started to ask many questions - trying to learn the ins and outs of the craft. He has proven he was a quick learner.

Talsma, now in his late 50s, accepted his first job immediately after graduating from college. He recalls, "Steve Yackley saw the clip job I did on my calf at the SDSU Little International in Brookings, S.D. and hired me to come

help work on his cattle." In 1986, Yackley's was a major Limousin seedstock operation near Onida, S.D., and busy preparing for three spring bull sales, selling 150 head in each sale, followed by a 700 head cowherd dispersal in June. Talsma trimmed up every one of the animals along with help from others on the crew.

"When I was done, I didn't want to see another animal ever again," he said, but after a short break and time for reflection, he realized he was building a skill set that could lead to a career. That's precisely what it did. Talsma's comfort level handling clippers and clipping large numbers of cattle paved the

February 2021

34

Join us in celebrating valued folks working behind the scenes at many top operations in our mini-series: **Unsung Heros of the Seedstock Industry.**

# gravity of the GAVEL

by B. Lynn Gordon  
photos courtesy Jim Birdwell

Auctioneers play a pivotal role in seedstock industry.

The seedstock industry is reliant on many things, but on sale day, none more pivotal than the auctioneer. Accountable for gathering up the highest bids possible on the

sale offering and doing so professionally on behalf of the seedstock producer is a responsibility the industry places on auctioneers. With their rhythmic chant, they build enthusiasm with potential buyers overseeing the selling of thousands of cattle each year. Auctioneers are excellent examples of the unsung heroes in the cattle business.

### ELITE GROUP

An elite group of livestock auctioneers who have made their careers selling the industry's top genetic lines are some of the most

devoted and hardest-working individuals around.

One such example is James "Jim" Birdwell, Fletcher, Okla. In 2021, Birdwell announced his retirement after 48 years of traveling to more sales and industry events than he could keep track of. "I probably have sold over a million head of cattle and controlled the gavel at thousands of sales during my tenure," says Birdwell. Now, realizing he probably should have tracked the numbers but was caught up in his role and getting the job done.

Like his peers, interest in beef



Jim Birdwell of Fletcher, OK

March 2021

40

**Honorable Mention:**

Capture the Value,  
Livestock Marketing Association

**Second Place:**

Simplot Animal Sciences: HerdFlex Print Single-Page Ad,  
Filament

CONGRATULATIONS

HAMPEL: VENITILATION AD  
FILAMENT

**FRESH AIR**  
Invented by Hampel's Calf-Tel

**Hampel's**  
**CALF-TEL**

**WHERE AIRFLOW MEETS INNOVATION**  
Well-ventilated calf housing is critical to the well-being of your herd. Without proper airflow, your calves would be at the mercy of major respiratory issues, heat stroke and long term health problems. How do we know this? We've seen it. And it's the reason we were the first calf housing company to manufacture units with air flow channels built right in. Today, we offer the largest adjustable ventilation opening on the market for maximum airflow, breathability and comfort.

**There's a reason you know our name.**

FOR MORE INFORMATION GIVE US A CALL (800) 558-8558, OR VISIT CALF-TEL.COM.

4-COLOR, LESS THAN FULL PAGE AD

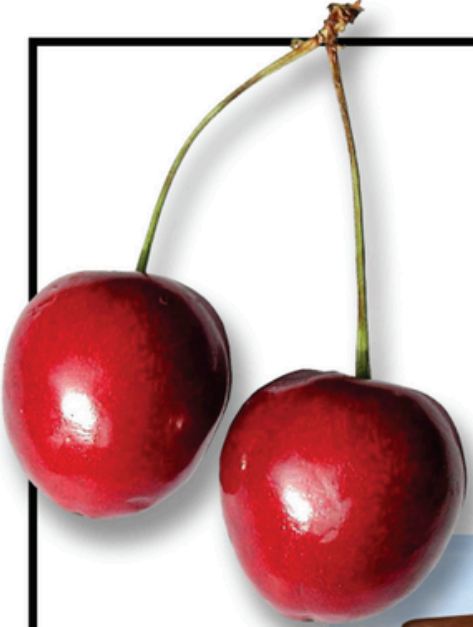
**Honorable Mention:**  
Ohio Holstein News

**Second Place:**  
The Angle

# 4-COLOR, LESS THAN FULL PAGE AD


CONGRATULATIONS

THE ANGLE



## Cherry-Pick Your Next Winner!

Cherrywood Farm would like to welcome everyone to save the date for our **“Cherry Pick Your Next Winner Sale”** on April 23, 2022. We are offering a variety of deep pedigree animals and for all levels to compete with. The sale will be through Cattle Club and we are accepting consignments, too. Please contact us!




**Cherrywood Presto Lady**    **Mysh-Wo Cancun Nastia**    **Cherrywood DLad Kateri**

Follow our Facebook page — *Cherrywood Farm Milking Shorthorns* — for sale updates and to see our herd!

**CHERRYWOOD**  
MILKING SHORTHORNS

19201 Iris Rd., Little Falls, MN 56345  
Cindy Achen 320.429.0359 • Joseph Achen 620.640.7813  
Nicholas Achen 320.266.4797

Follow us on Facebook! 

**Second Place:**

Premium Folding Knife Promotion,  
Western Ag Reporter

# AD CAMPAIGN

## CONGRATULATIONS

## STATE FAIR OF TEXAS, CULTIVATE AGENCY



**Second Place:**  
Leveldale Farms,  
Shorthorn Country



**W\$C**  
Wall Street Cattle Co.

Sale Date **2021**  
**October 30<sup>th</sup>**  
12 Noon CST

**HELD AT THE RANCH  
LEBANON, MO**

**BIGK/WSC IRON HORSE 025F**



Reg. 19415015  
Sire: EXAR STALLION 7906 Dam: EXAR HENRIETTA PRIDE 5702

CE	BW	WW	YW	MILK	CW
+12	-3	+83	+152	+27	+73
MARB	REA	SM	SW	SB	SC
+90	+1.25	+74	+88	+205	+340

SELLING 1/2 INTEREST. This special sale attraction is an opportunity to acquire one of the hottest bulls in the breed. The combination of phenotype and numbers makes him as popular as you can get. His calving ease, along with true performance and unmatched carcass numbers, gives him unlimited marketing capabilities.

**WSC JILT J047**



Reg. 19969552  
Sire: WILKS REGIMENT 9035 Dam: MOHNEN JULY 744

CE	BW	WW	YW	MILK	CW
+7	+2.3	+90	+160	+31	+84
MARB	REA	SM	SW	SB	SC
+66	+87	+65	+96	+189	+310

A beautiful heifer calf by the top selling Wilks Regiment 9035 and out of an absolute powerhouse donor female. This heifer calf has been a crowd favorite from day one and reads with a tremendous number scheme. A big-time donor in the making. She sells!

**WSC ROYAL LASS J021**



Reg. 19950256  
Sire: BIGK/WSC IRON HORSE 025F Dam: EXEC/FF MS ROYAL LASS 9100

CE	BW	WW	YW	MILK	CW
+12	+1.1	+81	+140	+32	+72
MARB	REA	SM	SW	SB	SC
+1.43	+1.11	+76	+90	+219	+360

Headliner heifer calf with as good of \$ values as you will find anywhere in the country. She sells!

**WSC LUCY G261**



Reg. 19601177  
Sire: VAR SIGNAL 7244 Dam: VINTAGE LUCY 7259

CE	BW	WW	YW	MILK	CW
+12	+6.6	+70	+121	+25	+65
MARB	REA	SM	SW	SB	SC
+48	+1.04	+75	+74	+170	+295

An array of bred heifers will sell, and this standout offers elite numbers and phenotype.

**KW 7017 VALOR 5647**



Reg. 18445581  
Sire: PA VALOR 201 Dam: GOODE 5050 NEW DESIGN 8001

CE	BW	WW	YW	MILK	CW
+7	+2.2	+80	+150	+22	+65
MARB	REA	SM	SW	SB	SC
+95	+1.25	+44	+73	+200	+303

One of the high-income producing females in the WSC program will sell!

**WSC LADY J020**



Reg. 19950255  
Sire: BIGK/WSC IRON HORSE 025F Dam: HP LADY 9021

CE	BW	WW	YW	MILK	CW
+7	+1.3	+90	+165	+31	+94
MARB	REA	SM	SW	SB	SC
+1.03	+1.19	+63	+91	+226	+356

Elite daughters of the featured Iron Horse will highlight this event!

**HR XPAND 8234 OF 3B2**



Reg. 19945047  
Sire: BALDRIDGE XPAND X743 Dam: WEYDYN TOTAL TO EBANNA 3B2

CE	BW	WW	YW	MILK	CW
+8	+1.3	+91	+163	+22	+78
MARB	REA	SM	SW	SB	SC
+1.14	+97	+71	+89	+214	+349

A major donor in the program that has been a staple, will sell!

**WSC SIGNAL G357**



Reg. 19634143  
Sire: VAR SIGNAL 7244 Dam: FF RITA SRS3 OF MS32

CE	BW	WW	YW	MILK	CW
+10	+1.1	+79	+135	+22	+53
MARB	REA	SM	SW	SB	SC
+92	+1.17	+65	+78	+162	+275

Signal, a featured herd sire in the WSC program, has dominated bull sales across the country. He sells, along with an elite group of service age bulls.

**OGEECHIE DISCOVERY 569**



Reg. 18397013  
Sire: VAR DISCOVERY 2240 Dam: OGEECHIE TAF RITA 2028

CE	BW	WW	YW	MILK	CW
+7	+2	+75	+137	+37	+68
MARB	REA	SM	SW	SB	SC
+1.13	+1.01	+66	+92	+195	+319

Selling a heifer pregnancy by the \$900,000 Poss Deadwood and this great donor.

**CAV LADY GRANITE 202-5521**



Reg. 18213187  
Sire: CONNEALY BLACK GRANITE Dam: RB LADY 02-202

CE	BW	WW	YW	MILK	CW
+15	-7	+60	+108	+34	+46
MARB	REA	SM	SW	SB	SC
+56	+94	+57	+76	+146	+246

A proven producer whose daughters will be featured at this grand event.

**SELLING OVER 100 HEAD!**  
Donors • Cow Calf Pairs • Bred Heifers  
ET Heifer Calves • Elite Pregnancies  
Service Age Bulls



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14603 Highway KK Lebanon, MO 65536  
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Join us for  
**Live Music,  
Great Food,  
and the best  
WSC Hospitality!**

CONGRATULATIONS

WALL STREET CATTLE CO.  
THE STOCKMAN

## **Second Place:**

Nemecek Livestock Logo

Seedstock Edge

CONGRATULATIONS

BACKYARD BOOST LOGO  
BIOZYME, INC.



**Honorable Mention:**

PIC: QWP Sales Aid,  
Filament

**Second Place:**

Art of the Cowgirl Event and Sponsorship Brochure,  
Grant Company

# BROCHURES, FLYERS, DIRECT MAIL

**BOVILIS<sup>®</sup> Nasalgen<sup>3-PMH</sup>**

BOVILIS NASALGEN 3-PMH is the **first and only** intranasal vaccine with **both bacterial and viral BRD protection.**

Just one dose covers the five major respiratory disease-causing pathogens.

Bacterial BRD	Viral BRD
✓ <i>Pasteurella multocida</i>	✓ IBR
✓ <i>Mannheimia haemolytica</i>	✓ BRSV
	✓ PI <sub>1</sub>

**BOVILIS NASALGEN 3-PMH provides powerful, long-lasting duration of immunity.<sup>1</sup>**

IBR: At least 195 days  
PI<sub>1</sub>: At least 95 days  
BRSV: At least 78 days  
*P. multocida*: At least 125 days  
*M. haemolytica*: At least 122 days

It's safe to use in calves 1 week of age or older for a strong, healthy foundation.

**Other Key Benefits:**

- Designed with IBR and PI<sub>1</sub> strains that are not temperature-sensitive, ensuring the vaccine will replicate and protect in any situation.<sup>2</sup>
- No injection site reactions help your clients' operations meet Beef Quality Assurance standards.
- One dose eliminates the need and stress of administering two vaccines.
- Safe to use in pregnant cows and in calves nursing pregnant cows.

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Talk to your Merck Animal Health sales representative to learn more. [UnmatchedProtection.com](http://UnmatchedProtection.com)

Data on file at Merck Animal Health and USDA. Whitsett CP, et al. Effect of Ambient Temperature on Viral Replication and Serum Antibody Titers Following Administration of a Commercial Intranasal Heat-Labile Bovine Respiratory Syncytial Virus Vaccine to Beef Calves Housed in High- and Moderate-Ambient Temperature Environments. Am J Vet Res. 2014;75(12):1076-1082.

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UnmatchedProtection.com

**BOVILIS<sup>®</sup>** The comprehensive BOVILIS vaccine portfolio ensures confidence today and in the future by offering the best formulations and combinations for your clients' needs.

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## CONGRATULATIONS

# BOVILIS NASALGEN 3-PMH VET DIRECT MAILER, SIGNAL THEORY

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CHOOSE **NEW**

**BOVILIS<sup>®</sup> Nasalgen<sup>3-PMH</sup>**

Kick back with a hot cup knowing your clients' cattle are protected.

A GIFT FROM **MERCK** Animal Health

## **Honorable Mention:**

Belvin Angus & Guests Female Sale Catalog,  
Top Stock/Katie Songer

## **Second Place:**

Olsen Yorkshires Boar Catalog,  
Seedstock Edge

CONGRATULATIONS

WILKS 6th ANNUAL BULL  
& FEMALE SALE,  
ANGUS JOURNAL



**Honorable Mention:**

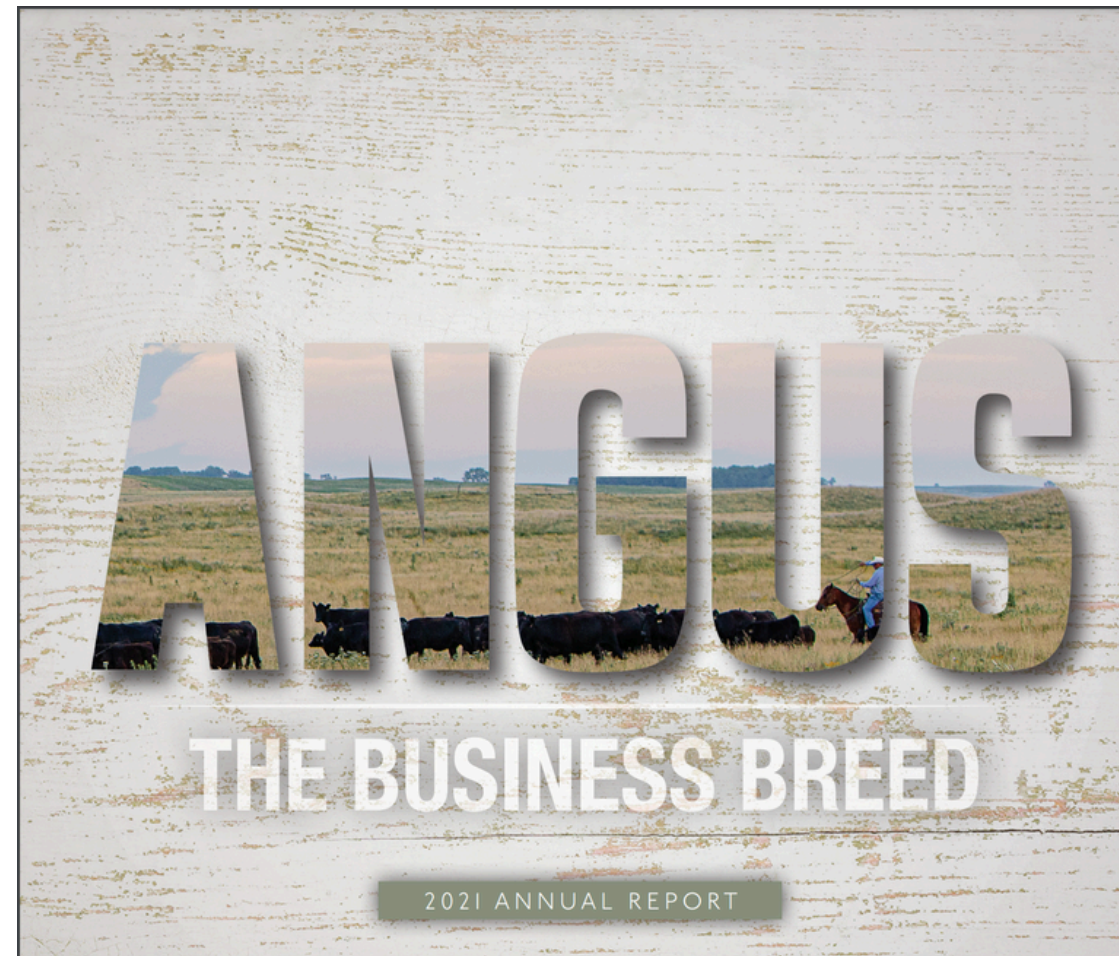
Hereford Youth Foundation of America Annual Report,  
Hereford Youth Foundation of America

**Second Place:**

FARM 2020 Year in Review,  
Filament

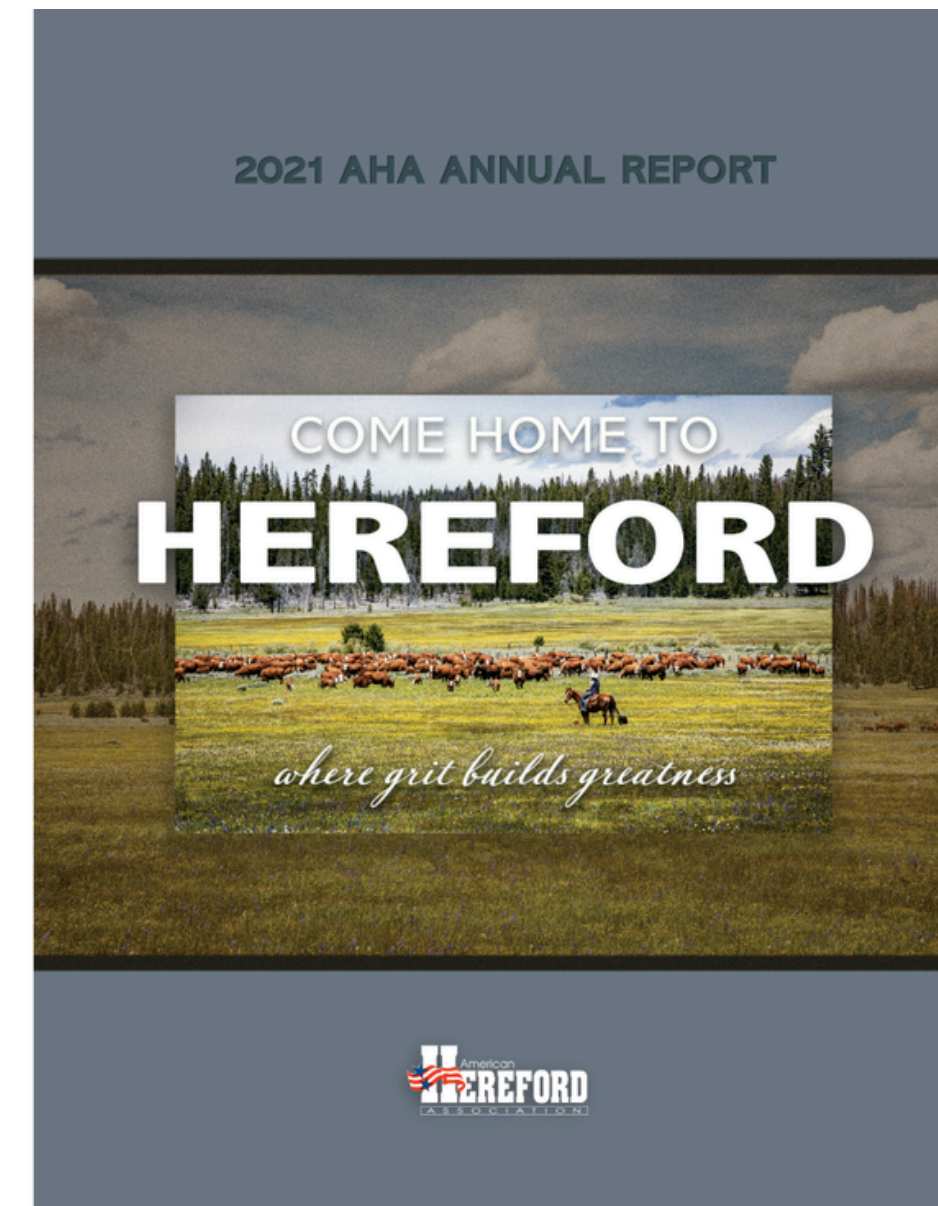
# ANNUAL REPORT

CONGRATULATIONS (TIE)



2021 ANNUAL REPORT,  
AMERICAN ANGUS ASSOCIATION

AHA ANNUAL REPORT,  
HEREFORD PUBLICATIONS INC.



## MISCELLANEOUS DESIGN

### **Honorable Mention:**

Cactus Feeders Corporate Trade Show Booths,  
Cultivate Agency

### **Second Place:**

Brand Update 2021,  
Certfied Angus Beef, LLC

# MISCELLANEOUS DESIGN



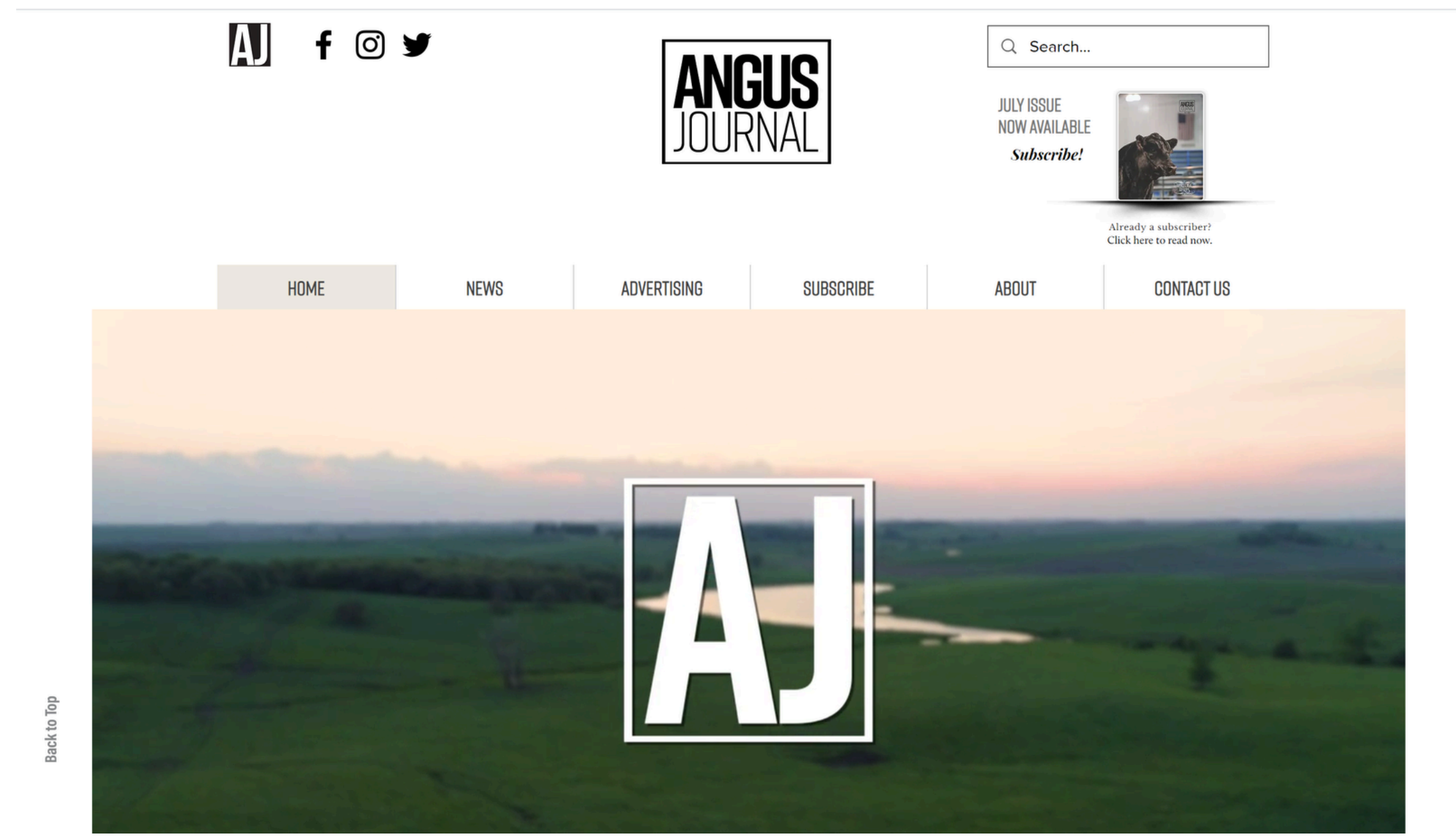
# CONGRATULATIONS

# 2021 NCBA TRADE SHOW BOOTH NOBLE RESEARCH INSTITUTE

# PUBLICATION WEBSITE

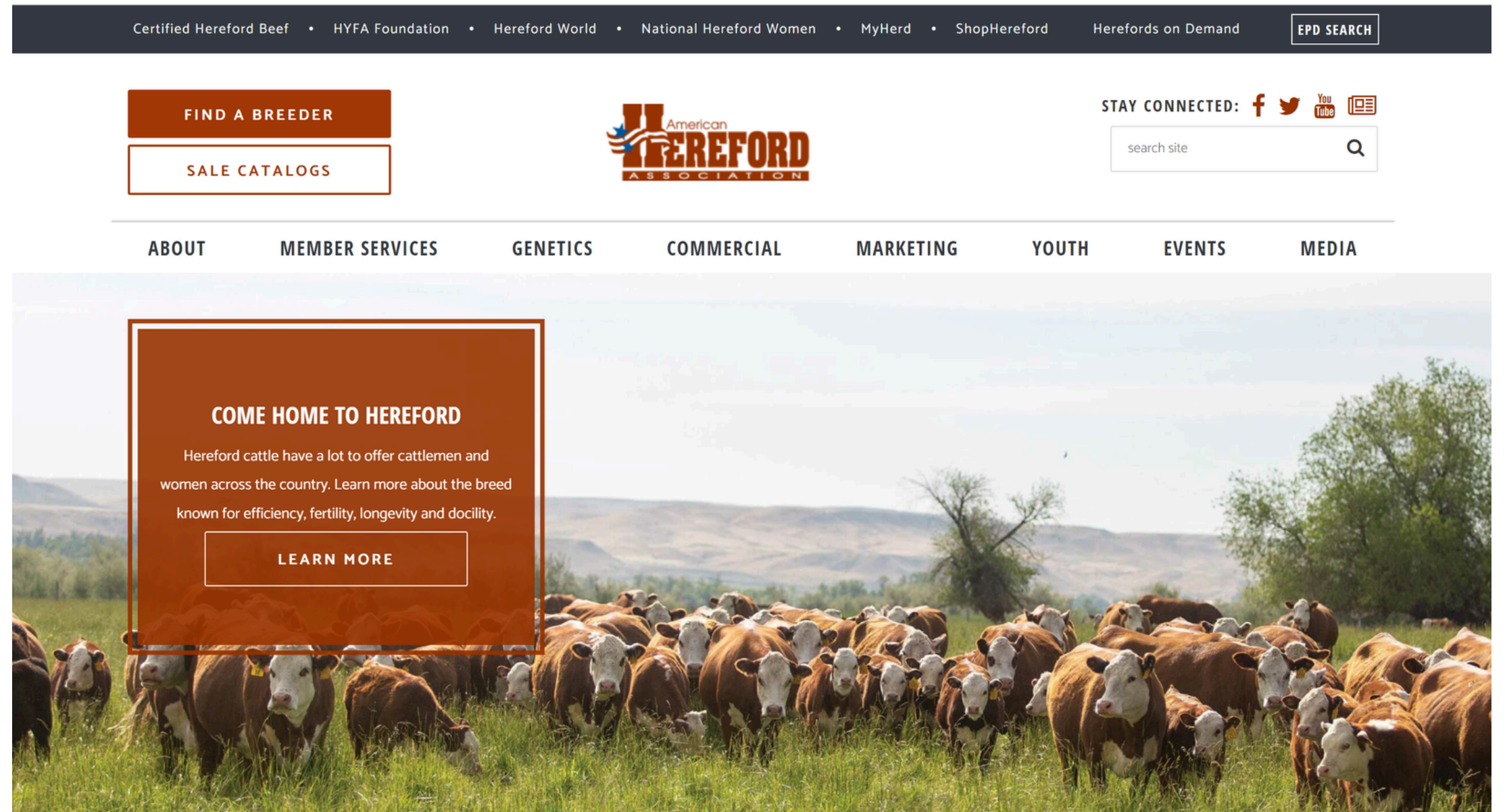
CONGRATULATIONS

ANGUS JOURNAL.NET  
ANGUS JOURNAL



**Second Place:**  
Georgia Angus.org,  
Angus Journal

# ASSOCIATION WEBSITE



# CONGRATULATIONS

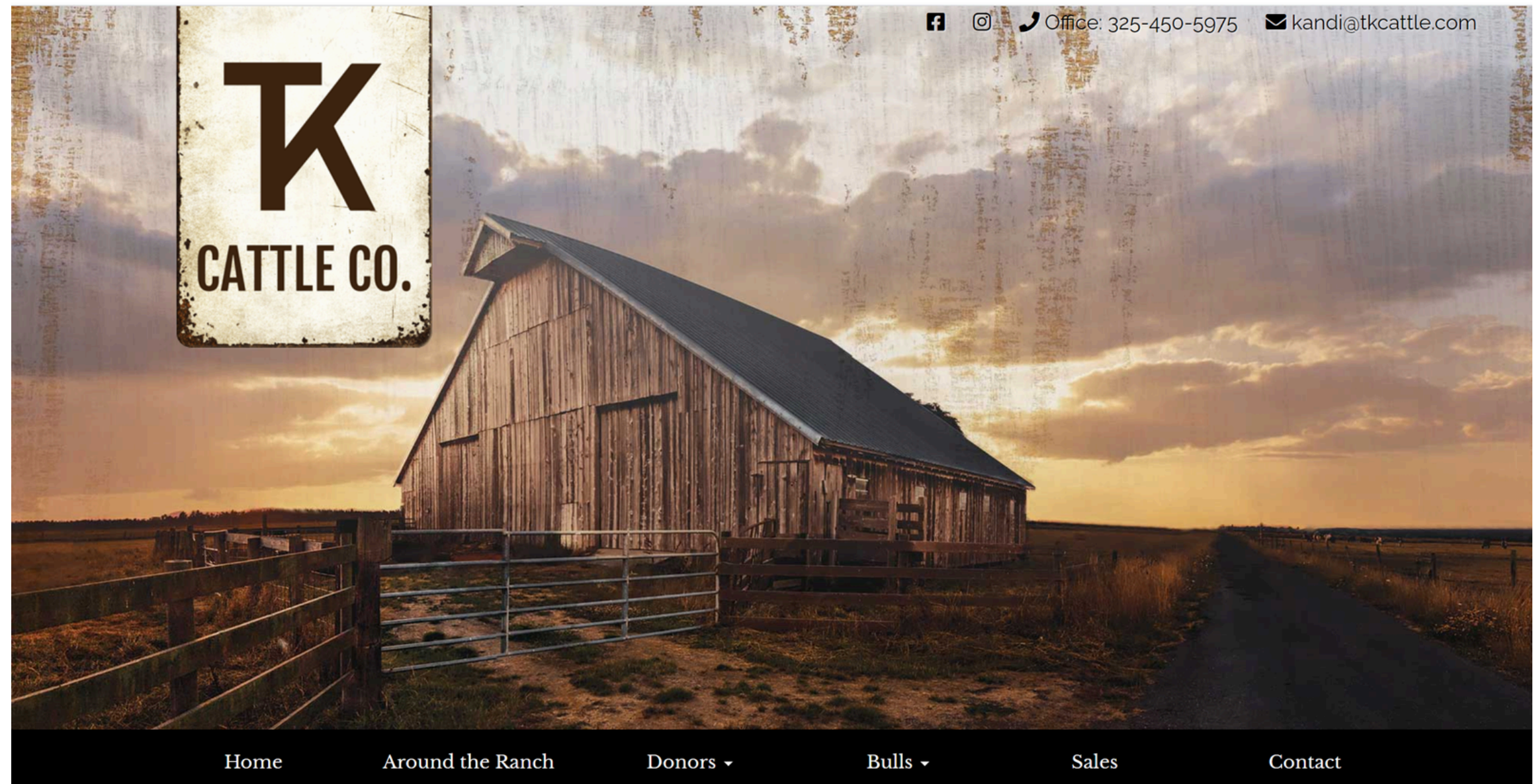
# HEREFORD.ORG

# HEREFORD PUBLICATION, INC.

**Second Place:**  
30Cattle.com,  
Angus Journal

## CONGRATULATIONS

## TK CATTLE ANGUS JOURNAL



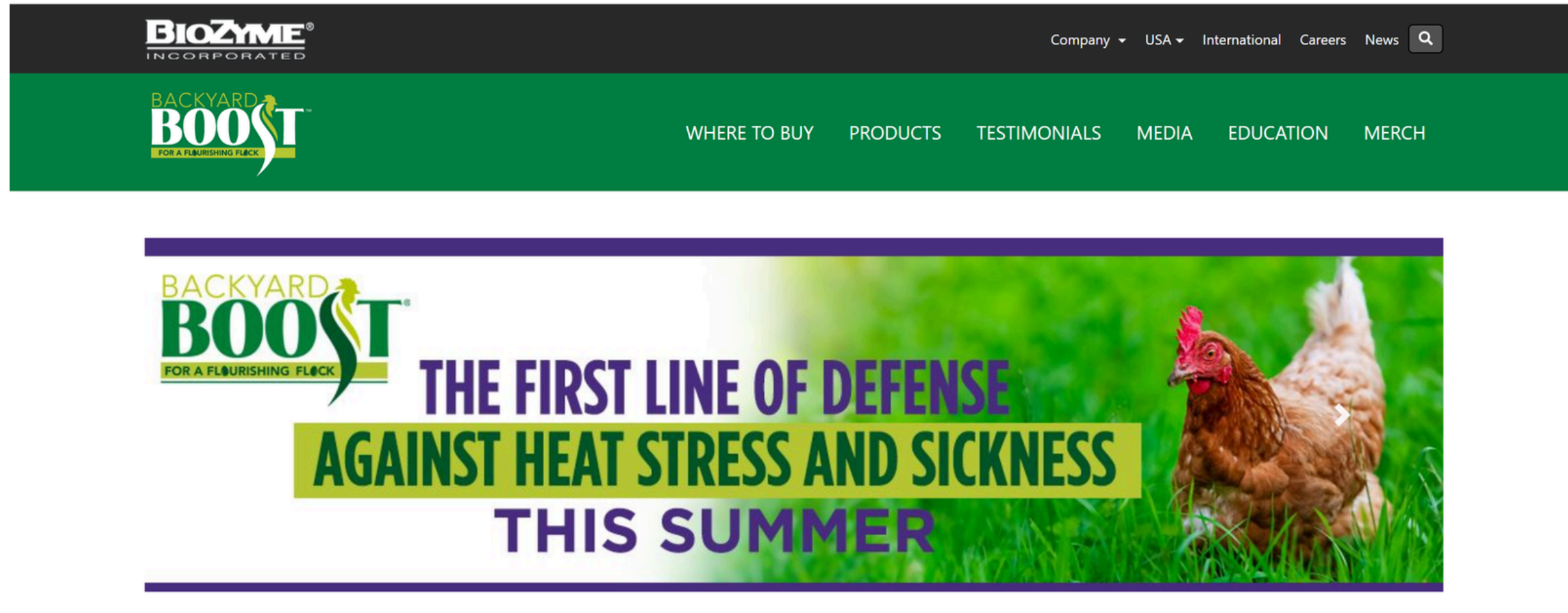
**Honorable Mention:**

LiveAuctions.tv,  
Superior Livestock Auction

**Second Place:**

Endovac Animal Health,  
Cultivate Agency

# LIVESTOCK-AFFILIATED WEBSITE



**CONGRATULATIONS**

**BACKYARD BOOST CO./CYCLE  
BIOZYME, INC.**

# DIGITAL MARKETING CAMPAIGN

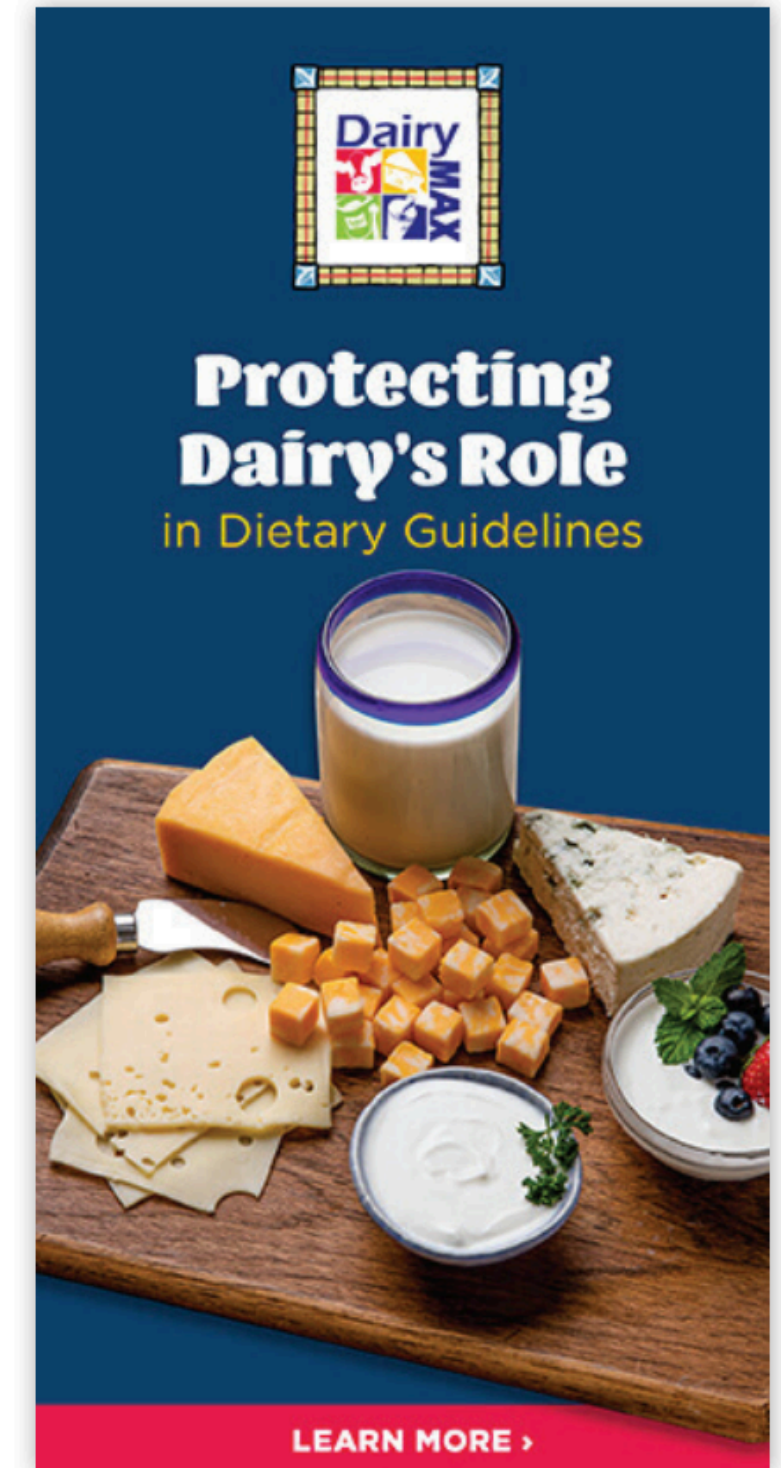
## **Honorable Mention:**

Micro Technologies Digital Ads,  
Cultivate Agency

## **Second Place:**

Bovilis Nasalgen 3-PMH Social Takeover,  
Signal Theory/Merck Animal Health

# DIGITAL MARKETING CAMPAIGN



CONGRATULATIONS

DAIRY MAX DIGITAL ADS  
CULTIVATE AGENCY

**Honorable Mention:**

DairyMAX e-newsletter,  
Cultivate Agency

**Second Place:**


Connections,  
Certified Angus Beef, LLC

## CONGRATULATIONS

# THE DRIVE E-NEWSLETTER, SWANSON RUSSELL/CATTLEMAN'S BEEF BOARD

See why producers of all ages still value the Checkoff.  
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JANUARY 2021



**The DRIVE**  
How your dollar drives demand for beef.

### CHEFS LEARN BEEF'S LIFECYCLE FROM PASTURE TO PLATE

Checkoff-funded **Beef. It's What's For Dinner.** in partnership with **Chef's Roll**, a **global culinary community**, developed a **new video series** to bring beef producers and chefs together to learn about the beef lifecycle from pasture to plate. Through this video effort, approximately 800,000 chefs across the country are now enlightened on environmental stewardship, cattle handling techniques, quality control and animal welfare priorities.

[WATCH VIDEO SERIES](#)

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AUGUST 2021



**The DRIVE**  
How your dollar drives demand for beef.

### OLYMPIC ATHLETES CHOOSE BEEF

The **Build Your Base With Beef** comprehensive sports nutrition program showcases beef as the protein of choice. This program is executed by the South Dakota Beef Industry Council (SDBIC), Sanford Health and the Sanford Sports Science Institute and is now active in 35 high schools and four universities.

Not only are student athletes participating in this program, but professional athletes from around the country are now also powered by beef – including five **track and field athletes** who competed in the Tokyo Olympics, with two bringing home Gold and Silver medals. These athletes all act as representatives and spokespersons for the Build Your Base program. By having them endorse the program, schools and universities from across the country will integrate the Build Your Base program to help their athletes have a successful sports season. See how the Build Your Base program reaches student and professional athletes alike.

[MEET THE ATHLETES](#)

**Honorable Mention:**

Feeding Value Webinar Series, Superior Livestock  
Auction

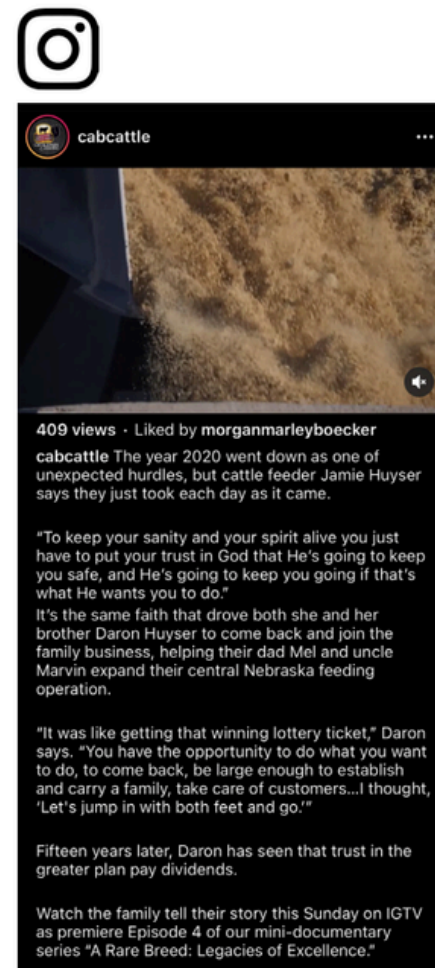
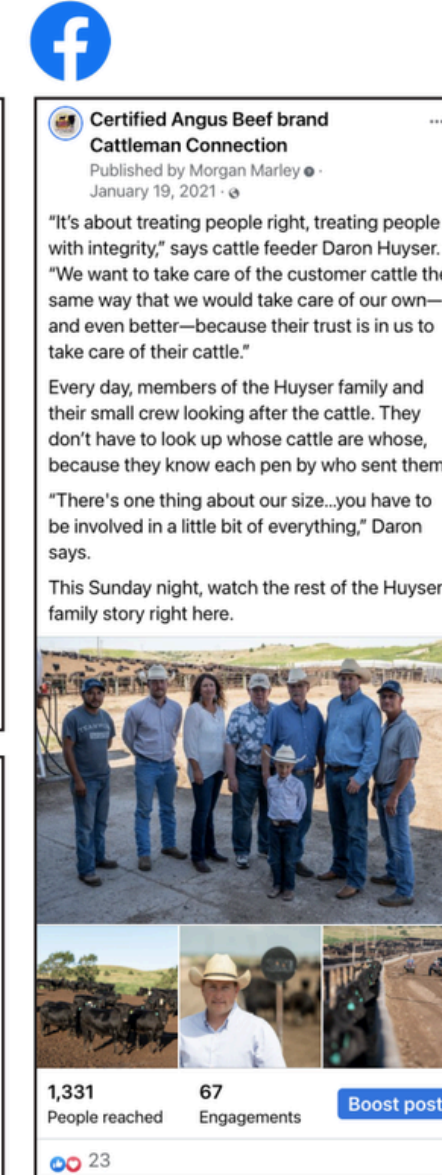
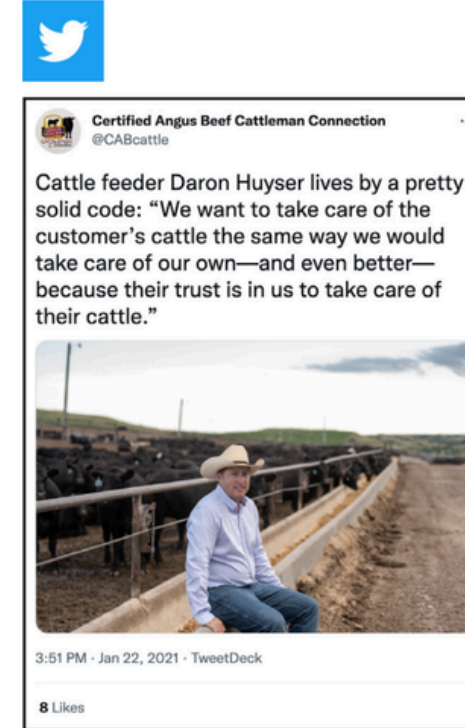
**Second Place:**

People of Purina,  
Filament


# DIGITAL CONTENT SERIES

January 24, 2021: His will, their work – The Huyser Family – M&M Feeders

 <https://youtu.be/2DVRiUJpsUM>




Email




It wasn't a straight path to their Lexington, Neb., feedyard, but the Huyser family sees it as part of a bigger plan. Brothers Marvin and Mel used hard work and smarts – and a heap of faith – to build a business the next generation could make a mark on.

The fourth episode of *A Rare Breed: Legacies of Excellence* is now live on our CAB Cattleman Connection social channels.



Click the photo above to see their story.



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# CONGRATULATIONS

# A RARE BREED - COMMITTED TO EXCELLENCE

# CERTIFIED ANGUS BEEF, LLC

## BEST OVERALL BLOG

### **Honorable Mention:**

Sort and Cull: US Questions Brazilian Beef Imports,  
DTN/Progressive Farmer, ShayLe Stewart

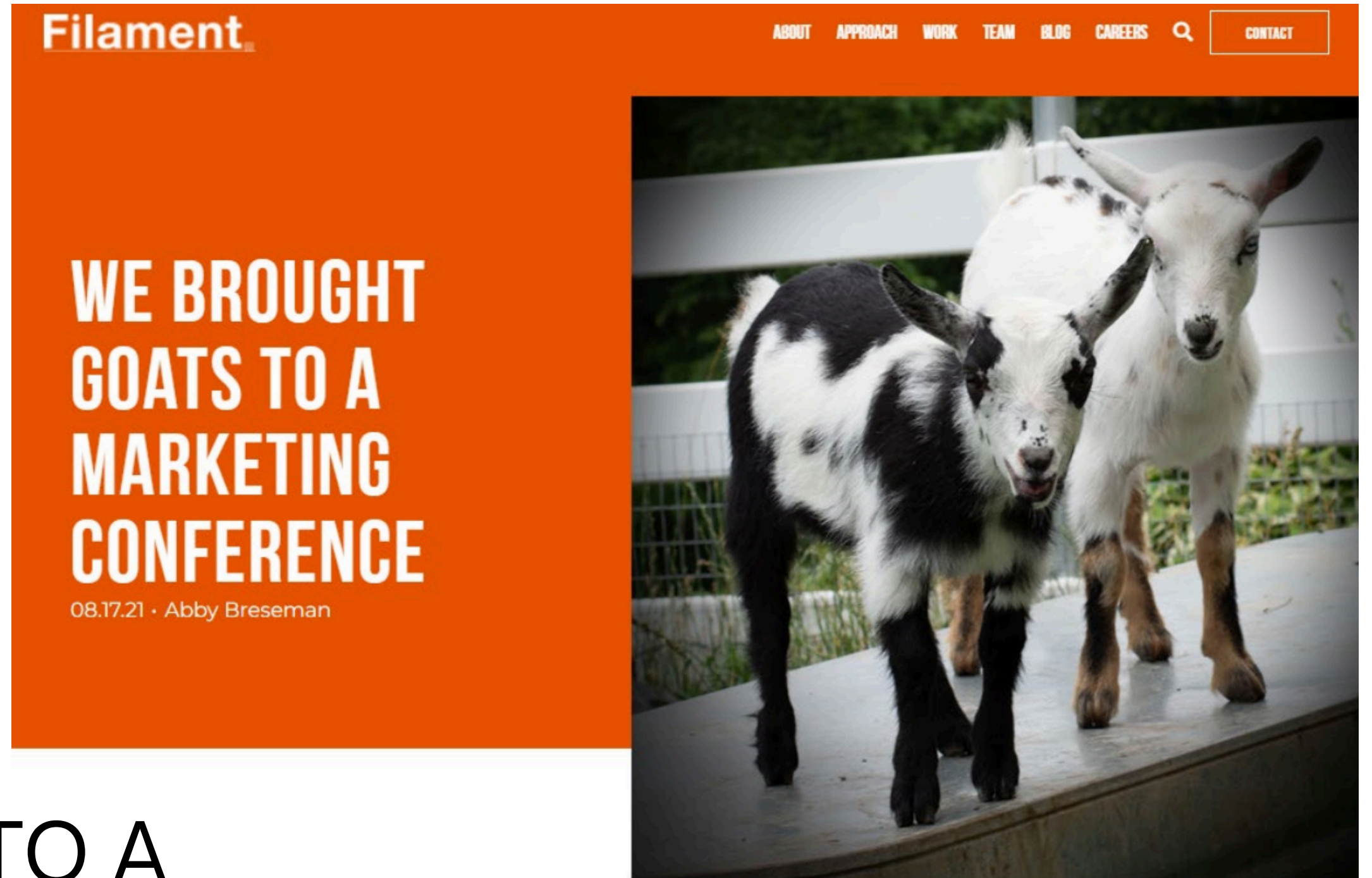
### **Second Place:**

DTN Ag Policy Blog: From NAMI to R-CALF, the Daily Beef  
and Press Releases,  
DTN/Progressive Farmer, Chris Clayton

# BEST OVERALL BLOG

**CONGRATULATIONS**

**WE BROUGHT GOATS TO A  
MARKETING CONFERENCE,  
FILAMENT**



# PODCAST

## **Honorable Mention:**

Pharmgate Animal Health: M. hyo Podcast Series,  
Filament

## **Second Place:**

TSCRA Talk,  
Texas & Southwestern Cattle Raisers Association

PODCAST

**CONGRATULATIONS**

CATTLEMAN'S CALL,  
NATIONAL CATTLEMAN'S BEEF  
ASSOCIATION



**Honorable Mention:**

How Regenerative Agriculture and Diversity Saved the  
Hemme Family Farm,  
Noble Research Institute

**Second Place:**

We Live for This Land,  
Texas & Southwestern Cattle Raisers Association

VIDEO



**CONGRATULATIONS**

**SUPERIOR LIVESTOCK AUCTION RAISES THE BAR**

*OR VISIT:*

<https://www.youtube.com/watch?v=MCKRfXOBNcQ&t=1s>

THE AMERICAN RANCHER:  
SUPERIOR LIVESTOCK AUCTION  
RAISES THE BAR,  
SUPERIOR LIVESTOCK AUCTION

## **Second Place:**

Cactus Family Farms Grower Recruitment  
Campaign,  
Cultivate Agency

# PR CAMPAIGNS FOR AGRICULTURAL AUDIENCES

# CONGRATULATIONS

# PURINA® PLUS LAUNCH, FILAMENT



FEED GREATNESS®

FOR IMMEDIATE RELEASE  
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[wbechtel@filamentag.com](mailto:wbechtel@filamentag.com), 608-720-1792

Images, video and expert quotes for download: [bit.ly/3tGz13](https://bit.ly/3tGz13)

## New Purina® Plus program helps give calves the healthy edge

*The program combines complete nutrition, quality health protocols and progressive management to help deliver high-value, low-risk calves.*

Arden Hills, Minn. [Feb. 18, 2021] – Purina Animal Nutrition introduces Purina® Plus, an innovative feeder calf program, which aims to help cattle producers supply high-value, low-risk feeder calves to the marketplace. Purina® Plus calves receive quality nutrition, vaccinations and dewormers – indicators of a well-raised, healthy calf with strong potential to perform through to the feedlot.<sup>1,2,3</sup>

"With the Purina® Plus program, producers have the opportunity to capture more value throughout the beef production chain," says Brady Klatt, beef cattle nutritionist with Purina Animal Nutrition. "Cow/calf producers benefit when buyers are willing to invest in calves that are ready to go, and buyers benefit when calves perform."

Nutrition is the cornerstone of Purina® Plus. See why:

### Nutrition sets the foundation for calf health

Weaning disrupts a calf's life and resets its basic needs – starting with nutrition and intake.

"Producers have long trusted Purina's knowledge in weaning and receiving cattle nutrition starting with the gold standard, Purina® Precon® Complete," says N.T. Cosby, Ph.D., beef cattle nutritionist with Purina Animal Nutrition. "We know how to get calves eating palatable, nutrient-dense starter feeds, which is the first step to healthy and profitable calves. The Purina® Plus program leverages that knowledge to support producers in marketing their calf crop."

Giving calves the best chance for success in the weaning phase often starts with getting them eating right away. Providing their bodies with the quality nutrition resources they need for bodily functions, including creating a robust immune response, is paramount to establishing a foundation for lifetime performance.

<sup>1</sup> Derksen, B and Hoppe, K. August 14, 2020. Progressive Cattle magazine. [Linking vaccination and creep feeding practices.](#)

<sup>2</sup> McNeill, J. December 1999. Extension Animal Science, Texas A&M University. [Value Added Calves.](#)

<sup>3</sup> Bremer, M. September 2015. University of Nebraska-Lincoln Institute of Agriculture and Natural Resources. UNL Beef. [Preconditioning Calves: Can it Add Value?](#)

## TAKING AN INDUSTRY STAND TO OPTIMIZE CALF HEALTH

By: Brady Klatt, cattle nutritionist, Purina Animal Nutrition

The entire beef production chain stands to benefit from healthier calves. For the cow/calf producer, buyers are willing to pay a premium for low-risk calves primed to stay healthy in the feedlot. And, buyers have confidence they're getting a calf that is set up for a healthy, efficient future.

It's time calf health improved. Feedlots have seen the percentage of sick calves trend up over the past two decades.<sup>1,2</sup> Reversing the trend must start at the cow/calf level with weaning and backgrounding.

The new Purina® Plus feeder calf program delivers calves given quality nutrition, vaccinations and dewormers. The result? A win-win for producers and buyers.

### Building a nutritional foundation for health

The act of weaning completely disrupts a calf's life and resets its hierarchy of needs – starting with nutrition and intake. A calf's diet sets the foundation for weaning success, impacting everything from its immune function to its ability to reach its full genetic potential. Calves need to start eating quickly for minimal nutrient intake disruption.

Calves that start eating right away get the nutrition they need to not only perform basic maintenance functions, but to grow and gain weight. Only then can calves put additional resources towards immune functions, like mounting an immune response when vaccinated and dewormed. Health protocols will likely be less effective on calves slower to start eating, since their basic needs aren't being met.

The Purina® Plus program is built on a solid nutritional foundation. Purina® starters have proven consistent consumption and palatability to get calves eating from the start and are designed to meet the nutritional requirements, including protein, energy, vitamins and minerals.

Purina® starters contain RX3® Immune Support Technology which optimizes immune function, so calves can handle stress and address health challenges.<sup>3</sup> In addition, Purina® starter feeds are fortified and contain highly bioavailable Availa® 4 minerals.<sup>4</sup> Balanced nutrition, including appropriate vitamins and minerals, supports calf health beyond the weaning period, through the backgrounding phase and to the feedlot.



### Purina® Plus is supported by strong health protocols, backed by a strong team

When calves get the nutritional start they need, health protocols can work effectively. The Purina® Plus program combines a complete nutritional foundation, comprehensive vaccines and boosters, and quality dewormers to prime calves for strong performance from weaning to rail.

Purina® Plus is backed by:

- Team Purina's nutritionists and dealers
- Boehringer Ingelheim
- Elanco
- Merck
- Zinpro
- Zoetis

In addition to support from Team Purina and industry allies, enrolled producers and their calves are backed by the Purina brand and the quality reputation that comes with it.

For more information on program requirements  
visit [purinamills.com/purinaplus](https://purinamills.com/purinaplus)

<sup>1</sup> USDA APHIS. 1999. Health Management and Biosecurity in U.S. Feedlots. Accessed on March 6, 2019.  
<sup>2</sup> USDA APHIS. 2011. Health and Health Management on U.S. Feedlots with a Capacity of 1,000 or More Head. Accessed on March 6, 2019.  
<sup>3</sup> Summary of Purina studies CG131, CG153, CG165 CG171 and PM8 studies at University of Minnesota and North Dakota State University.  
<sup>4</sup> Availa® 4 is a registered trademark of Zinpro Performance Minerals.

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**Second Place:**

2021 Roasting Season Certified Angus Beef,  
LLC

# PR CAMPAIGNS -MARKETING COMMUNICATIONS FOR NON-AG

SPREADING  
*kindness*  
ONE CARTON  
AT A TIME



IT'S EASY TO JOIN  
#OPERATIONFRESHEGG!

1. Grab your egg collecting basket and load it up with fresh eggs.
2. Use these #OperationFreshEgg egg carton labels and greeting cards to add to your eggs.
3. Share your backyard eggs with anyone who could use a little kindness in their day.
4. Then, capture your act of kindness and share it using hashtag #OperationFreshEgg on Instagram or Facebook.



SPREAD KINDNESS  
THIS SUMMER.  
JOIN PURINA IN  
#OPERATIONFRESHEGG!

It's time to do what you do best: put some smiles back on faces and spread a little love with your delicious backyard eggs!

On June 3, National Egg Day, Purina is kicking off a nationwide, flock community act of kindness, #OperationFreshEgg!

Join us in #OperationFreshEgg and together we'll spread love and kindness one carton at a time!

To download labels and cards to share, visit: [purinamills.com/operation-fresh-egg](http://purinamills.com/operation-fresh-egg)



GLUE AND FOLD HERE



## CONGRATULATIONS

## PURINA® OPERATION FRESH, FILAMENT



**Second Place:**

Who Cactus Cares Is PR Video Series,  
Cultivate Agency

# CONGRATULATIONS

HOLSTEIN AMERICA, SEPTEMBER  
2021,  
GRANT COMPANY



**Second Place:**

Purina<sup>®</sup>: Omega Match Media Relations,  
Filament

# PR CAMPAIGNS - MEDIA RELATIONS - AGRICULTURE AUDIENCES

JUN 18 Kansas Farmer Update KansasFarmer

Profit potential



**Dairy producers find new value streams for calf crops**

Jennifer M. Latzke  
Advancements in genomics are opening new avenues for dairy profit.

FULL ARTICLE

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JUN 18 Wisconsin Agriculturist WISCONSIN Agriculturist



**Dairy producers find new value streams for calf crops**

Jennifer M. Latzke  
Advancements in genomics are opening new avenues for dairy profit.

FULL ARTICLE

Advertisement

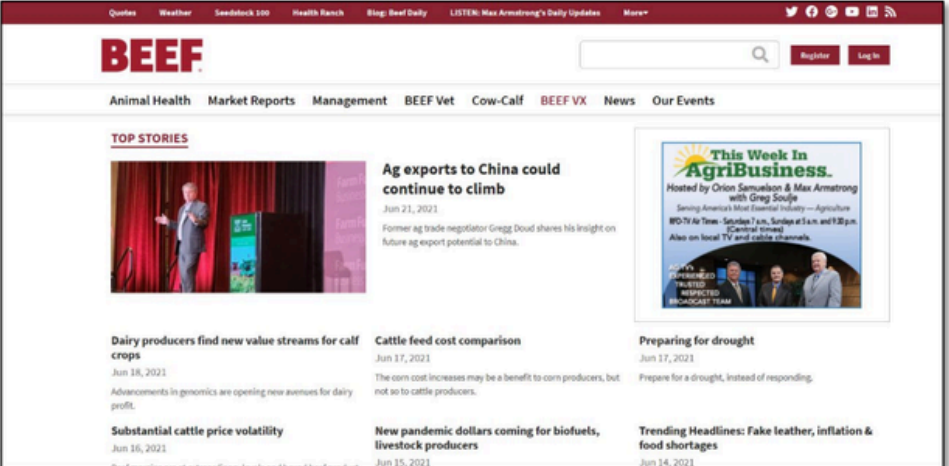


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## BEEF Magazine | Home Page & Facebook Posts



Home Page & Facebook Posts

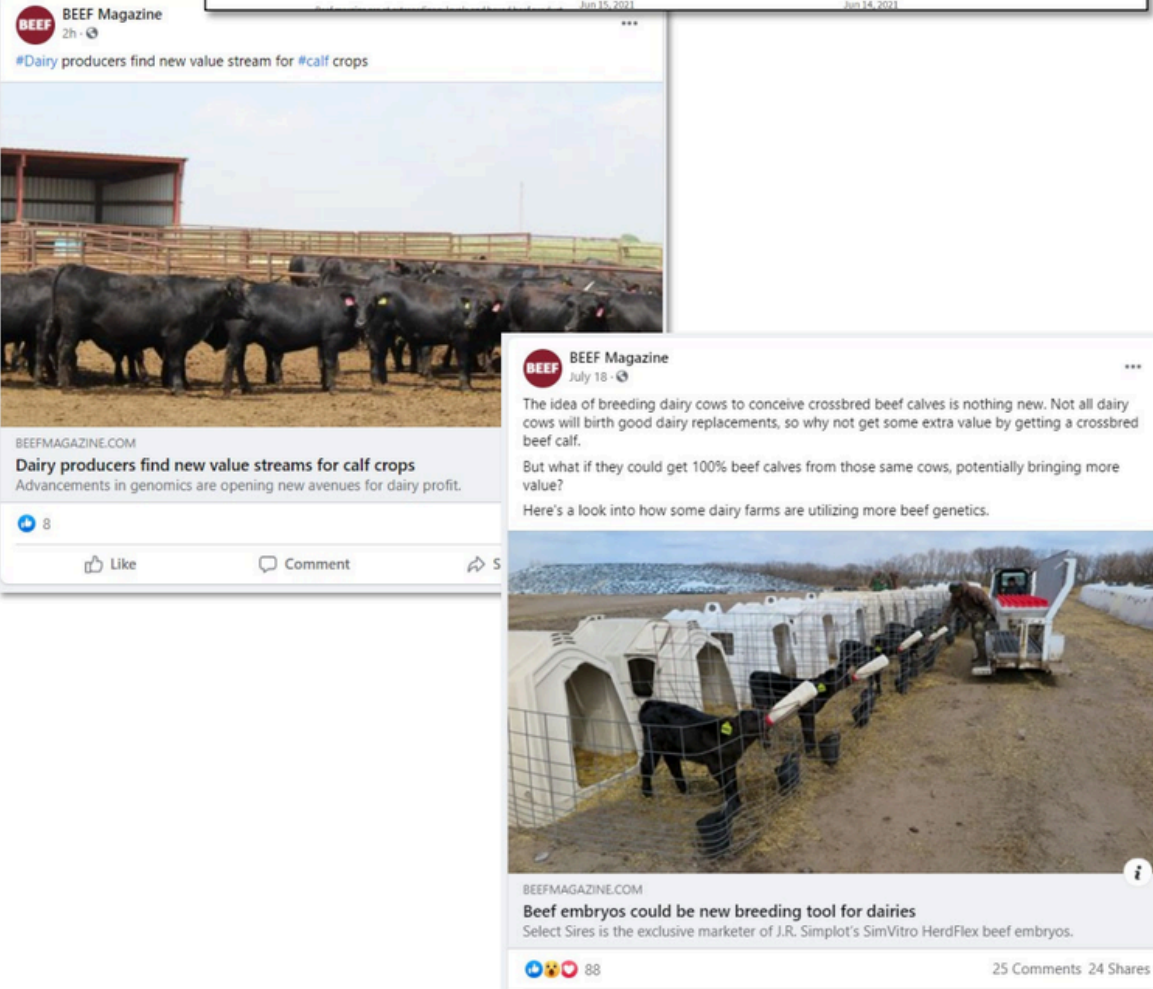
Navigation: Quotes, Weather, Livestock 100, Health Ranch, Blog, Beef Daily, LISTEN: Max Armstrong's Daily Updates, More

Animal Health | Market Reports | Management | BEEF Vet | Cow-Calf | BEEF Vx | News | Our Events

TOP STORIES


- Ag exports to China could continue to climb**  
June 21, 2021  
Former ag trade negotiator Gregg Doud shares his insight on future ag export potential to China.
- Dairy producers find new value streams for calf crops**  
June 18, 2021  
Advancements in genomics are opening new avenues for dairy profit.
- Substantial cattle price volatility**  
June 16, 2021
- Cattle feed cost comparison**  
June 17, 2021  
The corn cost increases may be a benefit to corn producers, but not so to cattle producers.
- New pandemic dollars coming for biofuels, livestock producers**  
June 15, 2021
- Preparing for drought**  
June 17, 2021  
Prepare for a drought, instead of responding.
- Trending Headlines: Fake leather, inflation & food shortages**  
June 14, 2021

Special: **This Week In AgriBusiness**  
Hosted by Chris Semmler & Max Armstrong with Greg Soule  
Joining America's Best Cattle Industry - Agriculture  
8:00-9:00pm - 8/14/21 on YouTube at 7pm and 8pm. Also on local TV and radio channels.



BEEF Magazine 2h · 🌐

#Dairy producers find new value stream for #calf crops




BEEFMAGAZINE.COM  
**Dairy producers find new value streams for calf crops**  
Advancements in genomics are opening new avenues for dairy profit.

8

Like Comment Share

BEEF Magazine July 18 · 🌐

The idea of breeding dairy cows to conceive crossbred beef calves is nothing new. Not all dairy cows will birth good dairy replacements, so why not get some extra value by getting a crossbred beef calf. But what if they could get 100% beef calves from those same cows, potentially bringing more value? Here's a look into how some dairy farms are utilizing more beef genetics.



BEEFMAGAZINE.COM  
**Beef embryos could be new breeding tool for dairies**  
Select Sires is the exclusive marketer of J.R. Simplot's SimVtiro HerdFlex beef embryos.

88 25 Comments 24 Shares

# CONGRATULATIONS

# SIMPLOT ANIMAL SCIENCES: HERDFLEX MEDIA RELATIONS EFFORTS, FILAMENT

CONGRATULATIONS

FROM A GREAT PLACE TO WORK  
CERTIFICATION TO A WALL STREET  
JOURNAL FEATURE,  
CERTIFIED ANGUS BEEF, LLC



CERTIFIED ANGUS BEEF CERTIFIED AS GREAT PLACE TO WORK



WOOSTER (June 14, 2021) — Fresh, innovative approaches to employee and customer care were essential in business long before challenging times. At Certified Angus Beef, company culture has always been top priority, a core tenant that grew more important during the pandemic as business shifted and the entire Wooster-based staff went remote.

"We believe if we take care of our people, they will take care of the brand," says Sherry Leggett, director of people and culture. "One of our greatest strengths as a team is camaraderie and collaboration. As each person's job and the world around us changed, we grew together."

The company has been back in the office since late summer of 2020 and recently celebrated earning certification as a Great Place to Work®. The [Great Place to Work](#) organization recognizes companies that have superior employee satisfaction and have built high-trust corporate atmospheres. An independent Trust Index™ survey by the firm shows 95% of employees identify Certified Angus Beef as a great place to work. U.S. companies average 59%.



NEWS

## Where's the Great Place to Work? Wooster's Certified Angus Beef



**Emily Morgan**

The Daily Record

Published 12:12 a.m. ET June 11, 2021

**WOOSTER** Certified Angus Beef treated its more than 100 employees to an ice cream party on Thursday to celebrate their latest certification as a Great Place to Work.

The Great Place to Work organization recognized Certified Angus Beef for having superior employee satisfaction and a corporate atmosphere built on high trust. An independent Trust Index survey by the firm showed 95% of employees identify the Wooster company as a great place to work. U.S. companies average 59%.

"We're humbled and very honored," said Sherry Leggett, director of people and culture at the brand.