



From the

Cow Boss

Jon Wooster, USCA President
San Lucas, California

All of us who live out on these ranches have our favorite times of year. Me, I like the first day of rain in the fall when you can smell

the wet water on the dry dirt, the springtime when everything is green and early fall when the cows are calving but we're not yet feeding hay. This may seem a little strange to some of you who wait for calves in the spring and rain in the summer, but we all live by the seasons and adjust to the weather we're given in the place where we ranch.

Truth be told, I really like it here at home all the time. I enjoy the quiet and being outside and being around people I've known for years. Make no mistake, raising cattle is always a challenge, but you never get to the point where it is boring or predictable. You get to the point where you are tired and worn out and wish you had a day with nothing to do, but at the same time you wouldn't trade places with anyone.

Because I feel like this about the business, it is especially hard for me to get on a plane and fly to D.C. I don't like that town. Unlike home, it is noisy and full of people.

That being said, there is no other feeling that I have ever had that is like flying into Washington D.C.'s Reagan Airport after dark and seeing the lights on the Lincoln Memorial and the Washington Monument, the White House and Capitol Hill. It fills you with pride for what this country represents and reminds you that being an American comes with duties as well as rights. Part of what this country represents is that we have the right to go to D.C. and speak our piece, knowing that there will be no repercussions against us for doing so.

I personally have never been to D.C. as a tourist. I have only gone there to represent the cattle industry and by now I've been there quite a few times. Usually I am there to have a meeting with the officials at USDA, or to meet with our Congressmen, trade representative or another agricultural group. But what I can tell you is, aside from the tourists, everyone is in town because they want something.

As our country gets more populated and more diverse, and now that recent events have reminded us that we are not too big to fail, it must be overwhelming to be a Senator or Congressman. Every day they are bombarded with requests, budgets, emergencies, contingencies, and unanticipated results. For years they moved forward with certainty, but I think the financial events of 2008 have had an astounding effect on our elected officials. They now know that things do not always right themselves, and that if they don't make good decisions they won't get good results. I think this has practically immobilized them. In this last legislative session it seems like the only things that got done were the ones that were literally pushed through. It has not been good for the country. Recently, Congress just went home and left behind them huge issues that need to be addressed. It reminds me of someone who has so much to do that they are overwhelmed and they do nothing.

In this situation it is our job, as it has always been our job, to pay attention to who is running for office, and to vote for the individuals that you think can go to D.C. and get our governmental processes moving again. It is our job to elect people who will support the constitution and not make end runs around it.

It is our job to elect people who will work. It is our job to elect people who are willing to work as hard in D.C. as we are willing to work on our ranches, and to elect people who actually have experience in getting things done. In other words, it is our job to forge ahead electing the type of individuals for office that we want to do business with at home.

I am sure that you were diligent and thoughtful about your vote. Now that the election is over, it is our job to work with the legislators that the majority of voters in this county elected. Since our industry is such a minority, we can expect to go to Washington and have only a handful of legislators who understand our issues. It is our job to educate this new legislature so they know that generally what is good for the cattle industry is good for the public. It is a huge job.

Recently we seemed to have a legislative quagmire in D.C. The process seemed overcome by inertia. Hopefully, this election has stirred the pot and invigorated Congress, and hopefully the vitality and bipartisanship that makes this country work is brought back to the halls of Congress.

Let me tell you a little about our trips to DC and some about the people who represent us there. USCA operates on a budget that would make any banker beam. We are just a group of ranchers who think we can make a difference and we make every penny count. Generally when we go to DC we pay our own way. That means we buy our own plane tickets, rent our own hotel rooms and buy our own meals. Occasionally, we will partner with someone who will help defer the cost of a meeting room or a plane ticket, but mostly we are on our own. We set up our appointments before we go. We try to visit with the USDA and see key legislators on the current issues, deciding before we go where our time will be best spent. The pace is fierce. We fly in late in the day, spend two or three days of going non-stop, walking from office to office and staying on a time schedule that Jess has ironed out like a drill sergeant and not deviating from it. Of course if someone we meet with is off his time schedule, that just means we run to get where we need to be or split up to make two meetings that end up being held at the same time. This seems to work.

My experience has been that officials at the USDA are more than willing to take the time to get our input on issues of the day. You know it is working when you go home and they stay in touch for your input.

Just the same, Legislators know they represent us, and they make time for us or make sure that their legislative aids received the message we are there to deliver. They don't always agree with us, but they are more than willing to listen to our issues and our reasons. It is only rarely that we meet a legislator who is closed to input.

With this kind of atmosphere, I feel like we make a difference. In fact, I feel like we make a big difference, both in my operation and in yours. We had an incredible amount of input in the animal ID issue which we are still working on. We have been at the table with USDA discussing what the animal disease issues and risks are that can make or break our operations. We've been involved from the beginning in the GIPSA hearings, not pounding the table and insisting on this or that, but asking the questions that will help clarify the rule, and standing up and explaining to the USDA particular experiences we have had with packers which will illuminate for the USDA just what issues we face.

We do all this with a flat wallet. If you think we are worth more than \$100 to your business, we could use some additional help. If there is some issue that we are not addressing that you think should be addressed, let us know. We'll do our best. That's all we can do. That's all you can do. But let's do it!



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The Country Connection

By Jess Peterson, USCA, Executive Vice President

In Washington . . .

At first glance, it's hard to believe summertime is over! However, here is a brief review of the recent agenda

of events and action issues, and it's a wonder we fit it all in!

July found Jon Wooster, Leo McDonnell, Patrick Becker, and Bill Sauble participating in USCA's summer fly-in. These gentlemen did a great job of relaying USCA's positions on all of the current issues. Meetings with the office of the U.S. Trade Representative focused on relaying the points for a solid defense of the U.S. country-of-origin labeling (COOL) law before the World Trade Organization (WTO) panel, and the need to continually increase beef exports to Asia. In its meeting with USDA, USCA relayed support for the proposed Grain Inspection, Packers and Stockyards Administration's (GIPSA) rule to increase fairness of livestock marketing. The proposed animal disease traceability plan and the need for enhanced firewalls for the Beef Checkoff were also discussed with USDA. The fly-in delegation also took in the House of Representatives Subcommittee on Livestock's hearing to review the proposed GIPSA rule. On a personal note, it was a proud moment to be a part of the only cattle association that brought in ranchers to support this rule at the hearing! On the Hill, USCA leaders discussed the need for estate tax reform, implementation of the Open EAJA Act of 2010, and the U.S. - Korea Free Trade Agreement. All and all this was a great fly-in, and I greatly appreciate the time these ranchers spent in the Nation's Capital!

For a better part of the summer, USCA and leading agricultural associations worked literally around the clock to address the Beef Checkoff firewall violations. USCA and cattle producers from across the country are strongly supportive of the Beef Checkoff, but now more than ever it's clearly apparent that there needs to be a complete separation between the National Cattlemen's Beef Association (NCBA) and the Federation of State Beef Councils. With a shrinking cow herd and a loss of dollars in the budget, it's unfathomable that the chief contractor would misallocate funds. I think it's extremely important for cattle producers across the country to express your thoughts on how the Beef Checkoff should be administered. Relay your thoughts to your state beef council, your state cattlemen's association, the Federation of State Beef Councils, USDA, and the Cattlemen's Beef Board. Now, more than ever, you need to let your voice be heard on this issue! USCA will continually work to make a difference here, and I ask you to help restore the integrity to the Beef Checkoff.

August proved to be yet another busy month as Allan Sents and I, along with loads of USCA members, attended the USDA/ Department of Justice livestock industry workshop in Fort Collins, CO. Allan did an outstanding job of testifying on the panel. To read the proposed GIPSA rule log on to: <http://archive.gipsa.usda.gov/rulemaking/fr10/06-22-10.pdf>. To submit comments before November 22, 2010 you can either email: comments.gipsa@USDA.gov, fax: 202-690-2173, or mail: Tess Butler, GIPSA, USDA, 1400 Independence Ave., SW, Room 1643-S, Washington, DC 20250-3604. Be sure to submit your comments!

August also included USCA Animal ID Chairman Richard Bowman, DVM and I attending the Joint Industry Forum on Animal Disease Traceability meeting in Denver, CO.

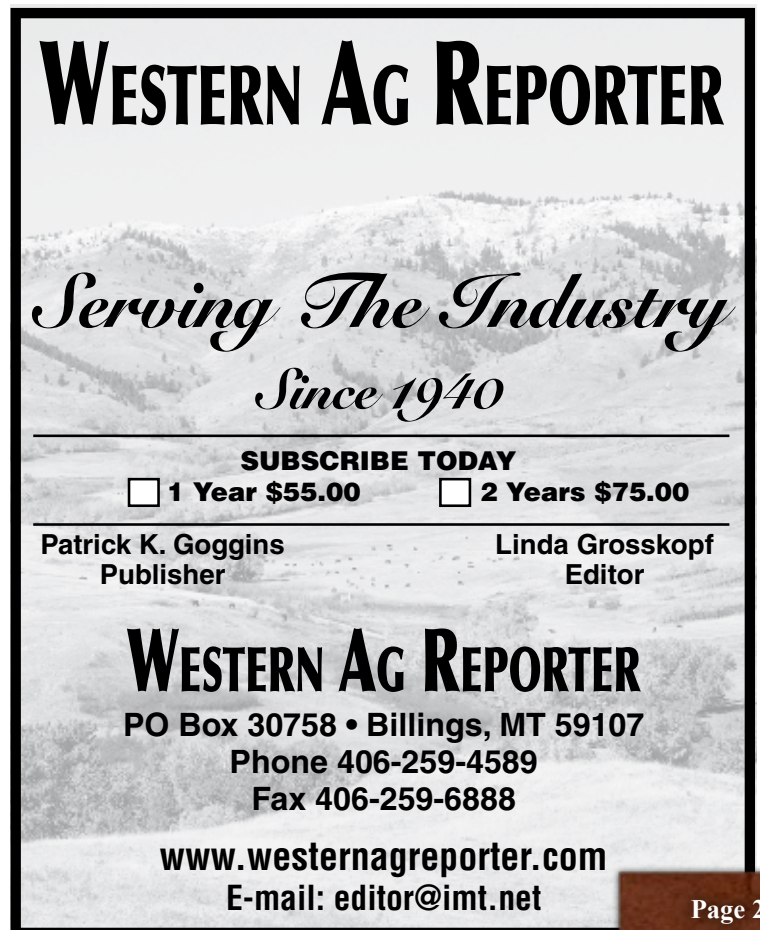
I am very pleased at the work that everyone is doing to create a workable animal disease traceability program. Be sure to keep following this issue as USDA plans to announce its proposed rule on its new animal tracking plan in spring 2011.

Members of Congress are back in their districts and the race is on for reelection! When Congress returns for the lame duck session, look to see movement on estate tax reform.

There are several bills that have been introduced to address estate tax, USCA will continue working with Congress to implement meaningful estate tax reform before Congress concludes in 2010.

Thanks again for your support of USCA! Can you believe this outfit has only been around for a little more than three years? It is amazing to see how much it has accomplished! I hope you will keep supporting USCA and will work to bring on just one new member. Don't forget the Horn Wrap calls that take place the first and third Tuesday of each month. Call starts at 7 a.m. MST, dial in is 1-270-696-2525 and the code is 032007#. As always, if you ever have a question about any issue, feel free to contact me directly at: 202-870-3867.

Sincerely, Jess Peterson



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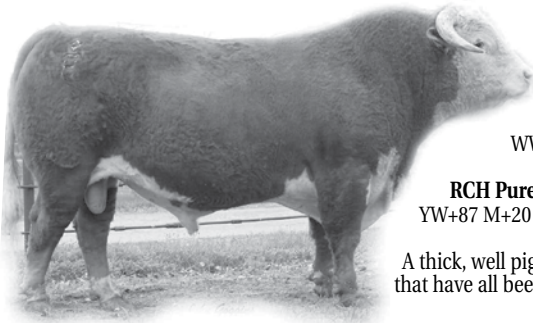
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Society of Range Management Producer Forum

USCA invites cattle producers to join them for the Society of Range Management Producer Forum on Tuesday February 8th, 2011.

This will be held in Billings, Mt. at Holiday Inn Grand Montana and the Billings Hotel and Convention Center


This is a great opportunity to get updated on new and ongoing grazing practices to improve the productivity of your ranch.

This day-long Forum will feature ranchers from Manitoba, Montana, North Dakota, Saskatchewan and South Dakota sharing their experiences with the planning and application of a wide variety of grazing management systems on their ranches. They will discuss what has worked, what hasn't worked and, most importantly, what they have learned from their day-to-day experiences, observations and monitoring. Rancher speakers will include Ray Banister, Wibaux, MT; Wayne Berry, Williston, ND; Gene Goven, Turtle Lake, ND; Chase Hibbard, Cascade, MT; Blain Hjerdas, Redvers, SK; and Dan Rasmussen, Belvidere, SD.

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The meeting will include educational paper and poster presentations, a trade show with over 50 booths, technical tours, social tours and several fun social activities. Don't miss our Trade Show mixer Monday night or the "An Evening in Montana" event Wednesday night.


For complete program information and registration details please visit the SRM web site at www.rangelands.org



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GIPSA Rule: Confusion and Misinformation Continue

By Alan Sents, USCA Director

The marketing workshop held by the Department of Agriculture and Department of Justice in Fort Collins has generated much discussion. Unfortunately, there continues to be much confusion about the upcoming rules that are currently open for public input. It is important to remember the recent workshop was not intended to discuss the proposed rules, but rather the current state of affairs in livestock marketing. The issue of captive supplies is not directly addressed in the proposed rules. Discussion from the workshop raises the question of potential need to more directly address that impact on the market.

Opponents to the proposed rules most often target a perceived impact that would eliminate value based marketing. This is completely unfounded. The GIPSA website affirms there is no restriction in the proposed rules affecting differing payments for different quality cattle. In fact, it would seem more a violation of the rule to procure all types of cattle at one price per pound. That is an "unreasonable" approach that could be more subject to litigation than rule critics will acknowledge. Critics also claim these rules will lead to more litigation. Yet, these changes clarify the language which should reduce litigation potential from the current broad language. Other critics say the rule changes go beyond the mandate of Congress in 2008. However, the current law specifies the Secretary of Agriculture is to "make such rules, regulations and orders as may be necessary to carry out the provisions of this Act (GIPSA)."

Continued on page 6



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Ranchers Riding with USCA

GIPSA Rule, from page 4

Given the time and expense involved in making rule changes it is very appropriate for the Department to update all deficiencies in the Act at once.

Some legitimate concerns were also raised at the Workshop. Who is a packer under these rules? Do U.S. Premium Beef unit holders qualify as a packer? One would think not since they do not participate in daily management, but it needs to be clarified. Similar concerns were raised about a packer in an isolated geographic location being limited in trading practices in another area unrelated to the primary location. Other concerns were raised about the written justification requirements. Again, current grid type sales do that, but some seem to imply these rules will require more paperwork. We need to see that implementation is reasonable and not over-burdensome.

The United States Cattlemen's Association believes the proposed rules are necessary. We also believe there are marketing practices, such as decreased negotiated sales, that may need to be addressed down the road. In the meantime GIPSA needs to receive constructive comments to fairly implement reform to our marketplace with the least amount of burden possible.

October 28, 2010 (USCA)-The U.S. Cattlemen's Association (USCA) is pleased to announce its new special program titled "Ranchers Riding with USCA." This program ensures USCA is able to continue its strong full-time presence in Washington, D.C. advocating for ranchers and the U.S. cattle industry.

If ranchers are looking to provide additional support to USCA, they are encouraged to keep the organization in mind as they take their cattle to market this fall. If ranchers wish to donate a portion of their proceeds from any sales, they may ask their local sale barn to direct a portion of their proceeds to USCA. If a rancher chooses to participate, simply call Jess Peterson at 202-870-3867.

To become a member with the additional benefit of being placed in a raffle to win a brand new saddle, courtesy of Nutralix, one may purchase a year's membership with USCA for only \$100.00.

"Now more than ever ranchers need to stay connected to the ongoing efforts of USCA on their behalf and to support an organization that has the interests of ranchers across the country as their top priority," stated USCA President Jon Wooster.

"USCA has stepped up to the plate for U.S. ranchers and ensures that day in and day out cattle producers have a voice and representation in Washington, D.C. From leading delegations of cattle producers to DC as part of fly-ins, to actively lobbying Congress and the Administration agencies, USCA is there making a difference."

"USCA has also increased its involvement in producing and filing comments regarding animal identification, competition reform, country of origin labeling defense at the WTO, proposed trade issues, cap and trade, and comments to prevent increased regulations from the Environmental Protection Regulations (EPA) under the Clean Water Act."

"Furthermore, USCA is leading the way and promoting a stronger and enhanced beef checkoff that efficiently and effectively utilizes checkoff dollars and creates greater transparency to the contract bidding and spending process."

"Last but not least, USCA continues to strongly advocate for the prevention of foreign animal disease introduction."

In closing, Wooster stated, "USCA is honored to work with the established industry groups in agricultural coalitions when the greater interests of agriculture are at stake, however, USCA is proud to stand independently on the specific policies that are unique to cattle producers and independent feeders. Advancing the policies of cattle producers with honesty and integrity along with a focus on maintaining strong relationships and delivering results is what USCA hangs its hat on. I hope each and every cattle producer will be a part of "Ranchers Riding with USCA."

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MEMBERSHIP—DONATION FORM

STATEMENT OF PURPOSE

The purpose of the United States Cattlemen's Association (USCA) is to present an effective voice for the United States cattle industry. USCA is dedicated to, and focused on, efforts in Washington, D.C. to further the interests of cattle producers on mandatory country of origin labeling, international trade, market competition, reform of the mandatory beef checkoff, animal health, welfare and identification, private property rights and other issues that affect the United States cattle industry.

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For the few who may not be familiar with Jess, he's USCA's government relations consultant in Washington spending 24/7 on the job for the industry.

Date:

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