



FROM THE
Cow Boss



JON WOOSTER

USCA President

SAN LUCAS, CALIFORNIA

The price of cattle is up and in our country, at least, there is feed on the ground but these are not easy times. We know there are cattlemen across the southwest and other parts of the country that have not had enough moisture for months and our hearts go out to you. As cattlemen we get to the point where we think we may have things figured out but we never get to the point where we can rely on the weather and believe me, it has humbled us a good many times out here on the west coast where rain is not at all reliable.

Frankly, I am not even sure we should be celebrating the price of cattle as the weak dollar may have as much to do with cattle prices going up as anything else. If those dollars we have so painstakingly saved over the years are worth less and less, it is hardly offset by the profits on one calf crop. As the financial crisis continues in this country, and it is a financial crisis no matter

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Trip To Washington DC



Kelly Fogarty, Pat Becker, Jack Alexander, Brian Malaer, Adam Redland, Heather Hamilton, Francis "Buck" Maher, Deanna Sents, Allan Sents, Jon Wooster, Jess Peterson, Casey Perman, Kenny Graner, Jason Anderberg, Adam Johnson, Boe Lopez, Justin Fisher, Andrew Wood and Allen Lund and Chase Adams



Jess Peterson, Jon Wooster, Brian Malaer, Allan Sents, Deanna Sents, Chase Adams, Justin Fisher, Casey Perman, Heather Hamilton, Adam Redland, Kelly Fogarty, Jason Anderberg, Pat Becker, Boe Lopez, Francis "Buck" Maher, USDA AMS Under Secretary Ed Avalos, Andrew Wood, Adam Johnson, USDA GIPSA Administrator Dudley Butler, Allen Lund, Kenny Grane and USDA APHIS Administrator Gregory Parham



Justin Fisher, Chase Adams, Andrew Wood, Adam Redland, Boe Lopez, Heather Hamilton, Francis "Buck" Maher, Allen Lund, Jason Anderberg, Kelly Fogarty, GIPSA Administrator Dudley Butler, Jess Peterson, Deanna Sents, Allan Sents, Pat Becker, Jon Wooster, Casey Perman, Kenny Graner, Adam Johnson and Brian Malaer



THE Country CONNECTION

By **JESS PETERSON**
USCA Executive Vice President

Howdy Friends,

The last time that I wrote to you, I urged you to get involved, and thankfully, several of you did! You joined and contributed valuable donation dollars to USCA, or equally important, you got engaged on the critical issues, and you know what? It's paying off in dividends, and the successes are adding up!

First, we kicked off the warmer months in Washington, D.C., with USCA's "Sizzling Summer Fly-In 2011." We had 18 participants, and over half were 40 or younger. For their leadership and participation in this fly-in, a special "Thanks!" goes to Jon Wooster, California; Justin Fisher, Colorado; Adam Redland and Heather Hamilton, Wyoming; Brian Malaer, Texas; Adam Johnson and Andrew Wood, Indiana; Allan and Deanna Sents, Kansas; Allen Lund, Patrick Becker, Buck Maher, and Kenny Graner, North Dakota; Chase Adams, Justin Anderberg, and Casey Perman, South Dakota; and Boe Lopez, New Mexico.

During the fly-in, USCA members took part in a press conference with Teresa Scanlan, Miss America 2011. The focus of the press conference was to promote U.S. production agriculture. After that meeting, members hit the Hill and various agencies to talk about support for funding the proposed Grain Inspection Packers & Stockyards Administration's (GIPSA) rule to increase livestock marketing fairness; support for the defense of country of origin labeling at the World Trade Organization; enhancing the Beef Checkoff program;

prevention of increased meat access from countries known to have Foot and Mouth Disease (FMD); support for reforming the Equal Access to Justice Act; addressing the Environmental Protection Agency's various proposed rules; presenting USCA's stance on various trade issues; and finally, USCA's position on the various Farm Bill issues. The USCA fly-in individuals did an outstanding job presenting these issues while in D.C.

Please help continue the momentum by making calls to your elected officials on these issues. Once you have the issues all lined out, please call your Senators and Representative; to reach them, just call the Capitol Switchboard at 202-224-3121. To learn more, log onto USCA's website at www.uscattlemen.org <<http://www.uscattlemen.org>> or call in on the Horn Wrap conference call, which takes place on the 1st and 3rd Tuesday of every month. The call starts at 7 a.m. MDT; the call-in number is 1-270-696-2525; and the code is 032007#. Of course, you can always reach me at 202-870-3867.

July 6 marked yet another exciting "first" for USCA when Jason Frerichs represented USCA and cattle producers across the country by participating in the "Champions for Change" event hosted by the White House and the newly created Rural Council. Jason had the opportunity to relay the critical issues affecting the U.S. cattle industry to President Barack Obama, USDA Secretary Tom Vilsack, and their respected staff members. Jason did an outstanding job, and I can't thank him enough for taking the time out of his busy schedule to attend this event.

You will read about it in this newsletter, but I wanted to briefly touch upon a major victory. YOU, the cattle producers, made your Beef Checkoff program better by getting engaged with the members of the Cattlemen's Beef Board. You encouraged them to increase transparency and accountability within the Beef Checkoff through the support of the proposed changes to the Roles and Responsibilities procedures. Your teamwork paid off, and it's obvious

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DIRECTORS

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Jon Wooster, San Lucas, California
831/385-5316

Executive Vice President

Jess Peterson, Washington, DC
202/870-3867

Director Emeritus

Leo McDonnell, Montana
406/322-5597

Affiliate Council Representative

Richard Hodge, Texas
979-657-2769, mobile 979-240-9906

Region I (Washington, Oregon, Alaska and Hawaii)

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509-322-2780 or 509-826-3604

Region II (California, Nevada)

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California
831/385-5316

Region V (Texas)

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540-576-1223

GIPSA Rule Update

**By Allan Sents, USCA Director and
Marketing Committee Chairman**

The hype continues!

While a final GIPSA rule is still in a holding pattern, opponents to the rule continue the hype against it by making unfounded assumptions and “doomsday” predictions. Presently we wait for the completion of a full economic study by USDA and then the final wording and release of the rule.

Unfortunately, the House Appropriations committee has voted to defund enforcement of the rule even before seeing what changes USDA would make upon review of over 60,000 comments. It is hard to understand how the House can make that determination when they don't know the final outcome and also since this whole process was started with a mandate from Congress in the 2008 Farm Bill. It is also interesting to note that opponents to the rule have yet to offer their suggestions as to how USDA should or could respond appropriately to that mandate from Congress. Instead, opponents continue to bash the effort and to use scare tactics to encourage others to join their fight against it.

What are those scare tactics? The biggest one is that the rule would cause all “value-based” marketing agreements to cease and that, as a result, all cattle will bring one price. This is complete nonsense! The most popular “value-based agreements” currently in use have a very complete written report as to how final settlement is reached. Premiums and discounts are well documented and often based on third-party USDA data. Even if those price adjustments are not based on third-party data, they most often reflect company established premiums and discounts that often change only on a weekly basis. These current practices thoroughly fulfill the requirements outlined in the proposed rule.

Another glaring omission in the opponents' argument is that they fail to mention the largest “alternative marketing agreements” between the largest feeders and packers are all quantity driven not quality driven! Observation of feeder cattle procurement by these largest players shows no unique quality criteria. In addition, data presented in the “Pickett vs. IBP/Tyson” case showed that cattle purchased through

the exclusive agreements cost more and were of lower quality than cattle obtained in the cash market!

Just because the packers say they will stop their value-based buying programs if the proposed rule is implemented doesn't mean they will. In fact, their track record is not real stellar in terms of actions following words. Can we not recall early week public announcements by packers that their procurement needs are minimal or that they are cutting kills, only to see a full buy and production schedule develop later in

the week? In the end, we can be confident that economics will prevail. If a packer has a program that is successful and it requires a steady supply of certain criteria cattle, that packer will most certainly offer what it takes to draw the inventory it needs; the packer won't care to document it since it already is. Who knows? The packers may even figure out that it doesn't take exclusive deals to get what they want and that our capitalistic economy is very capable of providing it!

APHIS Rolls Out ADT Rule

By Dr. Richard Bowman, USCA Animal ID Committee Chairman

The proposed rule for traceability of livestock moving interstate has been published and is available for public comment until November 9, 2011. Following the end of the comment period the U.S. Department of Agriculture (USDA) will finalize the rule and when it is published in the Federal Register, which could take up to a year, the rule will immediately go into effect.

Due to the decline in official individual identification, it is proposed that all dairy cattle and all adult breeding cattle and bison over the age of 18 months be identified by an official ID device when they move interstate. After the phase-in period, feeder cattle will also be included. An advisory group with representation from APHIS (Animal and Plant Health Inspection Service), States, Tribes, and industry will determine when that phase-in will occur. A benchmark of 70% compliance of adult cattle is the target number in the proposed rule that would trigger the inclusion of feeder cattle in the requirement for individual ID.

The proposed rule says, “For cattle and bison the only identification we would recognize as official would be official ear tags. However, these proposed regulations would allow brands and other methods that are not included in the proposed definition of official identification device to be used in lieu of official identification when agreed to by the shipping and receiving States and Tribes.” In other words, the brand has been removed from the list of official means of individual animal identifica-

tion for the purpose of interstate shipment unless there is a specific agreement between State and Tribes. The back tag has also been removed from the official list for individual identification but will still be used in certain circumstances such as going direct to a recognized slaughter facility. The proposed rule doesn't prevent the use of the brand, but for interstate shipment the application of an official ear tag will be required as well.

There are two circumstances when the traceability requirements would not apply to interstate movement of covered livestock: the movement occurs entirely within Tribal land that straddles a State line and the Tribe has a separate traceability system from the States in which its lands are located; or the movement is to a custom slaughter facility in accordance with Federal and State regulations for preparation of meat for personal consumption.

As with any rule, there seems to be plenty of exemptions and due to space constraints they are not included in this article. Suffice it to say that if you ship cattle interstate and put an official ID tag in the animal and record those numbers on an Interstate Veterinary Inspection Certificate (IVIC), you will meet the requirements as proposed in this rule. As stated before there are exceptions and you should check with your local veterinarian for requirements of the State of destination. All of the proposed rules are subject to change pending the publishing of the final rule.



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Kelly Fogarty Becomes Part of the USCA Team

The U.S. Cattlemen's Association (USCA) is continuing its lobbying and consulting agreement with Western Skies Strategies (WSS). This agreement utilizes the services of Jess Peterson and his team at WSS. One notable addition to this team is Kelly Fogarty. One of Fogarty's primary roles at WSS is to carry out the position of USCA's Deputy Director of Industry and Government Relations. In this role, Fogarty will be handling legislative issues as well as outreach initiatives within the cattle industry and media.

Fogarty will work alongside Peterson in Washington, D.C. where they will share the duties of representing the association on a

full-time basis in the nation's capital. "Due to the growing USCA membership and the number of coalitions and issues in which USCA is involved in Washington, DC, we are excited to be able to bring Kelly into this expanded position in order to meet the demands of USCA's presence throughout D.C.," stated USCA President Jon Wooster. Wooster continued by stating, "The combination of Kelly and Jess Peterson is one that USCA is fortunate to have. Both individuals have a personal and working background in the cattle industry and both are still active in their family operations."

Fogarty hails from Oakdale, California, a town steeped in agriculture and located

within the state's Central Valley where Fogarty is part of a fifth-generation beef cow-calf operation that her parents currently operate. After graduating from the University of California at Los Angeles with a degree in Environmental Studies and a minor in Political Science, Kelly worked for the family's operations on a full-time basis for a year before making the cross-country trek to Washington, D.C. Fogarty had previously interned on the Hill during her time in college and knew she ultimately wanted to be involved in the politics that guided the cattle industry.

USCA is looking forward to bringing Fogarty's personal background as an added component to the services that are provided to its members in D.C. Combined with Peterson, the pair will bring a personal side to all of the issues that producers face throughout the country. "Through a membership with USCA, a producer will now have the added benefit of having full-time representation in D.C. that is led by two individuals who are ranchers in their own right and as such are able to bring a highly effective and passionate stance to the issues that concern ranchers throughout the nation," Wooster stated.



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what the spin on the national news, we are hard-pressed to rely on much besides our own hard work, the cattle we own and the land we live on, but as we have been reminded more than once, we are the luckiest people in the world. We may lie awake all night worrying about how our cows will eat but we probably never go to bed hungry. Everyone in this country needs to remind themselves that it may not always be that way.

According to what I have been reading and seeing on the internet, the United States of America, the greatest nation in the world, now spends more than it makes. According to one Senator, we borrow forty cents of every dollar we spend. How did we get into this mess? Well, we all know the answer to that question. As a country, we didn't pay cash. We lived on the come. As USCA moves forward this year working on the provisions of the new Farm Bill, we are going to see the effects of this situation. If we are ever to extract ourselves from this financial quagmire, everyone will need to tighten their belts. I know we can all argue that there are too many entitlements, that the provisions of unemployment insurance keep people from doing part time work while they are looking for a job, and that there are many programs with environmental requirements that are expensive, unnecessary, ill-founded and downright ridiculous, but our industry is still producing a product and the government will look to us for a share.

More than ever we need strong representation in D.C. and we need to make every dollar we spend count.

On another note, recently USCA has been accused of taking on NCBA over the Checkoff. Let me make one thing straight. USCA does not "take on" anyone. We were formed for one reason and one reason alone, and that was to stick up for ourselves. As you know, the purpose of the United States Cattlemen's Association 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. USCA has watched the situation

with beef checkoff funds develop over a number of years. We have been diligent in investigating provisions of the Act and Order and in evaluating how checkoff dollars are spent. As we looked at situations arise, we supported the proposed roles and responsibilities and we opposed certain changes to the bylaws because we felt, in our opinion, that those changes would be detrimental to how our checkoff dollars are spent. We did exactly what we do best! We tried our best to let people know how we felt and why we felt that way. While our message may not always be what everyone would like to hear, we are careful to get our facts straight, and because of that, we are generally treated with respect.

A couple of years ago when we were faced with multiple divergent views on animal identification, at the urging of the Livestock Marketing Association (LMA), the major national livestock organizations sat down and came up with a plan and presented it to USDA. Portions of that plan were included in the proposed Animal Traceability rule that has just been issued by USDA. The comment period is now open and these same livestock groups are each preparing their comments. It looks like there is still work to do before this rule is final.

Today, this is the same method USCA is proposing for the checkoff. While the checkoff is working for some producers, it is not working for others, and that problem needs to be addressed and it needs to be addressed soon. USCA has contacted the major national livestock organizations and proposed a checkoff summit. We need to sit down and work this thing out.

As if this weren't enough to keep us busy, we have continued to be the only organization actively working to defend COOL. We have set up a special COOL fund to defend mandatory country of origin labeling and we would like to thank all of you that have made donations. Your generosity is appreciated. Donations can be made directly to USCA and will go only to COOL if that is noted on your check.

Meanwhile things progress in D.C. and we believe that money will be the issue for years to come. As we move into the fall, all provisions of the Farm Bill and farm programs are open for discussion. We can see that income taxes and estate taxes will be under fire. No matter what the true situation on your farm or ranch, the federal government will be looking at you as a source of funds.

In other arenas we have been truly fortunate to have knowledgeable and forceful directors. Alan Sents of Kansas has taken the lead on GIPSA, and new directors Mary Ann Murray of Montana and Eddie Shelton of Virginia are concentrating on natural resources and have been working with a coalition on the Clean Water Act. Leo McDonnell of Montana continues to concentrate on trade and COOL along with Danni Beer of South Dakota, and both Leo and Danni and also Chuck Kiker of Texas are members of our checkoff committee. Dr. Richard Bowman chairs our animal identification committee and is a member of our animal health committee and we feel truly fortunate to have a veterinarian and a cattle producer represent us. Richard Hodge of Texas is the newest member of our executive committee and of course Judie Manuel is our membership chair.

So with members like these who are willing to be active and involved, and with help in D.C., we continue to move forward. Currently, USCA is preparing comments on the USDA Proposed Final Rule on Animal Traceability. We are continuing to work on the Clean Water Act as it affects the Chesapeake Bay because we believe it will be used as a template for water provisions across the country. We are working on trying to make the checkoff a program that works for everyone, and we are urging Congress to encourage the U.S. Trade Representative to put up a vigorous defense of COOL. We couldn't do any of this without your support. We know these are hard times and they may get harder, but we thank you for your support. It is what allows us to do what we do.

USCA Annual Meeting & The NFR!

USCA's annual meeting will be held in Las Vegas, Nevada on Friday, December 2, 2011 at The Orleans Hotel. Room rates are \$36 for Thursday and Sunday nights, and \$89 for Friday and Saturday nights, plus 12% tax. Make your reservations today by calling 800-675-3267 and be sure to request the U.S. Cattlemen's Association rate. Photo identification is required at check-in.

It's YOUR Beef Checkoff...

DEFINING A "BREACH"

By **Chuck Kiker**, USCA Vice President
and Checkoff Committee Chair

Since the Beef Board's summer conference in Florida in early August, many of the press releases and much of the spin in the press have surrounded whether or not the checkoff's financial firewalls were actually breached and whether or not the checkoff's financial firewalls are functioning properly today. The spin has led to a lot of confusion and some are trying to manipulate that to their advantage. Let's take a closer look at things.

Following the Clifton-Gunderson financial review of a sampling of the National

USCA leadership is committed to ensuring that these industry-wide meetings are all-inclusive so that every check-off-paying producer is represented.

dollars that had been miscoded and had to be repaid to the beef checkoff. An expanded financial review revealed even more miscodings. While some miscoding could be understood as simple errors, the fact that some of the expenses were clearly related to non-checkoff events rests on its own merits.

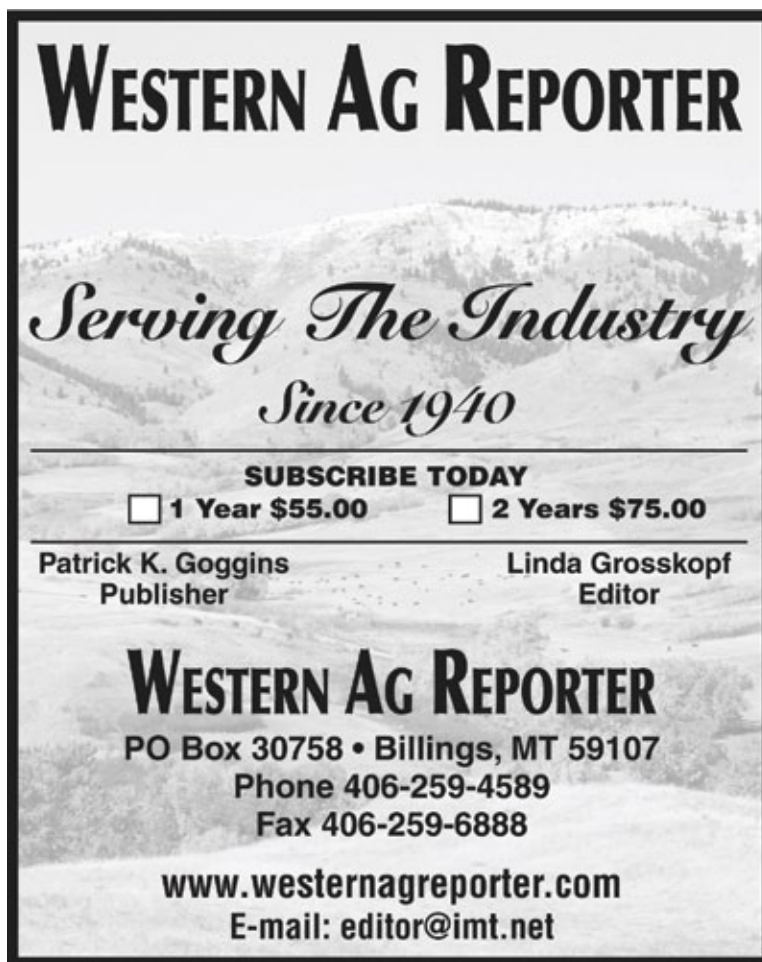
Originally the miscodings were called misappropriations. Upon examination of the definition of misappropriation - "dishonest use as one's own" - we had to start calling it miscoding. It seems the word misappropriation struck a nerve with NCBA and NCBA leadership started throwing around threats of lawsuits for anyone who inadvertently used a word that implied they were anything but pure and honest! When the miscodings - discovered during the Clifton-Gunderson review were settled - the U.S. Department of Agriculture

(USDA) and the CBB made the decision to implement new procedural policies to avoid these sorts of contractor infractions in the future. Prior to FY 2011, contractors submitted invoices to CBB on a monthly basis. CBB was performing limited review procedures on those monthly invoices and then following up with more extensive review procedures for each contractor on a periodic basis. These more extensive reviews would cover one- to three-year periods at a time. The work performed by Clifton Gunderson in 2010 was part of a regularly scheduled extensive review of the invoices submitted by NCBA, but involved an outside auditing firm at the request of NCBA. By the way, that request cost YOU - checkoff paying producers - somewhere in the neighborhood of \$80,000.

Beginning in FY 2011, as a result of the miscodings found by the Clifton Gunderson review, also known as the AUP (Agreed Upon Procedures), the CBB performs the more extensive review procedures related to contractor invoices on a more frequent basis. Contractors continue to submit monthly invoices; under new guidelines also initiated in 2011, however, CBB is requiring more supporting documenta-

tion for expenses. These new guidelines require contractors to obtain pre-approval of various types of expenses, such as sponsorship of events related to tactics in approved ARs and more specific supporting documentation of expenses as associated with travel and other activities. The CBB staff either approves the invoices, rejects them outright, seeks more information validating the expenses or, refers invoices to the CBB is there is a significant question or something the CBB staff is not comfortable with, invoices are referred to the CBB Executive Committee for final decision-making. These new procedures and policies appear to have strengthened the financial firewalls significantly. I think it's safe to say that TODAY the financial firewalls are functioning much better but that is only because the CBB leadership, staff and USDA have taken necessary steps recently to implement closer scrutiny of expenses. To say that the firewalls have

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www.westernagreporter.com
E-mail: editor@imt.net

always functioned properly is, in my opinion, misleading at best.

It could be argued, and in fact is being argued by some, that the miscodings exposed by the Clifton-Gunderson report were only discovered because the financial firewall was functioning properly before the new procedures and policies were put into place. I happen to think that argument is a little like splitting hairs. The fact remains that had the financial review not taken place and the CBB not forced NCBA to cooperate in the review by hiring the Clifton-Gunderson group to conduct it and making a motion in the CBB executive committee to stop payments to NCBA if the review wasn't completed by the end of 2010, the breaches in the firewall might never have been found and the

money would never have been returned to the beef checkoff.

I call it "breaches" because if the firewall was an actual wall and money ended up on the wrong side and had to be paid back or returned to the proper side then the firewall was breached. We were told at one point that money being on the wrong side of the firewall wasn't a breach unless there was intent. Well folks, if there's intent, it isn't a breach at all; it's embezzlement. I'll let you decide for yourself about whether or not the infamous firewall has always worked and whether or not there was a breach. The definition of breach is irrelevant however. What is relevant is that the CBB conduct the audits and financial reviews because if the CBB doesn't look for money that is on the wrong side of the firewall it stays on the wrong side of the firewall.

The U.S. Cattlemen's Association (USCA) has been deeply involved in checkoff reform; in fact, checkoff reform is a core part of USCA's policy. During the last three years, USCA has participated in multiple meetings with other national groups to bring forward concerns with the checkoff; we've filed comprehensive comments with USDA and with the CBB; USCA has participated in meetings with USDA-AMS officials regarding checkoff reform; and now, USCA is partnering with National Farmer's Union to host industry-wide meetings about the checkoff's future.



When NCBA began making accusations and calling for the resignations or removal of CBB leadership and the controversy between NCBA and the CBB began escalating earlier this year, USCA determined that it was time to ask the Secretary of Agriculture to intervene in the dispute before all producer faith and trust in the program was lost. Several of us flew to Washington, DC to meet with Secretary Vilsack to discuss the situation. After

consulting with other national cattle and marketing groups, USCA and NFU made the decision to host industry-wide meetings on beef checkoff reforms. Our interest is in molding a checkoff program for the future that will be all-inclusive, one that will provide for representation of all producers equally. These changes will not come easily. NCBA has already demonstrated just how serious it is about maintaining its influence over the checkoff program. That NCBA is resisting meaningful change in the program comes as no surprise when one understands that more than 70% of NCBA's overhead was paid for last year by the beef checkoff.

The Roles and Responsibilities changes adopted by the CBB in Florida are a small step in the right direction. NCBA and CBB leadership argue that, since the conclusion of the summer meeting, issues have been resolved and that we must move on in order to move the checkoff forward. I guess they would after the CBB CEO and Chairman resigned while being accused of ethics violations by NCBA affiliates and state beef councils.

NCBA is trying to portray an image of being lily-white clean and above it all, while being the culprit of most of the problems. The CBB leadership is trying to protect the image of the checkoff and to not be the next victim of the NCBA purge.

To the statement that issues have been resolved and we must move on, I say "not so fast." While that's a "feel good" statement with "feel good" intent, how we move the checkoff forward should be a decision the industry makes collectively. The industry is on the cusp of that opportunity, thanks to the efforts of NFU and USCA to bring all industry groups to the table for that discussion. As USCA President Jon Wooster is fond of saying, there's a far more expansive discussion to be held about additional checkoff reforms. USCA leadership is committed to ensuring that these industry-wide meetings are all-inclusive so that every checkoff-paying producer is represented. The first industry-wide meeting is scheduled to be held September 27 in Minneapolis. We intend to pitch a big tent for this process and we will be fully transparent about what happens during the meetings to come.



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U.S. Cattlemen's Association Looks Forward to Reviewing Proposed Animal ID Rule

Recently, the U.S. Department of Agriculture (USDA) announced its proposed rule to enhance Animal Disease Traceability (ADT). This proposed rule seeks to increase the efficiency and timeliness of animal disease investigations while decreasing the length of the investigations and thereby the costs to producers and the government. The U.S. Cattlemen's Association (USCA) has played an active role in the stakeholder process of providing input since the program was announced in February, 2010.

"Updating animal disease traceability is not a simple process," noted USCA Animal ID Chairman, Richard Bowman, DVM, "However, USDA has taken steps throughout the rule-making process to continually involve and take into consideration producer and industry-driven input while the ADT plan was being updated. USDA is to be commended for following a pro-

cess for developing a workable framework that takes into consideration both the demands of the industry and consumers for a healthy and traceable food supply, while also maintaining a system that economically allows the nation's cattle industry to enhance traceability efforts as it relates to animal disease eradication and prevention."

"USDA and industry stakeholders have been engaged in discussions, listening sessions, roundtables, and conference calls since the proposed guidelines for a National Animal Identification System were first released on February 5, 2010. Since then, the amount of time and scrutiny that the department, specifically the Animal Plant Health and Inspection Service (APHIS), has put into this issue has been considerable. The level of communication between the agency and USCA, along with fellow industry stakeholders, has been one of un-

precedented levels. Many of the issues surrounding this proposed rule were worked out thanks to the Livestock Marketing Association's leadership in pulling together 12 national cattle, dairy, and marketing organizations and its work within the Cattle ID Group. We hope that this lengthy and strenuous effort results in a workable traceability plan," continued Bowman.

In closing, Bowman noted, "USCA looks forward to reviewing the rule and consulting with our membership to ensure the best possible version of an animal identification system is created; one that addresses the policies and concerns of U.S. cattle producers while allowing animal health officials the ability to trace and eradicate any animal disease outbreak threatening the U.S. cattle herd."

USCA Update on Scale Testing

On January 20, 2011, GIPSA published a rule to better define scale testing requirements. The new rule specifies that one of the two scale tests must occur between January 1 and June 30 of the calendar year and the second must occur between July 1 and December 31 of the calendar year. A minimum of 120 days is required between the two tests.

In the new rule GIPSA has provided an exception for the testing of scales used on a limited seasonal basis, which GIPSA has clarified to allow a test to be valid even if the period overlaps the first and second parts of the year and allowed testing to be valid for up to eight months. A seasonal scale is one used during any continuous eight month period. GIPSA requires that seasonal scales be tested once during the calendar year and that the test must have been conducted within eight months prior to its use.

COUNTRY CONNECTION (continued from page 2)

these individuals heard you because they passed the proposed changes. Hats off to all of you for making your Beef Checkoff better!

Continuing on the subject of the Beef Checkoff, July 19-21 found USCA leaders Chuck Kiker and Leo McDonnell, along with USCA member and Legislative Director for the South Dakota Farmers Union, Johnny Kerstiens, in Washington D.C. These individuals met with elected officials on Capitol Hill along with leadership at the U.S. Department of Agriculture (USDA). The highpoint of the activities was a meeting with USDA Secretary Tom Vilsack. Enhancing the Beef Checkoff was the key topic for this meeting, and the talks went very well. Moving forward, USCA and the National Farmers Union will be working with all of the industry groups representing livestock marketing and cattle interests by coming together for several

meetings to map out a plan and agreement for the steps and changes that need to take place to enhance the Beef Checkoff. You can keep track of meeting progress by logging on to USCA's website, listening in on the Horn Wrap calls, or reading the USCA Capital Updates. By the way, if you are not on USCA's Capital Update list, please email usca@uscattlemen.org <<mailto:usca@uscattlemen.org>> to get added to the list.

The USDA finally announced its proposed rule on animal disease traceability (ADT). USCA has spent considerable time working with industry groups, state veterinarians, and the USDA to provide input leading up to this rule. On a positive note, USDA has worked extremely hard to incorporate all the stakeholders in drafting this proposed rule. USCA will now be evaluating the proposed rule. Your comments are critical. Please listen in on the Horn Wrap calls as we'll spend a great deal of time discussing the proposed plan. Be sure to read the proposal; it can be found on USCA's website.

UNITED STATES CATTLEMEN'S association



*Leo McDonnell accepting
saddle donation from
George Yost of NutraLix*

SADDLE UP WITH USCA!

**NUTRALIX, INC. has generously donated a saddle to the
UNITED STATES CATTLEMEN'S ASSOCIATION
for our 2011 membership drive**

If you join USCA or renew your membership between January 1, 2011, and December 31, 2011, you will be entered for a chance to win this beautiful saddle. Also, for each new member you recruit to join USCA, you will be given an additional entry. To receive proper credit for your recruitment entry, the "recruited by" section of the membership form must be completed to include your name, address, and phone number. So, be sure to renew your membership and ask your friends and neighbors to become part of the USCA family!

EXACT DRAWING TIME AND LOCATION TO BE DETERMINED

WWW.USCATTLEMEN.ORG



MEMBERSHIP-DONATION FORM

P.O. Box 339 ~ San Lucas, CA 93954 ~ Telephone: (831) 385-5316
web: www.uscattlemen.org ~ email: usca@uscattlemen.org

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.

Name _____

Ranch Name _____

Address _____

City _____ County _____ State _____ Zip _____

Phone _____ Email _____

Own cattle: _____ Yes _____ No

Tribal Member: _____ Yes _____ No

Annual Membership Dues:

- Cattle Producer (owns cattle) ~ \$100 per year
- Cattle Producer (50 hd or less) ~ \$50 per year
- Business Member ~ \$100 per year
- Student Member (22 & younger) ~ \$25 per year

Premier Memberships:

- MAVERICK level \$150 to \$499
- WRANGLER level \$500 to \$999
- DROVER level \$1000 or more

Donation Only

(I do not wish to become a member at this time)

Affiliate Organization Membership Dues:

- 1 to 100 members ~ \$100 per year
- 101 to 999 members ~ \$1 per member
- 1000 members or more ~ \$1,000 per year

AMOUNT REMITTED: _____

Recruited By:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Only members owning cattle have voting rights. One member—one vote.

Contributions are not deductible as a charitable contribution but may be deductible as an ordinary and necessary business expense.

Please mail completed form along with your check to our Membership Chairman at:

UNITED STATES CATTLEMEN'S ASSOCIATION

P.O. Box 109 ~ Winnett, MT 59087

Your Support is Appreciated!



UNITED STATE CATTLEMEN'S ASSOCIATION
P.O. BOX 339
SAN LUCAS, CA 93954

You're Invited!

DATE:

**Calls are held
on the first and
third Tuesdays
of each month.**

TIME:

**9:00 a.m. Eastern
8:00 a.m. Central
7 a.m. Mountain
6:00 a.m. Pacific**

Call in number:

1-270-696-2525

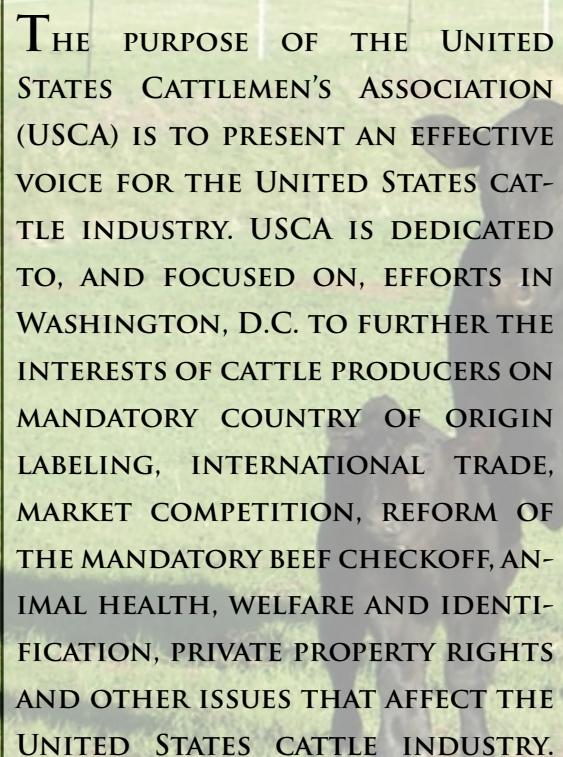
Access Code:

032007#

Pour yourself a cup of streaming coffee, pull up a stool and spend a few minutes with Jess Peterson every other Tuesday morning for an update on legislation impacting the U.S. cattle industry in Washington, DC.

This early-morning forum has been created as an "information exchange" where producers can offer input and feedback directly to Jess on policy that will impact the viability and profitability of you, the rancher, and Jess can keep you informed about what's happening on The Hill. This is an easy way to keep yourself abreast of the issues - and you don't have to leave the house.

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.



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.