

KCA News

KANSAS CATTLEMEN'S ASSOCIATION

August 2015

Senate Action Imminent on Fate of COOL

Senator John Hoeven, and Senator Debbie Stabenow introduced legislation in the Senate on Friday, July 24, 2015 regarding Country of Origin Labeling (COOL). The Voluntary Country of Origin Labeling (COOL) and Trade Enhancement Act of 2015 provides for voluntary labeling of beef, chicken, and pork, with strict definitions of how the USA brand of "born, raised, and slaughtered" is defined. Full repeal of the mandatory COOL law has been tracking its way through legislation garnered by support from anti-COOL legislators, industry groups, and the multi-national meat packer lobbies. Senator Pat Roberts offered an amendment to the highway bill to fully repeal mCOOL.

"The Kansas Cattlemen's Association (KCA) has always supported and continues to support a label that explicitly tells the consumer the true origin of their beef, which is what we have as law today," stated Tyler Dupy, KCA Executive Director. "To fully repeal mCOOL is unacceptable, and the concept of a voluntary program has been tried unsuccessfully in recent years."

Although the bumpy path to develop and fully implement mCOOL has been twenty years in the making, KCA considers this track to full repeal incautiously swift. The

McPherson County Meeting

Members of the Kansas Cattlemen's Association (KCA) met at the historic McPherson Opera House in McPherson, Kansas for presentations and industry discussions the evening of July 9, 2015. The free event was hosted in part by McPherson County Feeders, was open to the public, and it included a free USA Beef BBQ dinner courtesy of Zoetis & First Bank Kansas.

The evening included presentations by Dr. Mike Wells of Zoetis and Mark Kinoff of Ceres Hedge. The meeting wrapped up with a discussion of industry issues and door prizes provided by area sponsors were given away to those that attended. "Small regional events like these allow ranchers to come together, discuss herd and industry issues, find possible animal health and financial solutions, and enjoy the company of other ranchers from all across the state. They are considered regional, but when we bring speakers in from Chicago, we see members and the public come from as far as 200 miles away," stated Tyler Dupy, KCA Executive Director.

Continued on page 5.

Senate Committee of Agriculture, Nutrition, and Forestry heard testimony strongly leaved toward the opposition of mandatory labeling in June 2015, with only one party scheduled to testify in support of the law. Committee Chair, Pat Roberts, opened the hearing by discussing threats of Canadian and Mexican proposed retaliation, and how the committee must fix it. Senator Stabenow certainly came to bat for COOL, much like in years past, but that work has been done. The law is not what needs fixed, but KCA certainly applauds her and the co-sponsors work to protect the definition of the label.

Opponents of COOL presented testimony centered on a lack of WTO compliance with threatened retaliation, costly implementation of the program, and an overall lack of consumer demand for such a label. Additionally, opponents indicate Canada and Mexico are unwilling to negotiate with any legislation in place for COOL, including voluntary. The very construct used for the writing of the voluntary legislation proposed in the United States by Stabenow and Hoeven is similar to Canadian law, which is a basis for future negotiations of a settlement with the prevailing countries. A study completed by the University of Arkansas showed that the consumer perception of food safety and quality is influenced by such labels. The evidence in support of the repeal of COOL is all too often exaggerated or even contradictory.

"The beef industry as a whole has many ethical and moral obligations, from pasture to plate. I regularly look in my local grocery retailers, and I recently saw a pound of beef labeled 'Product of Canada, Mexico, USA, Australia, and New Zealand.' Without the label, the packers and grocers will not be required to provide a true picture of what is in the package. It certainly raises the eyebrows of consumers I speak with when they hear of 16 ounces of beef together in one package with an origin of five countries over multiple continents," stated Dupy.

KCA continues to track legislation as it works through the Senate and House of Representatives. COOL has long been a top priority to the membership of the KCA, and we will continue to advise our legislators of the importance of maintaining a "Product of the USA" label.

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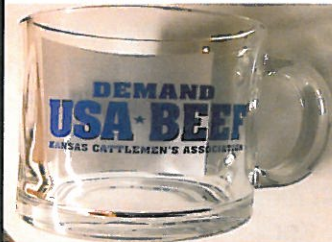
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The Kansas Cattlemen's Association has advertising and sponsorship opportunities available. As a non-profit 503(c)(5), KCA depends on your contributions to help independent producers receive representation in Topeka and Washington, D.C. KCA is fully funded by member and sponsor donations. KCA News is the regular KCA publication, and is circulated throughout the state to members, vendors, advertisers, feed yards, and sale barns as well as online. For more information regarding advertising, sponsorship, and more, please contact the KCA offices at 785-238-1483 or online at www.kansascattlemen.com.

KCA Annual Meeting Scheduled for Nov. 20th

The Kansas Cattlemen's Association (KCA) Annual Membership Meeting will be held in Dodge City, KS on Friday, November 20, 2015 at the Western State Bank Expo Center Media Room at 4:00 p.m. All cattle producing members of the KCA are encouraged to attend. The meeting will be followed by the 17th Annual Convention and Trade Show on Saturday, November 21, 2015. Additional information is posted at www.kansascattlemen.com as it comes available. To RSVP, call 785-238-1483.

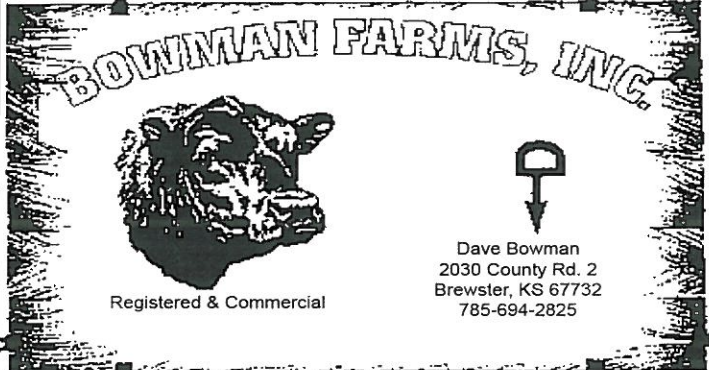


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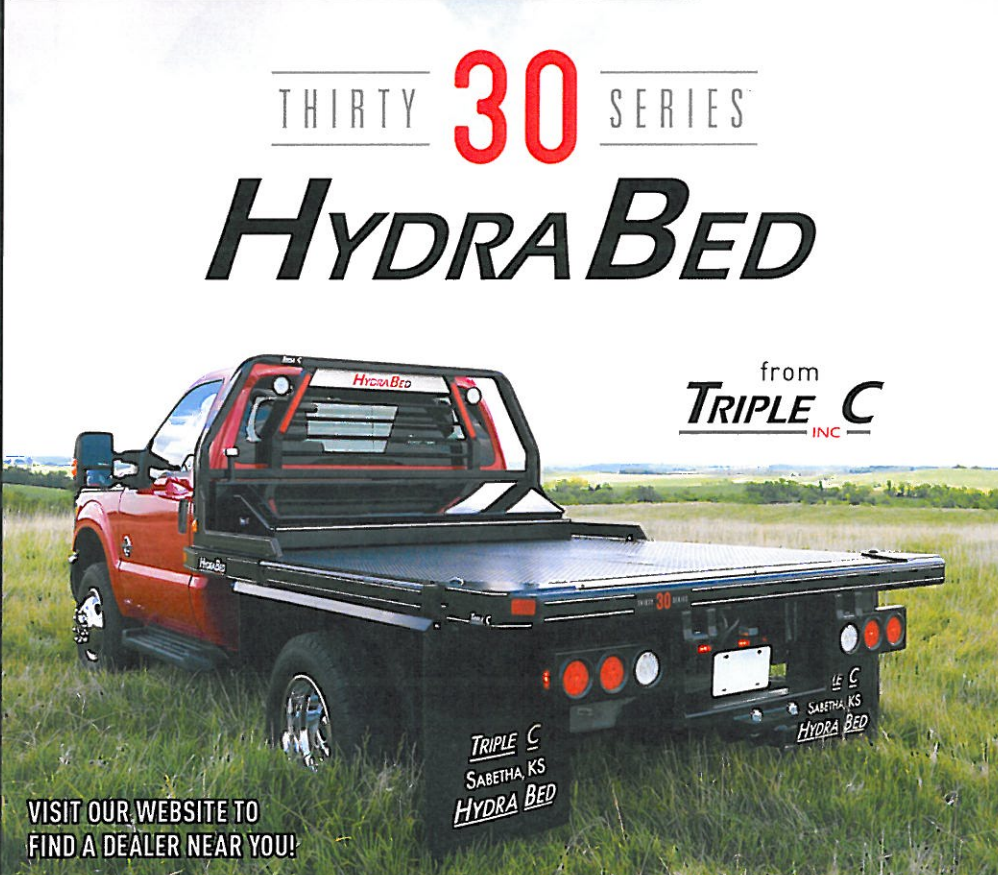
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A message from the PresidentDJ Edwards

Hello Again,


What a whirlwind July has been. Our operation has been busy shipping cattle off of grass. Our gains have been average to excellent. What's amazing is the gain variance within a few miles. I'm guessing it's the environmental conditions that have varied tremendously within those few miles. One thing that is very consistent this year is the excellent grass growth that hasn't been seen in several years.

July has also been a whirlwind on national and state issues. Whether COOL, WOTUS, TPP, government finances, immigration, or the Iranian nuclear deal. It is so amazing that everyone wants what we have, yet when we litigate or negotiate, we accept their terms so freely.

Now is not only an important time to support your industry organization, but also take an active role in the organization, as well as bending your legislator's ears on various issues. We've got to dig in and preserve the legislative gains we have made.

Until next time,

- DJE



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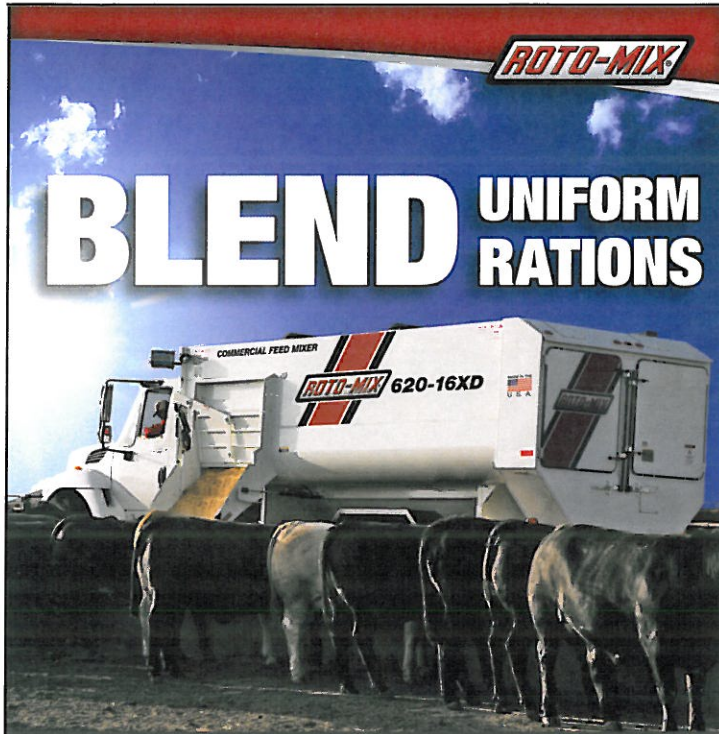
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McPherson Meeting Cont.

Dr. Mike Wells provided a presentation on proper vaccine strategies, discussing the importance of ensuring modified live vaccine survival prior to vaccination. Techniques include not mixing vials, maintaining proper storage temperatures, and proper cleaning of syringes and needles. Herd deworming was also discussed as an integral part of herd maintenance.

Mark Kinoff of Ceres Hedge discussed hedging strategies to minimize risk. Ceres Hedge specializes in commercial grain and livestock producers to optimize hedging strategies, understanding market dynamics and analysis.

Proud sponsors of the meeting included prime sponsors Zoetis and First Bank Kansas. Other sponsors included Countryside Feed, Central Livestock, Ehling Custom Mills, Mid Kansas Coop, Zeitlow Distributing, McPherson County Feeders, Don's Tire, A5 Western, Cargill, Holm Auto, Triple C, Inc., First Choice Meats, Orscheln Farm & Home, The Stone Chimney, Herington Livestock Commission, and Animal Health International.

KCA produces regional meetings throughout the state. The meetings provide attendees with professional development opportunities as well as organization and industry updates. In addition, they provide KCA with fundraising and membership drive opportunities. The key to a successful meeting is an engaged regional host. Meetings take on many shapes: morning coffee, evening supper, or even a full day of activities. If you or your business is interested in hosting a regional meeting in your area, we would love to hear from you. Call us at 785-238-1483.



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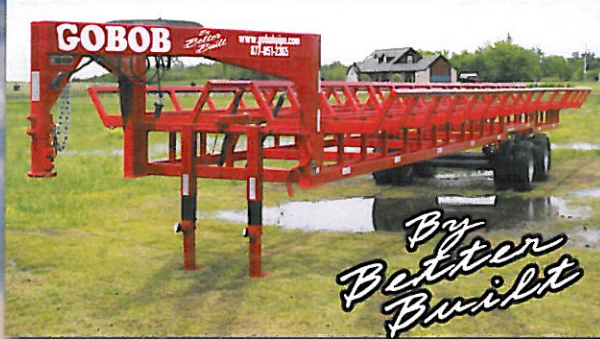
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KCA Scholarship Program Announces 2015 Awards

The Kansas Cattlemen's Association has awarded seven scholarships for the 2015-2016 school year. Eligible recipients must be high school or college students with a GPA higher than 2.5, and planning to seek higher education at a four-year college/university, junior college, vocational/trade school, or technical training.



Nicole Pfrang is the daughter of David and Ginny Pfrang of Goff, Kansas. Nicole is currently pursuing her bachelor's degree in Animal Science and Production at Kansas State University. She maintains a 3.0 grade point average. In addition to school, Nicole regularly works on the family farm and ranch. She is a dedicated volunteer at KCA events, and aspires to pursue a future in veterinary medicine and family farming. She has been awarded and accepted the \$500 KCA & Go Bob Pipe and Steel Scholarship.



Keri Pfrang is the daughter of David and Ginny Pfrang of Goff, Kansas. Keri is a 2015 graduate of Wetmore High School. She maintained a 4.0 grade point average while participating in numerous sports and school clubs throughout her high school career. Keri is a regular volunteer at KCA events, and an active member of the association. She plans to attend Wichita State University in the fall and study Business. Keri has been awarded and accepted the \$300 KCA Go Bob Pipe and Steel Scholarship.



Quentin Haas is the son of Kane and Jolene Haas of Madison, Kansas. Quentin is a 2015 graduate of Madison High School. There he maintained a 4.0 grade point average while participating in sports, Ag Team, and working on the family farm. He plans to attend Allen Community College in the fall, where he will study Agriculture and be a member of the livestock judging team. Quentin has been awarded and accepted the \$300 KCA and Go Bob Pipe and Steel Scholarship.

Congratulations to all of the 2015 KCA & Go Bob Pipe and Steel scholarship recipients.

Jodie's Dish

Italian Shredded Roast with Pasta

Ingredients

- 2 T Olive Oil
- 2 lb Beef Roast
- 3 Bacon Strips
- Salt & Pepper
- 1/8 c Flour
- 1 Onion (Chopped)
- 3 Carrots (Chopped)
- 1/2 c Parsley
- 4 Garlic Cloves
- 1 14 oz can tomatoes
- 1 T Tomato Paste
- 1 t Rosemary
- 1 t Thyme
- 1/2 t Oregano
- 1 Bay Leaf
- 2 1/2c Beef Broth
- 3/4 c Red Wine
- 1 lb Pasta

Instructions:

Roll up your sleeves. We may get messy, but it'll be all worth it! Take a big soup pot, pour in the olive oil (you can substitute veggie oil if you like), and cook the bacon till crisp. The bacon is a treat, because what we need is the oil. Salt and pepper up that roast, and then roll it around in the flour like a big chicken fried steak. Now place the whole roast in the pot and brown it on all sides over medium heat. We want a good dark color, but not burned!

Now we get to make some noise! Place the onion, carrot, parsley, and garlic in a blender and blend until finely minced. Add the tomatoes and tomato paste and pulse it together a few times. Don't forget the lid!

Now pour that mixture into the pot over the browned roast. Finish it off by adding the rosemary, thyme, oregano, bay leaf, beef broth, and wine. No vino? No problem! Substitute wine with additional cup of beef broth and 2 T white vinegar.

Turn up the heat, and bring the whole lot up to a steady simmer, cooking about 2 hours. We want the roast to be at least 145 degrees. When there, remove the bay leaf from the pot and shred up the meat in the sauce.

Cook up a pound of linguine, or whatever pasta you prefer, and add to sauce mixture. Garnish with parmesan. Enjoy with garlic bread!

KCA Hosts Seminar for Beginning Cattlemen

The Kansas Cattlemen's Association hosted its Cattlemen's College in Salina, Kansas. The annual event showcased seminars for beginning farmers and ranchers which were designed to build and enhance knowledge of animal health and wellness, obtaining capital, managing risk, marketing strategies, and pasture management. Attendees came from all across the state of Kansas.

Darrin Unruh, Kauffman Seeds, discussed the importance of proper ground coverage of healthy desirable foliage as part of proper pasture management. Combining staggered grazing patterns with diversified plant choices provides for long-term soil improvement, resulting in healthier, sustainable pasture lands.

Schwieterman, Inc. representatives were in attendance to present the basics of commodities trading.

Kim Cerny, Saline County Farm Service Agency, started with a seminar geared toward obtaining guaranteed financing. Following the financial programs, Cerny discussed the development of a realistic budget and business balance sheet. She mentioned that being conservative in your expected income helps to ensure success in the long-term. Following Cerny was Josh Wagner, Lang Diesel, Inc., discussing techniques and strategies for purchasing new and used equipment.



KCA board member, Spencer Crowther, Hanover, speaking to the attendees of the KCA Cattlemen's College.

Domenic Varricchio discussed recent patterns in the beef industry, and the impact this has had on the markets. Students learned that although head counts for slaughter are lower than recent years, beef production per pound is slipping at a much slower pace due to head count weight. In addition, Varricchio discussed the basics

Dr. Justin Smith, Kansas Department of Agriculture, kicked off the animal health and welfare seminar for the event by discussing common diseases and prevention within the cattle industry as well as emergency management strategies. Troy Warnken and Dr. Mark Corrigan with a presentation by Merck Animal Health regarding animal nutrition followed. Animal nutrition was also discussed by David Murphy and Scott Weber of Ruma-Lic Liquid Feed.

of trading commodity futures and options with the group. Spencer Crowther, Laue Charolais Ranch and Double C Ranch shared how seed stock and private treaty marketing of cattle is an alternative to traditional cattle marketing strategies.

The final seminar offered was Livestock and Business Risk Management. Lance Sharp, Copeland Insurance, discussed the liabilities that operations face as qualified businesses. As operations change, so do the insurance needs of the business, and it is always important to keep your agent up-to-date on machinery changes and other critical changes to your business.

The event wrapped up with door prizes and refreshments compliments of Orscheln Farm & Home, Rittel's Western Wear, Farmers and Ranchers Livestock Sales, Saline County Farm Bureau Association, Holm Auto, Farmway COOP, Community National Bank, and Triple C, Inc.



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Growing Beef Demand Priority for Beef Board

During the 2015 Cattle Industry Summer Conference earlier this month, beef industry leaders representing every link in the beef value chain presented a plan for meeting aggressive goals to strengthen the beef industry from 2016-2020. The Beef Industry Long Range Plan Task Force has been meeting since December 2014.

The task force defined the mission of the U.S. beef industry as: "a beef community dedicated to growing beef demand by producing and marketing the safest, healthiest, most delicious beef that satisfies the desires of an increasing global population while responsibly managing our livestock and natural resources."

In addition, the task force agreed the single most important strategic objective the industry should pursue is increasing beef demand and established a specific objective to "increase the wholesale beef demand index by 2 percent annually over the next five years," which will require resources be committed in four core strategies:

- Drive growth in beef exports, a strategy that focuses on gaining access to key markets and promoting the unique attributes of U.S. beef to foreign consumers.
- Protect and enhance the business and political climate for beef, which begins with motivating stakeholders to become more engaged in policy concerns to improve the industry's effectiveness in managing political and regulatory issues that threaten the overall business climate of beef

production, including assuring beef's inclusion in dietary recommendations, exploration of new production technologies, crisis management planning, developing the next generation of beef industry stakeholders and other initiatives.

- Grow consumer trust in beef and beef production, including a critical focus on antibiotic stewardship, the implementation of a certification/verification program and continued investment in beef safety initiatives.

- Promote and strengthen beef's value proposition, a strategy designed to revolutionize beef marketing and merchandising; invest in research that allows the industry to communicate beef's nutritional benefits; capitalize on media technologies to communicate beef's value proposition; and respond to consumer-based market signals with product improvements and increased production efficiencies.

Support for the long range planning process was provided through the policy and federation divisions of the National Cattlemen's Beef Association and the Cattlemen's Beef Board. Guided by the plan, the Beef Board and Federation adapted their joint committee structure to better focus on plan recommendations to maximize the effectiveness and efficiency of beef checkoff dollars where they can and should appropriately be invested.

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Keeping You In The Know: Health Insurance

Have you seen any changes in your health insurance policies in the last couple of years? If not, hang on because change is coming and it is coming sooner than later! I will be providing some updates for you, via your newsletter, over the next few months about the changes we are seeing and possibly a bit of background and foresight as to how these changes could affect you depending on the size of your operation. Many of the people I speak with guess at some point the requirement to have coverage will go away, but I feel we will see changes, but Healthcare Reform is here to stay. My name is Jim Fletcher and I am currently the District Manager for American Family Life Assurance Company of Columbus, many know us as Aflac and others just know us by our duck.


Health Insurance has been undergoing a face lift, at a speed similar to Michael Jackson, over the last few years. This is both good and bad depending on your view, but there is no doubt the change is far reaching and has affected just about everyone in some way shape or form at this time. In March of 2010 this change began with President Obama's signing of the Affordable Care Act (forever known as ACA or ObamaCare). In 2012, The United States Supreme Court affirmed the law by ruling on the Individual Mandate to have coverage. This pushed many people, who had not sought out coverage previously, to rush into the insurance market places looking to be covered by an insurance company or face fines that decreased their income tax return. In 2013, these fines were so small it was not an impact on most people who dodged coverage, but in 2014 those fines grew and many people ran, like a herd to feed, seeking the cheapest coverage they could and avoid losing from their future income tax returns. This has created new problems, people seeking out insurance on the internet and buying based on price, not the type of coverage they need.

As I am writing this the United States Supreme Court has spent more time on this case, making an announcement today that will have impacts on the Health Insurance Marketplace and the access to coverage for many people. This ruling simply states, carriers can work with the Federal system and are not limited to working with the individual States when providing health coverage for the citizens of each State. It also makes applicants who go to a Federally Funded exchange eligible to apply for subsidies, but these will be limited for those who are applying for coverage on a State driven exchange. For those of us in Kansas this will not be a big change at this time as the State opted out of having an exchange, so our residents have been seeking coverage on the Federal exchange since it was opened.

I will break down some of the things you should look for in a health plan for you next time and some of the pro's and con's of the changes we are seeing. The biggest is the out-of-pocket costs reaching \$13,000 per year for a family. I would encourage everyone to know the coverage their plan offers, insurance has after all become the saving grace of financial security in today's market.

By Jim Fletcher
American Family Life Assurance Company

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KCA Calendar

- 08/15/2015 Cattlemen's Field Day**
Soldier, Kansas
- Activities
- BQA Certification
- 11/20/2015 Annual Membership Meeting**
Dodge City, Kansas
- 11/21/2015 Annual Convention & Trade Show**
Dodge City, Kansas

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17th Annual KCA Convention and Trade Show

The Kansas Cattlemen's Association (KCA) Board of Directors is pleased to announce the 17th Annual KCA Convention and Trade Show will return to Dodge City this fall. The event will be located at the Western State Bank Expo Center on Saturday, November 21, 2015 beginning at 7 a.m.

Renowned speakers and live cattle demonstrations will take place throughout the day, as well as a Cattle Markets Competition Panel of experts. Breakfast, lunch, and dinner will also be catered into the event. The trade show will return again this year, with vendors from all over the country. In addition, KCA will share the venue with a model train show this

year, adding just another fun opportunity for attendees and families of the area. The event will wrap up Saturday evening with a social hour, benefit auction, and banquet.

The trade show is free and open to the public. Paid Convention access to priority seating, breakfast, lunch, and dinner is \$75 per person. Additional details of convention schedule and hotel accommodations are posted online at www.kansascattlemen.com and will also be included in future editions of the KCA News. Please call the KCA office with questions or to register at 785-238-1483 or feel free to send us an email to cowsrus@kansascattlemen.com.

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