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Continued on Page 47
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Deadly New Deer Tick Virus Emerges In New York State

Blacklegged ticks can carry a host of diseases, and now a new virus is taking root in New York. In many parts of the country, blacklegged ticks, or deer ticks, have a fearsome reputation for spreading Lyme disease. Commonly transmitted to humans, tick-borne diseases are reported by the Centers for Disease Control and Prevention (CDC) to be on the rise. Now scientists believe they have discovered a new threat from the blacklegged ticks called the Lineage II Powassan virus.

In a recently published paper in the journal Parasites and Vectors, researchers suggest that the Powassan virus is responsible for a number of human infections throughout the Hudson Valley in New York state. According to the Cary Institute for Ecosystem Studies, the virus can cause nervous system disruption, encephalitis, meningitis, and life-threatening neurological damage. There is a 10 to 15 percent fatality rate in documented cases and some survivors are left with permanent neurological damage.

"We've seen a rise in this rare but serious illness in parts of New York State that are hot spots for Lyme disease," said Rick Ostfeld, one of the paper's authors. "We suspected it was tied to an increase in blacklegged ticks carrying deer tick virus, particularly on the east side of the Hudson River."

The tick will begin feeding in suitable host passes by the tick. The tick will begin feeding in its nymph stage. Ticks can become attached but not yet engorged with blood, it is likely that it has not yet transmitted Powassan disease. Unfortunately, the Powassan virus is not as patient. Unlike many of the common illnesses transmitted by ticks, the virus transmission can take as little as 15 minutes. "There is no vaccine or specific antiviral therapy," said Ostfeld.

"The best strategy remains prevention."

While the Powassan virus is non-comparable to Lyme disease, Ostfeld remains worried that the virus will spread beyond the state. The infection prevalence of about 1 percent to 6 percent.

Continued on Page 27
Millennials: Who Are We?

Valerie Van Dyke, Director of Consumer Marketing

If you’ve picked up a newspaper or magazine in the past year, you’ve likely encountered the term Millennial at least a dozen occasions. At the first millennial employee of the Virginia Beef Industry Council, I’m here to explain some of the similarities and differences of “my kind.” It’s an admittedly daunting task, especially because my generation hates to be boxed in or generalized.

Just like any generation before us, we have lots of personalities and lots of different beliefs and morals. We may be a little more outspoken about those things than previous generations, but there will never be one magic marketing message that reaches every millennial, just like there was never the baby boomers.

The key is to understand the term Millennial on at least one occasion. As the typical work week & over-time mentality, we would prefer working harder during shorter for unusual work hours so that we have time for all the life experiences we want to achieve, whether it’s as big as traveling the world or as little asachiving all to meet friends for happy hour down the street. We like options. Visit any restaurant these days and you’ll notice that the number and variety of appetizers has exploded. We want experience it all! Who wants to only try one flavor when you could have a bite of flavors?

The beef industry is looking for ways to fit into this generation, and the opportunities are as limitless as the opportunities millennials have proven to us. We are looking for information, and not all of it in the face-to-face so that we can move on to the other topics we plan to learn about during our lunch hour. We are curious about where our food comes from and whether it fits into our moral & social beliefs. While we may not agree as a generation on any one moral compass, we individually seek to fulfill the beliefs that matter most to each of us.

We are a generation that will work hard, creatively, and passionately, but we tend to reject the typical work week & over-time mentality. We would prefer working harder during shorter

Most consumers don’t recognize the nutrition benefits that meat and poultry offer, according to a recent survey conducted online by Harris Poll for the American Meat Institute. (The poll, 12% of consumers correctly identified meat and poultry as the only natural source of Vitamin B 12 . Twenty percent said fruits and vegetables such as broccoli and cauliflower were the natural source of B 12 and 13% thought the correct answer was citrus fruit. Neither of these foods contain Vitamin B 12 .

The typical work week & overtime mentality, we would prefer working harder during shorter for unusual work hours so that we have time for all the life experiences we want to achieve, whether it’s as big as traveling the world or as little asachiving all to meet friends for happy hour down the street. We like options. Visit any restaurant these days and you’ll notice that the number and variety of appetizers has exploded. We want experience it all! Who wants to only try one flavor when you could have a bite of flavors?

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By definition, we are 18-34 year-olds. By popular belief, we’re the most self-centered, materialistic, and entitled generation. But by any definition, we’re the most diverse, dynamic, and entrepreneurial一波万变。根据相关研究，千禧一代的消费者更重视道德与社会信念。虽然我们可能不完全同意作为一代的信念，但作为个人，我们追求符合我们价值观的生活方式。

We are a generation that will work hard, creatively, and passionately, but we tend to reject the typical work week & overtime mentality. We would prefer working harder during shorter for unusual work hours so that we have time for all the life experiences we want to achieve, whether it’s as big as traveling the world or as little asachiving all to meet friends for happy hour down the street. We like options. Visit any restaurant these days and you’ll notice that the number and variety of appetizers has exploded. We want experience it all! Who wants to only try one flavor when you could have a bite of flavors?
A new record of $68.7 billion in cash receipts for cattle. That figure is 3% larger than 2012’s $68.7 billion and, as can be seen at right, marks the fourth straight year in which cattle industry cash receipts have been record large. Another new record — $49.5 billion — for the value of beef production. This figure removes the value of purchased animals to arrive at just the amount of value added by cattle producers. The 2013 figure is 2.7% larger than the $48.2 billion of beef production in 2012. The emergence of a new leading state for total cash receipts. Nebraska finally overtook longtime leader Texas last year by realizing cash receipts from cattle and calves of $10.562 billion. That is a 4.4% increase from 2012. Texas’s cash receipts declined slightly in 2013 to $10.113 billion. Texas remains the number one state for value of cattle/calf production due to its larger cow-calf sector. That sector, of course, represents primary production from breeding cows and heifers, calves where a larger portion of Nebraska’s cattle industry is represented by feeders that buy feeder animals whose value is deducted from total cash receipts to compute the value of actual production in the state. Texas produced $7.425 billion worth of cattle and calves last year while Nebraska’s production was valued at $6.167 billion. Kansas maintained the number three state for both cash receipts ($7.735 billion) and value of production ($4.229 billion) but only sixth for cash receipts ($3.335 billion). That result is due to Oklahoma’s larger cow-calf sector relative to its feedlot sector. Total cash receipts from hogs and pigs also set another record in 2013, reaching $23.421 billion, 6.5% larger than the previous high of $21.999 billion set in 2012. The value of pork production in the U.S. also set another record in 2013 at $21.408 billion, up 5.8% from 2012’s $20.224 billion. Note that the value of pork production represents a much higher percentage of total cash receipts. There are several reasons for that. First, a much higher proportion of the pork production process is completed within one year since pigs are harvested at roughly 6 months of age. Second, a much higher proportion of pork production comes from companies that control the entire process from breeding to harvest meaning pigs do not change hands in the middle and thus create a cost of goods sold expense line. Finally, the value of a weaned pig has historically represented about 20-25 percent of the value of a finished hog where the value of a feeder steer or heifer represents a much higher proportion. Iowa continues to be the far-and-away leader in hog production, having 2013 cash receipts and production value of $7.385 billion and $6.860 billion, respectively. Those represent 32.4% of total U.S. cash receipts and 50.8% of total U.S. hog production value. North Carolina has led Minnesota for several years in value of production since a higher proportion of Minnesota’s total output is produced from purchased weaner or feeder pigs whose value, just as is the value of feeder cattle for the feedlot sector, is deducted from cash receipts to arrive at production value.
What Price Does The World Pay For Shunning Technology?

Wes Ishmael, BEEF Magazine

Other than potential entries, there seems little linking golden rice, genetically modified salmon, and beef from a steer implanted with growth hormones. In fact, all are casualties of something called the Precautionary Principle. There is no commonly accepted definition. However, proponents at the annual meeting of the National Institute for Animal Agriculture (NIAA) explained it is being used more frequently by regulators everywhere to mean proving something 100% safe for the environment, livestock and people — period. As such, the anti-everything crowd is also using the principle — the fact that nothing on this earth is 100% assured — to stir up fears inside and outside of governments.

The European Union (EU) began banning hormone-treated beef in 1989, “based entirely on the precautionary principle,” Mark Walton explains. He is chief marketing officer for Reombiotics, an innovator in genome editing. You may be less familiar with golden rice, developed by Ingo Potrykus and Beyer in the 1990s. Vitamin A deficiency causes blindness and death in millions of children worldwide. After battling to get to square one with U.S. regulators, the project moved to Brazil, where it’s being embraced. Another flaw of the Precautionary Principle, Walton says, is that it can be embraced without considering the consequences of doing nothing. “If the in the supposition is that new technology is somehow less safe than what already exists,” Walton says.

What Price Does The World Pay For Shunning Technology?

Tom Johnston, Meating Place

Amid a drought that is nearing its fourth consecutive year in Texas, Cargill will close a second feedlot in the state’s Panhandle region, according to a report in the Minneapolis Star Tribune.

Cargill’s decision to close its Dalhart feedlot follows the idling in 2011 of its Lockney yard, which is scheduled to close by year’s end. The Lockney feedlot experienced losses to frost off cattle, to cows producing human antibodies, to goats producing malaria vaccine in their milk. “The problem with the Precautionary Principle is not that it leads to no direction, but that if taken for all it is worth, leads to no direction at all,” Stotish says. Some companies and researchers facing similar challenges are simply going elsewhere. They’re taking their talents and intellectual property to countries that judge innovation with common-sense precaution rather than the all-or-nothing Precautionary Principle.

Cargill To Close Another Texas Feedlot As Drought Persists

Cargill continues to operate its Panhandle competitors include Tyson Foods (Amarillo) and JBS (Cactus). The origins of the lingering drought go back to the fall of 2010. It peaked in 2011, and 2010-2011 became the hottest, driest one-year period ever recorded in Texas. As a result, the state’s cattle herd declined by some 1 million head between January 2011 and January 2013, a 20 percent reduction. Conditions improved later in 2013, and Texas cattlemen were putting up for hard rebuilding in 2014. But the drought is increasing again in intensity, particularly in the Panhandle, and stressing those efforts in the middle of what should be the area’s April-June wet season.

Cargill To Close Another Texas Feedlot As Drought Persists

The goats produce milk with the gene from the Chinook salmon, and a growth regulator from an other freshwater fish called the ocean pout. The resulting AquAdvantage Atlantic salmon, now 14 generations old, grows to market weight twice as fast as conventional North Atlantic salmon and then quits growing. It is also 9% more feed-efficient. It can be grown inland, too. According to Ron Stotish, AquaBounty president and CEO, the U.S. imports $2 billion worth of North Atlantic salmon every year. Imagine the jobs that could be created. Almost 20 years and $80 million later. The goats produce milk with the gene from the Chinook salmon, and a growth regulator from another freshwater fish called the ocean pout. The resulting AquAdvantage Atlantic salmon, now 14 generations old, grows to market weight twice as fast as conventional North Atlantic salmon and then quits growing. It is also 9% more feed-efficient. It can be grown inland, too. According to Ron Stotish, AquaBounty president and CEO, the U.S. imports $2 billion worth of North Atlantic salmon every year. Imagine the jobs that could be created. Almost 20 years and $80 million later. The goats produce milk with the gene from the Chinook salmon, and a growth regulator from another freshwater fish called the ocean pout. The resulting AquAdvantage Atlantic salmon, now 14 generations old, grows to market weight twice as fast as conventional North Atlantic salmon and then quits growing. It is also 9% more feed-efficient. It can be grown inland, too. According to Ron Stotish, AquaBounty president and CEO, the U.S. imports $2 billion worth of North Atlantic salmon every year. Imagine the jobs that could be created. Almost 20 years and $80 million later.

Cargill To Close Another Texas Feedlot As Drought Persists
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The Questionable Link Between Saturated Fat And Heart Disease

Are butter, cheese and steak really bad for you? The dubious science behind the anti-fat crusade

Nina Teicholz

“Saturated fat does not cause heart disease”—or so concluded a big study published in March in the journal Annals of Internal Medicine. Here could be the fix: the very cornerstone of dietary advice for generations has been that the saturated fats in butter, cheese and red meat should be avoided because they clog our arteries. For many diet-conscious Americans, it is simply second nature to opt for chicken over steak, canola oil over butter.

The new study’s conclusion shouldn’t surprise anyone famil

Our distrust of saturated fat can be traced back to the 1950s, to a man named Ancel Benjamin Keys, a scientist at the University of Minnesota. Dr. Keys was formidably persuasive and, through sheer force of will, rose to the top of the nutrition world—even gracing the cover of Time magazine—for chicken over sirloin, canola oil over butter because, at the time, Americans had grown so strong that the idea that these fats cause heart disease wasn’t the irresistible novel aging idea that could be linked to poor nutrition. Critics have pointed out that Dr. Keys violated several basic scientific norms in his study. For one, he didn’t choose countries randomly but instead selected only those likely to prove his beliefs, including Yugoslavia, Finland and Italy. Excluded were France, land of the famously healthy: smok

In 1961, Dr. Keys sealed saturated fat’s fate by landing a position on the nutrition committee of the American Heart Association, whose dietary guidelines are considered the gold standard. Although the committee had originally been skeptical of his hypothesis, it issued, in that year, the country’s first-ever guidelines targeting saturated fats. The U.S. Department of Agriculture followed in 1980.

Another study ensued. A half-century later, Dr. Keys revisited the landmark dietary advice that actually, carbs do.

The real surprise is that, according to the best scientific data, people put themselves at higher risk for these conditions no matter what kind of carbohydrates they eat—saturated, unsaturated, refined. Too much whole-grain oatmeal for breakfast and whole-grain pasta for dinner, with fruit snacks in between, add up to a less healthy diet than one of eggs and bacon, followed by fish. The reality is that fat doesn’t make you fat or diabetic. Scientific investigations going back to the 1950s suggest that actually, carbs do.

The second big unintended consequence of our shift away from the question wasn’t whether Americans should change their diets, but why not? Important benefits could be expected, he argued. Another recipe? “None can be identified,” he said.

In fact, even back then, other scientists were warning about the diet’s potential unintended consequences. Today, we are dealing with the reality that these have come to pass.

One consequence is that in cutting back on fats, we are now eating a lot more carbohydrates—at least 25% more since the early 1970s. Consumption of saturated fat, meanwhile, has dropped by 15%, according to the best available government data. Translates: Instead of meat, eggs and cheese, we’re eating more pasta, grains, fruit and starchy vegetables such as potatoes. Even seemingly healthy low-fat foods, such as yogurt, are filled with carbohydrates. Too much whole-grain oatmeal for breakfast and whole-grain pasta for dinner, with fruit snacks in between, add up to a less healthy diet than one of eggs and bacon, followed by fish. The reality is that fat doesn’t make you fat or diabetic. Scientific investigations going back to the 1950s suggest that actually, carbs do.

The second big unintended consequence of our shift away from fat is based—were peasants from Sweden and West Germany. The fact is, there didn’t suffer from high rates of heart disease, such as Switzerland, or cheese. The problem is that carbohydrates break down into glucose, which causes the body to release insulin—a hormone that is fantastically efficient at storing fat. Meanwhile, fructose, the main sugar in fruit, causes the liver to generate triglycerides and other lipids in the blood that are at-
from animal fats that no one was consuming more vegetable oils. Butter and lard had long been staples of the American pantry until Crisco, introduced in 1911, became the first vegetable-based fat to win widespread acceptance in U.S. kitchens. Then came margarine made from vegetable oil and then just plain vegetable oil in bottles. All of these got a boost from the American Heart Association—which Prange & Gamble, the maker of Crisco oil, coincidentally helped launch, as a national organization. In 1948, P&G made the AHA the beneficiary of the popular “Walking Man” radio contest, which the company sponsored. The show raised $1.7 million for the group and transformed it (according to the AHA’s official history) from a small, underfunded professional society into the powerhouse that it remains today.

After the AHA advised the public to eat less saturated fat and switch to vegetable oils for a “healthy heart” in 1961, Americans changed their diets. Now these oils represent 7% to 8% of all calories in our diet, up from nearly zero in 1900, the biggest increase from oils into solids. These dangers are especially acute in restaurant fryers, where the oils are heated to high temperatures over long periods. The past decade of research on these oxidation products has produced a credible body of evidence showing their dramatic inflammatory and oxidative effects, which implicates them in heart disease and other illnesses such as Alzheimer’s. Other newly discovered potential toxins in vegetable oils, called monochloropropane diols and glycidol esters, are now causing concern among health authorities in Europe.

From the 1950s on, these hard-ened oils became the backbone of the entire food industry, used in cakes, cookies, chips, breads, frostedings, fillings, and frozen and fried food. Unfortunately, hydroge-ration also produced trans fats, which since the 1970s have been suspected of interfering with ba-sic cellular functioning and were recently condemned by the Food and Drug Administration for their ability to raise our levels of “bad” LDL cholesterol.

Yet paradoxically, the drive to get rid of trans fats has led some restaurants and food manufactur-ers to return to using regular liquid oils—with the same long-standing oxidation problems. These dangers are especially acute in restaurant fryers, where the oils are heated to high temperatures over long periods. The past decade of research on these oxidation products has produced a credible body of evidence showing their dramatic inflammatory and oxidative effects, which implicates them in heart disease and other illnesses such as Alzheimer’s. Other newly discovered potential toxins in vegetable oils, called monochloropropane diols and glycidol esters, are now causing concern among health authorities in Europe.

In short, the track record of vegetable oils is highly worrisome—and not remotely what Americans bargained for when they gave up butter and lard. Cutting back on saturated fat has had especially harmful con-sequences for women, who, due to hormonal differences, contract heart disease later in life and in a way that is distinct from men. If anything, high total cholesterol levels in women over 50 were found early on to be associated with longer life. This counterintuitive result was first discovered by the famous Framingham study on heart-disease risk factors in 1971 and has since been confirmed by other research.

Since women under 50 rarely get heart disease, the implica-tion is that women of all ages have been worrying about their cholesterol levels needlessly. Yet the Framingham study’s findings on women were emitted from the study’s conclusions. And less than a decade later, government health officials pushed their ad-vise about fat and cholesterol on all Americans over age 2—based exclusively on data from middle-aged men.

Sticking to these guidelines has meant ignoring growing evidence that women on diets low in satu-rated fat actually increase their risk of having a heart attack. The “good” HDL cholesterol drops precipitously for women on this diet (it drops for men too, but less so). The sad irony is that women have been especially rigorous about ramping up on their fruits, vegetables and grains, but they now suffer from higher obesity rates than men, and their death rates from heart disease have reached parity. Seeing the U.S. population grow sicker and fatter while adhering to official dietary guidelines has continued on page 29.
Young Needles In A Haystack: Try Finding American Farmers Under 35

Andrew Martin

...as an onion and cantaloupe grower, words on an empty plant field of Daoudville Farms in Carrizo Springs, Tex., in 2011 Phil Becker is still working on his Texas ranch at the age of 83. “I get tired pretty easy,” he admits. And it’s not just him. American farmers and ranchers are old and they’re getting older, a trend that began at least three decades ago and shows no signs of reversing.

The Census of Agriculture, released every five years by the U.S. Department of Agriculture, found that the average age of principal operators—the person most responsible for decision-making on farms and ranches—climbed to 58 in 2012 (PDF), up from 57.1 in 2007. Back in 1982, by contrast, the average age was 56.5. Data released last week put the average age in six states at 60 or older, and Arizona farmers and ranchers claim the oldest average age in the nation at 61.1.

And it’s not just him. American workers, 42.4, is the youngest average age in six states at 60 or older, and Arizona farmers and ranchers claim the oldest average age in the nation at 61.1. Of course, the median age of all American workers, 42.4, is climbing beyond the farm as well. Twenty-five percent of the labor force will be 55 or older by 2020 (PDF).

Still, the broader trend pales next to the greying of farmers.

Most surprising, perhaps, is that 10 percent of all farmers and ranchers are now 75 or older. A big reason for the trend is that farming is a tough business for young people to break into, given the sky-high costs of prime farmland and necessary equipment such as combines and tractors. From 2007 to 2012, the number of beginning farmers—those with less than 10 years on the farm—declined 20 percent of the nation’s 2.1 million principal operators, less than 120,000 were younger than 35. Just last month the Agriculture Department announced that $19 million will be set aside for a program to help rookie farmers and ranchers.

“The fact of the matter is, it’s very hard work farming and ranching,” says Samuel Wimbush, an extension agent based in Bandera County, Tex., where the average age of ranchers is 64.7. “There’s a lot of younger people who are quietly making it, not farming in the way everyone else is,” he says.

Operators of very big farms are, on average, younger than those who tend to smaller ones. The average age of an operator with $1 million or more in sales is 55, while the average age of a farmer with $1,000 or less in sales is 60.1, according to the census data.

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Hay prices have been moving up recently and it is possible prices will track a bit higher in the coming months as demand continues to increase (food expansion). On the supply front, the main challenge at this point is the worsening drought situation in the Western US and parts of the Southern Plains. According to the USDA March ‘Plantings’ report, producers were expected to harvest about 58.267 million hay acres in 2014, about the same number of acres as the previous year. Almost a quarter of these acres will be in four states that currently are experiencing some drought: California, Texas, Oklahoma and Kansas. It remains to be seen how many of these intended acres actually are harvested this year and the kind of yields that we will expect. Pasture and range conditions so far this year are tracking above your ago levels.

For the week ending May 18, USDA noted that 44% of pastures and ranges were in good/excellent condition while 22% were in poor or very poor condition. Last year, about 38% were rated as good/excellent and 30% were poor/very poor. Current conditions are still below the 10 year average but it is still early in the season to draw any conclusions. The true test will likely come by mid to late June.

Two things helped hay prices pull back from their record highs last year: lower corn prices and higher carryover hay stocks. Corn prices declined last fall, which helped bring down overall forage costs. Alfalfa prices peaked at around $21/ton in May 2013 (this is for an average for all producers) before dropping to $105/ton (-48%) by January 2014. Prices for all other hay dropped from $137/ton in April 2013 to $120/ton in February 2014 (-18%). Also, the increase in hay acres last year and a general improvement in pasture conditions helped bolster hay supplies. December hay stocks were about 17% higher than the previous year but still relatively tight compared to previous years. Consider that even with the improvement in stocks last year, December national hay stocks were still about 17% lower than five years ago. The hay market is quite a bit smaller than it was five years ago also but the point is that as producers seek to expand numbers in the next three years, hay stocks and availability will need to expand as well. To do that, we will need more acres, which is not the case this year and good weather, a tenuous proposition given current weather conditions. Hay stocks as of May 1, 2014 were about 19.176 million tons, about 5 million tons (+35%) higher than a year ago. On the demand front, there is little question that producers are holding back heifers in an effort to rebuild the herd. This implies that hay needs for the coming months will continue to increase and producers will be much more aggressive in trying to source product given current projections for calf prices next year. Already prices for all other hay are approaching the record highs of 2013 despite much higher stocks on hand. Feeder cattle futures are currently approaching $200/cwt, a significant premium to prices just three months ago. There is a strong impetus to secure needs for the coming months. Which is why weather in the next three months will be critical. Should pasture conditions deteriorate, it would be particularly negative for the feeder market as producers will need to reevaluate their ability to carry heifers into next year. Dairy demand also should remain strong given current excellent milk-fed ratios. Hay supplies in some parts of the country will remain tight due to drought pressures. As we noted last week, there have been some

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Beef Buzz

Valerie Van Dyke, Director of Consumer Marketing

Summer is an especially good time to enjoy beef. The weather is nice, the days are longer, and people start gathering together for meals once again. Just the smell of a neighbor grilling can serve as an advertisement and inspire consumers to visit the store and pick up some steaks of their own. This summer is certainly no exception. While beef prices are at a high, consumers are holding steady with beef demand. The topic is certainly getting a lot of press time, and concerns exist on how long the market will pay for climbing beef prices. But Americans seem to be digging a bit deeper in their pockets to enjoy their favorite center of the plate meat.

Retailers and Foodservice alike are growing more creative with merchandising and menuing of beef products. If margins for filet look too tight, these businesses could begin showcasing other cuts for their clientele to fall in love with. This is really an exciting time for the beef industry, and could bring some new cuts to the spotlight. It is also an excellent time for retailers to increase the number of educational moments they have with customers. Do the consumers know why beef is a great investment in their health? Do clients know what cooking methods to use to make sure they have a great eating experience and come back for more? What can meat managers and the marketing department be doing to ensure the beef from their stores becomes an excellent meal every single time it ends up on a plate?

Hay Prices

Continued from Page 13

shifts in terms of the US beef and dairy cow numbers over the years and differences in feed availability will continue to support the trend for more beef cows moving north.
**5 Essential Steps For Fly Control On Cattle**

Dr. W. Mark Hilton, Veterinary Extension, Purdue University

When you walk cattle through the dust to fly tag them, it’s also an ideal time to give initial vaccinations for bovine respiratory disease (BRD) control in calves. Calves can also be castrated, hot-iron dehorned and implanted at this time. The profit/hour for implanting calves destined for the feedlot is about $1,800/hour — well worth it!*  

*Many tags require two tags/adult animal, and one tag/calf for optimum control. The key is to use tags to last until you have 200 flies/cow to place the tags. If you apply the tags too early, you’ll have decreased efficacy. And be sure to remove the tags in 3-5 months, in order to prevent the release of minute amounts of insecticide that can lead to resistance issues.

When you walk cattle through the dust to fly tag them, it’s also an ideal time to give initial vaccinations for bovine respiratory disease (BRD) control in calves. Calves can also be castrated, hot-iron dehorned and implanted at this time. The profit/hour for implanting calves destined for the feedlot is about $1,800/hour — well worth it!*

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**Feds: No Plans To Regulate Agricultural Methane Emissions**

Timothy Cama

Those cabinet-level officials are assuring Republican senators that the Obama administration has no plans to regulate methane emissions from the agricultural sector or livestock. Agriculture Secretary Tom Vilsack, Environmental Protection Agency Administrator Gina McCarthy and Energy Secretary Ernest Moniz told Sen. John Thune (R-S.D.) and Energy Secretary Ernest Moniz that the Obama administration’s strategy in March to cut down on methane, a potent greenhouse gas, was not intended to reduce methane output from agriculture. Nonetheless, Thune and 15 of his colleagues wrote to Vilsack, McCarthy and Moniz shortly after the strategy was unveiled to urge them not to add agricultural regulations. “It is our hope that the EPA, USDA and DOI will work with Congress and the agriculture industry to outline voluntary measures that can be taken to reduce emissions without imposing heavy-handed regulations on farms across America,” Thune wrote.

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China Lifts 7-year Poultry Ban

Rita Jane Gabbett

Virginia Gov. Terry McAuliffe announced May 5, 2014 that after almost seven years Virginia poultry exports will resume to China. The ban, instituted in July 2007, has been rescinded by China’s General Administration of Quality Supervision, Inspection and Quarantine and by China’s Ministry of Agriculture. “Poultry is the largest individual sector of Virginia’s agriculture industry and increased exports will help support farm, processing, and transportation related jobs in the Commonwealth. This will also bring enormous business benefits to the Port of Virginia at a critical time for that entity,” McAuliffe said in a statement.

Since 2007, following an isolated case of low pathogenic avian influenza (LPAI) reported on a single farm in Virginia, China has maintained a ban on all poultry produced in Virginia, poultry transiting through Virginia, and poultry that is exported from any port in Virginia. Virginia officials have long contended that China’s ban was not justified by scientific data, as the isolated LPAI occurrence did not pose a food safety or poultry health risk. China is currently one of the top foreign markets for U.S. poultry, purchasing more than $416 million in 2013, with Georgia, Mississippi and North Carolina as leading suppliers. Virginia Secretary of Agriculture and Forestry Todd Haymore estimated that based on China’s current poultry purchases from other nearby states, Virginia stands to gain $20 million or more in export sales each year.

Opportunities

Continued from Page 2 and there will be more to come. I work with a pretty amazing staff in and outside of Daleville, Burch Farrow and Tony Lawson love what they do and it shows. Marketing cattle is about having and building good relationships. They get that. Let us show you how Valorie Van Dyke and Anne Jones on the Beef Council sale are dynamic and dedicated to promotion of beef to our partners and consumers.

Van Dyke is a millennial bursting with new ideas and she wrote a great article in the paper this month about her age group that you need to see. Anne is without equal, she truly loves the cattle industry, and makes us all better with her experience and knowledge. In this busy outgoing to come please think about what we can do for you here in Daleville and give us a call. Our time is yours and it is a privilege to give it.

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Five Trends That Will Affect The Meat Industry

The meat industry is poised to benefit from five food trends, according to Rita Jane Gabbett, President of Leading Food Consultants, recently told participants at the Animal agriculture Alliance Stakeholder Summit in Northern Virginia in early May. The first she characterized as “protein power” noting product claims about protein content have increased by 54 percent in the past five years. While so far top beneficiaries have been Greek yogurt and energy bars, Kruse sees this trend as an opportunity for animal-based proteins. As a marketing example to be emulated, Kruse noted a dairy industry advertising that used the phrase “Protein Fight Club” and a yogurt add dubbed “Brogurt” to appeal to the elusive young male consumer.

The second trend she called “snackification” to describe the millennial trend toward snacking more than eating distinct meals. To appeal to the young consumer, she said meat producers must rethink their center of the plate mentality. The third trend is “food activism.” This encompasses issues such as antibiotic and hormone free, and animal husbandry practices such as cage-free, free-range and gestation stall-free. To engage this trend, Kruse said meat producers must “get into the conversation” and enlist appropriate advocates and spokespeople outside their immediate industry. “Veggie chic” is the fourth trend Kruse identified. She was quick to explain that vegetable innovation does not mean increased vegetarianism. Rather, meat producers should embrace the trend with entrees that include vegetables. She also noted that “Meatless Monday” is losing some steam with many college campuses failing to embrace the concept and Yale University opting instead to improve the quality of the animal proteins it serves.

The final trend Kruse identified is “real foods.” This she sees as a real opportunity for protein providers. She said microwave cooking is giving way to crock pots and teaser events as both baby boomers and millennials embrace cooking real food. Kruse identified the concept of “goodness without deprivation” as a real opportunity for animal proteins. During a panel following her presentation, Kruse noted that consumers gravitate to emotional terms such as “artisanal” and “equisite” and are willing to pay more for items described as such, even though they don’t know what they mean.
We would like to invite anyone interested in becoming a member of our association to call one of the officers listed above.

Our next Virginia Charolais Association sponsored sale will be November 8, 2014. This will be our 14th annual herd improvement sale at VA Tech. We have worked on new rules for our future sales. Now a consignor may consign one breeding age bull per each female lot. Because we missed a spring sale, and with changes in our rules, we hope to have a big sale this fall. It is not too early to begin lining up consignments for our early November sale. If you have a desire to consign to our November sale you can contact Bill Thompson. Bill’s cell number is 540-968-1987 and his e-mail is mountainmeadows@highlandcomputers.com. When we get our sales manager lined up we will turn over any consignor information.

While attending the American-International Charolais Association’s 2014 Spring Board of Directors Meetings in Riverside Missouri it was noted that there was an increase in memberships this past year. Also there was a big increase in calf registrations.

All members of the Virginia Charolais Association are entitled to join all the sales we sponsor.
Luke Runyon, Harvest Public Media

Sharon Harvat drives a blue pickup truck through a field of several hundred pregnant heifers on her property outside Scottsbluff in western Nebraska. Harvat and her husband run their cattle in the Nebraska panhandle during the winter, then back to northern Colorado after the calves are born. Harvat says when she heard about a proposal to open up the beef trade with Brazil, she felt a pit in her stomach. "On an operation like ours, where we travel a lot with our cattle, that would probably come to an abrupt halt if there was an outbreak," she says.

She’s talking about an outbreak of foot-and-mouth disease. Although it rarely transmits to humans, the foot-and-mouth virus is very contagious in livestock. The U.S. hasn’t had an outbreak in more than 80 years, but Brazil has. The latest was in 2006. Outbreaks in other countries, like Great Britain, have led to massive, costly slaughters of animals, causing huge economic damage in the billions of dollars. The Department of Agriculture wants greenticket imports of fresh beef from Brazil, arguing that there’s little risk of the disease hitching a ride to the U.S. on packages of meat. But the deal has ranchers like Harvat wringing their hands. "I could imagine it [the disease] would spread like wildfire," she says. "And then what would that do to the ag economy? It would shut it down." The government disagrees.

"We certainly understand the concerns … that we’d be putting the U.S. livestock industry at risk by allowing these imports," says Gary Colgrove, a director with the USDA’s Animal and Plant Health Inspection Service, which oversees trade relationships. "However, we feel that the risk analysis is robust and it’s out there for the public to scrutinize." That risk analysis says that a foot-and-mouth disease outbreak would be devastating, but that the fear is unwarranted. Colgrove says Brazil has proved its ability to contain and control the disease and has been vaccinating cattle against foot-and-mouth for years. When American inspectors visited Brazil over the past decade, ports were well staffed and a system of permits to keep the disease in check was up to speed, the analysis says.

Still, the National Cattlemen’s Beef Association is urging caution. It is asking USDA to withdraw the proposal. "It’s not just the specter of disease that has people worried; trade deals like this bring economic consequences too. Any grill master knows beef prices are at record highs, owing to years of drought and burdensome feed costs, so a price break might be nice for consumers and fast-food joints. "We’re very short on ground beef," says Steve Koontz, an agricultural economist at Colorado State University. "We will have very high ground beef prices, and you can mitigate that a little bit with Brazilian beef."

At the same time, it’s potentially bad news for ranchers like Harvat, who could see the price she receives drop too. "I know there’s a shortage of beef in this country," she says. "That’s why the prices are so high. But is that enough to [risk] our food security?"

Havart won’t have an answer for a while. A final decision from the USDA on allowing Brazilian beef isn’t expected for months.
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AG Herring Backs Federal Bay Clean Up Plan

Markus Schmidt Richmond Times-Dispatch

Attorney General Mark R. Herring announced April 10th that he filed an amicus brief in support of the federal Chesapeake Bay cleanup plan that is being challenged in a federal court case by the American Farm Bureau Federation and attorney general in 21 states. “The Chesapeake Bay is unequalled in its economic impact, environmental significance, and its ability to bring together the states whose rivers and streams flow into waters,” Herring said at a news conference at Fort Monroe. “When the most promising plan to protect and restore the bay comes under attack, I am going to stand up for the health of Virginia’s families, for Virginia’s economic interests, for Virginia’s efforts to restore the Chesapeake Bay,” he said.

“Each bay state, including Virginia, voluntarily entered into the current restoration plan because of the economic, recreational, environmental and intrinsic value of a healthy Chesapeake Bay. I hope the courts and my colleagues, none of whom serve a state which touches the bay, recognize that fact and allow Virginia and its partners to continue their work,” Herring said.
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"In memory of Alice Willingham"
Are Vegetable Proteins Equal To The Protein In Beef?

Amanda Radke
in BEEF Daily

Do you really need meat to get protein? VeganStreet.com says no. The activist group posted this graphic in the Albany Times-Union stating that, "Beef has 6.4 grams of protein/100 calories" and "Broccoli has 11.1 grams of protein/100 calories," but is that the whole story? Let's look at it this way: one cup of broccoli contains 31 calories, which means you would have to eat more than 3 cups of broccoli to get 11.1 grams of protein. Moreover, VeganStreet.com underestimates the grams of protein in a serving of beef. A 3-oz. serving of beef provides 25 grams of protein. Active individuals, pregnant women and growing teens are encouraged to get 75-80 grams of protein/day, which would mean you would have to eat 24 cups of broccoli to reach that 80 grams of protein/day, which is more than you would have to eat if you rely on meat. Some research indicates that consuming heme iron is much more easily absorbed by the body than nonheme iron found in plant foods. Heme iron is particularly beneficial for growing children because research indicates that some toddlers are at higher risk for iron deficiency. Additionally, not all proteins are equal. According to beefplusbeefplusmeatier.com, "Not all foods contain the same type of protein. Meat, eggs and dairy products are considered complete high-quality sources of protein that provide the full package of essential amino acids needed to stimulate muscle growth and improve weight management. Plant proteins such as grains, legumes, nuts and seeds are incomplete proteins in that they do not provide sufficient amounts of essential amino acids. In fact, research indicates that increasing consumption of high-quality complete proteins may optimize muscle strength and metabolism, and ultimately improve overall health. "Lean meats contain heme iron, which is much more easily absorbed by the body than nonheme iron found in plant foods. Heme iron is an important dietary component for promoting cognitive health, including memory, ability to learn and reasoning. Heme iron is particularly beneficial for growing children because research indicates that some children are at higher risk for iron deficiency. Childhood iron-deficiency anemia is associated with behavioral and cognitive delays. "Unlike plant proteins, beef is the food supply's most easily absorbed source of iron. In addition, beef is an excellent source of readily available zinc. The absorption of zinc from beef is about four times greater than that from a high-fiber breakfast cereal. As with iron, including meat in your diet also improves the absorption of zinc from other foods." A recent article in CES Austria entitled, "Study: Vegetarians Less Healthy, Lower Quality Of Life Than Meat-Eaters," further bolsters my point. Benjamin Fearnow writes, "Vegetarians may have a lower BMI and drink alcohol sparingly, but vegetarian diets are tied to generally poorer health, poorer quality of life and a higher need for health care than their meat-eating counterparts. A new study from the Medical University of Graz in Austria finds that a vegetarian diet — characterized by a low consumption of saturated fats and cholesterol that includes increased intake of fruits, vegetables and whole-grain products — carries elevated risks of cancer, allergies and mental health disorders. Vegetarians were twice as likely to have allergies, a 50% increase in heart attacks, and a 50% increase in incidences of cancer. "Overall, vegetarians were found to be in a poorer state of health compared to other dietary groups. Vegetarians reported higher levels of impairment from disorders, chronic diseases, and suffer significantly more often from..."
Protein

Continued from Page 23

anxiety/depression. Chronic problems associated with vegetarians and people eating carnivorous diets rich in fruits and vegetables were linked to more frequent visits to doctors, which the study authors suggest requires public health programs to reduce the health risk due to their nutritional factors.

What do you think about the above articles? How would you respond to the manifestations presented by Veg Street.com? Please spread the word to help counter the false information spread by this activist group.

Teresa milk cows at Huckleberry Beef Dairy in Floyd, VA.

A Dirt Road Diary

Legacy

Steve Lucas

I never met Leroy Chisholm, but I believe I know him pretty well. Leroy left a legacy, but it's not in a way most folks imagine. It's not the land he farmed that has been left behind, but the heritage of taking care of the land and the livestock entrusted to them. For Leroy, it meant spending all day checking cows on several farms spread across the county. For Margaret, it meant sitting calmly waiting two hours for a cow to calve. I saw him in his quiet, gentle nature working on several farms across the county. For Margaret, it meant reflecting in her love for our daughter.

When I knew the father, because I knew the daughter. Now, as our daughter Hannah prepares to leave home, I wonder. I wonder what parts of me are reflected in her. What will be the legacy she carries forth?

Leroy, you did well. I hope I can come close.

Happy Father's Day
You Can Control Your Own Level Of Happiness

Burke Teichert, Strategic Planning for the Ranch

I was privileged to spend some time recently with the operations people at the USDA Meat Animal Research Center near Clay Center, NE. One of the managers within that group mentioned how much he enjoyed his job, but pointed out that there were some days and events that he could do without. My response was that “every job has its cows to milk.”

Those of you who may have grown up milking a few cows by hand for family milk, cream and butter, will know what I mean. Looking back, I really enjoyed what that effort brought to our family table and I am sure it built character and provided other valuable lessons for life.

The intended analogy is that when we are “milking cows” (doing some of the unpleasant tasks or unpleasant jobs that need to be done on time; those tasks) we are becoming better prepared to face future events that he could do without. Like milking cows, those jobs need to be done on time; otherwise, you will have an effect on those around you. If you are the leader, those working for and with you will be positively affected by your happiness.

If they need to be corrected, it is far easier, better received and more successful coming from a happy, positive person. You can be kind and firm at the same time, while expecting accountability. If you are the employee, your happiness will unusually “rub off” if you persist – with your coworkers and even the boss.

As a manager, I found myself wanting to spend more time working with my happy people to develop their abilities and improve their future. Their attitude was influential on my attitude; and I was more inclined to listen to their concerns and ideas.

There will be the occasional place or situation where your attitude and happiness won’t have an effect on others, and the atmosphere is sufficiently negative that you have no choice but to find a better place to work. However, in most cases, you will be surprised how contagious happiness can be.

Some might ask, “How can I make myself happy, when there is nothing to be happy about?” Certainly, there are difficulties and trials in our lives and businesses, but we must recognize that we are in control. We make choices that have consequences. It is good to always make good choices and reap good consequences. However, as humans, we sometimes find ourselves making choices to undo bad choices of the past. In Covey’s “Seven Habits of Highly Effective People,” the first habit is to “be proactive.” Learn to be ahead of the game. Try to avoid reactive mindsets through good proactive planning and action. Choose to improve. Choose to be happy. Most of us have a set of core beliefs – things we think we should or should not do to be a good person. To be happy, our actions must be in accordance with our core values and beliefs. If they do not, we’re living a lie of internal conflict. In this state, real happiness is impossible.

In almost every situation, our happiness will be determined by how well we align our daily actions and speak with our core values and beliefs.
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Cattle Temperament Linked To Feedlot Performance

University News Release

The temperament of cattle may have a significant impact on how they perform in the feedlot, according to research by the University of Nebraska-Lincoln, Kansas State University and the U.S. Department of Agriculture.

Cattle classified as temperamentally uncooperative appear to be less susceptible to lung damage and related respiratory diseases and have decreased yield grades, but at the same time may produce lighter weight carcasses with decreased quality grades, according to the study by Ty Schmidt, Joe Buntyn, Chris Calkins and Kathy Domenech of UNL; Jeff Carroll and Jeff Daily of USDA-Agricultural Research Service; and Justin Waggoner of Kansas State University.

The research team used 2,800 cattle at a commercial feedlot to determine cattle temperament solely by exit velocity upon arrival to identify the impact temperament had on feedlot performance. Initial sensors were attached to the processing chute and alleyway and used to time how fast cattle exited the processing chute. Once exit velocity was determined, within each pen the fastest 20 percent were classified as temperamentally uncooperative and the remaining deemed non-temperamental, said Schmidt; UNL animal scientist.

Exit velocity was used as a measurement of temperament because it is the only objective and practical measurement of temperament that can be applied in a commercial setting. Scientists sought to evaluate the impact of temperament on animal health and carcass merit with an eye toward using the data as a sorting tool within feedlots.

After scientists determined exit velocity, the cattle were maintained in their original pens, not sorted based upon temperament, and finished. At the end of the finishing period, the research team followed the cattle to the packer and evaluated lung damage, liver abscesses and collected all the variables for carcass data.

One of the major findings of the trial was the difference in lung damage associated with respiratory disease. The results suggest that the non-temperamental cattle had more observable damage to the lung, indicative of the animal being impacted by respiratory challenges, when compared to cattle-classified as temperamentally uncooperative.

“The temperament of cattle may have more resilient immune systems,” Carroll said. “Research has suggested that temperamentally uncooperative cattle have an altered immune response and display limited clinical symptoms of illness and that altered immune response may be a more resilient immune response compared to non-temperamental cattle.”

Schmidt and colleagues also found that cattle classified as temperamentally uncooperative had lighter carcass weight at harvest and decreased quality grades. More than 53 percent of the non-temperamental cattle retained a quality grade of choice, compared to 80 percent of the temperamental animals.

Schmidt said the findings from this trial “suggest that utilization of temperament may be a viable tool within feedlots to sort cattle.”

Continued on Page 35

Blacklegged Ticks

Continued from Page 4

among these ticks is low compared to Lyme disease, which often is found in 30 percent to 50 percent of ticks, but it’s still alarmingly high, giving you a one in 20 chance that the tick biting you might be transmitting a deadly virus,” Ostfeld told MedPage Today.

So far the Hudson River seems to provide a natural barrier preventing the virus from traveling west, but Ostfeld says historically deer ticks proved able to spread despite such obstacles.

“Therefore, we might expect Powassan to move across the Hudson into western New York and potentially elsewhere in the Mid-Atlantic and New England regions like the other tick-borne diseases,” Ostfeld said.

Research on the virus is ongoing. A different version of the Powassan virus was first identified in 1958 but relatively little is known about the virus until now.

Update: Other states in the region have also recorded cases of Powassan virus-related disease in recent years. According to the Minnesota Department of Health (MDH), common symptoms involve fever, headache, vomiting, weakness, confusion, loss of coordination, speech difficulties, and memory loss. More information on identifying symptoms and possible risk of infection can be found on the MDH’s site. Visit the CDC’s website for some useful tips on avoiding ticks.

The temperamental of cattle may have a significant impact in how they perform in the feedlot.
Laura Single
Virginia Cooperative Extension - Amelia County
Agriculture and Natural Resources Agent

The farm, operated by the Bennett family, has a rich history of influencing the cattle industry since 1944 through high-quality seedstock genetics. Respect for the Knoll Crest breeding program is affirmed by the presence of faithful buyers at the annual fall and spring sales who purchase bulls for their operations. Some of the top bulls are acquired by semen companies for use as artificial insemination service sires.

Like many farms in Virginia, Knoll Crest had its origins as a tobacco and cattle operation starting in 1929. James and Paul D. Bennett acquired their first purebred polled Hereford in 1944, setting the stage for a future as a seedstock operation.

Unlike commercial cow-calf operations in Virginia, which produce weaned calves for feedlot buyers and may utilize crossbred and grade brood cows to meet the needs of the beef market, seedstock operations like Knoll Crest aim to develop and improve the genetics of purebred animals. Seedstock producers keep performance records on their animals, which are typically registered with a breed association. Bulls, females, and even embryos and semen from seedstock operations are bought by other breeders and commercial operations who wish to add purebred influence to their herds or shift a herd’s genetic potential.

Knoll Crest Farm’s breeding program focuses on Angus, Hereford, and Gelbvieh animals. In fact, the farm was the first to bring purebred Gelbvieh cattle to Virginia. The Gelbvieh breed originated in Germany and has become popular in parts of the U.S. thanks to its excellent milk, fertility, growth, and longevity. In Virginia, Gelbviehs are most commonly used as part of a crossbreeding program, enabling producers to improve growth and maternal traits in Angus-influenced herds. In fact, Knoll Crest specializes in Gelbvieh-Angus hybrid bulls to capture the best of both worlds.

Many producers across the region have enjoyed the positive influence of Knoll Crest genetics in their herds. Despite the fact that the farm was twice named the Continued on Page 29
Beef Improvement Federation’s Seedstock Producer of the Year and James Bennett was recognized in the Virginia Livestock Hall of Fame in 2012, the family remains humble and dedicated to the strong operation they have built together. The top-notch offerings from Knoll Crest may keep buyers coming back to Bull Hill for each sale, but it seems that the Bennett family’s choice to remain dedicated to their customers, committed to excellence, and genuinely interested in enjoying and serving the people they meet places an equal role in the Knoll Crest legacy.

Additional Resources for Readers:
Knoll Crest Farm’s Webpage

INSTRUCTIONS FOR CITRUS-MARINATED BEEF & FRUIT KABOBS
1. Grate peel and squeeze 2 tablespoons juice from orange; reserve juice. Combine orange peel, cilantro, paprika, and ground red pepper, if desired, in small bowl. Cut beef Steak into 1-1/4-inch pieces. Place beef and 2-1/2 tablespoons cilantro mixture in food-safe plastic bag; turn to coat. Place remaining cilantro mixture and fruit in separate food-safe plastic bag; turn to coat. Close bags securely. Marinate beef and fruit in refrigerator 15 minutes to 2 hours.

2. Soak eight 9-inch bamboo skewers in water 10 minutes; drain. Thread beef evenly onto four skewers leaving small space between pieces. Thread fruit with remaining four separate skewers.

3. Place kabobs on grid over medium, ash-covered coals. Grill beef kabobs, covered, 8 to 10 minutes (over medium heat on preheated gas grill, 9 to 11 minutes) for medium rare (145°F) to medium (160°F) doneness, turning occasionally. Grill fruit kabobs 5 to 7 minutes or until softened and beginning to brown, turning once.

4. Season beef with salt, as desired. Drizzle reserved orange juice over fruit kabobs.

NUTRITIONAL INFORMATION FOR CITRUS-MARINATED BEEF & FRUIT KABOBS
Nutrition information per serving: 239 calories; 6 g fat (2 g saturated fat; 2 g monounsaturated fat); 70 mg cholesterol; 57 mg sodium; 20 g carbohydrate; 2.4 g fiber; 27 g protein; 10.3 mg niacin; 0.7 mg vitamin B6; 1.5 mg vitamin B12; 2.2 mg iron; 31.0 mcg selenium; 5.0 mg zinc; 107.1 mg choline.

This recipe is an excellent source of protein, vitamin B6, vitamin B12, niacin, and niacin; and a good source of iron.

INGREDIENTS
1 pound beef Top Sirloin Steak Boneless, cut 1 inch thick
1 medium orange
1/4 cup chopped fresh cilantro
1 tablespoon smoked paprika
1/4 teaspoon ground red pepper (optional)
4 cups cubed mango, watermelon, peaches and/or plums
Salt

CITRUS-MARINATED BEEF & FRUIT KABOBS
Total Recipe Time: 40 to 45 minutes
Makes 4 servings

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On Saturday, March 29, 2014, the Virginia Junior Simmental Association held their annual meeting at the Commonwealth Classic in Harrisonburg, Virginia. Officers were elected and are: Hannah Eller (President), Zack Jones (Vice President), Clay Coffey (Treasurer), and Rebekah Berry (Secretary). Preparations for the AJSA Eastern Regional in Winston-Salem, North Carolina were discussed. Virginia and North Carolina will be co-hosting this event June 19-21. The final order of business discussed was the American Simmental Association’s Bronze Merit Award winners. The 2013 winners were Savannah Cline, Zack Jones, McColl Griffith, Branton Griffith, Rebekah Berry, and Lindsey Grove. The 2014 winners were Kelsey Powers-Barb, Hannah Eller, Hunter Watkins, and Kristin Seay.

At the conclusion of the meeting the youth beef show started. In the Purebred Simmental show, Savannah Cline exhibited both the Champion and Reserve Champion heifers. The Painted Bred and Owned Champion was exhibited by Savannah Cline, with the Reserve Champion Bred and Owned heifer going to Zack Jones. In the Percentage Simmental show the Champion and Reserve Champion heifers were exhibited by Alex Wheeler. Alex also exhibited the Champion Percentage Simmental Bred and Owned heifer. Congratulations to all of our champions and class winners.

Pictured are AJSA Bronze Merit Award winners Kelsey Powers-Barb, Hunter Watkins, and Kristin Seay. Hannah Eller is not pictured.

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Are You A Marketer Or Salesman?

Checinni Viatte, Beef Today

Successful cattlemen “wear many hats.” Throughout the year we change our “hats” according to our production seasons and cycle. Many of us change hats several times a day as we go from being a cowman to hay producer and more. The big question is, how often do you wear your marketing and salesman hats?

Truthfully, marketing and sales are probably two of the most neglected topics for cattlemen. Most feedstock producers spend more time on marketing and sales than commercial cattlemen, but in the end, sale day is our biggest payday and yet it’s where we spend minimal time and effort.

While both affect our bottom line, most cattlemen don’t make them a significant difference between marketing and sales. We must be good at both. Understanding this difference is key to your success.

Marketing is about strategy and telling the story of your cattle operation. Your marketing pieces should be informative and describe things such as your ranch history, genetics, vaccination program and management philosophy. Marketing efforts can be more long term in vision and philosophy. Marketing efforts can be more long term in vision and reach across print media, websites and verbal descriptions.

Sales, on the other hand, match your customer’s needs with your end product—feeder calves, beef heifers, etc. This is where you offer your product and attempt to fill the needs of the buyer. Sales consists of a much more direct, targeted effort than marketing but also requires more personal persuasion.

In the end, selling cattle should be a result of both marketing and sales efforts. But understand that marketing builds opportunities for sales to occur.

**Meaningful actions.** Let’s get specific on marketing and sales for cattlemen. For a commercial cattleman who annually sells calves at weaning at the local sale barn, a flyer posted several weeks prior to selling would be an easy start. This marketing effort would describe the call in terms of genetics, vaccinations, type, etc.

The sales part would include a phone call to the sales barn owner, feeder calf buyer or bodyman to learn of their needs and, in the same call, describe the calves for sale. Some of the most profitable cattlemen work on sending a postcard to past and potential feeder calf buyers to remind them when their calves sell. Remember, it only takes one additional bid to make more money. I enjoy marketing more than sales. My personality makes it easy for me to talk to people. However, I’ve learned to be more effective at sales. When selling, I ask about the customer’s marketing end point, cowcalf operation base environment and feed resources. From this I can make better suggestions on bulls they purchase.

Often I hear “I’m not good at it” and “I don’t have time for marketing.” My reply is simple: You can choose to not be good at it, or you can make small efforts that might bring substantial returns.

Marketing builds the foundation upon which you make sales happen. It doesn’t matter if you are selling widgets, hay, hams or cattle, the principles are the same. My challenge to you is to be a price setter, not a price taker, through better marketing and sales efforts.
Southwest Virginia “Double Header Sale” Results

The Southwest Virginia Angus Association “Double Header Sale” was held on April 19, 2014 at the Washington County Fairgrounds in Abingdon, Virginia. Beautiful spring weather and a top-notch group of Angus seedstock made for a very good sale that was well attended by over 100 people. The females were in good demand as they grossed $3,795, with an average price of $2,421.05 per lot.

Bonanza Results

Mallory Gaines, NCBA Policy Analyst, Cattle Health

Trade is a fundamental part of America’s cattle industry and the NCBA supports free and fair trade based on internationally-accepted, sound science. The framework for this principal is the World Trade Organization, which relies on guidelines developed by groups like the OIE.

In 1995, with the establishment of the WTO, the Agreement on the Application of Sanitary and Phytosanitary Measures entered into force. The purpose of the SPS Agreement was to ensure member countries that their consumers were not being supplied with food that is safe to eat, but what is considered safe by international standards? The SPS agreement sets the basic rules for food safety and animal health, allowing countries to build upon this foundation and look to set their own standards. However, the agreement dictates that those standards and regulations must be based on science. This basis on science separates protection from protectionism.

The World Organization for Animal Health, known by its French acronym OIE, is one body that sets those scientific standards. Established in 1924, the OIE started with 28 countries. The U.S. joined in 1956, and in 1994, the OIE was designated by the WTO as the scientific reference body for animal health. Today the OIE has 175 member countries, with one country - one vote. The OIE collects and disseminates information on disease events, harmonizes health standards for trade in animals and animal products, and provides guidance for disease control and eradication. But today, the OIE is expanding with new mandates, and looking at developing guidelines on animal welfare, food production and safety, and helping member countries improve their veterinary services.

The OIE enforces strict reporting obligations for member countries for listed diseases. For routine diseases TB and blue tongue, annual and six-month reporting is required. For emergency or foreign animal disease, the requirements are for immediate reporting within 24 hours of confirmation. This applies to FMD, vesicular stomatitis, and BSE.

The OIE is made up of four specialist commissions. NCBA works most closely with the commission which develops the standards and recommendations for the safe trade of animals and animal products. Moreover, this commission oversees the work on animal welfare and food production and safety.

As a member country, the U.S. participates at various levels, preparing the U.S. position based on science, sending official comments and working within our region to build consensus. The OIE played a major role in our trade relationship with the first case of BSE in the U.S. in 2003. Their recognition of the U.S. as “controlled risk” for BSE helped us to negotiate to rebuild foreign market share following market closures and protectionist attitudes. In May of 2013, with the work of USDA APHIS, the risk status was upgraded to “negligible risk” which further helped in gaining market share lost in the Pacific Rim, including Japan. And it is based on the standards of the OIE that we continue to press for greater access to countries like China, Russia and Korea.

At the end of May, NCBA will attend the annual meeting of the OIE as part of the U.S. delegation. The OIE will adopt a chapter to the code of Terrestrial Animal Health and work on other policy issues. The official U.S. delegate to the OIE is Dr. John Clifford, USDA Chief Veterinary Officer, but the delegation often relies on the expertise of industry in crafting their recommendations and comments. It is important for all cattle producers that NCBA ensures the concerns of our members are addressed at the OIE and that standards are considered and passed for the needs of our industry. This will become all the more important as this body moves on to consider issues like animal welfare, food safety, and antimicrobial resistance.

Laura Mushrush, Assistant Editor, Drovers CattleNetwork

BSE Case Confirmed In Brazil

A 12-year-old cow in Brazil has been confirmed to have Bovine Spongiform Encephalopathy (BSE) after suspicions of neurological problems among adult cattle at a slaughterhouse in the state of Mato Grosso in April. At a slaughterhouse in the state after suspicions of neurological problems among adult cattle at a slaughterhouse in the state of Mato Grosso in April. The cow had problems during sale and roundup show, November 1 at the National Agricultural Laboratory. The BSE incident comes shortly after the comment period on USDA’s Animal and Plant Health Inspection Service (APHIS) proposal to ban the import of fresh beef from many areas of Brazil.

The BSE case was confirmed by the Brazilian Ministry of Agriculture, Agribusiness and Food Supply, with the OIE as part of the U.S. delegation. The report was confirmed by the OIE, which relies on science, sending of samples and working within our region to build consensus.

Inside Trade – The World Organization For Animal Health (OIE)

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Livestock Antibiotics To Be Limited Under FDA Regulations

Cheryl Anderson, Progressive Farmer

The implementation of a Food and Drug Administration plan to phase out use of antibiotics in livestock for food production is not expected to have serious financial implications for U.S. livestock producers. On Dec. 11, 2013, FDA announced implementation of the plan and asked the animal pharmaceutical industry to withdraw such drugs from production, as stated in its Guidance for Industry No. 213. In addition, FDA is requiring oversight by a veterinarian for the removal of antibiotics from production, as stated in its Veterinary Feed Directive (VFD) rule.

Livestock Antibiotics To Be Limited Under FDA Regulations

The changes will only affect antibiotics used for growth promotion and affect all antibiotics used in food for that reason. Animal pharmaceutical companies are being asked to withdraw claims of antibiotics used for growth promotion, as such drugs will no longer be approved. Phillips said the companies are also being asked to change the marketing status of antibiotics from over-the-counter to Veterinary Feed Directives (VFDs) for drugs administered through feed or to prescription status for drugs administered through water, in order to provide for veterinary oversight or consultation, according to the FDA website. Similar to how humans can’t get antibiotics without a doctor-written prescription, livestock producers will be required to call a licensed veterinarian with whom they have a relationship, one who is familiar with their facility and animals. That vet will be able to sign off on a VFD antibiotic for the producer to administer in their facility.

Although new regulations will mean some changes for livestock producers, it should not result in any serious financial implications. One change is that with the lack of antibiotics for growth promotion, producers will be forced to use tools that make production more efficient, Phillips said. Such measures may lead to a slight loss in efficiency by requiring producers to have more animals in order to produce the same amount of meat. “Obviously, the change will mean a little more red tape involved with needing a veterinarian to fill out the VFD (prescription), but by ensuring a vet is involved, we hope the vet will also lead to more careful use of antibiotics,” he said.

DTN Livestock Analyst John Harrington agreed the production impact of the new requirements will be minimal. “We still have the right and responsibility to write prescriptions when the animal requirement is,” he said. “If there’s a danger here, it lies in unqualified inference made by consumers who are simply against the commercial livestock business.” The changes should not seriously damage profits for pharmaceutical companies either. “No new antibiotics used for growth promotion have been approved in decades,” Phillips said. “They are not a significant portion of these companies’ sales.”

Phillips said the AHI did a survey in 2007 of all its members, asking them to estimate the amount of antibiotics they sell that are used for growth promotion. The total was only 1%, he said. “A lot of people think it is a much larger percentage,” he said. “It is actually a very small use that will not have a big financial impact on companies.”

“Using antibiotics for growth promotion is not as widespread as most people think,” Phillips said. “They are much more widely used for therapeutic treatment, prevention and control. “The arguments over antibiotic use in food animals have been a controversy for some time,” he said. “As a result of that controversy, a lot of consumers have a misunderstanding how antibiotics are actually used.” Phillips said the over-riding fear has not been about antibiotic residue in meat, but about antibiotic-resistant bacteria that may be transferred to humans. “The scientific proof of that is really, really, thin,” he said. “The chance of that happening is infinitesimally small.”

Harrington said the excessive, unnecessary use of antibiotics for humans plays a far bigger role in the creation of dangerous, antibiotic-resistant bacteria. He said Denmark completely banned the feeding of antibiotics to livestock more than 10 years ago, but has not seen any significant reduction in resistant bacteria. Harrington expressed his real fear: “If we don’t do more to address the real problem, there is a real danger that, several years from now, the uninformed will look at this voluntary effort by drug companies and argue that it’s not working, that regulations against the use of drugs in the livestock sector need to be tougher and permanently outlawed. “Such a misperception could be a huge mistake, clumsily cutting livestock efficiencies and driving the cost of meat sharply higher — all for no good reason,” he said.
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U.S. Census
Charts Growth
Of Va. Farm
Products

Associated Press

A census shows that agriculture is growing by almost every measure in
Virginia. The final figures were released by the National Agricultural
Statistics Service on May 5, 2014 and are based on a 2012 census. In terms
of land use, the state has more than 8 million acres devoted to farming.
That is up 2.4 percent from 2007, when the last census was done. The
average value of agricultural prod-
ucts sold per farm was $81,540, up
from $81,334 in 2007. The average
size of a farm was 190 acres, while
the average age of the principal farm
operator was 59.5 years. Virginia ag-
riculture also saw a large increase
in the market value of all farm products
— up 29 percent to $3.75 billion. Liv-
east accounts for $2.5 billion, while
rops account for the rest.

Cattle Temperament

Continued from Page 27

management tool for feedlots. It might provide for a unique
management strategy that might
increase returns on these tempera-
tmental animals.”

With the difference in lung dam-
age in the temperamental cattle at
the time of harvest, and previous
research indicating limited clinical
signs of illness in temperamental
cattle, segregation may allow for
some modifications to the process-
ing procedures and management
of these cattle to take advantage of
this alterations, Schmidt said.
Alterations may also be in-

Cattle and Calves - Change in Inventory: 2007 to 2012
Livestock Disaster Aid Sign-up Begins

Producers who lost livestock or crops in the 2012 drought or the 2012 blizzards are eligible for some relief with the 2014 farm bill Livestock Forage Program (LFP) and Livestock Indemnity Program (LIP) that are now permanent programs and include retroactive payments for eligible losses back to Oct. 1, 2011. There’s probably no need to rush to the front of the line because the date to cutting the checks has not been set.

The deadline for making claims is projected for 2014. The 10-year budget score for disaster payments alone is $15 billion in disaster aid that will be spent, according to the Congressional Budget Office estimates.

Despite the unknown time frame, the sign up is well worth it.

“Some payouts may be big,” says Scott Brown, University of Missouri Agricultural Economist. LIP provides compensation to eligible producers who suffered grazing losses due to drought and the LFP provides compensation to livestock producers who suffered livestock death losses in excess of normal mortality due to adverse weather and accidents by animals introduced into the herd by the federal government as protected by federal law, including wolves and other predators.

While there are still lots of unannounced questions, USDA is on track to work with producers on these cases. Several states are holding workshops for producers through the Farm Service Agency (FSA), "Regulations have not been issued. While USDA Farm Service Agency proposes rules, farmers can prepare to make their cases," Brown said. "There are few details to the disaster section of the farm bill. These details must be spelled out before farmers can file claims at their FSA office." USDA allows livestock farmers can sign a local list at FSA offices to schedule enrollment. In many cases, farmers who have not received federal crop assistance may not be on local office roles. Signing the list and giving contacts, including email, will speed the process.

"We’re trying to reach producers not normally involved in government programs," says Brent Carpenter, MU Extension Agricultural Business Specialist, Nokomis.

“Our numbers are still recovering from the Atlas blizzard,” said Senator Tim Johnson (D-SD)."Farming, a term bill that included livestock disaster programs was an important first step, and now that relief needs to reach those affected by the storm as quickly as possible.”

In 2012, U.S. grazing livestock producers faced widespread drought, resulting in more than 80 percent of all U.S. counties deemed “abnormally” to “exceptionally” dry according to the U.S. Drought Monitor. More than 1.4 million counties in 33 states were designated for disaster relief by USDA.

The senators’ letter concerns over history repeating itself. “The 2008 Farm Bill Disaster Title authorized and funded the LFP, LIP and other disaster programs, for which USDA published regulations, developed policy and software, and implemented. These programs and their funding authorization expired September 30, 2011,” they write.

“Final passage of the 2008 Farm Bill occurred on June 18, 2008. LIP sign-up began July 13, 2009, which was one year, two months and 27 days after final passage of the 2008 Farm Bill.”

While the sign-up has begun, the final details and any schedules are still unknown. ‘Let us start first with the opportunity to ensure you that payments due will be paid,’” Vilsack said, preceding a discussion on the timeline of the farm bill implementation, at the Commodities Class in February. There is one area that doesn’t appear to be covered and that is the recent outbreak of porcine epidemic diarrheas virus (PEDV) that has killed at least 5 million U.S. pigs.

“Our disaster assistance programs really are not specifically geared for this type of circumstance,” said Agriculture Secretary Tom Vilsack, last week.

“The Livestock Indemnity Program is designed when Mother Nature causes a problem. The Livestock Forage Program is designed when they just simply aren’t enough forage. The ELAP Program is really focused on sort of the niche area of trees and horticulture and then only $20 million to that account and if you were to suggest that that’s a waste of compensation, it would have to be the same time that you deal with the losses that occurred,” said Vilsack.

Producers who experienced losses are encouraged to collect records documenting those losses in preparation for the entitlement in these disaster assistance programs. Producers also are encouraged to contact their county office ahead of the sign-up.
The 56th year of the Virginia Beef Cattle Improvement Association’s state central bull test program proved to be historic, with bull value at all-time program highs. The 2013-14 test and sale year included the development of 278 total bulls, with 80,900 bulls selling through two sales for a record average price of $3531. This average price outpaces the previous program record of $3318 received in 2011-12.

Two sales were held for eligible bulls. The Culpeper Senior sale was held in mid-December and the Southwest sale at Wytheville in late March. The following table presents sale averages by breed. Of the 190 bulls sold, 159 were purchased by Virginia buyers and 31 (16%) sold out of state to cattlemen in North Carolina, Tennessee, West Virginia, Maryland, and Oklahoma. Average total test and sale costs for bulls fed and sold during the year were $1211 (all-inclusive from delivery through sale), for an average return of $2418 per head to Virginia buyers.

Details Announced for 2014-15 Virginia BCIA Central Bull Test Station Program

Scott P. Greiner Extension Animal Scientist, Beef Virginia Tech

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A bull test program near Culpeper has been operated for 56 consecutive years, and is currently conducted at Glenmary Farm, owned and operated by Tom and Kim Nixon, of Rapidan. In the fall-born Senior group at Culpeper, 278 bulls were developed. The Southwest Bull Test was operated for 32nd year, with development of the bulls provided by Hillwinds Farm, owned by Tim and Cathy Sutphin of Dublin. The bulls evaluated at the Southwest station included 47 fall-born Senior bulls and 104 spring-born juniors. The 278 bulls evaluated included 39 Angus, 34 SimAngus, 26 Purebred Simmental, 15 Hereford, 5 Galloways, 4 Charolais, and 1 Red Angus.

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June Herd Management Advisor

Scott P. Groover &
Mark A. McCann Extension Beef Specialists, Virginia Tech

June normally marks the conclusion of harvesting—the first cutting of hay and keeping for rain to stimulate regrowth. Equal attention should be given to pasture management in an effort to minimize future hay consumption. Pasture management now can impact future forage growth and vigor. Research has repeated shown that rotational grazing which ignores a rest period can make grasses more productive. Generally 3-4 weeks of rest is recommended. That means weekly rotation among four pastures can accomplish the desired rest period. Rotational grazing does require some planning, time and inputs but the return is 25-33% forage inputs but the return is 25-33%.

• Complete harvest of first cutting hay early in month.
• Start grazing warm season grasses.
• Implement rotational grazing management system which will provide a rest period for pastures.
• Cool season grasses are now mature; if weather conditions are dry, delay pasture clipping until there is adequate soil moisture for regrowth.
• Make plans to store your high quality hay in the dry.
• Collect and submit forage samples for nutrient analysis.

Spring Calving Herds (January-March)

• Plan forage management, pasture rotation, row nutrition and young calf health.
• Manage first-calf heifers separately; give them best forage and supplement
• Cattle comfort should be monitored ensuring adequate shade and availability of clean water.
• Nutrition and Fencing
• Continue feeding high magnesium minerals to prevent grass tetany; may be able to switch to high Se mineral as grass matures.
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Fall Calving Herds (September-November)

• Collect and submit forage samples for nutrient analysis.

Herd Health

• Implement parasite and fly control programs for herd. Delay application of fly tags until a threshold of about 100 flies per side.
• Provide adequate nutrition in the post-calving period for open cows. Cull cow prices are generally stronger for cows in good body condition vs. thin cows. Feedable forage availability and potential feed and management costs to increase BCS of cull cows if warranted.
• Finalize marketing plans for fall crop. Time weaning, vaccination program, and weaning management to meet operational goals. Calculate break-even on various marketing options and consider risk management strategies.
• Replant commercial calves.

Nutrition and Fencing

• Switch to high selenium trace mineral salt.
• Body condition score cows.
• Plan nutrition and grazing program based on BCS. This is the most efficient period to post weight and condition thin cows.
• As calves are weaned move cows to poorer pasture. This will help develop purchasing ability. Cull cows should be exposed to number of cows equal to their age in (a rule of thumb—yearling bulls 50, 2 year old bulls 10:1). Calves will provide a rest period for the breeding season. Observe beginning of breeding season and monitor bulls closely during the breeding season. Observe frequently to confirm breeding performance and soundness, and monitor cows for repeat estrus. Avoid overworking young bulls as side of thumb—yearling bulls should be exposed to number of cows equal to their age in months).

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Bull Test Summary

Continued from Page 37

the consignee after all expenses. Participating total costs, not costs, averaged $600 (120-day feeding period) and post-sale costs averaged $482 per head (sale expenses averaged 8.1% of sale price).

A total of 64 breeders participated in the Central Bull Test Station program in 2013-14. There were 35 Virginia breeders, and a total of 9 from the surrounding states of Maryland, North Carolina, Tennessee and West Virginia.

All bulls tested and sold were consigned by breeders who are members of the Virginia Beef Cattle Improvement Association.Venta BCIA was the first state beef cattle improvement association organized in 1955. For a more detailed summary of this information, or consignment details for the upcoming Virginia BCIA Central Bull Test Station program contact the Virginia BCIA office at (540) 231-2257 or visit http://www.bcia.apsc.vt.edu.

In remembrance of my three Best Friends:

Jr Smith
December 24, 1935 - January 24, 2012
Ed Brown
August 31, 1930 - October 8, 2013
John E. Hadson
November 6, 1925 - April 20, 2014

If years in the cattle business is true you’re familiar with the names. I would like to think that if you are at a Cattle Sale, Field Day, or another Cattle event in the state of Virginia, you think of these men and remember the poem “The Dash” by Linda Ellis. She writes it’s not the date you were born, or the date you died, that matters. It’s “The Dash” between those years and what you did with it that does. You can find the whole poem online at www.linda-ellis.com.

A Friend and Admiral
Livestock Disaster

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Questionable Link

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BCIA Program Details

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