

June 25, 2010



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News from NCBA: NCBA Calls Timeout on Governance Structure

The leadership of the [National Cattlemen's Beef Association](#) (NCBA), the largest organization dedicated solely to representing the interests of U.S. cattle producers, are suspending plans to proceed with changes to its governance structure to allow the Federation of State Beef Councils an opportunity to clarify its role and intentions to all industry shareholders. According to Scott George, division chair of NCBA's Federation, NCBA is not turning its back on revising its governance structure, but rather turning its attention to U.S. producers to ensure a governance structure is developed that fosters unity within the industry. George said the unintended controversy around NCBA's governance proposal was getting in the way of an accurate discussion about the Federation.

“We want to do this right. The Federation effectively represents all cattle producers

paying into the checkoff,” said George, who is also a Wyoming beef and dairy producer. “Quite frankly, it is impossible to do so when there is so much controversy driving a divide within the industry. We have critical issues affecting this industry that requires us to be united, not divided. We are calling a timeout to clarify our role and wishes to all stakeholders.”

Patti Brumbach, executive director of the Washington State Beef Commission, said the Federation of State Beef Councils is the body that develops and executes a coordinated checkoff plan to build and protect beef demand at the state and national level. She said in order for the Federation to effectively continue building beef demand and addressing critical industry issues, delaying NCBA’s governance discussions is necessary until the Cattlemen’s Beef Board and other “vocal” industry groups fully understand the role and wishes of the Federation.

“Without a functioning Federation, coordination is lost and producers’ checkoff dollars become ineffective at tackling issues and breaking through a very cluttered consumer environment. Consumers are bombarded every day with misinformation about beef, and the only way for producers’ story to be heard is through the Federation’s coordinated efforts. Let me re-emphasize the word coordinated,” said Brumbach. “Delaying the discussion about NCBA’s governance is not only the right thing to do for state partners, but essential to the effectiveness of the Beef Checkoff Program, which is no more important to any other organization than it is to NCBA. We are doing this to coordinate our efforts for the good of cattle producers working hard to feed a growing global population.”

CCA Supports Nunes Legislation Requiring Transparency in Monument Designation Process

CCA joined with a number of livestock groups to support legislation requiring improved oversight in the National Monument designation process. The National Monument Designation Transparency and Accountability Act of 2010, (HR 5580) introduced earlier this week by Rep. Devin Nunes (R-CA), would require the Administration to seek Congressional approval before designating future monuments.

Internal Department of Interior documents were released earlier this year that described potential monument designations – including a number in California. In past years, Presidents have aggressively used the Antiquities Act to designate hundreds of thousands of acres of land across the western United States as National Monuments. These designations often serve the purpose of restricting livestock grazing and other activities, which have been a historic part of our nation's "multiple-use" tradition for public lands--contributing to both healthy landscapes and rural economies.

Following the introduction of the bill, CCA President Tom Talbot, DVM, Bishop, made the following statement:

“The California Cattlemen’s Association opposes backdoor attempts to designate massive tracts of land as National Monuments and appreciates this commonsense effort to develop a review process that includes ranchers and other stakeholders who depend on public use of federal lands and prevents top-down designations that have great potential to harm California ranchers and rural communities.”

CCA Priority Legislation Passes Assembly Committee

Senate Bill 1303, authored by Sen. Lois Wolk (D-Davis) and sponsored by CCA and the California Farm Bureau Federation (CFBF), gained passage out of the Assembly Committee on Water, Parks & Wildlife on June 15. This bill extends the sunset date for accidental take provisions within the California Endangered Species Act to 2014 and authorizes nonprofit organizations, such as CCA and CFBF, to initiate and undertake public outreach activities regarding habitat preservation and activities.

This bill will be heard in the Assembly Committee on Appropriations next. Should members wish to write a letter in support of this legislation, please contact Dawn Clover at dawn@calcattlemen.org.

GIPSA Livestock Marketing Rule Release for Public Comment

Late last week, the U.S. Department of Agriculture's Grain Inspection, Packers and Stockyards Administration (GIPSA) announced plans for a proposed rule (as required by the 2008 farm bill and through existing authority under the Packers and Stockyards Act) regarding livestock and poultry marketing practices.

CCA is still looking at the details of the proposal, but has serious concerns with any efforts to increase government intrusion in the marketplace that would impact transactions between willing buyers and sellers.

The rule is open for public comment, and CCA will continue to review the proposal's potential impacts on cattle markets. For more information, visit: www.gipsa.usda.gov.

Water Diversion Reporting Information Due July 1

Current law requires those that divert water from California’s lakes, rivers, streams and creeks or pump from known subterranean streams to report a Statement of Diversion and Use to the State Water Resources Control Board annually for monthly water use. The reporting statute applies to all water diversions, including adjudicated and riparian water rights. Until recently, there was no consequence associated with non-compliance, however following the adoption of the water bond legislation passed by the state legislature and Governor Schwarzenegger last year, a series of fines were established for

water diversions that are not reported on an annual basis as currently required by state law.

For those not currently reporting, an initial statement of diversion and use must be submitted to the State Water Resources Control Board for 2009 water diversions by July 1. Please visit the CCA Web site at www.calcattlemen.org to access the reporting form or Justin Oldfield in the CCA office at justin@calcattlemen.org.

CCA-Supported Legislation Gains Passage in Assembly Transportation Committee

Senate Bill 1229, authored by Sen. Jeff Denham (R-Merced), adds all terrain vehicles as an allowable vehicle that is operated upon a public road for purposes of conducting an agricultural operation. This CCA supported bill passed out of the Assembly Committee on Transportation on June 14, and now moves to the Assembly Committee on Appropriations. For questions, please contact Dawn Clover at dawn@calcattlemen.org.

Biologics Bill Passes Senate Policy Committee

Assembly Bill 1709, authored by Assemblymember Connie Conway (R-Ventura), gained passage out of the Assembly Committee on Food and Agriculture June 15. This bill provides for the transition of California approved vaccines to federal registration if registration with USDA occurs on or before Jan. 1, 2011, and requires the California Department of Food and Agriculture to report to the legislature on the status of all registration transitions.

CCA worked with the author and stakeholders to obtain language reflected in the current version of the bill in order to secure transition of important livestock vaccines and is now neutral. For questions, please contact Dawn Clover at dawn@calcattlemen.org.

Vegan Blogger Shares Positive Outlook on Beef Production

Vegan blogger, Ryan Andrews recently made a visit to Magnum Feedyard in Wiggins, Colo. Andrews said he wanted to see a feedlot for himself because he was tired of hearing and seeing negative reports on the cattle feeding industry. After his visit, he wrote a story in which he stated, "If my experience at Magnum is representative of other cattle farms, all those accounts of the dismal, depressing, disastrous cattle conditions seem to be exaggerated."

While at the feedyard Andrews learned about the feed and care given to cattle and while he will not return to eating meat anytime soon, he did say, "if I did eat meat, my visit to Magnum would have made me feel great about eating non-organic, non-grass-fed beef. Seriously. I can't imagine the quality of meat would be substantially better with organic

and grass-fed. Nor can I imagine the living conditions would be substantially better for the cattle.”

CCA is pleased to see this news and to share it with ranchers as an example of a positive outcome from interaction with those who would be expected to be an adversary of the beef business. Magnum Feedyard is co-owned by California cattleman Duane Martin and Colorado cattleman Steve Gabel, to read the blog post in it’s entirety, [click here](#).

"Beef and Baseball" July 10 in Visalia

Members of the Tulare County CattleWomen and Cattlemen invite area producers, young cattlemen and allied industry council members from Tulare, Kern and Fresno-Kings counties and beyond to join them for a night of "beef and baseball" during cow appreciation night at the Visalia Rawhide game scheduled for Sat., July 10, in Visalia. The Visalia Rawhide, Class A advanced affiliate of the Arizona Diamondbacks, will take on the Bakersfield Blaze, Class A advanced affiliate of the Texas Rangers, at 7 p.m. at Recreation Park, located at 300 N. Giddings Street, Visalia. Gates open at 6:30 p.m.

Members of the Tulare County CattleWomen will have an educational beef display with beef recipes, bumper stickers, notepads, magnets, coupons, brochures and more with materials donated by the California Beef Council, Sacramento; Harris Ranch Beef Company, Selma; and Certified Angus Beef®, Wooster, Ohio. TCCW member Vickie Malmstrom, Visalia, is heading up the project. In addition, a children's area with a variety of ranch activities, chaired by TCCW member Judie Church, Strathmore, will be available for younger fans during the game.

Group seating in the grandstand behind home plate (\$10 each for 100- level seats, \$9 each for 200-level seats) is available on a first- come, first-served basis until group seating areas of 20 each are filled. Contact TCCW member Kelli Toledo at ktoledo@lightspeed.net or (559) 972-8987, to reserve your tickets no later than noon, Thurs., July 1. Tickets for all group seating will be mailed to you prior to the event. Payment can be made to Kelli Toledo at the TCCW's beef education booth during the game between 6:30 p.m. and 8 p.m.

For those interested in attending that do not wish to be part of the group seating, tickets can be purchased through the Visalia Rawhide's [Web site](#).

Gordon K. Van Vleck Award Nominations Now Being Accepted

It’s time to get in your nominations for the Gordon K. Van Vleck Memorial Award. This award is given to an individual who is not engaged in beef cattle production as a primary occupation, but has nonetheless made significant contributions to the California beef cattle industry. Potential recipients include allied industry leaders, government or university officials, legislators, etc.

Created at the CCA/CCW Convention in 2005, the first three honorees are Dr. Bert Johnson, Steve Thompson of the U.S. Fish and Wildlife Service and Bennie Osburn, Bennie Osburn, dean of the School of Veterinary Medicine at the University of California, Davis.

Any interested CCA member is encouraged to submit a nomination. Individuals previously nominated will automatically be considered for this year's award. Nomination materials are due to the CCA office by Sept. 1, 2010. This award provides beef cattle producers and CCA with the unique opportunity to honor an individual who has consistently and ardently defended and promoted our interests.

We look forward to receiving your nominations for this important honor. Please contact Annie Maddalena in the CCA office at (916) 444-0845 or by email at annie@calcattlemen.org to request nomination forms for this award and documents outlining the nomination and selection process.

Cattle Fax Weekly Market Highlight June 25, 2010

The fed cattle market was primarily steady this week as cattle were quoted at \$91 live, both North and South. The dressed market in the north was \$145 to \$147 with the bulk at \$146. Trade volumes were moderate and feedlots remain very current in their marketings. The boxed beef market was steady to modestly higher on the week as demand remained decent going into the 4th of July holiday. Feeder cattle and calf values were mostly \$2 to \$3 higher for the week. Movement slowed as grass conditions through most of the country remains good enabling cattle to stay on grass. Slaughter cows were primarily \$2 higher, supported by trimming demand going into the heart of the summer. Corn prices tumbled on the week as growing conditions remain very good throughout the Cornbelt.

Help Your Business and Your Industry by Joining CCA Today

Do you like what you see here? Are you interested in participating in these important efforts and receiving additional publications about California's beef cattle industry? If you're not yet a member, you can lend your support by joining the California Cattlemen's Association (CCA) today. CCA is the only membership organization in California dedicated solely to looking out for the interests of ranching families and California's cattle industry.

CCA staff and officers work every day to ensure that our members have a known voice in Sacramento and in Washington, D.C. CCA defends your private property rights; works towards preserving private and public rangeland; protects the health of California's cattle herd; and provides scholarships to help the next generation of ranchers remain in the industry.

Joining this critical effort is simple for cattle producers, landowners and supporters of the industry. Call Stevie in the CCA office at (916) 444-0845 or email requests for membership information to stevie@calcattlemen.org.

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