



The South Dakota Cattlemen

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MARCH - APRIL 2021

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March - April 2021

The South Dakota Cattlemen

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With the fast changing times, it's important to stay up to date on industry news. The Cattle Guard is the SDCA weekly email providing a round up of news and events that have happened around the state and country. The email is delivered directly to your inbox every Friday afternoon.

To be added to the email list contact
asitter@sd cattlemen.org

SDCA Calendar of Events

MARCH 2021

- 11 Last day of 2021 Legislative Session, Pierre
- 16 FDA public comment deadline for potential revised process for ranking antimicrobials according to their relative importance in human medicine.
- 19-20 Harvesting Hope: Farmer & Spouse Retreat
- 29 2021 Legislative Session Veto Day, Pierre
- 31 NRCS State Technical Committee Meeting, Virtual

APRIL 2021

- 16 Comments Due on Proposed Revisions to USFS Handbooks

JUNE 2021

- 8 SDCA Board of Directors Meeting, Pierre
- 19 Prime Time Gala Featuring Little Big Town, Sioux Falls

Cattlemen's Call Radio Reports



TUNE IN

SDCA provides straight forward and factual weekly radio reports

If your affiliate is interested in working with the radio stations in your area to run the Cattlemen's Call, contact the SDCA office at 605-945-2333 and we can provide tips on working with your local media.

<p>KJJQ-AM</p> <p>City: Brookings</p> <p>Monday @ 7:45am</p>	<p>KBFS-AM & KBFS-AM</p> <p>City: Belle Fourche</p> <p>Saturday @ 5:40am</p>
<p>KOLA & KOLY</p> <p>City: Mobridge</p> <p>Wednesday @ 9:45am</p>	<p>KYDT-FM & KYDT-FM</p> <p>City: Pine Haven, WY</p> <p>Saturday @ 5:40am</p>
<p>KWAT</p> <p>City: Watertown</p> <p>Monday, Wednesday & Friday @ 11:40am</p>	<p>KVSH & KVSH</p> <p>City: Valentine, NE</p> <p>Tuesday or Wednesday @ 12:30pm</p>

In addition to these regularly scheduled air times and number of stations across the state received the weekly audio report

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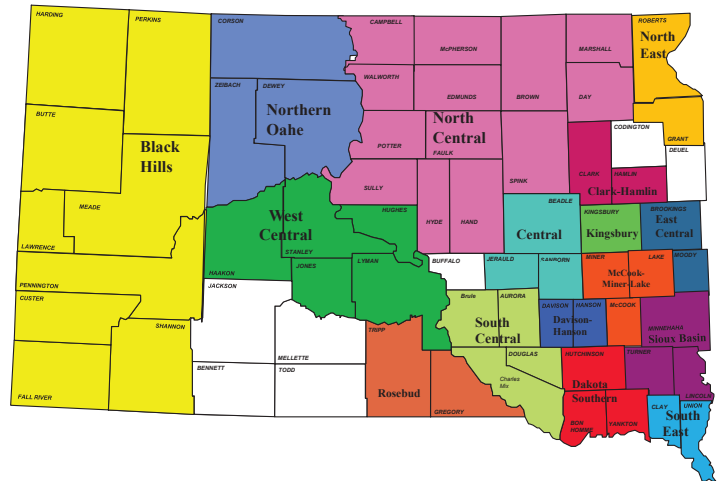
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**If your affiliate has elected new board members,
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SDCA Working For You...

For over 65 years, the South Dakota Cattlemen's Association has been a unified voice for cattle producers. SDCA provides a voice for cattlemen on all issues affecting your business and profitability.

SDCA advocates for producers in:

- State & National Lobbying
- Policy Development
- Environmental, Trade & Marketing Issues
- Beef Promotion & Research



Joining SDCA includes membership in your local affiliate. By joining you can stay informed about the issues affecting your area and help set policy direction on cattle industry issues through participation at the annual convention.

Join Today!

TOP HAND CLUB

October 1, 2020 - February 10, 2021

RECRUITER	POINTS
Warren Symens	34
Riley Buck.....	8
Chance Popham.....	4
Drew Edleman	2
Eric Jennings.....	2
Kelly Endorf.....	2
John Moes.....	2
Peggy Vostad	2

Recruiters are awarded points and prizes based on their total recruits between October 1, 2020 and September 30, 2021.

*** 2pts are awarded for recruiting a new member or someone whose membership has expired more than 12 months.

*** 1pt is awarded for recruiting a past due member, whose membership has expired 3-12 months.

TOP HAND CLUB PRIZES

# OF POINTS	
10	SDCA Embroidered Shirt
20	SDCA Embroidered Jacket
40	SDCA Belt Buckle
60	SDCA Chinks (\$300 value) or \$300 Cabela's gift card
80	Custom Hat (\$400 value) or \$400 Cabela's gift card
100	Custom Boots (\$500 value) or \$500 Cabela's gift card
200	Custom Saddle (\$2,000 value) or \$500 Cabela's gift card and 2 nights/2 days stay in Deadwood.

PLEASE FILL OUT THE APPLICATION AND RETURN IT TO:

116 N. Euclid Ave., Suite C, Pierre, SD 57501

office@sd cattlemen.org

or Join Online!

www.sd cattlemen.org

Join SDCA

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Company

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☐ YES, I would like to receive the SDCA Weekly E-bulletin.

Recruited By (Name)

SDCA Dues	1 Year	3 Years
Producer Member	\$100	\$270
Student Member <small>(Must be full-time student)</small>	\$45	NA
OPTIONAL SDCA COUNCIL DUES <small>(in addition to base dues above)</small>		
Young Cattlemen of South Dakota <input type="checkbox"/>	<small>18-40 yrs old - No additional Cost - Check Box</small>	
Cow-Calf Council	\$20	\$60
Feeder Council	\$100	\$270
OPTIONAL SDCA FAIR SHARE DUES <small>(in addition to base dues above)</small>		
Cow-Calf Fair Share	\$.20/pair	\$
Feeder Fair Share	\$.10/each	\$
TOTAL PAID		

Note: Payment of membership dues is tax deductible as an ordinary and necessary business expense. Complying with tax law, SDCA estimates that 6.2% of the dues payment is not deductible as a business expense because of our direct lobbying activities on behalf of our members. Charitable contributions or gifts to SDCA are not tax deductible for federal income tax purposes.

Visit www.sd cattlemen.org to view more SDCA membership options or to join online.

ALLIED INDUSTRY MEMBERS

The following companies have generously invested in SDCA as Allied Industry Members!

THANK YOU for Your Support!

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Sioux Automation Center, Inc.
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The First National Bank in Sioux Falls
Ward Laboratories, Inc.
Zoetis

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NDEco
Reaves Buildings
Renner Corner Locker
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SD Trucking Association

Standard Members - *continued*

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Chase Consulting
De Smet Veterinary Service
Farmers & Merchants State Bank
First Interstate Bank-Hot Springs
First National Bank - Ft. Pierre
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Corporate Members

Dacotah Bank (11 locations)
Farm Credit Services of America (10 locations)

THE WESTERN PERSPECTIVE

ERIC JENNINGS
SDCA PRESIDENT



We are lucky to be involved in an industry and culture that values integrity. Sayings like “our word is our bond” and “sealed with a handshake” actually mean something in our industry. Cattle deals are still made over the corral fence and by phone, and their terms honored. There is and always has been nefarious characters that take advantage of that trust, but for the most part we enjoy a high level of integrity. Luckily, consumers see us as being trustworthy also. I saw a survey from Farm Bureau that showed 88% of Americans trust farmers and ranchers. But as we all know, trust and reputations can be far more easily broken than built. Benjamin Franklin said it best when he said “It takes many good deeds to build a good reputation, and only one bad one to lose it.”

As beef continues to compete for market share in the meat case and store shelves, it is important that we maintain consumer confidence in our product being a nutritious, wholesome and properly labeled product. There are several issues before us that we need to be aware of and advocate for. Product of the USA

This is a voluntary label that can be placed on packages of meat. The issue is that it currently can be applied to meat of any origin as long as it changes form in the USA. So a retailer can buy a primal cut from another country, slice it into steaks and sell it as a Product of the USA. I feel this is misleading to the consumer that has an expectation, and rightfully so, that the meat they purchased was in fact born, raised and processed in the USA. We need to make sure that label possesses integrity the consumers can trust. But this has to be done in a manner that will not violate our trade agreements and get us crossways with the World Trade Organization.

Meat Inspection and Regulations

Through our diligence and commitment to food safety, we have set a high expectation of supplying a safe product to consumers. The handling and slaughtering practices along with the processing, packaging and storage procedures we have developed as an industry, have given consumers confidence that our product is safe. That is not to say that meat is safe 100% of the time, but problems are rare and

when one does show up we are able to trace the questionable sample back to the source and remove the entire lot from meat cases. Consumers have confidence in our product because of the policies and procedures that have been developed for the meat inspectors to follow that ensure our product is safe.

The Covid-19 pandemic caused a supply interruption to our grocery stores. Consumers wanting to purchase beef and producers wanting to market beef have been inhibited by local locker plant shackle space and interstate shipping rules. This has led to a call to expand local packing capacity and create opportunities for interstate commerce of state inspected meat. Both of these things need to happen but not at the expense of our state inspection procedures and not by including meat that is processed as custom exempt into the retail sector. Our state inspection rules are lengthy and comprehensive, but necessary to maintain consumers’ confidence in our product being safe.

Traceability

Having the ability to trace livestock back through the sale barns and to the ranch of origin is nothing new to producers. Employing technology to do it in an efficient and timely manner is. It is important to remember USDA is not proposing to collect more data than we do now, only to do it with electronic tags that can be more accurately and efficiently recorded and tracked. While it is important to producers to be able to quickly trace cattle to limit disease outbreaks, I feel it is equally important to consumers to know that we are adopting technology to address issues that may develop with cattle. It doesn’t matter if they are issues that do not affect meat quality or safety, our domestic consumers and international trading partners need to know that we are on top of anything that may come up. Our customers need to be confident that we have the protocols in place to handle any issue we encounter.

Knowing what the consumer will be concerned about is a constantly evolving and moving target. We probably won’t be able to anticipate all of their future concerns; but we can do our best to proactively address their current concerns. We also need to remember we all have a role in the beef business. We are all segments of one industry, the beef industry. What we do as cow/calf producers, backgrounders, finishers or packers has an effect on the sales of retail beef. We all need to prosper for our system to properly function and we shouldn’t be pitting one segment against another. Not every issue directly involves each one of us, but we need to be supportive of one another and work through our issues in a positive manner to maintain consumer confidence and market share.

Challenges and Opportunities for the Small Meat Processors in South Dakota

By Christina Bakker, SDSU Extension Meat Science Field Specialist

The beginning of the Covid-19 pandemic in the United States was a turning point for livestock producers and the meat industry. Large packing plants shut down or were operating at severely limited capacities and livestock producers found themselves with few options to sell their market ready animals. The beef industry saw fat cattle held over well beyond their normal finish weights, the swine industry saw thousands of animals euthanized, and still meat cases at grocery stores were close to barren.

The lack of options during this challenging time drove many producers to turn to local meat processors to take a few animals to butcher and many individuals who had no experience purchasing halves or quarters found themselves trying to make sense of cutting order forms to fill their freezers.

The small and very small meat processors across the country have been experiencing a boom in business that many have never seen before. Slaughter schedules are reportedly booked out a year in advance. Many of these processors would gladly take more animals, but they have two main limitations: labor and space.

Butchering is a very physical craft, and it takes a strong passion and desire to commit to that type of strain on your body. It is a skill that few individuals possess as it is no longer a common skill taught from generation to generation when families butchered their own animals. Most people who do learn the trade either grow up working in their family's butcher shop or take it on as an afterschool job as a teenager. Very few learn the skills at institutes of higher learning. This is one of the reasons there is a labor shortage within the industry. It is hard and sometimes messy work, two things that many individuals entering the labor force tend to shy away from resulting in poor employee retention. Additionally, butchery is not a skill that can be mastered overnight or even over a few weeks, so finding qualified employees, especially in remote areas, is difficult.

On the other hand, there are also processors who have had great success finding and retaining skilled employees. One of the main barriers to expansion for them is not lack of help, but rather lack of space. The meat industry is one of the most highly regulated industries in the country. This is for good reason as people in the meat industry are handling other

people's food, and when proper precautions are not taken, there is risk of injury, sickness, and death. In order for a meat processing facility to be inspected at the state or federal level, their processes and building must meet or exceed a set of rigid standards. Processors looking to expand need to work with their regulating body, engineers, and contractors to design and build additions to meet those standards. This process is not cheap and large amounts of capital may need to be invested before operations can even begin.

I have had many conversations over the past few weeks with individuals who are looking at building or buying a small processing facility. Many are looking to enter the industry to direct market their own cattle. This alternative is often chosen to avoid dealing with the large packing plants and take more control over their bottom line. While I am happy to see so much interest in this industry, there are a few things anyone looking to take this route should know. First, the meat processing industry is not a cheap one to get into. Building a new plant can cost a few million dollars when done correctly. If you're looking at buying an existing plant, upgrades will need to be made to ensure the plant is up to code and fits within current regulations. Refrigeration, plumbing, and equipment upgrades can easily reach a six-figure price tag. Second, as mentioned before, skilled and qualified help is very hard to find. Often, I hear that producers are looking to build the plant with no intentions of managing or working in it themselves. While this can be done, forward thought into personnel before beginning to build is essential. You can have a state-of-the-art plant, but if you have nobody to manage it or perform daily operations, it will be nothing more than a new building with some shiny equipment.

Fortunately, there is currently a focus on helping the small meat processing industry in South Dakota. I was recently hired by South Dakota State University as an Extension Meat Science Field Specialist. My job is to develop programs to enabling workforce expansion in the industry. These programs will focus on the skills of humane animal handling and slaughter, ability to break carcasses down into retail cuts, meat processing into value added products like sausages, hams, and bacon, and HACCP (the industry's standard for food safety) training. I am also available to help existing processors troubleshoot production practices and work towards achieving the standards for moving from custom-

Continued on pg. 12

From the CATTLE PEN

WARREN SYMENS
SDCA VICE PRESIDENT



“Because I’m tired, and I don’t wanna.” That was my 11-year-old boy’s response when I asked him why he wouldn’t write this piece for me. I can relate, buddy.

It got me to thinking about how many things I leave undone simply because I’m tired and I don’t wanna. Even with the things I attempt to make a priority, I run out of steam at the end of the day, week, month, and eventually, grudgingly accomplish. But the result isn’t nearly as successful as if I’d put the effort in and captured the full potential of what could have been. We all have a lot on our plates, and there doesn’t seem to be a chance to breathe sometimes. I find it hard to fulfill all of my obligations to family, farm, and volunteer work. But I put them in that order for a reason, and am surrounded by people who help me pull that off. In each of these, I find the energy to continue if I just allow myself to look for it.

On New Year’s day, my oldest boy and I loaded some bulls up, picked up some extra help, and headed for the inaugural Cattlemen’s Congress in Oklahoma City, OK. It was a well-participated event, with top quality bulls and heifers of every breed being exhibited and judged. Our bulls did well, but it was only because someone (not me) put in the amount of time to get them broke, washed and blown, and clipped several times in the months leading up to the trip. The crowd in Oklahoma City was positive and optimistic when it came to the cattle market. I’ve decided that cattle folk are all just naturally optimistic, or we wouldn’t be in the business we’re in.

Later on, in January, I attended the Clark/Hamlin affiliate meeting in Bryant, SD. That, also, was well attended by lots of folks with a stake in our business. They, too, were optimistic and from the conversations, I had there, there’s plenty of positive energy surrounding the cattle business. I made a few remarks about what the South Dakota Cattlemen’s Association has been up to, and Todd Wilkinson followed with the same remarks about the National Cattlemen’s Beef Association. It was immediately clear I had not made preparing for that meeting enough of a priority and could have communicated a few things better. Regardless, those types of opportunities are important for all of us to take advantage of.

The following week provided the opportunity for a South Dakota Cattle Feeder’s Council meeting, as well as an SDCA meeting, both over zoom. Tucked in between those I also attended a regional co-op board meeting. All of the folks on those zooms and in those board rooms made it a priority

to not only attend but prepare for and follow up after those meetings. It was great to hear where we are going, what we’ve learned from the successes we’ve had, and what we needed to make a priority for the future. The positive attitude in all of those instances was contagious and will no doubt lead to future success as well.

In early February, I had the chance to join a committee with the North American Limousin Foundation to discuss future research opportunities. The experience was the same: positive, forward-thinking cattlemen and women, putting in the time and effort to move forward. It’s exciting to listen to new ideas and help come up with a plan, instead of listening to the fear and pessimism that seems so widespread these days.

The following morning, I listened in on my first NCBA committee call as I drove to The Black Hills Stock Show. When I first saw I would be on the tax and credit committee, I almost immediately went to sleep just thinking about how exciting that would be. But I couldn’t have been more wrong, or happier that I’d made it a priority to be on that call. A representative from the USDA presented some financial opportunities through their beginning farmer and rancher programs, as well as other opportunities. An NCBA staff person gave an overview of the climate in Washington, DC, regarding policy and the new administration. I was pleased to hear that things are going quite well, and folks there are optimistic after initial discussions with the new/old Secretary of Agriculture. The best part of the call was a presentation by Alliant Group about research and development tax credits that many of us don’t even know we qualify for.

Once in Rapid City, I found myself surrounded once again by positive, energetic cattlemen and women who were just happy to be there, doing what they love. After hearing a good report at our breed’s banquet and having quite a good time at the benefit auction and fundraiser, the week’s show activity continued the next morning with a couple of great shows with a lot of great cattle. The afternoon that followed yielded a strong sale, with bleachers full of excited ranchers. The conversations I had with lots of people in the exhibit hall were nearly all positive, with nearly everyone looking to the future with optimism.

None of these events happened by chance. A lot of people came together, each with different personal priorities, to pull off a variety of activities for the cattle community. They saw these jobs not just as obligations, but as a chance to make a positive influence on their corner of the world, and to propel this business we’re all in forward with improvements in every sector. They chose not to sit, wringing their hands with worry about what has or could happen, or allow pessimism to keep them from being active. We all are provided these opportunities every day, and it’s up to us to decide if we’re gonna be too tired and don’t wanna.



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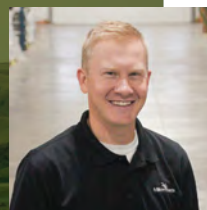


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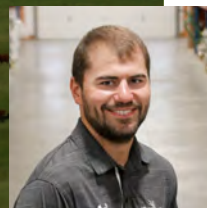
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Cattle Call

JODIE ANDERSON,
SDCA EXECUTIVE DIRECTOR



What a difference a year makes. At this time last year, we were just starting to learn about COVID-19 and beginning to see impacts in other countries, though not yet seeing much impact here in SD. By the time you read this, the 2021 Legislative Session will be winding down and very different state budget realities as a result of the pandemic nearly wrapped up.

At the time of this writing, however, we are just past the half-way point for the 2021 Session and the budgeting process is getting underway in earnest. There are several suggestions for how the legislature might best spend the millions in “one-time” funds available due to the pandemic. SDCA supports the Governor’s bill to promote local meat processing (HB 1040).

Legislators have also submitted several proposals for one-time fund expenditures at SDSU, including a \$25 million appropriation to update and expand the SDSU meat lab (SB 191) and a bill seeking \$6 million for renovations and updates at the Cottonwood Field Station (SB 192). SDCA supports these proposals, along with the \$435,000 request included in the Board of Regents budget to expand precision ranching initiatives at Cottonwood. In addition to these measures SDCA is actively supporting, there are many other proposals for one-time funding including the expansion of broadband, assistance for tech schools, and many, many more.

Somewhat surprisingly, Governor Noem’s proposed merger of the Departments of Ag and Environment and Natural Resources was a hot topic during the first few weeks.

The Governor filed Executive Reorganization Order 2021-03 on January 19, beginning the official process to create the Department of Agriculture and Natural Resources. Several ag organizations, including SDCA, are supporting the merger with a number of “environmental” groups opposing and some choosing to remain neutral.

The State Constitution gives the governor the power to organize state government “in such manner as will tend to provide an orderly arrangement in the administrative organization of state government.” Any changes that affect existing law must be submitted to the Legislature by executive order within five days after it convenes. The reorganization will

become effective within 90 days after submission unless either chamber passes a resolution disapproving of the merger.

Meanwhile, DENR has proposed several bills SDCA is supporting which will benefit agriculture. SB 52 will allow state-issued CAFO permits to be valid for ten years rather than the current five years. This will reduce the paperwork burden for producers and DENR staff without impacting environmental regulations. HB 1027 and HB 1028 deal with the Water Management Board and water rights permitting and seek to streamline processes and ensure the focus remains on relevant issues under the Board’s jurisdiction.

Governor Noem has proposed two bills aimed at clarifying the jurisdiction of Game, Fish and Parks officers (being collectively referred to as the Open Fields bills). SDCA supports HB 1140, which will restrict the entry of conservation officers onto certain private lands without permission, essentially codifying the current GF&P policy. HB 1111 aims to protect property rights in the enforcement of game and fish laws by prohibiting conservation officers from taking or keeping the private property of hunters and fishermen who break laws.

At the time of this writing, the deadlines for bill introduction have passed with many “carcass” bills in the mix. These bills have generic titles and will likely be amended in the coming weeks to address a broad range of outstanding issues.

One issue that we expected would receive a lot of attention but will not be addressed by this legislature is recreational marijuana. As of this writing, Circuit Court Judge Christina Klinger recently ruled that Amendment A, passed by the state’s citizens last fall, violated the state Constitution in two ways: 1) it violates the single-subject rule, and 2) it conflicts with current language which outlines how the state Constitution may be modified. We expect the ruling will be appealed and anticipate the South Dakota Supreme Court will ultimately need to weigh in.

Of course, we will have a complete legislative wrap-up in the May-June issue of *The South Dakota Cattleman*, but meanwhile, stay up to date on all the issues SDCA is working on during the legislative session by signing up for SDCA’s weekly legislative update. Email Aimee at asitter@sd cattlemen.org to be added to the electronic distribution list for the Cattlemen’s Capitol Connections. For more information about what the legislature is up to or to contact your legislator, visit the Legislative Research Council’s website at www.sdlegislature.gov.

Since winter and calving season has arrived, stay warm and be safe! As always, reach out to me with any questions or concerns.

Checking in on the Checkoff

Suzy Geppert, Executive Director



#BeefTogether

"If everyone is moving forward together then success takes care of itself." – Abraham Lincoln

The Beef Checkoff continues to be a driving force in building and maintaining beef demand and we are continually looking for new opportunities. We look for well rounded, broad scope ideas, programs, and events that allow us to reach a multitude of audiences. From there we strategize. We discuss how we can further develop these opportunities to reach their full capacity and expand on national programming efforts to maximize impact? The SDBIC board meets on a quarterly basis to review programs, events, and authorization requests. This allows beef producers to play a major role in determining how South Dakota's Beef Checkoff dollars are spent. Please remember that these meetings are open to the public and we encourage you to attend. We understand that raising beef can be a challenge that tests our resilience. Weather, prices, herd health, and consumer trends will continue to play pivotal roles as we move forward and we want to assure you that we are committed in our efforts. You will find the South Dakota Beef Industry Council (SDBIC) 2020 Annual report posted on our website at sdbeef.org.

Winter Cattle Industry Convention

Several South Dakota farmers, ranchers, and beef industry leaders participated in the Cattle Industry 2021 Winter Meetings, held virtually this year. Meetings allowed for producers to participate in Beef Checkoff committee discussions and share input on national outreach campaigns. South Dakota continues to have strong leadership representation at the national level with four cattle producers appointed to Cattlemen's Beef Board. Current beef board members include Cory Eich, Canova, SD; Vaughn Thorstenson, Selby, SD; Eric Sumption, Frederick, SD; and Bill Slovek, Philip, SD. Congratulations to Bill Slovek as he was elected to serve on the Cattlemen's Beef Board Executive Committee. Four South Dakotans also serve as directors to the Federation of State Beef Councils. These include: Todd Mortenson, Hayes, SD; Becky Walth, Glenham, SD; Gary Deering, Hereford, SD; and VeaBea Thomas, Harrold, SD. Gary Deering has also been elected to serve on the Beef Promotion Operating Committee.

Black Hills Stock Show

Stock Show numbers were strong this year. We were able to visit with several consumers and had some really good Beef Checkoff discussions with producers. New to the stock show this year was the Claim Your Steak promotion. The SDBIC partnered with four local steakhouses to carry out the event, congratulations to the Longhorn Steakhouse for winning the BHSS People's Choice Award. The Chili Cookoff has really changed and improved over the years. They were extremely



worried on participation this year due to Covid but we decided to move forward and ended up having 6 teams enter into the contest. Event attendee numbers actually increased this year. The Youth Beef Cooking Contest offered several kids from across the state an opportunity to showcase our favorite protein including two of our Jr. Beef Ambassadors. Congratulations to Coyle King on his 2nd place finish! Jr. Beef Ambassadors participated on stage with Miss Rodeo America



in a panel discussion skit where they discussed commonly asked consumer questions. They did a great job. Miss Rodeo America, Jordan Tierney, recently endorsed the Build Your Base program and spent time with us throughout the week signing autographs and discussing





the importance of the sports nutrition and training program utilizing beef as its premier protein. She is a great spokesperson for the program

Several interviews were conducted with KBHB, Heartland Consumer Reports, DakotaFarm Talk, and News Center 1. Thank you to all who volunteered to help at the booth and participate in interviews.

Team Beef South Dakota

Team BEEF South Dakota's 2021 race season is underway! Registration closed in January for potential members with this year's team consisting of approximately 150 runners and cyclists of all ages. Participants recognize the nutritional benefits of beef and the vital role high-quality protein plays in their training. The program, in its ninth year, is open to all South Dakotans who want to promote beef, be physically active, and showcase eating beef in a healthy lifestyle. Through the program, Team BEEF members receive nutrition education on how best to incorporate beef into their diet during training. They learn that beef is a high-quality protein containing all the essential amino acids the body needs to help with maintenance, repair, and growth of lean muscle mass.

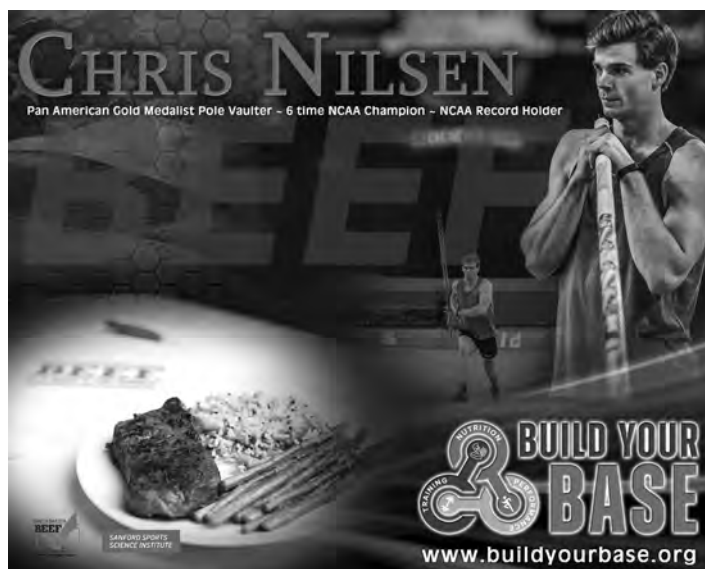
Education

Consumers, youth, and influencers continue to be priority targets as we work towards building beef demand.

- January and February will find us evaluating the third year of the Build Your Base with Beef program. This program continues to exceed expectations and



we are excited to have several endorsements from pro athletes and influencers. We have been able to reach several Olympic hopefuls and have even placed jerky within the Olympic Training Center. Please stay tuned as U.S. professional pole vaulter, Chris Nilsen represents the program on the world stage. Chris is competing in Europe this spring and is currently 2nd behind the world leader in the event. You will find our logo on his uniform as he competes and represents our power protein.



- o We continue to work with University of South Dakota, South Dakota State University, Black Hills State University, and Augustana University athletic departments and their athletes throughout the year and are expanding our education efforts this spring as we work to engage these young millennials in topics ranging from beef nutrition, preparation, and the utilization of beef as a recovery protein as part of the collegiate program.
- o Please follow us on all our social media channels or visit www.buildyourbase.org to learn more.

- We will continue to move forward as scheduled with events and Ag days as current conditions allow.
- February is Heart Month and the SDBIC partnered with the American Heart Association. The Beef Checkoff appreciates the partnership with the AHA and the opportunity to share scientific research showing that lean beef can be part of a heart-healthy diet that can lower both cholesterol and blood pressure. A social media campaign has been planned throughout the month with larger events planned for later this spring

Continued on pg. 12

Checking in on the Checkoff continued from pg. 11

and early summer in hopes that the pandemic pressure is relieved and in person events can resume.

Please join us for our February 22, 2021 board meeting. The meeting will be held at the Drifters Conference Center in Ft. Pierre with an 11:00 a.m. start time. This meeting is open to the public.

As always, we feel communication with our producers is key. For sources of information on accomplishments please contact the South Dakota Beef Industry Council. Please don't hesitate to reach out to us at (605) 224-4722 or email me at sgeppert@sdbeef.org.



Challenges and Opportunities for the Small Meat Processors in South Dakota continued from pg. 6

towards achieving the standards for moving from custom-exempt to state or federal inspection.

Additionally, there is potential for meat processors to receive grants towards capital investments. Governor Noem requested that \$5 million be allocated towards a grant program for small and very small meat processors within the state of South Dakota. If this program becomes available meat processors can and should take advantage of the opportunity to make facility and equipment upgrades necessary to meet the current demands of the industry.

It is an exciting yet stressful time for small meat processors across the country. The spotlight currently being focused on the industry has brought opportunities for growth and development. The time to seize those opportunities is now.



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Sustainability. Yes, I Said Sustainability

Colin Woodall, NCBA CEO

Courtesy of the National Cattlemen's Association

Well, if you are still reading past the title of my column, then we are making progress. The topic of sustainability is one we have been talking about for years and the response has been mixed. Some of you are interested in this topic, some of you get mad, and many of you just allow your eyes to glaze over. I believe all three reactions are warranted due to the many ways this topic has been presented.

I have seen just about every presentation imaginable on sustainability, and to be honest, I have had all three reactions myself. I have seen the talks where cattle production is the root cause of climate change, and we must be more sustainable to save the planet. I have seen the talks where everybody else is to blame for climate change, and cattle production is actually the solution. There are presentations on consumer expectations, political ramifications, media hype and more. Every speaker has their own approach, their own appeal, and many times, their own science or facts.

Political science seems to power far too much of this discussion. Remember when the Food and Agriculture Organization of the United Nations released Livestock's Long Shadow back in 2006? That report erroneously stated that livestock is responsible for more greenhouse gas emissions than transportation. The U.N. report's allegations against livestock have been debunked and discredited, but here we are 14 years later, and that report is still being used against us. Activists who have committed every ounce of their being to their cause are rarely swayed by facts. Political science is their preferred tool and that is why they are not deterred from using the U.N. report knowing it is wrong.

Activists' passion and commitment to their beliefs is one reason this topic is so difficult to navigate. It is hard to have productive and rational discussions about sustainability under passionate circumstances. To be fair, our passions run high, too. We work hard to protect our natural resources, and it does not sit well when our own commitment is questioned. The difference is that we live on the land, and actually manage these resources while the activists fight behind a computer screen.

Our connection and dependence on natural resources is the reason we must lead and tackle sustainability head-on. As former NCBA president J.D. Alexander said, "If you're

not at the table, you're on the menu." Regardless of how you feel about climate change and sustainability, the issue is not going away. We hear about this from consumers, foodservice, retailers and the government. President Biden has made it abundantly clear that tackling climate change is one of his priorities. Each group has a different take on what sustainability is, so that gives us a unique chance to engage and take the field playing offense.

Some perceive sustainability as nothing more than the government or other groups trying to tell us how to produce cattle. That perception is not wrong, but I believe we can change that viewpoint. Many of you are producing cattle on land that has been in your family for generations. If that is not sustainable, then what is? Longevity and success are how we play offense. Sustainability is about showcasing the great work this industry has done for years in protecting the land. We can produce the same amount of beef we did in 1977 with one-third fewer cattle. We improved our production practices to achieve this, and it is important to remember we did it without the government telling us what to do. We remain committed to continual improvement, so that means our industry will get even better at maximizing beef production on increasingly limited acres.

Oh, and talking about acres, we must showcase the upcycling superpower of cattle. Upcycling is where we take plants of little or no value to us as humans, such as grass, and allow cattle to graze on them in order to convert their stored energy into the best-tasting protein on Earth. Our role in upcycling is one we can use to lead the discussion around cattle production and sustainability.

I am going to spend more time in future columns digging into the facts we can use to lead this discussion, but for now, I am asking that you take another look at sustainability and recognize the strategic nature of charting our own course on this subject rather than having to play defense against more rules, regulations and restrictions. The time is now. Leaders lead!



National Cattlemen's
Beef Association

Top Five Genetic Selection Considerations for Cattlemen

Reprinted Courtesy of the National Cattlemen's Beef Association

Cattle producers are experiencing higher input costs and tighter profit margins. With the need to protect their bottom line, increase productivity, and improve sustainability outcomes, genetic selection tools and strategies offer a compelling path to help accomplish those goals. There are a variety of options and resources available for producers that are cost effective and relatively easy to implement in any herd. This article outlines some of those options which, alone or in combination, could benefit producers. The highlighted resources below: breeding objectives, crossbreeding, utilizing Expected Progeny Differences (EPDs) and/or genomics and physical selection tools, are a few examples to consider. Several thought leaders in cattle breeding and selection contributed their ideas on the importance of incorporating these strategies or technologies.

1. Breeding Objective

Getting started, it is critical to have clear and achievable goals in mind. Are you looking to generate bulls for the commercial cattlemen, focus on heifer development, raise high growth cattle to be fed out, or possibly a combination of the three? The individuality and independent nature of cattle producers lends itself to numerous and varied ways by which to achieve the same goal. "A well-formed breeding objective clearly sets production and marketing targets and identifies labor and environmental constraints," said Dr. Matt Spangler, Extension Beef Genetics Specialist with University of Nebraska. "Forming a breeding objective helps identify economically relevant traits (ERT), those traits that have a direct cost or source of revenue associated with them."

As a cost-effective way to connect to the target market, the breeding objective will help the producer decide which traits are most desirable for their program. Depending on the customer, certain traits and characteristics will have a greater importance. There are many factors that need to be considered when identifying a breeding objective. A producer will need to pinpoint the environment of their operation. Available resources, grazing seasons and climate will determine the type of cattle a producer could raise. Additionally, analyzing the current performance, strengths and weaknesses of a herd will assist when identifying a breeding objective. "A breeding objective, and identifying the associated ERT, helps producers narrow their focus when selecting sires to enable profitable genetic selection decisions," Dr. Spangler concludes. Furthermore, deciding the target market will aide in making the right choices today to influence profitability in the future.

2. Crossbreeding

Crossbreeding is both a cost-effective and impactful strategy when looking to improve the efficiency and overall sustainability of a commercial herd. The heterosis or hybrid vigor of crossing two or more cattle breeds helps breeder optimize a number of traits. Producers can achieve enhanced performance and get those extra pounds in an extremely cost-effective method.

"Crossbreeding, specifically leveraging the advantages of heterosis and breed complementarity, continues to be an important tool for beef producers to improve production efficiency and sustainability in their herds. The advantage of maternal heterosis offers substantial gains in reproductive performance of crossbred heifers and cows and extended production longevity," said Dr. Bob Weaber, Professor and Extension Geneticist at Kansas State University. "The US Meat Animal Research Center (MARC) estimates and others support an increase in weaning weight per cow exposed of more than 25 percent for F1 cross cows over their straightbred counterparts. Although many breeds have been selected towards common objectives, heterosis still exists among breeds and is only available to producers using crossbreeding systems."

Producers should weigh the benefits of crossbreeding in reaching their breeding objectives against adding additional management when considering which crossbreeding system and breed inputs to utilize. Crossbreeding schemes may be simplified by starting with or purchasing crossbred females, and using bulls of differing breeds, or potentially crossbred (often called hybrid or composite) bulls on those females. Many breeds now participate in multibreed genetic evaluation systems which could make bull evaluation less complicated. If selecting a breed that does not participate in the multibreed evaluation approach, the US Meat Animal Research Center's across breed adjustment table can be used to evaluate genetic inputs from different breeds. "Genetic improvement programs for beef cattle at the commercial level should include both a plan to leverage heterosis and breed complementarity as well as additive merit of parent stock selected using EPDs and Indexes within breed," Weaber said.

3. Expected Progeny Differences and Indexes

Expected Progeny Differences (EPDs) are a tool used to compare cattle within the same breed. With EPDs a producer can forecast the genetic potential of an offspring, based on the pedigree and performance of parents and other related cattle, paired with individual performance within an offspring's contemporary

group. Breed associations serve members as the collection base for performance data and subsequent EPD calculation, because EPDs are breed and pedigree dependent. Serving as the hub of information, breed associations have different programs available for a producer to utilize when optimizing their use of EPDs.

“EPDs are a powerful tool and should be used appropriately. Single trait selection can be very effective at changing a herd for that trait, but may have detrimental effects on other important traits,” said Extension genetics professor Dr. Darrh Bullock with the University of Kentucky. “For example, selecting for extreme milking ability would increase the milk production in replacement females, but if used in a marginal nutrition environment it would likely result in reduced reproductive performance. It is critical that bulls are selected for multiple traits simultaneously that meet the producer’s management, market and environment needs.”

The accuracy of EPDs is reliant on the number of offspring that parent has, and the data reported on the offspring. Additionally, economic (often dollar based) indexes are available for many breeds. Indexes measure traits, or a combination of traits, and combine those traits with economic values of production and/or market value contributing to that index. Indexes are a bit more complex but may simplify selection decisions if an index aligns well with program breeding objectives. EPDs and indexes provide more complete and more objective information than an individual weight measure, usually summarizing multiple data sources. They provide information which is much more accurate at defining value than could be achieved by visual appraisal. A large selection of EPDs and indexes are available which allow producers to select for their ultimate objective, whether raising steers, replacement heifers or generating breeding bulls.

4. Genomics and Genomically Enhanced EPDs

Genomics is a newer technology pairing DNA information and EPDs. Genomically enhanced EPDs address the challenge of determining specific genes an animal has inherited from its parents and how that influences relevant traits. This increases predictability and accuracy of EPDs in young bulls or heifers who have not yet had a single calf cutting down on the wait time for a producer to more accurately evaluate the genetic potential of calves. Genomic testing adds information for many traits that is equivalent to 10-25 offspring, without ever having an offspring hit the ground. Additionally, testing is becoming more widely available for commercial or crossbred cattle applications. “Technology available to peer into and understand the bovine genetic code is evolving rapidly,” said John Genho, director of the Genetic Prediction Group at NEOGEN Genomics. “We are seeing more competitively priced selection tools come to market, like Envigor, which is designed to convey a solid estimate of hybrid vigor, or Igenity Feeder, that can inform feeder cattle value based on terminal traits.”

Those who may still be skeptical of this new technology should seek out an extension genetics expert in your area or someone who has used this technology. This is a good way to ask questions and become more confident in genomic tools. Genomics and genomically enhanced EPDs are continuing to develop and improve. This evolving technology will grow in its continued use and become more cost effective with each passing day.

5. Phenotypic Selection

When developing a herd, a producer must consider how the physical attributes of their herd correlates with the environment. The physical characteristics of cattle give the producer an indicator on the practicality or longevity of the stock. There are many physical markers that help determine if an animal is sound, healthy and functional. Analyzing the herd’s body condition and structural integrity are necessary when building a mature cow herd. Innovative ways to measure and incorporate physical traits into EPDs are now emerging. Several breed associations have been developing ways for producers to implement this type of selection pressure into their herds.

Kelli Retallick director of genetic and genomic programs with Angus Genetics, Inc said, “For many years breed associations have been able to do a fantastic job of creating tools to select for output traits like growth and carcass quality. Recently, the American Angus Association has set its sights on creating selection tools that go beyond the norm and focus on increasing the functional adaptability of cattle living in different environments. Whether it is using genetics to improve foot structure, hair shedding scores to increase heat and fescue tolerance of cattle in the Southeast or pulmonary arterial pressure measurements to select animals that more equipped to live in the mountain ranges of the Rockies, these tools can provide cattlemen ways to better match genetics for their specific environment.”

In addition to traditionally reported EPDs, breed associations are continually releasing new EPDs to assist breeders in making progress in phenotypic improvements. Examining a herd’s physical traits is as much of an art as it is a science, but new selection tools can help speed the progress for the discriminating cattlemen. Selecting cattle that are visually appealing and well-suited to their environment can yield both input savings and market success, driving operational sustainability.

In closing, producers who are managing a breeding herd should always look for methods to improve efficiency and increase profitability. Beginning with the end in mind has long been sage advice, no matter the endeavor. Leveraging genetic selection tools can provide a clear path to obtaining clearly defined breeding objectives. While a single silver bullet may not exist, producers have more tools available than ever before to aid their efforts, and the flexibility to utilize any or all the provided resources to optimize herd performance.



NATIONAL CATTLEMEN'S BEEF ASSOCIATION
CENTER FOR PUBLIC POLICY

2021 POLICY PRIORITIES



NCBA's policy focus for 2021 advocates for a business climate which increases opportunities for producer profitability across the board.

ONGOING COVID-19 RECOVERY

- Continue protecting workers in the cattle and beef industry.
- Contribute to America's food security by strengthening the beef supply chain.
- Apply the lessons learned during this pandemic to build a stronger, more resilient, and more profitable future for producers.

IMPROVE THE BUSINESS CLIMATE FOR U.S. CATTLE PRODUCERS

- Ensure that all alternative protein products, plant-based or cell-grown, are held to fair and equal standards and labeled in a manner that truthfully represents their ingredients.
- Promote and expand the use of voluntary origin and value-added marketing opportunities that deliver value back to the producer segment and curtail non-verified blanket origin claims that fail to meet consumer expectations.
- Enhance price discovery and transparency in cattle markets while bolstering the risk management tools available to cattle and beef producers.
- Improve rural infrastructure, including the expansion of rural broadband access.

CLIMATE, ENVIRONMENT, SUSTAINABILITY POLICY

- Emphasize U.S. cattle and beef producers' ongoing commitment to environmental stewardship and sustainability.
- Promote resilient natural resources through voluntary conservation, science-based management, and continuous improvement across the industry.
- Protect America's rangeland and vast natural resources through scientifically proven fuel reduction techniques and promotion of livestock grazing as a flexible, adaptive management tool.

TRADE AND MARKET ACCESS

- Continue to remove tariff and non-tariff barriers to promote U.S. cattle production and beef to markets across the world.

ENSURE CONTINUITY ON REGULATORY ACTION

- Work closely with the Biden Administration to build on a regulatory framework that promotes stability and continuity.
- Continue to engage on ongoing regulatory policy to ensure good policy from the new administration on:
 - *Traceability*
 - *The Endangered Species Act (ESA) & the National Environmental Policy Act (NEPA)*
 - *Grazing rules and regulations*
 - *Polyfluoroalkyl substances (PFAS)*
 - *Navigable Waters Protection Rule (NWPR)*
 - *Electronic Logging Devices & hour-of-service rules*
 - *Delisting of gray wolf and other recovered species*
 - *Continuing industry success in antimicrobial stewardship and food safety*

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Young Member **SPOTLIGHT**

Meet Jared & Kati Knock

By Aimee Sitter, SDCA

Moving livestock and agriculture forward, through purpose and perseverance.

Jared and Kati Knock along with their girls Millie, Ansley, and Alicyn make up a diversified family operation in Willow Lake, SD. The Knock's passion, knowledge and drive have helped them to forge a unique path as young producers within the agriculture industry. Jared and Kati both grew up on family operations that instilled a passion to pursue agriculture as a career. Jared grew up on his family's dairy and beef operation in Willow Lake, SD and attended South Dakota State University where he obtained a degree in Animal Science. Kati grew up in Aurelia, Iowa, and graduated from Iowa State University with a degree in Animal Science as well. Jared and Kati met while they were both working at Trans Ova Genetics in Sioux Center. The Knocks married in 2011 and made their way back to Willow Lake, SD to be closer to Jared's family's farm.

When the young, newly married couple moved back to South Dakota, they were looking for a way to stay involved in the agriculture community. Jared and Kati started a business that would allow them to gain capital to support their farm and ranch dreams. Together in 2011, they founded Dakota Vision Ag, Inc, a regional provider of DuPont Pioneer Brand Seed, ABS Global Beef Genetics, and Milbourn Seeds. Dakota Vision Ag, Inc. also offers consulting services for livestock genetics, crop consulting, and veterinary products through their work with Prairie View Vet Clinic. There are many ways for individuals to become involved in the agriculture industry. However, Jared and Kati knew for the goals they had, establishing a business was a key component to help them become established in the prime of their life. Jared saw how an obstacle for young producers can be a lack of cash flow. Dakota Vision Ag, Inc. allowed the couple to focus on retail items that cash flow and took the pressure off the farm and ranch operation.

Jared, his father, and Kati also keep busy managing a diverse livestock operation including a commercial cow/calf herd, a

commercial ewe flock, and a contract hog feeding site. The diversity allows the operation to be more self-sufficient and resilient. Jared started a commercial ewe flock a few years after the couple moved back to South Dakota. The ewes allowed the operation to utilize resources more efficiently. One way this was put into practice was through grazing and weed control in some of the Knock's pastures. The sheep also provide an opportunity for Jared and Kati's daughters to work with livestock on a smaller scale, learning respect and awareness for the animals. The contract hog feeding portion of the operation provides a consistent income source for the family and allows the Knocks to balance the risk that is associated with the other portions of their livestock enterprise. The diversification within livestock on the family operation allowed for growth and sustainability.

Outside of the daily operations of the Knock's farm and business, Jared and Kati continue to stay busy within their community and the ag industry. Jared is currently employed with Milbourn Seeds, where he works within business development. He also serves on the local school board and his church's deacon board. Kati was a former member of the South Dakota Beef Industry Council and a current representative to the U.S Meat Export Federation. The couple completed BeefSD, a two-year program where participants attend workshops that cover case studies on different production practices, marketing, estate plans, and several additional industry items.

As a busy family, farm, and business, what is one of the biggest pieces of advice the Knocks share with others? To not be afraid to ask for help and hire when you can. The operation currently has three employees and two summer interns. Jared stated that the interns are a great resource to utilize, the two students arrive in the spring from Lake Area Tech and SDSU and stay through July. They have also strived to create a self-sufficient operation, this includes simplifying calving by pushing it farther into the spring to adjust for complications that early calving can bring. Jared has also created a

Continued on pg. 18

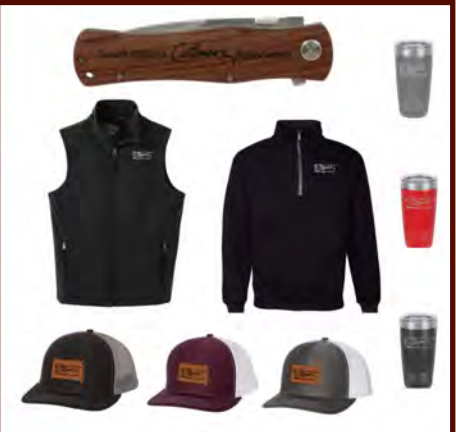
streamlined approach to the commercial cow herd. Jared notes this is currently the season of life they are in, when you start simple you can grow to bring in more value-added programs as your operation goals and vision change.

Jared became involved in the South Dakota Cattlemen's Association when he and his wife Kati moved back to South Dakota a decade ago. Jared had the opportunity to assist in the formation of the Clark Hamlin Cattlemen's Affiliate. During his time with the affiliate, he has served as a founding member on the board of directors and affiliate president. Jared currently serves as the SDCA Cow-Calf Council Chairman. The Cow-Calf Council meets annually at convention to discuss topics directly affecting cow-calf operations, hosts tours, and provides a voice for this sector of the industry at SDCA board of directors' meetings. Jared has had the opportunity to work with the SDCA Board on several legislative topics. A current item that was extremely beneficial to his home operation was the FEED Act of 2019. The act moved the prevent plant grazing and mechanical harvest date up to September 1st. This allowed the Knocks to put up feed material during the difficult growing season.

Jared stated that it is important for individuals early in their working career to become involved with agriculture associations. These groups provide opportunities to network, form strong bonds, and learn from others' experiences. As you get more involved in your career those opportunities and connections will become more meaningful and impactful. For individuals interested in learning about the South Dakota Cow-Calf Council or the Young Producers of South Dakota visit the SDCA website <https://www.sdcattlemen.org/become-a-member>.

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JODIE ANDERSON, EXECUTIVE DIRECTOR

Congressman Johnson's DIRECT Act

As the new session of Congress gets underway, many proposals are being reintroduced including Congressman Johnson's DIRECT Act. Introduced by Representatives Dusty Johnson and Henry Cuellar (D - 28th Dist., TX), the Direct Interstate Retail Exemption for Certain Transactions (DIRECT) Act of 2021 would allow retail quantities of meat processed under state-inspection to be sold across state lines through e-commerce, providing beef producers and local processors alike with more options to market direct-to-consumers.

Currently, South Dakota and 26 other states have State Meat and Poultry Inspection (MPI) programs approved by USDA FSIS as "at least equal to" standards set under the Federal Meat Inspection Act. Under the existing framework however, state-inspected products can only be sold interstate if approved to do so under the Cooperative Interstate Shipping Program (CIS).

The DIRECT Act would amend the retail exemption to allow processors, butchers, or other retailers to sell normal retail quantities (300 lbs. of beef, 100 lbs. of pork, 27.5 lbs. of lamb) of state inspected meat online to consumers across state lines. Because transactions authorized under the DIRECT Act sales are direct to consumer via e-commerce, sales are traceable and can easily be recalled. The proposal also includes clear prohibitions on export, keeping our equivalency agreements with trading partners intact. The DIRECT Act will allow states operating under the CIS system to ship and label as they are currently. SDCA commends Representative Johnson for his efforts to enhance markets for state inspected beef and supports the DIRECT Act.

Senator Thune's Strengthening Local Processing Act

Senator Thune has also reintroduced the Strengthening Local Processing Act, which seeks to improve the business climate for local meat processors by:

- Requiring FSIS to establish a searchable database of peer-reviewed, publicly-available validation studies for HACCP plans for the various types of small and very small establishments. HASCCP plans can be complex and expensive to develop and this would allow individuals developing a HACCP plan for the first time to review similar plans and should ultimately expedite the HACCP approval process.

- Increasing the federal government's cost share from 50% to 65% for state meat and poultry inspection programs. South Dakota is one of 27 state meat inspection programs that would benefit from enhanced federal cost share.
- Requiring FIS to conduct outreach with the states that have meat inspection programs to encourage more to cooperate in the Cooperative Interstate Shipment (CIS) program to allow state inspected products to be shipped across state lines. To date, only 8 states have established a CIS program and South Dakota is in the process. The bill would also increase the federal government's CIS cost share from 60% to 80 % and increase the small plant eligibility size from plants with 25 employees to plants with 50 employees.
- Creating a grant program to provide \$10 million annually through 2030 and authorize \$15 million in discretionary funding to support small plants by providing reimbursement grants to help cover costs associated with meeting state or federal inspection guidelines, expanding infrastructure to establish or increase harvest and processing capacity, and adapting to the COVID-19 pandemic and future market needs. Cost share would be required except in 2021.
- Creating meat processing training grants to assist and train small plant operators, employees and the next generation of meat processors and butchers. The bill would authorize \$10 million annually in discretionary funding for higher education career training and processor career training.

Senator Rounds' New Markets for State Inspected Meat & Poultry Act

Also in late January, Senator Mike Rounds and Angus King (I-Maine) reintroduced the New Markets for State-Inspected Meat and Poultry Act. The bill would allow meat and poultry products inspected by state meat and poultry inspection programs to be sold across state lines. The measure has been introduced twice before in the 115th and 116th sessions of Congress.

In accordance with member-set policy, SDCA supports the New Markets for State Inspected Meat & Poultry Act though we do have concerns about the potential for state inspected meat to accidentally enter export supply chains and cause issues with our trade partners. We appreciate Senator

Continued on pg. 20

Working For You continued from pg. 19

Rounds' efforts to expand markets for state inspected beef and encourage amendments that will ensure our trade agreements aren't inadvertently put at risk.

Climate Change

On January 27, President Biden issued an Executive Order on Tackling the Climate Crisis at Home and Abroad. This Executive Order establishes a goal of conserving at least 30 percent of our lands and oceans by 2030. Fortunately, it calls on federal agencies to gather input from agricultural and forest landowners, fishermen, Tribes, States, Territories, local officials, and other stakeholders. The order goes on to direct the Secretary of Agriculture to collect input from farmers, ranchers, and other stakeholders on how to use federal programs to encourage adoption of climate-smart agricultural practices. These practices produce verifiable carbon reductions and sequestrations and create new sources of income and jobs for rural Americans. SDCA looks forward to working with NCBA and the agriculture community to highlight beef's sustainability and agriculture's role as part of the solution to climate change.

Greg Hanes - What has the Checkoff Done for You Lately?

(Editor's Note: we have modified this release to accommodate the space available.) In January, Cattlemen's Beef Board CEO Greg Hanes provided trade media with the following overview of recent checkoff activities. Here are just a few of the things that Beef Checkoff contractors have delivered over the past few months:

Consumer Trust

- *Beef. It's What's For Dinner's*. "United We Steak" campaign reached more than 283 million consumers through paid advertising, social media, earned media, and influencer outreach.
- *A Beef. It's What's For Dinner.* video series featured feedyard manager Tom Fanning showing Chef Kathryn Mathis how cattle are cared for at feedyards.
- Two livestream events educated more than 1,000 educators on how beef production provides an excellent context for middle school and high school science.

Export Growth

- November beef exports were up 6% from a year ago (largest since July 19) and export values climbed 8% year over year.
- Market development programs paid dividends in November as U.S. beef exports to China were up 700% from a year ago.

- Beef export value averaged \$338.43 per head of fed slaughter (Nov20); 14.8% of total beef produced in the U.S. during this time was exported, much of which was underutilized cuts not popular in the U.S.

Nutrition & Health

- A new study showed that beef consumption is positively associated with better mental health; the companion article has been downloaded more than 50,000 times by health and nutrition experts.

Research

- The Sustainability Research & Scientific Affairs program completed an update to its beef environmental lifecycle assessment in 2020; findings will be published in 2021.



RAPID FORAGE ANALYSIS BY NIRS Hay, Ensiled, & Pasture Forages

REPORTS INCLUDE:

Moisture, Dry Matter, Crude Protein, Acid Detergent Fiber (ADF), amylase-treated Neutral Detergent Fiber (aNDF), Non-Fiber Carbohydrates, Fat, Ash and More

Calculated Forage Quality Indexes: RFV & RFQ

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TRENDING IN FOOD & BEEF

SUSTAINABILITY



The *Lancet* Countdown report, which was featured in outlets like Bloomberg, suggested reducing red meat consumption to lessen emissions.



Traditional and social media mentions of “climatarianism”—the practice of eating for the environment—increased nearly 500% in December.¹

GOOD NEWS FOR BEEF



Focus shifted to reducing food waste for consumers to reduce their environmental impact.

PLANT-BASED ALTERNATIVES



Meat alternatives continued to drive headlines as Beyond Meat expanded to Costco and Food Dive named Impossible Foods Innovator of the Year.



Lab grown meat received more media attention as Eat Just launched a lab-grown chicken product in Singapore.

GOOD NEWS FOR BEEF



Meat alternatives still represent less than 1% of the protein market share.²

COVID-19



Restaurants continue to reimagine operations to abide by pandemic guidelines. Media mentions of contactless experiences grew 2,800% in 2020.¹



The supply chain took steps to protect employees as packing plants sent at-risk workers home and anticipation grew for the vaccination of food service workers.

GOOD NEWS FOR BEEF



Beef demand remains strong, shown through steady Google searches and stories about beef recipes.¹

BEEF

#011321-06

1. National Cattlemen's Beef Association. (2020, October 31). *Environmental Sustainability Dashboard*. Retrieved from Meltwater: www.meltwater.com
2. IRI Market Advantage Total Store View + Perimeter, Total Meat.

Funded by Beef Farmers and Ranchers

AUXILIARY HAPPENINGS

Ashley Iliff, RVT, SD Cattlemen's Auxiliary President

SD Cattlemen's Auxiliary Membership Meeting-Q4 October 27th, 2020 Virtual Meeting

Meeting was called to order by President Ashley Iliff at 11:10 am. Brief introductions were made.

Secretary's report: The previous meeting minutes were discussed.

Treasurer's Report was read. As of 10/27/20 there was \$3978.59 in the SD Cattlemen's Auxiliary Budget, \$128.66 in the Special BIC Projects account. The Treasurers report was filed.

President's Report was given by President Ashley Iliff and she focused on a membership outreach strategy that will be executed in December. Ashley provided the SD Beef Industry Council Checkoff Funded Promotion Report. This focused on the approved authorization requests from the SD Beef Industry Council. The EmBe Girls on the Run 5ks 2021 at \$3400, EmBe Girls on the Run program support at \$4150 (Beef Sticks, nutritional info) and FamilyFest for \$4000. The Expo for Her 2021 was not supported in the SDBIC promotion committee meeting and will be brought forward again to the SDBIC for potential support at the next opportunity. The Auxiliary continues looking for new consumer events to highlight beef. Please reach out to the officer team if you have opportunities.

Bib Report: Please contact Shirley Thompson for bib information.

Old Business: There was no old business.

New Business: Laurie Johnson moved to send out a small gift with the membership appeal to members at the discretion of the officer team. Kelly Brandlee seconded and motion passed.

Laurie Johnson moved to adjourn, Shirley Thompson seconded. Motion passed. Meeting adjourned.

Next Quarterly Meeting: The Q1 meeting date is TBD
Respectfully submitted by Secretary, Shirley Thompson. 10/27/20

***Editor's Note:** Auxiliary dues can now be paid online through the SDCA website.
Visit sdcattlemen.org and click on the "Become a Member" button in the upper right corner of the home page.*



Follow us on Facebook at South Dakota Cattlemen's Auxiliary

PHILLY BEEF CHEESE STEAK

INGREDIENTS:

- 1 beef Top Sirloin Steak Boneless, 3/4 inch thick (about 1 pound)
- 1 teaspoon garlic powder
- 1/4 teaspoon pepper
- 2 teaspoons olive oil, divided
- 1 medium onion, thinly sliced (about 2 cups)
- 1 medium green bell pepper, thinly sliced (about 2 cups)
- 4 whole-grain or whole wheat hoagie rolls, split, toasted
- 6 thin slices reduced-fat provolone cheese



COOKING:

Cut beef Top Sirloin Steak lengthwise in half, then crosswise into 1/8-inch thick strips. Season beef with garlic powder and pepper. Set aside.

Cook's Tip: You may freeze beef steak in resealable food-safe plastic bag 30 to 45 minutes or until firm, but not frozen solid for easier slicing.

Heat 1 teaspoon oil in large nonstick skillet over medium-high heat until hot. Add onion and pepper; stir-fry 30 seconds to 1 minute. Remove from skillet; keep warm.

Cook's Tip: In some classic Philly Beef Cheese Steak Sandwiches, you'll find the addition of sautéed sliced mushrooms. You may add 8 ounces of sliced mushrooms and stir-fry with onion and pepper.

Heat 1/2 teaspoon oil in same skillet until hot. Add half of beef; stir-fry 2 to 3 minutes or until outside surface of beef is no longer pink. Remove from skillet; keep warm. Repeat with remaining 1/2 teaspoon oil and remaining beef.

Cook's Tip: To grill, keep steak whole and season with garlic powder and pepper as directed in step 1. Place steak on grid over medium, ash-covered coals. Grill, covered, 7 to 11 minutes (over medium heat on preheated gas grill, 8 to 13 minutes) for medium rare (145°F) to medium (160°F) doneness, turning once.

Return beef and vegetables to skillet; cook and stir until heated through. Season with salt and pepper, as desired. Top beef with cheese slices. Heat, covered, 1 to 2 minutes or until cheese is melted; stir gently to mix. Place beef mixture on bottom half of rolls. Close sandwiches.

Cook's Tip:

The sandwiches can be topped with chopped tomatoes, if desired.

You may substitute your favorite prepared cheese sauce for provolone cheese.

The sautéed bell pepper may be served on top of the beef instead of mixed with the beef.

You may broil sandwiches filled with beef and vegetable mixture, topped with cheese slices for 2 minutes on HIGH or until cheese is melted and begins to brown.

Recipe courtesy of the National Beef Checkoff.

MORE Than Just a Vaccine

Anytime, Any Season, All Cattle

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Mike Colton, Former
President of the Baker City,
Oregon Chapter Cattlemen's
Association & State Wolf
Committee Member

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