

CAROLINA CATTLE CONNECTION

Spotlight on BRANGUS

NOVEMBER 2025 • Vol. 39, Issue No. 11



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THE CAROLINA CATTLE CONNECTION

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The National Cattlemen's Beef Association is fighting for American Cattle Producer's rights in Washington, D.C. with policies created by cattlemen, for cattlemen. NCBA begins and ends with individual members.

As a grassroots driven organization, individual producers set the course for NCBA's advocacy work in Washington, D.C. by submitting policy resolutions on the local and state level. NCBA's 44 State Affiliate associations present their desired proposed policies at NCBA national committee meetings. From there, proposed resolutions are voted on. After proposed policies pass through national meetings, a ballot is sent to every NCBA member where they have the choice to vote for or against all proposed policies. Once approved, passed resolutions become official NCBA policy for the next 5 years.

NCBA MEMBER BENEFITS:

- **New Members** receive a FREE 1L Bottle of Cydectin Pour-On from Elanco
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 - » Ferrellgas
 - » John Deere
 - » Montana Silversmiths
 - » New Holland
 - » Roper & Tin Haul Apparel
- **Communication**
 - » Monthly subscription to National Cattlemen Newspaper and Magazine
 - » Weekly Beef Bulletin email newsletter

NCBA POLICY WINS:

- Secured a Supreme Court victory to curb Waters of the United States (WOTUS) regulation.
- Sued the Environmental Protection Agency to block further WOTUS regulation.
- Led the call to halt beef imports from Brazil and Paraguay for animal health concerns.
- Secured reauthorization of animal health legislation to keep cattle medicines and treatments available to cattle producers.
- Defended farmers and ranchers from burdensome environmental regulations.



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By TRAVIS MITCHELL, S.C. Cattlemen's Association

Director's Report

Finishing the Year Off Strong

As you read this report, it has been a few weeks since the 2025 S.C. Cattlemen's Association Regional Meetings. The agenda for the meetings was jam packed with beneficial information for all cattle producers. One of our speaker highlights this year was Sigrid Johannes, NCBA Director of Government Affairs. She discussed New World screwworm, the reconciliation bill, and a Q&A on any policy issues. There were also local legislative updates as well. The Clemson Livestock and Forages team presented on the importance of forage quality and hay testing. It was great seeing many of you at one of our regional meetings.

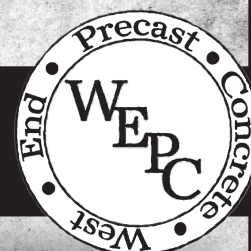
It has been a privilege to watch so many of our South Carolina youth exhibit their show livestock animals this fall. The time, effort, and energy each one of them expends on their animals certainly showed as I traveled to several county shows and the S.C. State Fair.

As we wind down 2025 and look towards a new year, I encourage each of you to remember we are a membership driven organization. Your membership is vital to the continued success of the S.C. Cattlemen's Association. I encourage you to help us find new members as we strive to make the cattle industry better for years to come.

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SPOTLIGHT on Brangus

All About Brangus Cattle

Brangus is an American hybrid breed of beef cattle. The breed was developed to utilize the superior traits of Angus and Brahman cattle. Their genetics are stabilized at $\frac{3}{8}$ Brahman and $\frac{5}{8}$ Angus.

History – The combination of Angus and Brahman cattle results in a breed that unites the traits of two highly successful parent breeds. Through rigorous natural selection, the Brahman cattle developed disease resistance, overall hardiness, and outstanding maternal instincts. Angus cattle are known for their superior carcass qualities. They are also extremely functional females that excel in both fertility and milking ability.

A review of the development of the Brangus breed takes us back beyond the founding of the American Brangus Breeders Association in 1949. However, registered Brangus cattle descend from the foundation animals recorded that year or registered Brahman and Angus cattle enrolled since then. Much of the early work in crossing Brahman and Angus cattle was done at the USDA *Experiment Station in Jeanerette, Louisiana*. According to the *USDA 1935 Yearbook in Agriculture*, the research with these crosses started about 1932.



During the same period, Clear Creek Ranch of Welch, Okla., and Grenada, Miss.; Raymond Pope of Vinita, Okla.; the Essar Ranch of San Antonio, Tex.; and a few individual breeders in other parts of the United States and Canada were also carrying on private experimental breeding programs. They were looking for a desirable





beef type animal that would retain Brahman cattle's natural ability to thrive under adverse conditions in combination with the excellent qualities for which Angus cattle are known.

The early breeders from 16 states and Canada met in Vinita, Okla., on July 2, 1949, and organized the American Brangus Breeders Association, later renamed the International Brangus Breeders Association (IBBA), with headquarters in Kansas City, Missouri. The headquarters eventually moved to San Antonio, Tex., where it has permanently been located since January of 1973. There are now members in nearly every state, Canada, Mexico, Australia, Central America, Argentina, and South Africa.

Characteristics – Brangus cattle are black or red and polled, with a sleek coat and pigmented skin. Their ears are medium to large, and the skin is loose with neck folds. The rump is slightly rounded, and the bulls have a moderate hump.

Brangus have a good temperament, which was originally selected for when the breed was created.

Mature Brangus bulls generally weigh between 1,800–2,000 pounds, while mature females generally weigh around 1,100–1,200 pounds.



Bulls mature by two years of age and are ready to go into service by 18 months. Heifers are ready to breed by 14 months of age and deliver their first calf at 24 months of age. The bulls can remain in service through age 12, while the cows can produce calves beyond the age of 14.

This breed is considered to be very versatile, being high performers on pasture and in the feed yard. They have also proven resistant to heat and high humidity. Under conditions of cool and cold climate, they seem to produce enough hair for adequate protection.

The cows are good mothers, and the calves are usually of medium size at birth.

Brangus cattle are known for:

- Resistant to heat and high humidity
- Hardy in cold climates
- Good mothers
- Resistance to ticks and bloat
- Good foragers
- Rapid weight gain
- Average to slightly late maturing
- A carcass without excessive fat

Comparative – Research in Louisiana has indicated that Brangus cows increase their weights during the summer months while Angus cows lose weight, indicating they are more adaptable to coastal climates.

Carcass tests conducted by Texas A&M University confirmed the ability of Brangus to produce exceptionally high quality carcasses. There were 330 steers by 17 Brangus sires and 32 Angus steers by two high marbling accuracy Angus carcass sires used in this test. The 19 sires were randomly bred to predominantly Brangus females. The cattle were managed alike, fed at Tri-State Feeders, and harvested at Iowa Beef Processors in Amarillo, Texas. The Warner-Bratzler Shear Force Test was conducted on ribeye samples from each of the steers. Of the Brangus samples, 97 percent scored “tender” or better, while 94 percent of the Angus samples tested tender. Brangus were 14–17 percent more favorable than the Angus average. According to the 1990 National Beef Tenderness Survey, the average for shear force rating was 7.4 pounds.

Distribution – Brangus can be found all over North America, South America, Africa, and Australia.



Y'all have stumbled on the best place to advertise expert A.I., superior genetics, the best in purebreds and outstanding farm supplies. Check the Classifieds in this issue!

SPOTLIGHT on Brangus

EC Brangus – Mocksville, N.C.

By EVON CROOKS, *Mocksville, N.C.*

Since 1998, EC Brangus has been producing registered Brangus cattle. We are a cow/calf operation that markets breeding age bulls as well as open and bred heifers. We artificially inseminate (A.I.) all our females to some of the best herd sires across the United States. This allows us to continuously improve our herd and market some of the best Brangus cattle in the Southeast. We are now engaged in flushing some of our best cows and using embryos to improve consistency. At weaning, we evaluate heifers and bulls for breeding soundness and do not hesitate to cull those that are questionable in making good mama cows or herd bulls. Disposition is the most important trait at EC Brangus. If an animal exhibits poor disposition, they will be culled. We sell what we would keep.

EC Brangus sells breeding age bulls by private treaty or at the Lake City Annual Invitational Black Bull Sale in Lake City, South Carolina. Over several years, our bulls have averaged in the top one percent of sales in Lake City. This is a testament to the quality and genetics of the bulls we sell.

The majority of Brangus bulls sold are purchased by commercial breeders. The data shows that Brangus sired calves can add 100



or more pounds to weaning weight. So, if you have a commercial operation with, say, 50 heads, 100 pounds extra weaning weight at approximately \$3+ per pound will provide \$300+ per head additional income. Multiply that by 50 head, and you'll add





\$15,000+ to your bottom line. So, paying \$10,000 for a good Brangus bull can add \$5,000+ more in annual income in the first year of purchase.



The majority of our females are sold at the annual Cut Above Sale in Cullman, Alabama. The 2026 sale will be on May 29. Our cattle sell, on average, in the top ten percent of sales.

During the summer when our grandchildren are out of school, you will find them out on the farm with Grandpa, feeding, checking fences, and evaluating animals. We are passionate about Brangus cattle.



Brangus in North Carolina and South Carolina

Registered Brangus must be $\frac{3}{8}$ Brahman and $\frac{5}{8}$ Angus, solid black, solid red, and polled as to confirmation and breed characteristics. Both sire and dam must be recorded with the International Brangus Breeders Association to register an offspring.

Brangus is the sustainable beef breed with more than 60 years of designed crossbreeding just for you. Brangus cattle make ranching operations more profitable and sustainable with animals that are more adaptable and have improved longevity and excellent reproductive efficiencies.

Brangus cross replacement females are known for easy fleshing, early puberty, and lower input costs, as she consistently calves at an early age. Females usually have their first calf by their second birthday (two years old). Females are the ideal maternal choice for commercial cattlemen in maximizing profit.

If you are seeking higher weaning weights and increased profitability, invest in a registered Brangus bull to cross with your animals. You may contact any of the following Brangus breeders nearest you to purchase a registered Brangus bull:

North Carolina

Evon Crooks – EC Brangus
Mocksville, N.C.
336-817-6890

Doug Williams – L&W Cattle Company
Mocksville, N.C.
336-745-5252

Jeremy Sessoms – Pine Knot Cattle Company
Bennett, N.C.
336-408-8174

Steve Whitley – Whitley Cattle Company
Smithfield, N.C.
919-632-5107

Michael Cocchiaro – Windlass Farm
Hillsborough, N.C.
512-745-4795

Joe & Mike Willoughby – Willoughby Farms
Fairmont, N.C.
910.740.5921

South Carolina

John Harding – Harding Brangus
York, S.C.
803-242-3248

Richard Sox – Dogwood Hill Farms
Lexington, S.C.
803-606-1439

SPOTLIGHT on Brangus

Pine Knot Cattle Company – Building Better Brangus

By JEREMY SESSOMS, *Bennett, N.C.*

Nestled in the heart of Bennett, North Carolina, Pine Knot Cattle Company is our family run operation dedicated to producing top quality registered Brangus, Ultrablack, and Brahman cattle. My wife, Hayley, and I manage it together alongside our two daughters — Annie Blake, 6, and Oakley, 3. Over the years, we’ve worked hard to build a reputation for raising cattle that combine strong genetics, adaptability, and real world performance.



From Humble Beginnings to Registered Success – Both Hayley and I grew up working cattle on our parents’ farms, so ranching is in our blood. When we bought our own land in 2016,



we started a small herd with no intention of becoming registered seedstock producers. But when commercial cattle prices dropped, we realized that registered cattle could give us the flexibility to market beyond the sale barn and improve our return on investment.

In 2017, we purchased a $\frac{3}{4}$ Brahman cross cow we call “Brahma Mama.” Year after year, she raised the heaviest calves on the farm, and her consistency led us to focus on Brangus and Ultrablacks — breeds that combine the hardiness of Brahman influence with the market



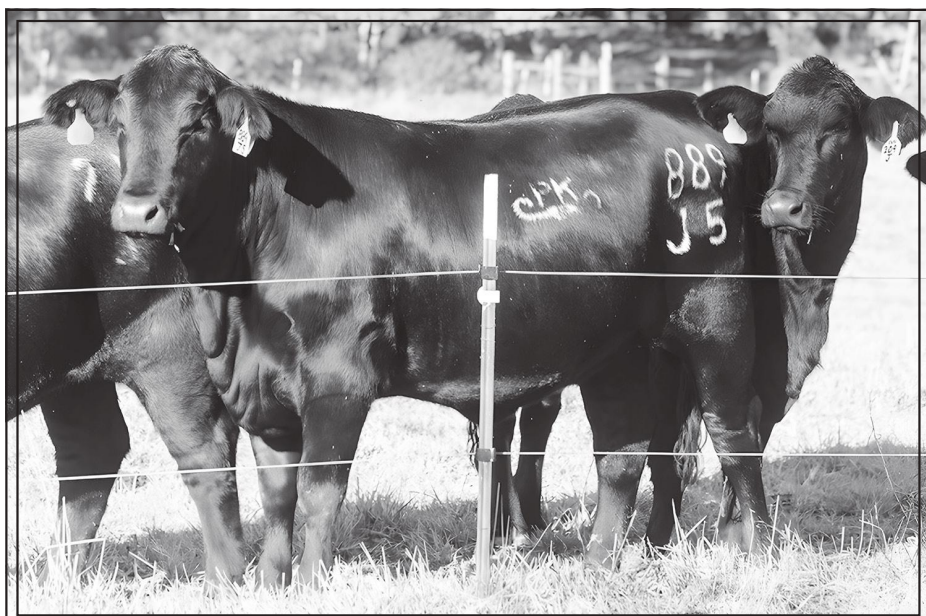


appeal of a black hide. That focus ultimately guided us to purchase our first set of registered Brangus cattle in 2020. Today, “Brahma Mama” still plays a role in our program as a trusted recipient cow, and through embryo transfers, she has helped us multiply elite genetics in our herd.



Growing with Purpose – Since our last feature in *The Carolina Cattle Connection* in 2022, we’ve grown significantly. We have invested heavily in reproductive technology with the help of Will Moss with Vytelle at Windy Hill Farms. We now produce embryos from our own donor females and use artificial insemination to bring in elite genetics that would have been out of reach otherwise.

We also now run both spring and fall calving groups, which consist of both artificial insemination and placing the embryos we’ve produced. This expansion means we can offer Pine Knot cattle year round with excellent genetics for our customers or keep replacement heifers, which strengthens our own herd.



Cattle Built for Fescue Country – Here in North Carolina, fescue is king — and that’s what our cattle are built on. We develop our herd on pastures that are more than 90 percent fescue, so our cattle are adapted to thrive where others may struggle. I’ve seen firsthand how Brangus cattle brought in from other regions adjust quickly and go right to work here. That hardiness is one of the breed’s greatest strengths.

Focused on What Matters – Our program is built on three simple but vital pillars:

- *Fertility* – If a cow doesn’t have a calf on her or in her, she doesn’t stay. Open cows don’t pay the bills.
- *Growth* – Heavy calves make heavier checks.
- *Docility* – With two little girls around the cattle every day, disposition isn’t optional. Our cattle must be safe and easy to handle.

Beyond these, we also select for body condition, calving ease, skeletal structure, and breed conformance. If it carries the Pine Knot “PK” brand, it’s been selected with these standards in mind.



Customers Near and Far – In just a few short years, our genetics have traveled across the Southeast and as far as Texas and Missouri. We’ve been humbled by the positive feedback, especially from repeat buyers who tell us they want “one just as good as the last one.” More and more local cattlemen are also choosing Brangus bulls from Pine Knot to add growth and heavier weaning weights to their calf crops.

An Invitation to Visit – For us, this business isn’t just about producing seedstock — it’s about building relationships and helping other cattlemen succeed. We’d love to have you stop by, ride through the herd with us, and see for yourself how our cattle are working here. Please give us a call with any questions you may have or to schedule a visit at 336-408-8174.

SPOTLIGHT on Brangus

Willoughby Farms – Mike and Joe Willoughby

We are a family owned and operated farm located in southeast North Carolina, established in 1992. Cattle have always been a part of our operation, with our main focus being an award winning poultry farm. The first bull introduced



to our herd was a Charolais, followed by an Angus bull. After research and consultation with other successful cattle operations, we decided the best fit for the heat, humidity, and open pastures would be the Brangus. We then compiled our herd of Brangus influenced



commercial cattle and a registered Brangus bull from Cow Creek Cattle Company — formerly located in Mocksville, N.C. — in 1996. The marked improvement in our first calf crop has always been credited to our Brangus bulls.

In 2022, we took advantage of record beef prices and upgraded our herd with a bull from Whitley Cattle Company in Smithfield,





North Carolina. This has been the best decision made for our cattle business. We also added 12 registered bred cows or pairs, many of which have become our top performers. Our herd has grown to around 100 breeding age females, with about half being registered. We sell both commercial and registered replacement females, along with registered Brangus and Ultrablack bulls.

We are still very fond of our Brangus influenced commercial herd — being solid black or baldies that we have raised — used mostly as embryo recipis. The steer calves draw attention in the stockyards. Thankfully, local sale barns appreciate the quality of animals we strive to deliver every calf crop. After comparing the feeder calves sold in 2024 and 2025, we noted calves taken to market were the same weight as the previous year but sold a full month earlier.

Consistency has become a main focus in our herd, and we can tell major improvements in the last three years. We truly believe there is no better way for a cattleman to improve their herd than introducing Brangus genetics. The Brangus breed is heading in the right direction, and we are excited to see what the future holds for this amazing breed of cattle.



L&W Cattle Company

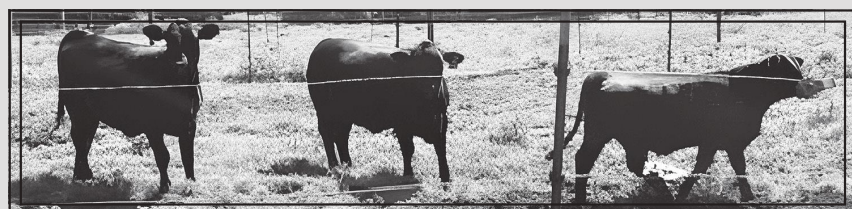
By DOUG WILLIAMS, Mocksville, N.C.

I have been in the Brangus cattle business since 1988. This is my livelihood. I was raised with Angus and Charolais cattle and have owned some Simmental, yet I think the Brangus cow is the best cow walking. We have a lot of fescue North Carolina, and the Brangus cow will outperform on fescue grass. In the heat of the day, she will be out grazing. The other breeds will be in the shade or in a mud hole trying to cool off.



The 76-year-old Brangus breed is made up of $\frac{5}{8}$ Angus and $\frac{3}{8}$ Brahman. In the early 1990s, they crossed Angus and Brangus and got the Ultrablack — $\frac{13}{16}$ Angus and $\frac{3}{16}$ Brahman. I think all commercial cattlemen in the Southeast need a little Brahman influence in their cow herd.

L&W has bulls and females for sale year round. If you are interested in the Brangus or Ultrablack breed, feel free to contact me at any time at 336-745-5252 or whipowill@yadtel.net.



SPOTLIGHT on Brangus

Brangus Value Project Confirms Performance, Profitability Across the Beef Chain

The International Brangus Breeders Association, in conjunction with the International Brangus Breeders Foundation and the Breed Improvement Committee, recently completed the fourth year of the Brangus Value Project (BVP). Designed to benchmark the terminal performance of Brangus influenced feeder cattle, the project continues to display how Brangus genetics deliver consistency, quality, and value throughout the beef supply chain.

Brangus and Ultrablack influenced steers participating in the project have consistently outperformed their regional contemporaries in feedyard performance and carcass merit. Compared to the Southwest Kansas Average, BVP steers gained 0.77 more pounds per day, requiring 0.44 pounds less feed per pound of gain, and finished 28 pounds heavier, as seen in Table 1.

	Year 1	Year 2	Year 3	Year 4	Total
IBBA ADG	3.94	3.73	3.93	4.07	3.92
IBBA F:G (pounds feed/pound liveweight gain)	6.04	6.3	6.07	6.57	6.25
IBBA Avg Finish Weight	1499	1497	1486	1554	1509
SW KS ADG	3.16	3.11	3.07	3.27	3.15
SW KS F:G (pounds feed/pound liveweight gain)	6.61	6.7	6.66	6.78	6.69
SW KS Avg Finish Weight	1461	1455	1470	1539	1481

On the rail, BVP steers averaged 87 percent USDA Choice and higher, 34 percent meeting the mark for premium choice, and 4 percent graded USDA Prime. These cattle averaged a yield grade of 3.2 and earned an average carcass premium of \$57.33 per head, as seen in Tables 2 and Table 3.

Tenderness data from the first two years of the project, evaluated at Texas Tech University, further validated the eating experience. Using USDA's thresholds for tenderness classification, 96 percent of

	Year 1	Year 2	Year 3	Year 4	Total
%Prime	4%	3%	4.50%	6.40%	4%
%Choice and Higher	88%	83%	89%	89%	87%
%Premium Choice	39%	26%	47%	25%	34%
Avg Carcass Premium/head	\$65.83	\$28.86	\$74.89	\$59.72	\$57.33
%Tender and Very Tender	94%	98%	N/A	N/A	96%

	Year 1	Year 2	Year 3	Year 4	Total
Average Marbling Score (degrees of marbling)	517	498	524	499	510
Average Ribeye Area (square inches)	14.94	14.6	14.91	14.73	14.80
Average Hot Carcass Weight (pounds)	932	916	985	989	956
Average Yield Grade	2.93	3.08	3.62	3.16	3.20

strip steaks from BVP cattle were rated Very Tender or Tender, with only a 1.75 kg difference in slice shear force compared to leading Angus reference sires, well below the 4.6 kg difference detectable by the average American consumer.

The Brangus Value Project follows cattle from commercial cooperator herds bred to high use Brangus and Ultrablack sires through feeding at Hy-Plains Feedyard in Montezuma, Kan., to harvest at Cargill Meat Solutions in Dodge City, Kansas.

Over four years, the project has evaluated 24 sires and 400 head of cattle, with performance benchmarked against steers fed in the same southwest Kansas region, known for its concentration of high quality feeder cattle.

The Brangus Value Project confirms that Brangus sired feeder steers can consistently grow, grade, and deliver a quality eating experience while driving value across every phase of the beef industry – from the producer to the packer. Combined with the breed's reputation for producing exceptional females, the results reaffirm Brangus as a versatile, profit focused option for today's beef business.





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ASHLEY'S BEEF CORNER

Summer Grilling Campaign & Tailgate with Beef Win the Metrics Game

By ASHLEY HERRING, N.C. Cattlemen's Beef Council



Our digital beef promotions are having an outstanding year, and we have the metrics to attest to this. You may recall our annual summer grilling digital campaign on smart TV. The regional southeast states promotion began June 9 and ended August 31.

States participating included North Carolina, Virginia, Florida, Kentucky, Tennessee, Oklahoma, Iowa, North Dakota, Alabama, Louisiana, Georgia, and Arkansas. The total budget was \$105,000, with \$50,000 of that coming from the three midwestern states.

Our goal was to extend the national Beef. It's What's for Dinner campaign to consumers across southeast states. We worked to inspire and encourage them to choose beef for their upcoming meals while increasing brand awareness and positive perceptions of beef. The footprint of the campaign was in the southeast part of the country only.

During this campaign, ads were shown across all platforms 3,932,213 times! This includes connected TV and online audio. The campaign primarily targeted and reached consumers in more urban areas — Charlotte, Raleigh, Nashville, Virginia Beach, Atlanta, and Miami.

Connected TV Results – In addition to selecting appropriate streaming network placements for the ads, emphasis was placed on targeting consumers who are interested in cooking and outdoor grilling. The average cost of .026 per video view is in line with national norms for connected TV and very cost efficient given the



premium network placement.

Online Audio Results – The average cost of .028 cost per listen is highly aggressive and exceeded pre campaign expectations. The campaign was able to achieve 2.3 million audio listens at a completion rate — consumers heard the entire ad without skipping — of 96.48 percent.

Here in North Carolina, we completed a Tailgate/Back to School Campaign that ran from August through September with iHeart Radio and our supporters at the N.C. Department of Agriculture & Consumer Services. We are quite pleased with the results, which include 805,216 impressions across the state. Beef. It's What's for Dinner audio spots were used to drive listeners to visit the website for beef recipes, meal ideas, and beef tips.

As we head into the holiday season, we know that beef is a favorite for many family traditions. Beef recipes bring us all together, and if you're seeking new ones to try, head to beefitswhatsfordinner.com to see all that our culinary center has developed.

Example of Placements:		Example of Placements:	
max	Disney+	Spotify	pandora
abc	FOX	SOUNDCLOUD	
hulu	ESPN		
1,519,128 Completed Video Views	\$0.026 Average Cost per Completed View (CPCV)	2,338,153 Total Audio Listens	\$0.028 Average Cost Per Listen (CPL)




Funded by Beef Farmers and Ranchers

NC BACK TO SCHOOL WITH BEEF PROMOTION RECAP

Final performance metrics 9/28/25
805,216 impressions delivered!

- Impressions reached 108,938 individual devices an average of 7.4X
- 323,445 impressions delivered midway of campaign run (August 25–September 28)

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Have You Sold Cattle on the Farm?

If so, be sure to send in your checkoff investment.

- **It's the LAW to pay the National \$1.00 Checkoff per head on all cattle sold.**
- **It's a wise investment to contribute to the North Carolina Cattle Industry \$1.00 Assessment per head on all cattle sold.**

The National (\$1.00) Checkoff and the State (\$1.00) Assessment provides funds needed to help promote beef and the cattle industry. The Beef Checkoff program is run by producers like you and has played a vital role in increasing the demand for beef. The North Carolina Cattle Industry Assessment will support youth activities, promotion, issues management, research, and education.

National Beef Checkoff/North Carolina Cattle Industry Assessment PRIVATE TREATY SALES CHECKOFF/ASSESSMENT INVESTMENT FORM

Both the seller and the buyer have the responsibility to have the \$1 per head assessment for the National Beef Checkoff and the \$1 per head assessment for the North Carolina Cattle Industry Assessment collected and remitted to the N. C. Cattlemen's Beef Council. This form is designed for the seller to use in private treaty sales of North Carolina cattle.

Date of Sale _____

Seller's Name _____

Address _____

City _____ State _____ Zip _____

Seller's Signature _____

Buyer's Name _____

Address _____

City _____ State _____ Zip _____

Buyer's Signature _____

National Beef Checkoff

Total Number of Cattle Sold _____ x \$1.00/head = \$ _____

North Carolina Cattle Industry Assessment

Total Number of Cattle Sold _____ x \$1.00/head = \$ _____

Total Amount Remitted \$ _____

Person remitting assessment Seller Buyer

Send Form and Remittance to: **N.C. Cattlemen's Beef Council
P.O. Box 1207
Cary, NC 27512**

FOR OFFICE USE ONLY

Check No.: _____

Postmark Date: _____

❖ AMAZING GRAZING ❖

Confessions of a Regenerative Farmer – Part 2: I Occasionally Use Herbicides

By DR. MATT POORE, N.C. State University



Regenerative agriculture and, more specifically, regenerative grazing are important topics for discussion these days, and many will say there is a regenerative agriculture movement building. The idea is that if you focus on building soil health, over time the productivity of your land will increase, and you will improve the general health and well being of the livestock and the complex pasture ecosystem they are a part of.

One of the things you hear a lot in regenerative grazing circles is that you should never use herbicides, chemical fertilizers, vaccines or other pharmaceutical products, or supplemental feed. You might also hear that you should always allow very long rest periods for pasture or leave a lot of residue covering the ground when you move.

One of the mantras of the Amazing Grazing program at N.C. State University has become “Never Say Never and Never Say Always.” It is often true that things like herbicides, chemical fertilizers, feed, and other outside inputs might hurt the overall ecosystem if used in excess. They are sometimes also very valuable tools that are too effective to simply discard. This month, I will focus on herbicides. Throughout the rest of the series, I will discuss how we use some of these other inputs.

There are many herbicides available for use in pasture based agriculture, and they have been tested and shown to be safe and effective when used according to label directions. There are also generics of many of the formulas, so it is easy to get confused about when and how you might want to use them. Many farmers new to pasture based agriculture have a general fear about these products, and this is probably a good thing since they could cause problems if misused. However, most of the products that you can purchase without a pesticide applicator’s license are relatively safe as long as you take precautions like wearing gloves and safety glasses when mixing. Read the entire label to make sure you understand the product in some detail.

Most of our land has not had an herbicide applied to it for at least the past 50 years. I didn’t do any spraying growing up and never even heard of anyone spraying pasture in our area, so it was just something I didn’t think you needed to do. As I visited hundreds of farmers and met dozens of chemical company reps through the



early part of my career, I started to see some pretty interesting potential for some of these products to help our program.

Dad always thought we had too many weeds, so we decided to buy a sprayer and start experimenting a little with it. Sometimes our strategy worked, but in many cases, we also learned that it was very easy to wipe out your clover. I also learned I was not a very good sprayer, because I always seemed to miss streaks. Eventually, we upgraded to a more modern sprayer with a foam marker and a 500 gallon capacity to improve our capabilities. I also learned to do some spot spraying on fencerows and for invasive, troublesome weeds.

We have three situations now on the farm where we might use an herbicide. Perhaps the most important is spraying to keep fencelines clean. The second is when we are doing pasture renovation. The third is when we have highly undesirable plants. The herbicides we sometimes use include 2,4-D, dicamba, aminopyralid, triclopyr, and glyphosate. There are various trade names for these compounds because all are older products with generics available. I will use the trade names here for clarity, but I don’t intend to recommend them over other products that might give similar effects. I also will not mention the concentration of the mixes. To get those, you need to read the label for yourself.

Good fences are a critical aspect of pasture based livestock production. In North Carolina, the most common fence type is high tensile electric, usually with four or five strands on the perimeter. We also have our share of four strand barbed wire, which is the standard in many other parts of the country. Either type of fence will eventually be badly damaged by letting vegetation grow up on it

unchecked.

Barbed wire is damaged by vegetation, which holds moisture around the wires and dramatically shortens the life of the fence. When we purchased our farm, most of the fence was barbed wire, and the previous owner had planted multiflora rose along all the fencerows with the idea that this would eventually create a natural fence after the wire rusted out. Those of you with multiflora rose will know that was a bad idea! Now multiflora is all over the farm. By the time we bought the farm, most of the wire had rusted out, and while the rose fence rows would not stop a cow, they certainly could stop a human!

We started rebuilding the fences from high tensile electric. In most cases, we put the new fences away from the original fencerows, which now make great shade lines. It was great having these new fences, but it soon became clear that they would rapidly grow up in vegetation, including multiflora, pokeweed, honeysuckle, goldenrod, cedar trees, etc. When this vegetation is wet, it saps a lot of power from your fence, making it difficult to contain the livestock. Excessive vegetation will also eventually drag the wires down.

If you take a stand to never use herbicides, it is critical that you regularly get out and mechanically control weeds on the fencerows. This means mowing on both sides of the fence as close as you can and using a weed eater and chainsaw to cut whatever is right under the fence. This would have to be done once or twice a year. The alternative is to use an herbicide that will be effective on the target vegetation. If you have a very small farm, then mechanical control is very feasible as long as you keep at it regularly.



At our farm, we have about 15 miles of fence. As a result, mechanical control is not feasible, so we use the herbicide approach. I spray fencerows using a 40 gallon tank sprayer that sits in the back of my pickup or 4x4. On flat ground, we spray with glyphosate (Roundup) once a year, making every effort to keep the spray on the bottom wire or lower. Glyphosate will cause corrosion of the wire, so be aware of that whenever you use it. Also, glyphosate may not

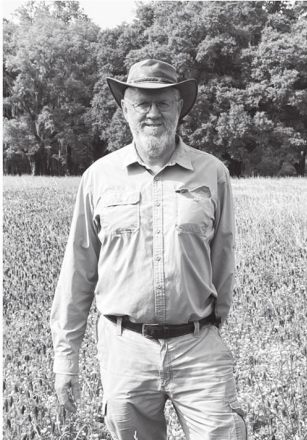
Amazing Grazing continued on the next page

2026

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Amazing Grazing *continued from the previous page*



be very effective on some weed species, such as woody perennials, so there will still be some additional mechanical or spot spraying needed.

On sloping ground, we will use a mix of triclopyr (Remedy) and DuraCor. Triclopyr is effective on woody perennials like the multiflora rose, while DuraCor is good for a wide variety of annual and perennial herbaceous weeds. Grasses are not affected, and we want them to stay on sloping ground to prevent the creation of a gully under the fence.

Pasture renovation is an important part of our current activities as we strive to get toxic KY31 tall fescue off our land. We could use tillage to kill the existing grass stands, but this would lead to a lot of erosion. Instead, we use glyphosate to kill the existing sod and then plant no-till into that. After the new stand of grass is developing, we scout the fields for weeds. This often includes horsenettle, which is a very persistent and difficult to control weed. It is pretty tolerant of glyphosate, so it really shows itself during the early stages.

Horsenettle is very tough, so excellent control is only seen with products that contain aminopyralid, like Grazon Next and DuraCor. This effectiveness is in part due to the fact that aminopyralid has soil residual activity. Unfortunately, it will also potentially control clover for years after it is used, so it should only be used strategically to improve grass stands.

Finally, I will sometimes strategically spot spray certain plants before they can take a foothold on our farm. This starts in the early spring with the Callery pear. When these invasive trees bloom, we flag them and later cut them at the ground. We then spray the stump with a mix of Remedy and diesel fuel.

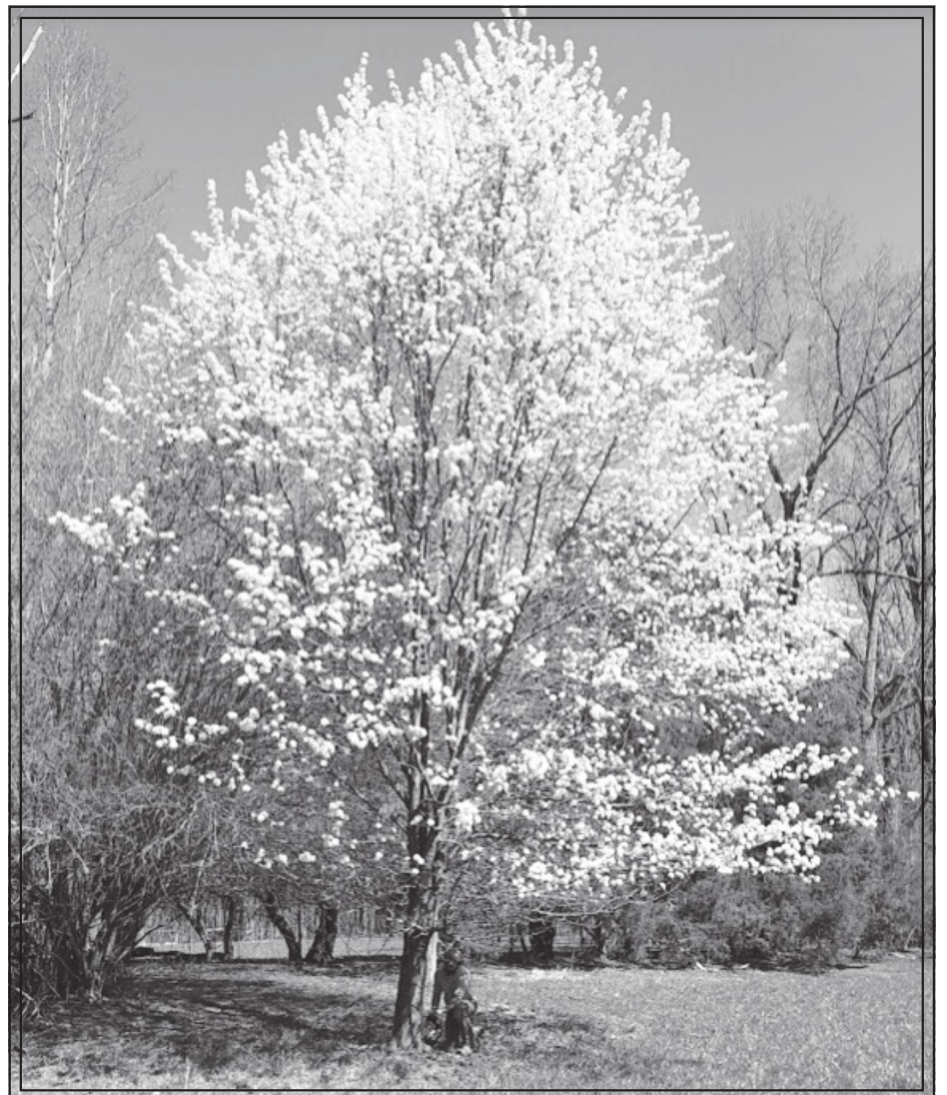
We will also spray heavy use areas for buttercups in early winter through early spring. I see a lot of discussion in spring about buttercup control after heavily grazed pastures erupt in yellow flowers come spring. As long as you see yellow flowers, you can figure you will have a lot of buttercups the next year. If you will scout these areas in late November, you will see the seedlings developing. We have found that a light rate of 2,4-D will very effectively take out the buttercups without harming white clover.

We will also have multiflora rose and blackberry plants crop up across the pastures. We generally clip pastures once a year to keep these shrubby plants from taking over, but in some areas, they really persist. At one time, we had a lot of multiflora plants taking hold, so my mom took on the chore of using a strong pelleted herbicide that you sprinkle around the base of the plant to spot treat these.

In places, Mom got a little carried away with the rate of those toxic little pellets. You could see where the chemical had moved downslope and killed a streak of the pasture. This gave me an appreciation for how some of these strong chemicals could cause unintended collateral damage. However, today I am really glad that my mom was proactive in helping me get rid of those roses, which are not a major problem for us with the current management.

We do have blackberry that keeps coming back. These often develop into little patches that are easy for me to spot spray. A fall application of Remedy and DuraCor — same as we use for fencerows — will be very effective if you leave the dying plants until the next summer so the roots are completely killed.

Herbicides are a tool. We could get along without them, but when used sparingly and strategically, they are really powerful to improve your pastures. Overuse of them will mean you have no clover or other plant diversity, and you will eventually hurt overall soil health. My feeling is that with judicious use they can have a very important role in the development of a regenerative grazing system.



E.B.'s VIEW FROM THE COW PASTURE

An Orange Water Pistol

By E.B. HARRIS, Warrenton, N.C.



We had our annual Warren County Cattlemen beef roast fundraiser on September 20. We do this every year, and the money raised is used to give scholarships to kids who are continuing their education after high school.

This is a big undertaking, but everyone pitches in and gets it done. Many hands make for quick work, and it gives us a chance to visit for a few minutes while we are working that we might not be able to do otherwise.

When finishing up one of the projects, I was standing close to Kent Daeke. Kent lives over in the Norlina Ridgeway area, and I asked him a question about his granddaddy, Gus Daeke. Kent went on to tell me about his childhood and where he spent some time. He told me he had spent a lot of time growing up at the first house on the left after you turn off Hwy. 1 onto the Ridgeway-Warrenton Road. I asked him if he was talking about the Leonard Killian place, and he said that was the one.

I told him when I was probably 12 or 13 years old, my brother Jimmy would go over to Leonard's. Leonard had some sheep, and he hired Jimmy to shear them. We had 300 ewes here on the farm, so Jimmy had a lot of experience in sheep shearing. I was helping Jimmy, and my job was to be the catch person.

I would catch the sheep and carry them to Jimmy. After Jimmy finished shearing and I handed him a new sheep, my next job was to take the wool, turn it inside out, and wrap it. I would tie it in a bundle and wrap it with paper twine. I never figured out why we always wrapped it in paper twine so it could not get contaminated with the grass twine, but yet we packed it in burlap bags. This was always a puzzle to me. After the wool was packed, it was shipped to Geneva Hide and Fur Company in Bristol, Tennessee.

Now back to the sheep story. This particular day we were over there. I was catching sheep, and we were probably down to the last three. The sheep were penned in an enclosed building. I was not paying much attention, but there was one ram in the herd. I probably knew better, but I had let my guard down. I don't know how many of you have dealt with sheep, but a ram can be flat out mean. If a bull was as mean as a ram, he would be a tough motorcycle. An old ram can be REALLY mean. I have seen them charge another ram for hours on end.

This ram hauled off and hit me in my right hand pocket and knocked me up against the wall. I don't think I said anything, but I tell you what,

he was going to be the next thing up. I dropped the ewe I had caught. I went and got ahold of that ram and said, "Old boy, you are the next one in line. You just pulled your number up to the front of the line."

I grabbed him and carried him out to Jimmy for him to shear. When I went back in to get the next sheep, I ran my hand in my pocket. I had a plastic water pistol in my pocket that I thought something of, and why I had it in there I don't know. It was orange, and I had gotten it by saving cereal box tops. I think I turned in ten, and they sent me a free water pistol.

I looked at my pistol and said to the ram, although he could not hear me, "You old ram. You broke my water pistol and gave me a bruise!" I should have had enough intelligence to keep my guard up for him. He would not break another one because when I went back, I would not have a water pistol in my pocket. As I go by this building from time to time, that's the first thing I think of — my orange water pistol and that ram.

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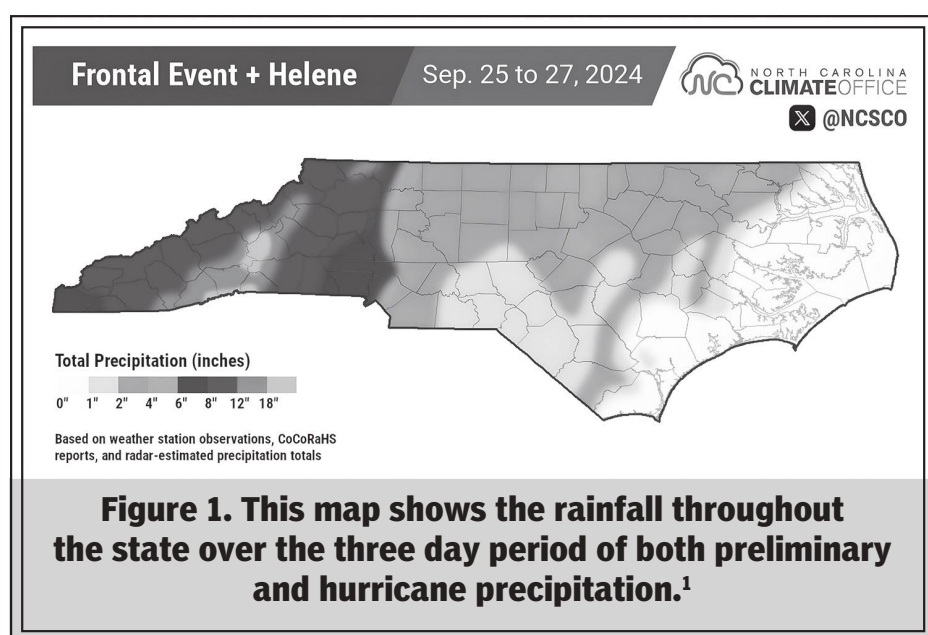
Disaster Relief and Recovery for Western North Carolina's Beef Industry

By MOLLY LUSK, N.C. State University -- ANS 402 Beef Management

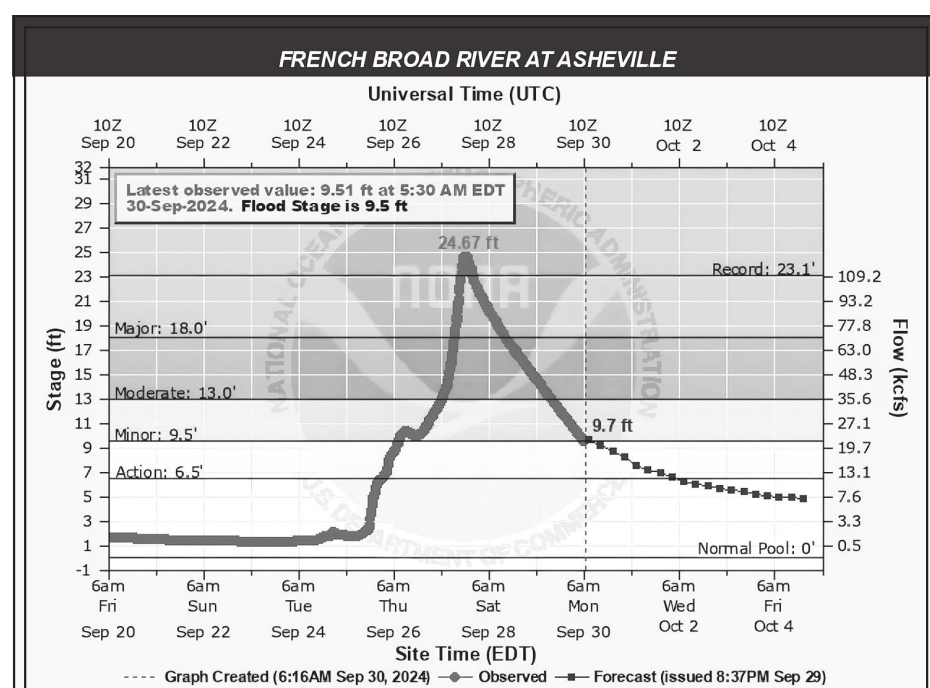
Hurricane Helene ravaged the western portion of North Carolina and caused unimaginable damage, with the effects seen in the piedmont region of the state as well as Tennessee, South Carolina, and Virginia. The entire geography has been changed. Houses were swept away by rushing water, and entire families were overtaken in the rushing floodwaters. As the water receded in the following days, it was evident that countless lives were lost. These not only included human family members, but pets and livestock were also deceased. The effects of Hurricane Helene have been described several times as Biblical type devastation. These unimaginable impacts have greatly affected farmers, beef cattle operations, and other producers in Western North Carolina, Tennessee, and other nearby states.

winds resulted in widespread power outages, fallen trees, and tornado threats across the state. Furthermore, counties in the westernmost part of the state experienced three days of intense rainfall. The highest recorded total was reported by the Brunswick weather station at 31.33 inches from September 25 through September 27, as seen in Figure 1. This resulted in landslides and record breaking floods never seen throughout the history of North Carolina. The French Broad River in Asheville crested at 24.67 feet — 1.5 feet above the previous highest crest — as seen in Figure 2, and the Swannanoa River at Biltmore crested at 26.1 feet, as seen in Figure 3, which is more than five feet above the previous maximum seen in 1916.¹

The visible destruction done to infrastructure, roads, and community morale is much more obvious than the damage that has



Hurricane Helene brought record breaking devastation with extreme winds, flooding, landslides, and tornado formations across the western part of North Carolina and northeastern Tennessee. Winds reached over 300 miles from the eye and hit North Carolina as a category 4 hurricane. At Mount Mitchell, in Yancey County, the fastest wind gust recorded clocked in at 106 mph. These high speed

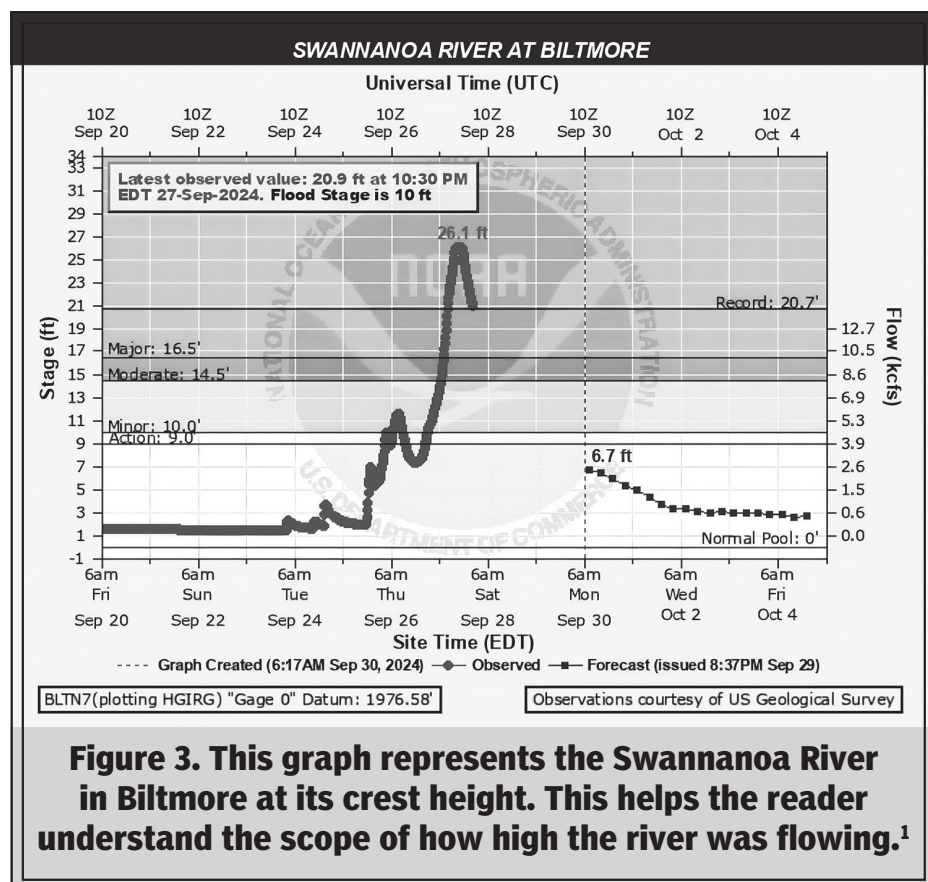


Graph Created (6:16AM Sep 30, 2024) —●— Observed —■— Forecast (issued 8:37PM Sep 29)

AVLN7(plotting HGIRG) "Gage 0" Datum: 1950.28' Observations courtesy of US Geological Survey

been done to so much farmland and will continue to be felt by farmers in North Carolina for years to come. Western North Carolina is home to a diverse farming community. Of the many different specialties, these include produce and vegetable crops, craft breweries, forestry, agritourism, apple orchards, beef and dairy cattle, as well as 96 percent of the entire state's Christmas tree production.² North Carolina is a largely pasture based livestock and beef cattle production system. Because of this, it is important to consider how the visible debris and unseen toxins settled on pasture and farmland will impact producers. The agriculture industry in North Carolina took a 4.23 billion dollar loss in the wake of Hurricane Helene. The exact amount attributed to livestock production is unknown. However, the biggest issues producers are facing include the loss of topsoil, loss of forages for spring grazing, and winter feed or hay supplies.⁵

A prominent issue relating to farmland is the loss of topsoil, essential bacteria, and fungi found in that soil. Many areas now have nearly 4 feet of sand and sediment sitting on top of what was previously the outermost layer of soil. Furthermore, the presence of microbes harmful to humans and livestock in the soil may include *E. coli*, listeria, vibrio, salmonella, hepatitis A, and norovirus.⁴ Many properties are contaminated with the washout from septic systems. Chemicals, heavy metals, and other toxins from factories and industrial operations, such as plastic plants in Asheville, N.C., and Erwin, Tenn., remain present. Researchers are currently unsure of the long term impact caused by the washout or the geographical



Have You Herd continued on page 25

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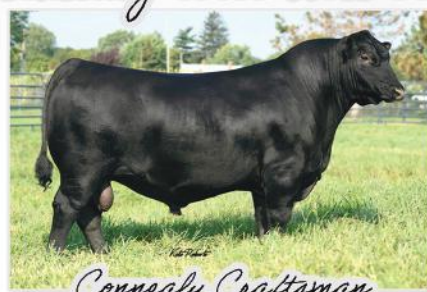
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LBS Genesis



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All bulls selling must meet minimum sale requirements for frame, weights, & growth targets. All bulls have passed a breeding soundness exam prior to the sale and are guaranteed breeders. At the Union County Bull Sale you will find producers who are focused on their customers here in the southeast and are driven to help them succeed.

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Greg Little • 704-219-1294
Jeff Broadway • 704-221-0997



Sale Location: Simpson Events Center
307 Cultivation Circle • Monroe, NC 28112

Have You Herd *continued from page 23*

spread of those toxins.⁵

However, if you suspect your operational land could be affected, it is recommended to limit grazing or crop production for human and animal consumption until further research can be conducted. In the meantime, producers can plant cover crops to reduce the presence of these toxins on all pasture and cropland before planting the next season's crop.⁴ Livestock in affected areas with preventative health programs should be well vaccinated against most diseases. If they were not up to date with certain vaccinations for clostridial and respiratory diseases, as well as leptospirosis, they should have been vaccinated in the following days. In cases where there were no vaccination records, it is important to continue looking out for signs of such diseases.³

There is no single solution to the problems that producers are facing as they enter the next phases of rebuilding. Each operation is unique, as the impact from the storm varied greatly depending on your geographical location. While some suffered complete loss and destruction, while others experienced only minimal damage.

Beef cattle producers should be working closely with local extension offices to conduct soil analysis tests and receive support for damaged and unusable hay or other farm resources. It is crucial for producers to understand the danger of feeding hay and other feedstuffs that were covered by floodwater. In many cases, it is safe to feed the dry portion of hay that only received rain, but any hay that was under more than one foot of floodwater is likely rotten, moldy, and contains other invisible contaminants.³ In the months following the disaster, there have been several relief efforts and organizations that have banded together to provide support for our farmers and supply them with the needed manpower, equipment, and feed resources.

With six months having passed since Hurricane Helene, N.C. Cooperative Extension is shifting from the initial response efforts of immediate hay relief to a more permanent, long term solution. This is coming in the form of seeding programs directed by cooperative extension offices in order to begin reestablishing ground cover in affected areas. This is going to be a lengthy process, and producers will be forced to make crucial business decisions to determine if it is financially feasible to continue feeding cattle without grazing opportunities. This is going to look different on a farm-by-farm basis depending on the amount of damage suffered and availability of funds. In terms of state level extension, these programs, along with community education, are the primary focus of the rebuilding stage that they are currently in.⁵

While the road to recovery is going to be long and challenging, there is forthcoming hope for small beef producers and other agricultural operations in areas devastated by Hurricane Helene. Efforts are underway to provide much needed relief, as mentioned by Milo Lewis, "Recently, through the General Assembly and state funding, we passed the first bill that impacts livestock. The state legislature has allocated funds for agricultural recovery, and we hope to see that program released in the next 30 days, allowing producers to sign up and receive capital for rebuilding projects." With these upcoming opportunities, producers are offered a sense of optimism

and the ability to rebuild their operations. There is, indeed, hope for a bright future for western North Carolina's beef industry as they work towards rebuilding and recovering from Hurricane Helene.⁵

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Have You Herd is written as a portion of ANS 402 Beef Management course requirement at N.C. State University Department of Animal Science under the instruction of Dr. Carrie Pickworth. The opinions of Molly Lusk are not necessarily those of N.C. State University or Dr. Carrie Pickworth.



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You Decide!

By DR. MIKE WALDEN, *William Neal Reynolds Distinguished Professor Emeritus, N.C. State University*

You Decide: What Does the Fed's Rate Cut Mean? Recently, the Federal Reserve (the Fed) cut its key interest rate — the group's first rate cut in nine months. Although the reduction was modest — ¼ of one percent — it is noteworthy because it signals that the Fed is concerned about the growth of the economy.

Before I address today's question, it's helpful to give a short summary of what the Fed is and the powers the agency has. The Fed — officially the Federal Reserve System — was established in 1913 to stabilize the nation's growing financial sector. When periodic bad financial news prompted people to withdraw their deposits from banks, there was no backstop to avoid a nationwide financial panic. Congress created the Fed to oversee banks and serve as a lender of last resort.

The Fed is an independent agency that is not part of the departments under the president. When there are vacancies on the board that operates the Fed, the president has the power to nominate individuals to the board, including the board's chair, but nominees must be confirmed by the Senate. Also, the president can only remove a board member, including the chair, for wrongdoing, but not for policy differences.

After World War II, there was widespread worry the nation would return to the depressionary conditions that existed prior to the war. As a result, Congress amended the Fed's charter by adding two requirements — the Fed was to use its powers to keep both the inflation rate and the employment rate low. This is referred to as the “dual mandate.”

The Fed has two unique powers to achieve the goals of the dual mandate. The first is control over the money supply. The second is control over the interest rate charged by a bank to loan to another bank, called the “federal funds rate.”

How are these two powers used? Let's say the Fed is worried about high inflation. Inflation — which is a measure of how fast prices are rising — is caused when consumers' desire to buy products and services — economists call this “demand” — is greater than the amount of products and services available to buy — called “supply.”

In this case, the Fed will moderate demand, meaning they'll try to motivate consumers to buy less so as to cause demand and supply to be similar. One way to do this is to decrease the supply of money. A second way is to increase the federal funds rate with the anticipation that other interest rates will also rise. Higher interest rates will reduce borrowing and hence reduce spending. This policy is called “tightening.”

Now let's go to the other mandate — keeping a low unemployment rate. Suppose the jobless rate is rising. The Fed will try to turn this around by doing exactly the opposite of what the agency would do when the problem is high inflation. The Fed will increase the money

supply and lower its federal funds rate. This will give consumers greater ability to spend and borrow. Doing so will motivate businesses to increase production and likely hire more workers, resulting in a lower unemployment rate. This policy is termed “loosening.”

There are two takeaways from this discussion of the Fed's powers and the use of those powers. One is the Fed cannot address both mandates simultaneously with its powers. Second, how the Fed uses its powers will tell which mandate the Fed is most concerned about.

Now let's get back to today. Since the Fed reduced its interest rate, this means the Fed is focusing on the low unemployment mandate. Currently, the national jobless rate is 4.3 percent, which is not horribly high. Remember, during the COVID-19 pandemic, the rate was 14 percent, and in the Great Recession of 2008–2010, the unemployment rate reached 10 percent. But today's rate has trended upward from 3.4 percent just two years ago. Also, job growth has slowed this year, with one month showing an outright job decline.

And while the Fed is likely not happy with the recent direction of the inflation rate, which, after being close to 2 percent earlier this year, is now closer to 3 percent, the Fed can be happy its policies helped bring the rate down from over 9 percent in 2022 without causing a recession. Also, although this is only my speculation, the Fed may be thinking the inflation rate will resume dropping once the country's tariff policies settle into place.

Who will benefit and who will lose from the Fed's rate cut? Borrowers are winners as long as rates drop. But why wouldn't they? Actually, many interest rates, including mortgage rates, have already been falling in anticipation of the Fed's cut. Also, if financial firms expect the inflation rate to continue rising, that fear could prevent lower interest rates. The reason is that lenders need larger repayments when they fear that higher inflation will reduce the value of future dollars.

Stock market investors usually benefit when interest rates fall. The stock market typically interprets lower interest rates as being good for businesses. Conversely, if the inflation rate moves higher, the stock market could go in the opposite direction — down.

Those buying interest paying investments, like CDs, will see lower returns if rates drop. On the other hand, those who own investments paying fixed interest rates that can be sold will be able to sell their securities for a higher value.

So, there's actually much uncertainty about the impact of the Fed's cut. But one thing is for sure: the Fed is currently more worried about jobs than inflation. Are you? You decide.

You Decide: Can We Predict the Economy? As I have mentioned in previous columns, I've made over 3,000 presentations in my

career as an economist. Most of them occurred during my 43 year career at N.C. State University, but as a retiree, I am still asked to speak, and I try to accommodate the requests. Talking economics is one of my favorite activities!

I have a standard format for my presentations. I begin with a joke, usually one that involves economists. I like to put people in a jovial mood, and I also like to demonstrate that economists and economics — which many think are both dull — can be funny.

I then open the formal presentation by discussing the current economy, focusing on the situation for businesses, the job market, and, of course, inflation and interest rates. I next move to economic policy and review proposals and debates between the President and Congress, followed by a discussion of the Fed.

After some comments about the North Carolina economy and its comparison to the national economy, I move to what audiences really want to hear about — forecasts for the future. Audiences want to know where inflation is headed, how good or bad the job market will be, what jobs will be helped and what jobs will be hurt by A.I. (artificial intelligence), whether interest rates will rise or fall, and, of course, what will happen to the stock market. My somewhat humorous, but true, forecast for the stock market is that it will fluctuate.

Talking about the past and current economy is easy because we have the numbers. Making forecasts is another matter because we have to make educated guesses about the unknown.

Economists make economic forecasts based on their knowledge of the interactions in the economy. Economists formalize these interactions by developing models of the economy. An economic model is a mathematical representation of the interactions of the economy. Once developed, users input data and then let the model predict the economic results.

For example, recently the Fed lowered its key interest rate. Many expect this move will cause other interest rates to also fall and therefore will increase economic activities like purchasing homes, vehicles, and other big ticket items where borrowing is needed. Users of economic models can input the information on the size of the Fed's interest rate drop into the model and then let it calculate the impacts on various economic outcomes, such as how much home building and homebuying are expected to increase.

Hence, it appears economists have a straightforward way of making accurate predictions. Why, then, is the economics profession often wrong with its forecasts? Indeed, most surveys show economists are correct in their predictions only 20–30 percent of the time. Economics as a discipline has been around 250 years. Shouldn't that be enough time to have worked out the kinks and made forecasts more reliable?

Here's my answer. Economics is a social science and not a physical science. Physical sciences like physics, chemistry, and geology are based on the non-living natural world. Relationships and reactions are specific and long lasting. Hence, predictions are virtually certain.

In contrast, economics is a social science, along with sociology, psychology, and anthropology. These disciplines study behavior in the living human world. Hence, relationships are subject to change as a result of human decisions. For example, how people who are considering borrowing react to lower interest rates can vary from

year to year, and it may take economists some time to discover the change and use it in their forecasts.

Here's a good recent example. After the pandemic, there was a surge in the inflation rate. The year-over-year inflation rate rose to over 9 percent — the highest in forty years. The consensus view among economists and policymakers had been that inflation would remain moderate while the high unemployment rate, which jumped during the pandemic, would be the problem. But the exact opposite happened, with prices rapidly rising while the jobless rate plunged.


The mistake was the economic models were based on the reactions of workers, consumers, and businesses that existed prior to the pandemic. However, the pandemic changed many attitudes about the economy, particularly in the labor market. Many older workers delayed returning to work because they were still fearful of being exposed to COVID-19. But more important were the changes in work attitudes among young workers. Equipped with funds to pay their bills made available from the numerous government programs created during COVID-19, such as stimulus checks, the "great resignation" occurred during and immediately after COVID-19. Annual job quits doubled between 2020 and 2022. With fewer workers, many companies couldn't produce enough to keep up with the post COVID-19 spending, so prices jumped.

My advice is to consider many economic forecasts and see if there is some degree of consistency. However, be particularly cautious of forecasts following significant changes in the economy. Today's imposition of tariffs is one of those potential game changing situations, as is the application of A.I. in the economy. Both will change forecasts.

Should you listen to economists' forecasts? I think you should, but with some caution and skepticism. But you decide.

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UPDATE

RAAA Launches GridMaster Challenge for Commercial Producers.

The Red Angus Association of America (RAAA) is excited to announce the launch of the GridMaster Challenge, a new educational contest designed to give commercial producers and members firsthand insight into the fed cattle sector while evaluating the genetic potential of their herds.

Developed by RAAA's commercial marketing specialists and approved by the RAAA Board of Directors, the GridMaster Challenge provides an opportunity for both junior and adult members, as well as commercial producers enrolled in RAAA's process verified programs, to collect valuable carcass and feedyard performance data. The program will be hosted in partnership with the Tri-County Steer Carcass Futurity at Nilan Feedyard in Oakland, Iowa.

"The GridMaster Challenge is a great way to collect valuable data while building stronger relationships within the breed and with industry professionals," said Taylor Ohlde, RAAA commercial marketing specialist. "Even a pen of three steers or a single steer can provide more information than most commercial producers ever see, and that knowledge can be transformative."

Participants will maintain ownership of their cattle throughout the contest and receive detailed reports on growth, carcass merit, health protocols, and genetic evaluation. Data collected, including carcass ultrasound, foot and leg scoring, and genomic testing, will also contribute to the RAAA's national genetic evaluation.

"Producers often ask how they can extract more value and learn about their cattle's feed and carcass performance. The GridMaster Challenge provides that opportunity," said Cory Peters, RAAA commercial marketing specialist. "Participants will gain firsthand experience in how the feeding and packing sectors work while discovering more about their herd's genetic potential. The goal is to

use that insight to make well informed management and selection decisions."

The Challenge is designed to be inclusive, educational, and engaging for operations of all sizes.

"We want producers of every size to feel included," Ohlde added. "Whether you bring one head or many, there will be opportunities to learn, grow, and connect with others in the beef industry."

Key program requirements include:

- Enrollment deadline – November 15
- Delivery to Nilan Feedyard – December 1–7
- Open to RAAA and Junior Red Angus members in good standing or commercial producers enrolled in RAAA's Angus Access program
 - Steers only, born January 1–April 30, weighing 600–950 pounds at delivery
 - Entry fee – \$120 per head, covering genetic testing, carcass ultrasound, and data collection. Remaining fees will be financed throughout the duration of the test.
 - An educational field day event, open to all participants and RAAA stakeholders, will be held in spring 2026 prior to harvest, focusing on the fed cattle and packing sectors.

For more information or to enroll, visit redangus.org or contact Taylor Ohlde at 913-626-2715 or Cory Peters at 402-418-2351.

Greg Ruehle Named Executive Vice President of Red Angus Association of America. The Red Angus Association of America board of directors is pleased to announce the hiring of Greg Ruehle as executive vice president. Ruehle brings more than 30 years of experience in agriculture and association leadership, coupled with a lifelong dedication to advancing the cattle industry and serving producers.

As EVP, Ruehle will oversee RAAA's national staff and programs, guiding strategic initiatives that promote organizational growth, enhance member services, and strengthen the Red Angus breed's position within the beef industry. His leadership will build upon RAAA's longstanding commitment to innovation, integrity, and collaboration.

Ruehle's extensive background includes executive roles as president and CEO of the Nebraska Cattlemen, American Shorthorn Association, National Sorghum Producers, Independent Professional Seed Association, and ServiTech Inc. He began his association career as director of private lands and environmental management for the National Cattlemen's Beef Association in Washington, D.C.

"I'm excited to join Team Red Angus," Ruehle said. "As a leader in genetic evaluation and market access, RAAA is well positioned for continued success. My commitment to Red Angus breeders is to drive timely, positive progress toward the breed's strategic



goals, and I look forward to connecting with members and industry partners throughout the fall and winter sale and show seasons.”

Throughout his career, Ruehle has advocated for farmers and ranchers before state and federal officials, provided thousands of media interviews, and delivered public presentations around the world, including in Argentina, Morocco, Israel, China, and Hong Kong. He has led associations with memberships ranging from several hundred to more than 5,000, managed budgets between \$2 million and \$20 million annually, and directed staff teams of up to 200 employees.

“I’m pleased to welcome Greg Ruehle as the new executive vice president of RAAA. Greg brings a wealth of industry knowledge, proven leadership, and a deep respect for the values that define Red Angus cattle and the people who raise them,” said Jeff Pettit, RAAA president. “We’re confident his vision and experience will further strengthen our commitment to progressive genetics, producer profitability, and breed integrity. We look forward to the impact Greg will make as he leads RAAA into its next chapter of growth and service.”

Raised on a diversified grain and livestock farm in northwest Iowa, Ruehle holds an associate degree in ranch management from Texas Christian University and a bachelor’s degree in animal science from Oklahoma State University. He and his wife of 33 years

are active in agriculture through their ownership of registered and commercial beef cattle and their family’s beef sales business. They are also engaged in community service through local 4-H, FFA, school, and church programs.

“The Red Angus breed has always been built on innovation, integrity, and collaboration,” said Kiley DeVoe, RAAA ex-officio. “With Greg’s leadership, we look forward to writing the next chapter in that proud tradition, one focused on progress for our members and value for the cattle industry.”

Ruehle’s appointment marks an important step forward for RAAA as it continues to expand its impact across the beef industry and deliver measurable value to members and commercial producers.

For more information about RAAA or marketing programs for Red Angus influenced cattle, visit RedAngus.org.

About the Red Angus Association of America. *The RAAA serves the beef industry by enhancing and promoting the measurable advantages of Red Angus and Red Angus influenced cattle. The RAAA provides commercial producers with objectively described cattle by implementing new technologies and using scientifically sound principles that quantify traits of economic importance to beef producers in all segments of the beef industry. For more information, visit www.redangus.org.*

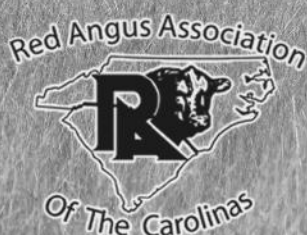
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From the President

By DAVID MILLER, *American Brahman Breeders Association*

Dear American Brahman Breeders Association Members, I hope this message finds you well. I want to take a moment to share some exciting updates and highlight the progress we are making together as an association. It's been an inspiring time for ABBA, and I'm incredibly proud of the initiatives we're implementing to better serve our membership and strengthen the Brahman breed worldwide.

First and foremost, I want to express my appreciation for our dedicated staff. Under the strong leadership of Paul Maulsby, we've seen significant advancements.

Our team continues to be the backbone of this association. Iridiana Ibarra, office manager and recording secretary; Chloe Grimm, director of communication and digital content; Allison Hajny, DNA coordinator; Madison Rose, registrations and transfer coordinator; and Kylie McIntosh, director of youth and shows, have all played vital roles in our recent achievements.

We are also pleased to welcome Mark F. Allan, Ph.D., who was recently hired as breed improvement consultant. Dr. Allan brings a wealth of experience in livestock consultation, genetic advancement, and innovative breed development to the Association. I look forward to working with him as we continue advancing the Brahman breed.

We are, above all, in the people business, and it is essential that we treat one another, our members, and our customers with the genuine support and respect needed to foster a rewarding and productive environment. I am deeply grateful for our staff, who are now 100 percent current on registrations, transfers, and DNA processing. Their commitment and the protocols they've put in place have greatly improved the flow and efficiency of our office operations.

Key Updates & Progress

- **New Website Launch** – The redesigned ABBA website is now live and serves as a comprehensive resource hub for members. It offers improved access to news, events, and valuable tools designed to enhance your membership experience.

- **Virtual Committee Meetings** – We have implemented virtual committee meetings, which have proven to be highly effective. This new approach allows more members to participate, share their perspectives, and be actively involved.

- **Constitution & Bylaws Revision** – One of the most significant

actions taken at our recent board meeting was the approval of a new ABBA Constitution and Bylaws. This project, which began more than five years ago, was driven by the goal of creating a clearer and more streamlined document to guide our governance. Among the most notable changes is the reduction in the number of directors, a step designed to improve board efficiency. Just as importantly, the updated Constitution includes safeguards to better protect our association from unnecessary and costly litigation. The revised Constitution will be sent to all active voting members in the coming weeks for final approval.

We are extremely proud of the progress made and remain excited about the road ahead. Programs and performance initiatives will continue to be evaluated and refined as part of our unwavering commitment to the growth and global success of the Brahman breed.

Our mission remains clear – to serve you, our valued members, and ensure that the Brahman breed continues to thrive and excel around the world. Your continued support, engagement, and feedback are essential to that mission, and I encourage you to reach out with any questions, thoughts, or ideas you may have.

Thank you for your dedication to ABBA and to the future of the Brahman breed. Together, we are building a stronger, brighter future for our association and our industry.

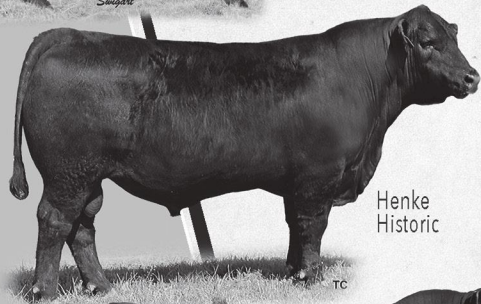




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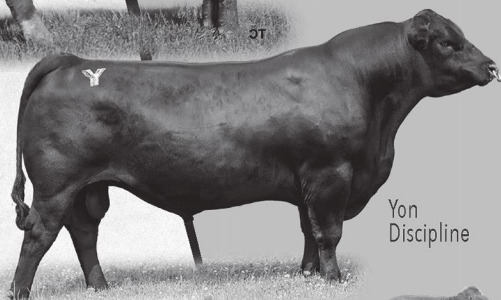
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New \$5 Hair Sampling Fee Starting November 15. We want to inform you of an important update regarding DNA submissions. The laboratories have notified us that, effective November 15, any DNA samples submitted using hair will be subject to a \$5 hair sampling fee.

Hair sampling requires significantly more labor than other methods, as each follicle must be individually pulled and prepared by hand. Because of this increased workload, the labs are implementing the additional fee to cover the added processing time and effort.

In response, and in an effort to encourage members to transition to the more efficient Tissue Sampling Units (TSUs), the ABBA Finance Committee recommended — and the Board of Directors has approved — the following measures, effective immediately and continuing through December 31, 2026:

- TSU vials will be provided free of charge to all ABBA members.
- TSU applicator guns will be sold at cost, plus a 5 percent handling fee and any applicable shipping costs.

We strongly encourage members to begin using TSU sampling for DNA submissions. TSUs are not only faster and easier to process but also help ensure more consistent and accurate results — all while eliminating the added cost of hair sampling. Additionally, tissue sampling provides a much faster turnaround time for results compared to hair submissions.

Thank you for your continued support and commitment to the Brahman breed. If you have any questions about this change or need assistance with ordering TSUs, please contact the ABBA office.

Lawsuits Against ABBA & the Importance of Constitutional Protections. Earlier this year, the American Brahman Breeders Association (ABBA) faced two separate lawsuits initiated by individuals, including a current member of the Board of Directors. These legal actions have imposed a significant financial burden on the association, diverting funds away from essential programs and services that benefit all members.

One of these cases proceeded to district court, while the other was resolved outside of court. We are pleased to report that both matters have now been resolved in ABBA's favor — a positive outcome that underscores the importance of protecting the integrity of our association moving forward.

Why This Matters for ABBA's Future — While both cases ended positively, they demanded significant time, attention, and financial resources to defend. These challenges highlight the need for constitutional protections to safeguard ABBA against future legal actions that could distract from our mission and impose unnecessary burdens on our members.

That is why the proposed constitutional updates include clear provisions addressing lawsuits brought against the association. These changes are designed to:

- Strengthen ABBA's foundation,
- Ensure fair governance, and
- Protect the resources entrusted to us by you — the membership.

We encourage you to read the information carefully, ask questions, and understand that this decision was made to protect the association's future. We remain confident in ABBA's direction and deeply grateful for your continued support.

ABBA Constitution Revision Breakdown. *Everything you need to know about the key changes and voting process.* The Constitution is the



foundational document that governs how the American Brahman Breeders Association operates. Over time, as our membership, programs, and global reach have grown, it has become clear that the document needed to be updated to better serve the current and future needs of the association. The purpose of this revision is to ensure that our constitution remains clear, organized, and aligned with best practices, positioning ABBA to operate more effectively, make sound governance decisions, and continue advancing the Brahman breed for generations to come.

This breakdown is intended to summarize the key changes to the ABBA Constitution and explain the reasoning behind them. It is not a substitute for the full proposed Constitution. Members are encouraged to review the complete document prior to voting.

This process was guided closely by our parliamentarian, who provided input to ensure that the document is properly structured, legally sound, and aligned with standard Robert's Rules of Order parliamentary procedure. Below is a breakdown of the major changes and the reasoning behind them:

1. Structural Reorganization Based on Parliamentarian Guidance — Throughout this process, our parliamentarian emphasized that the current Constitution was out of sequence, which made it difficult to interpret and apply consistently.

To address this, we undertook a full reorganization of the document to follow proper parliamentary order. Sections and articles have been rearranged to reflect their correct placement and purpose, and certain language has been clarified for accuracy.

As a result, you may notice that article numbers or section references differ from the previous version. This is the result of reordering and does not reflect substantive changes.

2. Relocating Key Provisions from the Rules to the Constitution — During our review, we identified several provisions that were previously housed in the rules, even though they govern the fundamental structure and operation of the association. Per governance best practices, those provisions have been moved into the Constitution, where they belong.

It's important to note that most of these provisions are not new. They have long existed within the association's rules and day-to-day operations. This update simply relocates them to the Constitution, where they more appropriately belong as foundational governance

policies. This ensures clarity, consistency, and compliance with proper organizational structure.

If the revised Constitution is approved by the membership, the rules will then be updated and reorganized to reflect these changes and remain consistent with the new constitutional framework.

3. Board of Directors Reduction – One of the most impactful changes is the reduction of the Board of Directors, a decision that was voted on and approved by the ABBA Board of Directors in September 2024. This change is intended to create a more effective and engaged governing body, streamline communication, and strengthen decision making.

A key part of the reasoning behind this decision is that, in recent years, the association has struggled to achieve a quorum at board meetings due to the size of the board. With 44 directors, it has become increasingly difficult to ensure consistent participation and timely action. After careful evaluation, it was determined that a board size of approximately 25 members would allow the association to operate more efficiently while maintaining broad representation and meaningful input from all regions.

Apportionment and Representation – While the total number of directors will be reduced, representation across all membership

areas will remain the same. The apportionment formula, which determines how many directors each area receives, has not changed. Every geographic area will continue to have representation based on the existing formula. The only difference is that the formula will now be applied to 22 directors rather than the previous total.

In reaching this number, there were many options, including proposals as low as 10 directors. Ultimately, it was determined that 22 directors, along with 2 dedicated international directors and a representative from the Past President Council, would strike the right balance. This structure allows for more consistent participation, stronger engagement, and effective governance, while ensuring that every area, both domestic and international, continues to have a voice in ABBA leadership.

Past Presidents Council – The revised Constitution also establishes a Past Presidents Council, ensuring that past leaders continue to contribute their experience and insight to the Association’s governance. Members of this council will be subject to the same eligibility requirements as board members, including:

Brahman News continued on the next page

DOUBLE HEADER!

PERFORMANCE BULL TEST SALES



WAYNESVILLE

DECEMBER 6, 2025

**WNC REGIONAL LIVESTOCK CENTER
CANTON, NC**

SELLING 17 BULLS

**14 ANGUS • 2 SIMANGUS
1 CHAROLAIS**

KYLE MILLER – 828-456-3943

BUTNER

DECEMBER 13, 2025

**GRANVILLE COUNTY LIVESTOCK ARENA
OXFORD, NC**

SELLING 34 BULLS

**30 ANGUS • 1 SIMANGUS
3 SANTA GERTRUDIS**

GREG SHAEFFER – 919-471-6872

**FOR MORE INFORMATION, CONTACT
JOHNNY ROGERS – 919-515-4005**

NC BEEF CATTLE



Brahman News *continued from the previous page*

1. *Maintaining active membership in the association*

2. *Registering at least 10 animals annually*

3. *Past Presidents elections* – Past Presidents will also participate in the same election process as all other directors, with their selection conducted by their peers within the council.

4. *Litigation protection for ABBA* – The revised Constitution includes provisions designed to protect ABBA from unnecessary litigation. These updates are critical to safeguarding the association's financial health and ensuring that member dues are used to further the mission of the organization, not diverted toward legal expenses.

It's important to remember that ABBA operates entirely on member funding, and those funds must be used responsibly to support breed improvement, member programs, and the long term sustainability of the association.

It is also important to note that this provision will apply only moving forward. If the revised Constitution is approved by the membership, this litigation clause will take effect from that point on. Any legal matters or disputes that occurred in the past will NOT be subject to this provision, as it was not in place at the time. This ensures fairness and transparency while strengthening protections for the association and its members in the future.

5. *Modernization and Clarity* – In addition to structural changes, this revision also modernizes language, removes outdated references, eliminates redundancies, and improves readability throughout the document. These updates do not alter the intent of existing provisions but make them clearer, more precise, and easier to understand and apply in day-to-day governance.

6. *Transparency and Member Empowerment* – Ultimately, this constitutional revision is about empowering members and strengthening the association's foundation. By organizing the

document properly, clarifying its contents, and ensuring it reflects how ABBA functions today, we are setting the stage for a stronger, more transparent, and more effective organization – one that is prepared to serve its members and advance the Brahman breed for decades to come.

7. *Review and Revisions by the Board of Directors* – It is also important to note that this proposed Constitution was reviewed during the most recent ABBA Board of Directors meeting, where board members were given the opportunity to recommend changes and additions before it was finalized for a membership vote. As a result of that collaborative review process, several adjustments were incorporated into the document, including updates to the committee structure and the addition of new language specifically addressing the Youth Committee and its responsibilities.

This ensures that the final version reflects not only proper governance standards and legal structure but also the collective input and priorities of the board on behalf of the membership.

8. *Voting Eligibility and Ballot Distribution* – A common question during this process is, “Who receives a ballot?” and “Who is eligible to vote?” It's important that every member clearly understand the requirements for voting in this proposed Constitution.

- **Who Receives a Ballot** – Ballots are distributed to all members who meet the criteria for an active voting member. Only these members are entitled to vote on constitutional amendments and other matters brought before the membership.

- **ABBA Constitution/Bylaws Article II, Section 1 (a): Active Voting Member** – An active voting member shall be an individual partnership, corporation, limited liability company, trust, estate, or other legal entity of reputable character that has paid such membership fees as may be established by the board of directors and has registered a minimum of three (3) new head of cattle in the

COWBOYS FOR CHRIST



THE CHAPLAIN'S CORRAL

Barrel Racing Prayer

By **SUSIE THOMPSON**, *Cowboys for Christ Chaplain*

Heavenly Father,
We ride before you today with a thankful heart on the trail of hope you set before us.

Lord, every day you bless us, from the touch of the morning sun's first rays until the daylight recedes and diamonds are sprinkled across the black velvet skies.

Help us to appreciate you in each and every moment, guide us,

and teach us where to rate, turn, and ride through the cloverleaf pattern of life.

Bless us as we compete today, protect both horse and rider as we make our run, and no matter what the timers read, let our hearts rejoice in you.

So that one day when we finally turn the third barrel and head for home, you, Lord, will swing the gate open wide and say, “Welcome home, Cowgirl.”

previous year that are 100 percent owned by the member and pay their activity fee in the previous year to be a voting member. Active voting members shall be entitled to all of the privileges granted to members of the association, including the right to vote on all matters brought before the members of the membership and to register and transfer cattle at active member rates.

• **Ballot Submission and Counting:** ABBA Constitution/Bylaws Article X, Amending the Constitution/Bylaws – Any proposed amendment to the Constitution/Bylaws that is approved by a majority of the Board of Directors shall be mailed or emailed by the association to all active voting members within 30 days after the date on which it was approved by the Board of Directors along with a ballot form and a draft of the proposed amendment. Ballots shall be executed, returned to, and tabulated by a duly appointed independent third party accounting firm. Only those votes returned to the independent third party accounting firm no more than thirty days from the date on which the ballots were sent shall be counted, and if the amendment receives the affirmative vote of a two thirds majority of the votes cast, it shall become effective immediately.

A pre-addressed return envelope has been provided with each ballot, directed to Seidel & Schroeder, the independent accounting firm responsible for receiving and tabulating the votes. This process ensures neutrality, integrity, and full transparency in the voting results.

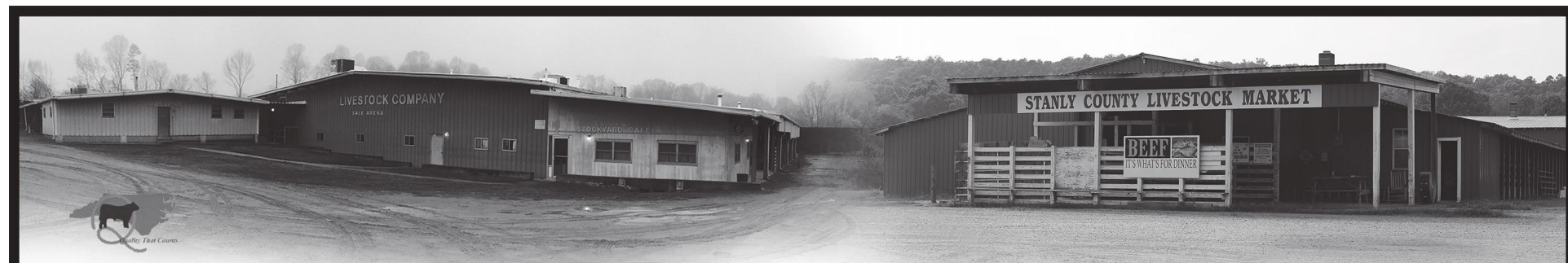
9. *Why wasn't a redline version provided?* Because this revision

involved a complete reorganization of the Constitution, not just small wording changes. Sections were moved, renumbered, and reformatted for proper parliamentary order. A redline version would have been extremely long, confusing, and nearly unreadable. To make it clear and accessible, we provided a clean copy of the proposed Constitution.

10. *The Membership's Role and Final Authority* – Finally, it's important to emphasize that the Constitution belongs to you, the members of ABBA. Your vote determines how our association is structured and how it operates moving forward. This revision represents years of work by the Constitution Committee, the Board of Directors, and our parliamentarian, but its adoption rests entirely with the membership. Your participation in this process ensures that ABBA's governance remains democratic, transparent, and driven by those it serves.

We sincerely thank our members for their continued involvement, engagement, and support. Together, we are shaping a stronger future for ABBA and the Brahman breed.

About the American Brahman Breeders Association. *The American Brahman Breeders Association is the world registry for Brahman cattle, the #1 beef breed for efficiency, hybrid vigor, and environmental adaptability. ABBA provides an array of member services, educational opportunities, and a wide array of programs to assist the profitability of its members. For more information about the American Brahman breed or the many opportunities offered by the ABBA, visit www.brahman.org.*



HARWARD BROTHERS LIVESTOCK MARKET

2207 Turnersburg Hwy. Turnersburg, NC
 Phone: 704-546-2692
 WWW.TURNERSBURGSTOCKYARDNC.COM

STANLY COUNTY LIVESTOCK MARKET

13215 Indian Mound Rd. Norwood, NC
 Phone: 704-474-7681
 WWW.NORWOODSTOCKYARDNC.COM

Weekly Sales - Every Monday at 11:30 am
 Take in livestock on Sunday (12 pm - 7 pm) and Monday
 3:00 pm - Holstein & Dairy Influenced Feeder Cattle
 6:00 pm - Small Animal Sale (Baby Calves, Goats, Sheep)

Weekly Sales - Every Wednesday at 10:30 am
 Take in livestock on Tuesday (10 am - 8 pm) and Wednesday
NOVEMBER 13, 2025 - Graded Feeder Calf Sale - Calves weaned 60 days, double vaccinated. More info at www.norwoodfeeder calf.com

Marcus Harward • 704-322-0840
 Brooke Harward • 704-322-9770

Watch the sales live every week!

Marcus Harward • 704-322-0840
 Catherine Edwards • 704-550-7920
 Will Edwards • 919-449-8064

CATCHING, HAULING, AND CATTLE WORK SERVICES AVAILABLE



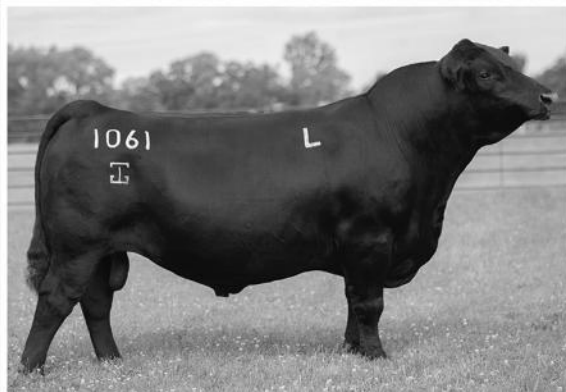
MAC-VAC FEEDER CALVES

A marketing program available at both sale locations for vaccinated steers and heifers. Calves that meet vaccination requirements and have the sale tag in their ear will sell in the MAC-VAC portion of the sale at the beginning of the feeder calf sale each week. For more information, please visit www.norwoodfeeder calf.com or contact any of the numbers listed here.

Catching, hauling, and cattle work services:
 For hauling services, contact Marcus at 704-322-0840.
 If you need help working your cattle, contact Marcus Harward at 704-322-0840 or Chuck Doolittle at 704-221-1447 for more information.



THE NEXT GENERATION TO CREATE PREMIUMS



7AN759 **FIREPROOF** 20370357 | Fireball x SURE FIRE

FIREPROOF created quite a stir when he topped the 2023 Gardiner Angus Ranch Production sale for a staggering \$450,000 for half interest! With that comes immense expectations and FIREPROOF is exceeding them as 19 of his sons averaged over \$4,000 more than the sale average during the Gardiner Meating the Demand Sale in May 2025. FIREPROOF offers consistency in type and kind, with extra look, muscle shape and added heel depth. An elite carcass bull, FIREPROOF is perfect for all environments as he is a breed leader for both HS and PAP.

CED	BW	WW	YW	DMI	SC	DOC	Claw	Angle	PAP	CEM	Milk	CW	Marb	RE	Fat	\$M	\$W	\$F	\$G	\$B	\$C
10	1.6	70	139	1.22	.79	23	.52	.41	-2.61	11	37	77	2.16	.81	.057	56	73	144	126	270	406
.81	.93	.89	.75	.47	.87	.76	.62	.62	.29	.32	.32	.54	.5	.51	.46	-	-	-	-	-	-
25	60	40	20	60	55	30	65	20	2	25	3	10	1	30	90	65	30	1	1	1	1

From: Gardiner Angus Ranch, KS; MI-HUD Angus, ID; Goode Angus and Richardson Cattle Company, TX



7AN793 **HOME RUN** 20508438 | HOME TOWN x Fireball

HOME RUN has been tapped as the son to carry on 7AN580 HOME TOWN's legacy and add to it! A true curve bending sire, HOME RUN offers elite CE with breed-leading growth. He is a change maker for \$B and \$C, while offering great predictions for SC, HS and DOC. HOME RUN is moderate framed, extra deep bodied and offers great structural correctness. Don't settle for a hit, swing for the fences with HOME RUN.

CED	BW	WW	YW	DMI	SC	DOC	Claw	Angle	PAP	CEM	Milk	CW	Marb	RE	Fat	\$M	\$W	\$F	\$G	\$B	\$C
12	.1	87	159	1.62	1.51	27	.66	.54	1.11	16	26	88	2.15	1.35	-.006	51	86	151	136	288	425
.53	.74	.55	.42	.35	.44	.42	.32	.31	.29	.33	.33	.44	.42	.42	.39	-	-	-	-	-	-
15	25	10	4	85	15	15	95	80	50	2	50	2	1	2	25	75	10	1	1	1	1

From: Gardiner Angus Ranch, KS; Ogeechee Angus Farm, GA and Justin Busenlehner, TX



7AN805 **POWERCAT** 20665222 | Wildcat x Fireball

One of the hottest sires in the breed, POWERCAT is a combination of elite genotype and phenotype. He offers great predictions for MARB, REA, \$B and \$C, while also ranking among the breed leaders for HP and HS. POWERCAT's unique pedigree offers mating flexibility on most of today's popular sire lines. POWERCAT is long, attractive and well-balanced with extra look and structural integrity. He was one of the most heavily used sires in 2024 and his early calf reports are promising.

CED	BW	WW	YW	DMI	SC	DOC	Claw	Angle	PAP	CEM	Milk	CW	Marb	RE	Fat	\$M	\$W	\$F	\$G	\$B	\$C
15	-1.7	70	139	1.12	.82	24	.48	.49	.53	12	27	70	1.58	1.2	-0.024	53	66	128	108	237	360
.67	.85	.74	.45	.36	.51	.39	.32	.32	.27	.33	.34	.48	.42	.43	.40	-	-	-	-	-	-
3	5	40	20	50	55	25	50	60	40	15	40	15	2	4	15	70	45	10	2	2	3

From: Gardiner Angus Ranch, KS; Ogeechee Angus Farm, Travis Bunch and Tall Timber Angus, GA and Deer Valley Farm, TN



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COMMON GROUND



What We Heard

By **MARK McCULLY**, *American Angus Association CEO*

“Insights from the Angus Membership Survey.”

From April 15 to June 16, we reached out to more than 23,000 regular and affiliate members, inviting them to share experiences and priorities in the 2025 American Angus Association Membership Survey. The response was encouraging, with 1,188 individuals participating — close to the 1,263 respondents in the 2016 survey.

Most (61 percent) are primarily or exclusively registered Angus breeders, while others are commercial producers with some registered cattle or breeders involved in other breeds.

Herd sizes ranged from under 25 cows (23 percent) to 400+ head (8 percent). The largest group (47 percent) has 26–100 cows, with 48 percent older than 60 and 21 percent younger than 45.

While 43 percent have been members for over two decades, 23 percent have been members for five years or less. This diversity in focus, scale, age, and experience strengthens our breed and highlights the need for tailored programs and services.

When asked about their primary market, 48 percent identified selling bulls to commercial cow/calf producers — higher among larger herds. Second was selling registered stock to other breeders. Direct-to-consumer beef markets have grown, with 11 percent identifying it as their focus.

With 13 Angus communication methods receiving top three votes, identifying preferences was key. Among small herds (<25 head), over ¼ interact just once a year or less, while ⅓ of large herd operators (400+ head) engage weekly.

Despite the digital age, 47 percent rely on the print *Angus Journal*, followed by association emails and the Message Center at 45 percent and Angus.org at 34 percent. This preference spans

age groups, underscoring the importance of both print and digital outreach.

Members value core offerings most: pedigrees and breed registry — 87 percent; genetic evaluation and selection tools — 65 percent; and genomic tests for seedstock — 64 percent. Member services (49 percent) and AHIR programs (43 percent) round out the top five. While preferences vary by tenure and herd size, the emphasis on genetic improvement and trusted registry services is clear.

Members are watching the horizon: 48 percent identified non-ag concerns such as urban encroachment, regulations, etc., as the biggest threat in the next 3–5 years. Ranch transition (41 percent), market changes (39 percent), financial pressures (37 percent), and vertical supply chain evolution (22 percent) are also top of mind. Older members and large scale producers especially emphasize threats beyond the pasture gate.

Despite challenges, new opportunities abound. Members ranked advanced selection tools to improve cow function (36 percent) as the top opportunity, followed by expanding U.S. market share (28 percent) and tapping prime/premium beef markets (26 percent). Interest in health trait selection (23 percent) and CAB premiums (23 percent) reflects a forward looking attitude blending tradition and innovation.

Marketing assistance (45 percent) and research (43 percent) topped the list of priorities, followed by CAB promotion (38 percent), producer education (38 percent), and continued development of selection tools (36 percent). While priorities shift slightly by herd size, tenure, and age, research and marketing assistance consistently rise to the top.

As with most surveys, the insight is invaluable — and prompts new questions. Staff will work with the board to gather more feedback to guide future planning, so stay tuned.

Thank you to every member who completed the 2025 survey. Your feedback ensures the Association remains relevant and resilient. Together, we’re charting the future of Angus — and writing the next chapter.

**Regular copy deadline
is NOVEMBER 5 for
the DECEMBER issue**

**Spotlight material
is due
NOVEMBER 1 for
the DECEMBER issue**



ANGUS

THE BUSINESS BREED

UPDATE

Angus/Talon Youth Educational Learning Program internship applications open. The Talon internship program provides college aged students the unique opportunity to spend their summer on an Angus operation, gaining valuable, hands-on experience. Interns gain extensive ranching knowledge while enhancing their skills as advocates for the beef industry.

Student intern applications for the Angus/Talon Youth Educational Learning Program are due by November 12.

“We are thankful for the vision of Cam Cooper in preparing the next generation of leaders for Angus and the cattle industry,” said Jaclyn Boester, Angus Foundation executive director.

The late Camron “Cam” Cooper of the Talon Ranch, Twin Bridges, Mont., developed the Angus/Talon Youth Educational Learning Program Endowment Fund in 2009 to be a one-of-a-kind educational experience for students.

“It’s exciting to watch our interns grow and flourish each year through the hands-on experiences and mentorship provided by their host ranches,” Boester said.

College sophomores, juniors, seniors, and graduate students under the age of 25 and majoring in an agricultural related field of study are eligible to apply.

Bryan Farkas, a past Talon Internship participant, spent his summer internship at Audley Farm in Berryville, Virginia. Though he came into the experience with limited cattle knowledge, Farkas embraced the opportunity to learn and grow. Under the mentorship of Matthew Deacon and Turner Kobayashi, he gained hands-on experience in cattle management and developed a deeper understanding of the beef industry.

“I go into big things like this kind of nervous, kind of anxious, a little bit scared,” Farkas said. “Just try and shake off the nervousness and just be optimistic; know you’re going to leave that place with a lot more than you came with.”

Farkas credits the Talon internship with helping him build lifelong friendships, grow his confidence, and gain practical knowledge that can’t be taught in a classroom.

“Tell me and I forget; teach me and I may remember; involve me and I learn,” said Kobayashi, quoting Chinese philosopher Xun Kuang. “That’s exactly what the Talon program is all about — providing experience to these young people.”

Compensation for Talon interns is provided by the Angus Foundation through the Angus/Talon Youth Educational Learning Program Endowment Fund.

Angus breeders and students interested in participating in the program can learn more and apply at www.angus.org/foundation/our-mission/youth/talon-youth or contact Boester at JBoester@Angus.org.

New Herdsman Bootcamp is an opportunity to expand knowledge. The new Angus University Herdsman Bootcamp offers members an opportunity to expand their knowledge of association programs, services, and tools. American Angus Association members looking to better understand the programs, services, and tools available to them are invited to take part in the inaugural Angus University Herdsman Bootcamp on December 1-2 in St. Joseph, Missouri. The bootcamp is designed for new members or new employees of members who would like to expand their knowledge of association resources.

“This is an opportunity for producers to get to speak with staff, ask their questions, and better understand the depth of resources that are available through their association membership,” said Levi Landers, director of member and field services for the association.

The two day bootcamp will be held at the American Angus Association headquarters and will include outlines of major programs, best practices for conducting association business, and opportunities to connect with staff and fellow registered Angus producers. Attendees will gain tangible takeaways to implement in their operation, as well as insights to help make strategic decisions for the herd’s future.


Areas of highlight will include:

- Member Services & AAA Login
- Performance Programs & AHIR
- Angus Genetics Inc. (AGI)
- Angus Media
- GeneMax Advantage
- AngusLink

The program is supported by the Angus Foundation. Thanks to the Foundation’s support, the cost of programming, meals, and one hotel night will be covered. Attendees will be responsible for their travel costs to St. Joseph, Missouri.

“The Angus University Herdsman Bootcamp is yet another way that the Angus Foundation can continue to support the education of Angus breeders and, in turn, their success in the industry,” said Jaclyn Boester.

The number of attendees is limited; interested members can apply to be a part of the inaugural bootcamp at angus.org/events/herdsman-bootcamp. The application deadline is November 10. Members who



HERDSMAN BOOTCAMP

DECEMBER 1-2
ASSOCIATION OFFICE

ANGUS UNIVERSITY | **ANGUS** Foundation

are selected will be notified shortly after the close of applications.

Support for the Angus Foundation at the 2025 Angus Convention.

Auction and raffle items benefit education, youth, and research initiatives. The Angus Foundation invited Angus breeders, industry supporters, and cattle enthusiasts to gather in Kansas City, Mo., for the 2025 Angus Convention. A highlight of the weekend was the awards dinner on Saturday, where we recognized the outstanding achievements of Angus breeders this year. Attendees also had the opportunity to bid on exclusive auction items in support of the Angus Fund.

Awards Dinner and Reception Auction Items – “In the Heart of America, Shape the Future of Angus” is more than a theme – it’s a call to action. By participating in the auction, attendees directly support the Angus Fund, which provides unrestricted resources to advance the Foundation’s mission of education, youth, and research. These funds help fund programs like the Beef Leaders Institute and the LEAD Conference.

Angus Bull Bronze Sculpture – Created by artist Jim Reno in 1984, this bronze Angus bull sculpture captured the ideal Angus phenotype, modeled after VDAR New Trend 315. Only 24 were cast, and this particular piece – number 8 of 24 – carries a legacy, having been gifted to Dr. Robert A. Long and later passed to retired AAA CEO John Crouch. A rare and meaningful piece of Angus history.

Framed Vintage Angus Ad Prints (set of 2) – Celebrate the legacy of Angus marketing with two framed vintage advertisements illustrated by Frank Murphy between 1951 and 1975. Featuring iconic slogans like “Increase Your Earning Power” and “They’re Worth More If They’re Black,” these prints are a nostalgic nod to the breed’s history.

Angus Convention Foundation Raffle – The Angus Foundation also hosted a raffle during the convention, offering exciting prizes for attendees who purchased tickets from the National Junior Angus Board or the Angus Brand Store. Raffle proceeds also benefit the Angus Fund.

Raffle Prizes Include:

- 1 skid of Procycle CX8 tubs donated by Purina
- 10 straws of CRV Angus semen (shipping included)
- Slate Group – 20 custom embroidered Richardson 112 hats
- Agri Best Feed Package:

- Swag pack (2 hats, metal water jug, t-shirt, notebook, and pens)
- 1 bag Redmond Ancient Fine Sea Salt
- 1 bag Smoked Redmond Real Salt
- 1 bag Re-Lyte Hydration variety pack


• Halter HQ Swag Package including a hat, shirt, and water bottle
Whether bidding on a piece of Angus history or entering to win premium prizes, your support helps ensure the Angus Foundation continues to invest in the future of the breed.

About the Angus Foundation. Established as a 501(c)(3) organization in 1980, the Angus Foundation remains focused on its mission to support Angus education, youth, and research. The organization has distributed more than \$4.9 million in youth scholarships since 1998 and has also invested more than \$1.4 million in beef cattle research in the past decade. For more information, contact the Angus Foundation at 816-383-5100.

ANGUS MEANS BUSINESS. The American Angus Association is the nation’s largest beef breed organization, serving more than 21,000 members across the United States, Canada, and several other countries. It’s home to an extensive breed registry that grows by more than 300,000 animals each year. The Association also provides programs and services to farmers, ranchers, and others who rely on Angus to produce quality genetics for the beef industry and quality beef for consumers. For more information about Angus cattle and the American Angus Association, visit www.angus.org.



11.15.25





SOUTHEAST BULL SALE

HOSTED BY WINDY HILL FARMS, SCARLETT FARMS, JS CATTLE, AND FRIENDS


ASHEBORO, NC

Zach Moffit • 336-736-6340
Mike Moss • 336-549-0070





J2 CATTLE



FARM LLC



INAUGURAL FALL PRODUCTION SALE

SELLING 35 YEARLING BULLS & 25 COMMERCIAL FEMALES

1 PM EST
NOVEMBER 29, 2025

349 ELMWOOD ROAD
STATESVILLE, NC 28625

SPECIAL GUESTS 323 AND GOFORTH ANGUS WILL ALSO HAVE BULLS AVAILABLE FOR PURCHASE

LUNCH WILL BE PROVIDED

MICHAEL JENSEN, RANCH MANAGER
(336) 769-6700

RICK ANKRUM, OWNER
INFO@THE909RANCH.COM

909 TRUE BALANCE 426



CED	WW	YW	MARB	RIB	\$M	\$W	\$C	CLAW	ANGLE	HS
+11	+70	+126	+1.83	+0.89	+0.89	+0.85	+399	+0.43	+0.51	+0.27

ZACH MOFFITT, SALE MANAGER
(336) 736-6340

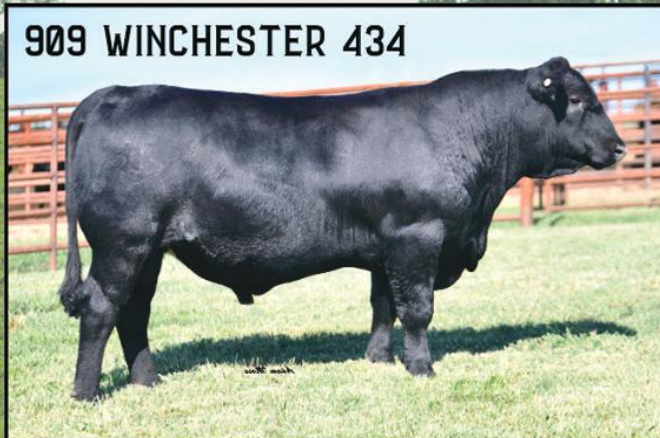
WILL THOMPSON, AUCTIONEER
(704) 616-8553

909 GRID MAKER 408



CED	WW	YW	MARB	RIB	\$M	\$W	\$C	CLAW	ANGLE	HS
+12	+85	+155	+1.80	+0.86	+0.92	+0.96	+424	+0.44	+0.44	+0.16

909 WINCHESTER 434



CED	WW	YW	MARB	RIB	\$M	\$W	\$C	CLAW	ANGLE	HS
+8	+87	+156	+1.57	+1.03	+0.57	+0.82	+338	+0.40	+0.39	+0.08





UWHARRIE RIDGE FARMS
PRODUCTION SALE

DENTON, NORTH CAROLINA

with Car-J Angus

Saturday NOON @ UWHARRIE RIDGE FARMS
DECEMBER 6, 2025

Selling 125 lots

46 FALL YEARLING BULLS · 7 AGE ADVANTAGE BULLS · 13 FALL YEARLING REG FEMALES
4 SPRING REG FEMALES · 28 YEARLING COMMERCIAL HEIFERS
12 COMMERCIAL FIRST CALF FALL PAIRS · 15 SPRING CALVING BRED HEIFERS

MARK WILBURN
336.465.2417

JASON WILLIARD
336.266.2047

A Summer to Learn, Grow. *Certified Angus Beef* seeks applicants for its *summer internships*. Whether from the East or West Coast, or anywhere in between, Certified Angus Beef (CAB) interns experience the atmosphere of a full time role while building their resume and portfolio.

TCAB opens four internship positions each summer, guiding students as they apply their skills from the classroom in a real world setting. All positions are geared toward students pursuing a career in agricultural communications, marketing, and/or digital media.

From their first day to their last, interns are valued members of the team. Experiencing what it's like to work for the brand, from brainstorming sessions to executing projects.

"We give the interns a lot of autonomy to use their creativity to complete projects," says Morgan Boecker, CAB producer



communications senior manager. "Their managers and other team members are always there and willing to provide direction and intentional feedback so that each intern walks away with valuable experience and work samples that add to their portfolios."

The brand encourages upper level college students who are driven to expand their skills in communications, immerse themselves in meaningful projects, and gain career mentors to apply. Selected interns will contribute to news stories, website content, social media posts, photography, and videography.

Internships for the upcoming year include:

The multimedia intern assists with video and photo shoots for campaigns and practices editing skills.

1. The marketing intern will be engaging with brand partners and building promotional content for retail and service business use.

A LIVESTOCK LEGACY MORE THAN A CENTURY IN THE MAKING

DISCOVER QUALITY LIVESTOCK

*Thank You to all buyers & supporters
of this year's sale!*

Contact

Kyle Mayberry • 828.768.1956

BILTMORE®

livestock@biltmore.com
biltmorelivestock.com

2. The social media intern monitors social platforms, evaluating analytics and overall consumer engagement.

3. The producer communications intern supports communication efforts for cattlemen and women, writing content for digital

platforms and Angus Media publications.

What past interns say – The 2025 marketing intern, Grace Greer, from Dalton, Ohio, says she built confidence as she learned and grew her skillset over the summer.

Producer communications intern Olivia Rooker says that the summer challenged and refined the skills she learned at Oklahoma State University. It also created an experience that will shape her expectations when she pursues a full time role after graduation.

“Coming into the summer with a growth mindset set me up for success,” Rooker says. “It allowed me to learn from so many of my peers and gain a deeper appreciation for the brand and the work that goes on behind the scenes to make it what it is today.”

With new projects planned each summer, you get the chance to be involved in several industry events, ranch and partner visits, and contribute to the overall communication and marketing efforts. Often, interns plan and organize projects that the team executes after their internship ends.

The Certified Angus Beef atmosphere could easily be described as family, says Alex Ramirez, this year’s social media intern. “Everyone is passionate about their work, and the company culture is one of the most welcoming environments I have worked in.”

What to expect – Positions will be held in the CAB office located in Wooster, Ohio, with opportunities for travel throughout the summer. Selected interns spend 10–12 weeks of their summer contributing to the brand.

To apply, students must submit a cover letter, a résumé, and a link to their online portfolio that showcases their work by November 9. Applicants may express which internship position they are applying for. For more information about summer internships for 2026, visit CABcattle.com/internship.

Consumer Demand and the Power of Quality. Demand for high quality beef persists. But with that demand comes challenges. From tight cattle supplies to higher costs and increasing pressure on retailers to deliver a consistent eating experience, the pressure is on.

At the 2025 Feeding Quality Forum, David O’Diam, vice president of retail for CAB, addressed the current retail beef environment, highlighting both opportunities and challenges in today’s marketplace.

O’Diam noted that while cattle numbers are down, beef quality has held steady, providing an important foundation for retailers to merchandise CAB.

“While there’s less overall total fed cattle, the quality in this herd is outstanding,” O’Diam said.

Even with tighter supplies, retailers can still count on enough high quality beef to sell. And that’s a good thing.

Beyond supply, the dollars and cents are front of mind, too. Prices have shifted significantly in recent years. Following the pandemic disruptions of 2020 and the shifting economy, consumers are still absorbing increasing prices. Since COVID-19, carcass values have increased by more than \$1,500 on the box side.

As prices rise, consistency becomes even more critical to

Top Ten Angus Breeders from North Carolina and South Carolina

The ten producers who registered the most Angus beef cattle in North Carolina recorded a total of 1,143 Angus and in South Carolina recorded a total of 1,995 with the American Angus Association (AAA) during fiscal year 2025, which ended September 30, according to Mark McCully, AAA chief executive officer.

North Carolina

- Upper Piedmont Research Station – Reidsville
 - The Biltmore Company – Asheville
- Springfield Angus Farm – Louisburg
 - Broadway Cattle Farm – Monroe
 - E. Bruce Shankle II – Polkton
- Randy & Regina Sipe – Claremont
 - Gragg Farms – Boone
- Uwharrie Ridge Farms – Asheboro
 - J. Roger Lane – Gates
 - Car-J Angus – Graham

South Carolina

- Yon Family Farms – Ridge Spring
 - Edisto Pines Farm – Leesville
- Chessie Creek Farm – Walterboro
 - Black Crest Farms – Sumter
 - Madeline Milford – Abbeville
- Tokeena Angus Farms – Seneca
 - Kenneth Currie – Bishopville
 - Walter Shealy III – Newberry
- Monadnock Ranch – Newberry
- Robert P. Baker, Jr. – Lancaster

In 2025, Angus breeders across the nation registered 309,926 head of Angus cattle. “Angus breeders lead the way in innovation and genetic progress, giving their commercial cattlemen customers an advantage in the marketplace,” McCully said. “The diversity of the breed means that cattlemen across the country can find the right genetics – no matter their breeding objective.”

Certified Angus Beef News continued on the next page

Certified Angus Beef News *continued from the previous page*

ensuring consumer satisfaction and customers at the meat counter.

“One of the most detrimental things that can happen to our industry is having a bad eating experience when beef is this expensive,” O’Diam said. “That would be more detrimental to our industry than high prices of high quality.”

At the end user level, CAB brand product offers a repeatable eating experience that protects consumer trust. That consistency is especially important during key promotional periods, when retailers move tremendous volumes of beef. O’Diam explained how weekly features can quickly multiply into large scale demand.

“On a weekly basis, 70 percent of their volume comes from that front page feature. If it generates a million pounds, that’s about 25 truckloads. It’s about 2,500 or 3,000 head of cattle in one week.”

Such promotions create constant pressure to secure product in advance. The environment in which the CAB sales and product services teams interact with partners has changed. Conversations center on current supply dynamics and how beef buyers can navigate them to ensure they have beef available for heavier sales periods.

But what about the other animal proteins? Even in the face of competition from pork and poultry, O’Diam said demand for premium beef remains strong. That demand exists because Angus ranchers have built it, delivering a quality product time and again that keeps consumers coming back.

“We are up as a retail division in light of the smallest cattle herd and in light of the highest prices ever. This is the demand that this room has created.”

Momentum continues to lean toward premium beef.

“There’s more demand for [Prime] product than what we have available,” O’Diam said. “It’s item specific, and there are a lot of caveats to it, but the reality is we are demanding more Prime today than ever before and selling it specifically at retail.”

For Angus ranchers, the path forward is clear: continue targeting CAB and pushing for Prime.

The 2025 Feeding Quality Forum was sponsored by Alltech, AngusLink, NCBA Cattlemen’s Education Series sponsored by National Corn Growers Association, Diamond V, Drovers, FeedLot, Rabo AgriFinance, Select Sires, Selko, and Upper Iowa Beef.

Find more event coverage at FeedingQualityForum.com.

K **Keep the Supply Coming.** *Certified Angus Beef talks supply and demand dynamics, recognizes ranchers at Annual Conference.* Quantity and quality — the yin and yang to CAB brand product supply. While overall cattle herd numbers are down, carcass weights are up. And so is the overall quality for carcasses moving through packing plants. That’s the harmony for CAB, and a theme of the 2025 CAB Annual Conference.

A record high 800 registrants from 17 countries gathered in Austin, Tex., to learn more about the CAB brand, become inspired by the culinary work of chefs and pitmasters, and celebrate sales and production success. But at the forefront: supply and demand, a reflection of the chaotic past year, and preparing for what’s ahead.

In his annual State of the Brand, CAB president John Stika noted that the forecast for CAB’s annual sales volume looks to be one of the strongest years for the brand. That said, it’s not been without some peaks and valleys.

“The reality is that it’s [sales volume changes] more of a reflection of the price, supply, and trade dynamics that we’ve seen,” Stika said. “They have created uncertainty in the market that we’ve dealt with, and are going to continue to deal with.”

Beef in the Box – Marking the 25th time to speak at the CAB Annual Conference, Randy Blach, chief executive officer at CattleFax, provided market analysis and insights for the beef industry. When it comes to overall supply, Blach said that we are currently in “the eye of the storm.” CattleFax’s 2025 forecast came to fruition — low herd numbers and high prices. Blach said then that prices were expected to peak approximately one year before the absolute low in supply.

Looking to next year, CattleFax forecasts that we will reach our beef production low at 25.7 billion pounds, largely because of the Mexico border closure and tariff levels on the markets where we import lean beef. Because of the New World screwworm threat, feeder cattle imports from Mexico are expected to be down more than one million head from a year ago — provided that the border stays closed through 2025.

“The market isn’t short on tonnage or supply — it’s short on cattle,” Blach said.

With a value system based on weight and quality, there has been incentive for cattle producers to keep feeding cattle longer. And that’s had a positive effect on beef tonnage numbers.

Currently, steer and heifer slaughter — the source of high quality fed beef production — is down 43,000 head of cattle per week versus 2022, when this cattle cycle reached its peak. The Mexico border closure has had an impact on those numbers, too. On a typical weekly basis, approximately 25,000 feeder cattle cross the border



Randy Blach details where the market’s been, and where it’s headed.

from Mexico.

Blach said that futures markets will anticipate the low in supply, with prices usually reaching their peak before we hit the supply low. The market could stay elevated, but it is currently higher due to tariffs and the lack of international market access.

Deferred live cattle futures have been in the driver’s seat of the markets. After the markets closed in early July, and with the Mexican border closed and Brazilian tariffs in place, deferred live cattle futures contracts (December, February, April) went up about \$30 per hundredweight. That resulted in \$60 per hundredweight in feeder cattle prices and calf prices up about \$100 per hundredweight.

“The market has had one heck of a run,” Blach said.

But for the million dollar question — when will it reach its peak? Because of the chaotic times, economists have not been able to predict that.

Secondary to market related questions, the next question is, “When will the herd rebuild start, or has it already?”

A herd rebuild has begun — albeit slowly, Blach said. Partially because of 8 percent interest rates, this cattle cycle’s rebuild will be slower than the last. According to CattleFax, commercial cow slaughter is down 30 percent, and replacement heifers are estimated to be up 300,000 head.

But what about the beef-on-dairy population? With 9.5 million dairy cows and 28–29 million beef cows, the total cow herd is increasing. It is estimated that beef-on-dairy cattle slaughter is 4–4.5 million head, or 18 percent of total fed slaughter.

Blach noted that production for all proteins — beef, pork, and poultry combined — is at a record high. And per capita red meat and poultry consumption is up, too. Consumers currently have an abundance of protein choices.

Consumer Demand is Rocking – “Supply has been flat, but prices have gone up,” Blach said. “What does that tell you? Demand is rocking!”

With stability through spring and summer, beef demand is at a 40 year high.

“Beef is not just having a moment,” Anne-Marie Roerink, 210 Analytics, said. “It is growing momentum, and we’re seeing very high consumption of beef across all areas of the country, all demographics.”

Talking consumer behavior, Roerink explained the difference between consumption and demand. Demand is the desire to purchase beef, whereas consumption is permissibility and affordability.

No surprise to those at the meat counter, retail beef prices are \$1/lb. higher now versus one year ago. Blach said that retail prices could still go up to \$9.50–\$9.75 per pound. But with beef at record high prices, retail pounds have grown 6–7 percent, according to 210 Analytics research.

Consumer mindset on the “permissibility” of beef — if consumers feel good about consuming the protein — has shifted positively. As a beef community, we have moved the needle on communicating about attributes like animal care, environmental sustainability, and nutrition.

“Beef has gone from villain to vital,” Roerink said.

That’s music to the ears of cattle producers. Demand for high quality beef ensures profitability at the ranch. And it’s worth \$1,070 per head, according to CattleFax data.

Consumers continue to send the signal not only for quality beef, but Prime.

Cattle producers have responded. Earlier this year, USDA Prime production grew to 12 percent, outpacing USDA Select for several consecutive weeks. The trend was reflected at the brand, too. A record high 13 percent of CAB brand carcasses graded Prime this past year.

“That’s not just progress; that’s proof that quality is winning,” Stika said. “It’s what allows us to be firmly committed to CAB brand Prime as a growth strategy, even in the face of tighter supplies and higher prices.”

Beef Bash – From feedyard and ranchers to processors, food distributors, retailers, and restaurants, the annual conference brings together all sectors of the beef supply chain. The event provides sessions for retail and foodservice, focusing on strategies for brand sales success.

Certified Angus Beef News continued on the next page

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Certified Angus Beef News *continued from the previous page*



The #BeefBash25 BBQ was a fun night of fellowship and CAB cuts prepared by featured pitmasters.

Other events included the #BeefBash25 BBQ, featuring pitmasters serving the CAB brand, a ranch tour at 2 Bar C Ranch in Luling, Tex., and a golf tournament and live auction that raised more than \$157,000 for the Colvin Scholarship Fund.

Navy SEAL Commander Rorke Denver inspired attendees with lessons from the battlefield. Reflecting on the chaos of war missions, Denver said that for team leaders, “calm is contagious.” Denver also urged cattlemen and end users to reject complacency and continually seek ways to improve their position.

It’s sage advice for the beef industry, with chaotic markets, the challenges of a tightening supply, and an ever present need for premium beef that meets consumer demand.

Calm is contagious, and keep the high quality beef coming.

Success, Despite Challenge. Certified Angus Beef celebrates 47 years with more than 1.235 billion pounds sold. For the past year, the drumbeat across cattle country has been lower herd numbers, market fluctuations, and rising input costs. Total beef supply tightened by three percent, and beef retail prices climbed to an average of \$8 per pound. Yet consumer demand for beef surged to a 40 year high.

Despite the challenges, CAB sales reached 1.235 billion pounds globally, marking it one of the brand’s strongest years in history.

“The brand’s success this year is the direct result of the hard work and innovation across our entire beef community,” says John Stika. “It’s their intentional efforts to win with Certified Angus Beef year in and year out that have allowed this brand to thrive over 47 years.”

Today’s market is complex and competitive. Stika says the collective effort of stakeholders across the supply chain will position the brand to meet the record demand for premium beef moving forward.

Supplying the Brand – Amidst the tightest brand supply in five years, the 2025 fiscal year was down 2.9 percent over last year’s record number of certified carcasses. Still, cattlemen and women produced 5.77 million certified carcasses. Brand acceptance rates hit an annual average of a 37.6 percent acceptance rate, with 12 weeks reaching record highs of 40 percent or more throughout the year.

Angus producers’ focus on quality led to more than 783,000 carcasses, a 3.6 percent growth, qualifying for CAB Prime, setting a new benchmark for the brand’s highest quality offering.

“Our brand partners are sending a very loud, economic signal back to cattle country,” Stika says. “And ranchers are more focused on quality than ever before.”

Meeting Consumer Demand – This year marks the brand’s third best year, with a record setting month in November and the brand’s all time best sales month in March. April and May followed with strength heading into grilling season, landing in the brand’s top 10 for monthly sales. Consumer preference for the best beef supported record sales of CAB Prime across all segments of the business – retail, foodservice, international, and value added – collectively increasing 9.7 percent to 55 million pounds sold.

Diners enjoyed CAB brand offerings from fine dining restaurants to barbecue establishments and burger joints, where foodservice partners sold more than 417 million pounds, marking the second best year in the brand’s history for foodservice sales. Sales in March recorded a record with 40.3 million pounds sold in a single month. Growth was fueled by middle meat sales increasing 3.3 percent, end meats increasing 8 percent and setting a record, and CAB Prime up 9 percent.

In the meat aisle, shoppers reached for premium beef cuts, ground beef, and value added products. Despite higher beef prices, the retail sector sold 525.8 million pounds, with 9 of the brand’s top 10 retail partners experiencing growth. More retailers offered premium grinds to their shoppers, increasing ground beef sales collectively by 6 percent. And CAB Prime grew by 5.6 percent, or 22.3 million pounds.



In retail, international, and foodservice, convenient and globally flavored cuts drove a 9.7 percent growth for CAB brand value added products like deli meats, hot pot beef rolls, and shaved steak. This marks the fifth consecutive year of growth in the brand's value added sector, illustrating the need for premium, great tasting products for time crunched consumers and chefs. New brand research shows that 85 percent of CAB shoppers are willing to pay more for CAB

and CAB Prime deli meats, and 80 percent would drive farther to purchase them.

Despite international trade dynamics and loss of access in key markets like China, brand partners had record sales in areas like

Certified Angus Beef News continued on the next page



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Certified Angus Beef News continued from the previous page



Costa Rica, the Dominican Republic, Honduras, Peru, and Panama, resulting in 179 million pounds sold across more than 55 countries. Canada, South Korea, and Mexico were the brand's leading international markets for sales. CAB Prime was also in high demand, showing a 20.6 percent increase. Again, proving the commitment to quality is a global movement.

With an expanded portfolio of products, CAB continues to deliver on consumer choice worldwide. While small in scale, CAB Grass Fed, CAB Natural, and CAB Ranch to Table accounted for more than 3.2 million pounds collectively, reaching consumers looking for great tasting niche beef products.

"Tight supply will intensify over the next year, and we'll have to work through those dynamics," Stika says. "But the value proposition for Certified Angus Beef is strong and only strengthening in the market."

Signals across the beef industry are clear. Despite anticipated challenges from tight cattle supplies, Angus farmers and ranchers seeking high quality genetics that deliver premium beef are producing a product in high demand.

Who is Certified Angus Beef? At Certified Angus Beef, we know people want to put great meals on the table. Our employees work across the beef supply chain to ensure chefs and home cooks find and prepare the best Angus beef. Led by our culinary, beef, and marketing experts, our team provides consultation, marketing materials, training, market insights, and tools that help businesses like grocery stores and restaurants thrive. Our team is also dedicated to sharing the story of family farmers and ranchers who supply the brand.



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Creating Genetically Valuable Feeder Calves in One Generation

By TOM BRINK, *Top Dollar Angus Founder & CEO*

Top Dollar Angus recently completed a small scale project that illustrates how genetically superior feeder cattle can be created in one generation. We started with a single beef cow, tag number 474, who has mediocre genetics for growth and carcass traits. Her Igenity Beef scores averaged 5 out of 10 for average daily gain, hot carcass weight, marbling, and ribeye area. 474’s average daily gain score is favorable at 7 out of 10. However, she’s average

or below for the other three traits. This cow qualifies as an “okay” starting point for breeding genetically valuable feeder calves. Not great, but not bad either.

Enter GAR Combustion — AAA 18943322 — is an elite Angus growth and carcass sire from Gardiner Angus Ranch, Ashland, Kansas. This bull’s yearling weight and carcass weight EPDs rank in the Angus breed’s top 20 percent and 15 percent, respectively. He also ranks in the top 2 percent for marbling and top 25 percent for ribeye area. Over several years, we produced three calves by mating GAR Combustion to 474. Each of the calves was DNA tested with Igenity Beef. Results are shown in the table below for the downstream traits that matter most to cattle feeders.

When Igenity Beef data is available, a four trait average score of 6.0 or higher is required for Top Dollar Angus qualification. All three of the Combustion x 474 calves met the necessary genetic threshold and are therefore Top Dollar Angus eligible. These calves possess a superior combination of growth and carcass traits, which rank them in the top 25 percent of all cattle in the industry. They earned this strong ranking despite their dam being genetically mediocre and a non-qualifier for Top Dollar Angus. The improvement in marbling is especially worth highlighting, moving up from 4 (dam’s score) to 8 out of 10 on all three of her calves.

Even in today’s technologically advanced industry, rarely is this type of data available that quantifies genetic advancement from one generation to the next. This case study’s headcounts are small, but it well illustrates how measurable genetic progress can be accomplished in one generation by using the right genetic inputs.

The starting line here was a genetically mediocre cow, while the end result is a group of Top Dollar Angus qualified calves that would be excellent to feed and harvest on a value based grid. Yes, creating genetically superior feeder calves is possible in one generation.

Note – Neogen has conducted extensive research to document the positive correlation between Igenity Beef scores and real world feedlot and carcass performance. For more information, contact Neogen or Top Dollar Angus.

Cow 474 and Her GAR Combustion Sired Calves

Igenity Beef Scores (1–10 scale) shown by trait

TRAIT	COW 474	CALF 1	CALF 2	CALF 3
Average Daily Gain	7	6	6	6
Hot Carcass Weight	5	6	7	6
Marbling	4	8	8	8
Ribeye Area	4	5	5	5
4 Trait Average	5.0	6.25*	6.5*	6.25*

*Qualifies for Top Dollar Angus



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NEWS

ASA Welcomes Dr. Ben Crite. The American Simmental Association is excited to welcome Dr. Ben Crites to the team as the ASA and IGS Director of Commercial and Industry Relations. Ben grew up in southwest Michigan, where his family owns a Christmas tree farm. He received his undergraduate degree from Michigan State University and completed his master's and Ph.D. at the University of Kentucky in reproductive physiology. His doctoral research focused on the impacts of selenium on beef cattle fertility. During his tenure at the University of Kentucky, he also served as an extension associate and assisted with extension programs throughout the Commonwealth.

Most recently, Ben served as the Director of Beef Market Development at STgenetics, where he co-managed the beef

team, conducted customer meetings, and assisted with sire acquisition. Ben and his wife, Jamie, reside in Paris, Ken., with their son, McCoy. As a family, they enjoy traveling and visiting new places together. "We are in exciting times in the US beef industry, with record high prices being captured across the country. As the U.S. cow herd rebuilds, there are great opportunities for producers to utilize Simmental and Sim-influenced genetics to increase performance while keeping mature cow weight in check," Ben shared.



Welcome, Dr. Ben Crites!

About the American Simmental Association. Founded in 1968, the American Simmental Association is headquartered in Bozeman, Montana. ASA is committed to leveraging technology, education, and collaboration to accelerate genetic profitability for the beef industry. In keeping with its commitment, ASA and its partners formed International Genetic Solutions — the world's largest genetic evaluation of beef cattle. Learn more at www.simmental.org.



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How Cattle Performance Affects the Carbon Footprint of Beef

By LAURENTIA van RENSBURG, *Alltech*

With growing global demand for sustainable beef, even small changes, like improving cattle genetics or using better mineral supplementation, can yield big wins for both profitability and the environment.

Beef production plays a significant role in the global food supply chain. It's also among the most efficient protein production systems in many parts of the world. Even though the industry has made significant advances in reducing its environmental footprint, it still faces increasing pressure to reduce greenhouse gas (GHG) emissions, with both the United States and Canadian cattle industries setting aggressive goals to improve their overall environmental footprint. According to the U.S. EPA's GHG emissions inventory, only two percent of U.S. emissions come directly from cattle, with the cow/calf phase being considered responsible for most of these emissions within the beef value chain.

While this conversation often centers around emissions, there is more to sustainability and a cattle operation's environmental footprint.

Sustainability in beef production can be defined as meeting the growing global beef demand by balancing environmental

responsibility, economic opportunity, and social diligence throughout the supply chain. It comprises three very different, yet intersecting pillars – social responsibility, economic viability, and environmental stewardship.

Environmental contributions of cattle – Cattle have many positive environmental attributes. They often utilize byproducts unfit for human consumption, they graze pasture or rangeland unfit for crop production, and they can have a positive impact on carbon sequestration.

The challenge for many beef producers is balancing profitability with sustainability. Rising costs, environmental concerns, and the need for efficient production make it critical for beef producers to adopt strategies that maximize resources while maintaining performance. Improving production efficiency and producing more beef with the same or fewer resources boosts producer profitability and supports economic viability, and it can protect the environment in significant ways.

For example, since most cow/calf producers are paid for the number of pounds weaned, the goal is typically to get as many cows bred, or maximize the pounds weaned, per exposed female.



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By focusing on reproductive efficiency, producers can thus have a significant impact on their bottom line.

Raising beef cattle with a focus on reproductive efficiency

– Reproductive efficiency can be defined as the proportion of cows eligible to be bred that become pregnant during an estrous cycle. It determines the calving-to-conception interval and has the potential not only to improve farm profitability but also to lessen environmental impact, since fewer cows need less land, feed, and water while yielding lower emissions.



By **GEORGEANNE WEBB**, S.C. Charolais Association

I am writing this just as I got back from Knoxville and the Southern Connection Sale. If you missed it, you missed quite a sale! Cattle are hot right now, and it was great to see great cattle sold. We met a lot of new people and saw old friends we only see once or twice a year at sales. We all missed Silas, but we know he is watching from above. It was great to see Bill Mays and Larry Edwards there.

I am tickled because my kids have moved back up here after 25 years. My son-in-law retired from the Navy, and now I have them back. It is the first time in 25 years that we can celebrate Christmas together. My oldest granddaughter is still in Florida at Flagler College, but we will have her here for the holidays.

We are all watching our fall calving, and so far, I have 13 bull calves and two heifers. My herd bull paid attention when I fussed at him last year with all heifers and three bulls.

Just for information, Upstate Livestock Exchange has begun a feeder calf sale on the first Monday of every month. The calves must have two rounds of vaccinations and be weaned up to 60 days, with a minimum of 45 days. Contact Upstate for more information and ear tags.

Check on your neighbors and friends as the weather gets cooler and then cold. I still say, after all we have been through, we are bound to have a blizzard this winter.

Proper nutrition, specifically trace minerals, plays a critical role in reproduction. Maintaining protein and energy balance and trace minerals, including copper, zinc, manganese, and selenium, can help the cow achieve proper body condition scores (BCS), which can lead to higher conception rates, healthier calves, and shorter calving intervals. Supplementation with chelated trace minerals has been shown to reduce days to first service and days open, to improve ovarian activity, and to decrease embryonic mortality.

Supplementing with chelated trace minerals has also been shown to have a profound impact on reproductive efficiency, as measured by:

- Higher calving and weaning percentages
- Earlier puberty in heifer calves
- Improved health and immunity in calves
- Increase in weaning weights

All of these directly impact the number of pounds weaned per exposed female, the producer's profitability, and the operation's environmental footprint.

Environmental impact of nutrition strategies – In a recent university study, the benefits of a chelated trace mineral program compared to an inorganic program were evaluated. Supplementation with chelated trace minerals resulted in an improvement in reproductive efficiency of 2.7 percent, as well as a 4.3 percent improvement in weaning weight. Using these results as an example to calculate and model the potential impact of improvement in reproductive efficiency based on a 100 head cow/calf baseline, the 2.7 percent improvement in reproductive efficiency resulted in a 2.1 percent reduction in emission intensity. And when modeling the 4.3 percent improvement in weaning weight, it accounted for a 1.7 percent reduction in emission intensity.

This clearly demonstrates that small, incremental changes in something as simple as nutritional strategies can positively influence production efficiency, profitability, and environmental sustainability.

A global pathway to sustainable beef – Across the world, industry groups are increasingly focused on raising beef cattle in ways that minimize climate impact. Reproductive efficiency is one of the key drivers to help reach the industry's sustainability goals. Producers are encouraged to look at technologies and/or solutions that can help drive performance through the adoption of mineral programs, precision nutrition, feed additive strategies, and other best management practices, including grazing management, animal health care, and better genetics.

Productivity is a powerful tool for improving the sustainability of food production, including beef, in the face of a growing population and increasing food demands. Improvements in performance are key to the rancher's bottom line and can have a positive impact on their environmental footprint.

Nutritional strategies, including the utilization of chelated trace minerals, can help to optimize health and performance, getting animals to perform as close to their genetic potential as possible. Economic, social, and environmental sustainability do not have to be mutually exclusive. The industry can support all three by continuing to evaluate and implement practical solutions to improve on-farm efficiency, productivity, and profitability for beef producers and the integrated beef supply chain.



American
Gelbvieh Association
NEWS

Steer Challenge and Scale & Rail Contest. The American Gelbvieh Foundation (AGF) continues to help advance the Gelbvieh breed through its support of research and development. For this reason, the AGF continues its Steer Challenge and Scale & Rail Contest. These two projects together will provide the information and funds necessary to generate data sets to advance Gelbvieh carcass merit.

Delivery dates are December 8–12 to Kinsley Feeders, located near Kinsley, Kansas.

Please contact Tom Strahm, AGA commercial marketing director, at tom@gelbvieh.org or 785-547-7999 with any questions.

American Gelbvieh Association Welcomes Academic Year Interns. The American Gelbvieh Association (AGA) is excited to welcome two academic year interns — Kirsten Heselmeyer, AGA communications intern, and Gentry Warner, AGA visual content intern.

“It is truly an honor to get the opportunity to work with such accomplished young ladies as they use their talents to expand the Gelbvieh and Balancer message to the greater beef industry. Their skill sets are incredible and will truly advance the communication efforts of the AGA,” said Megan Underwood, AGA communications coordinator.

Kirsten Heselmeyer, AGA Communications Intern – Heselmeyer will assist the AGA communications department through video creation, writing editorial content for *Gelbvieh World* and *The Profit Picture*, and member communication efforts.

Heselmeyer is from Taylor, Tex., where she grew up showing cattle and judging livestock. She is currently a senior at the University of Nebraska-Lincoln, majoring in agricultural leadership, education, and communications with a minor in animal science, where she is also a member of the livestock judging team.

“I have always been passionate about serving cattle producers, and I feel truly blessed to have the opportunity to do that through my work with the AGA,” said Heselmeyer. “The staff at the AGA is truly world class. Their support of my growth has been such a blessing, and I deeply admire the way they serve members while constantly striving to provide the best experiences and resources possible.”

Gentry Warner, AGA Visual Content Intern – Warner will be expanding the photo library for the AGA communications department throughout the year for images to be used in *Gelbvieh World*, *The Profit Picture*, national advertising, and digital communications.

Warner was raised on a Gelbvieh and Balancer ranch in southwestern Nebraska. She is a junior at Kansas State University studying agricultural communications and journalism. Additionally, she currently serves as the American Gelbvieh Junior Association (AGJA) President.

“I am very honored to have the opportunity to be the AGA visual content intern this year. Photography is something I am very passionate about, so being able to capture media for an industry and breed I care so much about is truly exciting. I look forward to the next year with the AGA team,” said Warner.

Heselmeyer and Warner both began their internships at the beginning of the academic year and will continue through the end of their spring semesters.

About the American Gelbvieh Association. AGA, started in 1971, is a progressive beef cattle breed association representing approximately 1,000 members and approximately 45,000 currently active Gelbvieh, Balancer, and Gelbvieh influenced cows assessed annually in a performance oriented total herd reporting system. The Gelbvieh breed is well known throughout the industry for their maternal strengths and superior growth. With these attributes, Gelbvieh and Balancer cattle fit well into a crossbreeding system.



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World Hereford Conference Comes to Kansas City. More than 700 Hereford breeders from 20 countries, including the United States, gathered in Kansas City, Mo., on October 22–26 for the World Hereford Conference (WHC). Missouri Governor Mike Kehoe proclaimed it Hereford Week.

“This event, which occurs in conjunction with the annual American Hereford Association (AHA) Annual Meeting and Educational Symposium, comes at a time of increasing demand for Hereford genetics,” says Jack Ward, AHA executive vice president. “Especially here in the U.S., more commercial cow/calf producers are incorporating Hereford genetics into their herds for the breed’s proven inherent genetic advantages, which include fertility, docility, longevity, and feed efficiency.”

Governor Kehoe’s proclamation noted, “Hereford seedstock were imported to the United States in 1817 to increase beef production efficiency and continue to serve this purpose through the efforts of dedicated Hereford breeders utilizing genetic improvement tools grounded in cutting edge research.”

The World Hereford Conference takes place every four years when delegates of the World Hereford Council meet to conduct official business aimed at breed improvement and opportunity development. It is a time for Hereford breeders from around the world to network and learn from one another.

Sites for the World Hereford Conference revolve among World



American Hereford Association

NEWS

Hereford Council member countries. The first conference was held in 1951 at Herefordshire, England. The United States hosted the World Hereford Conference for the first time in 1960, in Kansas City, Missouri. The U.S. also hosted the 12th annual conference in Fort Collins, Colo., in 1996.

“This 19th World Hereford Conference is a remarkable

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opportunity for breeders from around the world to share their experience and insights,” Ward says. “We are excited to share U.S. Hereford genetics, perspectives, and hospitality with global stakeholders.”

The week’s events also included the recognition of many American Hereford producers, young leaders, and industry stakeholders, including the Hereford Hall of Fame and Hall of Merit inductees, Golden and Centennial Hereford Breeders, Certified Hereford Beef award winners, the Hereford Commercial Producer of the Year, Hereford Youth Foundation of America scholarship recipients, and winners in the National Junior Hereford Association Fed Steer Shootout.

The week culminated with the Ladies of Royal International Edition Sale and National Hereford Show at the American Royal, where the new National Hereford Queen was crowned. In fact, the first National Hereford Show in 1899 was the foundation of what later became the iconic American Royal.

Next month’s issue will focus on the events of the World Hereford Conference.

International Hereford Breeders Head to Montana. Hereford breeders from around the world came to Montana and prominent Hereford operations ahead of the World Hereford Conference. ?

“We were incredibly excited to welcome international and domestic Hereford seedstock producers to Montana and the World Hereford Conference,” says Jack Ward. “The tours offered in conjunction with WHC were designed to showcase some of the leading Hereford genetics and operations in the nation, provide insights to leading edge production practices, and highlight Montana’s historic role in U.S. beef cattle production.”

Montana is home to plenty of Hereford history and current day breed leaders. The state is also commonly regarded as the fountainhead of Line 1 Hereford cattle, founded in 1934 at the USDA’s Fort Keogh Livestock and Range Research Laboratory in Miles City.

These tours and WHC came at an extraordinary point in the breed’s U.S. history.

“Many of these producers are also using Hereford genetics as an essential component in strategic crossbreeding, magnifying the breed’s genetic advantages through direct and maternal heterosis,” Ward explains.

- Montana herd tour stops and hosts included:
- NJW Polled Herefords in Decker
- L Bar W Cattle Company in Absarokee
- Feddes Herefords in Manhattan
- Churchill Cattle Company in Manhattan
- Storey Hereford Ranch in Bozeman
- Ehlke Herefords in Townsend
- Cooper Hereford Ranch in Willow Creek
- Holden Herefords in Valier

Participants also had the chance to visit the Northern International Livestock Exposition (NILE) in Billings, where they saw local Hereford cattle on display and took part in a fun evening with the Montana Hereford Association.

Hereford News continued on the next page

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Hereford News *continued from the previous page*

“I think the opportunity for all Hereford enthusiasts to make connections and interact with one another during these tour was priceless,” says Shane Bedwell, AHA chief operations officer and director of breed improvement. “I know of nowhere else you’re going to be able to spend time with a really great nucleus of Hereford breeders while getting to see some great Hereford cattle in the process.”

Ward notes successful preparation and execution of this tour was due to the tireless efforts of the tour hosts. He also extends thanks to the Montana Department of Agriculture, Merck Animal Health, Montana Hereford Association, NILE, Western Ag Network, and Trans Ova Genetics for their efforts and support in hosting this historic event.

World Hereford Conference Welcomes Young Breeders Competition. Young cattle producers from around the world came to compete in the Young Breeders Competition, held in conjunction with the World Hereford Conference.

“This is a unique opportunity for the best of the best from across the globe to compete in a range of real world competitions related to day-to-day beef cattle production and to Hereford seedstock production and marketing,” explains Amy Cowan, AHA director of youth activities and foundation.

For instance, competitors scored cattle for performance and phenotype relative to specific production scenarios, demonstrated



their knowledge about cattle nutrition and cattle health, and worked as a team to develop educational presentations on assigned industry topics. Other contests included livestock judging and meat animal evaluation.

“Competition is just a part of the YBC,” Cowan says. “These young producers — leaders in their respective countries — had an opportunity to share their unique insights and to learn from one another.”

Much of the YBC took place at Kansas State University in Manhattan, Kan., before the WHC and remaining competition, which concluded with a team fitting and showmanship contest at the American Royal.

Participating countries select their YBC teams, which are comprised of four members, ages 18–26. This year’s competition featured 11 teams from seven countries, including two from the United States.

YBC sponsors included Merck Animal Health, VitaFerm, Sullivan Supply, and the Kansas Department of Agriculture. As well, U.S. teams received travel scholarships from the Hereford Youth Foundation of America, through the OXO World Traveler Scholarship Fund and the Cottonwood Springs Farm Global Education and Leadership Endowment program.

To learn more about the competition and specific events, visit worldherefordconference.com/ybc.

International Hereford Breeders Tour Texas and Oklahoma. International Hereford producers visited Oklahoma and Texas, touring prominent Hereford operations following the World Hereford Conference.

The Southbound to Cowtown tour offered a unique view of cattle country, American agriculture, and Hereford, while rubbing elbows with stockmen and women who push the breed forward.

In addition to viewing leading Hereford genetics at each tour stop, tour participants saw the historic Fort Worth Stockyards, state-of-the-art sale and embryo facilities, and elite rodeo stock breeding programs. They also visited the Cattlemen’s Congress world class stock show facilities, where they heard from Oklahoma Governor

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American Hereford Association News continued on page 64



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American Hereford Association News *continued from page 62*



Kevin Stitt and Oklahoma Secretary of Agriculture Blayne Arthur. World Hereford Conference tour stops and hosts included:

- Express Ranches in Yukon, Okla.
- Bar A Cattle Company and Genesource in Nocona, Tex.
- GKB Cattle in Desdemona, Tex.
- Buck Cattle Company in Madill, Okla.

- Moore Cattle Company and OKBRAND Fencing in Madill, Okla.
- D&H Cattle Company in Ardmore, Okla.

Ward notes that the successful preparation and execution of the Southbound to Cowtown Tour is due to the tireless efforts of the tour hosts. He also extends thanks to Merck Animal Health, the Oklahoma Department of Agriculture, and the Texas Hereford Association.

International Hereford Breeders Head to Nebraska and Colorado.

Hereford breeders from around the world came to Nebraska and Colorado following the World Hereford Conference.

The Sandhills Sights and Mountain Views tour offered a glimpse of Western cowboy culture, unique AHA research, historic Hereford herds, and the distinct, diverse, and wide open spaces that make up Colorado, Wyoming, and Nebraska.

In addition to viewing leading Hereford genetics at each tour stop, tour participants heard about Merck Animal Health's SenseHub Vence technology, saw part of the Hoffman Ranch Female Sale, visited the historic Haythorn Land and Cattle Company, gained insights into the AHA National Reference Sire Program, and heard from researchers at Colorado State University and AgNext.

World Hereford Conference tour stops and hosts included:

- Hoffman Ranch in Thedford, Neb.
- Snowshoe Cattle Company in Arthur, Neb.
- Van Newkirk Herefords in Oshkosh, Neb.
- Olsen Ranches in Harrisburg, Neb.
- Coyote Ridge Ranch in LaSalle, Colo.
- Colorado State University Spur at the National Western Stock Show Complex in Denver, Colo.

Ward notes that the successful preparation and execution of the Sandhills Sights and Mountain Views Tour is due to the tireless efforts of the tour hosts. He also extends his thanks to Merck Animal Health, the Nebraska Department of Agriculture, and the Nebraska Hereford Association.

About the American Hereford Association. AHA, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations. The not-for-profit organization along with its subsidiaries — Certified Hereford Beef (CHB) LLC, Hereford Publications Inc. (HPI) and American Beef Records Association (ABRA) — provides programs and services for its members and their customers, while promoting the Hereford breed and supporting education, youth, and research.



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A WORD FROM



N.C. A&T Partners on Mental Health Grant to Support Helene Affected Farmers, Communities. Additional mental health services will be available to support farmers, ranchers, and communities affected by Hurricane Helene, thanks to a federal grant from the U.S. Department of Agriculture.

Those services are needed now as much as when Helene struck North Carolina in September 2024, said Crystal Cook-Marshall, Ph.D., director of N.C. AgrAbility and agromedicine coordinator for Cooperative Extension at N.C. Agricultural and Technical State University.

“People have been so busy trying to clean up and get back on their feet that they just now may have enough time to really feel the feelings that came with the events last fall,” said Cook-Marshall.

The \$292,439 grant will be used by the N.C. Agromedicine Institute’s Farm and Ranch Stress Assistance Network-N.C. to provide:

- An updated N.C. Farmer Stress Directory. The directory will be expanded to include resources related to natural disasters
- An expanded N.C. Farm Helpline to offer round-the-clock help with resources, crisis intervention, and emotional support services
- Free, confidential counseling and behavioral health support from peers and providers who understand agriculture
- Free psychological first aid training and mental health literacy for farmers and other agricultural workers
- A project impact report

N.C. A&T, East Carolina University, and N.C. State University are the primary partners of the N.C. Agromedicine Institute, which is based at ECU. The institute can be reached by calling 252-744-1008 or emailing agromedicine@ecu.edu.

People seeking mental health assistance also can call the N.C. Farm Help Line at 844-325-3276 or visit the website, ncfarmstress.org.

The grant is funded through the Rapid Response program of the USDA National Institute of Food and Agriculture.

“This comes at a really good time,” said Cook-Marshall. “People are still asking for help, and they need help. They’re going to need help for a long time.”

N.C. A&T Announces Double Master’s Degree Pathway: “Ag MBA.” N.C. Agricultural and Technical State University is introducing a double master’s degree pathway for spring 2026 that allows students to receive dual degrees in business administration and agricultural and environmental systems — all within two years.

This innovative, 45 credit hour course of study — jointly

developed by the College of Agriculture and Environmental Sciences (CAES) and the Willie A. Deese College of Business and Economics — marks a historic milestone as the first double master’s degree pathway at N.C. A&T.

“This is the only one of its kind in the country with this kind of structure and this curriculum,” said Antoine Alston, Ph.D., CAES associate dean of academic studies. “This is going to allow students to save money and finish their degree at an accelerated pace.”

The CAES master’s degree features a concentration in agribusiness and food industry management.

Kenrett Jefferson-Moore, Ph.D., chair of the CAES Department of Agribusiness, Applied Economics, and Agriscience Education, said the college has received a lot of interest in this pathway from students, many of whom are starting their own farms and food businesses.

While CAES offers a master’s degree with a concentration in agribusiness, Jefferson-Moore said the dual degree offers students a more comprehensive business education, including strategic marketing, logistics management, and business analytics.

“I think this collaboration is the best thing ever,” she said.

Eric M. Gladney, Ph.D., assistant dean of the Deese College and MBA program director, said the double degree gives students a tremendous advantage.

“It provides the opportunity to pair the leadership strategy and financial expertise of the MBA with the applied knowledge of the global food systems, sustainability, and supply chain management,” he said.

“Agriculture accounts for 1/5 of our gross domestic product,” Alston said, noting that it is a \$111 billion industry in North Carolina alone and the state’s largest industry.

“This industry is going to require individuals with the knowledge, skills, and disposition to understand the market and the intricacies that make up the agricultural, food, and environmental industry, which is different from other types of enterprises,” he said.

The pathway will emphasize experiential learning through internships and practicum opportunities with leading industry partners.

“This pathway is going to be a game changer for North Carolina agriculture,” said Alston.

Those interested in applying can go to aggieadmissions.ncat.edu/graduateadmissions or call The Graduate College at 336-285-2366. The application deadline for spring 2026 is November 15.

Market Matters

– Advice for Maximizing Beef Sale Prices

By WES CHISM, *Gallagher Animal Management*

Beef prices across North America are at record highs, fueled by strong consumer demand and historically tight cattle supplies. The U.S. beef herd is at its smallest in decades, and producers who are well positioned to deliver consistent, high quality livestock are capturing premiums that can significantly boost profitability.

But higher prices don't guarantee higher profits. From what I hear in conversations every week, the ranchers doing best today aren't just selling cattle; they're marketing them strategically. They're balancing timing against costs, planning ahead instead of reacting, and leveraging programs that reward transparency.

Below are some reflections — and warnings — drawn from recent market behavior and what I've seen in the field. My goal: to help you make actionable decisions that protect margins and maximize sale prices.

Market Realities & Why Timing Matters – “Cash is still king.” That's how many cattlemen put it to me. When the market or a marketing avenue presents the best return, they'll jump on it. But timing can't just be about cash flow. There are multiple moving parts — seasonality (pasture cycles, forage availability), operational constraints (feed, labor, weather), and sometimes external pressures (harvest season, crop focus, drought). Instead of being quick to react to these conditions, those who plan, recognize trends, and can time sales to match market windows — for example, when demand for a specific weight class of calves or branded programs is at a peak — tend to do better.

As we move into fall and harvest season, many producers market cattle simply to reduce the workload so they can focus on crops. While that's understandable, it can mean leaving dollars on the table. Record high beef prices have also pushed aged bulls and cows to market earlier than usual. That has tightened supplies even further, driving up replacement female prices and forcing producers to rethink breeding schemes. Many are shifting strategies to emphasize pounds of beef produced or to breed their own replacements on-ranch instead of depending on the outside market.

Regional dynamics also shape sale strategy. Northern operations are heavily spring calving, so calves are hitting the market now. Southern operations, with a more temperate climate, have more flexibility with calving seasons and therefore have options when it comes to markets. In parts of the southern Midwest, wheat pasture plays a big role, while in the northern plains, smaller farmer-feeders and grow yards influence marketing decisions. Everywhere, forage availability dictates when calves move.

Across all regions, though, the message is the same — timing and data matter.

Beyond Paperwork – Traceability & Verification – While

most ranchers are already following good animal husbandry practices, many are missing premiums by not documenting it. As I like to remind folks, sometimes it's as simple as filing the paperwork that proves you're already doing the right thing.

Premium markets — grassfed, organic, breed specific, or “never ever” health protocols — aren't just buzzwords. They're real pathways to higher bids, and they all demand traceability back to the ranch. Consumers seek information regarding the origins of beef, while retailers aim to ensure consistent quality and reliability. Electronic ID tags and verification programs make this achievable without adding huge labor.

In the U.S., adoption is unmandated compared to Canada's traceability schemes, but programs rewarding early adoption are expanding rapidly. Producers who step into verification early are the ones securing access to branded programs, direct-to-consumer premiums, and export markets. This transparency helps manage risk (e.g., disease outbreak) and allows cattlemen to build stronger relationships with buyers.

Animal Performance & Weighing – Capturing Value – Weighing at the right time is one of the simplest ways to add dollars to your bottom line. With forward contracts, for example, hitting the specified delivery weight can be the difference between making money and losing it. I've seen it firsthand in Auto Weigher data from ranchers where tracking gains in real time helped them adjust feed rations and nail their delivery targets.

Cattle on grass is another clear example. Too often, calves are left out longer simply because “that's how we've always done it.” But when weight gains plateau and forage quality drops, each extra day actually eats into margin. The ranchers who weigh and track condition scores and study the growth curve know exactly when to sell and consistently outperform those relying on gut feel.

Of course, genetics set the ceiling. But without the right nutrition and monitoring, you won't get close to realizing that potential. Poor nutrition, neglect of health or disease, or bad pasture management can erase the gains of good genetics.

What to Watch – Maximizing market potential means being aware of the risks. As the saying goes — hope for the best, plan for the worst.

- **Upfront costs** – Tags, data systems, verification, or certification auditing require time and money. Poorly implemented systems can cost more than they return. Finding the right support is vital.

- **Market fragmentation** – Too many different certifications or labels dilute consumer recognition.

- **Regulatory uncertainty** – Rules around traceability (disease, animal health, cross state transport) are shifting. Being proactive helps, but you also need to follow policy and watch changes so you

are not caught off guard.

- *Emerging animal health threats* – Recent concerns about the New World screwworm show how quickly pests and pathogens can resurface and threaten livestock health, animal welfare, and ranch profitability. Even the perception of risk can disrupt markets and increase costs of production.

- *Climate, drought, and feed supply remain wildcards* – Even the best genetics and traceability cannot compensate if you lack feed or shelter or are forced to liquidate because of unpredictable weather.

What Ranchers Can Do – Here’s what I would focus on for my own ranch – and what Gallagher is working to enable.

- Adopt traceability and verification programs early, even before buyers ask. EID tags, health records, pasture, and cattle movement history. It will take some work upfront, but once systems are in place, the incremental cost per animal is often low, and the payoff in premium markets or export opportunities can be large.

- Weigh more often and use automated weighing tools. Systems like mobile chutes with scales or passive in-pasture weight collection devices like the Auto Weigher deliver real time or near real time data, enabling quick adjustments in nutrition, pasture rotation, and sale timing.

- Use data platforms that integrate animal performance, genetics, feed input, and traceability so that you can see trends across your herd, benchmark against peers, and understand when an animal is

underperforming or ahead of expectations.

- Engage in forward contracts, value added, and branded beef programs where possible (e.g., organic, grassfed, breed or welfare certified, export).

- Benchmark costs and production drivers. Don’t let hidden expenses erode your margins. Feed costs, weaning rates, stocking rates, and pregnancy rates. The fewer surprises you have on the cost side, the more control you have over margin.

- Broaden marketing channels by exploring direct sales, video auctions, value added or branded programs.

Outlook – For ranchers who want to maximize sale price and protect margin in what looks like a robust but volatile market, the twin pillars are:

- *Animal performance* – genetics plus nutrition, condition, accurate and frequent weighing, and data tracking.

- *Traceability and verification* – so that you can access premium markets, tell the story of your beef, meet buyer/consumer expectations, and guard against risk.

If you get those right, timing sales to match market demand (whether it’s via direct-to-consumer, branded, export, or value added programs) becomes much less of a gamble.

I believe that those who invest now in traceability, performance tracking, and thoughtful marketing will see far better returns, not just in price per head, but also in long term value, market access, and resiliency.

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Alleghany	2	Dare	0	Lee	4	Robeson	24
Anson	1	Davidson	4	Lenoir	1	Rockingham	8
Ashe	0	Davie	3	Lincoln	2	Rowan	3
Avery	0	Duplin	11	McDowell	4	Rutherford	5
Beaufort	1	Durham	0	Macon	66	Sampson	5
Bertie	0	Edgecombe	3	Martin	2	Scotland	0
Bladen	1	Forsyth	5	Madison	2	Stanly	18
Brunswick	1	Franklin	11	Mecklenburg	0	Stokes	16
Buncombe	22	Gaston	1	Mitchell	0	Surry	8
Burke	24	Gates	0	Montgomery	0	Swain	0
Cabarrus	3	Graham	17	Moore	9	Transylvania	2
Caldwell	4	Granville	1	Nash	12	Tyrrell	0
Camden	0	Greene	2	New Hanover	0	Union	4
Carteret	0	Guilford	22	Northampton	0	Vance	1
Caswell	4	Halifax	1	Onslow	4	Wake	10
Catawba	19	Harnett	5	Orange	1	Warren	4
Chatham	4	Haywood	18	Pamlico	0	Washington	3
Cherokee	0	Henderson	4	Pasquotank	1	Watauga	2
Chowan	1	Hertford	0	Pender	0	Wayne	6
Clay	1	Hoke	1	Perquimans	4	Wilkes	16
Cleveland	6	Hyde	0	Person	1	Wilson	17
Columbus	2	Iredell	11	Pitt	9	Yadkin	1
Craven	2	Jackson	0	Polk	0	Yancey	2

Grand Total 549

New NCCA Members for 2025

During the Membership Committee meetin at the 2007 N.C. Cattle Conference, members decided to list the name and county of residence of **NEW** members of NCCA in *The Carolina Cattle Connection*. A new member is someone who has never been a member or has rejoined after a brief break in their membership. Below is a list of NCCA’s new members:

Alexander County

Jacob Watson – Left Hand Cattle Company

Caldwell County

Erin Shows – Shows Family Farms

Columbus County

Dalton Worley – D&H Farms

Cumberland County

Mark Reynolds – Black River Farm

Duplin County

Tommy & Jody Brown – Crooked Fence Ranch
Cameron Hall

Justin Thomas – JCT Farms

Guilford County

Chase Day – Stoney Run Farms

Johnston County

Katherine Potter

Onslow County

Rick Murray – RMAD Farm
Gene Taylor – Riggs Heritage Farms

Richmond County

John Dewitt – John Dewitt Farms

Robeson County

Willoughby Farms
Alvin Lowry

Stanly County

Patricia A. Edwards – AE Farm

Union County

Bryine Simpson – Dirt Road Farm

Wake County


Tomas Gonzalez

Wilkes County

Alvin E. Call

Yancey County

Zach Fender
Roger L. Young – Wyatt Town River Oak Farms



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Western N.C. Agriculture Rebuilding After Hurricane Helene

By AMANDA KERR, N.C. State University

When Hurricane Helene reached western North Carolina on September 27, 2024, it brought with it unprecedented winds and rain that devastated a mountainous region not typically impacted by tropical weather.

A year later, the damaged communities are largely cleared of debris, and many businesses are back up and running. But a full recovery will take years as the ripple effect of the storm continues to impact infrastructure, ongoing building repairs, and a landscape permanently changed by torrential flooding.

Jeffrey Dorfman, Hugh C. Kiger Distinguished Professor of Agricultural and Resource Economics at N.C. State University, recently sat down to talk about the historic impact Hurricane Helene has had on western North Carolina, how the area's economic recovery is going — particularly for the agricultural industry, which experienced massive damage to fields, crops, and facilities — and what challenges still lie ahead.

Overall, how did Hurricane Helene affect western North Carolina's economy? Helene impacted western North Carolina's economy in almost every way possible. Farms were damaged, homes were destroyed, businesses suffered damage and long closures due to the lack of utilities or passable roads, and tourism revenue was lost. According to the North Carolina Office of State Budget and Management, damage cost estimates have ranged as high as \$59 billion if you include money needed to be spent on repairs. Damages, lost revenue, and repair estimates for agriculture run as high as \$5 billion.

What was the hurricane's impact on farms and the agricultural industry in the region in the weeks and months following the storm? Western North Carolina is home to a large number of small farms — focused on cattle, fruit, and vegetables (often organic), and Christmas trees. These are exactly the sort of farms that are least able to bear such burdens, as smaller farms don't have the same access to capital as large ones. Equipment was damaged or lost, infrastructure (barns and fences) was destroyed, crops were washed away (especially fall vegetables and Christmas trees), and then the difficulties in travel meant a loss of access to both markets and customers. People had to focus on surviving and slowly rebuilding as they could.

What economic challenges are the region's farmers and agricultural industry still facing a year later? The main economic challenges to western North Carolina farmers today are regaining their customers and replacing lost equipment and infrastructure. Many farms earn significant revenue from pick-your-own or roadside stand-type operations, and if tourists don't return, their revenue potential is limited. Infrastructure will take years to replace, and financing the replacement will be difficult for most farmers unless the aid keeps flowing. Many farms had soil

damage, with mudslides destroying their fields or making the soil less productive and harder to work, which could lessen their yield. Christmas trees take years to grow, so if the stock that was ready or near ready for market was wiped out, farmers will have to invest years to get back to a normal, steady annual production.

How do these agricultural losses and challenges ripple out to affect everyday North Carolina families and local businesses?

In western North Carolina, if farmers are struggling financially, many smaller towns will also struggle, as farm families represent a significant source of local spending. The aid that the state government has been providing to western North Carolina means there are fewer funds available for everything else that the state might want to do, likely for several years to come.

What factors will be most important in helping farms and the regional market rebound? The keys to recovery will be:

- restoring the infrastructure, including roads and farm assets that were lost;
- regaining tourism spending in the region, particularly restaurants, so that there are local customers for the farm products of the many smaller, local farms; and
- providing advice on how to adapt agricultural practices on soils that may now be different agronomically than they were before.

What does the long term outlook look like for the region's agricultural economy? I believe that western North Carolina and the region's agriculture will fully recover as the residents are tough and the area is too beautiful for tourists to stay away from permanently. Restaurants and tourists are already coming back — I have been myself — and I expect that to continue. A full recovery may take five to ten years, but if the federal and state governments maintain some support, western North Carolina will come all the way back.



An N.C. State University Extension specialist surveys a farm in western North Carolina.

A Message from the CEO

A Clear Vision in Fascinating Times

By COLIN WOODALL, *National Cattlemen's Beef Association*



I chose the word fascinating because it best describes the state of the cattle and beef business today. “Interesting” doesn’t do enough to describe what we are seeing, and “challenging” is just too negative. We are seeing this industry experience a combination of big wins, tremendous opportunities, and historic prices in addition to the ever present challenges. Through it all, we remain focused on NCBA’s mission — “to be the trusted leader and definitive voice of the U.S. cattle and beef industry.”

Since our association’s founding in 1898, there have been any number of times this association could have blown apart. The strength that comes from being a grassroots organization directed and led by its members is why we are still here and successful today. The heart of NCBA is our member directed policy making process.

Each year during CattleCon and the Summer Business Meeting, NCBA’s policy committees meet to discuss and debate industry issues and to determine our stance on everything from taxes to trade. NCBA’s Board of Directors then has the chance to weigh in on the policy committees’ work before ultimately sending every action out to the entire NCBA membership for a vote. If you’re a member, you just got your ballot last month. In each step of the process, it is the voice of the cattle producer member that influences and determines where NCBA goes.

The opportunity for debate and dissension is critical to the success of our policy process. We have members in all 50 states, but cattle production in Hawaii looks a little different from what it does in Ohio. All NCBA members aren’t going to agree on every issue we tackle, but we must have the chance to debate and develop a policy we can work from. Our policy process allows that to happen. Even after the debate, there won’t be total agreement, but as you look at our policy book, I would bet we all agree on more than 90 percent of it. Our policy serves us well, as demonstrated with all the wins we secured in the One Big Beautiful Bill this summer. Had we not been prepared and firm in our policy, we would have lost this huge opportunity.

Cattle producers direct this association more than just twice a year at the industry meetings. In fact, it happens almost daily. As CEO, I am accountable to all of you for my actions in implementing the direction you set for NCBA. Each Monday morning, I am on the phone with NCBA President Buck Wehrbein to share information, updates on issues, and to talk strategy. I’ve done this weekly call with every president I’ve served under. It gives them a weekly opportunity to evaluate my performance. Those Monday calls are rarely the only time we talk because something is always happening that the president needs to know about.

Every Tuesday morning, the entire NCBA officer team has a call to talk about issues, budgets, personnel, and execution of NCBA’s strategic plan and policy priorities. Sometimes they are just with me, but many times we bring other members of NCBA’s staff in to brief the officers and talk through our strategy. Much like our policy committees, the officers don’t always agree, but they debate each other, make a decision, and support the decision as we leave the

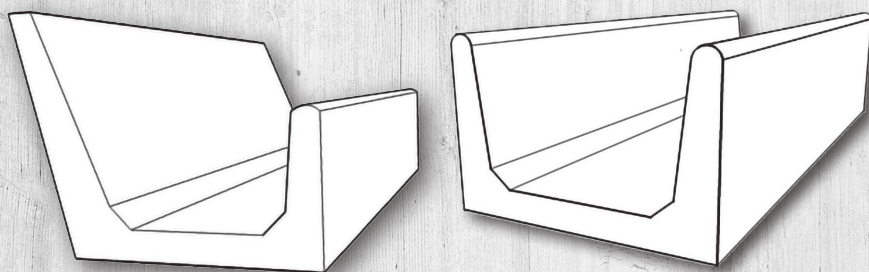
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call. Again, my performance, and the performance of the whole staff team, is evaluated by the officers each week.

Another layer of transparency and accountability comes through NCBA's Executive Committee that meets each month. Four times a year they meet in person, and the other months they meet by video conference. Just like the officers, policy committee members, and Board of Directors, the voting members of the Executive Committee are cattle producers. Each meeting gives them the chance to discuss and debate the direction we are taking. In late October, they were all in Denver to finalize the next NCBA Strategic Plan that the board will vote on during CattleCon in Nashville. In addition, our partner organizations, such as the state cattlemen's associations and state beef councils, provide input, feedback, advice, and counsel on the work we are doing. When it comes to multiple levels of transparency and accountability, few do it better than NCBA.

Collectively, your NCBA volunteer leaders and staff have a lot to do this fall. We remain focused on protecting you against New World screwworm. We are working daily with our state partners, USDA, the White House, and Congress to make sure we have the resources

we need for this fight. While New World screwworms aren't unique to cattle, the cattle industry is definitely leading the fight. Our work with the Trump administration will increase as more officials are confirmed by the Senate and put to work. The Endangered Species Act reform, protecting the rights of grazing permittees on federal lands, rolling back onerous and obstructive environmental rules, and helping President Trump finish key trade deals are high priorities. As Congress begins to look at the 2026 midterm elections, we will accelerate our Political Action Campaign (PAC) fundraising to help protect our friends in Congress and work to get more friends elected. There is never a shortage of work at NCBA.

Every day, NCBA is working for you, and, as you read above, we have nothing to hide and are proud of the way we conduct business. That is the sign of a healthy organization built on grassroots direction, transparency, and accountability. These are fascinating times, and fascinating times require cattle producer leadership and engagement to seize opportunities and work to protect our way of life. Thanks for being a member, and be sure to ask your neighbors if they are, too.

Senate Agriculture Committee Advances

Key Wildfire Bill. The Senate Agriculture, Nutrition, and Forestry Committee recently advanced the bipartisan and bicameral Fix Our Forests Act (FOFA) out of committee. The National Cattlemen's Beef Association (NCBA) and Public Lands Council (PLC) support full Senate passage of this legislation that directs federal agencies to expand the use of livestock grazing to reduce the risk of catastrophic wildfire across the West.

"The established science is clear: grazing can reduce wildfire risk by up to 80 percent. Given the widespread risk of catastrophic wildfire, the federal government must better utilize grazing to combat the wildfire crisis. The Fix Our Forests Act will help to unleash the conservation prowess of ranchers by limiting frivolous litigation and streamlining government processes to reduce fuel loads on the landscape at a much faster pace," said NCBA Executive Director of Natural Resources and PLC Executive Director Kaitlynn Glover. "By expediting environmental reviews and cutting government red tape that delays critical projects, this bill will increase



the resiliency of our treasured national forest system at no cost to taxpayers. NCBA and PLC thank Chairman John Boozman and Ranking Member Amy Klobuchar for working to get this bill out of committee and look forward to a full floor vote."

Senators John Curtis (R-Utah), John Hickenlooper (D-Colo.), Tim Sheehy (R-Mont.), and Alex Padilla (D-Calif.) introduced the Senate version that passed out of committee. House Natural Resources Chairman Bruce Westerman (R-Ark.) and Representative Scott Peters (D-Calif.) introduced the House version of FOFA that passed the House earlier this year. NCBA and PLC strongly urge Senators to vote in favor of this legislation so President Trump can swiftly sign it into law before the 2026 wildfire season.

About the Public Lands Council. PLC represents public lands ranchers in Washington, D.C. Since 1968, PLC has worked with Congress and the federal land management agencies to maintain a stable business environment in which livestock producers can conserve the West and feed the nation and world. Visit www.publiclandscouncil.org to learn more.

NCBA President's Report

The Currency of Trust in the Cattle Business

By **BUCK WEHRBEIN**, *National Cattlemen's Beef Association*



In today's fast moving world, trust isn't just a virtue; it's a competitive advantage. In the cattle business, trust is the currency that fuels everything from policy partnerships to consumer loyalty. And like any currency, it must be earned, protected, and wisely invested.

History often offers us our best lessons. If you ever want a long conversation with me, ask me about the Dust Bowl. But today, I'm thinking about the '80s and '90s, a time when beef quality faced real challenges. Some of you lived through it; some of you hadn't even been born yet. But it was a time that posed real problems for the beef business. We only got through it by coming together to find solutions and a new path forward. That path was one focused on the consumer and what they expected from us, particularly beef quality and beef safety. That path forward is one of the things uniting us now. That shared journey is what has created unprecedented demand and record high prices for our product. Focus on the consumer and high demand for our product are driven by years of commitment, innovation, and the trust we've earned.

Every celebration — whether it's a backyard barbecue, a holiday meal, or a quiet dinner with family — often centers around a high quality beef meal. That's no accident. It's the result of decades of hard work by cattle producers, industry leaders, and the National Cattlemen's Beef Association, who have strategically invested in tools that support beef quality, safety, and animal care. Through bold changes and unwavering commitment, we've elevated our product to new heights. Today's beef is more consistent, flavorful, and high quality than ever before, and I'm confident it will just keep getting better. But progress alone isn't enough; we must also take credit for it. That means telling our story proudly, proactively, and with purpose.

For NCBA, trust isn't a passive asset — it's an active strategy. We build it through transparency, consistency, and a relentless commitment to representing cattle producers nationwide.

Our relationship with elected officials is a prime example of trust in action. These leaders rely on NCBA not just for policy recommendations, but for integrity. They trust us to be a credible voice — grounded in science, economics, and the lived experience of our members. That trust earns us a seat at the table when decisions

are made, not just a reactionary role after the fact.

Whether it's advocating for fair trade, defending property rights, or shaping tax policy, our credibility is our leverage. It's built one conversation at a time. You'll find a full review of this year's wins in the State of NCBA section of the October issue of *National Cattleman*; it's one of the many great articles.

There's something else I've been considering over the past several months. I've been reflecting on how the landscape of trust has shifted since the pandemic. Across many areas of public life, institutions that were once relied upon are facing new questions and scrutiny. While this scrutiny may, in many cases, be warranted and perhaps long overdue, it is also changing the landscape for NCBA and the cattle business.

The tools and technologies that safeguard animal health and food safety are critical for us as cattlemen and women. These tools and technologies help support efficient, sustainable production; these are essential. And just as importantly, so is the trust behind them. When doubt arises, whether here at home or among our international trading partners, we have a responsibility to respond in a transparent manner consistent with NCBA's longstanding path that is rooted in a strong foundation in science and care that we've built for decades.

NCBA's role has always been to stand firmly behind our industry's commitment to rigorous standards, quality beef, and responsible stewardship. That commitment doesn't just depend on outside validation — it's also rooted in our own values and the pride we take in how we raise cattle on our farms and ranches.

Trust isn't something earned once and kept forever; it's something we build every day. It's earned over years, and it can be revoked in an instant. For NCBA, our members and our partners throughout the beef supply chain, trust is what allows us to act with speed, confidence, and clarity. As we look to the future, let's remember that trust is built through relationships. In the beef business, those relationships remain our greatest strength.



If you're **not at the table**,
you're on the menu.

To **keep cattle producers at the table** for important conversations in Washington, we need a **strong membership**. Help secure the **future of our industry** by recruiting your friends, family and neighbors to **join our fight**. Recruit new members and be rewarded for your support with special gifts and prize drawings!



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Join NCBA and stand with fellow cattlemen and women, creating a powerful network that advances the interests of the cattle industry. Together, we strengthen our rural communities and our industry, preserving a heritage that is the backbone of America and your family's legacy.



National Cattlemen's
Beef Association



The National Cattlemen’s Beef Association is fighting for American Cattle Producer’s rights in Washington, D.C. with policies created by cattlemen, for cattlemen. NCBA begins and ends with individual members.

As a grassroots driven organization, individual producers set the course for NCBA’s advocacy work in Washington, D.C. by submitting policy resolutions on the local and state level. NCBA’s 44 State Affiliate associations present their desired proposed policies at NCBA national committee meetings. From there, proposed resolutions are voted on. After proposed policies pass through national meetings, a ballot is sent to every NCBA member where they have the choice to vote for or against all proposed policies. Once approved, passed resolutions become official NCBA policy for the next 5 years.

NCBA MEMBER BENEFITS:

- **New Members** receive a FREE 1L Bottle of Cydectin Pour-On from Elanco
- **Members receive BIG discounts at:**
 - » AmeriWind Fans
 - » Big Bend Trailers
 - » Cabela’s & Bass Pro Shops
 - » Caterpillar Equipment
 - » Cowboy Cauldron
 - » Dell Technologies
 - » Ferrellgas
 - » John Deere
 - » Montana Silversmiths
 - » New Holland
 - » Roper & Tin Haul Apparel
- **Communication**
 - » Monthly subscription to National Cattlemen Newspaper and Magazine
 - » Weekly Beef Bulletin email newsletter

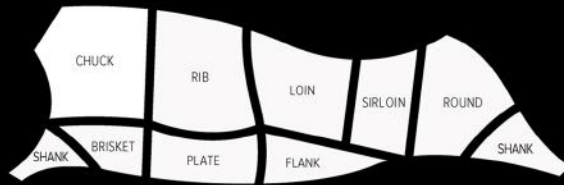
NCBA POLICY WINS:

- Secured a Supreme Court victory to curb Waters of the United States (WOTUS) regulation.
- Sued the Environmental Protection Agency to block further WOTUS regulation.
- Led the call to halt beef imports from Brazil and Paraguay for animal health concerns.
- Secured reauthorization of animal health legislation to keep cattle medicines and treatments available to cattle producers.
- Defended farmers and ranchers from burdensome environmental regulations.



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BEEF CUTS

AND RECOMMENDED COOKING METHODS

CHUCK		RIB		LOIN		SIRLOIN		ROUND		INGREDIENT CUTS	
Arm Chuck Roast 	Cross Rib Chuck Roast 	Prime Rib Roast 	Porterhouse Steak 	Top Sirloin Steak LEAN 	Top Round* LEAN 	Kabobs* 					
Arm Chuck Steak 	Shoulder Roast LEAN 	Ribeye Steak, Bone-In 	T-Bone Steak 	Top Sirloin Petite Roast LEAN 	Top Round Steak* LEAN 	Stew Meat 					
Blade Chuck Roast 	Shoulder Steak* LEAN 	Back Ribs 	Strip Steak, Bone-In LEAN 	Top Sirloin Filet LEAN 	Bottom Round Roast LEAN 	Strips 					
Blade Chuck Steak* 	Ranch Steak LEAN 	Ribeye Roast, Boneless 	Strip Steak, Boneless LEAN 	Coulotte Roast 	Bottom Round Steak* LEAN 	Cubed Steak 					
7-Bone Chuck Roast 	Flat Iron Steak 	Ribeye Steak, Boneless 	Strip Petite Roast LEAN 	Coulotte Steak LEAN 	Bottom Round Rump Roast LEAN 	Ground Beef and Ground Beef Patties 					
Chuck Center Roast 	Top Blade Steak 	Ribeye Cap Steak 	Strip Filet LEAN 	Tri-Tip Roast LEAN 	Eye of Round Roast LEAN 	Shank Cross-Cut LEAN 					
Denver Steak 	Shoulder Petite Tender LEAN 	Ribeye Petite Roast LEAN 	Tenderloin Roast LEAN 	Tri-Tip Steak LEAN 	Eye of Round Steak* LEAN 	Tenderloin Tips 					
Chuck Eye Roast LEAN 	Shoulder Petite Tender Medallions LEAN 	Ribeye Filet LEAN 	Tenderloin Steak (Filet Mignon) LEAN 	Petite Sirloin Steak 	BRISKET LEAN 		Inside Skirt* 				
Chuck Eye Steak 	Short Ribs, Bone-In 	KEY TO RECOMMENDED COOKING METHODS Grilling Oven Roasting Stewing Braising Skillet-to-Oven Stir-Fry Broiling Skillet Cooking Pressure Cooking Indirect Grilling Smoking *Marinate before cooking for best results		Sirloin Bavette Steak 	Brisket Point 	Flank Steak* LEAN 					
Country-Style Ribs 	 Funded by Beef Farmers and Ranchers © 2021 Cattleman's Beef Board and National Cattleman's Beef Association ARMSF	 A cut of cooked fresh meat is considered "lean" when it contains less than 10 grams of total fat, 4.5 grams or less of saturated fat and less than 95 mg of cholesterol per 100 grams (3 1/2 oz) and per RACC (Reference Amount Customarily Consumed), which is 85 grams (3 oz).		BRISKET & PLATE & FLANK 		Short Ribs, Bone-In* 					

CattleCon 2026 Brings Grand Ole Opry Back to Historic Ryman Auditorium. Country music will come to life during CattleCon 2026. Registered attendees will have the opportunity to experience the Grand Ole Opry in the historic Ryman Auditorium.

The Ryman is a world renowned concert hall and the home of one of music's most iconic, well known stages. Built more than 130 years ago, the beloved Nashville landmark will host two Cowboys Night at the Opry shows the evening of February 5.

The Boots on Broadway (*Almost*) event on February 4 will get the honky tonk party started. This signature event at Luke Combs' Category 10 will feature southern bites and music from fan favorite Paul Bogart.

In addition to these evening events, musical talent will be found around every corner of the Music City Center and along Lower Broadway. CattleCon attendees won't have to go far to find country tunes that get their boots tappin'.

Make plans to attend CattleCon 2026 and be "Where the Beef Industry Meets!" Along with top notch entertainment, the business of the beef industry will take place with policy and Checkoff committee meetings, educational sessions, live animal handling demonstrations, the seven acre NCBA Trade Show, and engaging conversations.

Getting to Nashville is made easier with discounted flights on United, a registration payment plan, and free One Day Only Thursday registration for the first 250 FFA and 4-H members to register. Cattle producers attending CattleCon 2026 are also eligible to apply for the Rancher Resilience Grant, which provides reimbursement for registration and up to four nights hotel. For more information and to apply, visit www.ncba.org/producers/rancher-resilience-grant.

A variety of registration options are available, and all include Cattlemen's College education sessions and demonstrations. For more information and to register and reserve housing, visit convention.ncba.org.

Top 5 Reasons to Attend CattleCon 2026

1. Stay Ahead of the Curve – Prominent industry leaders attend CattleCon to share their knowledge and ask questions of other producers, scholars, and professionals so that they can continue to have an edge over their competitors. Take charge of your future and your success by networking with producers from Hawaii to



UPDATE!

New York and participating in workshops, tours, and sessions that will beef up your expertise. New and exciting this year, Cattlemen's College, sponsored by Zoetis, is available to all registered attendees!

2. Mingle and Be Inspired – There's no shortage of well known figures attending CattleCon 2026 – whether it's a long time cattle industry member you've looked up to, decorated NASCAR driver Dale Earnhardt, Jr., or country music radio host Bill Cody! Attend the general sessions to be inspired by big name speakers, or wander the NCBA Trade Show floor and run into cattle industry members who've been in the business for decades.

3. Take Home New Tools – The NCBA Trade Show has miles of exhibitors who are prepared to elevate your operation's profitability and longevity and help you conquer the unique challenges facing your herd and business. Leave Nashville confidently with new tools, a software program you've wanted to try, or a partnership that will support your goals.

4. Showstopper Entertainment – Do you like to boot scoot and boogie? Do you enjoy live music while sipping a refreshing drink with your friends? Enjoy all of this and more during events like Cowboys Night at the Opry, the Roto-Mixer Pre-Party, Boots on Broadway (*Almost*) at Luke Combs' bar, daily live music in the NCBA Trade Show, and evening receptions to celebrate the greatest in the industry. With this jam packed schedule, there won't be a lack of fun festivities.

5. A Brand New Location – CattleCon has never been held in the heart of Nashville, and this is your chance to experience it for the first time with your family and peers. Extend your visit to explore the historical sites, legendary music studios and venues, or to create memorable moments with your kids! We've got a list of recommendations for what to see while you're in Nashville.



National Cattlemen's Foundation Accepting Applications for CME Group Beef Industry Scholarship.

The National Cattlemen's Foundation (NCF) encourages college students pursuing careers in the beef industry to apply for the 2026 CME Group Beef Industry Scholarship. Ten scholarships of \$1,500 each will be awarded.

Introduced in 1989 and sponsored by CME Group, the scholarship identifies and encourages talented students who play a vital role in the future of food production. Students studying education, communication, production, research, or other areas related to the beef industry are eligible to apply for the annual scholarship program.

"We are pleased to partner with the National Cattlemen's Foundation and National Cattlemen's Beef Association to continue our support of the CME Group Beef Industry Scholarship program," said CME Group's John Ricci, managing director and global head of agricultural products. "CME Group has played a role in agribusiness for the past 180 years, and we are honored to keep that tradition going by supporting the future leaders of this industry."

Eligible applicants must be a graduating high school senior or full time undergraduate student enrolled at a two or four year institution. The application process includes submitting a one page letter expressing career goals related to the beef industry, a 750-word essay describing an issue in the beef industry and offering solutions to this problem, and two letters of recommendation. The applicant or a family member must be a member of the National Cattlemen's Beef Association.

The application deadline is November 7 at 6:00 p.m. For more information and to apply, visit www.nationalcattlemensfoundation.org. Scholarship winners will be announced during CattleCon 2026.

Organized in 1972, NCF is a 501(c)(3) nonprofit organization providing charitable, scientific, and educational activities to benefit the cattle industry.

Argentinian Beef Import Plan Harms U.S. Cattle Producers. NCBA recently responded to comments from President Donald J. Trump that suggested importing Argentinian beef as a solution to lower beef prices. NCBA's family farmers and ranchers are



National Cattlemen's
Beef Association

NEWS

concerned that rewarding Argentina with this expanded access to the U.S. market harms American cattlemen and women while also interfering with the free market.

"NCBA's family farmers and ranchers have numerous concerns with importing more Argentinian beef to lower prices

for consumers. This plan only creates chaos at a critical time of the year for American cattle producers while doing nothing to lower grocery store prices," said NCBA CEO Colin Woodall. "Additionally, Argentina has a deeply unbalanced trade relationship with the U.S. In the past five years, Argentina has sold more than \$801 million of beef into the U.S. market. By comparison, the U.S. has sold just over \$7 million worth of American beef to Argentina. Argentina also has a history of foot-and-mouth disease, which, if brought to the United States, could decimate our domestic livestock production."

Although beef prices have increased, consumer demand for beef remains strong because of the work American cattle producers have done to improve the quality and safety of U.S. beef. We call on President Trump, Secretary Rollins, and members of Congress to let the market work, rather than intervening in ways that do nothing but harm rural America.

"If President Trump is truly an ally of America's cattle producers, we call on him to abandon this effort to manipulate markets and focus instead on the promised New World screwworm facilities in Texas; making additional investments that protect the domestic



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cattle herd from foreign animal diseases such as FMD; and addressing regulatory burdens, such as delisting of the gray wolf and addressing the scourge of black vultures,” said Woodall.

Nominate Your Neighbor for 2026 Environmental Stewardship Award. Prestigious Award Program Recognizes Stewardship Efforts of Cattle Producers. The National Cattlemen’s Beef Association (NCBA) is accepting nominations for the 2026 Environmental Stewardship Awards. Established in 1991, the Environmental Stewardship Award Program (ESAP) annually recognizes outstanding stewardship practices and conservation achievements of cattle producers across the country.

“Since its inception 35 years ago, this prestigious program has recognized 235 cattle operations for their stewardship efforts,” said NCBA President Buck Wehrbein. “We look forward to finding the next deserving stewards and sharing their stories.”

Any individual, group, or organization is eligible to nominate one individual or business raising or feeding cattle. While individuals and families may not nominate themselves, they should be involved in the preparation of the application. Past nominees are encouraged to resubmit applications; however, previous winners may not reapply.

Along with a typed application, one nomination letter and three letters of recommendation highlighting the nominee’s leadership in conservation are required. The application deadline is February 16, 2026. Nominees do not have to be members of NCBA but should support the objectives of their state and national organization.

Award winners are selected by a committee of representatives from universities, cattle production, and conservation organizations, as well as federal and state agencies. For guidance, the judges consider the management of water, wildlife, vegetation, air, and soil along with leadership abilities and the sustainability of the business. Regional winners will be recognized at the cattle industry’s Summer Business Meeting in Denver, Colo., in July 2026, and the national winner will be

announced during CattleCon 2027.

The Environmental Stewardship Award Program is an initiative of the NCBA and the NCF and is made possible with generous support from the USDA Natural Resources Conservation Service (NRCS), Corteva Agriscience, and the U.S. Fish and Wildlife Service. For more information and to download the nomination packet, visit www.environmentalstewardship.org.

About the National Cattlemen’s Beef Association. NCBA has represented America’s cattle producers since 1898, preserving the heritage and strength of the industry through education and public policy. As the largest association of cattle producers, NCBA works to create new markets and increase demand for beef. Efforts are made possible through membership contributions. To join, contact NCBA at 866-BEEF-USA or membership@beef.org.

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Today's Beef Consumer. At-a-Glance.

- Economic uncertainty is reshaping consumer behaviors, prompting consumers to prioritize affordability and value.
- Consumers are adjusting their spending habits and finding ways to stretch their dollars.
- Despite tighter supply and higher prices, beef demand remains robust, as indicated by consumer reported consumption and retail sales data.
- Within the beef category, consumers may trade down, opting for more affordable options like ground beef.
- Younger generations are leading the way for food e-commerce, which expects steady growth.

Introduction – Although consumers are feeling slightly better about the economy, inflation, and tariff concerns continue to shape consumers' decisions and behaviors. Consumers are optimizing their spending and seeking value in their purchases. The National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, continuously tracks trends, monitors issues, and stays abreast of the trends with the potential to impact the beef industry to better understand today's beef consumer.

The Consumer Landscape – Inflation – 43 percent – and tariff policies – 29 percent – rank as the top two concerns for U.S. consumers.¹ These persistent economic headwinds are contributing to consumers' uncertainty about the future. The Consumer Sentiment Index shows consumers' confidence about financials, and, while it rose 2 percent in July 2025 to 61.7, this still signifies consumers feel cautious.² While consumer sentiment for July continues to see month-to-month growth, there is still a notable decline of nearly 7 percent compared to year ago levels.³

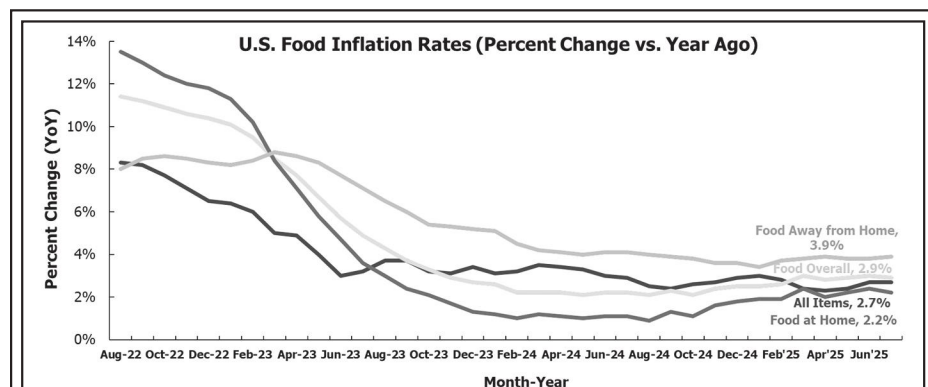


Figure 1. U.S. Food Inflation Rates (Percentage Change vs. Year Ago)³

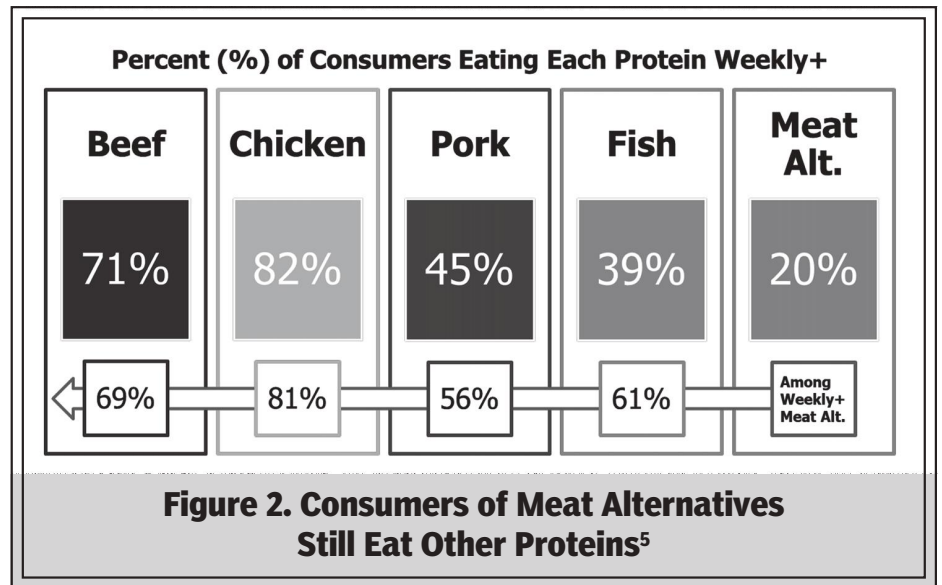


Figure 2. Consumers of Meat Alternatives Still Eat Other Proteins⁵

Although inflationary pressures continue to show signs of easing, food prices have outpaced overall inflation since March 2025. The July 2025 Consumer Price Index for all items rose 2.7 percent from year ago levels and is up 0.2 percent from June 2025. Overall food costs ticked down in July from year ago levels. Food-at-home showed a modest decline from June levels, in spite of higher inflationary pressures driven by meats, poultry, fish, and eggs, while food-away-from-home ticked up slightly versus year ago levels. An encouraging note – there are year-over-year declines for categories including energy and gasoline.³

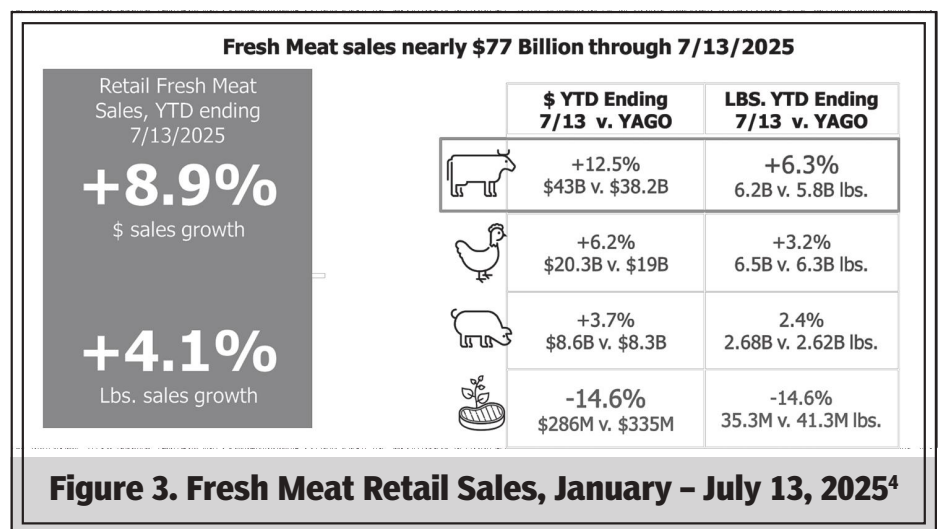


Figure 3. Fresh Meat Retail Sales, January – July 13, 2025⁴

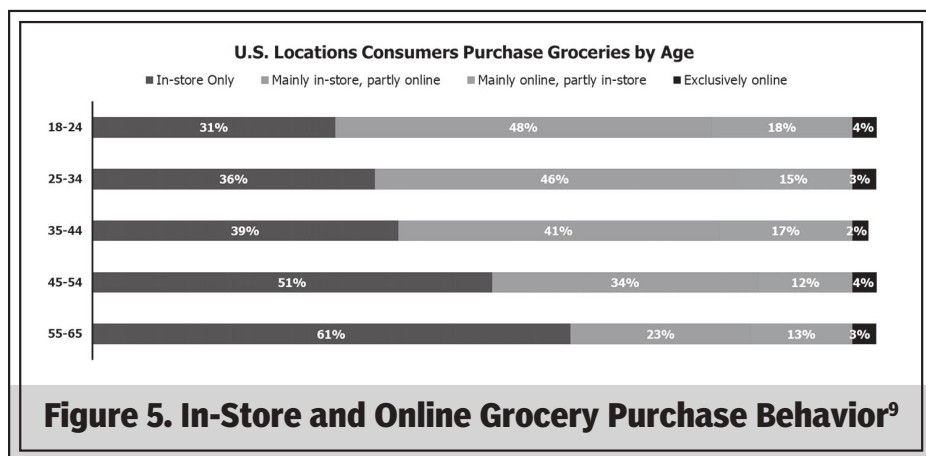
Protein Consumption and Sales Trends – Year-to-date retail beef prices through July 13 averaged \$6.94/lb., up 5.8 percent from a year ago. In the same period, retail chicken and pork prices increased at a lower rate.⁴ However, the price per pound that consumers indicate they are willing to pay for ground beef and steak is not keeping pace with average retail prices.⁵

Despite tighter supply and elevated retail prices, consumer demand for beef remains robust, as indicated by consumer reported consumption and retail sales data. A large majority of consumers eat beef and chicken at least once per week.⁵ Looking ahead, more than 80 percent of consumers plan to maintain or increase their beef consumption, driven primarily by taste and nutritional value. Though, concerns about price and health are reasons some may eat less.⁵ While chicken is historically perceived to be first in terms of value for money, beef leads in taste, convenience, and versatility, driving its demand and influencing consumption and preference.⁵



Fresh meat retail sales have seen significant growth overall, both in dollars and pounds sold, primarily driven by beef. The total value of fresh meat sales rose by 8.9 percent year-to-date, driven by both a price increase and an increase in total pounds of fresh meat sold.⁴ Within the beef category, steak, roasts, and ground beef performed well, seeing year-over-year gains in both value and pounds sold.⁴ These trends reflect continued shopper willingness to purchase beef, even as prices climb.⁴

Other proteins are experiencing mixed gains. Dollars and pounds sold for chicken and pork are both up, while meat alternatives continue to see double digit declines in both areas.⁴ Weekly consumption of meat alternatives is also down from 2021.⁵ As shown in Figure 2, those who regularly consume meat alternatives also tend to consume higher quantities of beef and other animal proteins.⁵ This trend suggests meat alternatives are often used to complement, rather than replace, traditional meat.



Prioritizing Value – Faced with persistent inflation and higher food costs, consumers are becoming more deliberate about where and how they spend their money on food. Dining out has become more occasional, with consumers enjoying more home cooked meals to better manage their budgets. In fact, about 34 percent of consumers are reportedly having more meals at home and plan to continue this trend.⁵

In addition, consumers are cutting back on non-essentials and using various cost saving strategies to maximize their purchases. Consumers continue to seek deals, while also finding ways to use leftovers and stock up on or freeze items.⁵ More than 20 percent of consumers are opting for private label items, drawn by their

value and comparable quality to name brands.⁵ The Private Label Manufacturers Association (PLMA) reports, in the first half of 2025, year-over-year private label dollar sales and unit sales increases are outpacing national brands.⁶

Conclusion – Economic uncertainty has prompted many to rethink their spending habits, prioritizing affordability and value. In response, consumers are making budget conscious and value driven decisions, seeking deals, and trading down to lower cost alternatives. Additionally, significant growth is expected in the food e-commerce sector in the coming years, reflecting consumer preferences for convenience.

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About the Beef Checkoff. The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50¢ on the dollar and forward the other 50¢ per head to the Cattlemen’s Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

About NCBA, a Contractor to the Beef Checkoff. The National Cattlemen’s Beef Association (NCBA) is a contractor to the Beef Checkoff Program. The Beef Checkoff Program is administered by the Cattlemen’s Beef Board, with oversight provided by the U.S. Department of Agriculture.





Beef Promotion and Research Program

PRIVATE TREATY SALES CHECKOFF INVESTMENT FORM

Information is required by (7 CFR 1260.201). Failure to report can result in a fine.
Information is held confidential (7 CFR 1260.203).

Today's Date: _____

Seller's Name: _____

Buyer's Name: _____

Address: _____

Address: _____

City: _____ State: _____ Zip: _____

City: _____ State: _____ Zip: _____

Seller's Signature: _____

Buyer's Signature: _____

Both the seller & the buyer are responsible for making sure that the \$1.50 per head assessment is collected and remitted to the Beef Promotion & Research Board.

Total Number of Cattle Sold: _____ x \$1.50 Per Head = \$ _____

Date of Sale: _____

Person remitting assessment form: Seller Buyer

* State of Origin of Cattle: _____

* If cattle purchased came from another state within the last 30 days, indicate from which state the cattle were purchased.

Send Report and Remittance to:
SOUTH CAROLINA BEEF COUNCIL
P.O. Box 11280
Columbia, SC 29211

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0093. The time required to complete this information collection is estimated to average 1.8 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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Common Ground Coalition Meets with Secretary of Agriculture, Congressional Leaders to Advance Beef Industry Priorities.

A dozen founding members of the Common Ground Coalition, representing U.S. farms, ranches, and livestock auction markets, recently traded their work boots for suits and traveled to the nation’s capital for a high level roundtable with Secretary of Agriculture Brooke Rollins, U.S. senators, and members of the House of Representatives, hosted by Senator Tim Sheehy of Montana.

The visit followed a pivotal summit held in April in Denver, where 40 cattle producers and livestock industry leaders convened to form the Common Ground Coalition, which has since grown to nearly 10,000 supporters.

The meetings centered on specific actionable solutions to secure ag friendly tax policy, make risk management tools more effective, improve access to labor, achieve flexibility for livestock haulers, and create support for young and emerging livestock producers.

Despite the challenge of securing time with lawmakers, coalition members met with the following to advocate for practical solutions that would strengthen the American beef industry:

- U.S. Secretary of Agriculture Brooke Rollins
- Senator Tim Sheehy (R–Montana)
- Senator John Boozman (R–Arkansas)
- Senator Steve Daines (R–Montana)
- Senator Deb Fischer (R–Nebraska)
- Representative Adam Gray (D–California)
- Representative Harriet Hageman (R–Wyoming)
- Senator John Hoeven (R–North Dakota)
- Senator Cindy Hyde-Smith (R–Mississippi)
- Senator Cynthia Lummis (R–Wyoming)
- Representative Barry Moore (R–Alabama)
- Senator Pete Ricketts (R–Nebraska)
- Senator Jim Risch (R–Idaho)
- Representative Dave Taylor (R–Ohio)

The visit happened to coincide with President Trump’s recent comments on Argentinian beef imports, a topic that came up in discussion. Coalition members emphasized American cattle producers face long standing challenges — from rising input costs to limited access to land, water, and affordable lending — that threaten the viability of family farms and ranches. Congressional allies listened and wholeheartedly agreed.

“The most effective way to make beef more affordable isn’t by



artificially manipulating the market with imported product,” said Joe Goggins, a coalition member from Montana. “It’s by helping America’s cattle producers enter and stay in the business of raising cattle. When producers can operate efficiently here at home, everyone benefits — ranchers stay in business, rural communities stay strong, and consumers get access to high quality, affordable U.S. beef.”

The roundtable was both productive and positive, offering policymakers, many of whom are farmers and ranchers themselves, a chance to hear specific asks straight from the Common Ground participants. Coalition members appreciated how much the officials in attendance understood the plight of the American livestock producer and were committed to working together to support the next generation — because America’s food independence depends on it.

To learn more or join the movement, visit commongroundcoalition.net.

About the Common Ground Coalition. *The Common Ground Coalition is a movement born from the Common Ground Summit, held April 2025 in Denver. It’s a group of livestock producers, stocker operators, marketers, feeders, and allied industry who believe they’re stronger together and must stand united to preserve rural America and the nation’s food supply.*



Economic Selection Indexes 101

By DR. MATT SPANGLER, *University of Nebraska-Lincoln*

The first step to increase profitability through genetic selection is to clearly define a breeding objective. A breeding objective details how and at what point calves will be marketed, if replacement females will be kept, current levels of herd performance, the planning horizon to consider profit, and environmental or labor constraints. Once a breeding objective is established, the economically relevant traits (ERT) that directly influence the sources of income and the costs of production can be identified.

Given that multiple traits impact overall profitability, producers are faced with the task of selecting for multiple traits simultaneously. There are several methods to accomplish this task, but some are more objective and lead to greater changes in net profit than others.

Benefits of Multiple Trait Selection – Although single trait selection might be tempting, it can result in undesirable changes in correlated traits. For instance, selection for increased growth at weaning or post weaning could increase calving difficulty given the genetic correlations that exist among growth traits. Single trait selection can also ignore other drivers of profit. Selecting for improved quality grade without consideration of carcass weight could lead to suboptimal changes in profitability. Single trait selection is not advisable; producers should consider a systems perspective to change multiple traits simultaneously in order to improve profitability. Multiple trait selection, considering more than one trait at a time, is important given more than one trait impacts overall profitability. However, not all strategies to practice multiple trait selection are equal.

Multiple Trait Selection Methods

- **Tandem selection** – This is the simplest method for multiple trait selection. All emphasis is placed on a single trait of interest until the performance of the herd reaches a level that the breeder desires, at which point another trait is chosen to focus on. Tandem selection is an inefficient method to practice multiple trait selection because it ignores all but one trait at a given time. It is also possible to erode progress made in a trait if subsequent traits have unfavorable genetic correlations with traits that have already been selected for.

- **Independent culling levels** – Perhaps the most common method for multiple trait selection is the use of independent culling levels. With independent culling levels, a producer chooses minimum or maximum levels for each trait of interest (i.e., minimum or maximum values of EPD). Only animals meeting all of the criteria are candidates to be selected.

A major disadvantage of both tandem selection and independent culling levels is that neither of these methods objectively incorporates the economic value of the traits into the decision making process, and thus these methods treat each trait as if they impact profitability equally. This is generally untrue, as some traits

have a larger or smaller impact on overall profitability than others.

Economic Selection Indexes – Selection indexes were first formalized by Hazel in 1943, who developed the concept of aggregate merit, which represents the total monetary value of an animal in a given production system due to the genetic potential of that individual. It is important to differentiate between the ‘objective,’ or ‘goal,’ and the selection criteria, or index. The goal traits represent a listing of ERT that are drivers of profit for a particular breeding objective. These may or may not have associated EPD. The selection criteria represent the traits that can actually be selected for (i.e., have EPD). These two lists of traits, the goal and the selection criteria, do not have to be the same. This requires that the EPD in the index — if not they are not the goal traits — are genetically correlated with the goal traits. The economic value for an individual trait is the monetary value of a one unit increase in that trait, while other traits directly influencing profitability remain constant. For instance, the economic value for carcass weight would be the value of a one pound increase in carcass weight, holding all other traits constant.

The index includes a group of EPD that are either ERT or genetically correlated with ERT. These EPDs in the index are then weighted by their marginal economic importance. The difference in index values between two animals can then be interpreted as the average difference in profitability per calf (or exposure) between the two potential parents. Assume two bulls, Bull A and Bull B, have index values of 100 and 80, respectively. From their index values, we would expect that on average the offspring of Bull A would generate \$20 more net profit than the offspring of Bull B. This assumes that the index matches the objectives of the producer.

Using Indexes – Indexes are designed to increase net profit. This can only occur if producers use indexes that match their own breeding objectives. A potential mismatch between an index and a producer’s own circumstances can arise for several reasons. One reason could be due to differences in how a population of cattle currently performs. An extreme example would be indexes designed for Breed X but used in Breed Y. If Breed X has much higher levels of IMF — but relatively lighter carcass weights — than Breed Y, these two traits would likely be weighted differently in the index for Breed X than Breed Y. Another extreme example would be differences in marketing grids. If an index is designed to primarily reward lean yield and not increased carcass quality, but a producer actually sells terminal calves on a quality based grid, the index could actually erode profit over time. Although these are extreme examples, they do illustrate the importance of indexes that match the breeding objective and circumstances of the producers who use them.

Below are three critical considerations as outlined by Enns and Spangler in the Beef Sire Selection Manual — found at www.ebeef.org/2021-nbcec-beef-cattle-sire-selection-manual — to determine which index is the most appropriate.

1. Retention of replacement heifers. If replacement heifers are retained, then the index used should make this assumption. The index should include maternal traits in addition to traits related to the terminal endpoint of calves. If replacement heifers are not retained, then a terminal index should be used. A terminal index would include traits related to growth and carcass and would not include any maternal traits. Using a terminal index when replacement heifers are retained not only ignores maternal traits but could also lead to increases in mature cow size, potentially increasing the cost of maintaining cows.

2. Sale point of terminal calves. The index used should mirror the sale point of the producer (i.e., retained ownership and sold on a grid vs. selling yearling calves).

3. Breeding heifers. If producers are exposing bulls to heifers, then some degree of attention should be directed to calving ease. The amount of emphasis placed on calving ease is related to both economic considerations, current levels of dystocia in the herd, and the producer's tolerance to risk.

Conclusion – The goal of selection indexes is to make the process of multiple trait selection simpler and to help ensure that genetic selection decisions lead to increased profitability. The successful use of selection indexes depends upon choosing an index that most closely mirrors the breeding objective of a particular enterprise. Selection of the appropriate index is key to success.

Register Today for Virtual Stockmanship & Stewardship Event

A virtual version of Stockmanship & Stewardship will be held on November 18–19. Cattle producers can register for this unique educational experience, which will take place 12:00 noon–3:00 p.m. each day.

This online version of the popular in-person event provides an opportunity for participants to learn about hot topics such as animal health and succession planning, listen to industry updates, and receive the latest information on cattle handling techniques. The free program brings together cattle producers, stakeholders, and key industry members to engage in the discussion of current challenges, consumer driven trends, and realistic strategies to enhance producers' commitment to stockmanship and stewardship. The event will also be recorded and available to watch on-demand.

“This free event is open to cattle producers across the country,” said Michaela Clowser, senior director of producer education at the National Cattlemen's Beef Association (NCBA). “We want to bring important information and resources to as many people as possible.”

Stockmanship & Stewardship is sponsored by NCBA, Neogen, and the Beef Checkoff funded Beef Quality Assurance program. Stockmanship & Stewardship events give cattle producers access to valuable resources, which aligns with Neogen's mission to provide innovative solutions to enhance animal care, performance, and productivity within the cattle industry.

“To us, it is a relationship that is worth being a part of,” said Dr. Kirk Ramsey, professional services veterinarian with Neogen. “It is an opportunity to promote good cattle handling and be part of making the industry what it needs to be.”

For more information and to register for free, visit www.StockmanshipAndStewardship.org.



2025 STOCKMANSHIP & STEWARDSHIP
Join us for our Virtual Event!

NEOGEN NCBA Beef Quality Assurance

November 18th & 19th | 11:00AM-2:00PM (CST)

Three Reasons to Attend the Virtual Stockmanship & Stewardship Event



1. Low Input, High Output

No need to book a flight or make a hotel reservation, join this virtual Stockmanship & Stewardship event from anywhere! This event takes place online **Nov. 18 and 19 from 11 a.m. to 2 p.m. CST**. Join one or both days!

2. Top Notch Beef Cattle Specialists

Just like the in-person tour stops, gain insights from cattle handling experts Curt Pate and Dr. Ron Gill as well as other industry leaders like Dr. Julia Herman, NCBA; Dr. Shannon Ferrell, Oklahoma State University; Tucker Brown, RAB Brown Ranch; and Emma Coffman, Double E Ranch.

3. It's Free!

Registration for this two-day event is free of charge. Cattlemen and women will engage with high quality content and educational sessions that people have come to know and expect from our world-class stockmanship clinicians.

The CEO's Corner



Labor Looms Large. Farmers Need Action

By GREGG DOUD, *National Milk Producers Federation*

Heading into another harvest season, no policy issue looms larger in agriculture than the acute, worsening shortage of workers on American farms. .

An independent analysis of Labor Department data suggests that the U.S. agricultural workforce decreased by 7 percent between

March and July. Well publicized stories of aggressive immigration enforcement, including on dairies, can't help but raise concerns.

The need for a stable, secure workforce is certainly top-of-mind in dairy, where in some ways the shortage is even more challenging because of milk production's year round nature. Many dairy farmers rely on foreign born labor to care for animals, operate complicated equipment, and handle the physical rigors of chores that go on day and night. With the U.S. border effectively closed, with many workers returning to their home countries, and with more intense immigration enforcement, the finances and futures of many dairies are less certain now than they would be with a solid immigration policy that brought reassurance to anxious farmers.

And that's why, on this politically and emotionally difficult issue, we're working with both the administration and with lawmakers to find solutions that put the dairy workforce — and dairy farms across America — on sound footing moving forward.

The hardworking folks who contribute to dairy farms and rural economies have documents. They've been on these farms for 10, 15, or 20 years. Meanwhile, dairy farmers have done their best to navigate the less than perfect process of immigration documentation requirements as they pursue the necessity of having employees on their farms.

But the lack of an adequate visa program that meets dairy's needs injects unnecessary risk and uncertainty into the foreign born workforce that's necessary to fill positions that native born Americans have time and again proven unwilling to do. The current H-2A program for seasonal workers doesn't meet year round needs, and simply churning through workers every six months for positions that require specialized skills and knowledge of animals — who can be as idiosyncratic as people — is a recipe for a failed business. If you work on a dairy farm, you are unquestionably a skilled worker.

People who know agriculture and the unique needs of dairy farmers understand this; we're not lacking for advocates in Washington. Secretary Brooke Rollins has been a vocal supporter

of a stable workforce. Secretary of Labor Lori Chavez-DeRemer has shown a great grasp of dairy's needs and a willingness to hear what we have to say. President Trump also has made encouraging statements that show his understanding that not all foreign born workers need to be included in the same dragnet meant to expel criminals from U.S. soil.

On the congressional side, we're excited to see House Agriculture Committee Chairman G.T. Thompson working on legislation that would modernize the H-2A program to recognize dairy's unique labor needs. Chairman Thompson has been a tireless advocate for dairy farmers

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and their cooperatives and has the ability, through ag labor reform, to help solve one of the longest running challenges for farmers. We've been thrilled to speak with him on proposed legislation, and we certainly stand ready to throw our full weight behind it as it moves forward.

To avoid empty store shelves or greater reliance on imported foods, we need solutions. In the end, the most lasting solution to agricultural labor challenges needs to come from Congress and better laws, even more so than any help that can come from the executive branch. But even then, the power of the executive is meaningful — this Congress is much more likely to act with a positive signal of support from the president. Many members of Congress are eager for this. We're hoping to see it too.

The last time we passed major immigration legislation in this country was in 1986. We are painfully aware of previous reform efforts that, despite every effort by agricultural interests, failed to pass Congress. Let there be no illusions here — it will require an enormous effort in order to bring success. But at the end of the day, we've got to figure out a way to have a program that works for us, and we've got to get Congress engaged on this. Finding immigration solutions for dairy is important to the nutrition of Americans, the livelihoods of rural communities, and the continued promise of America as a land of opportunity for those who want to work hard and play by the rules.

As a nation, we can do better, and we need to do better. Dairy promises to do its part.

The Best Time for Lice Control Application

By KIRK RAMSEY, DVM, *Neogen Livestock*

When I hear the word “lice,” two pictures always come to mind — one is me as a kid, lined up with my friends on a cold Idaho morning, waiting for the school nurse to tell us we couldn't share hats anymore. The other is my cows in winter, rubbing themselves raw against the feed wagon while I beg them to move so I can finish chores in the snow. Different scenes, same reminder — as long as mammals have existed, so have lice. The reality is that when it comes to lice, “an ounce of prevention is worth a pound of cure.”

Application Timing and Best Practices — Timing lice control is what makes prevention difficult. One of the most common wintertime complaints cattle veterinarians receive is asking why cattle still have lice even though they were treated the last time they were worked. Most spring calving herds do all their herd work in the fall. This means cattle are vaccinated, checked for pregnancy, wormed, and often lice prevention is applied in October or November. The problem with that logic is that, in many parts of the country, very few lice will be present at that time, and it may be a month or two until the weather deteriorates enough for lice to really be a problem. To reduce risk and create control measures, understanding the life cycle of lice and targeting application times are paramount.

To achieve season long control, you have to break the life cycle. If treatment is completed too early in the fall, it's possible only adult lice will be eliminated, not the eggs they laid. Producers will not have that season long effect because the life cycle was not broken. Where you will really find success is using a product labeled for lice that has an insect growth regulator (IGR) to help break the life cycle of the louse. Selecting a formula that includes an IGR, such as diflubenzuron — which disrupts nymph maturity — minimizes handling time and labor costs. It's key to note here that most products include an adulticide, which

treats adults, but the adulticide will not affect nymphs or eggs.

When selecting an insecticide, be sure to consider its active ingredients and mode of action. It is important to also consider that insecticide resistance may be present in ectoparasite populations in various geographic locations, so a chemical control strategy that rotates between classes of insecticides is recommended.

Breaking the Life Cycle of Lice — The key to breaking the life cycle is to first understand how lice develop. First, you have eggs — also referred to as nits — which develop into nymphs within 10–20 days, then transform into adults. Adults live from two to six weeks, with the female laying 30–60 eggs in their lifetime. It may not seem like that massive of a number, but it is a decent number when you're considering that this is just from one female, and you are never just going to have one in an infestation.

Signs of Lice — Clinical signs of lice in cattle can include intense itching, patchy and flaky skin, hair loss, lethargy, decreased gain, and weight loss. Cattle can also get to the point of anemia, when they become very ill looking, and their hair coat will look very poor. One study from the University of Nebraska, as well as other studies, indicates heavy lice populations may reduce weight gain by as much as 0.21 lbs per day.

Types of Lice — There are two types of lice: the sucking louse and the chewing louse. In its simplest form, chewing lice feed off skin debris and hair, to some extent, which causes itching. Sucking lice feed on blood, causing anemia and pathogen transmission. The sucking louse can be a biological vector for diseases like anaplasmosis or theileria.

Lice can be present on the skin surface at the base of the hair; they also have a predilection for the face, neck, shoulders, back, and tailhead of the animal.

To continue learning, visit [neogen.com](https://www.neogen.com) and speak with your herd health veterinarian.



NMPF
NATIONAL MILK
PRODUCERS FEDERATION

NEWS

U.S.-Taiwan Dairy Partnership Advances Shared Growth. The National Milk Producers Federation (NMPF), U.S. Dairy Export Council (USDEC), and the Dairy Association of Taiwan recently signed a memorandum of understanding (MOU) in a milestone step to strengthen the relationship between the U.S. and Taiwanese dairy sectors.

The MOU underscores the importance of facilitating trade, defending the image of dairy, supporting dairy farming, and deepening cooperation between the U.S. and Taiwan on dairy benefits and trade.

Together, the organizations will explore opportunities to strengthen commercial ties, encourage dialogue between both dairy sectors, including producers, industry leaders, and policymakers, and promote the role of dairy in supporting healthy diets.

“The partnership is an important development for U.S. dairy producers,” said Gregg Doud, president and CEO of NMPF. “Taiwan is a growing market, and this agreement ensures that U.S. dairy is well positioned to meet demand for high quality dairy products in the region. The memorandum reflects our industry’s efforts to deliver real value back to the U.S. dairy community through exports.”

“This agreement is a significant step toward expanding the presence of U.S. dairy in Taiwan, one of the most dynamic markets in Asia,” said Krysta Harden, president and CEO of USDEC. “By strengthening ties between our dairy sectors, we are creating new avenues for growth and innovation. Together, we will highlight the strengths of dairy while building long term opportunities that benefit both Taiwanese and American consumers and producers.”

Signed during a USDA led trade mission to Taipei, the agreement builds on NMPF and USDEC’s network of allies around the world that helps advance a sustainable and prosperous future for the industry.

M AHA Strategy Supports Dairy as NMPF Urges Whole Milk Action. The formal release of the Make America Healthy Again Commission’s recent report gave NMPF a chance to tout dairy’s critical place in nutrition and the science behind milk’s benefits.

“The MAHA Commission’s Make Our Children Healthy Again Strategy recognizes what the latest science indicates and what we’ve long been saying: that getting whole milk back into schools and boosting dairy in diets helps meet America’s nutritional needs, and that it is critical to improving the health of our nation’s children,” Gregg Doud said in a statement upon the report’s release.

“To further assist in dairy’s positive contributions to a healthier nation, we also urge Congress to pass the Whole Milk for Healthy Kids Act, which would provide schools the opportunity to serve the nutritious whole and 2% milk that school kids love and codify into

law the endorsement given in the administration’s report.”

The MAHA strategy, aimed toward reducing childhood chronic illnesses, highlighted upcoming efforts to better align federal nutrition programs with scientific evidence, including overwhelming evidence showing the benefits of dairy at all fat levels.

NMPF, FARM Focus on New World Screwworm Prevention. Three top USDA experts led a discussion of the latest updates, detection methods, and more during a recent webinar exploring New World screwworm hosted by NMPF and the National Dairy FARM Program.

With the screwworm now reported to be 70 miles south of a Mexican-U.S. border state, efforts to protect cattle and prevent spread are ratcheting up. NMPF and FARM are monitoring the situation closely, creating a fact sheet for producers. USDA is taking an “all hands on deck” approach to manage the malady, said Dr. Christopher Needham, deputy director of USDA’s Animal and Plant Health Inspection Services (APHIS).

“We actually have boots on the ground now looking at this, doing a full investigation, as well as considering what our next steps are to protect the border at all costs,” Needham said. “The entire federal government is looking at this as a national priority, and a national approach is needed to really make sure that we’re protecting agriculture here in the United States.”

Needham spoke to more than 80 attendees of USDA’s key strategy to work across agencies to ensure an effective response. Dr. Needham provided an overview of the screwworm outbreak followed by USDA’s five pronged plan, with ongoing efforts to increase the Sterile Insect Technique, import requirements, surveillance, and trapping of screwworm.

Dr. Rosemary Sifford, deputy administrator for USDA’s APHIS, also joined the call to discuss the agency’s efforts to update the NWS Strategy Plan. USDA is currently drafting the NWS Incident Playbook, a resource that provides quick, practical access to tools and methods used to respond to NWS.

Participants also learned the proper steps for reporting suspected cases to safeguard animal health and protect livestock. Producers are encouraged to report any suspicion of NWS to their veterinarian, state vet, USDA office, or extension agent.

Chief Veterinary Officer for the Food and Drug Administration (FDA), Dr. Tristan Colonius, rounded out the webinar with information on animal drugs for New World screwworm. There are currently no approved products for treating or preventing NWS. FDA is reviewing potential drugs as part of the coordinated response.

Recent reports have detected New World screwworm in cattle

just 70 miles from the northern border state of Nuevo Leon. This is the closest case to the U.S. border since the outbreak began last year.

Producers should continue to enforce biosecurity measures on farms to bolster efforts in mitigating the spread.

NMPF Comments Push Back on Standards of Identity. NMPF recently submitted comments to FDA regarding the agency’s proposal to revoke 18 Standards of Identity (SOIs) for dairy products, saying four of them remain necessary.

NMPF disagreed with FDA’s conclusion that the standards are no longer necessary to promote honesty and fair dealing for acidified sour cream; cream cheese with other foods; pasteurized blended cheese with fruits, vegetables, or meats; and pasteurized processed cheese with fruits, vegetables, or meats.

NMPF agreed that SOIs should be eliminated when they are made

redundant by other standards or regulations or if the product is no longer in the market — FDA’s rationale for the 18 revocations. Most of the dairy product SOIs in the agency’s proposal do fall under one of those two categories. However, each of the four exceptions called out are actively produced by NMPF members and sold across the country, making it necessary for NMPF to speak out on behalf of its members.

FDA established in 1939 the standards slated to be eliminated to protect consumers by ensuring that foods labeled with a specific name, such as “milk,” meet certain expectations of ingredients, characteristics, and processing. NMPF said in its comments that SOIs are as important today, if not more important, as when they were created to keep nutritionally inferior plant-based imitation dairy products in the marketplace from deceiving consumers.

FDA’s initial proposal is part of a larger agency effort to review, and in some cases eliminate, hundreds of SOIs, including those for all dairy products. NMPF will monitor for additional proposals and advocate in members’ best interest.

Fairlife Joins NMPF Associate Membership. The NMPF is excited to announce that Fairlife has joined as its newest associate member.

Fairlife, a Chicago based dairy company known for its ultra filtered milk, started in 2012 from “the belief that milk — already a superfood — could be even better,” according to its website. The processor’s proprietary ultra filtration process concentrates milk’s protein while reducing its natural sugar content. In addition to its ultra filtered milk, Fairlife’s portfolio of lactose free, real dairy products includes Core Power High Protein Shakes, a sports nutrition drink to support post workout recovery, and Fairlife nutrition plan, a nutrition shake to support the journey to better health. NMPF looks forward to the valuable insights and contributions that Fairlife will bring to the table.

FARM Review Version Metrics, Going Through Each Standard. FARM’s Animal Care program area recently met with NMPF’s Animal Health & Wellbeing Committee to kick off the standards review as part of developing its latest version cycle, set to launch in January 2028.

The committee reviewed program metrics in key corrective action areas, animal based observations, and animal and facility management. This will set priorities for the committees to consider when reviewing standards eligible for revision.

The name itself, Version 2028, represents a shift toward identifying version cycles by launch year, replacing describing versions by successive numbers. FARM is making the change to help program participants easily identify the program’s most current version while communicating the three year cycle process.

FARM Program cycles are revised every three years to ensure the standards’ integrity and effectiveness. The FARM Animal Care Task Force and NMPF Animal Health & Wellbeing Committee review and revise the standards, rationale, and accountability measures with input from industry stakeholder groups, including farmers, animal scientists, and veterinarians.

N.C. Cattle Receipts, Trends, and Prices for the Month of SEPTEMBER 2025

Cattle Receipts: 18,012 • Previous Month: 15,784
Feeder supply - 22% steers • 42% heifers • 36% bulls

SLAUGHTER CLASSES

	Avg. Wt.	Price
Cows - % Lean		
Breaker	1,485	\$147.95
Boner	1,288	\$156.28
Lean	1,052	\$137.43
Bulls - Yield Grade 1-2	1,594	\$183.70

FEEDER CLASSES

FEEDER STEERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	425	416.96	\$1,772.08
450-500	473	403.35	\$1,907.85
500-550	530	385.16	\$2,041.35
550-600	571	360.42	\$2,058.00
600-650	622	347.15	\$2,159.27
650-700	662	354.81	\$2,348.84

FEEDER BULLS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	422	402.90	\$1,700.24
450-500	472	373.57	\$1,763.25
500-550	522	348.02	\$1,816.66
550-600	573	330.66	\$1,894.68
600-650	622	315.58	\$1,962.91
650-700	671	299.19	\$2,007.56

FEEDER HEIFERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	424	373.92	\$1,585.42
450-500	471	362.52	\$1,707.47
500-550	524	335.94	\$1,760.33
550-600	570	335.63	\$1,913.09
600-650	627	320.27	\$2,008.09
650-700	669	291.29	\$1,948.73

Source: N.C. Department of Agriculture - USDA Market News Service
 Raleigh, N.C. - 919-707-3156

NMPF News continued on the next page

NMPF News *continued from the previous page*

NMPF's Board of Directors approved a new layer to the process back in June, resulting in NMPF's Animal Health & Wellbeing Committee now setting priorities for the FARM Animal Care Task Force and Farmer Advisory Council ahead of the initial standards review. The new process will provide a more collective representation of farmer input.

FARM began Version 2028 development in July with its Stakeholder Survey, which received more than 800 responses. The survey will help inform the decision making process on potential standard revisions.

NMPF's Animal Health & Wellbeing Committee, FARM's Animal Care Task Force, and Farmer Advisory Council will review survey results this fall; results will be summarized into a final report made available on the FARM website.

FARM Workforce Development and FARM Environmental Stewardship will continue to be on the same cycle as FARM Animal Care.

For more information on Version 2028 development, visit the FARM Program website at nationaldairyfarm.com/animal-care-version-2028-development.

NMPF Strengthens Relationships in Taiwan. NMPF explored opportunities to connect U.S. dairy supplies with key Taiwanese importers during a recent USDA Foreign Agriculture Service led trade mission to Taipei, Taiwan.

NMPF explored opportunities to connect U.S. dairy supplies with key Taiwanese importers during a recent USDA Foreign Agriculture Service led trade mission to Taipei, Taiwan.

Alongside a local representative of Dairy Farmers of America, NMPF's Jaime Castaneda and Tony Rice met with Taiwanese government officials, including the Ministries of Agriculture and Health and Welfare, and dairy industry stakeholders to promote U.S. dairy products and discuss ways for the U.S. dairy industry to expand its presence within Taiwan's growing agricultural market.

Taiwan is the United States' eighth largest agricultural export market, importing in 2024 just under \$4 billion worth of agricultural goods from the U.S., including \$108 million of U.S. dairy exports.

NMPF and USDEC, also in Taiwan, signed an MOU with the Dairy Association of Taiwan affirming a shared commitment to building demand for dairy in Taiwan, supporting a Taiwanese government school milk program, and efforts to protect the right to use common names like "parmesan."

Building on this trade mission to Taipei, as well as NMPF's April 2025 delegation visit to Taiwan, the MOU seeks to strengthen business and government relations to the mutual benefit of the dairy sectors in Taiwan and the United States.

NMPF Staff Deliver Outlooks, Trade Messages. NMPF staff reached out across dairy and agriculture audiences recently with appearances in local and national meetings, discussing dairy's economic outlook and the importance of free trade.

NMPF's Jaime Castaneda, executive vice president for policy development and strategy, provided agricultural trade leaders and

government officials a snapshot of opportunities and challenges for U.S. dairy exports in an unprecedented trade environment as a panelist at this year's Midwest Agricultural Export Summit on August 13.

Hosted by South Dakota Trade in Sioux Falls, the event convened producers, policymakers, and trade professionals in a forum to equip farmers and ranchers with the tools necessary to compete and grow in international markets. Castaneda joined a panel, "Breaking Down Barriers: Agriculture Industry Perspectives," to discuss existing barriers to dairy trade and the Trump Administration's newly announced trade frameworks.

Meanwhile, economics team staff addressed market outlooks domestically and internationally.

Will Loux, head of the joint economics team for NMPF and USDEC, recently traveled to Sydney, Australia, to explore the potential for NEXT and U.S. dairy products in that market.

NMPF market analyst Allison Wilton gave a market outlook to the American Association of Bovine Practitioners in Omaha at its annual conference on September 11. Later in the month she gave a similar presentation to Darigold staff in Seattle.

Stephen Cain, vice president of economic policy and market analysis, recently presented at the U.S. Dairy Ingredient Supply Seminar in Ho Chi Minh City, Vietnam, and in Bangkok, Thailand, for the U.S. Dairy Supply & Innovation Seminar.

U.S. Dairy Celebrates Market Access Advances in Southeast Asia. NMPF and USDEC praised the recent announcement of new trade agreements with Malaysia and Cambodia and new trade agreement frameworks with Thailand and Vietnam, strengthening U.S. dairy's position in Southeast Asia's high growth market.

"With these new agreements, the administration has delivered big wins for America's dairy farmers," said Gregg Doud. "Agreements like those struck with Malaysia and Cambodia will ensure we have fair access to Southeast Asia's fast growing markets. That's essential so that our farmers and cooperatives can keep doing what they do best — producing top quality milk and dairy products for families here at home and around the world. We look forward to working closely with the administration as they turn the new frameworks with Vietnam and Thailand into strong deals as well."



“These agreements with Malaysia and Cambodia open new doors for U.S. dairy exports in two dynamic markets, and the frameworks with Vietnam and Thailand offer the promise of more to come,” said Krysta Harden. “By removing tariffs, addressing non-tariff trade barriers, and cutting red tape, the agreements will make it easier for U.S. suppliers to deliver the high quality dairy ingredients and foods that Southeast Asia’s growing consumers demand. USDEC appreciates the great work of the U.S. negotiating team in securing these important results.”

The agreement with Malaysia will deliver meaningful gains for U.S. dairy exporters, including the elimination of virtually all remaining dairy tariffs, state of the art protections for common cheese names, assurances regarding dairy certification, recognition of the U.S. dairy safety system, streamlining of facility registration requirements, and reinforcement of the vital importance of basing regulations on sound science.

The agreement with Cambodia delivers similar results, extending to also include a full elimination of all tariffs on U.S. dairy exports and a prohibition on the establishment or maintenance of a facility listing requirement for U.S. dairy products.

The trade framework agreements with Thailand and Vietnam provide outlines of the provisions with each to come, both offering the promise of similarly strong outcomes on tariffs and nontariff barriers impacting dairy exporters.

Malaysia, Vietnam, and Thailand are already among the top twenty export destinations for U.S. dairy products, accounting for \$118 million, \$127 million, and \$87 million, respectively, in sales last year. The new deal comes as the EU advances negotiations on free trade agreements this year with Malaysia and Thailand, while Vietnam entered the sixth year of its FTA with the EU this year. All three also have long-standing deals with New Zealand and Australia. In light of this, the U.S. agreements are particularly important to maintaining U.S. competitiveness in this key region. While U.S. dairy exports to Cambodia totaled only \$3 million last year, it too offers potential for further growth.

About the National Milk Producer’s Federation. NMPF was organized in 1916 to provide a forum for dairy producers and the cooperatives they own to participate in public policy discussions. NMPF advocates policies to Congress, U.S. and foreign government agencies, industry organizations, the news media, and the public.

We use our unique resources to harness the ever changing climate in the politics and marketing of milk and dairy products from farm to table to promote the economic well being of dairy producers and their cooperatives through coordinated industry efforts.

NMPF addresses policies concerning milk pricing, domestic and international market development, agriculture credit and taxation, environmental issues, food safety and health, animal welfare, product standards and labeling, and research and biotechnology.

Our mission is to foster an economic and political climate in which dairy producers and the cooperatives they own can thrive and prosper. Achieving such success assures consumers of adequate supplies of wholesome and nutritious dairy products at affordable prices.

This helps improve the bottom line of the associate members who provide services to dairy producers and cooperatives that they represent. For more information, visit www.nmpf.org.

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Product	Percentage
7% Tincture of Iodine	58%
Super 7+	88%

Super 7+ dried down the umbilical cord 30% faster than USP 7% tincture of Iodine.¹

(1) J. Gard, S. Rodning, S. Duran, T. Hathcock, D. Taylor. Evaluation & Comparison of Super 7+ Navel Dip & Tincture of Iodine to Desiccate Umbilical Cord of Neonatal Dairy Calves with varying Immune statuses. Auburn University. 2013 Vetericyn's Super 7+ Navel Dip formulation has been enhanced and rebranded into Super 7 Ultra, since this 2013 study by Auburn University.

GENYOUth Forming Alliance With Action for Healthy Kids. As part of the dairy checkoff's evolving youth strategy, GENYOUth announced that it is forming a strategic affiliation with Action for Healthy Kids (AFHK), creating the nation's largest in-school wellness organization.

DMI will conclude its funding and operational support for GENYOUth by the end of this year. GENYOUth and AFHK will continue to operate as independent 501(c)(3) nonprofits, maintaining their individual IRS statuses, Charity Navigator profiles and boards, while adopting an interconnected governance model.

Launched in 2011 by America's dairy farmers and the NFL, GENYOUth has provided resources to more than 77,000 schools. AFHK, founded in 2002, has impacted 20 million children in 55,000 schools through its school-family partnerships.

"For over 15 years, GENYOUth has played a pivotal role in driving dairy's youth focused mission, powered by the strong partnership between dairy farmers and the NFL," said Barbara O'Brien, president and CEO of Dairy Management Inc. (DMI). "Through this collaboration, farmers have invested more than \$30



million, helping deliver grants, equipment, and programs that have touched the lives of millions of students nationwide."

"We are proud of this legacy — and now, we take the next strategic step forward."

O'Brien said the checkoff's evolved strategy moves emphasis from broad in-school branded programming and activations to a tightly focused model that leverages local and national resources to protect, maintain, and modernize dairy's nutritional role in school meals. She also noted the increasing importance of engaging youth out of school within digital and gaming platforms to ensure dairy's relevance.

DMI and state and regional checkoff teams will prioritize strategies where the checkoff can deliver unique impact. Efforts will emphasize promoting the nutrition science behind dairy's role in dietary guidance, maintaining and modernizing dairy's place in school meals via the new Smart Swaps program, and supporting local programs tied to curriculum and youth sports.

Beyond the school setting, new and existing programs will engage youth through relevant platforms such as gaming and social media. Data shows that young people spend more than half of their waking hours consuming media. In addition, their go-to sources for health and wellness information include family, friends, digital platforms, and influencers. The checkoff also will build outreach with parents to inform them about the various ways dairy foods contribute to their children's health and wellbeing.

"Dairy farmers remain deeply committed to youth," O'Brien said. "This is not a retreat from our mission, but a bold step to amplify it. By evolving the checkoff's strategy in and out of schools, we will accelerate dairy's relevance with youth and create meaningful, lasting change."

Over the years, GENYOUth built strong private-public partnerships — including with Fortune 500 companies — and provided grants that increased access to healthy school meals, including dairy, for food insecure students. As a part of the alliance with AFHK, GENYOUth's people and programs will continue to ensure that every child — in every school — is nourished, active, and supported.

"GENYOUth made a powerful impact in our nation's schools,

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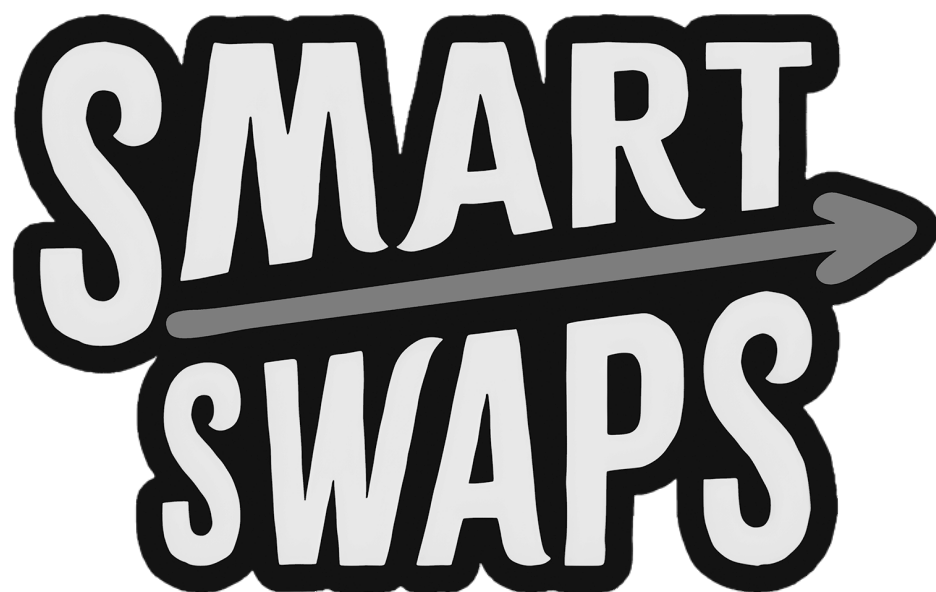
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and by aligning with Action for Healthy Kids, they are combining complementary strengths, creating a more unified platform capable of accelerating progress in youth wellness across the country,” said Pennsylvania dairy farmer Marilyn Hershey, who serves as chair of DMI.

Dairy Checkoff Unveils ‘Smart Swaps’ Initiative for Schools. The dairy checkoff has introduced “Smart Swaps,” a dairy focused initiative designed to help schools meet evolving nutrition standards and student expectations.

The farmer founded National Dairy Council (NDC) created Smart Swaps for school nutrition professionals to include dairy on breakfast menus and adapt to evolving meal standards. The program offers training resources along with kid approved breakfast recipes featuring dairy.

“We have reimaged what’s possible with delicious, dairy centric menu items,” said Alyson Kirchner, senior vice president of youth and schools for Dairy Management Inc. “These menu options are aligned with the new added sugar and sodium guidelines while ensuring students receive the nutrient rich foods they love and need.”



School meal nutrition standards limit the amount of added sugar from foods such as cereal, yogurt and flavored milk. Additionally, there are upcoming nutrition requirements that will limit added sugars and sodium across all meals served weekly.

Student preferences were included in the development of Smart Swaps recipes, with 2,500 students nationwide testing ten menu offerings. The recipes include Strawberry Pancake Yogurt Parfait, Cherry Lime Smoothie Bowl, and Broccoli, Egg, and Cheese Pizza, among others.

Nutritional analysis also was conducted to ensure the recipes align with USDA nutrition standards.

“With the changes coming to school meal standards, there is a real opportunity for dairy,” said Katie Bambacht, vice president of nutrition affairs for NDC. “Schools will need to adjust their menus in coming years to meet the changing standards. Our Smart Swaps menus make it easy with compliant breakfast menu offerings, menu efficiency ideas and tips on milk storage.”

State and regional checkoff teams are making Smart Swaps resources available to school foodservice professionals across the country.

For more information about how the dairy checkoff is driving sales and building trust, visit www.dairycheckoff.com.

About Dairy Management Inc. DMI is funded by more than 24,000 dairy farmers and dairy importers. DMI manages the national checkoff program and collaborates with state and regional checkoff teams across the United States to boost domestic and global dairy sales through research, education, and marketing initiatives. The checkoff also is focused on fostering consumer trust in dairy products and the farm families behind them. DMI manages the National Dairy Council and founded the U.S. Dairy Export Council, Innovation Center for U.S. Dairy, Newtrient, and GENYOUth.

S.C. Cattle Receipts, Trends, and Prices for the Month of SEPTEMBER 2025

Cattle Receipts: 9,952 • Previous Month: 9,787
Feeder supply - 26% steers • 40% heifers • 34% bulls

SLAUGHTER CLASSES

	Avg. Wt.	Price
Cows - % Lean		
Breaker	1,448	\$165.89
Boner	1,207	\$164.09
Lean	1,040	\$148.34
Bulls - Yield Grade 1-2	1,589	\$191.91

FEEDER CLASSES

FEEDER STEERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	415	431.01	\$1,788.69
450-500	465	415.55	\$1,932.31
500-550	524	386.87	\$2,027.20
550-600	563	375.89	\$2,116.26
600-650	621	357.05	\$2,217.28
650-700	661	330.07	\$2,380.06

FEEDER BULLS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	418	428.63	\$1,791.67
450-500	466	411.56	\$1,917.87
500-550	516	374.61	\$1,932.99
550-600	563	361.61	\$2,035.86
600-650	618	327.20	\$2,022.10
650-700	676	317.79	\$2,148.26

FEEDER HEIFERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	420	402.06	\$1,684.45
450-500	464	385.39	\$1,788.21
500-550	520	362.92	\$1,887.18
550-600	573	345.97	\$1,982.41
600-650	619	333.61	\$2,065.05
650-700	671	314.82	\$2,112.44

Source: S.C. Department of Agriculture - USDA Market News Service
 Columbia, S.C. - 803-737-4491

Decoding Dairy Cattle Behavior for Safe Handling

By DANIELA ROLAND, Penn State University

Learning the basics of cattle behavior is key to keeping all farm employees safe. Working with livestock makes dairy farming a hazardous occupation compared to other sectors of agriculture. By understanding dairy cattle behavior, farmers can help ensure a safer working environment for both the animals and the animal handler.

For those who grew up on a farm, an understanding of how cattle behave in different situations often comes naturally. But for new farm employees or beginning farmers, learning the basics of cattle behavior is important. Knowing how and why cattle respond to their environment, their handlers, and their routines can help minimize animal stress, improve animal care, and reduce injuries to both the animal and the handler.

A recent study of Wisconsin dairy farm worker related injuries found that during the timeframe of the study, from 2017–2023, 13 percent of agriculture related injuries were from cows. Cattle related injuries were the second most common cause of farm related injuries. The study also noted that while other farm related injuries were on a downward trend, the cow related injuries remained steady.¹

Understanding Basic Cattle Behavior – While cattle have been domesticated for over 10,000 years, they are naturally prey animals. Because of this, they prefer to stay in a group. Instinctively, cattle herd together to try to stay safe from a threat or predator. When a dairy animal is isolated, like when being moved to a chute for hoof trimming, the cow may become stressed. A stressed animal or one that feels threatened may be more difficult to safely move.

Cattle are also known to have a social hierarchy in a group and follow a leader. For those who have worked around dairy cattle, a ‘boss’ cow may be noticeable in a group. Certain cows may show their dominance by entering the milking parlor first or being first up to the feed bunk or water trough.

To safely move or work around cattle, understanding their basic behavior is important. Here are a few key points about cattle behavior:

- *Dairy cattle have wide angle vision.* They can see over 300 degrees around them. They have a blind spot directly behind them.

- *Cattle’s color vision is different than humans.* Cattle are dichromats, meaning they can see shades of yellow, brown, blue, and green, whereas humans are trichromats and can see the full color spectrum. Because of this, cattle may be more sensitive to sudden movements.

- *Cattle can see depth, but they often need to move their head down to look at the ground level.* They are sensitive to light and dark contrasts, like shadows. For example, cattle, especially younger ones, may stop or hesitate to walk through a puddle of water. Another example is when cows stop before entering a dimly lit barn. This is because of their sensitivity to the change from a brighter light to a dimmer light environment.

- *Dairy cattle have a sharp sense of hearing and are sensitive to noises, especially loud noises, compared to humans.* Studies in cattle indicate that cattle hear well at 8000 Hertz (hz). This is much greater than the human ear, which is sensitive to sound at around 1000 to 3000 hz. Research has shown that high pitched noises and yelling cause stress in cattle.³

- *Cattle will often use their eyes and ears together to help them observe their surroundings.* If you watch an animal for a few minutes, you may notice they often point their ears in the direction they are looking.

- *Cattle’s posture and tail position can help indicate their condition, from being relaxed to ill to stressed.* For example, a calf with an arched back and tail between its legs may indicate the animal is cold or in pain. A heifer running with its tail up may be excited and alert.

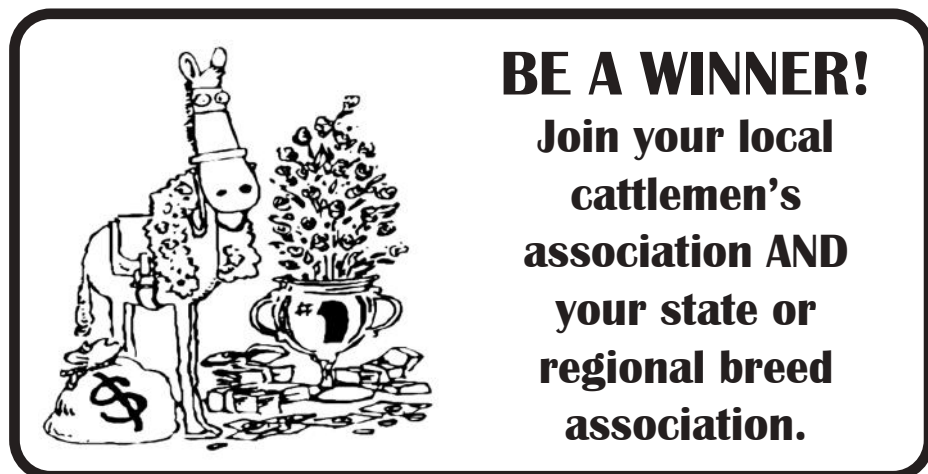
- *Dairy animals have various vocalizations.* Depending on the age and situation, cows may emit different vocalizations. For example, a cow in heat may bellow frequently, while a cow that just delivered a calf may emit low, closed mouth sounds when near her calf.

- *Dairy cattle have a keen sense of smell and can smell things up to six miles away.* When stressed, cows secrete cortisol, one of the hormones related to a stress response, into their bloodstream. A stressed cow will release cortisol in its urine, and that can be detected by other cows.

- *Cattle remember past experiences.* How the animal was handled before will influence how it reacts to handling in future situations.³

Flight Zone and Point of Balance – A cow’s flight zone is also known as their safety zone or personal space. Whether the animal is used to being around people or being gently handled will determine the animal’s flight zone. A beef cow out on pasture will have a larger flight zone. A person can’t enter that flight zone, and if they do, the beef cow will move away. A tame show cow, on the other hand, will not have a flight zone. The animal handler can walk right up to the cow, and the cow will not move away. Understanding the flight zone for cattle helps ensure safer interactions between the animal and the animal handler.

The point of balance is the point at the animal’s shoulder where the animal will move forward or backward, depending on where the handler



stands. When the handler stands behind a cow's shoulder, she should move forward. When standing in front of the cow's shoulder, the cow will either back up or turn away. Using the cow's flight zone and point of balance can help safely move the cow where you want her to go.

Knowing basic cattle behavior is important when working around animals. Anyone working with dairy cattle should be trained in the basic principles of this to ensure their safety and the safety of the animal.

Gentle, calm handling is always recommended when working around all age groups of animals. By improving handling practices and understanding cattle behavior, farm owners can help ensure

handler safety, improve the welfare of their animals, and increase the efficiency and productivity of their herd.

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¹Modji, K. K. S., K. McCoy, P. Creswell, M. Collin, C. Tomasallo, and S. Bedno. 2025. *Cow Related Injuries in Wisconsin During 2017–2023. American Journal of Industrial Medicine.*

²University of Wisconsin-Madison Farm Safety Fact Sheets: *Understanding the Basics of Dairy Cattle to Avoid Animal Related Accidents on the Farm.*

³Grandin, T. 2018. *Behavioral Principles of Livestock Handling.*



Herb Seasoned Rib Roast with Red Wine Pan Sauce

Total Time — 3 hour, 15 minutes

1 well trimmed beef rib roast (2 ribs), small end,
chine (back) bone removed (4–6 pounds)
Salt

Seasoning

2 tablespoons steak seasoning blend
2 teaspoons dried oregano leaves
2 teaspoons dried thyme leaves

Red Wine Pan Sauce

¼ cup finely chopped red onion
¾ cup dry red wine
1 can (13¾–14½ ounces) ready-to-serve beef broth
2 tablespoons unsalted butter, softened
2 tablespoons all purpose flour

Heat the oven to 350°F. Combine the seasoning ingredients, and press evenly onto all surfaces of the beef roast.

Cook's Tip — Pepper seasoning blend may be substituted for steak seasoning blend.

Place the roast, fat side up, in a shallow roasting pan. Insert an ovenproof meat thermometer so the tip is centered in the thickest part of the beef, not resting in fat or touching bone. Do not add water or cover. Roast in a 350°F oven for 1¾–2¼ hours for medium rare or 2¼–2¾ hours for medium doneness.

Remove the roast when the meat thermometer registers 135°F for medium rare or 145°F for medium. Transfer the roast to a carving board, and tent loosely with aluminum foil. Let it stand for 15–20 minutes. (The temperature will continue to rise about 10–15°F to reach 145°F for medium rare or 160°F for medium.)

Meanwhile, prepare the red wine pan sauce. Skim fat from the pan drippings, reserving 1 tablespoon. Heat the reserved fat in a 3 quart saucepan over medium heat until hot. Add the onion. Cook and stir for 1–2 minutes or until tender. Meanwhile, place the roasting pan over medium heat, and add the wine. Cook and stir for 1–2 minutes or until browned bits attached to the pan are dissolved. Add the wine mixture and broth to the onion in saucepan, and bring to a boil over medium-high heat. Cook for 12–13 minutes or until reduced by about ⅓ — about 1⅓ cups. Reduce the heat to low. Combine the butter and flour in a small bowl until smooth. Whisk into the wine sauce. Cook and stir for 1 minute or until the sauce is thickened.

Carve the roast into slices, and season with salt, as desired. Serve with the wine sauce.

Makes 8 servings.



F FAR Rapid Funding Aims to Understand HPAI Transmission Risk on Dairy Farms. Cases of HPAI have been observed spilling over from cattle to dairy workers. Beginning in early 2024, HPAI was detected in U.S. dairy herds, threatening milk production. Yet little is still known about how the virus spreads in cows. The Foundation for Food & Agriculture Research (FFAR) and Michigan State University (MSU) are investing \$225,201 into a Rapid Outcomes from Agricultural Research (ROAR) grant to understand how HPAI is transmitted in dairy cows.

“Infected dairy cows experience sudden drops in milk production, lowering milk quality and causing significant economic losses for farmers. Cases of HPAI have also been observed spilling over from cattle to dairy workers. The level of risk for dairy workers from this novel spillover transmission ion poses and how it occurs is still under study.

“The detection of avian influenza in dairy cattle and humans underscores how little we know about how the virus spreads,” said Dr. Miriam Martin LeValley, FFAR scientific program manager. “This grant is determining how the virus spreads between cows and from cows to humans so farmers can protect their workers, herds, and livelihoods.”

Researchers led by Dr. Catalina Picasso, MSU assistant professor of large animal clinical sciences at the College of Veterinary Medicine, are detecting and quantifying the risk of environmental HPAI transmission for animals and humans by mapping results from animals and air samples collected at dairy farms experiencing cases of avian influenza. Understanding the route of virus transmission will help identify effective strategies to control its spread.

“By mapping and characterizing H5N1 virus hotspots, we can better identify potential pathways of spread, such as airborne transmission, wildlife contact, or cattle movements,” said Dr. Picasso.

FFAR’s ROAR program rapidly funds research and outreach in response to emerging or unanticipated threats to the U.S. food supply or agricultural systems.

F FAR Develops Decontamination Strategy for HPAI Infected Milk. Researchers are working to develop effective, farmer friendly decontamination strategies. The HPAI virus is present in the milk of infected cows and, to limit on-farm spread, requires cost prohibitive and resource intensive on-farm pasteurization and heat decontamination treatments. FFAR and Texas A&M AgriLife Research are investing \$300,404 in a ROAR grant to develop effective, farmer friendly decontamination strategies.

Milk harvested from infected animals is currently recommended for on-farm heat treatment and pasteurization to minimize the spread of the virus to other cows and dairy workers. Yet, this approach is not feasible for individual farmers due to the high cost of the necessary equipment and facilities and the large volume of milk produced by modern dairy herds.

“Dairy farmers need tools and strategies to prevent the further spread of avian influenza in their herd once it is detected,” said Dr. Miriam Martin LeValley. “Equipping farmers with a cost effective, on-farm decontamination tool will minimize economic losses and reduce risks for farmworkers. FFAR’s rapid funding will help deliver this solution for farmers.”

Researchers led by Dr. Sushil Paudyal, assistant professor of dairy science at Texas A&M University, are evaluating the



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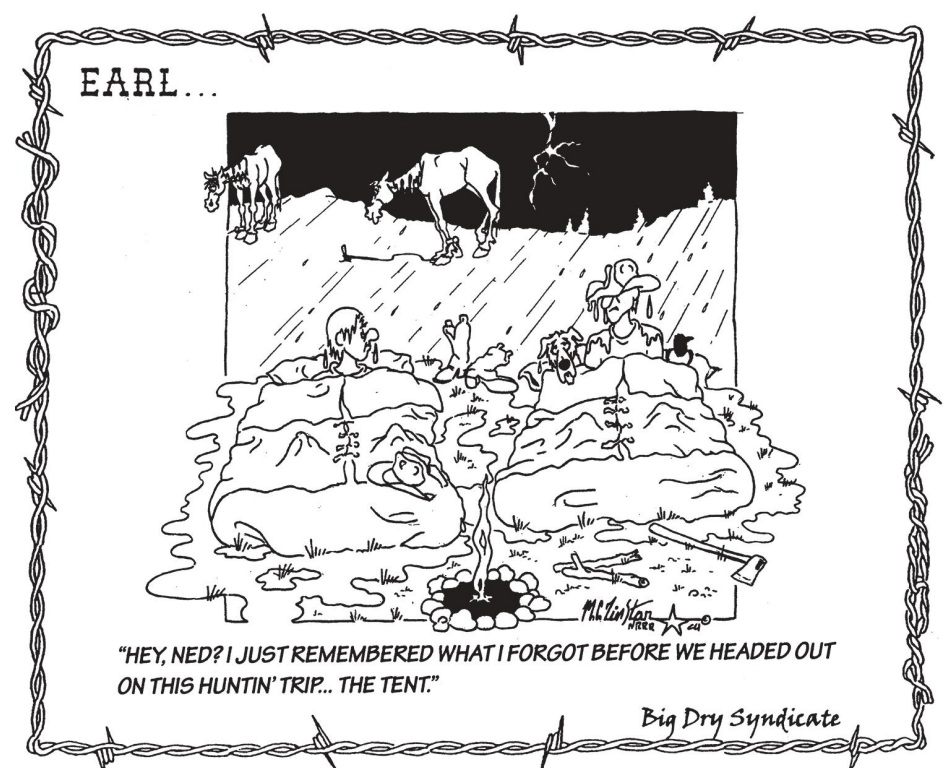
NEWS

effectiveness of chemical controls in decontaminating milk. They are also assessing the health impacts of feeding decontaminated milk to calves. Identifying an effective chemical decontamination strategy will equip dairy farmers with a cost efficient way to slow the spread of HPAI on their farms and repurpose milk from infected cows.

“Our goal is to develop a practical, science based solution that dairy farmers can implement quickly and affordably,” said Dr. Paudyal. “We are collaborating with the University of Georgia to identify effective on-farm decontamination strategies that help reduce the spread of HPAI and protect both animal and human health.”

FFAR’s ROAR program rapidly funds research and outreach in response to emerging or unanticipated threats to the U.S. food supply or agricultural systems.

Foundation for Food & Agriculture Research. FFAR builds public-private partnerships to fund bold research addressing big food and agriculture challenges. FFAR was established in the 2014 Farm Bill to increase public agriculture research investments, fill knowledge gaps, and complement the U.S. Department of Agriculture’s research agenda. FFAR’s model matches federal funding from Congress with private funding, delivering a powerful return on taxpayer investment. Through collaboration and partnerships, FFAR advances actionable science benefiting farmers, consumers, and the environment.





JOHN DEERE NEWS

John Deere Introduces All Electric Gator GX and GX Crew Utility Vehicles Built for Performance and Comfort. New lithium ion powered utility vehicles offer quiet, powerful performance for property owners and professional users. John Deere recently announced it is expanding its iconic Gator utility vehicle lineup with the introduction of the all electric Gator GX and GX Crew, built for reliable and quiet performance across residential, rural, and light duty commercial jobs.

Residential and rural property owners, farmers, and rural lifestyle enthusiasts have a diverse set of light duty jobs to manage around their properties – from transporting people, gear, and debris to hauling landscape materials and tools. Whether for leisurely drives or daily jobs, the Gator GX and GX Crew make these tasks easier, while offering a comfortable and quieter operating experience, compared to gas or diesel utility vehicles. With a rear row of seats that folds down to expand cargo space, the GX Crew allows versatility for operators to seamlessly transition between moving passengers to moving materials.

“The Gator GX lineup offers property owners the opportunity to increase productivity around their properties with less noise, less maintenance, and more versatility,” said Eric Halfman, John Deere go-to-market manager. “These utility vehicles are intuitive and durable while offering users the comfort, reliability, and convenience they expect from a John Deere Gator.”

Key features include:

- **All day comfort and control** – High back ergonomic seating, canopy protection from sun and rain, whisper quiet operation, and intuitive controls keep users comfortable and confident, rain or shine.

- **Zero operating emissions without compromise due to electric performance** – A 51V lithium ion battery delivers instant torque and smooth acceleration, while offering onboard charging to provide a simple ease-of-use experience.

- **Streamlined maintenance** – Fewer moving parts means no fuel, oil changes, or belt replacements, significantly reducing upkeep and increasing uptime.

- **Purpose built for work and play** – Both models include multiple cargo and storage areas, ergonomic ingress/egress, and offer attachments like a lighting kit and a JDLINK M modem for connectivity and fleet management.

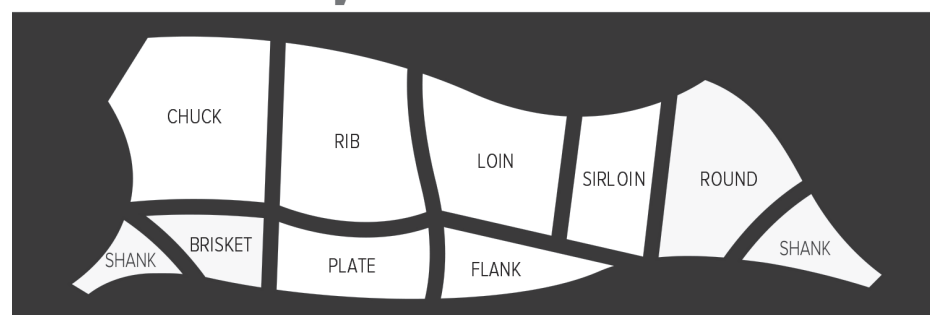
Both models are available in John Deere Green and Yellow or Grey Metallic, with the GX seating two and the GX Crew seating four and boasting additional storage and fold down rear seats to ensure it is ready to tackle any job.

For more information on the new Gator GX and Gator GX Crew,

contact your local John Deere dealer or visit deere.com.

About John Deere. It doesn't matter if you've never driven a tractor, mowed a lawn, or operated a dozer. With John Deere's role in helping produce food, fiber, fuel, and infrastructure, we work for every single person on the planet. It all started nearly 200 years ago with a steel plow. Today, John Deere drives innovation in agriculture, construction, forestry, turf, power systems, and more. For more information on Deere & Company, visit us at www.deere.com.

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For more information about Meat Suite, contact Lee Menius at lamenius@ncsu.edu



United States Department of Agriculture
National Institute of Food and Agriculture

zoetis NEWS

Zoetis Receives Conditional Approval for Dectomax-CA1 Injectable for the Prevention and Treatment of New World Screwworm Myiasis in Cattle.

With new label, Dectomax-CA1 Injectable is the first and only parasite control product with conditional approval to help control economically devastating pest Cochliomyia hominivorax (New World screwworm). Zoetis recently announced that Dectomax-CA1 Injectable is the first and only parasite control product to receive conditional approval from the U.S. Food and Drug Administration for the prevention and treatment of infestations caused by larvae of *Cochliomyia hominivorax* (myiasis) and prevention of reinfestation for 21 days. This conditional approval applies to beef cattle, female dairy cattle less than 20 months of age, pregnant beef cows, newborn calves, and bulls.

In the first half of 2026, producers and veterinarians will begin to see the 250 milliliter and 500 milliliter bottles of Dectomax Injectable with a new label for Dectomax-CA1 (doramectin injection). Dectomax-CA1 is the same effective doramectin formulation as Dectomax Injectable.

Zoetis is committed to supporting livestock producers with scientific solutions for this economically devastating pest. New World screwworm poses a continuing threat to livestock health, and the financial impacts of the disease to the U.S. agricultural economy are estimated in the billions of dollars.¹

“New World screwworm has the potential to bring

unprecedented economic and animal health harm to livestock producers,” said Mike Lormore, DVM, MS, MBA, Director of Cattle and Pork Technical Services at Zoetis. “Our top priority is to support keeping animals healthy and provide timely, efficacious solutions to our customers and partners. With this conditional approval, Dectomax-CA1 Injectable can now be used as part of safe, effective control measures against New World screwworm.”

Livestock producers are encouraged to work closely with their herd veterinarian to implement strategic prevention and control measures.

Early detection of New World screwworm and rapid response are critical to protecting the health of animals and the livestock industry. Producers are encouraged to immediately report any suspicious wounds, maggots, or infestations to their local accredited veterinarian, state animal health official, or the U.S. Department of Agriculture’s Animal and Plant Health Inspection Service. USDA APHIS animal health contacts can be found at www.aphis.usda.gov/contact/animal-health.

For more information on the New World screwworm and the conditional approval for Dectomax-CA1 Injectable, visit zoetis.com/NewWorldscrewworm.

References

¹Agriculture’s Animal and Plant Health Inspection Service. USDA APHIS animal health contacts can be found at www.aphis.usda.gov/contact/animal-health. www.aphis.usda.gov/sites/default/files/news-historical-economic-impact.pdf. Accessed August 15, 2025.

About Zoetis. As the world’s leading animal health company, Zoetis is driven by a singular purpose – to nurture our world and humankind by advancing care for animals. After innovating ways to predict, prevent, detect, and treat animal illness for more than 70 years, Zoetis continues to stand by those raising and caring for animals worldwide – from veterinarians and pet owners to livestock producers. The company’s leading portfolio and pipeline of medicines, vaccines, diagnostics, and technologies make a difference in over 100 countries. A Fortune 500 company, Zoetis generated revenue of \$9.3 billion in 2024 with approximately 13,800 employees. For more information, visit www.zoetis.com.

2025 South Carolina Sale Barn Cattle Receipts

	January	February	March	April	May	June	July	August	September	October	November	December
Darlington	950	949	1,581	586	688	903	723	1,210	1,410			
Laurens	966	779	603	614	619	726	499	1,141	800			
Orangeburg	770	809	610	403	509	574	613	1,293	1,022			
Saluda Livestock Market	2,218	2,297	2,089	1,773	2,353	2,829	2,348	4,060	3,254			
Saluda Stockyards	760	507	604	466	465	796	379	1,282	946			
Williamston	2,193	1,847	1,481	1,130	509	1,863	1,396	2,285	1,671			



Decoding the Label

Know Your Beef Choices

Like the farmers and ranchers who choose how best to raise their cattle for beef, you have choices when it comes to the beef you buy. Cattle are raised responsibly and beef is safe, wholesome and nutritious – but you may see a variety of statements that reflect different production practices on beef packages in your grocery store or on a menu. The U.S. Department of Agriculture (USDA) approves these labels for beef based on specific criteria.

GRAIN-FINISHED

(Most beef is raised this way and likely doesn't have a specific label claim)

This beef comes from cattle that...

- Spend the majority of their lives eating grass or forage
- Spend 4-6 months at a feedyard eating a balanced diet of grains, local feed ingredients, like potato hulls or sugar beets, and hay or forage
- May or may not be given U.S. Food and Drug Administration (FDA)-approved antibiotics to treat, prevent or control disease and/or growth-promoting hormones

GRASS-FINISHED OR GRASS-FED

This beef comes from cattle that...

- Spend their whole lives eating grass or forage
- May also eat grass, forage, hay or silage at a feedyard
- May or may not be given FDA-approved antibiotics to treat, prevent or control disease and/or growth-promoting hormones

CERTIFIED ORGANIC

This beef comes from cattle that...

- Never receive any antibiotics or growth-promoting hormones
- May be either grain-or grass-finished, as long as the USDA's Agriculture Marketing Service (AMS) certifies the feed is 100% organically grown
- May spend time at a feedyard

“RAISED WITHOUT” CLAIMS

(May be referred to as “never-ever”)

This beef comes from cattle that...

- Never receive the compound noted (antibiotics, growth-promoting hormone, etc.)
- May be either grain- or grass-finished
- May spend time at a feedyard

DID YOU KNOW?



Cattle eat grass for most of their lives.



100% of beef processed in federally inspected packing plants is overseen and inspected by the USDA.



All cattle are commonly fed vitamin and mineral supplements to balance their diet.

You will likely come across other beef labels. For example, USDA labels like “beef raised without antibiotics” (cattle have never received antibiotics but may receive growth-promoting hormones) and “beef raised without hormones” (cattle have never received growth-promoting hormones but may receive antibiotics). All USDA labels must be approved through a formal submission and evaluation process. You might also see other claims on labels, including references to cattle breed, where cattle were raised and cattle welfare.

References:

USDA. *FSIS Guidelines on Substantiating Animal-Raising or Environment-Related Labeling Claims*. 2024. www.fsis.usda.gov/sites/default/files/media_file/documents/FSIS-GD-2024-0006.pdf

USDA. *Understanding Food Quality Labels*. 2024. www.ams.usda.gov/sites/default/files/media/AMSPProductLabelFactsheet.pdf



ARMS# 011025-08

Alltech® NEWS

Alltech launches next generation mycotoxin binders – Mycosorb A+ Evo and Mycosorb Evo. Alltech is proud to announce the launch of Mycosorb A+ Evo and Mycosorb Evo, the next generation in its trusted Mycosorb range of mycotoxin management solutions. These advanced technologies represent a significant evolution in protecting livestock health and performance against the most challenging multi-mycotoxin threats.

Data from the Alltech 37+ testing program, together with insights from the annual Alltech Harvest Analysis, have consistently highlighted the ongoing and escalating risk of mycotoxin contamination worldwide. These latest technologies are designed to provide feed and livestock producers with the most advanced and targeted tools available to address this critical challenge.

“Producers around the world have long relied on Mycosorb to protect animal health, performance, and productivity under the challenges of mycotoxin pressure,” said Dr. Alexandros Yiannikouris, global mycotoxin management research group director at Alltech. “With the introduction of Mycosorb A+ Evo and Mycosorb Evo, we are raising the bar in mycotoxin management – delivering next generation protection and setting a new benchmark for producer confidence and success.”

Key benefits of the Mycosorb Evo range include:

- Increased efficacy toward key mycotoxins, including DON, fusaric acid, and *Penicillium* derived toxins
- Enhanced broad spectrum coverage to address complex multi-mycotoxin challenges
- Improved protection of performance where it matters most, inside the animal

This patent pending innovation underscores Alltech’s commitment to science driven solutions that improve the health and performance of animals and allow producers to support their profitability while lowering their impact on the environment.

“The Mycosorb Evo range builds on decades of scientific discovery and real world success,” said Nick Adams, Technology Group commercial director at Alltech. “It reflects our commitment to solving challenges in the field and delivering trusted solutions that help our customers protect what matters most: the health and performance of their animals and the success of their operations.”

For more information about Alltech’s Mycosorb Evo range, visit alltech.com/evolution.

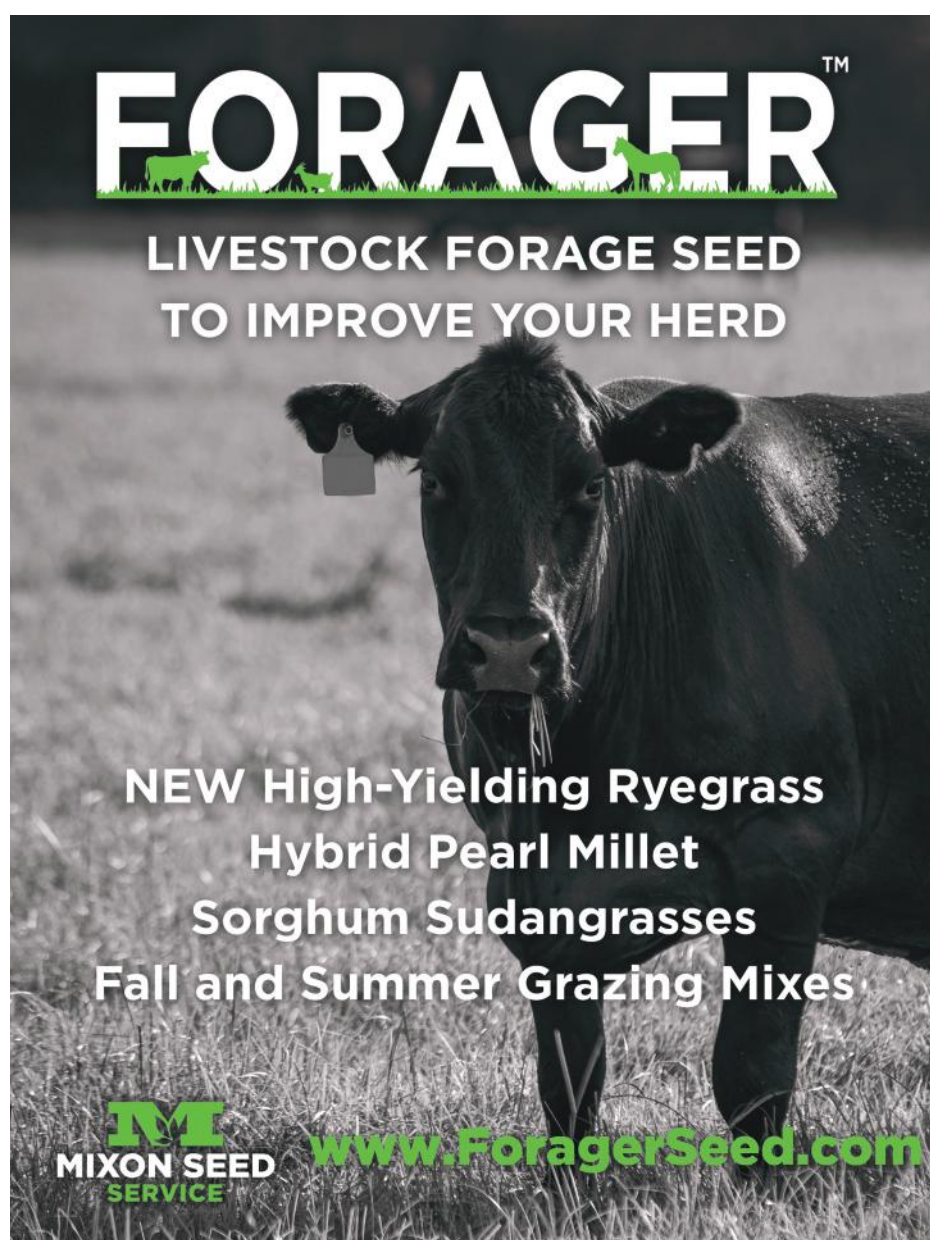
The 2025 Alltech Harvest Analysis is now underway. Over the coming months, Alltech will reveal the latest mycotoxin contamination patterns in new crop grains and forages across key regions. When available, the 2025 Alltech Harvest Analysis report can be viewed at www.alltech.com/harvest-analysis.

ADM, Alltech to bring together unparalleled expertise and experience in new North American animal feed joint venture. New venture will offer customers unique advantages thanks to combination of deep experience, strong teams, and production and innovation expertise. ADM, a global leader in innovative solutions from nature, and Alltech recently announced the signing of a definitive agreement to launch a North American animal feed joint venture, bringing together decades of experience and unparalleled capabilities to create new advantages for customers.

Alltech will contribute its U.S. based Hubbard Feeds and Canada based Masterfeeds businesses, including 18 feed mills in the U.S. and 15 in Canada, and ADM will contribute its 11 U.S. feed mills. The joint venture will be majority owned by Alltech and governed by a board with equal representation from each parent company.

“As the animal nutrition industry continues to reshape itself to support a growing global population, Alltech and ADM are bringing together passionate teams, proven products, and shared values to ensure enhanced advantages for our customers,” the companies said in a joint statement. “We’re evolving with purpose to offer an industry leading range of products and solutions for livestock, equine, backyard, and leisure animals.”

ADM and Alltech have a longstanding relationship, tracing



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back to ADM being Alltech's first customer. The new venture will offer an opportunity to align their complementary North American feed strengths, including the expertise of their teams, extensive manufacturing capabilities, deep experience in nutrition science, and well recognized and respected existing product portfolios. The venture will be supported and strengthened by the parent companies' leading edge technology and R&D, broad logistical capabilities, and connections across the broader ag and feed value chains.

"Our customers know they can depend on us to partner with them, offering personalized service and nutrition expertise to tailor

products and solutions that will give them an edge, whether in the market or the show ring," the statement continued. "Now our new joint venture is going to be able to offer even more: broader capabilities, more products, and new innovative solutions, all delivered with the relationships and service our customers have come to expect."

Alltech will retain its Ridley Block Operations, Ridley Feed Ingredients, and Alltech specialty ingredients, although these business units will be partners and suppliers to the joint venture. ADM's Canadian locations will remain with ADM, as will its U.S. premix and additive businesses, though those capabilities and products will help supply the new company.

The companies expect to complete the transaction and formally launch the joint venture in the first quarter of 2026.

About ADM. *ADM unlocks the power of nature to enrich the quality of life. We're an essential global agricultural supply chain manager and processor, providing food security by connecting local needs with global capabilities. We're a premier human and animal nutrition provider, offering one of the industry's broadest portfolios of ingredients and solutions from nature. We're a trailblazer in health and well being, with an industry leading range of products for consumers looking for new ways to live healthier lives. We're a cutting edge innovator, guiding the way to a future of new bio-based consumer and industrial solutions. And we're leading in business driven sustainability efforts that support a strong agricultural sector, resilient supply chains, and a vast and growing bioeconomy. Around the globe, our expertise and innovation are meeting critical needs from harvest to home. Learn more at www.adm.com.*

About Alltech. *Founded in 1980 by Irish entrepreneur and scientist Dr. Pearse Lyons, Alltech delivers smarter, more sustainable solutions for agriculture. Our diverse portfolio of products and services improves the health and performance of animals and plants, resulting in better nutrition for all and a decreased environmental impact.*

We are a global leader in the agriculture industry. Our team produces specialty ingredients, premix, supplements, feed and biologicals, backed by science and an unparalleled platform of services.

Strengthened by more than 40 years of scientific research, we carry forward a legacy of innovation and a unique culture that views challenges through an entrepreneurial lens. As a private, family owned company, we adapt quickly to our customers' needs and focus on advanced innovation.

We believe agriculture has the greatest potential to shape the future of our planet. Our more than 5,000 talented team members worldwide share our purpose of Working Together for a Planet of Plenty. Together, we can provide nutrition for all, revitalize local economies and replenish the planet's natural resources.

Headquartered just outside of Lexington, Ken., Alltech serves customers in more than 140 countries, has five bioscience centers, and operates more than 75 manufacturing facilities across the globe. For more information, visit alltech.com.

Franklin County Regional Beef Producers Marketing Meeting & Dinner

Area cattle producers are invited to participate in a Beef Cattle Marketing Meeting on December 18 at the Franklin County Cooperative Extension Office in Louisburg, North Carolina. The meeting will begin at 5:30 p.m. with a sponsored meal, followed by the educational and informative programs.

The special guest speaker — via Zoom — will be Dr. Derrell S. Peel, livestock marketing specialist in ag economics at Oklahoma State University, to give his forecast for cattle pricing and futures, along with other marketing trends.

Registration required. The deadline to register is 5:00 p.m. on December 16. Register at go.ncsu.edu/2025-beef-marketing-dinner-meeting.

For more information, contact the Franklin County Cooperative Extension at 919-496-3344 or Martha Mobley at martha_mobley@ncsu.edu.



USDA Purchases 417,000 Metric Tons of U.S. Grown Commodities for America First International Food Assistance Program. The U.S. Department of Agriculture will provide \$480 million to make America safer, stronger, and more prosperous and strengthen global food security through its two premier international food assistance programs, McGovern-Dole and Food for Progress. These programs rely on and support American farmers, ranchers, and producers, who generously share their bounty with the world and open key markets for American businesses.

For the McGovern-Dole International Food for Education and Child Nutrition Program, USDA is providing \$240 million in Fiscal Year (FY) 2025 funds to purchase U.S. commodities to support six projects in five countries. Through Food for Progress, USDA is providing \$240 million in FY 2025 funds to purchase U.S. commodities to support eight projects in six countries.

Under both programs, USDA purchases U.S. grown commodities from American farmers and producers and provides them to implementing organizations. McGovern-Dole partners will utilize 56,170 metric tons of U.S. grown packaged commodities, a 50 percent increase from 2024, which will be used to provide critical school meals to vulnerable communities in Benin, Honduras, Mozambique, Pakistan, and Senegal. Food for Progress implementing organizations will sell 361,000 metric tons of U.S. grown commodities, a 12 percent increase from 2024, in foreign markets and use the proceeds to provide critical support to remove trade barriers, increase imports of crops for agricultural inputs for American business, and ensure market access for American products in Colombia, Ethiopia, Kenya, Vietnam, Nigeria, and Nepal.

Details of the fiscal year 2025 McGovern-Dole and Food for Progress funding allocations are available on the Foreign Agricultural Service website at www.fas.usda.gov.

USDA Launches Agribusiness Trade Mission to Taiwan. Under Secretary for Trade and Foreign Agricultural Affairs Luke J. Lindberg visited Taipei to lead an agribusiness trade mission sponsored by USDA to expand market access and boost U.S. agricultural exports. The delegation includes 39 agribusinesses and trade organizations, as well as representatives from three state departments of agriculture.

“On a per capita basis, Taiwan already punches above its weight in purchasing high quality American agriculture, but we are here to showcase more of our amazing brands and food products. As a high income economy, Taiwanese consumers want nothing but the best,

USDA NEWS

and American producers are uniquely positioned to deliver on that demand,” said Lindberg. “We aim to lock in recent commitments that Taiwanese officials made to American producers and win new sales that will support family farms back home.”

Taiwan presents a prime opportunity for American producers, with a highly advanced consumer market, steady economic growth, innovative consumer technologies, and a desire to experience new food and agricultural products. It ranks as the eighth largest market for U.S. agricultural exports worldwide, with the United States being the largest supplier of agricultural products on the island.

This trade mission comes on the heels of an announcement from Taiwanese officials who intend to increase purchases of several categories of U.S. agricultural products by 30 percent over the next four years. With a total export value of \$3.8 billion in 2024, the U.S. enjoys a \$3.1 billion agricultural trade surplus with Taiwan, illustrating the valuable opportunity this trade mission presents across many industries, including soybeans, corn, wheat, dairy, beef, fresh fruit, tree nuts, and more.

USDA’s trade mission to Taiwan is part of a broader 2025 export promotion strategy. Recent trade missions to Hong Kong, Thailand, Peru, Guatemala, and the Dominican Republic led to projected 12 month sales of \$64 million. .

USDA Announces \$38.3 Million in Grant Agreement to Cover Agricultural Losses due to Hurricane Helene in South Carolina. U.S. Secretary of Agriculture Brooke L. Rollins announced USDA will provide more than \$38.3 million in Congressionally mandated recovery assistance to South Carolina agricultural producers through a block grant agreement with the S.C. Department of Agriculture (SCDA) to help producers recover from Hurricane Helene..

“Farmers and ranchers across the Southeast are still recovering from Hurricane Helene, and our team at USDA is working closely with states like South Carolina to quickly provide relief for farmers who have taken a financial hit due to no fault of their own,” said Secretary Rollins. “President Trump will not leave our farmers behind, and he has directed me and our team to ensure they have the resources they need to continue to produce the safest, most reliable, and most abundant food supply in the world.”

“South Carolina’s farmers and forest landowners have worked



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tirelessly to recover from Helene’s devastation, and this funding will close crucial gaps to assure a future for their businesses. A strong agriculture and forestry sector is essential to our state’s economy and security, and we’re committed to distributing this funding quickly. I’d like to thank South Carolina’s farmers and forest landowners who offered information and feedback, and Secretary Rollins and her staff for their collaboration as we work to get this critical aid into the right hands,” said S.C. Commissioner of Agriculture Hugh Weathers.

Under this agreement, SCDA will administer a program covering infrastructure and timber losses in addition to future economic losses and market losses. This funding is part of the \$30 billion disaster assistance relief effort authorized by the American Relief Act, 2025. USDA is working with 14 different states, including South Carolina, to develop and implement block grants to address the unique disaster recovery needs for each state.

USDA and SCDA have finalized a grant agreement that will cover qualifying losses not addressed by other USDA disaster programs. Producers should look for additional program information available through the SCDA. infrastructure following damage from severe storms and wildfires.

Secretary Rollins Announces Plan for American Ranchers and Consumers. U.S. Secretary of Agriculture Brooke L. Rollins, Secretary of the Interior Doug Burgum, Secretary of Health and Human Services Robert F. Kennedy Jr., and Small Business Administrator Kelly Loeffler recently announced a suite of actions to strengthen the American beef industry, reinforcing and prioritizing the American rancher’s critical role in the national security of the United States. Since 2017, the United States has lost over 17 percent of family farms, more than 100,000 operations over the last decade. The national herd is at a 75 year low, while consumer demand for beef has grown 9 percent over the past decade. Because increasing the size of the domestic herd takes time, USDA is investing now to make these markets less volatile for ranchers over the long term and more affordable for consumers.

“America’s food supply chain is a national security priority for the Trump Administration. We are committed to ensuring the American people have an affordable source of protein and

that America’s ranchers have a strong economic environment where they can continue to operate for generations to come,” said Secretary Rollins. “At USDA we are protecting our beef industry and incentivizing new ranchers to take up the noble vocation of ranching. USDA will immediately expedite deregulatory reforms, boost processing capacity, including getting more locally raised beef into schools, and working across the government to fix longstanding common sense barriers for ranchers like outdated grazing restrictions.”

“At Interior, the department is slashing red tape and restoring grazing access on public lands to support the livelihoods of hardworking Americans in the ranching industry,” said Secretary Doug Burgum. “Thanks to President Trump, this administration is taking decisive action to support America’s farmers and ranchers so that they can support American families with high quality beef.”

“We face a chronic disease epidemic in this country largely tied to the foods we eat,” said Secretary Kennedy. “Under President Trump, we are restoring whole foods as the foundation of the American diet and ending the decades old stigma against natural saturated fat in beef and dairy products. We will strengthen America’s ranching industry so families can choose nutrient dense, minimally processed foods. Bottom line – we cannot Make America Healthy Again without America’s farmers and ranchers.”

“Ranches and farmers are the original small businesses. Over generations, they carry on the vital legacy of feeding, clothing, and fueling America,” said Administrator Kelly Loeffler. “Thanks to the leadership of President Donald J. Trump and Secretary Rollins, this Administration is taking major action to strengthen our food supply and the beef industry by offering more security for the hardworking ranches our nation depends on. The SBA is committed to doing its part by cutting burdensome regulations and supplying government guaranteed loans to support our producers as they work to strengthen the American beef supply – for consumers, our national security, and the proud American tradition of ranching.”

About the U.S. Department of Agriculture. *USDA is made up of 29 agencies and offices with nearly 100,000 employees who serve the American people at more than 4,500 locations across the country and abroad. We provide leadership on food, agriculture, natural resources, rural development, nutrition, and related issues based on public policy, the best available science, and effective management.*

We have a vision to provide economic opportunity through innovation, helping rural America to thrive; to promote agriculture production that better nourishes Americans while also helping feed others throughout the world; and to preserve our Nation’s natural resources through conservation, restored forests, improved watersheds, and healthy private working lands.

Our strategic goals serve as a roadmap for the Department to help ensure we achieve our mission and implement our vision.

When President Lincoln established the United States Department of Agriculture, he called it the “People’s Department.” At USDA we are working tirelessly to be a model department that serves all people of our great Nation. For more information, visit www.usda.gov.

USDA PLAN FOR AMERICAN RANCHERS AND CONSUMERS

Protecting and Improving the Business of Ranching	Expanding Processing, Consumer Transparency, and Market Access	Building Demand Alongside Domestic Supply
		
Strengthen U.S. cattle production through increased grazing access for ~5 million acres, endangered species reforms, enhanced disaster relief, increased access to capital, and reducing costs for new and young ranchers.	Lower long-term costs by cutting inspection costs by up to 75% for small processors. Increasing market options for consumers with “Product of USA” labeling, ensuring consumers know they’re eating great American beef.	Grow the domestic herd while boosting long term demand to reduce prices for consumers while growing markets for ranchers through significant farm-to-school grants and protein-focused Dietary Guidelines.

USDA

Ashlyn Gilpin Joins BioZyme. Ashlyn Gilpin of Blandinsville, Ill., is the new E-Commerce, Mass Merchant, and Digital Marketplace Account Manager for BioZyme Inc., headquartered in Saint Joseph, Missouri. In her role, Gilpin will support sales and access to the BioZyme family of brands in the digital and retail spaces, leveraging her sales, supply chain, and marketing expertise.

“Ashlyn brings a unique skillset to the BioZyme team, which is incredibly valuable in this era of online sales. Her drive and initiative, combined with her experience and industry knowledge, make her an ideal fit as we grow the BioZyme family of brands,” said Lynsey Whitacre, Ph.D., BioZyme Vice President of Development.

Meet Ashlyn Gilpin – Gilpin earned her bachelor’s degree in animal science with a concentration in business from Kansas State University. She also attended Lake Land College, where she was on the livestock judging team. She has moved through several ranks within her career, most recently working as a replenishment analyst.

“I was drawn to BioZyme due to its brand recognition, presence in the livestock and equine industries, and the way it promotes youth programs,” Gilpin said. “BioZyme carries high quality brands and products, but most importantly, it prioritizes caring for animals and their health and finding solutions for specific challenges.”

Gilpin and her fiancé live in Western Illinois, where they raise

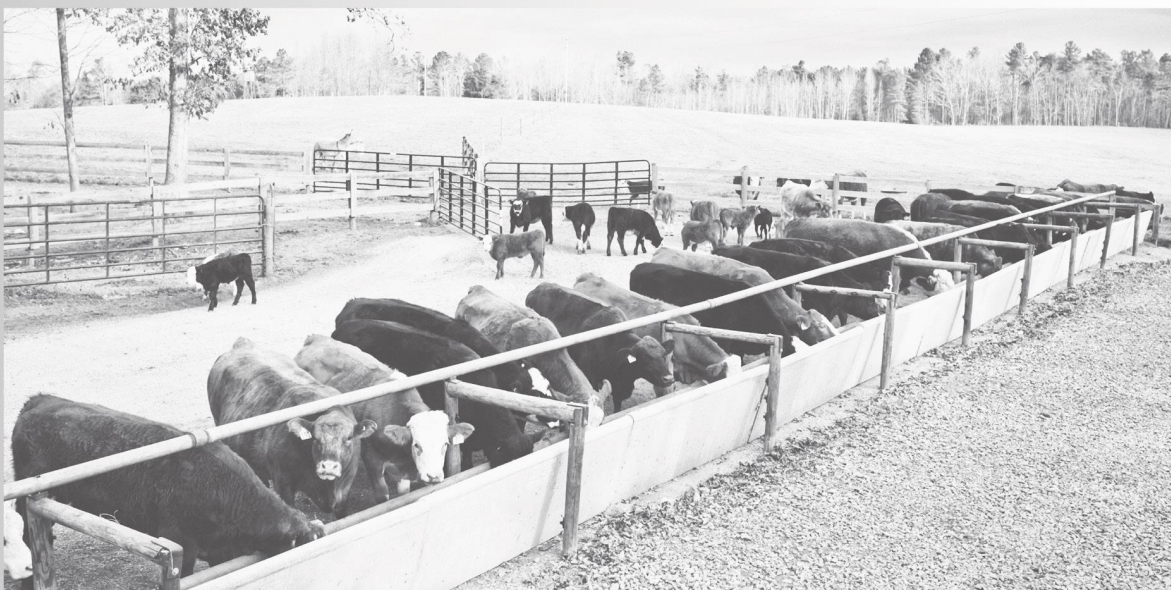
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NEWS

show cattle and enjoy helping their customers through initiatives like a custom embryo buy back program. She enjoys modeling and styling boutique clothing and jewelry in her free time, selling real estate, and traveling back to Kansas State for activities.

Keep Herds Healthy with Amaferm in Cattle Diet. Raising healthy, high performing cattle is the goal of nearly every cattle producer – especially with today’s markets. A proactive approach to herd health begins with building a well planned cattle diet that supports the digestive system, fuels immunity, and optimizes performance from the inside out. Nutrition is more than just meeting daily requirements. We know that 70 percent of a cow’s immune response



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begins in the digestive system. Quality nutrition is the foundation of disease prevention, efficient growth, and long term profitability. By focusing on gut health and strengthening the rumen before challenges arise, producers can set their herds up for success and keep animals performing at their peak throughout the year.

Be Proactive with AO-Biotics Amaferm – At BioZyme, we take animal health and nutrition seriously, and we have been for more than 60 years. That’s why we recommend incorporating AO-Biotics Amaferm into cow diets. Amaferm is research proven to enhance the digestibility of feedstuffs while stimulating the growth of beneficial gut microbes, keeping animals healthy from the inside out.

“The cow is an amazing machine if we treat her right and take a holistic approach with her. She should and will kick out a calf every year,” said Chris Cassady, Ph.D., BioZyme Director of Beef Technical Sales. “However, good genetics are only part of the equation. We need to start being more intentional with her nutrition, especially as input costs rise. That is where a probiotic like Amaferm plays an important role in your herd’s nutrition and health. The intent is that your cattle will get more value from the ingredients you are feeding them. A healthier cow will eat better.”

Why Do Probiotics Matter? Probiotics are non-digestible feed ingredients that support the growth and activity of beneficial microbes in the gastrointestinal tract. These microbes, often referred to as the “good bugs,” play a critical role in digestion, nutrient absorption, immune function, and overall animal health.

Think of probiotics as fuel for the microbes that already exist in the rumen. They don’t directly feed the animal, but they do nourish the microbial population that is responsible for breaking down fiber, fermenting feed, and converting nutrients into usable energy. This

chain reaction improves feed efficiency, boosts immune response, and supports a healthy digestive system, all key components of a balanced and productive cow diet.

There are many types of probiotics available on the market, each with unique modes of action. However, not all are created equal. Proven probiotics, like Amaferm, have demonstrated the ability to stimulate rumen function, improve nutrient absorption, and enhance immune health. When incorporated into a cattle diet, Amaferm helps cattle get more energy from every mouthful of forage, which translates to healthier animals and improved performance. Simply put, your cattle will get more nutritional value from less feed. Therefore, there is less nutritional tax when the immune system isn’t activated.

A Healthy Gut Equals a Healthy Herd – A productive cow diet does more than meet the animal’s basic nutritional requirements. It also supports a robust immune system. Many producers think of immunity in terms of vaccines and disease prevention protocols, which are vitally important tools. However, true herd health starts much earlier, in the gut.

The digestive tract is the body’s first line of defense against harmful pathogens. A well balanced microbiome – the community of microorganisms living in the gut – acts like a protective barrier, helping to prevent harmful bacteria from entering the system. By nurturing these beneficial microbes with probiotics, we strengthen that barrier and reduce the workload on the animal’s immune system.

BioZyme News continued on the next page

Chainsaw Safety & Natural Disaster Preparedness for Farmers

Join us on November 14-15 at the N.C. State University Butner Beef Cattle Research Station in Granville County for a two day hands-on workshop.

Learn essential chainsaw safety techniques, temporary fencing, and natural disaster preparedness strategies tailored for farmers. Whether you’re a seasoned pro or just starting out, this event will equip you with the knowledge and skills to stay safe and resilient in challenging situations. Don’t miss out on this valuable opportunity to enhance your farming practices!

Space is limited to 20 participants, so register early! The cost of registration is \$40, which includes lunch and snacks. Register at chainsawsafetyandnaturaldisaster.eventbrite.com.

Chainsaw Safety & Natural Disaster Preparedness

November 14-15th

9 AM – 4 PM

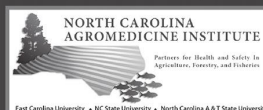
Registration \$40



Lunch & Snacks Provided

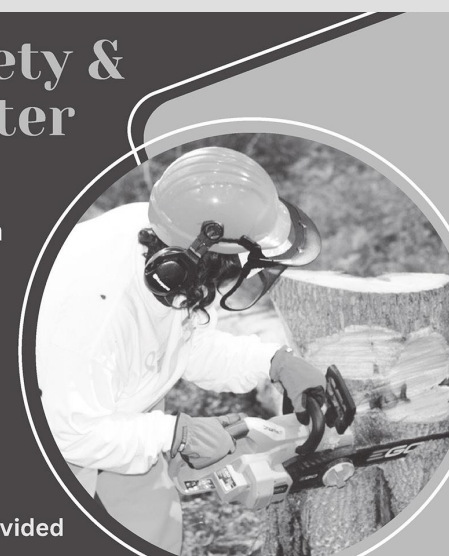
<https://chainsawsafetyandnaturaldisaster.eventbrite.com>

Hands-on workshop with chainsaw safety techniques, temporary fencing, and natural disaster preparedness strategies tailored for farmers



FOR MORE INFORMATION
Contact April Shaeffer
April_Shaeffer@ncsu.edu

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BioZyme News *continued from the previous page*

Adaptive immunity — the part of the immune system activated by vaccines — is vital, but ideally, it's the last line of defense. If we keep the “bad bugs” out in the first place through proper gut health, the final 30 percent of the immune system may never need to be activated. That means fewer health challenges, less stress on the animal, and more energy devoted to growth, reproduction, and production.

Incorporate Amaferm into Your Nutrition Program – The good news for producers is that adding prebiotics to a cattle diet doesn't require a major overhaul of your feeding program. You can easily incorporate proven prebiotic technologies like Amaferm into your daily routine through free choice mineral supplements, tubs, or a total mixed ration (TMR).

The even better news for producers is that adding Amaferm to your cattle diet will add benefits to both the cow and her offspring, according to Cassady.

“Amaferm offers generational value to the herd, as it is passed from the cow to the calf, resulting in increased calf vigor and healthier calves. Those healthier calves at birth typically stay healthier and grow faster, and we know that Amaferm in the diet of weaned calves contributes to an additional quarter pound of gain per day. Healthier calves make healthier replacement females, and the cycle continues,” Cassady said.

This proactive approach to nutrition is most effective when paired with best management practices. Clean water, good sanitation, manure management, and effective vaccination protocols all work synergistically to support herd health. However, prebiotics add an extra layer of protection and performance that can make a measurable difference in animal productivity.

Prebiotics in a Cattle Diet Offer an Economic Advantage – Adding prebiotics to a cattle diet is more than a health decision in today's economy — it's also a business strategy. When cattle stay healthier, producers see direct financial benefits. Improved gut function means more efficient nutrient absorption, which reduces feed costs and improves weight gain. A stronger immune system reduces the need for treatments and veterinary interventions. And improved overall performance strengthens profitability across the board.

This concept ties directly into one of the most important economic realities in beef production — nutritional savings. Every pound of feed that's more efficiently digested, every day an animal spends healthy instead of fighting off illness, and every incremental gain in weight or reproduction rate directly impacts your bottom line. The cow diet works harder for you when you feed prebiotics, helping maximize savings.

Amaferm research shows that adding it to the beef cattle diet increases gain by ¼ pounds per day. With current calf prices the way they have been this summer and into the fall, wouldn't you want to have faster gaining calves that go to market sooner to collect that paycheck?

Building a Smarter Cow Diet for the Future – The beef

industry is constantly evolving, and so are the strategies that help producers stay competitive. As we face new challenges — from input costs to changing environmental conditions — optimizing nutrition becomes even more critical. Prebiotics are one of the most effective tools available today to improve digestion, boost immunity, and support long term herd health.

By incorporating prebiotics like Amaferm into your cattle diet, you're not just feeding your animals, but you're also fueling their entire digestive system. That leads to stronger performance, improved efficiency, and a healthier herd from the inside out. Just like treating diesel fuel in the winter keeps an engine running smoothly, adding prebiotics to your nutrition program keeps the rumen — the cow's engine — working at peak performance.

“We have nearly 70 years of research that show how Amaferm works. Furthermore, we see it in our own herds and herds across the country. If the cows stay healthier, they get more value out of what they consume and can partition more nutrients to their calves,” Cassady said. “I encourage producers to be more intentional with their cow herd nutrition to set future generations of their herd up for success.”

How to Incorporate Amaferm into the Cattle Diet – For producers looking to take full advantage of the benefits of prebiotics like Amaferm, the VitaFerm and Gain Smart lines of nutritional supplements offer a proven solution. Every VitaFerm and Gain Smart product is powered by Amaferm, designed to maximize energy and forage utilization. By improving the digestibility of forages and feed, Amaferm ensures cattle extract more nutrition from what they eat — supporting growth, reproduction, milk production, and overall herd performance.

Whether you're managing a cow/calf operation, developing replacement heifers, or backgrounding stockers, these BioZyme products can be customized to meet your operation's unique nutritional needs. And because Amaferm works naturally with the animal's existing microbiome, it is safe and effective year round.

- ***VitaFerm for Cattle Diets*** – The best way to incorporate Amaferm into your cow diet is through the VitaFerm line of vitamin and mineral supplements. BioZyme offers a variety of nutritional supplements, all powered by Amaferm.

- ***VitaFerm ONE*** – meets or exceeds nutrient requirements throughout the production cycle and provides one solution to conveniently and consistently promote cattle performance in all seasons.

- ***VitaFerm Concept•Aid*** – promotes effective, easy breeding when fed 60 days pre-calving through 60 days post breeding.

- ***VitaFerm ReproMaxx*** – provides high vitamin and mineral fortification and research proven components to take reproductive success to the MAXX.

Furthermore, you can give your days old calves the Amaferm technology with the VitaFerm Sure Start Gel, designed to maximize calf vigor immediately after the calf has its first colostrum.

A plethora of products exists in each of the VitaFerm lines to

meet each operational goal, including products for fly control, heat mitigation with our HEAT technology, additional protein, and more. BioZyme also offers drenches for quick response for weaning and receiving.

Gain Smart for Calf Diets – Gain Smart is a line of vitamin and mineral supplements for stocker cattle that promotes healthy, economical pounds. All formulas are powered by Amaferm and include organic copper, iodine, and zinc for maximum bioavailability and hoof health.

Gain Smart offers four different free choice vitamin and mineral supplement formulas to fit any feeding scenario.

The four Gain Smart formulas include:

- **Gain Smart Stocker** – designed to maximize efficient gain.
- **Gain Smart Stocker Wheat** – designed to maximize efficient gain on wheat or small grain pasture.
- **Gain Smart Stocker HEAT** – designed to maximize efficient gain when temperatures are above 70°F. Contains HEAT technology – a combination of essential oils and garlic – to support animals when heat and insects are a challenge.
- **Gain Smart Stocker Balancer RU1600** – designed to maximize efficient gain and balance high grain diets when mixing TMR rations. Includes rumensin for improved feed efficiency.

Get Your Amaferm Today – The success of your operation starts with the foundation you build in your cattle diet. A balanced

ration, combined with a prebiotic like Amaferm, creates a healthier gut, a stronger immune system, and more productive animals. It's a simple but powerful concept – fuel the good bugs, and they'll fuel the herd.

If you're ready to strengthen your herd's performance and improve your bottom line, incorporating Amaferm through products like VitaFerm or Gain Smart is an efficient way to get started. Not sure what to feed cows when it comes to VitaFerm? Check out our Concept•Aid Product Navigator.

About BioZyme Inc. With a continued commitment to excellence, the BioZyme Stockyards location earned the American Feed Industry Association (AFIA) and Feedstuffs 2024 Feed Facility of the Year honor. BioZyme Inc., founded in 1951, develops and manufactures natural, proprietary products focused on animal nutrition, health, and microbiology. With a continued commitment to research, BioZyme offers a complete line of feed additives and high density, highly available vitamin, mineral, trace mineral, and protein supplements for a variety of animals, including cattle, pigs, poultry, sheep, goats, horses, and dogs. BioZyme brands include AO-Biotics, VitaFerm, Gain Smart, Sure Champ, Vitalize, DuraFerm, and Backyard Boost. With headquarters in St. Joseph, Mo., the company reaches a global market of customers that stretches into countries across five continents. For more information about BioZyme, visit www.biozymeinc.com.

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A NEWS

Animal Ag Alliance

New “Meat Matters” Guide highlights nutrition benefits of animal protein. Fridge ready poster compares nutritional profiles of protein sources. The Animal Agriculture Alliance has published a new “Meat Matters” Guide. The guide is a science based resource highlighting why meat, dairy, poultry, eggs, and seafood are essential to a balanced diet and sustainable food system. The report covers the nutritional

benefits of these foods and addresses common misconceptions.

“As Americans are putting a greater emphasis on hitting protein goals, animal protein is here to deliver with nutrient dense food choices,” said Emily Ellis, director of communications and content, Animal Agriculture Alliance. “Whether it’s protein quality, vitamin B12, or iron absorption, these foods deliver essential nutrients that are difficult to replicate with plant based sources alone.”

Key highlights from the report include:

- **Complete protein power** – Many animal proteins provide all nine essential amino acids needed to support essential body functions.

- **Brain and blood health** – Vitamin B12, an essential nutrient only found naturally in animal-source foods, is crucial for brain function. Iron from meat is also more easily absorbed than iron from plant sources, reducing the risk of anemia.

- **Heart health** – Research shows that animal proteins like lean beef can fit into a heart healthy diet when consumed alongside other important nutrients like fruits, vegetables, and whole grains.

- **Curb hunger** – Incorporating protein at each meal can lead to increased satiety and fullness, supporting weight loss and management goals.

- **Sustainability progress** – U.S. animal agriculture accounts for just 4 percent of total greenhouse gas emissions, thanks to decades of innovation and progress from the farm and food communities.

- **Key to vulnerable populations** – The Food and Agriculture Organization of the United Nations recognizes meat, milk, and eggs as essential sources of nutrients, particularly for vulnerable populations.

The “Meat Matters” Guide includes a fridge ready poster comparing the nutritional profiles of various animal protein sources based on dietary needs and preferences.

“Our goal at the Animal Agriculture Alliance is to serve as a resource for curious consumers,” Ellis added. “The Meat Matters Guide provides an easy-to-understand resource for health professionals, educators, and consumers so they can feel confident about their food choices.”

The “Meat Matters” Guide is available for download at www.animalagalliance.org/issues/nutrition/.

About the Animal Agriculture Alliance. *The Alliance safeguards the future of animal agriculture and its value to society by bridging the communication gap between the farm and food communities. We connect key food industry stakeholders to arm them with responses to emerging issues. We engage food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We protect by exposing those who threaten our nation’s food security with damaging misinformation. For more information, visit www.animalagalliance.org.*



Don't put your cart before your horse... advertise that sale ahead of time! You'll see positive results.

MEAT MATTERS

Meat, dairy, poultry, eggs, and seafood play a critical role in a healthy, sustainable diet. Without them, we'd struggle to meet nutrition requirements that support us in feeling and functioning our best every day.² Let's dig into why meat matters.

PUTTING THE PRO IN PROTEIN.

Not all proteins are created equal. Research has shown that those who incorporate animal proteins in their diet get more “bang for their buck” as many animal proteins are considered complete proteins that include all nine essential amino acids needed for various essential body functions.²

WHAT'S AT “STEAK”?

Experts agree that a healthy diet consists of fruits and vegetables, whole grains, low-fat dairy, and moderate amounts of nutrient-dense meat, poultry, seafood, and eggs. In fact, the Food and Agriculture Organization of the United Nations (FAO) has concluded that meat, eggs, and milk are an essential source of nutrients, especially for more vulnerable populations.⁹ Studies have identified those who lack meat in their diet completely are at risk for calcium, iron, vitamin A, vitamin B12, and omega-3 fatty acid deficiencies.^{1,10}

IT'S A NO-BRAINER.

It's important to incorporate a balance of all food groups in your diet. Vitamin B12, a critical nutrient for brain function, is a perfect example – it's only naturally present in meat, dairy, poultry, eggs, and seafood.³

B12

Iron

IRON OUT THE FACTS.

Anemia, commonly caused by iron deficiency, is considered a major public health concern by the World Health Organization (WHO).⁴ Removing foods like red meat from your diet can have a negative effect on meeting your body's iron needs, as it is more readily available than iron from plant-based sources.⁹

PACK PROTEIN, SHED POUNDS.

Research suggests that aiming for 25-30 grams of high-quality protein at each meal can lead to increased satiety and fullness, weight loss and management, and decreased risk of cardiometabolic risk.¹¹ When it comes to selecting your protein sources, it's important to know the nutritional differences. It would require nearly two times the number of calories from plant-based proteins, like beans, peas, and lentils, to get the same amount of protein from various animal-based sources.¹²

25 G OF PROTEIN EQUALS:

	3 OZ. OF BEEF	170
		CALORIES
	9 CUPS OF PEAS	326
		CALORIES
	3 CUPS OF LENTILS	327
		CALORIES
	3 CUPS OF BEANS	384
		CALORIES

HEARING THE HEART TRUTHS.

Contrary to what you might have heard, meat and eggs can support a heart-healthy diet. Take beef: research suggests lean sources of beef can be part of a heart-healthy diet when eaten alongside vegetables, fruits, whole grains, nuts, and beans.⁵ If cholesterol in eggs is your concern, don't stress! While eggs do contain cholesterol, it does not negatively impact the cholesterol levels in our blood that may lead to heart issues.⁷

ROOTED IN RESPONSIBILITY.

You should feel good about the foods that you eat. Farmers and ranchers follow science-backed, species-specific animal welfare guidelines to ensure top-notch care, as well as responsible antibiotic use. The animal agriculture community is also making continued progress in environmental stewardship. Today, animal agriculture is responsible for just 4% of U.S. greenhouse gas emissions.⁸

VISIT WWW.ANIMALAGALLIANCE.ORG TO LEARN MORE.



VISIT WWW.ANIMALAGALLIANCE.ORG TO LEARN MORE.





HOLIDAY ROAST SWAPS

Beef's great versatility means that consumers can find cuts at a variety of price points to fit their budgets, even during the holidays.

You're hosting dinner for the holidays, but your budget has changed. How do you still cook a delicious beef dinner sure to impress?

Consider these holiday roast swaps, which can be easier to find and more affordable, without sacrificing flavor.

TENDERLOIN SWAP FOR:



RECIPE TO TRY



Herb-Topped Beef Roast with Roasted Cauliflower



Strip Loin Roast



Top Sirloin Petite Roast



Strip Petite Roast

TOP LOIN/STRIP LOIN SWAP FOR:



RECIPE TO TRY



Pepper-Crusted Tri-Tip Roast w/ Garlic Sherry Sauce



Tri-Tip



Top Sirloin Petite Roast

BRISKET SWAP FOR:



RECIPE TO TRY



Beef Brisket with Savory Sauteed Apples



Brisket Point



Brisket Flat



Chuck Roast

TOP ROUND SWAP FOR:



RECIPE TO TRY



Walnut-Crusted Roast with Blue Cheese Potatoes



Bottom Round Roast



Rump Roast



Eye of Round



Sirloin Tip

Chuck Roast
This cut is a good value with loads of beef flavor. Roast or braise to highlight natural tenderness and flavor.

Brisket Flat
The leaner half of the whole Brisket is full-flavored and can be sliced or shredded.

Brisket Point
The slightly less lean half of the brisket, this cut is juicy and full of flavor.

Bottom Round Roast
Known for its great value, this cut is best for roasting or slow-cooking and slicing thin. Plus, it's lean!

Eye of Round
A lean, flavorful cut often used for roast beef at the deli. It can be roasted or slow-cooked.

Rump Roast
Boneless and lean, this cut is perfect for slow-cooking.

Sirloin Tip
Perfect for a family meal, roast this lean cut and slice thin to serve.

Strip Loin Roast
This centerpiece roast is tender, juicy and full of flavor. Plus, it's lean!

Strip Petite Roast
A smaller roasting option than Strip Loin Roast. Impressive looking, yet easy to cook, juicy and lean.

Tri-Tip
Boneless and fairly tender, roast or grill then slice against the grain for maximum flavor!

Top Sirloin Petite Roast
Known for being lean, this cut is a smaller option and ideal for roasting.



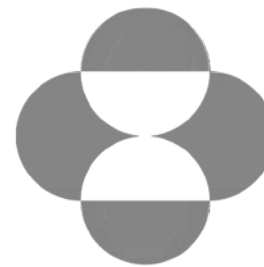
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New Data Demonstrates Vaccination Significantly Improves Production in Veal Calves. Vaccinated calves showed fewer lung lesions and achieved a significantly higher body weight than unvaccinated calves. Merck Animal Health recently announced the presentation of new data supporting intranasal vaccination for the prevention of bovine coronavirus (BCoV) with BOVILIS NASALGEN-C. These data were presented at the Vlaamse Buiatriecongres 2025 (the Flemish Buiatrics Congress) on October 23–24.

“Bovine coronavirus is a highly contagious respiratory infection that can cause coughing, fever, rhinitis, and inappetence in cattle. Addressing and preventing this damaging infection is essential,” said Geert Vertenten, Ph.D., DVM, global technical director of ruminant biologicals at Merck Animal Health. “The findings provide strong evidence supporting the vaccination of calves with BOVILIS NASALGEN-C to help improve animal welfare and operational efficiency in cattle farming.”

Data from a study titled “*Intranasal vaccination against bovine coronavirus significantly improves production parameters in crossbred veal calves – Results from a randomized field trial*” demonstrated that intranasal vaccination against bovine coronavirus (BCoV) significantly enhances production outcomes in crossbred veal calves. Conducted on 217 male calves, the study compared a live attenuated BCoV vaccine (BOVILIS NASALGEN-C) administered upon arrival at fattening units to a placebo. Vaccinated calves showed a trend toward fewer lung lesions and, importantly, achieved a significantly higher body weight (+2.88 kg) and average daily weight gain (+39 g/day) after ten weeks compared to controls.

These findings suggest that intranasal vaccination at arrival is a practical and effective strategy to improve calf growth performance



MERCK
Animal Health

UPDATE

under challenging conditions of transport and commingling, where respiratory infections are common. Although preventive vaccination ideally occurs before transport, the rapid onset of immunity from the intranasal live vaccine offers a valuable alternative to mitigate production losses associated with bovine respiratory disease (BRD) outbreaks. This study highlights the potential of targeted BCoV vaccination to support healthier, more productive veal calves in commercial settings.

BRD is a common and costly respiratory illness in calves caused by a combination of viral and bacterial infections, often triggered or worsened by stress factors like transportation, commingling, and weaning. It leads to pneumonia, respiratory distress, reduced appetite, and slower growth, significantly impacting calf health and development. BRD results in increased veterinary costs, higher mortality rates, and decreased production efficiency due to poor weight gain and feed conversion.

Animal owners or caretakers should consult a licensed veterinarian for more information.

About Merck Animal Health. At Merck, we are unified around our purpose — we use the power of leading edge science to save and improve lives around the world. For more than a century, we’ve been at the forefront of research, bringing forward medicines, vaccines, and innovative health solutions for the world’s most challenging diseases. Merck Animal Health, a division of Merck & Co., Inc., in Rahway, N.J., is the global animal health business of Merck. Through its commitment to *The Science of Healthier Animals*, Merck Animal Health offers veterinarians, farmers, producers, pet owners, and governments one of the widest ranges of veterinary pharmaceuticals, vaccines, and health management solutions and services, as well as an extensive suite of connected technology that includes identification, traceability, and monitoring products. Merck Animal Health is dedicated to preserving and improving the health, well being, and performance of animals and the people who care for them. It invests extensively in dynamic and comprehensive R&D resources and a modern, global supply chain. Merck Animal Health is present in more than 50 countries, while its products are available in some 150 markets. For more information, visit www.merck-animal-health.com.





GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

NEWS

Global Beef Sustainability Conversations – From Insights to Actions in a Complex World. Leaders and innovators from across the global beef value chain gathered in Toronto, Canada, on September 25 for the Global Roundtable for Sustainable Beef (GRSB)’s Sustainability Communicators’ Summit.

Hosted immediately after the Canadian Roundtable for Sustainable Beef’s annual conference and a “Maple Leaf Beef Tour,” the event explored public perceptions of beef industry sustainability using findings from new GRSB global research. The study examined global beef consumption patterns, alignment with GRSB’s sustainability goals, key indicators of sustainability, and how these insights can inform more effective engagement and communications strategies.

The Sustainability Communicators Summit was guided by the theme “Global Beef Sustainability Conversations – From Insights to Actions in a Complex World,” which highlighted the importance of using public perception insights, knowledge sharing, and dialogue to advance sustainability across the industry. By bringing together a wide range of stakeholders, the summit reinforced the value of collaboration in addressing complex challenges through expert insights, open dialogue, and information sharing.

The event featured presentations, expert panels, and interactive workshops for attendees, and it closed with an energizing capstone session led by Canadian public trust expert Crystal Mackay of Loft32 on how to support the people who feed the world.

“The global beef sustainability community comes together through the GRSB, and communicating our collective commitment is a core shared value,” said Andrea White, Chair of the GRSB Communications Council and Director of Marketing & Stakeholder Relations for the Canadian Roundtable for Sustainable Beef (CRSB). “It was an honor to host this year’s Communicators’ Summit, and the new information gathered through our public perceptions study, along with the diverse perspectives of our value chain members, experts, and those involved in policy and communications around the world, shows the power of that collaborative effort.”

Highlights of the event included:

- A preview of the GRSB global perception research conducted by Abacus Data
- Brainstorming sessions exploring how consumer insights can drive stronger sustainability strategies
- A panel of global value chain leaders discussing proactive engagement with policymakers to align on shared goals

The summit emphasized that beyond sharing data, bringing together diverse stakeholders drives collective progress and strengthens sustainability efforts across the beef value chain by energizing people into action.

For more information on GRSB’s initiatives and upcoming

events, visit grsbeef.org.

About the Global Roundtable for Sustainable Beef. GRSB is a global, multi-stakeholder initiative focused on advancing continuous improvement in the sustainability of the global beef value chain. Through collaboration, science, and innovation, GRSB works to ensure beef is produced responsibly, transparently, and in ways that benefit people, animals, and the planet.

2026 SPOTLIGHT ISSUES SCHEDULE

Most of the breed associations in North and South Carolina have stepped forward and renewed their contracts for Spotlight sections in *The Carolina Cattle Connection* for 2026. If your breed is not featured as a Spotlight section and you would like to inquire on any open months please feel free to contact me. Below is the tentative schedule for the upcoming year.

2026 RESERVED SPOTLIGHT ISSUES

JANUARY	CHAROLAIS
FEBRUARY	FORAGES
MARCH	ANGUS
APRIL	PIEDMONTESE
MAY	BRAHMAN
JUNE	HEREFORD
JULY	BELTED GALLOWAY
AUGUST	SIMMENTAL
SEPTEMBER	SANTA GERTRUDIS
OCTOBER	WAGYU
NOVEMBER	BRANGUS
DECEMBER	BRAUNVIEH

For more information about your breed’s Spotlight Issue, contact:

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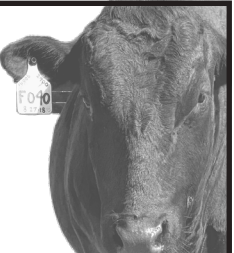


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Upcoming Events

ANGUS

- Nov. 1 — 3rd Annual Lorson Angus Female Sale, Harrisonburg, Va.
 Nov. 1 — Barnett Angus Ranches 6th Annual BAR Production Sale, Washington, Ga.
 Nov. 1 — TJB Maternal Magic Annual Bull Sale XIV, Chickamauga, Ga.
 Nov. 6 — Palmetto Cattlemen's Showcase, via [AgSaleDay.com](https://www.agsaleday.com)
 Nov. 8 — Blue & Gray/Gragg Farms Angus Production Sale, Gore, Va.
 Nov. 8 — Gibbs Farms 20th Annual Bull & Replacement Female Sale, Ranbourne, Ala.
 Nov. 8 — Craven Angus Farm 8th Annual Bull & Female Sale, Seagrove, N.C.
 Nov. 8 — 24th Annual E.B. & Shane Harris Influence Female Sale, Oxford, N.C.
 Nov. 8 — Locust Level Farms Bull & Female Sale, Vernon Hill, Va.
 Nov. 15 — McMahan Farm & Hancock Angus Annual Registered Angus Bull Sale, Mocksville, N.C.
 Nov. 15 — Shelton Angus & Dogwood Farm Fall Bull Sale, Gretna, Va.
 Nov. 15 — Southeast Bull Expo & Sale, Asheboro, N.C.
 Nov. 29 — The 909 Ranch Inaugural Fall Production Sale, Statesville, N.C.
 Nov. 29 — 9th Annual Boys from the South Bull Sale, Lebanon, Tenn.
 Dec. 5 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.
 Dec. 6 — 50th Annual Union County Performance Tested Bull Sale, Monroe, N.C.
 Dec. 6 — Uwharrie Ridge Farms Production Sale, Denton, N.C.
 Dec. 6 — N.C. BCIP Waynesville Bull Test Sale, Canton, N.C.
 Dec. 13 — Brushy Mountain Genetics Bull & Female Sale, Taylorsville, N.C.
 Dec. 13 — N.C. BCIP Butner Bull Test Sale, Oxford, N.C.

2026

- Jan. 3 — 17th Annual EBS Farms Annual Bull & Female Sale, Norwood, N.C.
 Feb. 7 — 50th Annual Clemson Bull Test Sale, Clemson, S.C.
 Feb. 12 — UGA Focus on Genomic Enhanced EPDs Sale, Athens, Ga.
 Feb. 21 — Yon Family Farms Spring Bull & Female Sale, Ridge Spring, S.C.
 Apr. 11 — Knoll Crest Farm Spring Bull & Heifer Sale, Red House, Va.

BRANGUS

2026

- Feb. 7 — 50th Annual Clemson Bull Test Sale, Clemson, S.C.
 Feb. 21 — Yon Family Farms Spring Bull & Female Sale, Ridge Spring, S.C.

CHAROLAIS

- Dec. 6 — N.C. BCIP Waynesville Bull Test Sale, Canton, N.C.

2026

- Jan. 3 — 17th Annual EBS Farms Annual Bull & Female Sale, Norwood, N.C.

GELBVIEH

- Nov. 1 — TJB Maternal Magic Annual Bull Sale XIV, Chickamauga, Ga.
 Nov. 29 — 9th Annual Boys from the South Bull Sale, Lebanon, Tenn.
 Dec. 6 — 50th Annual Union County Performance Tested Bull Sale, Monroe, N.C.

HEREFORD

- Nov. 22 — Southern Partners in Performance Sale, Union Grove, N.C.
 Dec. 5 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.
 Dec. 13 — Brushy Mountain Genetics Bull & Female Sale, Taylorsville, N.C.

2026

- Feb. 7 — 50th Annual Clemson Bull Test Sale, Clemson, S.C.
 Mar. 28 — N.C. Hereford Classic Sale, Union Grove, N.C.
 Apr. 11 — Knoll Crest Farm Spring Bull & Heifer Sale, Red House, Va.

RED ANGUS

- Nov. 6 — Palmetto Cattlemen's Showcase, via [AgSaleDay.com](https://www.agsaleday.com)
 Nov. 8 — 24th Annual E.B. & Shane Harris Influence Female Sale, Oxford, N.C.

2026

- Feb. 7 — 50th Annual Clemson Bull Test Sale, Clemson, S.C.

SANTA GERTRUDIS

- Nov. 8 — 24th Annual E.B. & Shane Harris Influence Female Sale, Oxford, N.C.
 Nov. 8 — Santa Gertrudis Breeders of the Carolinas Field Day, Monroe, N.C.
 Dec. 13 — N.C. BCIP Butner Bull Test Sale, Oxford, N.C.

2026

- May 9 — Santa Gertrudis Breeders of the Carolinas Sale, Zebulon, N.C.

SIMMENTAL

- Nov. 8 — 24th Annual E.B. & Shane Harris Influence Female Sale, Oxford, N.C.
 Nov. 29 — The 909 Ranch Inaugural Fall Production Sale, Statesville, N.C.
 Dec. 6 — 50th Annual Union County Performance Tested Bull Sale, Monroe, N.C.
 Dec. 6 — N.C. BCIP Waynesville Bull Test Sale, Canton, N.C.
 Dec. 13 — N.C. BCIP Butner Bull Test Sale, Oxford, N.C.

2026

- Jan. 3 — 17th Annual EBS Farms Annual Bull & Female Sale, Norwood, N.C.
 Feb. 7 — 50th Annual Clemson Bull Test Sale, Clemson, S.C.
 Feb. 21 — Yon Family Farms Spring Bull & Female Sale, Ridge Spring, S.C.

SOUTH POLL

- Dec. 5-6 — Southern Select South Poll Cattle Sale, Laurens, S.C.

WAGYU

- Nov. 1 — Wilders Wagyu StayWILD '25 Production Sale, Turkey, N.C.

OTHER SALES

- Nov. 13 — Graded Feeder Calf Sale, Norwood, N.C.
 Dec. 6 — N.C. BCIP Waynesville Bull Test Sale, Canton, N.C.
 Dec. 13 — N.C. BCIP Butner Bull Test Sale, Oxford, N.C.

OTHER EVENTS

- Nov. 4-5 — 2025 Artificial Insemination School, Raleigh, N.C.
 Nov. 10-11 — 2025 Artificial Insemination School, Raleigh, N.C.
 Nov. 12 — Clemson Extension Hoof to Herd Sire Series
 Nov. 12 — Tri-County Livestock Association Meeting, Trenton, N.C.
 Nov. 14-15 — Chainsaw Safety & Disaster Preparedness for Farmers, Butner, N.C.
 Nov. 18 — Stockmanship & Stewardship Virtual Event
 Nov. 19 — Stockmanship & Stewardship Virtual Event
 Dec. 10 — Clemson Extension Hoof to Herd Sire Series
 Dec. 16 — Profiting with Precision: Financial Strategies for Livestock Operations, Rocky Mount, N.C.
 Dec. 18 — Franklin County Regional Beef Marketing Meeting & Dinner, Louisburg, N.C.

2026

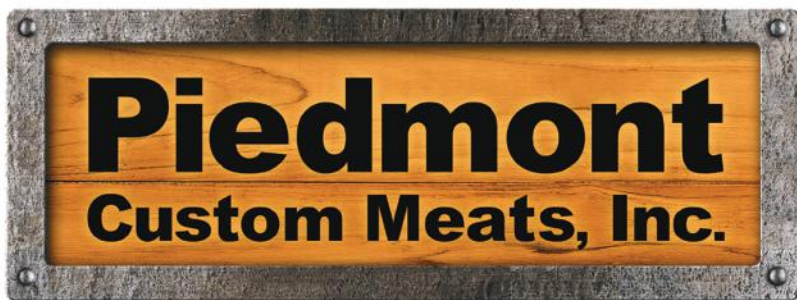
- Feb. 19 — 2026 N.C. Forage & Grasslands Council Winter Conference, Hickory, N.C.
 Feb. 20-21 — 2026 Cattle Conference, Hickory, N.C.

LIVESTOCK MARKET SALES

- Nov. 3 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
 Nov. 3 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
 Nov. 4 — Mid-Atlantic Cattle Sales Video Auction, via [macsvideo.com](https://www.macsvideo.com)
 Nov. 5 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
 Nov. 10 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
 Nov. 10 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
 Nov. 12 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
 Nov. 13 — Elite Livestock Marketing Group Video Auction, via [live-ag.com](https://www.live-ag.com)
 Nov. 17 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
 Nov. 17 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
 Nov. 18 — Mid-Atlantic Cattle Sales Video Auction, via [macsvideo.com](https://www.macsvideo.com)
 Nov. 19 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
 Nov. 24 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
 Nov. 24 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
 Nov. 26 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

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